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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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Following the mentioned above, it could be assumed that the tourism industry assumes a significant role in the economic growth of any country. However, nowadays, the tourism industry suffers from sustaining losses due to COVID-19 pandemic. Indeed, the tourism market has a strong declining in supply and demand. Moreover, the measures, which are taken to struggle against COVID-19 adverse influence negatively affect economic growth. Furthermore, it has significantly curtailed population movement both domestically and abroad. It should note that the decline in tourist activity provokes a further recession in the context of economic, social and political tension [5, 10, 11, 32, 33, 36].

The obtained analysis results allowed establishing that the competitiveness of Ukrainian tourism industry is lower by 3.2% compared to the global average in 2019, while in the EU tourism capacity is higher than the average global level, particularly: in Estonia – by 9.1%, in Latvia – by 5%, in Lithuania – by 3.3%. It should note that the unchangeable leader in tourism competitiveness rating is Spain [32]. It worth noting that the main factor holding back the flow of foreign tourists into Ukraine is the imperfection of the "business infrastructure". In turn, the statistical data analysis showed that Ukrainians travelled less than people in EU countries (Table 1).

Table 1 – Competitiveness Index of countries in the field of tourism and travel (2019)

Country	Score	Absolute growth compared to 2017, (%)	Absolute growth compared to the global average rate, %
Spain	5,4	0,3	41,4
Estonia	4,2	-7	9,1
Latvia	4	1,8	5
Lithuania	4	1,5	3,3
Ukraine	3,7	6,5	-3,2

*Source: developed by the authors based on [33]

At the same time, the dynamics of Ukraine residents requests to arrange routes since January 2020 indicated that residents of Ukraine navigated by vehicle more often than paved pedestrian routes [1, 2, 8, 12, 13, 19, 22, 26, 29]. Thus, the development of domestic automobile tourism is one of the ways to recover the tourism sector. According to the mentioned above, this paper presents the possible scenarios of the tourism industry development in Ukraine during the COVID-19 pandemic based on the example of domestic automotive tourism.

The obtained forecast results indicate that the adopted quarantine measures have a significant impact on the movement of residents within Ukraine. In the first case, if the quarantine measures were not introduced from 12.03.2020 and the population continued its usual way of life, the trend of movement would have rapid

growth and did not have a significant impact on tourism. However, the second development scenario, subject to the introduction of quarantine restrictions from 09.05.2020, indicates that the dynamics of population movement will have a slightly positive trend.

The revival of tourism activity would allow employees to return to their workplaces, provide cash flow contributed to the development of both the tourism industry and the economy as a whole. Therefore, against the background of the fight against the COVID-19 pandemic, it is strategically important to form a reliable image of Ukraine and increase the tourism market competitiveness, forming new proposals, ensuring a high level of hygiene and safety, attracting innovative management methods and active use of modern information technology, affordable price of tourist services, etc.

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