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IMPROVEMENT OF THE TOURISM INDUSTRY MANAGEMENT DUE TO INTRODUCTION OF NEW TRENDS AND TYPES OF TOURISM

Abstract. Today’s extremely difficult conditions dictate their own behavior and the survival of business in any field. The situation in tourism business has become the most difficult. Therefore, there is an urgent need to find new alternatives to existence and development. Quite a lot of studies, both foreign and domestic, are devoted to the analysis of the needs of a modern tourist and the search for new trends in the tourism industry to meet them. However, they do not cover all external factors that may affect the specifics and development of

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tourism, in particular those related to military actions, which take place in Ukraine.

The authors in their study emphasize the essential need for digital transformations and the development of digital culture. Since digitalization is the fastest way to detect, respond to and adapt to internal and external changes.

The authors propose the stages of tourism industry development, which show the changing preferences of tourists over the past 20 years, provide existing major types of tourism, the current global trends are considered in detail, which appeared due to growing individual consumer needs and the COVID-19 pandemic. There is also a list of future types of transformation of tourists, the emergence of which is designed for the period up to 2030. These types take into account almost all the preferences, needs and goals of consumers of tourist services.

The authors also proposed a new type of tourism, based on military actions in Ukraine and their consequences, which may become a future trend of the tourism industry. The emergence of new destinations and the use of global trends is another additional opportunity to attract new consumers to the tourism business and earn extra income through the introduction of new types, new tours, visiting special places and a whole range of the best quality services.

Keywords: *tourism industry, types of tourism, tourism trends, future types of tourism, digital culture, digital transformation*

Introduction. At the time of continuous military actions in Ukraine that take away thousands of civilian lives, destroy housing and industrial infrastructure, cause great damage to human health and the environment, most companies have put their activities on “a pause”, but all this is a temporarily question.

The tourism business, which has recently lost a large number of business enterprises during quarantine measures, has suffered huge losses, is gradually adapting to changes in the external environment, and offers new directions and new approaches to provision of tourism services. There are huge transformational changes in all possible manifestations, and above all these changes concern new thinking, making new non-standard decisions, time of creativity, time of search for non-standard methods, schemes, introduction of innovative technologies.

Analysis of recent research and publications. Currently, Ukrainian and foreign scientists are studying new types and directions of tourism. They offer new trends in the tourism industry, areas that bring huge income to the world. For example, one scientists from New Zealand studying research tourism in his paper (C. Shah, A., Trupp, & L. Stephenson, 2022), which includes scientific, academic / educational and volunteer tourism, found that more virtual practices of scientific, academic / educational and business tourism are used. It became especially after COVID-19, when quarantine measures were introduced. That is due to the fact that people become more confident in the use of new technologies, and the technologies, academic and business services develop with more online educational products and researches. It is fair to say that the composition of research tourism can become quite noticeable, this type of tourism remains multifaceted, dynamic, progressive, unique and adapted to modern changes in external environment, so it needs to be developed.

Scientists from Nepal, in their scientific work consider one of the newest forms of agricultural tourism – Greyhound-tourism, which accurately connects the development of gardening with tourism (P. Gyawali, S. Bhandar, & J. Shrestha, 2022). Due to the COVID-19 pandemic, gardening and tourism suffered a lot. Commercial gardeners suffer heavy losses due to the introduction of quarantine measures in the country. In addition, international tourism in 2020

declined. In this regard, there is a need for a promising approach that can quickly revive these two sectors after the COVID-19 pandemic (Zadoja, 2021).

Greyhound tourism is a new concept for Nepal with great opportunities, scales and challenges. It combines two commercial enterprises, horticulture and tourism in one industry or location. The authors state that the most important advantage of it is that it provides a double advantage of tourism and horticulture to farmers. In this regard, greyhound tourism can be an effective and sustainable approach to their revitalization of the two sectors following the COVID-19 pandemic, which ultimately increased farmers' incomes at an exponential rate. Sustainable economic growth can be achieved by combining these two sectors.

Ukrainian scientists considered in their study (O. Shykina, Ya. Honcharenko, & I. Remihailo) the development of business tourism in the Odessa region. Business tourism is, in fact, a form of travel that involves doing business, but away from home. However, the pandemic period makes its adjustments to the methods of its implementation. The authors of the article believe that the active policy of the state in the field of tourism, its willingness to cooperate with the private sector, airports, airlines, tour operators, and hoteliers will play the key role in the recovery of the industry. It will promote the country's image at the national and international levels; encourage safe travel, as well as provide comprehensive support, including information, business and tourism: keeping abreast of national and regional medical protocols, making available information on current contacts of health care facilities, etc. In the last few years, Ukrainian MICE-tourism has become one of the main areas of business in the country, so it needs to be developed.

Recently, more and more new types of tourism appear in the world, which are in demand, so this topic needs to be improved and is very relevant.

The purpose of our article. The purpose of this article is to study existing tourism trends and develop new types of tourism activities that are in demand over time.

Formulation of the main material. The world market of the tourism industry, which used to be very stable and developed rapidly, has lost its position in the last two years. Nevertheless, it tends to regain its potential by transforming its activities and services, changing management approaches and introducing new tourism trends.

A person is arranged in such a way that he/she needs to rest after a working week, and the better the rest is, the more his/her work is efficient. With age, a person's living space is constantly expanding, but after gaining some experience and worldview in old age, a person begins to narrow his living space, change the goals of their travels and the number of trips.

It is believed that to understand the relationship between a human and his external environment, it is necessary to generalize existing concepts to define the individual as the subject of life property. In this direction, the question of the possibility of influencing the change in the size of human living space with the help of tourist services remains unsolved (T. Charkina, & L. Martseniuk, 2017).

However, a modern tourist is not satisfied with such a rest as it was ten – fifteen years ago. The modern tourism industry needs to be transformed because of the changes that are taking place in the environment.

In the conditions of digital transformations and radical rethinking of the

organization work, all enterprises improve or change their technologies, business processes, improve the skills of employees, management develops new strategies, everything is done to increase business efficiency and fully meet growing consumer needs. Individual services are becoming especially important (Charkina, 2021).

Digital transformation is not only technology, being a digital organization means more than just using digital products, services and interacting with customers. Technology is a tool that allows employees to work more efficiently and in better conditions, and the business as a whole to strengthen core operations. Nevertheless, the digital transformation may end without even started if the company's employees do not understand why, how and what is happening. Therefore, the transformation of the company into digital form requires major changes in the actions of employees, their behavior and interaction with other people, inside and outside the organization. In other words, successful digital transformation begins with cultural transformation (<https://dtek.com/>).

Cultural transformation is also related to the level of modern education, without which there can be no such cultural changes. The modern technological level of education, as a result of information, technological, cultural revolutions, as well as global challenges and threats, encourages high speed change. Such modern requirements fundamentally change the content of education, and the dynamic needs of the tourism business require educational systems to adapt constantly, both through the revision of programs and plans, and through the continuity of education beyond schools (Tsviliy, 2021).

Companies cannot have employees of a new level, high qualification and culture, with an appropriate set of knowledge, if they do not have a proper quality education.

Digital culture in this case is a set of principles and values in corporate culture, which characterizes the use of technology to interact with society and solve problems in professional activities. In essence, it is an attitude or some unspoken code of how everything happens in the company; it gives employees freedom of thought and situational decision-making. Digital culture means increasing the level of digital skills of employees, literacy and ability to use modern technologies and software, taking into account all the opportunities provided by information progress (<https://dtek.com/>).

Digital culture is influenced by many factors – from the size of the company to the industry or even the country in which the business operates. There are 10 important principles that influence the formation of digital culture:

1. Customer orientation: in the center of all areas of activity – the customer or user, employees in the development of products or services put themselves in the place of the customer. Digital transformation, where technologies are implemented for their own sake, is doomed (<https://dtek.com/>). It is very important to understand why you currently need a product or service. It does not make sense to introduce what is not in demand in the modern market, or what has lost its existence.

2. The economic value of a product (EVP) is the utility in the form of satisfaction or savings that a product (service) brings to a consumer (Tsviliy, 2021).

3. Data-based work: in digital culture, the quality of data and information is ensured, and decisions are made on the basis of data.

4. Openness to radical change (disruption): rapid adaptation of staff to changes in the environment, changes in approaches to decision-making, non-

standard thinking, changes in business models, technologies, structures.

5. TL approach (test and learn): it is a powerful tool for marketers, it allows them to make more effective decisions, and understand what works and what does not work, and where new opportunities for productivity growth, allows them to make better business decisions (<https://pidru4niki.com>).

6. Dynamics of decision-making: employees act and react quickly, focus on action, not planning. In the rapidly changing digital world, planning and decision-making must move from long-term to short-term.

7. In order to increase the dynamics, it is necessary to expand the rights and opportunities for employees: employees must gain autonomy to make their own decisions (<https://dtek.com/>).

8. Openness: communication between different levels in the hierarchy is direct and honest. A very important point is the transformation of “vertical” communication (hierarchically – from top to bottom) to “horizontal”, control – to the delegation.

9. Collaboration: joint activity in a certain field of two or more people, companies or organizations, for more successful and efficient operation of the enterprise cooperation is valued more than individual efforts. Also in digital culture, greater success is due to teamwork. In the process of collaboration, people or representatives of organizations share their knowledge, experience, useful information; learn to reach eventually an agreement (consensus).

10. Ecosystem formation: every organization develops and changes together with the external environment, any innovative activity that provides competitive advantages of the enterprise must preserve the ecosystem.

In the tourism, as in other types of businesses, the needs of consumers of services are changing, the types of tourist activities are changing, new forms and new trends are emerging.

Types of tourism are of great importance for the practical activities of tourism managers. They help to identify the demand for tourist services and form the tourism market, produce and sell tourist products, solve problems of territorial location of tourist infrastructure, plan the development of the material base of tourism. In general, a business that brings a lot of income to the state, you need to develop and invest in it and introduce new types and forms (<https://www.facebook.com/business/news/>).

If earlier the main types of tourist activity were:

- Recreational tourism;
- Excursion tourism;
- Health tourism;
- Business tourism;
- Scientific tourism;
- Rural tourism;
- Ecological tourism;
- Religious tourism;
- Educational tourism;
- Shopping tourism and others.

Today, current trends in the tourism industry are changing, as time and changes in the environment require new forms, creative approaches, non-standard solutions and the transition to another level of service. The services to

be provided should be reasonably priced, creative, high quality, individualized, and provided in a safe environment with an additional range of services.

Therefore, along with the existing types of tourism, global trends in the tourism industry appear which should better meet the growing needs of consumers of this service. In particular, the emergence of new areas was in demand after a long pandemic and long quarantine measures.

Lack of funds, job losses and restrictions on free time have led to the emergence of such new areas such as bleisure (business + leisure), a combination of business travel and leisure. When in the past 2 years we have been forced to move to a remote form of work and education, this trend has changed somewhat and became a trend of “combining leisure with work”, called WFHotel (working from hotel), a person can work remotely and combine work and rest, while having the opportunity to work and rest (<https://tourkazka.com>).

Another modern trend in tourism is solo tourism, i.e. travelling alone, which has also become very popular, especially during the pandemic.

Also, the emergence of mini-trips, weekend trips have become widespread, the opportunity to relax in a few days, switch to positive experiences and see something interesting, new, like a breath of fresh air. Herewith, the main thing is that it is less costly, because a large number of people, due to the pandemic, lost a part of their income, and some of them lost their income in full. Anyway, life goes on, you need to have strength after working week and be able to improve your emotional and psychological state.

The emergence of another modern trend in the tourism industry – Workations – a combination of work, study and leisure, a large number of tourists, namely 53 % prefer travel that they can afford in the short term. Nowadays, when it is not possible to plan your vacation in advance or we cannot plan our budget, we have only short-term plans, the ability to combine study and leisure is a real opportunity for many tourists at the present moment.

Also, the emergence of wellness tourism, a direction that helps to hold a healthy lifestyle and maintain psychological state, which it is increasingly difficult to maintain in the current events. People are paying more and more attention to the right way of life and physical condition (<https://tourkazka.com>).

With the advent of digital technology, more and more people have the opportunity to combine virtual experiences and real feelings. The advent of online tours allows to get an incredible experience without leaving home, especially in times when there are restrictions on travel and financial stability (<http://amadeus.ru/news>).

However, the time that is fundamentally changing everything is preparing us for the fact that future trends in the tourism industry, which will appear soon, will be caused by the rapid changes that are constantly taking place in the world. Why it is so important for us to have an idea of the emergence of new areas and types of tourism. That is due to the important demand for certain related services that will be provided, forecast and plan investments in new areas of tourism business.

In turn, the study of the global consulting company The Future Foundation (Charkina, et. al., 2022). pointed to the transformation of types of travelers, including six new types that will appear by 2030:

1) fans of social networks (Social Capital Seekers), who will plan a vacation solely with an online audience, largely based on tourist reviews and recommendations of acquaintances. The rapid development of social networks, adapted to generating of publications and “likes”, can form a completely new tourist segment;

2) fans of cultural experience (Cultural Purists), who consider travels as a chance to immerse themselves in another’s, sometimes even quite uncomfortable culture, while the enjoyment of vacation depends on the authenticity of the experience;

3) supporters of ethical principles (Ethical Travellers), who will plan trips according to ethical beliefs, such as the need to reduce greenhouse gas emissions or improve other people’s lives. Such travelers during their vacations often improvise or take part in volunteer projects, local social development or environmental activities;

4) searchers for simple solutions (Simplicity Searchers), who will choose comprehensive proposals to avoid having to organize something on their own. Holidays for this category of tourists are a rare opportunity to relax, so safety and fun should be guaranteed;

5) travelers as needed (Obligation Meeters) who plan a trip in connection with an event or task, regardless it is a business trip or a holiday, and will therefore be limited in time and budget; they will prefer technologies based on algorithms that will get rid of unnecessary clutter;

6) award hunters (Reward Hunters), who enjoy traveling, seeing it as a reward or a must-have experience that will be an effective investment of money, time and energy.

However, changes in the world and military events in Ukraine may lead to another area of tourism that will be associated with these events, for example “Ukraine – won the war”, Ukraine that won the war. A very large number of our country’s followers around the world, who watch us all the time, who help, support our country, our freedom, our independence, after war ends will seek to see everything that the war has done with our state, our cities. They will be interested to visit personally the center of these events. That will be much more than the events of Chernobyl, which many people wanted to see. A large number of people may come and want to help our country in person.

Figure 1 shows the transformation of types and development trends of tourism. This illustrates the extent to which tourism activities change over time, especially in conditions of rapid changes in environment and preferences of consumers of tourism services.

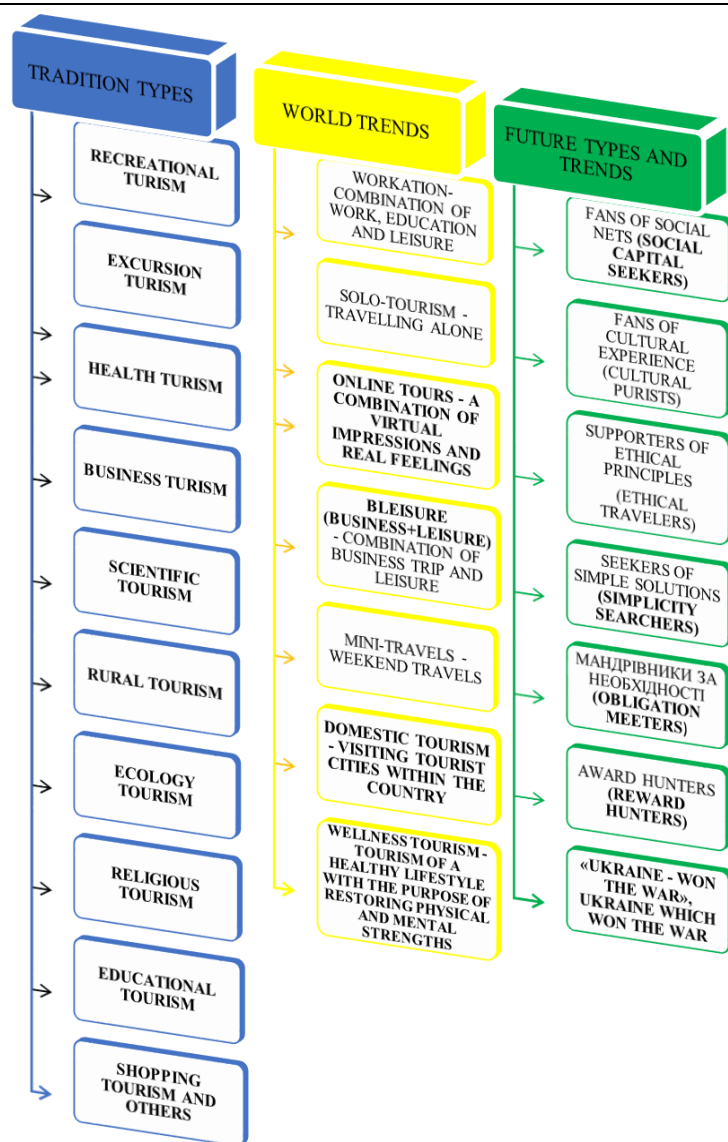


Figure 1 – Transformation of types and trends of tourism development
 Source (author's development).

Thus, along with the transformation of the principles of tourism development, the types and spheres of tourism are changing, focused on the provision of the latest comprehensive tourist services and provides the formation of mass and individual tours that maximally take into account the transformation of consumer needs and promote positive experiences. This contributes to the emergence of a progressive service, which provides an expanded range of services in accordance with the requirements of individual consumer groups.

Making a tourism business it is necessary to know how to evaluate the efficiency of any business project, if we want to introduce a new type of tourism activity, we must assess its economic effect, which this project gives.

According to the scientist O. Muzychenko-Kozlovska, the following indicators are important for assessing this effect: the investment payback period and the rate of overall capital investment efficiency (return on investment capital rate). In particular, it is proposed to determine the feasibility of investments by

comparing the estimated coefficient of investment economic efficiency:

– E_p with the rated coefficient E_d , which is adopted at the discount rate of the NBU of Ukraine.

If $E_p > E_d$, then investing is considered appropriate. The specified coefficient can be obtained with the following formula (O. Muzychenko-Kozlova, 2018):

$$E_p = \frac{P_{pr}}{K_i(1 + E_d)^t}, \quad (1)$$

where,

P_{pr} – amount of profit, million UAH;

E_d – return on invested capital rate (discounting rate), %;

t – time period between investments and making a profit, years.

Thus, we can determine the feasibility of the implemented project, and its effectiveness, as well as prospects for its implementation.

The situation in tourism sector presently is not easy, given the war, which has greatly destroyed domestic and other types of tourism, however this pause in the tourism industry will end. Tourism has quite positive future, other areas and types of tourism will appear. Any crisis is always a new drive to the fast, rapid development, a search and discovery of innovative projects, models, which business just finds in new realities.

Conclusions. It is necessary to bring the tourism business to a new level and get rid of the tourism companies' crisis quickly. Nowadays, when the modern world is constantly changing, it changes people's lives, the rhythm of our lives, our preferences, the world economy and the work of all existing enterprises. Tourism business is not an exception, as consumers of services are constantly expanding and changing their needs, and business leaders adapt to their requirements to be in demand in the market of tourism services. New types, modern trends, the latest technologies in the tourism business emerge. Thus, they meet the needs of more and more tourists and bringing even more profit to their countries.

The authors have created stages of the tourism industry development, which show changes in tourism activities, taking into account the rapidly evolving needs of consumers of tourism services. Current global trends in the tourism industry are presented and a list of future types of travelers who will appear by 2030 is proposed.

Authors also propose a new type of tourism that will appear after the war ends in Ukraine and can become a future trend of the tourism industry.

Conflict of Interest and other Ethics Statements

The authors declare no conflict of interest.

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Тетяна ЧАРКІНА, Вячеслав ЗАДОЯ, Олена ШКУЛІНА, Сергій ЦВІЛИЙ

УДОСКОНАЛЕННЯ МЕНЕДЖМЕНТУ ТУРИСТИЧНОЇ ІНДУСТРІЇ ЗА РАХУНОК ВПРОВАДЖЕННЯ НОВИХ ТРЕНДІВ ТА ВИДІВ ТУРИЗМУ

Анотація. Сьогодні надзвичайно складні умови диктують власні привила поведінки та виживання бізнесу будь-якої сфери. Туристичний бізнес опинився чи не в найскрутнішому становищі. Тому виникла гостра необхідність пошуку нових альтернатив існування та розвитку. Досить багато праць, як закордонних, так і вітчизняних, присвячено аналізу потреб сучасного туриста та пошуку нових трендів туристичної індустрії задля їх задоволення. Проте вони не охоплюють абсолютно всі зовнішні фактори, що можуть впливати на специфіку та розвиток туризму, зокрема ті, що пов'язані з військовими діями, які відбуваються в Україні.

Автори в своїй роботі наголошують на суттєвій необхідності цифрових трансформацій та розвитку цифрової культури. Оскільки цифровізація – це найшвидший спосіб виявлення, реагування та адаптації до внутрішніх й зовнішніх змін.

В статті авторами запропоновано етапи розвитку туристичної індустрії, які показують зміну вподобань туристів на протязі останніх 20 років, надані існуючі основні види туризму, детально представлені сучасні світові тенденції, появу яких спонукала постійно зростаюча індивідуальна потреба споживачів та пандемія COVID-19. А також наведено перелік майбутніх типів трансформації туристів, поява яких розрахована на період до 2030 року. Такі типи враховують майже всі вподобання, потреби та цілі споживачів туристичних послуг

Також авторами запропоновано новий вид туризму, в основі якого лежать військові дії в Україні та їх наслідки, який може стати майбутнім трендом туристичної індустрії. Поява нових напрямків та використання світових трендів, це ще одна додаткова можливість привабити нових споживачів туристичних послуг та отримати додатковий дохід за рахунок впровадження нових видів, нових турів, відвідування особливих міст та всього спектру послуг найкращої якості.

Ключові слова: туристична індустрія, види туризму, тренди туризму, майбутні види туризму, цифрова культура, цифрова трансформація