

users (during offline events, the most interested country will be), reaction to posts (their rating is analyzed, the interests of users become clear). Thanks to our analysis, the number of participants (up to 500) and page visitors (over 8500) were added every month.

In conclusion, we note that companies should target different social networks. It is necessary to choose the right SMM company, assess its capabilities and results. The effectiveness of the impact on the audience depends on the correct promotion, audience coverage, the number of subscribers, visitors, actions on the network («likes», participation in promotions and contests).

3-е место по итогам работы секции

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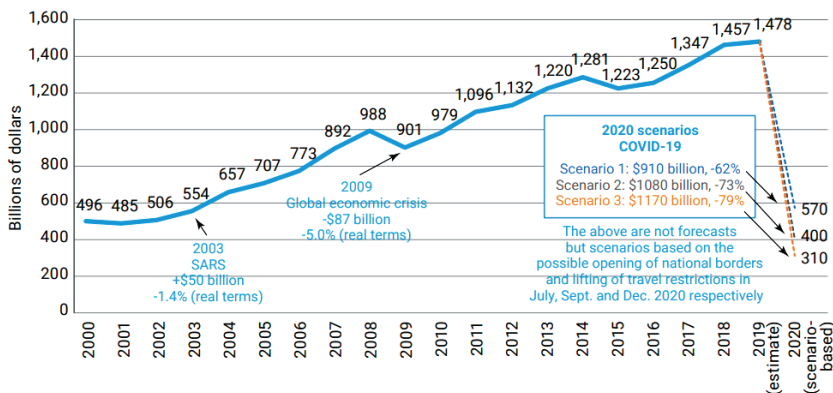
THE MAIN EFFECTS OF THE COVID-19 PANDEMIC ON THE TOURISM SECTOR

Despite the growth, it is important to note that world tourism has been exposed to a wide range of crises in the past (Figure). Between 2000 and 2015, major disruptive events include the September 11 terrorist attacks (2001), the severe acute respiratory syndrome (SARS) outbreak (2003), the global economic crisis that unfolded in 2008/2009, and respiratory syndrome. 2015 Middle East (MERS) outbreak. None of them led to a longer-term decline in global tourism development, and some of them are not even noticeable in Figure 1, with only SARS (–0,4 %) and the global economic crisis (–4,0 %) causing declines in international arrivals. This would suggest that tourism as a system has been resistant to external shocks.

However, this was the case until 2020. The coronavirus pandemic that broke out in China in December 2019 has caused more damage to the tourism industry than the attacks of September 11, 2001. Then the number of trips fell by 0,6 % for the first time since 1982. The crisis affected regions such as America (–6,0 %), South Asia (–4,5 %), the Middle East (–2,5 %) and Europe (–0,7 %), while the rest of the regions continued to show steady growth: Africa at 4,3 % and the East Asia and the Pacific region at 5,5 % [2, p. 2]. The main difference from the tragic events of 2001 is that the coronavirus crisis has gripped the entire world. No country has escaped the decimation of its tourism sector, from Italy, where tourism represents 6% of GDP, to Palau, where it generates almost 90 % of exports. The impact on Small Island Developing States (SIDS), least developed countries (LDCs) and many African countries are worrisome. In Africa, the sector accounted for 10 % of exports in 2019.

Tourism came to a standstill in mid-March 2020. In the first months of the year, international tourist arrivals decreased by 56 % (see figure) and, in May, they had fallen by 98 %. That translates into a loss of nearly \$ 320 billion in exports, more than three times what was lost during the entire global economic crisis of 2009. Prospective hypotheses suggest that international tourism arrivals and receipts could decline between 58% and 78 % in 2020, depending on the speed at which the pandemic is contained, the duration of the travel restrictions and the gradual reopening of the borders, which has already begun, but whose future remains uncertain.

Current UNWTO projections related to COVID-19 indicate that this immense upheaval could mean a decrease of between 850 million and 1.100 million international tourists and a loss of between 910,000 million and 1.2 trillion dollars in revenue. of exports from tourism, which would endanger between 100 and 120 million direct jobs in the sector. The situation is especially critical because around 80 % of tourism companies are MSMEs.



International tourism receipts (exports), 2000–2019 and 2020 scenarios

Source: [1, p. 7].

References

1. UNWTO Policy Brief: COVID-19 and Transforming Tourism, august 2020 Edition. — Madrid : UNWTO. — 27 p.
2. UNWTO Tourism Highlights, 2002 Edition. — Madrid : UNWTO, 2002. — 7 p.