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ПОЛІТИЧНІ ПРОБЛЕМИ МІЖНАРОДНИХ СИСТЕМ ТА ГЛОБАЛЬНОГО РОЗВИТКУ

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PROBLEMS OF RESTORING TRADITIONAL INTERCULTURAL TIES AND INTERNATIONAL TOURISM IN THE POST-PANDEMIC PERIOD

ПРОБЛЕМИ ВІДНОВЛЕННЯ ТРАДИЦІЙНИХ МІЖКУЛЬТУРНИХ ЗВ'ЯЗКІВ ТА МІЖНАРОДНОГО ТУРИЗМУ В ПОСТПАНДЕМІЙНИЙ ПЕРІОД

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The article provides an analysis of the development of international tourism after the coronavirus pandemic. The author reveals the increased role and importance of cultural policy in solving global problems. Tourism is one of the important areas of development of social marketing associated with the formation of interests and preferences of people, their attitude to the world and themselves. In addition, with the help of different types of tourism, the path to establishing sustainable relationships between man and nature is determined. The main instrument of cultural policy is tourism, which humanizes international relations. Ideas about the possibilities of mankind to dominate nature have completely changed after environmental disasters on Earth, which ended in a general environmental crisis. Tourism helps to develop a new humanitarian thinking in all people, which can contribute to the end of wars, the extermination of many species of flora and fauna, the conservation of water and land resources. The development of international tourism is directly related to the relationship between countries, both in regions and around the world. Tourism is possible only with favorable relations between individual states based on mutual respect and observance of mutual rights and obligations. The higher the standard of living of the country, both sending and receiving the tourist, the more diverse the tourism destinations are. Such international cataclysms as a pandemic, including the latest one, affect the standard of living of people, the possibility of visiting a neighboring country for any reason. A general description of the development of international tourism at the present stage is given; key strategies for the restoration of tourism in the post-pandemic period are presented. This includes updating the infrastructure, identifying new tourism routes, training professional staff to serve tourists, improving the legal framework.

Key words: international tourism, tourism sector, intercultural relations, COVID-19 pandemic, tourism crisis, digital technologies, political system, international cooperation, security.

У статті аналізується розвиток міжнародного туризму після пандемії коронавірусу. Автор розкриває підвищення ролі та значення культурної політики у вирішенні глобальних проблем. Туризм є одним із важливих напрямів розвитку соціального маркетингу, пов'язаного з формуванням інтересів і переваг людей, їх ставлення до світу і себе. Крім того, за допомогою різних видів туризму визначається шлях до встановлення стійких взаємовідносин людини з природою. Основним інструментом культурної політики є туризм, який гуманізує міжнародні відносини. Уявлення про можливості людства панувати над природою повністю змінилися після екологічних катастроф на Землі, які завершилися загальною екологічною кризою. Туризм допомагає розвинути нове гуманітарне мислення у всіх людей, що може сприяти припиненню воєн, винищенню багатьох видів флори і фауни, збереженню водних і земельних ресурсів. Розвиток міжнародного туризму безпосередньо пов'язаний із взаємовідносинами між країнами як у регіонах, так і в усьому світі. Туризм можливий лише за сприятливих відносин між окремими державами, заснованих на взаємній повазі та дотриманні взаємних прав і обов'язків. Чим вищий рівень життя в країні, як відправляючий, так і приймаючий турист, тим різноманітнішими є напрямки туризму. Такі міжнародні катаклізми, як пандемія, в тому числі остання, впливають на рівень життя людей, можливість відвідувати сусідню країну з будь-яких причин. Дано загальну характеристику розвитку міжнародного туризму на сучасному етапі, наведено ключові стратегії відновлення туризму в постпандемічний період. Це й оновлення інфраструктури, визначення нових туристичних маршрутів, підготовка професійних кадрів для обслуговування туристів, удосконалення законодавчої бази.

Ключові слова: міжнародний туризм, туристичний сектор, міжкультурні відносини, пандемія COVID-19, криза туризму, цифрові технології, політична система, міжнародна співпраця, безпека.

Introduction. International tourism is currently demonstrating high growth rates, the increase in the number of international tourist's leads to an increase in the number of intercultural contacts and the grow-

ing importance of intercultural ties, which affects international relations. In this case, international cooperation in tourism becomes an integral part of the state's foreign policy in the field of culture. States

with significant historical, cultural and natural potential can use the tools of international cooperation in tourism when implementing their foreign cultural policy. At the same time, such events of an international scale as a pandemic are reflected, first of all, in such a form of interrelation between communities as international tourism. More than three years have passed since the recession of the pandemic, but statistics show that the consequences of the pandemic in this area have not yet been overcome: "The report highlights the key role of the sector in ensuring economic prosperity, jobs and well-being, with the direct contribution of tourism to gross domestic product (GDP) returning to 3.9% in 2022 in the 20 OECD countries for which data are available, which is only half a percent less than in 2019. Tourism also contributed 14.8% to services exports in 2022, still below pre-pandemic levels but up from 9.7% in 2021. Data suggest that the recovery has continued since then, supported by a rebound in international arrivals and a strong domestic performance" [1]. However, the recovery is underway, although not yet complete: "By the end of July, international tourist arrivals reached 84% of pre-pandemic levels. 700 million tourists travelled internationally between January and July 2023, up 43% from the same months in 2022. July was the busiest month yet, with 145 million international travelers recorded, accounting for about 20% of the seven-month total" [2].

This article presents an analysis of international cooperation in tourism between states in the post-pandemic period. The study provides an overview of theoretical approaches to the study of international cooperation in tourism, an analysis of historical development, conceptual foundations and institutional regulation of this area of foreign policy. Practical recommendations for the restoration and development of tourism activities are also offered.

Level of research. In the modern period, in the field of foreign cultural policy research in the science of international relations, national approaches of different states to international cooperation in tourism do not go unnoticed. At the same time, unlike the problem of the role of tourism in the foreign policy of a state, the issue of international cooperation in tourism, as a separate area of foreign policy, is not sufficiently open or studied. Therefore, ideas for the full restoration of tourism in the post-pandemic period require a special approach, since the international tourism industry has not yet fully recovered from the pandemic [3]. This requires a more detailed analysis of the approach of states to international cooperation in tourism as an independent branch of foreign cultural policy. Research shows that tourists will increasingly look for value for money and travel closer to home in response to the difficult economic situation [4]. Numerous statistical and qualitative studies on countries and international organizations have exam-

ined the issues of improving the organization of this profitable business both from the point of view of economic development and from the point of view of the formation of social capital. This issue still requires further research.

The attitudes and behavioral stereotypes of the population in the context of attitudes towards travel in the post-pandemic conditions, planning tourist trips outside the republic have not been sufficiently studied. There is very little empirical data reflecting, on the one hand, the needs and interests of the population in the tourism sector in the near future and, on the other hand, the real possibilities and limitations of the tourism industry development in the post-pandemic period.

The purpose of this article is to determine the features of the recovery of international tourism after the COVID-19 pandemic.

Research methods. The study is based on official information published by international organizations: the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the United Nations (UN), the World Health Organization (WHO). The work uses general scientific methods and research techniques: comparison, analysis, analysis of statistical data. The analysis of the points of view of some authors on the issues of research of the international tourism market made it possible to substantiate the current directions of tourism development as a result of the influence of negative factors associated with the spread of the new coronavirus infection COVID-19.

Main content

On issues related to foreign cultural policy

In the modern global world, which is characterized by comprehensively developed ties in the fields of culture, education, science, sports, tourism and other areas, foreign cultural policy is of particular importance. The article uses the term "foreign cultural policy", based on the fact that this definition most accurately reflects the content of the state's foreign policy activities in the listed areas. The goal of foreign cultural policy may be the pursuit of national interests aimed at strengthening the position of the state through the dissemination of its national culture and cultural influence. In modern scientific discourse, there is no generally accepted term to denote the cultural component of the state's foreign policy. In the Anglo-American scientific discourse, the term "cultural diplomacy" is used (Cultural diplomacy designates a policy field in which states seek to mobilize their cultural resources to achieve foreign policy goals: [5]), the same approach is followed by Italian researchers, some scientific schools propose the use of the term "foreign cultural policy", and note that cultural diplomacy is an integral part of it: "Foreign cultural policy is in itself vital for establishing long lasting and deep relations between countries in inter-

national intercourse. But what we should equally bear in mind is that it is important to preserve the variety and the diversity of cultures in our efforts to bring about global cultural communication. Uniform culture is not culture and cannot be communicated" [6].

On the recovery of the tourism sector after the pandemic

The pandemic has caused enormous damage to the tourism sector. The crisis caused by COVID-19 has led to the closure of air traffic between countries and cities, the closure of hotels, tourist and cultural sites, a reduction in the number of mass events, etc. All this has led to huge losses in the tourism sector. Workers in this sector have also suffered.

According to the German company "Statista" for 2020, about 100 million people in the tourism industry lost their jobs. The largest loss of jobs was recorded in the Asia-Pacific region - 63.4 million and in Europe - 13 million [1, p. 2].

The attitudes and stereotypes of the population's behavior in the context of attitudes towards travel in the post-pandemic conditions, planning tourist trips outside the country have not been sufficiently studied. It should be noted that in Azerbaijan there is very little empirical data reflecting, on the one hand, the needs and interests of the population in the tourism sector in the near future and, on the other hand, the real possibilities and limitations of the development of the tourism industry in the post-pandemic period.

In the pre-pandemic 2019, 1.5 billion international trips were made in the world. Experts call this year a renaissance of the tourism sector. After all, it was on the eve of the coming storm that the priority industry distinguished itself by the highest growth in almost all of its indicators. Tourism is unique in that it affects almost all spheres of life of modern society, being one of the driving factors contributing to the implementation of large-scale tasks by the United Nations, including the achievement of the Sustainable Development Goals.

In 2020, the tourism industry was actually thrown back 30 years. In September 2022, the results improved, but with the spread of "omicron", everything froze again. Now this industry continues to quickly recover from the coronavirus pandemic. By the beginning of 2023, the number of tourists traveling internationally reached almost 700 million people [7]. It is very important to support the recovery of the industry, the past three years have been difficult, but looking to the future, we can see the opportunities that have opened up. The situation is different everywhere, developed countries are better prepared to support the industry, mainly through financial measures and steps to save jobs. However, developing countries have suffered significantly. During the pandemic, many countries immediately switched from international to domestic tourism, but this model is more suitable for large countries, where it is possible due to the pur-

chasing power of the local population and the size of the state. For example, the United States ranks first in tourism revenue in 2019 and 2022, but the Fiji Islands, where tourism provides 40 to 70 percent of GDP, have limited opportunities [8].

Tourism is recovering fastest in Europe (including Turkey), thanks to strong domestic demand and travelers from the United States. The Asia-Pacific region is lagging noticeably in the pace of recovery due to ongoing anti-Covid restrictions in China. Growth accelerated to 61% after many destinations reopened in late 2022 and early 2023. The reopening of China and other Asian countries will continue to stimulate travel growth, according to UNWTO [9]. In 2022, the Asian cities with the fastest economic recovery were Bangkok, Beijing, Seoul, Singapore and Tokyo. In most of these cities, with the exception of Tokyo, employment in the sector began to grow again, with the strongest recovery among them in Beijing [11]. In January-October 2022, Azerbaijan saw a 118% increase compared to 2021 [12]. Azerbaijan was able to quickly restore the tourism industry after the pandemic. It is no coincidence that 2.2 million tourists visited Azerbaijan in 2023. Serious work is underway to eliminate the seasonal factor, which is one of the biggest challenges associated with tourism in Azerbaijan, and to create new tourism products [13].

It is known that the most successful countries were those that specifically informed about the measures they introduced and the safety protocol. For example, Greece lifted restrictions in July 2020 and clearly and in detail reported on its safety protocols. As a result, tourists planning to go to Spain or Italy went to Greece [14].

It should be noted that international tourism is on the way to returning to pre-COVID levels: in the first quarter of 2023, twice as many people traveled around the world as in the same period in 2022 [11].

Some countries, thanks to the enormous potential of information technology and devices that allow you to get acquainted with the sights anywhere in the world, have switched to virtual tourism. Such a "tourist trip" is more comfortable, convenient and safe, since it takes place within the confines of your home. Virtual tourism means online visits to museums and various attractions. The positive feature of this type of tourism is the minimal expenditure of time and money, and at any time such a trip can be interrupted and then, if desired, continued at a convenient time [15].

Anti-crisis measures

Researchers have developed a set of measures to restore tourism, which is a mechanism for quickly assessing the situation and determining the steps that need to be taken in each specific country. The first is a complete restoration of confidence, this is the only way people can return to traveling. After the COVID-19 vaccination began, the possibility of traveling

has increased significantly. [16] It is also necessary to remember other areas closely related to tourism - food production, services, and so on. We also see that people often do not travel outside their own country and discover new places in it - this is no longer international tourism, of course, but it also ensures the activities of travel companies and helps to preserve jobs. Experts believe that a full recovery of outbound tourism can be expected for many more months, so attention should be paid to new destinations within your own country. The idea of developing rural areas through expanding tourism has come to the fore today. This is one of the leading positive trends. In turn, it is important to strengthen partnerships so that tourism can continue to contribute to the achievement of sustainable development goals [17]. Overall, the sector's recovery is gaining momentum after the lifting of restrictions, with WTTC President Julia Simpson stating: "We expect 2024 to exceed 2019. Tourism will be a growing sector over the next decade" [18].

Conclusion. The new crisis that humanity is facing has led to significant changes in all spheres of life.

No sphere of economy, politics or culture has been able to escape the impact of this phenomenon. As studies show, one of the hardest hit sectors has been tourism. Due to the huge losses in the tourism industry, many countries, especially those where tourism is an important sector of the economy, have faced major problems. It should also be noted that states play a significant role in the recovery process with their internal political and economic approaches to the problem. The crisis in the tourism industry will soon be completely over and the process of full recovery will begin. Both countries and international tourism organizations must cooperate, only in this way will the most effective measures be developed for the full recovery of the tourism industry. In addition, the measures and methods developed will be able to counteract future global threats and similar crises.

The analysis leads to the following conclusions, despite all the negative consequences of this crisis: although the modern tourism industry has long been on the eve of great changes, the pandemic has accelerated the process of its transformation.

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