

A world map silhouette is drawn on a sandy beach. The map is dark, possibly made of charcoal or black paint, and is centered on the right side of the image. The background is a vast expanse of sand, with numerous footprints scattered across it, suggesting a beach environment. The text is overlaid on the map area.

**ТУРИЗМ И ИНДУСТРИЯ ГОСТЕПРИИМСТВА:
СОВРЕМЕННОЕ СОСТОЯНИЕ
И ТЕНДЕНЦИИ РАЗВИТИЯ**



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Для исследователей, преподавателей, аспирантов и студентов, практических работников образовательных и социальных учреждений и общественных организаций.

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POST-PANDEMIC TOURISM IN EUROPEAN UNION

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Abstract. The consequences left by COVID-19 pandemic have taken on global proportions. Serbia, like many other countries, has suffered a great damage in tourism industry since the beginning of the pandemic. The recovery of the tourism industry is already visible during 2021, while the data obtained so far for 2022 are extremely encouraging. The exercise of tourist activities by a large number of people led to the emergence of the so-called "excessive" tourism. Pandemic, should prompt tourism providers to respond to a new demand by adjusting their, currently unsustainable product offers. The aim of the work is to show the movement in the tourism industry by tracking the number in the countries of the European union in the post-pandemic years compared to 2019, which is considered a record year for tourism in the world.

Keywords: post-pandemic tourism, tourist, economic recovery

Аннотация. Последствия пандемии COVID-19 приобрели глобальные масштабы. Сербия, как и многие другие страны, с начала пандемии понесла большой ущерб туристической отрасли. Восстановление индустрии туризма уже видно в течение 2021 года, в то время как данные, полученные на 2022 год, чрезвычайно обнадеживают. Осуществление туристской деятельности большим количеством людей привело к возникновению так называемого «избыточного» туризма. Пандемия должна побудить поставщиков туристических услуг отреагировать на новый спрос, скорректировав свои, в настоящее время неустойчивые предложения продуктов. Цель работы - показать движение в индустрии туризма путем отслеживания численности в странах Европейского союза в постпандемические годы по сравнению с 2019 годом, который считается рекордным годом для туризма в мире.

Ключевые слова: постпандемический туризм, туризм, восстановление экономики

INTRODUCTION AND THEORETICAL BACKGROUND

Tourism plays an important role in the economy and is a sign of a civilizational state, a way to comprehend the environment, a tool to improve the cultural and educational level, the characteristic of the current stage of tourism development is the change in its organizational forms and the penetration of transport, trade, industrial and other companies into the tourism business (7, p. 332). Over the past 50-year period intensive global growth in tourism often faced different types of crises (12, p. 585). The reaction was usually violent, almost by the immediate and dramatic drop in demand and this time it is so.

The declaration of the COVID-19 pandemic at the beginning of 2020 stopped the further development of the economy generated by the tourism industry and left its mark on economies countries around the world (5, p. 345). Even it was estimated that 21st century's global economy will be driven by major service industries also called „3T” (Tourism, Technology (ICT) and Telecommunication), that did not alleviated the consequences of the pandemic (2, p. 406). Public health measures that were adopted to suppress the spread of the disease, and which include quarantine, social distancing, movement and travel restrictions, campaigns aimed at stating people to stay in their homes, affected various economic sectors, of which tourism stands out as one of the most affected. With the emergence of the coronavirus, trade and economic activity at the global level slowed down sharply a health care costs and other expenses related to the pandemic are skyrocketing (10, 6567).

Tourism is an important activity in the EU countries which contributes to employment and economic growth, as well as to the development of rural, peripheral or less-developed areas (9, p. 984). The period before the start of the pandemic was characterized by a strong development of tourism, which can be seen as a consequence of the simultaneous action of several different factors (6, p. 156). Primarily, a significant influence on the intensification of tourist activity has prosperity on a global scale level, which improved the standard of living of a larger percentage of the world's population, and what it also reflects changes in lifestyle. The development of countries with a large number of inhabitants who appear in the role of tourists - India, China and Brazil. Such causal and consequential events are not surprising if it is taken into account that personal distributes income first to meet basic needs (food, accommodation, education), and that with the increase in the level of income, the circle of needs that are satisfy (recreation, travel, luxury). The emergence of a larger number of low-budget airline made the movement of the population and distant destinations easier more accessible to the population with a lower level of income than was represented in earlier period.

During the COVID-19 pandemic, there have emerged numerous changes in tourist behaviour (8, p. 75). Related to the post-pandemic travel intention, Li et al. (2020) reported significant influences of attitude, subjective norms, and perceived behavioural control on postpandemic travel intentions.

Fiscal and monetary measures to prevent and stop the negative economic effects of the pandemic were introduced in the 36th European countries and most countries in the world (3, p. 54). Although the recovery of the tourism industry after the pandemic

is predicted only in 2024, the results achieved by most of the EU countries speak in favor of a faster recovery than expected. Many see the COVID-19 pandemic as a turning point for tourism, a chance to reflect on the pressing environmental and socio-economic concerns of the industry, and an opportunity to pinpoint a more desirable direction (11, p. 707). Two and half year after the start of the pandemic, the number of tourists in countries around the world promises the recovery of world tourism (1, p. 158).

DATA - TOURISM AFTER THE PANDEMIC

Tourism in European countries makes up nearly 48% of the entire outbound travel and tourism activities globally (World Economic Forum). The travel and tourism industry in Europe was the second-highest affected sector and recorded 58% fewer arrivals. Tourism was hit particularly hard by the pandemic, as lockdowns restricted people to travelling around their homes and neighbourhoods rather than around the world. **Europe** welcomed more than four times as many international arrivals as in the first five months of 2021 (+350%), boosted by strong intra-regional demand and the removal of all travel restrictions in a growing number of countries. The strong rebound is measured against weak results in 2021 and arrivals remain overall below 2019 levels. In Table 1 the results are given for nights spent in tourist accommodation establishments in countries of European union.

In terms of nights spent in tourist accommodation establishments, a growing number of countries - the Republic of Serbia, North Macedonia, Albania, Türkiye, Austria, Norway, Iceland, Liechtenstein, Denmark, Croatia and Portugal have fully recovered their pre-pandemic levels.

Table 1. Nights spent in tourist accommodation establishments, in thousand

	June 2022	2022/2021 change change (%)	2022/2019 change (%)
	Tourist accommodation establishments	Tourist accommodation establishments	Tourist accommodation establishments
EU	289 593	68	-9
Belgium	3,874	69	-1
Bulgaria	2 825	72	-30
Czechia	4 702	66	-10
Denmark	4 361	55	14
Germany	44 443	67	-3
Estonia	604	57	-19
Ireland	:	:	:
Greece	19 550	169	-12
Spain	48 669	125	-3
France	28 655	4	-37
Croatia	13 068	101	0

May is evident and significant, it should be borne in mind that even in these months the decline is extremely high. Data are shown in Table 2.

Table 2. Decrease in the number of tourist overnight stays in the Republic of Serbia, and by categories of tourist places, month 2020 compared to the same month in 2019

	March	April	May	June	July
Republic of Serbia	-46%	-95%	-83%	-43%	-36%
Spas	-34%	-98%	-76%	-20%	-11%
Mountains	-34%	-98%	-87%	-22%	-21%
Other tourist places	-51%	-89%	-80%	-53%	-31%

Source: <https://fren.org.rs/wp-content/uploads/2020/10/Highlight-2.-Tourism-Sector-in-the-Republic-of-Serbia-During-the-Covid-19-Pandemic.pdf>

CONCLUSION

Tourism has become a very important sector in the world economy and particular in developing countries, its growth affects not only the activities directly linked to tourism but also other sectors, due to that the recovery of tourism industry after pandemic become even more significantly. The crisis caused by the Covid-19 pandemic increased economic uncertainty and led to decrease in turnover and cash inflows in the most severely affected economic sectors, and the tourism sector was the least immune to these developments. Due to the imposed restrictions and the fear of infection, tourists have reduced their travels, especially avoiding crowded places.

Even though the COVID-19 pandemic is undoubtedly a devastating period for global tourism, and has left very severe consequences on tourism, as an industry, and it is still uncertain how long some effect will last, the predicted future of adventure tourism is bright, in spite of the ongoing Russo-Ukrainian conflict. On the other hand, for the tourism industry, pandemic presents an opportunity - and at the same time a challenge - to restore the relationship of trust with travelers.

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