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IMPACT OF COVID-19 ON TOURISM 2020

Aim: to analyze the sanitary-epidemiological situation in the world and in Ukraine, through the prism of political and economic planes both in the middle of the country and in neighboring

countries; to determine the impact of the pandemic on the economy globally and domestically, in particular on the service sector, namely, the tourism industry.

Methodology - the study of the impact of Covid-19 on tourism and socio-economic development of the country is based on a combination of methods of sectoral and territorial analysis. In particular, a systematic approach is used for the study using methods of comparison, statistical, analytical, etc.

Results - the article states that the tourism image of the titan countries of the tourism business has lost its position in international and domestic markets against the background of the deployment of an infectious disease - Covid-19, which in scale and number of victims went into a pandemic. A number of measures to minimize economic and financial defaults in the tourism industry are presented on the example of the countries of the Republic of Poland and Bulgaria. At the international level, mass events, competitions, contests, etc. have been abolished and postponed indefinitely, vehicle restrictions have been restricted, hotels and entertainment establishments have been suspended, the movement of citizens has been restricted and strict quarantine measures have been carried out within individual countries. The authors found that the pandemic was hit hard by countries whose economies depend on the service sector, including the tourism industry.

It is statistically presented that Ukraine, whose economy does not depend on the development of tourism, can get revenge on the domestic tourism market, which is associated with the forced suspension of international migration flows, passenger traffic and the initial development of active tourism and ecotourism. And thanks to the introduction of quarantine measures in the internetization and modernization of communications to present the unique natural heritage of the country and emphasize the quality of the tourist product.

It was found that the introduction of quarantine measures on the one hand led to the minimization of diseases during the pandemic, and on the other - to the economic collapse (the work of enterprises was suspended, a significant number of migrant workers returned home). At the same time, economic stagnation in some countries has also led to the greening of the environment, such as China, Spain, Italy and others.

Scientific novelty was discovered for the first time that Covid-19 emphasized the importance of the digital paradigm both in the creation of a tourist product, a simplified procedure for its access, and in its virtual presentation and the benefits of pricing policy. The relationship in the

field of service (seller-buyer) received a challenge of integrity and emphasized the individuality of the consumer.

Practical importance. Publication materials, conclusions can be used in writing dissertations, monographs, as well as tourism entities in the period of monetary and material collapse in order to develop the information and communication sphere - as a new impetus to the development of domestic tourism.

Key words: Covid-19, pandemic, tourism, Ukraine, service sector, tourism industry.

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