

History, Theory and Prospects of Tourism Development in the Context of Globalisation: Financial Crisis Impact on Tourism Sector

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Abstract. In the context of globalisation, the development of tourism in Ukraine requires the restoration of tourism activities, integration with world leaders in the tourism sector, the use of global experience to meet consumer demand, information about existing opportunities of the tourism business, successes and benefits. Therefore, the issue of studying the history, theory, and prospects of tourism development is an urgent problem for the tourism industry. The purpose of the study is to investigate the history, theory, and prospects of tourism development in Ukraine and the world in the context of globalisation. In the process of writing the paper, general scientific methods of knowledge were used. The following methods were used: analysis and synthesis, classification and systematisation of data. In the course of the study, a model of the impact of tourism on the economy in the context of globalisation was presented. The number of citizens from different countries of the world who most often visited Ukraine is analysed. It was determined that the world is currently suffering from a financial crisis that has affected all sectors of the economy. However, the impact of crises in various spheres of economic activity in separate countries is different. As a result, experts' expectations regarding the prospects for the development of the tourism industry in Ukraine and abroad differ. The practical value of this study is conditioned by the fact that it provides information that can be useful both in a theoretical and practical sense for researchers and practitioners of the tourism sector.

Keywords: Recreational Industry; Satisfaction of Demand; Economy; Investment; European Integration.

1. INTRODUCTION

The current state of development of the tourism industry is accompanied by increased entrepreneurial activity in the field of tourism, international competition, changes in the needs of tourists, including the study of global trends in tourism development. In the context of globalisation, the development of tourism in Ukraine requires the restoration of tourism activities, integration with world leaders in the tourism sector, the use of global experience to meet consumer demand, information about the existing opportunities of the tourism business, successes and benefits (Bechtel, 2016). Even in such a difficult period for the country, the tourism industry is trying to develop and directly and indirectly affects the regional infrastructure. The importance of tourism as an economic activity is growing dynamically. To achieve the strategic development goals of business entities in the tourism sector in a particular region, it is important to consider financial security, namely the creation of financial resources that seasonally depend on the schedule. Analysis of the activities of travel companies in Ukraine shows the presence of competition in the market of travel services, which determines the choice of an effective strategy from the list

based on experts: integration, concentration, diversification, and competitive advantages. The effectiveness of the development of strategic tourism in a particular region brings an improvement in economic indicators, a high degree of stability and progress (Dogru *et al.*, 2020).

The development of the tourism and recreation sectors not only contributes to employment growth, but is also important at the local and global levels. Nowadays, tourism should become one of the main impulses of innovative progress in the economy. However, these processes are limited due to many factors, from unprofessional planning to strict tax conditions. Researchers claim the possibility and significant potential for the development of various types of tourist and recreational services in Ukraine and the great need for additional financial resources. Admittedly, it is impossible to attract investors to an unattractive investment environment (Nguyen *et al.*, 2020). Currently, the world is suffering from a financial crisis that has affected all sectors of the economy. However, the impact of crises in various spheres of economic activity in separate countries is different. As a result, experts' expectations regarding the prospects for the development of the tourism industry in Ukraine and abroad differ. One of the promising areas of domestic tourism based on the crisis is the development of recreational tourism, which is a powerful source of demand, and therefore attractive for investment, which would bring the necessary level of income.

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This area has huge potential and many opportunities for investors. With proper development, health tourism will become an independent sector of the tourism market, which can bring a high level of profit (Tubadji *et al.*, 2018). Notably, only effective management decisions will have a positive impact on the development of tourism and recreation in Ukraine. Therefore, in further studies, it is worth paying attention to the development of measures to optimise the management and efficiency of the personnel management system, the analysis of these measures for the development of tourist and recreational facilities.

In the context of tourism globalisation, Ukraine should make the tourism sector one of the priority sectors of the economy. The leadership of the State Tourism Administration of Ukraine sees the future of industry in the development of transport corridors and tourist infrastructure and in quality control of tourist services. However, the integration process in the relevant areas is the introduction of European standards and standards in the field of education, tourism, dissemination of their own cultural and technical achievements in the European Union (EU). In the end, these steps will be aimed at strengthening the cultural identity of Europe and integrating Ukraine into the pan-European intellectual, educational, scientific, and technical environment (Ahmad and Hertzog, 2016). Ukraine faces a conflict between the need to integrate into the global economy, on the one hand, and the protection of the internal market, national interests, and security, on the other. Participation in the process of European integration is not only an international interaction between the economy of Ukraine and the EU, but, above all, a process of deep penetration into EU institutions (legislation, trade standards and rules, best practices, *etc.*) to the economy of Ukraine. In this role, the EU acts primarily as a factor of influence on internal processes (Pononaryova and Ryan, 2020). The purpose of the study is to investigate the history, theory, and prospects of tourism development in Ukraine and the world in the context of globalisation.

2. MATERIALS AND METHODS

The methodological basis of the study is a combination of general scientific methods of cognition. The research methodology is based on theoretical methods. The study used methods of information synthesis, analysis, and induction. In the context of this study, an analysis of research papers on the topic was carried out. Methods of analysis and synthesis are used in modern natural sciences, humanities, and social sciences. These methods are characterised by special applications and modifications depending on their application for each specific industry. Analysis and synthesis are universal, oppositely focused ways of understanding an object, concept, or phenomenon. They are used both in theoretical research and in practice, especially in experimental activities. Analysis provides knowledge about individual elements of the subject of knowledge in various aspects of its existence. At the synthesis level, an idea of the structure and properties of the system is formed and the relationship between its main characteristics is established. These methods were used to define the terms "tourism" and "tourism industry". Induction is a method of cognition that is based on a formal logical conclusion, which allows obtaining a general conclusion based on individual facts. In other words, it is the

movement from the individual to the general. Therefore, the induction determined the main characteristics of the tourism industry in Ukraine and the world.

In the course of the study, methods of systematisation and classification of data were also applied. Systematisation is the process of combining various knowledge about objects (phenomena) of objective reality into one scientific system that determines their unity. Systematisation is a reflection of the material unity of the world and is based on the study of the main connections that connect these objects (phenomena). It is based on the classification, analysis, and synthesis of the main properties of a particular objective system. It is performed in the form of corresponding logical systems – theories, hypotheses, *etc.* A necessary condition for systematisation is the promotion of the main idea, which can lead knowledge to logical unity. The starting point of the systematisation process is the adoption of certain principles that formulate the main idea. Systematisation is always one-sided, since logical systems cannot comprehensively reflect the laws of objective systems. The dialectical discrepancy between the desire of science for a comprehensive systematisation of knowledge and the impossibility of their implementation is solved by improving the human knowledge of reality. Classification is a scientific concept that refers to a type of distribution of the volume of a concept on a specific basis, in which the volume of the general concept is divided into species, and species, in turn, are divided into subspecies. Using the methods of systematisation and classification, a model of the impact of tourism on the state was determined, and the number of foreign citizens who visited the territory of Ukraine as tourists in different years was also analysed. Many researchers have studied and analysed tourism in Ukraine and other countries. Studies by Ukrainian and foreign researchers were considered and analysed. In addition, for a comprehensive consideration of the issue of tourism development in the context of globalisation, an analysis of scientific literature was conducted. Research papers on the topic were considered. At the final stage of the study, certain conclusions were formulated.

3. RESULTS AND DISCUSSION

The processes of European integration and globalisation have a significant impact on the development of the potential of the Ukrainian tourism industry. Nowadays, the tourism industry contributes to the development of the global economy. Trends in tourism are characterised by high competition between countries and Ukrainian tourist destinations, the quality of tourist services, and computerisation (Pavlyshyn, 2016). Tourism is a complex socio-economic system of non-production sphere, which, unlike others, includes the activities of independent geographically separated financial, medical, recreational, health, customs, educational, transport, business, cultural and entertainment, information advertising, accommodation and meals, which contribute to the temporary entry of individuals, groups, and planned entry, exit, and stay within the country, city, region or abroad for the purpose of restoring working capacity, recreation, education, sports, cultural, entertainment, educational, professional and business, and specialised issues of services, provided based on international treaties, considering international customs (Armenski *et al.*, 2018). Based on the above definition of

"tourism", it should be emphasised that this is a sphere of economy and society that unites almost all sectors (economic, social, educational, and some others). Notably, in the context of the globalisation of the world economy, tourism plays an important role in the development of the state and regions, performing economic functions. Fig. (1) shows a model of the impact of tourism on the economy in the context of globalisation.

Having analysed the main possibilities of the impact of tourism on the development of the state, the study draws a key conclusion about the positive trends that the development of the tourism industry entails. Given the potential of the tourism sector, Ukraine has all the prerequisites for economic development, but according to the Tourism Competitiveness Index, it still lags in its development behind many countries. According to the Travel and Tourism Competitiveness Index in 2017, Ukraine scored 3.5 points out of seven possible and was ranked 88th among other countries in the rating.

According to the data from Table 1, it is evident that the increase in foreign tourists occurred among citizens of Rus-

sia and Belarus. The dynamics of tourist inflows from Moldova, Poland, and Hungary is negative. The tourist market in Ukraine is developing rapidly in comparison with other countries. Since 2005, the tourism market in developed countries has grown by an average of 6% per year, in developing countries – by an average of 10%. And the Ukrainian market grew by an average of 9% per year, which is close to the growth of the global market, but slightly less than the average market growth rate in developing countries. However, due to the political situation, the volume of the internal tourism market in 2014 significantly decreased (Dogru and Bulut, 2018). To ensure tourism, it is necessary to have available basic resources: natural and recreational, historical, cultural, and socio-economic (transport, hotel, food, information, social infrastructure). In this regard, Ukraine has all the prerequisites for the development of the tourism industry, such as a favourable geographical location, favourable climate, diversity, a unique combination of natural and recreational resources, cultural and historical heritage – all these factors can create competitive advantages of Ukraine in tourist markets (Dogru and Sirakaya-Turk, 2017).

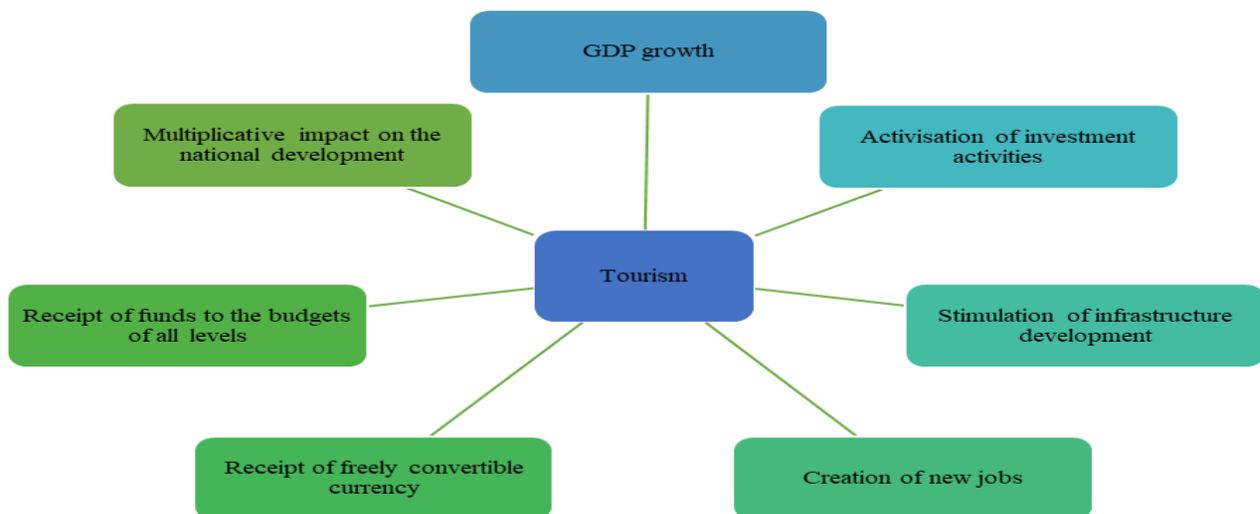


Fig. (1). Model of the impact of tourism on state development.

Table 1. The Number of Citizens from Different Countries of the World who Most often Visited Ukraine.

No.	Country	2015	2016	2017	2018	Growth Rate 2018/2016, %
1	Belarus	889.116	674.856	1.048,037	1.064,451	1.6
2	Moldova	2.204,161	1.986,845	2.013,179	1.949,567	-3.2
3	Poland	557.718	555.484	552.983	532.432	-3.7
4	Russia	637.354	596.202	620.280	645.294	4.0
5	Hungary	514.601	581.299	608.009	447.384	-26.4

Ukraine has the largest and most diverse reserves of resources in Central Europe for the development of sanatorium-and-health-resorts, although their use cannot be called effective: outdated resources and facilities, insufficient funding for state institutions and, as a result, low competitive-

ness, the loss of more than half of them. A decrease in the number of companies and employees, an increase in the cost of low-quality services, led to a reduction in demand and downturn of companies. Most health resorts are concentrated in Donetsk, Odeska and Dnipropetrovska oblasts, and least

of all – in Chernivtska and Ternopil'ska oblasts. The most popular tourist hubs in the country are Kyiv, Odesa, Lviv, and the city of Dnipro is gaining more and more popularity. The existing territorial differentiation of the hotel industry by administrative regions has small differences, although a significant difference between urban and rural areas is still noticeable. Kyiv'ska, Odeska, Volyn'ska, and Zakarpatska oblasts have a high degree of development of hotel chains. The lowest prices are in Kirovohradska and Luhanska oblasts. The reason for the internationalisation of tourism is the uniqueness of the tourist product. It is known that a tourist product is a set of services provided to tourists that are usually consumed abroad. The manufacturer is trying to extend its influence to other tourism sectors to maximise profits. Thus, airlines can contact travel agents and the hotel sector. The initiative often comes from companies located in countries that provide tourists with a competitive advantage by studying demand and trends in tourism in the tourist market. Multinational companies play an active role in global integration processes. Their organisation is facilitated by the processes of concentration of production and centralisation of capital (Gómez-Vega and Picazo-Tadeo, 2019).

The economic realities of modern business in the tourism sector indicate the establishment of new models of its development, which require constant deepening and improvement of existing theories. The development of the tourism business to expand the range of services is impossible without entrepreneurial initiative and changing business models. A modern travel company can be considered a collective entrepreneur who has relatively broad independence, access to resources, is capable of innovation, and can freely choose the course of its economic activity depending on market conditions, its own capabilities, competition pressure, public pressure, and state regulation. At the same time, most researchers emphasise the problem of activating entrepreneurial activity only for the purpose of making a profit and consider it the ultimate goal of entrepreneurship. Without rejecting these conceptual provisions, it is advisable to focus on maximising profits and maximising customer satisfaction through innovation (Peng *et al.*, 2015). Thus, the global informatisation of tourism business is the process of systematic integration of computer tools, information and communication technologies into the world information space to acquire new system-wide functions that effectively organise the production of tourist services, purchase, sale, and consumption of tourism products, maximum individuality in space and time. An important condition is gradual evolutionary changes at all stages of the development, sale, and consumption of tourist services.

A large number of researchers have studied the concept of tourism, its types, development trends and features. A significant number of authors have investigated tourism in the context of globalisation. Therefore, it is important to review and analyse some of the latest papers devoted to this topic. Globalisation characterises the economic, social, political, and cultural spheres of the modern world. Tourism has long been considered a crucial force shaping globalisation, while the development of the tourism sector is influenced by growing interdependence around the world. With the growth of globalisation, countries are becoming more receptive to local and global events. Consistently linking the available

literature, the researchers explore a number of topics of economic globalisation in tourism. Attempts are made to identify the forces underlying globalisation and assess the implications for both supply and demand in the tourism sector. Given the lack of quantitative evidence, the researchers proposed future areas of empirical research to study the interdependence of tourist demand, convergence of tourist productivity, and the impact of global events (Song *et al.*, 2017). In recent years, the offshoring of services has been steadily expanding and becoming increasingly important in certain tourism sectors. This study analyses for the first time the offshoring indices and the trend observed in tourism services based on I/O Data (Spanish national accounts) during the expansive period 2000-2007. There is a distinction between offshoring associated with international fragmentation of production and offshoring through the transition from Ukrainian to foreign suppliers. The results indicate the movement of intermediate services to foreign countries in certain tourism sub-sectors (including travel agencies and air and sea transport), which implies both international fragmentation of production and replacement of the source of supply (Fuster *et al.*, 2018).

Capital investment is vital for sustainable tourism growth, especially in times of geopolitical turmoil. This study examines the impact of geopolitical risks on investment in tourism, considering social globalisation as a deterrent. Data were collected from 18 emerging market economies between 1995 and 2018. The results of fixed effects and fictitious least-squares methods show that geopolitical risks negatively affect capital investment in tourism, and social globalisation plays a moderate role in overcoming negative consequences. The results were reliable for various measures and analyses. The study improves understanding of sustainable tourism growth amid geopolitical turmoil. Politicians, especially from developing countries, are encouraged to be vigilant about the media atmosphere of geopolitics and the reinforcement of social globalisation as a means of countering politically turbulent times. The study also predicts implications for reducing the impact of the global pandemic on tourism investment (Gozgor *et al.*, 2021). This study examines the non-linear impact of globalisation on inbound tourism between 1995 and 2014 for 53 countries around the world. The results show a non-linear relationship between globalisation and inbound tourism, suggesting that different levels of globalisation for countries have different impacts on the development of inbound tourism. More globalised countries may attract more incoming tourists, but this does not increase their income from international tourism (as a percentage of GDP) and net exports of tourist services in the context of a higher level of globalisation, which indicates that globalisation does not necessarily contribute to the development of inbound tourism (Chiu *et al.*, 2020).

Tourist crises are important events that affect the development of destinations. However, the academic community does not have sufficient knowledge from the accumulated literature on classification features, spatial distribution, and impact patterns of global tourism crises. The authors of one of the studies reviewed analysed 302 papers related to tourism crises from 1991 to 2020, taken from the Social Science Citation Index database. Bibliometric and content analysis was performed to determine the types of events, regional distribution, impact structure, and synergistic factors of tour-

ist crises. The results showed that existing studies of the tourist crisis have event-specific characteristics. The types of tourist crises are diverse and have several subcategories. The tourist crises described in studies are mostly events related to Asia, Europe, and North America, reflecting their spread in the real world. The impact of the tourist crisis on destinations is on three levels: macro, meso, and micro. Synergistic factors can increase or decrease the impact of a crisis, including positive, negative, and interactive factors. The investigation of tourist crises has significant prospects in the future, and this study sets the agenda for this work (Duan *et al.*, 2021).

In recent decades, health tourism has experienced rapid development. Based on the inspiration transfer model, the study aims to explore the predecessors and implications of tourist inspiration in the context of health tourism. Survey data (494 people surveyed) from Xizhu County, a well-known Chinese local tourist centre that is popular for its health tourism, showed that tourists' inspiration can trigger the experience of health tourism, which in turn has a positive effect on attracting tourists. Using openness to experience as a deterrent, the authors found significant and positive links between experience and inspiration when tourists have a high level of openness to experience. Through this original study on relationship management in health tourism, the authors demonstrated to the scientific community the importance of inspiration and its role in creating tourist engagement. The findings have yielded theoretical and practical results that would benefit both scientific circles and practitioners of the tourism industry (He *et al.*, 2021). The growing level of global and regional integration has led to the fact that tourist flows between countries have become closely linked. These relationships should be considered when modelling and predicting the demand for international tourism in the region. This study presents a comprehensive and accurate systematic approach to tourism demand analysis based on Bayesian Global Vector Autoregressive (BGVAR). An empirical study of international tourist flows in nine Southeast Asian countries demonstrates the ability of the BGVAR model to capture the impact of replenishing international tourist demand in this region. The study provides clear evidence that the BGVAR model consistently outperforms three other alternative versions of the BGVAR model over forecast horizons one to four quarters ahead. The potential of the BGVAR model in future applications is demonstrated by its advantage in both modelling and forecasting tourist demand (Assaf *et al.*, 2018).

This study investigates the competitiveness of tourist destinations around the world using a regional economic policy tool known as variable share analysis. Changes in tourist income, tourism revenues, and tourist dollars in each country are estimated and compared with the overall development of tourism in 150 countries around the world using a 17-year period (2000-2017). The results show that Japan, Thailand, and Turkey are the most competitive countries when tourist arrivals are indicated, but Turkey falls to the country with the least competitiveness when tourism revenues are indicated as the base indicator. Thailand and Japan are among the most competitive destinations in terms of tourism. However, further results show that Luxembourg is the most competitive country, showing the largest increase in

the dollar per tourist. Overall, the results show that the competitiveness of countries and regions varies depending on aggregate indicators of tourism development, which indicates that destinations should focus on growth mechanisms and use their tourism potential. In the final part of the study, the authors discuss the practical consequences and draw certain conclusions about the competitiveness of tourist destinations (Dogru *et al.*, 2020). The phenomenon of tourism, in fact, entails the search and encounter of otherness, which is often formulated in the traveller's interaction with the worlds, values, and lives of those who inhabit other cultures. However, tourists, like ordinary people, are not immune to biases between groups that make up important determinants of behaviour. Based on major reports of cross-cultural communication, marketing, and psychology, the authors propose a Generalised Approach to Tourist Ethnocentrism (GATE), which examines biased perceptions of members outside the group and their culture, going beyond the conventional sphere of the economy of home country. In addition, the study examined and modelled the generalised ethnocentrism (GenE) scale for use in tourism research. The second set of data (the number of respondents – 302 people) further confirmed the psychometric properties, and the compliance and reliability of the proposed model. GenE is presented by the tourist study as a second-order reflexive construct reflecting type II, a primary form whose causal factors include cultural biases and personal biases (Boukamba *et al.*, 2020).

This study examines how residents' demographic profiles (gender, level of education, nationality, length of residence, age) indicate the relationship between residents' perceptions of the impact of tourism and their support for tourism development. The aim of the study was to gain knowledge about developing countries that are poorly understood, about the geographical area of the Middle East and North Africa that has not been studied, and, in particular, about the United Arab Emirates, which is the most competitive destination among them. Data were obtained from 631 residents of Abu Dhabi and Dubai. The results show that the perception of residents affects the support of residents in the development of tourism. In addition, multi-group analysis shows that gender, education, and nationality affect the perception of residents, while length of residence and age do not have a significant impact (Papastathopoulos *et al.*, 2019). The study was aimed at identifying tourist networks that analyse tourist mobility between destinations. The study used network analysis techniques, testing a data processing strategy that combines descriptive measurements and clustering tools. The segmentation approach was used to investigate differences or similarities between travel-related tourist attributes in networks. The data is taken from a sample survey conducted during tourists' visits to Sicily. The results show that the choice of tourists determined the role of the destination as "central" or "peripheral" in the network. Tourists build their own networks around their destinations, even if they are geographically remote.

4. CONCLUSIONS

Thus, tourist mobility affects the shape, size, and structure of networks where tourists differ in characteristics, travel-related behaviours, and the type of vacation they choose. The study provides some evidence that can be useful for

planning tourist sites, managing tourist routes, and defining destination management strategies. Therefore, the development of countries in the tourism industry should take place in the context of global trends and the establishment of a global tourism zone, compliance with imperatives and the use of driving forces. The globalisation of tourism has specific manifestations that are directly related to the elements of the tourism industry. This should be considered at the level of principles and areas of development of the tourism industry. In the context of globalisation, the development of tourism in Ukraine requires updating tourism, integrating with world leaders in the field of tourism and using the accumulated world experience to meet consumer demand.

To improve the state of the tourism industry in Ukraine, it is necessary to implement systematic and comprehensive measures for the development of the tourism industry, which will overcome the existing negative trends and create effective conditions for businesses, institutions, and organisations in the tourism sector. The study presents a model of the impact of tourism on the economy in the context of globalisation. The number of citizens from different countries of the world who most often visited Ukraine was analysed. It was revealed that the world is now suffering from a financial crisis that has affected all sectors of the economy. However, the impact of crises in various spheres of economic activity in separate countries is different. As a result, experts' expectations regarding the prospects for the development of the tourism industry in Ukraine and abroad differ. The priority areas for the development of the tourism industry in Ukraine today should not be increasing the number of facilities and their capacity, but creating a competitive market for complex tourist services by modernising the existing resources and facilities. In further studies, it aims to develop theoretical and methodological foundations for global research in the tourist space.

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