[Download](#)

UDC 378.1:615. 825

[org/10.17721/2308-135X.2020.57.3-8](https://doi.org/10.17721/2308-135X.2020.57.3-8)

[https://doi.](https://doi.org/10.17721/2308-135X.2020.57.3-8)

Bielousova Natalya Vladimirovna,

Candidate of Geographical Sciences, Associate Professor National aviation University, Kyiv, Ukraine, e-mail: belousova-69@ukr.net

Skorostetska Olha Alexandrovna

Taras Shevchenko National University of Kyiv, Kyiv

Ukraine, e-mail: lilamirinda@icloud.com

MODERN REALITIES OF THE TOURISM MARKET OF UKRAINE DURING THE CORONAVIRUS PERIOD: CHALLENGES AND PRACTICAL SOLUTIONS

Purpose. To consider the problems of the tourism market in modern conditions, the crown of the viral period, with an emphasis on adapting the mechanism of tourist services, restructuring consciousness and looking for ways to optimize the implementation of new approaches in the practical work of travel agencies and higher educational institutions that train specialists in the tourism industry.

Methodology. Analytical, statistical, comparative-geographical and synthetic methods were used.

Results. The main conceptual issues on the problems of the existence of the tourist sphere of Ukraine during the corona of the virus were voiced at the remote scientific and practical conference "Ukrainian tourism in the conditions of the corona and post corona of the viral period: anti-crisis scenarios, international experience, best practices", which was organized with the assistance of the department Geography of Ukraine and the Department of Regional Studies and Tourism of the Taras Shevchenko National University of Kyiv, to which experts-practitioners of the tourism industry, representatives of state institutions related to tourism, teachers of universities in the city of Kiev and Ukraine were invited.

Scientific novelty. As part of the modern life of mankind, corrected by the latest outbreak of the global pandemic COVID-19, a number of problems of economic, political, social, economic, educational and general human nature have arisen, the solution of which requires a significant rethinking of the existing situation in society and the provision of proposals for a new format for future life humanity and, in particular, in Ukraine. Taking into account the peculiarities of tourism development in each individual country, the priority planned actions should be the development and implementation of the "Roadmap for Tourism Development in Ukraine", which will spell out the main provisions for the practical implementation of the program during the corona virus and the stage of exit from the post-coronavirus period. The article analyzes the international experience in the implementation of such programs, evaluates the factual material concerning the introduction of the "Road Map" in the conditions of the Ukrainian tourist market.

Practical significance. The article raises difficult issues related to the realities of modern life of people within the framework of the tourism sector of Ukraine, with its problems, challenges and practical solutions. The publication materials can be used in the educational process in higher educational institutions that train specialists for the Ukrainian tourism industry, the practical activities of travel operators and agencies, in the process of work of departments and professional institutions, relate to the tourism system of providing services or the processes of studying the production of innovative technologies in tourism sphere of Ukraine.

Keywords: corona virus, challenges and realities of modern life, pandemic, roadmap, Ukrainian tourism market, international experience, promising solutions.

References:

1. A draft decision of the remote All-Ukrainian scientific-practical conference "Ukrainian tourism in the conditions of the corona and post-coronavirus period: anti-crisis scenarios, international experience, best practices" (May 29, 2020). - [Electronic resource]. - Access mode: <http://geo.univ.kiev.ua/uk/vsi-novini.html?start=14>

2. Tourism after the Pandemic: how the coronavirus will change travel. - [Electronic resource]. - Access mode: <https://www.dw.com/ru/-53225995>

3. Ministry of Economic Development and Trade of Ukraine [Electronic resource]. - Access mode: <http://me.gov.ua/Documents/List?lang=uk-UA&id=be44a1a7-69b3-4a77-a86a-447499abcdd6&tag=Analitika>

4. Kosar NS Research of tourism development in Ukraine in the conditions of crisis / NS Kosar, NE Kuze // Actual problems of economics. - 2016. - No. 2. - S. 115-125. - Access mode: http://nbuv.gov.ua/UJRN/ape_2016_2_15.

5. Prokopenko T.P. Development of the tourism industry in Ukraine: theoretical and economic aspects. Geography and Tourism: Science. Sat. / Editors: Lyubitseva A.A. (Ch.Ed ..), etc. - M.: Alfa-PIK, 2019. - Issue 53. - S.16-26

Надійшла до редколегії 07.09.2020