

## SOCIO-HUMANITARIAN FUNDAMENTALS OF TOURISM DEVELOPMENT: INTERNATIONAL EXPERIENCE FOR UKRAINE



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**Abstract.** Using the example of domestic tourism development in the People's Republic of China, the Republic of Poland, the Czech Republic, and the Republic of Bulgaria, the article analyzes the features of implementing socio-humanitarian principles of tourism development through a set of public policy measures. , activities to promote world and national heritage sites, historical memory of the people, historical and cultural values, local traditions of the country and determine the priorities of nationally oriented travel culture.

It is determined that in the spread of COVID-19 in these countries have significantly increased the need to support domestic tourism. Examples of actualization of priority directions of development of separate types of tourism in the conditions of distribution of a coronavirus are given, among which: intellectual and digital in the People's Republic of China; farming and agritourism in the Republic of Poland; family, city, school in the Czech Republic and school in the Republic of Bulgaria.

The study found that an integrated factor in the implementation of domestic tourism measures in each country is the partnership of national and local authorities, business and the public, embodied in a set of public policy measures in the field of tourism.

It is proved that socio-humanitarian principles of tourism development promote socio-cultural, national-ethnic integration of the country's population; decisively influence the development of human potential; balance the psychological and emotional state of the country's residents who travel to COVID-19; intensify the development of domestic tourism, influencing the development of tourist regions and stimulating the gradual withdrawal of the tourism industry from the crisis caused by the spread of the coronavirus pandemic.

**Keywords:** *tourism sphere, state policy, socio-humanitarian principles, domestic tourism.*

**Introduction**

Prior to the spread of the coronavirus pandemic, tourism in many countries around the world developed rapidly and had a significant impact on the development of the national and international tourism market, as well as on economic, social, humanitarian, political and other social processes.

According to the data presented by UNWTO, in 2018–2019, an unprecedented dynamics of growth of international tourist arrivals was recorded – from 1.4 billion people (2018: International Tourist Arrivals) to 1.5 billion people (According to the Vsemirnoj turistskoj organizacii 2019), involved in the modern “tourist revolution”, when every tenth inhabitant of the Earth provided a livelihood for hundreds of millions of people.

The results of this trend of tourism development in the world, which is reflected in the dynamics of international tourist flows, were targeted, organized and coordinated actions of governments, embodied in public policy measures at national, regional and local levels, which significantly influenced the motivational preferences of travelers.

Ukraine, as a full member of international tourism organizations, studies and partially tests the experience of implementing the socio-humanitarian principles of tourism policy of foreign countries, focused on the development of domestic tourism. It is especially relevant in the context of the crisis caused by the spread of COVID-19. Currently, the domestic sphere of tourism is developing quite impulsively, responding sensuously to geopolitical and national challenges and needs to improve modern approaches to adapting effective international experience to national realities. It is this aspect that we bring to the research plane of the proposed article.

**Analysis of recent researches and publications.** Among the significant number of scientific studies in the field of tourism, there are mainly those that are economically centric in nature. At the same time, studies of the socio-humanitarian principles of tourism are isolated and are presented, mainly, either in the humanitarian or social aspects, which are only relevant to the travel industry.

A thorough study of tourism as an integrated economic system with existing internal and external links within the socio-humanitarian space of the country was presented by scientists L. Cherniuk and T. Pepa (Cherniuk, Pepa 2013). Scientists present the author’s tools for the implementation of qualitative territorial changes within the socio-humanitarian space of society under the conditions of inclusion of all spheres of the environment in the processes of formation of territorial social systems-regions of different taxonomic rank (Cherniuk, Pepa 2013). Various public institutions (family, territorial and public communities, professional associations, etc.) are involved in their formation.

Also scientists (Cherniuk, Pepa 2013) propose to form and approve the concept of socio-humanitarian space as a paradigm of human behavior within the nature of the relevant social and humanitarian spheres

that form the socio-psychological, socio-cultural and national-ethnic planes of various forms of social integration within the economically conditioned environment. Researchers are convinced that socio-humanitarian processes affect the formation of the main productive force – a person who is both a producer and consumer of material and spiritual goods. Scholars argue that the socio-humanitarian space is a system with a hierarchical structure of relationships, which allows to consider its varieties at the national, regional and local levels (Cherniuk, Pepa 2013).

Ukrainian scientist A. Revko (2020 p. 11) emphasizes the study of the socio-humanitarian space of the region, proposing to develop it exclusively on the basis of anthropocentrism, which means a humanistically oriented paradigm of social infrastructure for comprehensive development and image of an active, creative, energetic, creative person by creating a set of life benefits. grounds, adheres to decent behavior, democratic principles of coexistence, has freedom of choice, is tolerant, etc..

Researcher V. Kutsenko (2010) offers to develop the territory of the region on the basis of sustainable development, modeling the strategy of socio-humanitarian development, focused on the implementation of stimulating measures of

economic content, supported by the relevant regulatory framework (p. 175).

Taking into account the above studies of socio-humanitarian principles of social development from the standpoint of various scientific fields in Ukraine and taking into account the author's approach, in basic research A. Havryliuk (2021) systematized, generalized and substantiated the concept of development of the domestic sphere of tourism at the present stage, which is recommended to implement through a set of measures of state tourism policy and use as a basis on which to build subject-object interaction of tourism participants and manifested through conscious patriotic attitude to history, traditions, culture of the Ukrainian people and gaining experience in the organization and use of nationally oriented humanistic, ecological, tolerant, socially responsible, safe culture of travel to Ukraine in the economy of impressions (p. 11).

Summarizing the analysis of domestic research, we see the purpose **of the article to** focus on the study of international experience in the implementation of socio-humanitarian principles of tourism development and its adaptation to Ukrainian realities.

**Outline of the main material.** In our research we will refer to the scientific statement that the sphere of tourism is both a space of mutual social activity, social mobility of both consumers and providers of tourist services throughout life and the object of public policy (Havryliuk, 2021, p. 19), which synthesizes the benefits of social, humanitarian and economic spheres, which focus on the interests, needs, desires of the tourist / visitor / tourist, which determine the activities of economic entities that provide tourism services and participate in ensuring the socio-economic development of the country (Havryliuk, 2021, p. 10-11).

The state policy in the field of tourism in the countries – leaders of tourist business is built on conceptual socio-humanitarian bases. Even before the spread of the COVID-19 pandemic, the development of domestic tourism in them took place on a value-oriented basis and continues to this day, acquiring national characteristics and local trends.

Ukraine can benefit from the experience of developing and supporting domestic tourism in the People's Republic of China,

the Republic of Poland, the Czech Republic and the Republic of Bulgaria.

In the People's Republic of China, the State Administration of Tourism has been functioning since 1964 with the powers of a central executive body, which finances and supports domestic tourism on the basis of special tourism legislation. The institution pays considerable attention to regional tourism and creates conditions for the support of social tourism, especially for the elderly, children and youth. (Chzhan Bi Juj, 2014, p. 64-66).

In recent years, the support and development of domestic tourism in the country has been reflected in the creation of modern infrastructure; measures to promote regional tourism resources; state support for all components of the tourism industry; development of new tourist routes, etc.

A special place is occupied by the ideological component of the state policy in the field of tourism, focused on learning about the native country through the mandatory visit and acquaintance of residents with local tourist attractions – national and provincial parks through a system of discounts and local budgets. Due to a set of measures, domestic tourism in the People's Republic of China developed dynamically before the pandemic and occupied one of the leading positions in the national economy.

In the new reality caused by the spread of COVID-19, the state institutions of the People's Republic of China (Ministry of Culture and Tourism, National Health Commission, etc.) have developed an algorithm for visiting the country's attractions, taking into account anti-epidemiological measures and strict control of different levels of risk for consumers of tourist services.

At the same time, the country's leading tour operators have developed pandemic-adapted tours to the cities of Beijing, Shanghai, Sanya and others. Intellectual and digital types of tourism in the country were identified as priorities, which allowed to improve the system of service standards, reformat tourism products and routes, improve tourism infrastructure; integrate online and offline environment to the requirements of tourists; promote new types of business, etc.

Given the consistent measures of state support for domestic tourism, before the recession of the first wave of the pandemic, the country has carried out a number of preparatory measures to organize access to popular nature reserves, mountain resorts and other recreational areas. According to the results of national and local events, after the weekend dedicated to Labor Day (May 1-5), on May 7, 2020, a record 115 million domestic tourist tours were recorded in the country, as a result of which the profit of tour operators amounted to 47.5 billion yuan (6.79 billion US dollars) (Pandemiia COVID-19 ta yii naslidky, 2020).

The priority of supporting domestic tourism in the Republic of Poland on the basis of socio-humanitarian development was the implementation of the project "Poland: more for half a weekend", which in 2017 covered 100 thousand domestic consumers and continued their involvement in tourist trips in the middle of the season (Nikolaichuk 2019).

In addition, the policy of the European Union aimed at building good neighborliness and support, in particular in the Republic of Poland, allowed the implementation of four powerful marketing campaigns "Chopin Course", "Feel invited", "Come and find your story", "Move Your Imagination", aimed at on the marketing policy of Polish tourism promotion in the country and abroad (Marketingowa strategia Polski, 2011).

The experience of cooperation and cooperation of border regions in the country is unique, based on the principles of collaboration and related to the activities of the Polish Tourist Organization, the Ministry of Development and the Department of Tourism and aimed at forming images of regional tourist destinations (Nikolaichuk, 2019, p. 120).

With the spread of coronavirus infection, agritourism began to develop actively in the Republic of Poland and became an important way to diversify agriculture and rural areas, which takes place on the basis of sustainable and multifunctional agricultural development. This allows the use of production resources in the countryside and is an additional source of income for both farmers and the local community (Wojcieszak-Zbierska et al., 2020)

During 2010–2017, the Department of Tourism (CzechTourism) at the Ministry of Regional Development implemented the

National Domestic Tourism Support Program, focused on the positioning of social tourism facilities through the subprograms "Tourism for All" (2010) and "Tourism Available to All" (2011), which aimed to ensure the reconstruction and construction of places for recreation, bathrooms for cyclists; use of mobile pools; playgrounds for people with disabilities, etc. (Nikolaichuk, 2019, p. 120).

After the end of the hard lockdown, the country began to introduce measures to stimulate the development of domestic tourism, in particular in Prague. The chosen approach is being implemented to cover the large losses incurred by the Czech Republic due to the coronavirus crisis. To this end, Prague City Tourism, the City Hall, the Association of Hotels and Restaurants of the Czech Republic and the Czech Chamber of Commerce have introduced a system of measures to support and develop urban tourism suitable for family vacations, which provides preferential accommodation in hotels and resorts; free entrance to museums, etc. for Czech tourists who stay longer in Prague (Praha se chystá v rámci 2020).

In addition, scientists from the Czech Republic (Vaishar, Šťastná, 2020) state the fact of active development of rural tourism in the country in terms of coronavirus, the increase in the number of visitors to natural, gastronomic and local attractions compared to 2019.

An integrated approach to tourism development before the spread of the pandemic was implemented in the Republic of Bulgaria, which through the Ministry of Tourism of Bulgaria and the National Tourism Council developed domestic and inbound tourism aimed at promoting the authentic cultural heritage of the country. This is facilitated by the financial support of the state and the European Union, which implements the Concept of Tourist Zoning of Bulgaria in order to improve the level of visibility of the Bulgarian tourist product by residents and foreign tourists. The peculiarity of the program is that it offers a new approach for Bulgaria in the management and development of tourist and geographical areas on the basis of integrated zoning.

Its essence is to identify and develop special territorial entities, which are united

by the principle of homogeneity of tourist resources, their attractiveness, infra-structural specificity, territorial compactness. Based on these features, 9 tourist regions of the country have been identified. The peculiarity of their operation is reduced to the synergy of the municipal government with the collective body – the Organization for Management of the tourist area, which develop and implement a common policy of tourism promotion and development and are funded by participants, EU funds and tourism services. An inclusive sectoral approach in the implementation of the concept is the basis for the formation and implementation of regional tourism policy focused on the identification of specific types of tourism (Horbunova, Mykhailyn, 2018).

In the context of a pandemic, the Council of Ministers of the Republic of Bulgaria is implementing a number of measures. Among the priorities is the implementation of the National Program "Together Again",

for the financing of which in 2021 allocated 15 million leva to support the tourism business. These funds are aimed at organizing a six-day vacation for children and teachers who accompany them (about 30 thousand participants). The package for a six-day trip has a fixed cost – 500 leva per participant. Schools have the right to choose at least three proposals from tour operators, taking into account the conditions of accommodation, food, transport, insurance and accompanying cultural, sports or social program. The conditions for submitting the application are fully determined by the Ministry of Education and Science of the country.

The program has a deep socio-humanitarian character, as it is aimed at educational, educational, health-improving activities in relation to children and youth. Undoubtedly, such measures will stimulate the recovery of tourism, which in the conditions of David-19 significantly affected (15 млн. лева от държавния бюджет, 2021).

## Conclusions

Based on the results of the study, we can draw the following conclusions.

Prior to the spread of the David-19 pandemic, the world's international tourism industry grew rapidly and brought billions in profits to the leading countries in the tourism business and the travel industry as a whole. This has been embodied in the global "travel revolution" of billions of people.

During this time, a significant number of countries that we researched and analyzed (the People's Republic of China, the Republic of Poland, the Czech Republic, the Republic of Bulgaria), intensified and intensified measures to support and develop domestic tourism, built on socio-humanitarian principles and implemented in national tourism policy. Synergistically, they represent a set of national, regional, local events, programs to promote world and national heritage sites, historical memory, historical and cultural values, local traditions and influence the formation of patriotic feelings of the people, their experience in organizing and using nationally oriented travel culture.

Since the spread of the pandemic, these measures have become a priority in the development of domestic tourism and have led to increased demand for such types of tourism as intellectual and digital (People's Republic of China); farming and agritourism (Republic of Poland); family city (Czech Republic); school (Republic of Bulgaria).

According to the results of the study, an integrated factor in the implementation of measures for the development of domestic tourism in each country is the partnership activities of national and local authorities, business and community, embodied in a set of public policy measures in the field of tourism, built on socio-humanitarian principles: promote socio-cultural, national-ethnic, socio-psychological integration of the country's population; decisively influence the development of human potential; ensure the balance of the psychological and emotional state of the population of the country involved in travel in the conditions of COVID-19; intensify the development of domestic tourism and influence the stimulation of the development of tourist regions and the gradual withdrawal of the tourism industry from the crisis caused by the spread of the coronavirus pandemic.

The analyzed international experience, its study and dissemination in the world and in Ukraine serves as a factor in the implementation of global trends in the development of tourism in the current geopolitical and epidemiological challenges.

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