

## TOURISM POLICY UNDER GLOBAL CHALLENGES: EUROPEAN EXPERIENCE

*Svitlana P. Kozhushko*. Alfred Nobel University, Dnipro (Ukraine).

E-mail: lana@duan.edu.ua

*Ruslan M. Kliuchnyk*. Alfred Nobel University, Dnipro (Ukraine).

E-mail: nobelpolis@duan.edu.ua

DOI: 10.32342/2074-5362-2021-1-30-5

**Key words:** *international tourism, tourism policy, European Union, country's image, COVID-19.*

The article provides the analysis of tourism policy under global challenges. The authors consider the main aspects of the implementation of tourism policy in European countries in modern conditions proceeding from the fact that Europe has been one of the centers of tourism for a long time due to a number of factors, among them are: geographical position, level of life, accessibility (railway and air connections) and other factors that facilitate the development of tourism. Moreover, there is a large number of historical and cultural artifacts in most of the European countries – the fact that in combination with their long and successful experience of tourism policy facilitates the attraction of tourists.

It has been proved that an important prerequisite for an effective tourism policy is the carefully shaped tourist image of a country. Some countries have formed it relatively recently (France, Italy, the Netherlands), while others are developing it now (Latvia, Romania). Some of the post-Socialist countries have demonstrated considerable progress in forming their images and tourism policies.

The article analyses certain country-specific types of tourism: recreation tourism in Croatia with its picturesque seashore and favourable ecological situation; cultural tourism in Germany and Finland – famous for their ancient and modern artifacts (e.g., the Berlin Wall or Raateen Porti); event tourism in some countries where annual events are held, e.g., Oktoberfest in Germany or Koningsdag in the Netherlands. Other types of tourism, such as educational, medical, religious, etc., are also specified in their connection with certain European locations.

As to the tourism policies of European countries – they have much in common bearing some differences. Eloquent example of successful implementation of state tourism policy are given in the article with the accent on the experience of France, Italy, Latvia, Romania and other countries. In most of them tourism policy is run by ministries or departments responsible for culture and sports.

The role of the European Union and the World Tourism Organization is also specified in the article.

Some dramatic consequences of COVID-19 for the development of world tourism industry, which changed this sphere radically, are also mentioned in the article as well as a certain shift in tourists' preferences and motivations – from extremal to safe practices. Recognizing and realizing new reality many countries keep on supporting tourism business through modification of their plans, strategies and policies.

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*Одержано 22.01.2021.*