

Trends of Development of the Industry of Tourism after End of Coronavirus

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Abstract: *In this article the main directions of development of the industry of tourism in the conditions of the global crisis connected with a coronavirus infection are considered. The share of the branch of tourism in GDP of various countries of the world, quantity occupied in tourism considering allied industries and the place which is taken by Russia on these indicators are shown. In work top trends which will take place after overcoming the crisis phenomena in economy of Russia caused by fight against a disease are allocated and in detail considered. In particular were carried to their number: digitalization of the industry of tourism; significant reduction of number of small travel agencies; significant growth of a share of internal and entrance tourism; development of tourist routes in various regions of Russia; active development of types of tourism, rather new to Russian Federation, such, as ecological, farmer, medical, event and some other. In work it is specified that the crisis caused by a coronavirus pandemic acts as the powerful accelerator and the amplifier of the trends stated above. Its fastest permission in modern conditions will act as the important factor promoting forward and effective development of the industry of tourism and the related industries in the Russian Federation.*

Keywords: *coronavirus, trend of development of the industry of tourism, internal tourism, digitalization of the industry of tourism, tourist destinations, tourist routes.*

INTRODUCTION

Coronavirus pandemic, having begun in China in December 2019, for several months quickly extended practically in all leaders to the countries of the world. It had and continues to have quite strong impact on various parties of activity of the modern person. Its influence affects economy, the international relations and social life of modern society, leading to global changes, equal which the mankind did not know since World War II. Also, the tourism industry which became in recent years one of the leading branches of economy in many states is not an exception in this regard. In this article we will try to analyze top trends of development of the sphere of tourism and hospitality in modern conditions and those changes which will happen in it after the end of the crisis caused by a coronavirus pandemic. By the end of 2019, the branch of tourism became one of the most dynamically developing branches of the national economy in many countries of the world. A tourism share in gross domestic product and on number occupied as around the world and grew in a section of the certain countries in recent years enough rapidly.

METHOD

The association of tour operators published the annual rating and the anti-rating of the countries depending on tourism (table 1, 2). The list of the countries which are most strongly depending on tourism on a share in gross domestic product and the countries in which tourism is developed insufficiently so far is provided in this rating. At the same time, it should be noted that in recent years the positions taken by the countries both in rating, and in anti-rating remain quite stable.

Table1. Share of tourism in GDP of the countries of the world

Country	Country share in %
Maldives	39.6
British Virgin Islands	35.4
Macau	29.3
Aruba	28.1
Seychelles	26.4
Curacao	23.4
Anguilla	21.1
Bahamas	19
Vanuatu	18.2
Cape Verde	17.8
Saint Lucia	15
Belize	15
Fiji	14.4
Malta	14.2
Cambodia	14.1
American Virgin Islands	13.3
Antigua and Barbuda	13
Barbados	13
Dominica	12.4
Montenegro	11

Source: according to Association of tour operators.
<<https://www.atorus.ru/news/press-centre/new/42788.html>>

Leaders among all countries in a tourism share in GDP are Maldives, the island states of the Caribbean Region, Malta, Dominican Republic, Montenegro, etc. While circumstance that many countries which are the recognized world centers of tourism, such as Italy, Spain, Greece is obvious. Turkey, Cyprus and some other have multipurpose economy and, therefore, to a lesser extent depend on tourism. From the published data we see that Russia on the level of development of internal tourism takes very modest place now. Unfortunately, now our country is in Anti-Top 20 which includes those countries in which tourism or does not develop at all, or its development remains very insignificant. So, it is possible to note that the tourism share in GDP of the Russian Federation made only about 1.25% by the end of 2019 that is the evidence of quite weak use by our country of the available powerful tourist and recreational potential. For 2020 growth of this indicator up to 1.5% and was predicted above that, of course, will not be reached because of almost complete cessation of the tourist travel caused by coronavirus epidemic. It will lead not only to falling of the key economic indicators of development of the industry of tourism, but also to bankruptcy of many tourist enterprises.

Table 2. Tourism Share in GDP of the Countries of the World

Country	Share of the country and %
Congo	0.66
Papua New Guinea	24.3
Uzbekistan	0.93
Moldova	0.96
Gabon	1.02
Surinam	1.19
Russia	1.24
Angola	1.24
Fumes	1.28
Congo	1.36
Kyrgyzstan	1.44
Romania	1.44
Ukraine	1.54
South Korea	1.59
Luxembourg	1.62
Burkina Faso	1.63
Israel	1.65
Brunei	1.69
Taiwan	1.71
Paraguay	1.73

Source: according to Association of tour operators. <https://www.atorus.ru/news/press-centre/new/42788.html>>

One more indicator demonstrating significant increase in a role and value of tourism in the modern world is the number of the people occupied in this industry. In modern conditions in many advanced countries in the sphere of tourism and the industries, adjacent to it, tens of millions of people work. So, the greatest number of people in the sphere of tourism and hospitality work in People's Republic of China, India and the USA, and in China this figure approaches 65 million people now. In other countries, especially in Western Europe these figures are not so big. For example, in

Germany and France they do not exceed 4 million people though tendencies to growth of this indicator are distinctly traced now almost around the world. More evident idea of quantity the most developed countries of the world occupied in tourism considering allied industries in can be got in table 3.

Table 3. The countries of the world leading by quantity occupied in tourism considering allied industries (in one million people)

Country	Number occupied (in one million people)
China	64.6
India	24.3
USA	16.8
Japan	7.2
Indonesia	7.1
Brazil	5.8
Mexico	4.1
Germany	3.9
France	3.7

Source: data of World Tourism Organization 2019 <https://yandex.ru/images/search?text=11&source=wiz>

In Russia by the beginning of 2020 worked in the sphere of tourism considering allied industries of 4.5 million people. It means that considering total population in the country in 146.7 million people and the imperative need of development of the industry of tourism there is a big reserve of increase occupied in this industry at least by 1.5 - 2 times.

RESULTS

Let us allocate the most important trends which, according to us, will become priority soon. First, it is further digitalization of the industry of tourism and causally related industries, such as hotel economy and catering establishments, excursion service and many other things. In the sphere of tourism, it will be shown that clients, saving time and funds for communication with representatives of tourism organizations, will concentrate the main efforts on search of necessary information in the digital environment (Poddubnaya & Kulayeva, 2016). At the same time, they will receive necessary data for the most effective organization of the rest, as a rule, on the websites of tour operators. For the solution of the arising questions on the corresponding chats the staff of the tour operator companies will make explanations concerning the organization of tourist travel to various corners of the globe and further plans of the companies for development of new tourist routes. Also, the number of online sales, especially for the people planning the travel independently will significantly increase. Quite wide circulation will be got by electronic permits, electronic visas, and other digital substitutes of the paper documents existing before.

Tourist firms will constantly seek to trace all stages of travel of clients and to establish the system of feedback. It is necessary for further correction of routes and increase in degree of satisfaction of the consumers with quality rendered in the sphere of tourism and hospitality of services (Novikova et al., 2013). Besides, use of various

digital tools focused on the most effective implementation of management processes in activity of tourist firms will significantly extend. As one of such systems CRM - a system acts. Its name represents an abbreviation of the English words of Customer Relationship Management that means management of relationship with clients. This system allows to solve with higher quality several problems facing now tourism organization:

- to increase total sales of tourist's products;
- to increase effectiveness and complexity of application of various marketing actions for advance of tourist's products on the market;
- to receive, keep and to continuously fill up all necessary information on clients of firm;
- to improve quality of analytical processes in daily activity of firm, and, as consequence of all that, quality of the made management decisions;
- to quickly carry out updating of the adopted earlier tourist programs, etc.

At the same time it is necessary to emphasize that in the described digital technologies and systems the main philosophical objective of marketing is completely considered: orientation of activity of all enterprises and organizations on the fullest satisfaction of customer needs in tourist products and services (Fakhrutdinova et al., 2019). Therefore, here it is possible to say that digital technologies are created first of all for client support, increase in their opportunities to use modern and qualitative results of activity of the enterprises of the sphere of tourism and hospitality (Rodnyansky et al., 2019). At the same time, many large tour operators, the hotel enterprises (especially it concerns world hotel chains) and also transport companies will intensively develop own information systems which will give the chance on the basis of comprehensive study of inquiries of clients in the best way to satisfy their requirements. In addition, the global booking systems playing an important role in improving competitiveness of the enterprises of hotel economy will constantly develop and be improved.

From all aforesaid the second trend in development of the industry of tourism which consists in significant reduction of number of the tourist agencies at preservation or even increase in number of tour operators follows. It will be especially characteristic of the companies which specialize in the most demanded types of tourism (Eidelman & Fakhrutdinova, 2016). At the same time, the most competitive tourist agencies will survive, gradually adapt to new reality and, eventually, will significantly increase efficiency of the activity. This process began prior to the beginning of a coronavirus pandemic with approach of an era of informatization of economy. However, if previous years the number of the clients using digital technologies in planning and the organization of the travel increased by only several percent a year, then after the termination of a pandemic this process can accelerate considerably. Besides, crisis will provoke ruin of a set of the small tourist enterprises which main part is made by travel agencies (Shteyngolts & Nazarkina, 2015).

One more important result which, undoubtedly, will be received during overcoming consequences of a pandemic of a coronavirus is significant growth of a share of internal and entrance tourism in the Russian Federation in comparison with outbound tourism. This trend began to be traced since 2014 after the Crimea returned to structure of Russia and for a certain time, because of threat of terrorist attacks, visit by the Russian tourists of such countries, popular in the sphere of tourism, as Egypt and Turkey was suspended. The statement given above can be illustrated the data provided by Association of tour operators of Russia (ATOR). So, in 2018 the gain of the general inbound tourism flow in comparison with 2017 increased approximately by 10% while

exit everything for 8%. In 2019 these figures became even more eloquent: according to 15% for entrance and 7% for exit (<https://www.atorus.ru>). After the termination of a pandemic it is possible to expect much more still a gap in these indicators. Especially distinctly it will be shown at first (1-3 years). Here various groups of factors will play a big role.

Economic factors.

The fact is that the pandemic of a coronavirus and the collapse of the oil prices, lead to considerable devaluation of ruble in relation to currencies of industrially developed countries: to dollar, euro, etc. and as a result of it, to rapid increase in prices for permits to foreign countries. Considering considerable decline in income of the most part of the Russian population, job loss and uncertainty in tomorrow as a result of action of deep social and economic and financial crisis, for many tourists the departure abroad will become too expensive pleasure which they will not be able to afford (Morozova, 2010).

Psychological factors.

Long self-isolation and wide circulation of an infection will cause fear of many Russian citizens to leave borders of the country worldwide in such hard time. It is caused by fears to catch an infection far from the house, to be hospitalized in others country and impossibility of payment of cost of treatment. Besides, the Russian tourists will be afraid of sudden closure of borders because of approach of the second wave of a pandemic and uncertainty of return home to the planned terms because of the termination of transport connection with Russia. Tourists will also understand that after arrival to Russia they are waited at least by a two-week quarantine and impossibility under the law to meet the family, to work, resolve various economic, financial and everyday issues that even more will complicate planning and implementation of similar travel (Valeeva et al., 2019).

Unfortunately, in many regions of the Russian Federation negative, and even the aggressive relation from people around to arriving from abroad in connection with threat of spread of an infection and the existing opinion in society on undesirability of similar trips. One more important trend of development of tourism during the post-crisis period is further development of tourist routes in various regions of Russia and creation on their basis of tourist destinations. At the same time not only the most known tourist regions, such as Moscow, St. Petersburg, Krasnodar Krai, the Republic of Crimea, the Republic of Tatarstan, Altai Krai and some other are involved in this process. Tourist destinations are created and will be created in bigger quantity and in the republics of the North Caucasus, both in the Areas of Non-Black Earth Region, and in Karelia, and in Siberia, and in the Far East, that is practically through the whole country (Pecheritsa, 2013).

SUMMARY

Besides, along with the conventional popular types of tourism, such as cultural and informative, beach, business, sports, etc., also types, rather new to our country, will actively develop: ecological, farmer, medical, event, extreme and some other.

Unfortunately, so far not enough attention was paid to these types of tourism, useful to health, unfairly. At the same time, in Russia there are almost inexhaustible resources for their successful development: the huge territory, existence of a large number of the climatic zones and environment promoting successful treatment of the most various diseases, unique natural objects, such as, for example, Lake Baikal, the valley of geysers on Kamchatka, National park "Krasnoyarsk "Columns" and many other things. All this huge unused natural potential will be after overcoming the crisis phenomena in national economy very demanded. At the same time after a while after creation of vaccine against a coronavirus growth of internal tourism will be combined with significant increase in entrance tourism. All trends of development of the industry of tourism and the related allied industries stated above were shown before a coronavirus pandemic, but this crisis gives a powerful spur, an impulse to strengthening and acceleration of the processes described above. Need of a conclusion of economy of Russia from crisis, releases from raw dependence and search of additional sources of replenishment of the government budget will also promote the accelerated growth of the sphere of tourism and hospitality, significant increase in tourist flow, first of all, within the country.

DISCUSSION AND CONCLUSION

Thus, despite almost full stop now of functioning of the tourist companies, the industry of tourism and hospitality in the Russian Federation can look forward with optimism. After the victory over a virus the fast restoration of activity of the tourist enterprises on the basis of realization of those trends which in detail were considered in this article will begin:

- full digitalization of the industry of tourism and causally related industries;
- significant reduction of number of small travel agencies, especially in the large cities;
- significant growth of a share of internal and entrance tourism in the Russian Federation in comparison with outbound tourism;
- further development of tourist routes in various regions of Russia and creation on their basis of tourist destinations;
- active development of types of tourism, rather new to Russian Federation, such, as ecological, farmer, medical, event and some other.

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