

MODERN CHALLENGES TO INTERNATIONAL TOURISM

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Over the past decades, tourism has developed dynamically as one of the most successful industries in the world. For almost the first time, travel has become more accessible and the world more open.

Tourism all over the world is an important economic factor, which is the impetus for the development of countries. Until recently, it was impossible to imagine states that closed borders without permission, imposed bans on the entry of foreigners, and even their own citizens. After all, it is illogical to deprive tourist enterprises, hotels, catering establishments and the population working in the service sector of the possibility of earning money.

Most likely, in the next 15 years we will face a restructuring of the urban economy and urban habits. Perhaps, huge concert halls, where thousands of people gather for frivolous reasons - to listen to some young singer who sings about love, or a "cool" group, to whose performances fans from all over the world [1], will go into oblivion. Most likely, long-distance tourism will disappear, when people rush across the entire planet in order to warm the "sensitive places" of their body under the tropical sun for two weeks. Probably, this tourism will be replaced by what we are now seeing in Scandinavia and the United States - home tourism (historical tourism), agro-industrial (agrofirms) tourism, 3D tourism, off-line and on-line tourism, etc. [2].

Because traveling across half the planet will be accompanied with unjustified risk. You have to be ready for this. This should be especially noted by travel agencies. If the current history of the coronavirus does not teach them, then they are doomed to extinction. In the case of epidemics, the meaning and motivation will be much more serious than those that ecologists are now trying to declare. And people will change their usual habits, incl. tourist. Not only because they are ashamed of the burned aviation kerosene or car fuel, but because they are afraid for their health and the health of their loved ones. The current "golden age", which makes it possible to travel long distances at great speeds, is the absolute peak that humanity has reached in the pursuit of pleasures, extreme and exotic. If similar epidemics (pandemics), such as COVID-19, break out with a density of 2-3 years, then most countries will have to set hard boundaries. And the movement of biological objects, incl. people will be extremely difficult. This may seem seditious in relation to the "global economy", "global peace". But from a medical point of view, this is the only way out [3].

It seems to us that modern world challenges will affect both global demographic processes and the reorientation of global innovations in tourism. The basis will be the development of domestic cultural and educational tourism with an emphasis on the historical, national and cultural heritage of the regions, as well as support for

specialized regional projects with the prospect of building unified regional and interregional tourist routes [4]. The relevance of such events is due to the fact that currently domestic tourism in most countries has not yet received sufficient development, and in some regions it is generally only at an embryonic level, despite the fact that the regions certainly have something to show and be proud of.

Of course, the main problem at the moment is the threat of the spread of a new coronavirus infection: although it is customary to say that the pandemic plays into the hands of domestic tourism. But it is obvious that even in the domestic tourism market it is difficult to make any serious plans for the future, since it is almost impossible to predict how the epidemiological situation will develop in the future.

References:

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