

Problems and Prospects of Tourism Development in the Conditions of a Pandemic

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ABSTRACT

The relevance of this study is to identify the vital problems and features of the development of the tourism industry in the conditions of a pandemic. In addition, in connection with the prevention of the spread of coronavirus infection in many countries of the world, it is the tourism industry, that is undergoing a crisis, which implies the development of new tools for the recovery and further development of the industry.

In the conditions of uncertainty about the further development of the tourism industry in world practice, it is difficult to determine the vector of its development. In the article, the authors show an attempt to develop anti-crisis measures and minimize negative consequences in the practical activity of tourism organizations after the weakening of the epidemiological regime in Russia, and in particular, in the Sverdlovsk region. These measures will allow reformatting the activity of domestic tourism organizations and preserving their potential.

Keywords: *tourism, business, pandemic, coronavirus infection, market, negative consequences, losses, adaptation, hospitality, tourist product, directions of activity*

1. INTRODUCTION

Tourism in modern society plays an important role in the economy and is a sign of a civilizational state, a way to comprehend the environment, a tool to improve the cultural and educational level, as well as to improve and prevent various diseases of the population. Today tourism is a rapidly developing social and economic industry in world practice, the importance of which is increasing every year. The characteristic of the current stage of tourism development is the change in its organizational forms and the penetration of transport, trade, industrial and other companies into the tourism business [2].

The tourism industry in the modern world significantly increased its influence on the Russian and foreign markets, developing the social and economic level of specific regions and the country as a whole. Currently, tourism has a positive effect on the country's economy, since this industry is progressing every day and occupies a distinctive place among other industries of the country, which gives a particular advantage to the further development of tourism activity and its special contribution to the economy [1].

Thus, the tourism industry directly and indirectly affects the development of various industries of the national economy in all countries of the world, developing the social and cultural infrastructure of the territory, increasing the potential of the services and construction industries, which, in turn, creates the preconditions for increasing job sites and increasing the employment level of those serving industries of the national economy. The multiplicative

effect of tourism development makes a significant contribution to the development of the economy of various countries and regions. Therefore, the crisis phenomena in the tourism industry, which are currently observed in the conditions of the prevention of coronavirus infection in more than 210 countries of the world, entail negative consequences in other industries of the national economy.

2. RESEARCH METHODS

In the course of the study, statistical, accounting and reporting and information sources of the activity of tourism industry enterprises in world practice, Russia and the Sverdlovsk region, as well as materials of scientific studies of domestic and foreign scientists in the field of tourism business and hospitality development were used as a study base. When processing and systematizing information and analytical material, the methods of grouping, synthesis, the historical and logical research method, the normative method of studying economic processes, as well as methods of economic analysis were used.

The purpose of the study is to determine the main directions of anti-crisis management of tourism industry organizations in the conditions of anti-epidemic measures to prevent coronavirus infection. Based on the stated purpose, the following objectives were determined: 1) to identify the factors of influence of the tourism industry on the level of social and economic development of the country; 2) to assess the activity of inbound and outbound tourist flows; 3) to determine the promising directions for

the development of the tourism industry in modern social and economic conditions.

The materials and study base were statistical, accounting and reporting and information sources of the activity of the tourism industry enterprises in Russia and the Sverdlovsk region, as well as materials of scientific research of domestic and foreign scientists in the field of development of the tourism industry. When processing and systematizing information and analytical material, the methods of grouping, synthesis, the historical and logical research method, as well as the methods of economic analysis were used.

3. RESEARCH RESULTS

Today, there are ambiguous opinions of experts and specialists in the development of the tourism industry in world practice due to the heterogeneity of approaches to this issue and the originality of the influence of various factors of the external and internal environment of the territory. We will try to analyze and systematize expert opinions on the development of the tourism industry in world practice and in Russia.

Studies, conducted by the World Tourism Organization (WTO), shows, that the state of the world tourism industry, despite the objective difficulties of recent years, is generally stable and the industry maintains its position as the largest, highly profitable and rapidly developing sector of the world economy [7]. The author considers, that it is this circumstance, that determines the interest of the leaders of most states in issues of effective state policy for the development of the tourism industry in world practice.

According to specialists and experts of a non-profit organization, that plays an instrumental role in the development and implementation of a strategy for the long-term development of the Russian economy (CRC). The contribution of the tourism industry to Russia's GDP may grow to 7.5% by 2025. This target indicator is included in the proposals for the industry development strategy. Achievement of this indicator is possible with the implementation of six main directions: 1) improvement of infrastructure and development of tourism facilities; 2) stimulation of market participants and improvement the quality of services; 3) the use of information technology and platforms; 4) promotion of Russian tourist products in the domestic and foreign markets; 5) development of the management system and institutional environment; 6) ensuring security in the industry [14].

According to E.A. Shatko Russia has a great natural, cultural, and historical potential for the development of various types of domestic tourism, but it continues to be a risky and underdeveloped industry with an ever-increasing demand for its services. Competition from international tourism is forcing the Russian tourism and recreational complex to look for ways to adapt to new conditions. Therefore, the author assumes, that the development of the industry directly depends on the attraction of financial

resources from both government agencies and private domestic and foreign investors [13].

A group of authors, Kazybaikyzy A., Mukhanova A.E., Smagulova Zh.B. consider, that tourism has significant potential as a tool for economic development, but it is not a panacea for all economic troubles. The government should make every effort to optimize (rather than maximize) the profits from tourism, taking into account the expenses, that its development may entail. [5].

The point of view of I.R. Alexandrova is the following: the economic efficiency of tourism implies, that tourism in the country should be developed in parallel and in interconnection with other sectors of the social and economic complex. The author considers the market of tourist services as a system of world economic relations, in which the process of converting tourism and excursion services into money and converting money back into tourism and excursion services takes place [1].

At the same time, it is necessary to note some negative consequences of the development of tourism activity, as evidenced by E. Frolova: "While a well-planned development of tourism has the opportunity to contribute to the economic and social and cultural well-being of the host countries, rapid and unplanned growth in tourism can equally lead to negative consequences such as overpopulation and increased anthropogenic impact on the environment, etc. The author considers, that along with the positive effects of tourism development, it is necessary to take into account the negative consequences of the depletion of economic and natural resources, which, in turn, will contribute to the transition to a resource-saving economy [12].

Reinhard Bachleitner, professor of the Institute for the Sociology of Culture, University of Salzburg, interpreted tourism as a dynamic, complex system, although subject to transformations, but has been remaining stable for a long time. The author captures simultaneously close factors to tourism, such as the industry of free time and entertainment services, innovative technologies in the media, offering many media performances or virtual tours [3].

The tourism industry can be considered, according to a group of Belarusian experts in the field of tourism, as a set of hotels and other accommodation facilities, means of transport, catering facilities, entertainment means and facilities, objects of cognitive, business, health, sports and other significance, organizations, engaged in tourism activities, organizations, providing guide-translator services [10].

Thus, the authors fully support the thesis of the Belarusian scientist V.A. Marchuk, who considers, that the main sign of successful activity in tourism is client orientation, the elasticity of the market for the provision of tourism services, on which the entire modern competitive tourism business should be based [6].

4. DISCUSSION OF FINDINGS

According to the World Travel and Tourism Council (WTTC), due to the pandemic outbreak, more than 50 million people, in percentage terms, is about 12-15% of workforce downsizing in tourism organizations [4]. Thus, tourism in the first turn turned out to be at the highest risk of bankruptcy, incurring great losses around the world and

in the future, the recovery of the tourism industry will take a certain amount of time. UNWTO Secretary General Zurab Pololikashvili declared, that tourism should be recognized as a key factor in building a better future in all regions of the world. The experience in recovery from past crises proves, that it is impossible to overestimate the importance of our sector [8].

Table 1: Indicators of tourism business development in the Russian Federation [9]

Name of the indicator	Unit of measurement	2014	2015	2016	2017	2018
Contribution of tourism to the country's GDP	%	3.30	3.30	3.40	3.80	4.10
Number of tour operators in the Unified Federal Register	Unit	4,173	4,110	4,467	4,553	4,680

Analyzing the statistical indicators, it is necessary to note an increase in the contribution of tourism in 2018 to the country's GDP by almost a quarter (by 24%), although until 2016 this indicator varied at almost the same level. In addition, it should be noted, that the increase in the share of GDP was influenced by the fact, that the FIFA World Cup was held in the territory of the Russian Federation, which undoubtedly increased the prestige of the country, as well as the level of attention of foreign guests to sightseeing routes and congress and exhibition arrangements of our state.

According to the ATOR analytical service for December 2019, there are 4,377 companies in the Unified Federal Register of Tour Operators, of which more than 530 are outbound tourism tour operators, more than 2.5 thousand are domestic tourism tour operators [10]. Despite a rather large number of tour operators in the domestic market of Russia, today tourism is turned to be at a high risk of bankruptcy due to the 2020 pandemic, a sharp ruble crash, a decrease in the population's paying capacity, and the impossibility of free movement of Russians across the country and abroad. Therefore, the sale of a tourist product under the influence of conditionally uncontrollable factors practically decreased to zero values, which calls into doubt the further functioning of many Russian and foreign tour operators and tourism organizations, as well as related service sectors of the national economy, including accommodation facilities, catering facilities, etc.

Relying on official statistics, it can be concluded, that the popularity of domestic tourism in Russia is increasing by

almost 30%. A distinctive feature is the fact of a change in the share values by types of tourism activity across the population. Thus, the share of beach tourism over the past 3 years has been systematically decreasing by about 5-7% for the sake of active recreation, which is gradually gaining popularity due to the formation of a healthy lifestyle in society and the developing system of responsibility for one's intellectual, psycho-emotional and physical health. During 2019, Russia was visited by about 19.1 million foreign guests, which is 1% lower than in 2018. Moreover, about 42% of all inbound travels is accounted for by foreigners from far-abroad countries (about 8 million People), and 58% by guests from the CIS countries (about 11 million people). According to reports from the OneTwoTrip portal, the top ten leaders include such Russian cities as Moscow, St. Petersburg, Novosibirsk, Kaliningrad, Sochi, Krasnodar, Yekaterinburg, Kazan, and Vladivostok.

Yekaterinburg is a business, industrial and cultural center of the Ural region, which has a powerful tourism and recreational potential to attract guests through the sale of tourist products in the field of active, extreme, historical, educational, health and ecological tourism. A variety of natural, historical, and cultural-ethnic factors make it possible to develop various complexes and variations of travels, that meet the needs and requirements of various gender and age groups of consumers.

Table 2: Analysis of the structure of tourism in Yekaterinburg (%)

Type of tourism	2017	2018	2019	Change, %
Inbound	30	34	38	126
Outbound	70	66	62	88

As shown by the statistics Table 2, the ratio of inbound and outbound tourism in Yekaterinburg is insignificant, but systematically changes within 10-12%. In addition, it is necessary to understand, that the structure of tourist trips both in Russia and in Yekaterinburg will be changed

significantly under the influence of the prevention of coronavirus infection, which practically paralyzed the tourism business for 2-4 months. It is still difficult to predict the future development of the tourism industry, but it becomes obvious, that there will be a surge in domestic

tourism in 2020 due to a decrease in the population's paying capacity, limited travel abroad of their country, as well as the fear for their lives and the lives of their loved ones, formed by the psycho-emotional state. As practice shows, most tour. Organizations of Yekaterinburg makes great efforts to develop anti-crisis measures to minimize the negative consequences of the pandemic by developing

new approaches to the formation of tourist products, taking into account the needs of the population and its financial capabilities. So, in our opinion, tourist products will be in demand in the field of business, children, health tourism, and short-term weekend tours.

Table 3: The structure of tourism in Yekaterinburg

Type of tourism	2017	2018	2019	Change, %
Distribution of domestic tourism by type (%)				
Sport	10	20	10	100.00
Health	9	5	7	77.78
Business	70	70	78	111.43
Other	11	5	5	45.45
Distribution of outbound tourism by type (number of trips)				
Sightseeing	55,369	57,658	59,875	108.14
Beach	140,256	145,921	169,125	120.58
Sport	10,250	11,450	12,458	121.54
Health	21,545	22,145	22,547	104.65
Business	18,554	22,458	30,154	162.52
Other	1,250	1,350	1,254	100.32
Total	247,224	260,982	295,413	119.49

Analyzing the statistical data of Table 3, it is possible to determine the priority directions of inbound and outbound tourism in Yekaterinburg. The lion's share of inbound tourism is business tourism. So, in 2019, almost 80% of all trips is accounted for by business trips. Thus, when forming a plan for the sale of tourist products for 2020-2021 in the territory of the Sverdlovsk region and Yekaterinburg, business tourism should be taken into account as a priority direction of development due to the increase in business activity of foreign and domestic enterprises after the pandemic. The assesment of outbound tourism of the Urals indicates the priority of beach recreation, which is primarily due to the climatic and weather characteristics of the Ural region. At the same time, the crisis conditions for the development of the economy, the loss of job sites, a decrease in the income of the population will most likely change the preferences of the chosen vacation.

5. CONCLUSIONS

The tourism industry today is a highly profitable, rapidly developing industry of the national economy of the Russian Federation, which has a cumulative effect since it influences the development of many segments of the economy. At the same time, the pandemic made its own corrections to the development of many industries around the world and, first of all, cut down on the organizations of the tourism business and hospitality. Today, the tourism industry suffers multi-billion dollar losses, and not all players in the tourism services market will be able to overcome the negative consequences of the pandemic. Thus, taking into account the factors of adaptation to the

new conditions, dictated by the prevention of coronavirus infection, it is possible to foresee with a high degree of certainty the reforming of tourist flows and focus on domestic tourism in Russia.

Due to the specifics of the location of the Sverdlovsk region and Yekaterinburg, in our opinion, it is possible to determine the main directions of anti-crisis management in organizations of tourism business and hospitality:

- development of measures of financial support for industries and enterprises, affected by the impact of the pandemic, by the state executive authorities;
- maximum use of instruments of financial and tax benefits, developed by the Government of the Russian Federation to support the business activity of enterprises in various industries of the national economy;
- active work of tourism industry organizations with counterparties and considering the possibilities of maintaining advance payments by transferring services to later dates with a more attractive set of services;
- optimization of the items of expenditure of enterprises and organizations of the tourism industry, which consists in reducing costs in current economic activity;
- reformatting and development of new tourist products, taking into account the existing structure of domestic tourism in the territory, etc.

Thus, the use of all available tools and resources of the industry, the development and reformatting of tourist products will minimize the consequences of the crisis in all industries of the Russian Federation.

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