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FORMATION AND PROMOTION OF QUALITY AND COMPETITIVE TOURIST PRODUCT IN CONDITIONS OF CORONOCRISIS

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Abstract. Every modern tourism company strives to remain competitive and maintain its market position in the context of global changes in the world economy due to the corona crisis that shook it in 2020. While public authorities increased spending on health care support and victim assistance, tourism organizations, like other businesses, were forced to reduce their business activity. Tourism is the third-largest export sector of the world economy, and the share of the tourism sector in the GDP of some countries is more than 20%. Tourism has been one of the sectors most affected by the COVID-19 pandemic. Thus, the further development of the tourism industry and the way out of the corona crisis depends entirely on the development of optimal ways of forming and promoting a competitive tourism product in the conditions of the corona crisis.

Keywords: tourism business, coronavirus pandemic, corona crisis, government mechanisms, marketing mix, promotion, tourism product, domestic tourism.

JEL Classification: A13, M14, M19, M30.

INTRODUCTION

Tourism has been one of the sectors most affected by the COVID-19 pandemic. That is why the choice of the optimal sales strategy and promotion of their travel services today is key to increasing the competitiveness, preservation and successful operation of tourism enterprises. However, modern technologies for the promotion of tourism products in the context of the coronary crisis remain unexplored, need scientific definition and identification.

LITERATURE REVIEW

Theoretical questions on the organization of tourist activity and the formation and advancement of a tourist product were investigated by the following domestic scientists: Kuzmin, O.E. (2019), Dubodelova, A.V. (2018), Kulinyak, I. Ya. (2020), Malkush, H. Yu. (2019).

The main aspects of modern strategic business management and marketing: strategic market management, competitive strategies, creating a successful brand, communication strategies, pricing, bringing the company out of crisis were considered by the following foreign authors: Peter Doyle and Philip Stern.

PAPER OBJECTIVE

The main purpose of the article to analyze the current situation in the market of tricycle services and find effective measures to minimize the effects of the global crisis through the pandemic caused by the spread of the COVID-19 virus and ways to form and promote a competitive tourism product.

METHODOLOGY

The method used in this research is a descriptive method. The analysis technique used in this study is a qualitative method with descriptive research techniques. Data analysis is very important in a study in order to provide answers to the problems studied, before data analysis is performed, data collection is first carried out, then analysed qualitatively and interpreted logically and systematically. The data used comes from journals, scientific articles, literature reviews that contain the concepts studied.

RESULT AND DISCUSSION

The tourism industry is an intersectoral economic complex that specializes in meeting the needs of consumers in recreation, travel and rehabilitation through the production and sale of goods and services for tourism. For many years in a row, the tourism business has held leading positions in the world economy. Thus, in 2019, the share of tourism was 7% of world trade. Every tenth inhabitant of the planet is employed in this sector of the economy, and due to the complex production and marketing chain of interconnected industries, the tourism industry provides livelihoods for millions of people in developed and developing countries. It develops especially rapidly in the absence or exhaustion of natural and socio-economic prerequisites for the development of industry or agriculture (Figure 1).

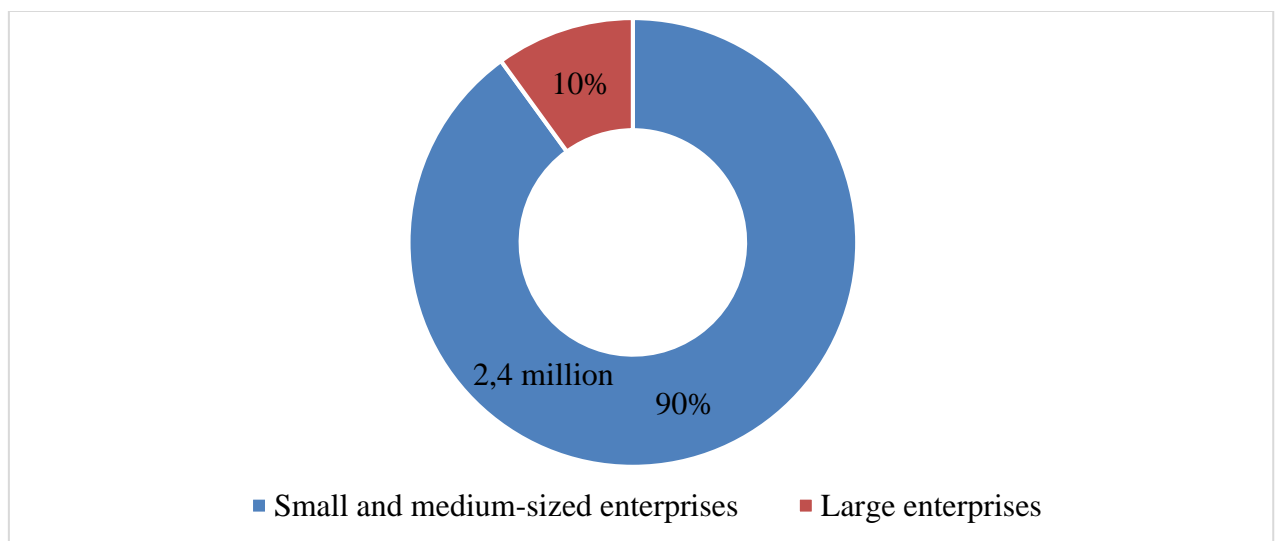


Figure 1. Enterprises engaged in the tourism industry

Source: Calculated by authors based on (Chornen'ka, 2006)

Tourism integrates diverse activities and industries, both material and non-material, and tourists have costs in all sectors of tourism services. In the practice of management there are such areas of tourism (Figure 2). The tourism industry has a component structure, which is a set of tourism industries, recreational activities and individual sectors that reveal the *peculiarities* of its operation within a certain geographical area. The main product in the tourism market is a tourism product, which is a set of travel services needed to meet the needs of tourists during the trip. Given that the tourist product is complex, various structures provide services to tourists and constitute the tourism industry: hotels, tourist complexes, motels, campsites, boarding houses, restaurants, transport, cultural, entertainment, sports, health and recreation.

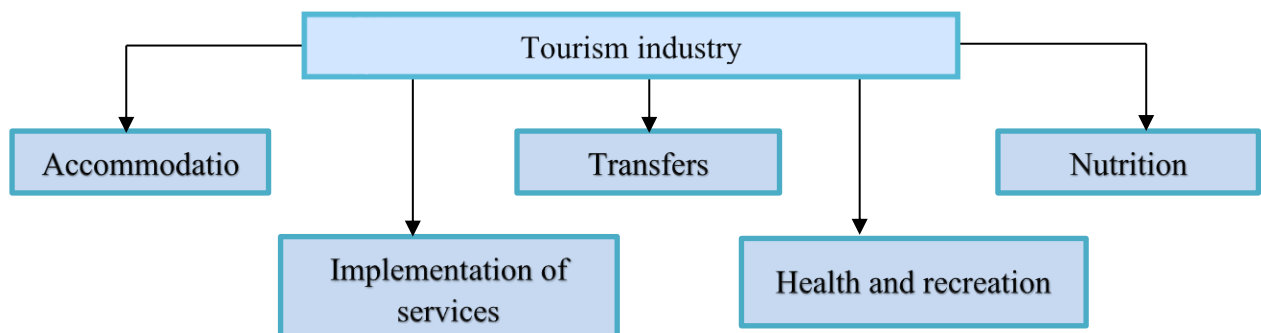


Figure 2. The structure of the tourism industry

Source: Calculated by authors based on (Chornen'ka, 2006)

The classic concept of a marketing complex built on the 4P formula often includes additional "P" variables based on market needs. This is how the "5P" complex is formed. Promoting both the travel company and its travel product on the market is the most important means of marketing. One of the most well-known and widely used terms in marketing is a marketing complex or marketing mix (Figure 3).



Figure 3. Marketing mix 5P

Source: Calculated by authors based on (Information platform "Laboratory.ru").

The activity of enterprises in the tourism industry is focused on the demand of potential consumers. Therefore, the formation and promotion of a tricycle product, without information about consumer demand, is not appropriate. Planning the volume of sales of tourist services is fully the starting point of economic management of the business entity in the tourism industry. That is why the planning of production, service and financial activities of the tourism industry should precede market research and justification of the plan for the sale of tourism products. Marketing is a management process aimed at maximizing the company's income through the development of the company's relations with valuable customers and the creation of competitive advantages for the company. The classic marketing complex includes four areas of action within the overall strategy, the names of which begin with the letter "P": "Product", "Price", "Place" and "Promotion" (Table 1).

Table 1

Components of classical marketing complex "4P"

Course of action	Characteristic
P – Product	Business activity is the production and sale of products (goods and services). In today's market conditions, against the background of increasing competition and globalization, the optimal solution is to focus on the market when developing a new offer, adapting its properties to trends, time requirements and consumer demands. The concept of "product" includes all tangible and intangible characteristics of goods and services.
P – Price	The value of the product expressed in monetary units. For the organization, a price is a marketing tool; it is determined based on the perception of the value of supply and has a direct impact on turnover, gross income and profit of the organization. In today's market conditions, price is one of the key factors in making a purchase decision. Each consumer determines for himself the maximum and minimum price for a particular product or service. Most often, the price is an indicator of quality.
P – Place	Ways to overcome geographical distances between market participants and ensure the availability of sufficient goods in the right place at the right time. For consumers to be able to buy goods or receive services, the point of sale or provision of services must be directly adjacent to them. Depending on the scope of the organization, the element "Place" includes a model of distribution of the company: product sales markets, distribution channels, product layout, inventory management, transportation methods.
P – Promotion	Ensuring the audience's awareness of the product and its key characteristics, the formation of the need for it, the intensification of repeat purchases. A sufficient level of knowledge about the company, brand, services offered and products presented allows you to attract an audience that has the appropriate needs to make a purchase. The methods of promotion include all marketing communications: advertising, personal sales, Internet marketing, participation in specialized events.

Calculated by authors based on (Doyle, Shtern, 2006)

The marketing mix is a set of actions that the company plans to use in interaction with the audience, divided by the vectors of effort. A marketing mix is a tool for conveying information about the value of a product to a potential consumer. The starting point for all the actions of the marketer is the business strategy of the company, which forms the goals for the marketing

department. The formation of marketing strategy in the company is from top to bottom: from more general areas to narrow areas of activity. The marketing mix, which includes product and pricing policies, sales channels, PR events and promotion policies, becomes the tools for implementing the strategy.

Promotion is one of the four main elements of the classic marketing mix "4P", which provides the transfer of information about a product or service to the consumer for feedback in the form of visiting the outlet and making a purchase.

The definition of "promotion" has several aspects, one of which considers this concept as the task of the advertising campaign, which is to present the best features of the product or service in an attractive form for consumers (Vojchak, 1998). Promotion is also considered to be any form of communication used by an enterprise or organization to inform, persuade or remind about its brand, goods and service (Rayzberh et al., 1999). According to Kotler, promotion should be considered as a specific combination of advertising, public relations, personal selling, sales promotion and direct marketing tools (Kotler et al., 2010).

Promotion in the marketing mix is complex because it combines several elements with characteristic properties: advertising, PR (public relations), personal selling, sales promotion and others. Thus, the promotion complex is a tool to influence the target market segments and other stakeholders of the company to build audience loyalty, create a positive image and commitment of consumers to the company, its sales, goals and objectives. The modern specifics of the tourism business is characterized by a large number of tour operators working with clients through their agency network to promote the tourism product (Figure 4).

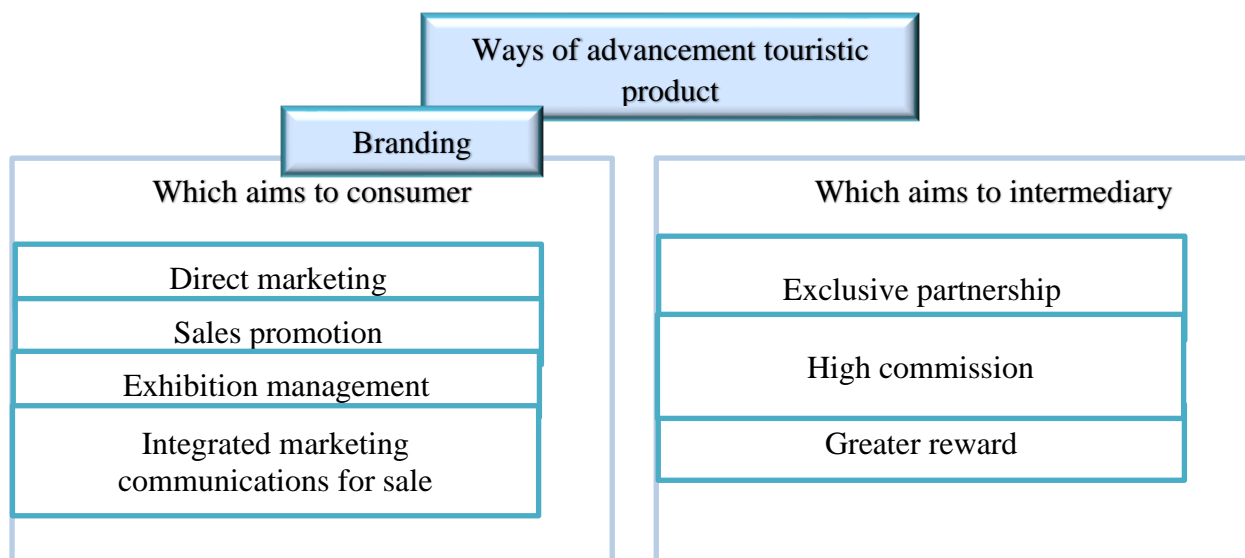


Figure 4. The main means of promoting a tourist product

Source: Formed by authors

External measures to promote the tourism product occur through such promotion channels as

- 1) advertising in the media and other advertising media;
- 2) sales promotion;
- 3) direct sales (direct marketing);
- 4) public relations.

Such measures to promote the travel product on the market require a significant financial investment from the travel agency. Spending a lot of money on advertising, the entrepreneur does not yet have exact data on how much they will pay off in the future. Therefore, the main stages of work to promote the product of the tourism industry are:

1. Planning the promotion of tourism products on the market.
2. Selection of promotion channels and advertising media.
3. Drawing up an advertising appeal.
4. Implementation and evaluation of key performance indicators of advertising.

Planning is a key factor in promoting a tourism product, which includes marketing research and market analysis, goal setting, budget formation and distribution. And the starting point of planning is the study of the market - the sales area, where it is necessary to distribute advertising, consumer and tourism product.

The key goal of promoting a tourism product is to increase brand awareness. However, a more specific goal of a travel agency is to bring information about its product to each target market and target segment, which in turn provides the travel product and the travel agency itself, creates a positive image of the product and organization and strengthens the travel agency's position in the market. competitors.

The direction of tourist advertising is divided into the following types:

- 1) product advertising aimed at promoting the tourism product;
- 2) corporate advertising aimed at improving the image of the travel agency, increasing the recognition of its brand;
- 3) business advertising aimed at building a high business reputation of the company and establishing business relations with other enterprises in the tourism industry.

The promotion strategy is determined by each tour operator, based on a set of internal and external means of promoting the tour product, as well as depending on such factors as the image of the company, location, target audience and more. So, in terms of these factors, travel company chooses different ways to realize their tourism product (Figure 5).

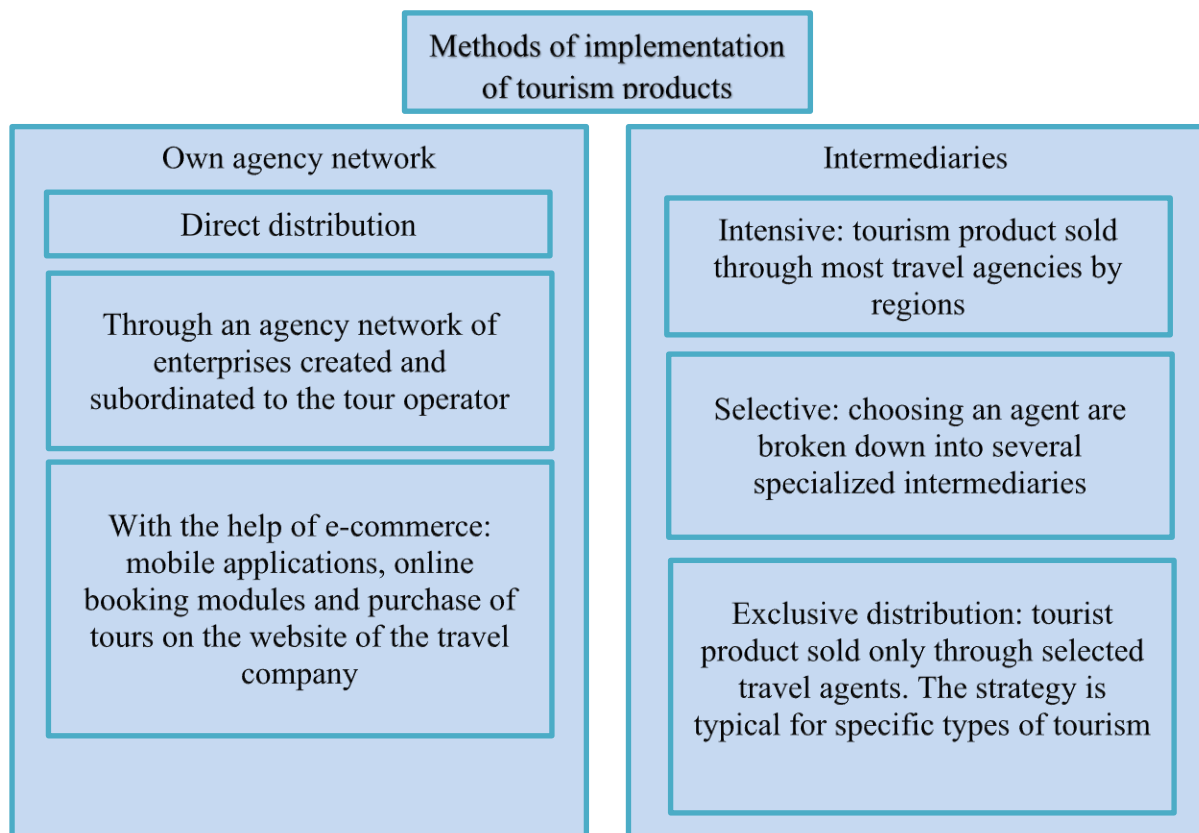


Figure 5. The main ways of implementing tourism product
Source: Calculated by authors based on (Information platform "Radio svoboda").

Based on the selection of the optimal strategy of means of formation and promotion of tourism can make a powerful competitive advantage to find more market share and increase customer loyalty.

A pandemic caused by the spread of the virus COVID-19 shattered the economy of almost all countries. The total number of confirmed cases of coronavirus infection in the world as of January 2021 reached more than 84.6 million people. The global economic crisis, through a pandemic, could push another 130 million people out of poverty and destabilize inequality and social security. According to the forecasts of the Organization for Economic Cooperation and Development, the expected fall in global GDP through the COVID-19 global economy could reach 4.5%. The situation of uncertainty was exacerbated by the second wave of coronavirus, which covered the EU, America and other continents in the last few months of 2020 (Information platform “Vedomosty”). Thus, most of the world's population has faced severe quarantine restrictions, including travel. The authorities of some countries est provide massive financial state support to businesses, families and the most vulnerable groups. Since March 2020 these objectives spent about \$ 12 trillion. Unfortunately, no state support has kept the world economy from the crisis, and sometimes crash because of the termination of business activities of economic activity, disruption of supply schemes and tourist travel.

Tourism is the third-largest export sector of the world economy, and the share of the tourism sector in the GDP of some countries is more than 20%. Tourism has been one of the sectors most affected by the COVID-19 pandemic. The corona crisis has become the most serious challenge for the tourism industry since its inception. Since 2020 based on international tourism economy will shrink by about 80% (Figure 6).

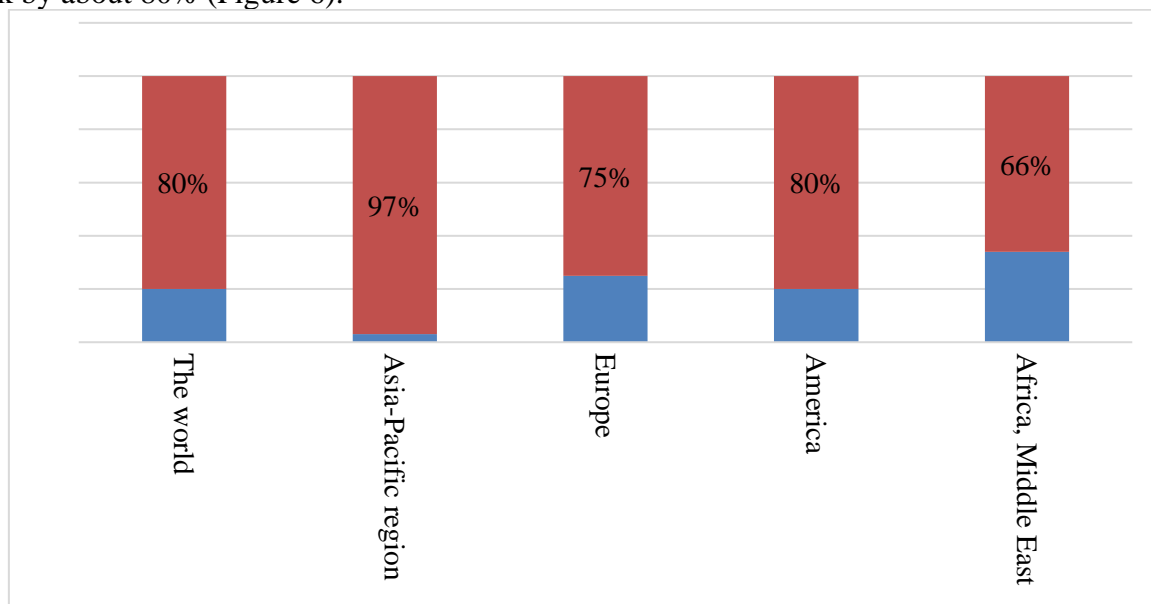


Figure 6. The fall in international travel bookings in the first quarter of 2020
Source: Calculated by authors based on (World Tourism Organization, 2020).

From January to August 2020 falling export earnings from international tourism reached \$ 730 billion over the same period in 2019. With the closure of state borders, the closure of hotels, the rapid reduction of air traffic, the number of international tourists decreased by 56%, and the loss of the tourism sector in the first five months of 2020 amounted to \$ 320 billion, more than three times economic crisis of 2009, when due to the economic downturn, rising fuel prices, as well as falling demand for tickets and package tours, dozens of airlines and tour operators around the world left the market (COVID-19 response, 2020). Due to the introduction of restrictive measures and a high level

of uncertainty, 96% of tourist destinations worldwide have been restricted. According to experts, at least two years from now the demand for tourist services will return to the level of 2019. Airlines will be forced to increase the cost of passenger services by 43-54% (IATA COVID-19, 2020). Governments around the world are trying to compensate for the loss of revenue needed to finance public services, including the social sphere and environmental protection, and to meet debt maturities (UNWTO, 2020).

No country in the world has escaped serious losses in its tourism sector - from Italy, where the share of tourism in national GDP is 6%, where tourism provides almost 90% of total exports. The crisis has become a serious shock for the developed countries of the world, which are actually in an emergency. The implications of COVID-19 for tourism can increase poverty and social inequality and can nullify the results of efforts to preserve nature and cultural values and achieve sustainable development goals. The impact of the rapid spread of the coronavirus and government restrictions on travel around the world occurs throughout the ecosystem of the tourism industry, not just its components (Reklamna platforma "Criteo.com", 2020). That is why the governments of the world are taking a set of urgent measures to support the industry through the application of directives on travel, fiscal measures, liquidity support, new guidelines on passenger rights, simplification of state aid rules, creation of tourism support programs and projects, the introduction of communication platforms, surveys, promotion of employment and training in tourism (Table 2).

Table 2

Measures to support the tourism industry in the context of the corona crisis has been taken by some countries in 2020

Country	Series of measures
Austria	Introduction of package measures for small and medium enterprises in the field of tourism; Increasing the state's guarantees for the recovery of loans used to cover the temporary lack of liquidity caused by a decrease in turnover due to the coronary crisis to 1 billion euros, the costs of which are borne by the Ministry of Tourism; Possibility to apply for termination of all repaid loans for 2020. repayment of loans for tourism enterprises that had an active loan before COVID-19; Informing tourists and businesses through the relevant web portals of competent authorities and industry associations
Bosnia and Herzegovina	Coordination of the development and implementation of the tourism sector incentive program by the Ministry of Trade and Economic Relations of Bosnia and Herzegovina with professional associations in the field of tourism to focus on the development of domestic tourism.
Bulgaria	Financial support of hotel and restaurant business and tourism by the National Bank of Bulgaria. The Ministry of Tourism has issued guidelines and recommendations on consumer protection regarding concluded package travel agreements, the implementation of which is impossible in a state of emergency due to the spread of COVID-19 in Bulgaria and around the world.
Azerbaijan	Food and unemployment benefits for workers in the tourism industry.
Bahrain	Exemption of tourism enterprises from tricycle fees. Development of crisis management strategies and effective communication strategy and media involvement.
Armenia	A government program to assist those entrepreneurs working in the tourism industry. The Ministry of Economy, with the support of the Business Support Office and the Investment Support Center, has developed a questionnaire to identify the problems faced by businesses and companies related to the COVID-19 pandemic and the emergency in Armenia.

Source: Calculated by authors based on (Online platform "Unwto", 2020).

Along with outbound tourism, domestic tourism also suffered significant losses. Thus, the losses of the tourism industry in Ukraine are estimated at more than \$ 1.5 billion. The cumulative effect of the late start of the holiday season has hurt the leisure and travel industry and related industries such as the hotel and restaurant business, the entertainment industry, the passenger market, retail and cultural activities. In addition, due to the abnormally warm winter, the tourism sector of the Ukrainian Carpathians in 2019 suffered from low demand for skiing holidays. Measures by countries around the world to restrict travel, falling incomes due to the economic crisis and recession stimulate the growth of demand for recreation within Ukraine. Thus, in the context of the corona crisis, domestic tourism is the main driver of the preservation and revival of the industry.

Today, the leading tourist countries of the Black Sea region focus on the development of domestic tourism, encouraging citizens to visit domestic resorts and introducing incentives to attract tourists from neighbouring countries. Tourism in Ukraine for foreign tourists, in particular from the Republic of Moldova and Belarus has certain advantages:

- 1) logistical availability;
- 2) the absence of a language barrier;
- 3) earned routes.

However, the practical implementation of such demand is directly dependent on the ability to ensure the effective operation of the resort infrastructure in the face of anti-epidemic restrictions. Thus, travel brands and marketers face a dilemma when it is necessary to balance between health measures and the creation of conditions for travel, according to the needs of their consumers. Although the preservation of subsistence sources dependent on this sector should be a priority, at the same time the resumption of tourism opens up prospects for transformation with an emphasis on regulating the impact of the pandemic on tourism and creating a higher level of tourism for tourists and operators. countering potential through the introduction of innovative solutions, digitalization, ensuring the sustainability of the industry and establishing partnerships.

According to experts, the tourism sector of the season of the corona crisis will be characterized by giving consumers priority over:

1. Choosing shorter rest periods.
2. The predominance of motor tourism and individual accommodation.
3. Choice of health, sea and rural tourism.

The corona crisis will start a steady change in the preferences of tourists by accelerating the introduction of digital technologies, the emphasis on hygiene and a healthy lifestyle, the active use of contactless and non-cash payment methods, as well as targeted delivery. Thus, sanitary and hygienic conditions and the possibility of distancing during rest and residence will be the key factors of competition in the 2021 season. To accelerate the recovery of the tourism sector in the face of increased epidemic risks in Ukraine, the following anti-crisis measures are proposed:

1. Development and implementation of methodological recommendations by public authorities to strengthen the capacity of medical institutions to provide medical care in areas with a significant seasonal influx of population.

2. Creating a clear and understandable legal framework that promotes the effective operation of domestic travel companies.

3. Development of the hotel sector, which occupies a central place in the formation and promotion of tourism products in domestic tourism.

4. Establishing mutually beneficial relations between the client and the hotel company, using a set of external means of promoting the tourism product, such as advertising in the media, sales promotion, direct marketing and PR activities aimed at creating a positive image of the organization.

5. Focus on long-term mutually beneficial, both for the tourist enterprise and for the client cooperation, by shifting the focus from meeting the needs of all consumers to creating full-fledged relationships and consumer networks aimed at satisfying each client.

6. Development of domestic tourism, in particular the sanatorium-resort direction due to the formation of a package of proposals for the market of medical and health tourism, which is becoming increasingly important in crisis conditions as the main motive for travel.

A barrier to the effective formation and promotion of competitive tourism services may be the desire of tourism industry companies to compensate for the financial losses of part of the season by raising prices, reducing the quality of tourist services and infrastructure costs. This tactic is acceptable only for providers of tourist services that have a high level of anti-epidemic protection. Given these risks and expected consumer preferences, support and development of domestic tourism should be built at both central and local levels, which will not only restart the industry and reduce the negative effects of the coronary crisis, but also create a basis for increasing Ukraine's competitiveness.

CONCLUSION

The corona crisis has revealed long-standing structural weaknesses in the tourism sector as a fragmented sector, represented mainly by small and medium-sized businesses and overly dependent on seasonality, as well as gaps in the willingness of governments and businesses to respond quickly to new challenges and changes. It is worth noting that on the other hand, the coronavirus pandemic and the severe anti-epidemic measures imposed by various countries have accelerated the transformation of world tourism. Thus, innovative digital startups "travel tech" enter the market, new opportunities for individual tours and formats of international cooperation appear. Experts of the Organization for Economic Cooperation and Development are convinced that the current crisis is an opportunity to create a more sustainable tourism economy, to focus consumer attention on domestic tourism. According to experts, the coronavirus will accelerate the digital transformation in the hospitality industry by 10-15 years. Thus, most tourism-oriented countries and tourism market players themselves have taken advantage of the crisis to speed up the reloading of the entire industry, digitalize, launch environmental solutions and digital platforms, and radically update approaches to tourism as a whole.

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ФОРМУВАННЯ І ПРОСУВАННЯ ЯКІСНОГО КОНКУРЕНТОСПРОМОЖНОГО ТУРИСТИЧНОГО ПРОДУКТУ В УМОВАХ КОРОНА КРИЗИ

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Кожне сучасне туристичне підприємство прагне залишатися конкурентоспроможним та утримувати свої ринкові позиції в умовах глобальних змін у світовій економіці через коронакризу, яка її похитнула у 2020-2021 роках. Поки органи державної влади збільшували витрати на підтримку системи охорони здоров'я та допомогу постраждалим – туристичні організації, як і решта підприємств, були змушені знизити свою бізнес-активність. Туризм є третьою за величиною експортною галуззю світової економіки, а частка туристичного сектору у ВВП деяких країн світу становить більше 20%. Туризм виявився одним з секторів, які найбільше постраждали від пандемії COVID-19. Так подальший розвиток туристичної галузі та вихід із коронакризи цілком залежить від виробу оптимальних шляхів формування і просування конкурентоспроможного туристичного продукту в умовах коронакризи.

Ключові слова: туристичний бізнес, пандемія коронавірусу, коронакриза, державні механізми, маркетинговий мікс, просування, туристичний продукт, внутрішній туризм.

ФОРМИРОВАНИЕ И ПРОДВИЖЕНИЕ КАЧЕСТВЕННОГО И КОНКУРЕНТОСПОСОБНОГО ТУРИСТИЧЕСКОГО ПРОДУКТА В УСЛОВИЯХ КОРОНАКРИЗИСА

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Каждое туристическое предприятие стремится оставаться конкурентоспособным и удерживать свои рыночные позиции в условиях глобальных изменений в мировой экономике из-за коронакризиса, который негативно влиял на экономику в 2020-2021 годах. Пока органы государственной власти увеличивали расходы на поддержание системы здравоохранения и помощь пострадавшим - туристические организации, как и другие предприятия, были вынуждены снизить свою бизнес-активность. Туризм является третьим по величине экспортной отраслью мировой экономики, а доля туристического сектора в ВВП некоторых стран мира составляет более 20%. Туризм оказался одним из секторов, наиболее пострадавших от пандемии COVID-19. Так дальнейшее развитие туристической отрасли и выход из коронакризиса полностью зависит от нахождения оптимальных путей формирования и продвижения конкурентоспособного туристического продукта в условиях коронакризиса.

Ключевые слова: туристический бизнес, пандемия коронавируса, коронакризис, государственные механизмы, маркетинговий микс, продвижение, туристический продукт, внутренний туризм