

**THE INFLUENCE OF NEW POST-PANDEMIC WORLD STANDARDS ON THE DEVELOPMENT OF THE TOURIST INDUSTRY<sup>1</sup>****Zamora O.M.,**

*Ph.D, Assistant of Professor of the Department of International Economic Relations,  
Sumy State University,  
str. Rymsky-Korsakov, 2, Sumy, 40007, Ukraine,  
o.zamora@uabs.sumdu.edu.ua*

**Teslyk A.V.,**

*student,  
Sumy State University,  
str. Rymsky-Korsakov, 2, Sumy, 40007, Ukraine,  
a.teslyk@student.sumdu.edu.ua*

**Taraniuk L.M.,**

*Doctor of Economics, Professor, Professor of the Department of International Economic Relations,  
Sumy State University,  
str. Rymsky-Korsakov, 2, Sumy, 40007, Ukraine,  
l.taraniuk@uabs.sumdu.edu.ua*

**Shcherbachenko V.O.,**

*Ph.D., Senior Lecturer of the Department of International Economic Relations,  
Sumy State University,  
str. Rymsky-Korsakov, 2, Sumy, 40007, Ukraine,  
v.shcherbachenko@macro.sumdu.edu.ua*

**Lazis P.M.,**

*student,  
Sumy State University,  
str. Rymsky-Korsakov, 2, Sumy, 40007, Ukraine,  
pavel.lazis@gmail.com*

**Taraniuk K.V.,**

*Ph.D, Senior Lecturer of the Department of Management,  
Sumy State University,  
str. Rymsky-Korsakov, 2, Sumy, 40007, Ukraine,  
k.taraniuk@management.sumdu.edu.ua,*

*In the context of global quarantine and uncertainty, an important aspect is the development of the economic spheres of the post-pandemic world and its new standards. The measures taken to combat the spread of COVID-19 have a particular impact on the tourism industry, which has become one of the most affected during this period. The study focuses on the prospects and emergence of new standards of living and doing business in countries with a significant weight of tourism in their GDP and the impact of post-pandemic features on countries that are beginning to develop in the tourism industry. During the preparation of the article, the dependence of the service sector on the stable situation in the world and the challenges posed by this pandemic to this branch of the tertiary sector of the economy were analyzed. Emphasis is placed on the study of the interaction of social and economic factors that affect the development of the tourism industry in the context of globalization. The relevance of the article lies in the need to predict ways to adapt countries to global change based on the experience of governments in combating the negative impact of coronavirus on the tourism industry. The purpose of the study is to reveal the impact of new norms of the post-pandemic world on the development of tourism. Methodology and scientific approaches: analysis of scientific works in the fields of economics, finance, sociology and medicine. An analysis of statistics for the COVID-19 pandemic, collected by global health and safety structures; reports of government agencies and analysis of the impact of quarantine restrictions on the state of their economy. The ability and pace of adaptation of the post-pandemic world to global changes and in particular to the tourism industry have been*

---

<sup>1</sup> Підготовлено в рамках НДР «Механізм синергетичної взаємодії інструментів економічної політики як драйвер стабілізації секторів економіки в контексті зростаючих чинників вразливості внаслідок пандемії COVID-19 (№ державної реєстрації 0120U104765)».

*predicted. The result of the research is to reveal the scale of the pandemic effect on the world economy and forecast the vectors of tourism business development in the new realities. The practical significance of the article is determined in the analysis of the necessary transformation of the world in order to overcome further economic crises. The social consequences of compulsory vaccinations and non-violation of existing quarantine restrictions are positive in terms of improving the world economy.*

**Key words:** *post-pandemic world, tourism, adaptation, changes, restrictions.*

DOI: 10.21272/1817-9215.2021.2-21

## INTRODUCTION

The COVID-19 pandemic has become a challenge for every country and the world economy as a whole. Uncertainty about the duration of restrictions and the difficulty of forecasting the situation creates a significant imbalance in the management models of all sectors of the economy that existed before the introduction of global quarantine.

Tourism is one of the sectors most affected by the COVID-19 pandemic. Before the global pandemic, it accounted for a significant portion of world GDP. However, there are countries where the share of revenues from the tourism industry has dominated over others. The countries of the Asia-Pacific region and the Western Hemisphere have had particularly significant consequences. The governments of these regions and other countries have taken steps to reduce the impact of the global situation on households and businesses. In the long run, this sector of the economy will have to adapt to the new standards of the post-pandemic world.

## ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

In the context of a pandemic, the question of the relationship between public awareness of the threats to COVID-19, its impact on advanced sectors of the economy and further measures to overcome the circumstances is important among governments. The impact of the coronavirus on public health, the political situation and the future of the post-pandemic world has been studied by the US National Academy of Sciences, Engineering and Medicine. [1].

One of the biggest challenges for the post-pandemic world is to develop mechanisms and adhere to the stages of recovery of the tourism industry and optimization of the service sector. Analysis of the consequences caused by COVID-19 and methods of development of the tourism industry is presented in the study of Abbas D., Mubin R., Iorember PT, Raza S., Mamirkulova G. [2].

Global quarantine has changed the perception of country management, which needs to change and gradually adapt to new features related to the tertiary sector of the economy. The impact of the pandemic on the tourism industry, the modernized vision of governance and its impact on society was highlighted in the work of Rakhman MK, Gazi MA, Buyana MA, Rakhmana MA [3].

An important role in restoring the stable state of the world economy is played by overcoming the negative impact of the spread of COVID-19 on business and organizing assistance programs for small and medium-sized businesses. The economic impact of the pandemic on global entrepreneurship and small business was studied by Belitsky M., Gunther H., Kritikos OS, Tyurik R. [4].

Mention should be made of the regulation of quarantine restrictions and the measures taken by governments to reduce the rate of coronavirus spread. The sphere of services directly depends on the scale of the pandemic situation, so the introduction of new methods of managing public processes is the subject of research. Ashraf BN writes about the influence of state interventions in the economy in his work. [5].

Another important component of the normalization of the post-pandemic world is the prospect of stabilizing the financial situation among the population of countries facing the crisis [6].

## SETTING OBJECTIVES

The purpose of this research is to predict the impact of new standards of the post-pandemic world on the development of the tourism industry based on available data;

analysis of the ability to adapt to global change by countries with different levels of economic development and the development of the tourism industry. Among the main objectives of this study are the following: to analyze the statistics for the period of the COVID-19 pandemic, collected by global structures on health and safety; analyze the reports of government agencies and analyze the impact of quarantine restrictions on the state of their economy; to forecast the capacity and pace of adaptation of the post-pandemic world to global change and a particular tourism industry.

#### RESEARCH METHODS

The following methods were used to obtain the results of the work: comparative analysis of scientific publications and research on the work of tourism companies in the world in the post-pandemic period; monitoring the data of international organizations, government agencies of different countries on the success of the pandemic; method of forecasting the possible development of the tourism industry on the basis of published statistics for the period of the COVID-19 pandemic.

#### RESEARCH RESULTS

Prior to the COVID-19 pandemic, the tourism industry became one of the most important sectors of the world economy, accounting for 10 percent of world GDP and more than 320 million jobs worldwide. [6].

The economic shock was felt not only by countries that are completely dependent on the tourist flow. For example, in the United States in Hawaii by August 2020, every sixth job disappeared. In Florida, where tourism accounts for up to 15 percent of state revenue, officials said it would take up to three years for the industry to recover [6]. However, the biggest blow from the introduction of global quarantine was felt by countries that are closely linked to tourism and do not have developed analogous sources of income.

With the onset of global lockdown, the service sector has faced a global problem: the limitation of contact services, which occupy a leading position in the tourism industry, and, as a result, a catastrophic reduction of jobs. Governments in many countries have taken steps to overcome the difficult situation. For example, in Costa Rica, national holidays have been temporarily postponed to Monday to increase domestic tourism by extending the weekend. Barbados has introduced the "Welcome Stamp" visa, a one-year residence permit that allows workers from abroad to live and work in the country. Similarly, the Fiji Islands launched the Blue Lanes program, which allows yachts to moor their shores after meeting strict quarantine requirements. [7].

In 2021, the situation with the restrictions caused by COVID-19 is gradually improving, even with new outbreaks. Given that the world community is adapting to new living standards and with minimal losses accepts the quarantine intervention in their lives, it can be argued that today is already a post-pandemic time. The state of the most affected sector of the economy is also stabilizing - tourism, but with modernized standards and norms to which the population of the planet will have to adapt.

The impact of new standards of the post-pandemic world on the development of the tourism industry are:

- adaptation of society to the norms that have emerged to ensure the security of the population in a "rediscovered" world. One such rule is that a person who wants to leave their country must have a vaccination passport;
- the development of contactless service delivery has different implications for a post-pandemic society. On the one hand, the avoidance of mass contact of people in tourist places shows a positive trend in patient statistics, and on the other - the automation of many processes in the service sector has reduced a huge number of jobs around the world.
- investing in the latest technologies. In order for the industry to regain its former share in the world economy, countries and businesses are resorting to more intensive use of science products to ensure the safety of tourists. In particular, it is contactless registration in

hotels and airports, forming an order in a restaurant through applications, conducting virtual exhibitions and museum tours.

- a new feature of the post-pandemic world is manifested in the development of domestic tourism. Such an example is considered in the studied recovery of this industry in New Zealand [8]. However, the trend continues and extends to all countries. Such an alternative to international movement has a positive effect on the economic situation of a country affected by the COVID-19 pandemic.

- with the reduction of jobs, the question arises about the need for a large number of people employed in the service sector. Also, with the spread of the latest information technologies, robotics of institutions and enterprises, only qualified workers will be able to hold their positions. As a result, the development of post-pandemic tourism will be related to global automation.

- before the pandemic COVID-19 there was a significant development of one of the areas of tourism - medical tourism [9]. After the weakening of the global lockdown, it is expected to strengthen its position.

- During quarantine restrictions, green tourism was promoted because the reduction in the number of international trips had a positive impact on the environment. Therefore, when choosing transport, travel routes and shopping, travelers will mainly focus on environmental friendliness [10].

- Tourism of the future will be closely linked to family vacations. The pandemic was the impetus for a slowdown in life and affected the amount of time spent at home.

- The development of the industry will be facilitated by the restoration of the psychological state of the world's population: for most people, total restrictions have become a shock period, which was difficult to get used to. In this case, tourism becomes one of the opportunities to stabilize the mental health of society.

- Another feature of tourism in the post-pandemic period is the accompaniment of travel with insurance in case of unforeseen events [11]. Most people who did not see the point of contracting with such organizations changed their minds after the pandemic.

- During the pandemic period, the share of remote workers increased, which increases the mobility of a significant number of the population.

- A component of the further development of the tertiary sector of the economy will be the introduction of new governance models by governments to avoid a possible recurrence of the services crisis in the future.

Also an integral part of the tourism business are transport companies, especially airlines, which at the beginning of the quarantine completely canceled all their flights. The European branch of the International Airport Council has estimated that the consequences of the coronavirus pandemic are 14 times greater than from the global financial crisis of 2008-2009 [12]. but are just beginning to recover and get used to the new conditions of the post-pandemic world. In order to protect passengers and respond to their needs, nowadays the emphasis lies in offering a virus-free travel experience. The current focus of airlines marketing is on high cleanliness standards and sanitizing efforts. In the air travel business, the process of revolutionizing the onboard experience has already initiated with the acquisition of advanced technologies. Some of the air purification tools that airlines can adopt include UV-rays disinfection. The incorporation of this system would limit the disease spread and accelerate the restart of airline operations. There is also a modification in which the middle seats are separated from the side seats on the sides of economy class aircraft. In theory, this will help reduce the number of contacts between passengers and, as a result, the number of infections. Likewise, many companies have limited or completely stopped the distribution of food and drinks on board aircraft, where possible. As a result of such actions, many companies that produce food for catering on flights are faced with the problem of lack of opportunity to market their goods. The catering Swiss company Gate Gourmet decided to conduct an experiment in its Australian division, because Australia was virtually cut off from flights to the rest of the world. In June, private customers could order lunches online, which were previously offered to economy class passengers. Gate Gourmet

food was in great demand; the company has sold everything. Similarly, GNS Foods in Texas, USA. It typically sells about 6,000 tons of nuts annually to American and United Airlines. Now the company sits on unsold 43 tons of nut mixes, packed in 70 thousand bags. However, online sales saved the company.

It should also be noted the need to study the psychological manifestations of people who for some reason did not receive vaccination (contraindications of doctors, their own decision not to be vaccinated, etc.). According to the authors, this can worsen the horizontal links between people and divide them into two camps (vaccinated and unvaccinated). These features can be used by political parties that need additional electorate. In our opinion, it is necessary to introduce communication mechanisms for the adaptation of people who are not vaccinated and the possibility of their access to community centers (creation of locations to provide services to these categories of citizens). Otherwise, the world may face fierce resistance from unvaccinated people in the future, which could lead to mass protests and disturbances in the countries.

## CONCLUSIONS

In general, the rise of the tourism industry in the post-pandemic period can be described as the adaptation of society to global requirements for public safety. The phenomenon of moderation in travel planning is becoming noticeable, which is manifested in the continued development of domestic tourism, even with the weakening of quarantine restrictions. It is worth noting the impact of the unpredictability of the COVID-19 pandemic on public mental health and the connection with the restriction of international movement and free movement within countries.

Based on the study, it is possible to draw conclusions about the future of the tourism industry in the context of the post-pandemic world. Among them, the most important are: the need for vaccinations to accelerate the effects of the pandemic and tourism development, regulation of the industry and assistance to its employees is becoming an important area for country management, replacement of automation and the introduction of new technologies. Thus, the main task for the global tertiary sector is to adapt to new living standards and doing business. The need to take into account the interests of people who have not been vaccinated for certain reasons should also be taken into account.

## АННОТАЦІЯ

**Замора О.М., Теслик А.В., Таранюк Л.М., Щербаченко В.О., Лазіс П.М., Таранюк К.В. Вплив нових стандартів пост-пандемічного світу на розвиток туристичної галузі**

*В умовах глобального карантину та невизначеності важливим аспектом є розвиток економічних сфер пост-пандемічного світу та його нові стандарти. Вжиті заходи щодо боротьби із поширенням COVID-19 особливо впливають на туристичну галузь, яка стала однією із найбільш постраждалих за цей період. Увагу дослідження сконцентровано на перспективі та появі нових стандартів життя та ведення бізнесу в країнах із значною вагою туризму в їхньому ВВП та впливу пост-пандемічних особливостей на держави, які починають розвиватися у туристичній галузі. Під час підготовки статті було проаналізовано залежність сфери послуг від стабільної ситуації у світі та виклики, які пандемія поставила перед цим розгалуженням третинного сектору економіки. Акцент зроблений на дослідженні взаємодії соціальних та економічних факторів, які впливають на розвиток туристичної галузі в контексті глобалізації. Актуальність статті полягає у необхідності прогнозування шляхів адаптації країн до глобальних змін на основі досвіду боротьби урядів із негативним впливом коронавірусу на туристичну галузь. Мета дослідження визначається в розкритті впливу нових норм пост-пандемічного світу на розвиток туризму. Методологія та наукові підходи: аналіз та наукових праць із областей економіки, фінансів, соціології та медицини. Проведено аналіз статистичних даних за період пандемії COVID-19, зібраних світовими структурами з питань охорони здоров'я та безпеки; звіти державних структур країн та аналіз впливу карантинних обмежень на стан їхньої економіки. Проведено прогнозування спроможності та темпи адаптації пост-пандемічного світу до глобальних змін та окремої галузі – туристичної. Результатом наукового дослідження є розкриття масштабів ефекту пандемії на світову економіку та прогноз векторів розвитку туристичного бізнесу в нових реаліях. Практичне значення статті визначається у аналізі необхідної трансформації світу задля подолання подальших економічних криз. Соціальні наслідки при дотриманні вимог щодо обов'язкових щеплень та не порушення дійсних карантинних обмежень мають позитивний характер, який стосується поліпшення стану світової економіки.*

**Ключові слова:** пост-пандемічний світ, туризм, адаптація, зміни, обмеження.

## REFERENCES

1. National Academies of Sciences, Engineering, and Medicine. (2021). Using Syndemic Theory and the Societal Lens to Inform Resilient Recovery from COVID-19: Toward a Post-Pandemic World: Proceedings of a Workshop- in Brief. Washington, DC: The National Academies Press. <https://doi.org/10.17226/26259>
2. Jaffar Abbas, Riaqa Mubeen, Paul Terhempa Iorember, Saqlain Raza, Gulnara Mamirkulova (2021). Exploring the impact of COVID-19 on tourism: transformational potential and implications for a sustainable recovery of the travel and leisure industry. *Current Research in Behavioral Sciences* , 2.
3. Rahman MK, Gazi MAI, Bhuiyan MA, Rahaman MA (2021). Effect of Covid-19 pandemic on tourist travel risk and management perceptions. PLoS ONE 16(9): e0256486. URL: <https://doi.org/10.1371/journal.pone.0256486>
4. Maksim Belitski, Christina Guenther, Alexander S. Kritikos, Roy Thurik. (2021). Economic Effects of the COVID-19 Pandemic on Entrepreneurship and Small Businesses. *The IZA Discussion Paper Series*, 14-17.
5. Badar Nadeem Ashraf (2020). Economic impact of government interventions during the COVID-19 pandemic: International evidence from financial markets. *Journal of Behavioral and Experimental Finance* , 27.
6. Adam Behsudi. International Monetary Fund. (2020). URL: <https://www.imf.org/external/pubs/ft/fandd/2020/12/impact-of-the-pandemic-on-tourism-behsudi.htm>
7. Aleksandra Babii and Sanaa Nadeem (2021). Tourism in a Post-Pandemic World. *International Monetary Fund*. URL: <https://www.imf.org/en/News/Articles/2021/02/24/na022521-how-to-save-travel-and-tourism-in-a-post-pandemic-world>
8. Hussain, A.; Fusté-Forné, F. (2021). Post-Pandemic Recovery: A Case of Domestic Tourism in Akaroa (South Island, New Zealand). *World*, 2, 127–138. URL: <https://doi.org/10.3390/world2010009>
9. Covid-19 and medical tourism: is a recovery on the cards? (2021). URL: <https://oxfordbusinessgroup.com/news/covid-19-and-medical-tourism-recovery-cards>
10. Michael Taylor. (2021). How natural tourism can help drive a green COVID-19 recovery. *Thomson Reuters Foundation*. URL: <https://news.trust.org/item/20210618172655-gv03z/>
11. Three feature of a post-COVID-19 tourism industry (2021). URL: <https://www.qs.com/three-features-of-a-post-covid-19-tourism-industry/>
12. Restoring air connectivity: the way forward // International Airport Council. (2021). URL: <https://www.aci-europe.org/press-release/249-restoring-air-connectivity-the-way-forward.html>.