

## INTERNATIONAL TOURISM: THE CHARACTERISTICS AND DYNAMICS OF GROWTH IN CONDITIONS OF CRISIS

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### Abstract

Judging by the number of travellers, tourism underwent a massive expansion during the second half of the 20<sup>th</sup> century. The expansion that tourism experienced in the second half of the 20<sup>th</sup> century continued during the 21<sup>st</sup> century, with the exception of the periods of the 2008 economic crisis, and the current health crisis (COVID-19 pandemic). In accordance with the aforementioned, it can be pointed out that tourism was in constant progression and development until the crisis, that it was ‘the world’s leading industry’, and that its impact on the process of socio-economic development was continuously growing and intensifying. With this in mind, the aim of this paper is to examine the characteristics and dynamics of the growth of international tourism before, during and after the economic crisis of 2008, as well as during the current health crisis (COVID-19 pandemic), based on relevant macroeconomic indicators. The results of the analysis confirm the well-known facts that tourism is not only very sensitive to crises but also that it is a highly flexible sector that adjusts and resumes the growth of traffic very quickly following the end of a crisis.

**Key words:** tourism, growth dynamics, economic crisis, health crisis, number of tourists

## МЕЂУНАРОДНИ ТУРИЗАМ: КАРАКТЕРИСТИКЕ И ДИНАМИКА РАСТА У УСЛОВИМА КРИЗЕ

### Апстракт

Судећи према броју учесника у туристичким путовањима, туризам је током друге половине 20. века постао најмасовнија појава. Експанзија коју је туризам доживео у другој половини 20. века настављена је и током 21. века, изузев за време економске кризе 2008. године, те и за време актуелне здравствене кризе (пандемије COVID-19). У складу са наведеним, могу се истаћи чињенице да се туризам до појаве поменутих криза налазио у непрестаној прогресији и развоју, да је представљао „водећу светску индустрију“, као и да је његов утицај на процес друштвено-економског развоја постајао све већи и интензивнији. Имајући то

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у виду, циљ овог рада је да се на основу релевантних макроекономских показатеља сагледају карактеристике и динамика раста међународног туризма пре, током и после економске кризе из 2008. године, као и током актуелне здравствене кризе (пандемије COVID-19). Резултати анализе потврђују добро познате чињенице да је туризам веома осетљив на кризе, али и да је високо флексибилан сектор који се веома брзо, по престанку кризе, прилагођава и враћа расту промета.

**Кључне речи:** туризам, динамика раста, економска криза, здравствена криза, број туриста

### *INTRODUCTION*

During the second half of the 20<sup>th</sup> century, in a relatively short period of time, tourism experienced a remarkable expansion – it is estimated that the average annual growth rate of international tourist arrivals in the period between the years 1950 and 2000 was 5.6% (Gligorijevic et al., 2020). Certain deviations from this tendency were noted in 1968 (as a result of the war conflicts in the Middle East), during the energy crisis of 1974/75, and the milder world economic recession of 1980. However, these deviations did not significantly affect the observed, and previously confirmed, validity of the rapid growth of international tourism, which was more advanced than the economic and overall growth in the world.

The rapid development of tourism, which began in the second half of the 20<sup>th</sup> century, continued during the first two decades of the 21<sup>st</sup> century. On account of this, it can be pointed out that tourism was in an almost constant process of progression and development during the previous seventy years. This fact is best confirmed by data detailing the number of people who travelled abroad, i.e. who participated in international tourist movements. In 1950, there were about 25 million tourists, and those numbers steadily increased to reach 286 million in 1980, over 680 million in 2000, over 935 million in 2010, one billion and 200 million in 2015, and about one billion and 460 million tourists in 2019 (UNWTO). When the number of domestic tourists is added to the number of people who travel abroad, which is many times higher, it can be concluded that tourism in modern development conditions is ‘the world’s leading industry’, and that its impact on the development process is becoming more intense (Gligorijevic & Kostadinovic, 2012). According to the World Travel and Tourism Council, tourism is one of the world’s largest economic activities, which has, over time, steadily increased its share in the total world GDP, as well as its share in the rates of employment and trade in goods and services worldwide (World Travel and Tourism Council, Economic Impact Reports). As Pololikashvili (2018) notes:

Around the world, in countries at all levels of development, many millions of jobs and companies depend on a strong and advanced tourism sector. Tourism has also been a driving force in the

protection of natural and cultural heritage, keeping it for future generations to enjoy

(Pololikashvili, 2018, [www.unwto.org](http://www.unwto.org))

The development of modern tourism, which began during the first decade of the 21<sup>st</sup> century, has enabled the tourism industry to expand even more significantly on an international scale (Kostadinović, 2019). In this way, tourism has once again confirmed itself to be a very important area of overall economic growth and development, and an important factor in the economic exchange of the world. Tourism enjoys a share in the world's gross domestic product which exceeds 10%, and enables over 6% of the world's exports and about 30% of the world trade in services (Chebly & Said, 2020). Additionally, immediately prior to the COVID-19 pandemic, tourism provided 334 million jobs. In other words, 10.6% of the total number of the world's employed people worked in the tourism industry (World Travel and Tourism Council).

Tourism also ranks fourth in terms of participation in the international trade in goods and services, behind the trade in oil and petroleum products, chemical products and automobiles (UNWTO). This means that tourism can be understood as the driving force of the economic development of all countries, and especially underdeveloped countries, because it leads to the creation of new jobs and an increase in gross domestic product, both of which are of special importance. Consequently, the role and importance of tourism for the overall social and economic development of the world are significantly and permanently increased (Gligorijević & Stefanović, 2012).

However, tourism is very sensitive to both crises that arise under the influence of economic factors and crises caused by factors of a non-economic nature. Since the history of tourism is relatively long, it can be said that tourism has, in the past, often been affected by various crisis events which have had a negative impact on its growth and development (Fink, 1986; Henderson, 2003; Laws, & Prideaux, 2005; McKercher & Hui, 2004). In regards to this, McKercher and Hui (2004) point out that crises "... regularly disrupt the tourism and hospitality industry" (p. 101). Different classifications of crises can be found in literature, but most all classifications consist of four broad and clearly defined categories of crisis events that affect tourism: health problems (various epidemics); natural and environmental disasters (earthquakes or environmental pollution); economic problems (oil shocks, financial and economic crises); and political problems (internal instabilities and wars) (Hall, 2010).

Having in mind the aforementioned facts, the aim of this paper is to consider the characteristics and dynamics of international tourism growth prior to, during, and following the two most pronounced crises in the last two decades – the 2008 economic crisis, and the current health crisis, the COVID-19 pandemic.

### *THE THEORETICAL AND METHODOLOGICAL APPROACH TO THE RESEARCH*

The impact of various crisis events on tourism has, over time, attracted significant attention from a number of researchers (Ritchie, 2004; Evans and Elphick, 2005; Becken and Hughey, 2013). Since tourism is an economic activity that is very sensitive to various instabilities, current literature considers crises to be one of the main factors that determine travel, or the dynamics of tourism growth.

In order to analyse the characteristics and dynamics of growth of international tourism in crisis conditions, this paper focuses on the crisis events that occurred, respectively, near the end of the first and second decades of the 21<sup>st</sup> century – the 2008 economic crisis and the COVID-19 pandemic. The starting point of the research in this paper is the question of how the aforementioned crises affected the growth dynamics of international tourism. Monographs, papers from individual journals, reports of the World Tourism Organization, and other available publications were consulted in order to obtain an answer to this question. A descriptive analysis of the dynamics of international tourism growth in crisis conditions was performed using relevant macroeconomic indicators, based on theoretical insights and secondary statistical data.

The paper consists of three basic parts. The first part of the paper, briefly analyses the dynamics of growth of international tourism in the period between 1950 and 2007. The second part of the paper examines the dynamics of tourism growth prior to, and following the economic crisis of 2008. The third part of the paper focuses on the dynamics of tourism growth during the period of the COVID-19 pandemic.

### *INTERNATIONAL TOURISM: THE DYNAMICS OF GROWTH PRIOR TO THE 2008 ECONOMIC CRISIS*

The second half of the 20<sup>th</sup> century and the first decade of the 21<sup>st</sup> century will remain recorded in the history of tourism as periods in which major changes took place. Namely, significant and diverse (quantitative, qualitative, structural, spatial, economic, sociological, cultural and other) transformations were recorded in both the sphere of tourist demand and the sphere of tourist supply.

As a social and economic phenomenon, i.e. economic activity, tourism is most directly exposed to constant and dramatic changes. The tourist market and tourist traffic are continuously developing, and have, according to many indicators, reached unimaginable proportions (Gligorijević, 2013). Therefore, it can be freely said that no other socio-economic phenomenon has undergone the impressive changes international tourist traffic has. At the same time, tourism has become a world phenomenon, and an integral part of the life of the majority of the world's population.

Indeed, the need for tourism has almost become part of the existential needs of a large portion of the population (Čerović, 2002). The needs of the people living in developed countries, who have a lot of free time and boast considerable economic strength, are an integral part of modern life, which is why they are given ample attention.

The spatial dispersion of tourism has also become impressive. Almost all countries in the world are covered by tourist movements, and act as both emitting and receptive areas. In terms of the influence of both economic and non-economic factors, however, no other socio-economic phenomenon has shown itself to be quite so vulnerable. Fortunately, the vulnerability of tourism is usually temporary due to the fact that tourism trends, and trends in general, are unstoppable. The best indicators of the vitality of tourism are, of course, the large-scale gatherings of people occurring within a specific area and at a given time (world sports championships, the Olympics, international fairs, etc.).

In the period between the years 1950 and 2007, international tourism had a very dynamic growth (Table 1). Interestingly, this dynamic growth was especially notable in the initial decade of the observed period – in the period between the years 1950 and 1960, the growth rate for each year exceeded 10%. However, the rapid growth of international travel during the early post-war years could not be sustained. This is due to the fact that this growth was a consequence of hidden demand which, owing to the post-war conditions and the slow recovery of the economy, could not be satisfied with an adequate supply.

*Table 1. International tourist traffic in the period between the years 1950 and 2007*

Year	Number of foreign tourists (in millions)	Chained index	Tourist spending (in mild. \$)	Chained index
1950	25,50	100,00	2,10	100,00
1960	69,32	274,84	6,87	327,14
1970	165,79	239,17	17,90	260,55
1980	286,00	168,44	105,32	588,38
1990	458,23	160,22	268,92	255,34
2000	687,30	149,99	473,40	176,04
<b>2001</b>	<b>684,10</b>	<b>99,53</b>	<b>459,50</b>	<b>97,06</b>
2002	702,60	102,70	474,20	103,20
2003	688,80	98,04	525,00	110,70
2004	762,50	110,70	622,00	118,50
2005	806,80	105,81	680,00	109,32
2006	846,30	104,89	742,46	109,11
2007	903,20	106,72	856,00	115,64

Source: <http://www.world-tourism.org>. and author's calculations

Beginning in 1965, the growth rate stabilised in the range between 5 and 6%, so that the average annual growth rate of international tourism in the period between the years 1950 and 2000 was 5.6% for tourist traffic, and 11.4% for tourist consumption (Gligorijević et al., 2020). However, during the first decade of the 21<sup>st</sup> century, international tourism was, on several occasions, exposed to the effects of unfavourable, primarily non-economic factors.

It must be emphasised that a more serious stagnation in the growth of international tourism occurred at the very beginning of the 21<sup>st</sup> century. The terrorist events of 11 September 2001 hit the tourism industry hard and shook it severely. In the days that followed, travel and tourist traffic more than halved, and many actors in the tourism industry, among them some with a very long tradition and notable success in business, simply disappeared (Gligorijević & Gligorijević, 2012). In addition, during the first decade of the 21<sup>st</sup> century, tourism was influenced by numerous epidemics and pandemics (SARS, bird flu, and swine flu, to name a few). However, despite the occasional periods of stagnation, and despite the influence of the aforementioned negative factors, tourism displayed a positive long-term growth trend (Unković & Zečević, 2007).

These, and many other events and factors resulted in the reduction of tourist flows and the emergence of a negative growth rate of international tourist traffic in regards to some years at the beginning of the new century (-0.3% in 2001, and -1.7% in 2003). However, the stagnation lasted for a short time, and ended in 2003. The average annual growth rate of the number of tourists in this period was 0.1%, and tourist spending averaged at 3.5% (Unković et al., 2002).

In the following years, there were signs of a strong recovery. Thus, for example, the number of foreign tourist arrivals increased by 10.1% in 2004, and by 5.4% in 2005. In 2006, record results were achieved – international tourist traffic recorded a further increase of 4.9% with over 846 million foreign tourist arrivals generated, while revenues from international tourism reached 735 billion US dollars, or about 586 billion euros (UNWTO, 2007). In this way, the negative effects of the previously mentioned factors were overcome fairly quickly. Thus, there were positive trends in the development of international tourism, and tourist traffic grew at an average annual rate of 4.1%, while tourist consumption grew at an annual rate of 10.0% in the period between the years 2000 and 2007 (Gligorijević & Gligorijević, 2012).

These trends in international tourism are the result of the numerous and varying factors affecting tourist demand, only some of which are dynamic economic development, the increase in the standard of living, the increase in the population's level of education and interest in culture, the increase in the degree of motorisation and urbanisation, and demographic trends. On the other hand, realising the importance of tourism for

their economic development, and especially for their balance of payments, many countries in the world made strategic decisions aimed at encouraging the development of all of the elements that make up the tourist offer. Here, in particular, great investments with a favourable credit and fiscal policy were made in relation to traffic and other elements of the so-called 'great infrastructure', and in relation to stimulating the construction of accommodations and other conditions that make up the tourist offer. Significant investments were made towards the promotion of tourism development, with the aim of attracting foreign tourists.

### *INTERNATIONAL TOURISM AND THE 2008 ECONOMIC CRISIS*

The economic crisis of 2008, which basically arose in the financial sector, affected most economic activities, including tourism. This crisis took on dimensions not seen since the Great Depression in the late 1920s and early 1930s. Due to the economic crisis, unemployment rates increased, the GDP and personal consumption decreased, and the willingness of tourists to engage in international tourist travel declined<sup>1</sup>.

Bearing in mind that tourism appeared in mass form only in the 1950s, we can freely say that world tourism had not faced such an economic crisis before. Countries which faced declining competitiveness even before the crisis began faced additional challenges. Along with all the efforts to innovate and increase the quality of the tourist offer, those countries had to introduce certain restrictive measures which caused social unrest, protests and strikes, all of which had a negative effect on tourist demand<sup>2</sup>.

In accordance with the fact that the growth of international tourism directly correlates with world economic growth, there was a remarkable 6% increase in the number of arrivals in international tourism in the first half of 2008. Conversely, in the second half of 2008, there was a dizzying decline in international tourism. However, owing to the good results which marked the first half of the year, 2008 ended with a growth almost 2% higher than the growth recorded the previous year (Table 2).

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<sup>1</sup> The markets of Germany and Great Britain, which are of great importance for the development of tourism in the Mediterranean countries, declined the most.

<sup>2</sup> Due to the consequences of this crisis, the most important emitting markets, Germany and the USA, implemented measures to stimulate domestic and inbound tourism (including foreign tourists), which led to a decrease in visitors from these countries due to the weakening of the pound against the euro.

*Table 2. Results achieved in international tourism in 2008 (in %)*

	Total	January-June	July-December
THE WORLD	<b>1,8</b>	5,4	-1,3
Europe	0,1	3,4	-2,5
Asia and the Pacific	1,6	6,3	-2,8
America	3,6	6,8	1,1
Africa	4,6	5,4	4,0
Middle East	11,3	17,8	5,2

*Source:* UNWTO (2009) World Tourism Barometer, No. 1 Madrid.

The results were weaker the following year despite the initial, relatively optimistic forecasts of the World Tourism Organization, given in January of 2009, which stated that a 2% drop in the number of arrivals could be expected only later during the year. Therefore, the forecasts were revised in June 2009 (Table 3).

According to the forecasts, Europe was to achieve the most unfavourable results, while other regions, especially the regions of Africa and the Middle East, were to achieve significant growth in tourist traffic. However, according to the final results, and under the inevitable influence of the economic crisis, 2009 ended with a 4.2% decline in international tourism (UNWTO, 2010) although some positive results were recorded at the end of the year.

*Table 3. International tourism growth forecast for 2009 (in%)*

THE WORLD	between -2 and 0
Europe	between -3 and 0
Asia and the Pacific	between 0 and 3
America	between -1 and 2
Africa	between 1 and 4
Middle East	between 2 and 6

*Source:* UNWTO (2009) World Tourism Barometer, No. 1 Madrid.

Given the facts that the decline in the first half of 2009 was pronounced<sup>3</sup> and that growth was observed at the end of the year, a real recovery was noticeable only in the first half of 2010. In this sense, it was realistic to expect that the projected growth in international tourism would be achieved in 2010. Indeed, the World Tourism Organization announced on 17 January 2011 in Madrid that world tourism experienced a rapid recovery in 2010 and recorded a growth of 6.7% in international arrivals. "Driven by a better economic situation internationally, world tourism has recovered quickly from the effects of the financial crisis and eco-

<sup>3</sup> This decline is logical, given the extremely good results in the first half of 2008.



conomic recession of late 2008 and 2009,” said the organization, whose headquarters is in the Spanish capital. When announcing the results, Taleb Rifai, Secretary-General of the World Tourism Organization at the time, said that “Tourism has once again proved to be a very resilient sector”.

Compared to the 920 or 930 million international tourist arrivals expected, the realized growth of traffic in 2010, as already mentioned, was 6.7%, or 956 million international tourist arrivals. With this, world tourism surpassed even the pre-crisis period, when 913 million tourist arrivals were recorded. At the same time, the report of the World Tourism Organization said that “... all regions have seen growth in international tourist arrivals, and booming economies are the main drivers of that progress”. The results are “... better than the experts predicted,” Rifai said at the press conference, adding that “... the most important thing is that we managed to rise to the level above 2008 and now the main challenge is to keep that progress, which will not be an easy task” (UNWTO, 2012).

Therefore, the economic crisis had a negative impact on the growth of international tourism. However, it must be emphasized that, in spite of the strong effect of this crisis, tourism once again proved to be a very resilient and highly flexible sector, i.e. a sector that returned to traffic growth very quickly, as soon as the world economy showed the first signs of recovery. Driven by a better economic situation internationally, world tourism quickly recovered from the effects of the economic crisis of the second half of 2008 and 2009, and continued to grow dynamically.

The dynamic growth of international tourism in the period between the years 2010 and 2019 is a consequence of, among other factors, the diversification of tourist services, easier international travel, the modernisation of means of transport, and the increase of disposable income for tourists in developing countries. The development of tourism, and especially the development of its international component, has been recognised by a large number of countries as a desirable means of economic development. This is supported by data on the number of international tourists and their effects (Table 4).

*Table 4. International tourist traffic in the period between the years 2010 and 2019*

Year	Number of foreign tourists (in millions)	Chained index	Tourist spending (in mild. \$)	Chained index
2010	956	100	981	100
2013	1.100	115	1.222	125
2015	1.203	126	1.226	125
2017	1.332	139	1.350	138
2019	1.454	152	1.494	152

*Source:* UNWTO, 2021, and author's calculations

Based on the data presented in Table 4, it can be concluded that the number of international tourist arrivals in the observed period increased by almost 500 million – the number of foreign tourists recorded in 2010 was 956 million, as opposed to the 1 billion and 454 million tourists recorded in 2019.

The dynamic trends in international tourism in the period following the economic crisis are the result of numerous and diverse factors, only some of which are dynamic economic development, the increase in the standard of living, the increase in the population's level of education and interest in culture, the increase in the degree of motorisation and urbanisation, demographic trends, and foreign tourist demand. On the other hand, realising the importance of tourism for their economic development, and especially for their balance of payments, many countries in the world made strategic decisions related to encouraging the development of all elements that make up the tourist offer. Here, in particular, great investments with a favourable credit and fiscal policy were made in relation to traffic and other elements of the so-called 'great infrastructure', and in relation to stimulating the construction of accommodation and other conditions that make up the tourist offer. Significant investments were made towards the promotion of tourism development, with the aim of attracting foreign tourists.

#### *INTERNATIONAL TOURISM AND THE HEALTH CRISIS*

During the first two decades of the 21<sup>st</sup> century, the world was faced with several health crises, or epidemics and pandemics, only some of which are: SARS (2003); the bird flu, or H5N1 (2005); the swine flu, or H1N1 (2009); the Middle Eastern Respiratory Syndrome, or MERS (2012); the ZIKA virus (2015) and COVID-19, caused by the SARS-2 corona virus (2019) (Đurović et al., 2020). The most severe negative effects were caused by the SARS-2 corona virus, which spread globally in 2020 (the World Health Organization officially declared the COVID-19 pandemic on 11 March 2020), and which is still ongoing.

The health crisis caused by the COVID-19 pandemic began when the corona virus appeared in Wuhan, a city in the Chinese province of Hubei, at the end of 2019. It is a virus which causes acute respiratory syndromes (SARS), and which is mainly transmitted from animals to humans (Uğur & Akbıyık, 2020).

At the beginning of 2020, the virus spread to the rest of the world (in the first half of the year to the European Union and the USA, and in the second half of the year to the southern hemisphere), and literally transformed and paralysed the whole world, the relatively stable world economy, and the high standard of living of a large part of the world's population. The virus quickly caused chaos around the world due to the secrecy surrounding specif-

ic pieces of information, the spread of unconfirmed and inaccurate information, conflicting theories about the new virus and its origin, and the characteristics of the disease caused by the virus.

No country in the world was adequately prepared to face the consequences of such an intense pandemic in a timely manner. This remained true even for countries whose healthcare systems are well-developed and boast a substantial number of doctors and medical staff capable of helping and caring for infected and sick people.

The measures introduced by each country to combat the pandemic varied greatly. Namely, some countries, such as the People's Republic of China, introduced extremely restrictive measures – at the very beginning of the pandemic, China closed its borders and introduced quarantine, i.e. the complete isolation of the entire population.

Later, when the pandemic spread and affected a number of countries, many governments applied the Chinese model, which proved to be very effective. The application of some degree of quarantine, effective though it may have been, left negative consequences on the economies of many countries (Vassileva et al., 2020). By March 2020, some degree of quarantine was implemented in most countries, which resulted in the lock-down of over 90% of the world's population (Gössling et al., 2020). In contrast, some countries, such as Sweden, had only mild bans, which were combined with voluntary measures based on the invocation of the citizens' personal responsibility.

One characteristic of the COVID-19 pandemic is that it affected all countries, regardless of their level of development, and all people, regardless of age, education or wealth. People were thrown into chaos, despite the fact that they had never had more information about a virus. The cause of such chaos and panic was the fact that the credibility of available information had never been more questionable.

The COVID-19 pandemic also had a very negative impact on the economies of many countries. Namely, a large number of hitherto profitable branches of the economy stopped operating, and a large number of workers were fired. A large number of countries provided financial assistance to their citizens, as well as fiscal relief and assistance to the economy, but these measures were of a one-time nature and were temporally limited.

The greatest losses during the COVID-19 pandemic were so far suffered by, of course, activities belonging to the tertiary sector of the economy. The tertiary sector reduced its activities due to the decrease in demand caused by the application of restrictive measures. This primarily refers to service activities related to the movement of people from one country to another - air traffic (Stanojević et al., 2021) and tourism. The COVID-19 pandemic has revealed the existence of a strong link between

tourism and health at the local, regional, national and international levels (Kranjčević, 2020).

When it comes to tourism, the data of the World Tourism Organization shows that the biggest decline in international tourist arrivals was recorded in the first half of 2020 (January-June). Compared to the data related to the same period (January-June) in 2019, the decline recorded in 2020 measured 93%. (UNTWO, 2020).

This reduction in the number of tourists in the first half of 2020 is a result of the fact that many countries around the world closed their borders and introduced various restrictions in order to combat the pandemic. The measures taken to prevent the spread of COVID-19, such as social distancing, travel and movement bans, community movement bans, and self-isolation, stopped global travel, tourism and leisure activities (Sigala, 2020).

Different types of restrictions, ranging from partial to almost complete quarantine, led to the number of foreign tourists falling from the 1,454 million recorded in 2019 to 403 million in 2020 (Table 5).

*Table 5. International tourist traffic in the period between the years 2020 and 2021*

Year	Number of foreign tourists (in millions)	Decrease compared to 2019	Tourist spending (in mild. \$)	Decrease compared to 2019
2020	403	- 73%	549	- 63%
2021	421	- 71%	...	...

<https://www.unwto.org/global-and-regional-tourism-performance>

The decline 'returned' international tourism to the level of development it boasted more than three decades ago, at the end of the penultimate decade of the 20<sup>th</sup> century. At the same time, in regards to tourist regions, Europe and America had a 68% decline in tourist arrivals, and Africa and the Middle East had a 76% decline. Asia and the Pacific were most affected by the COVID-19 pandemic, and recorded an 84% decline in tourist arrivals (UNWTO).

A decline in the number of foreign tourists was also recorded in 2021, and is only slightly lesser (-71%) than the one recorded in 2019. Bošković et al. (2021) note that:

Such tendencies of international tourism have significantly reduced the effect that tourism has had in previous decades on the development of many economies. According to preliminary data from the World Tourism Organization, the direct loss from international tourism in 2020 amounted to about \$1,300 billion, which is over 11 times greater loss than during the global economic crisis in 2009

(Bošković et al., 2021, p. 274)

The circumstances which befell world tourism during 2020, as well as during 2021, are, of course, unprecedented (Jović Bogdanović et al., 2021).

The COVID-19 pandemic has managed to change the way people around the world live, travel, work (work from home), study (online classes), and socialise, get to know each other, and form close relationships. The newly adopted forms of behaviour became habits during 2020 and 2021.

The trend of international arrivals is expected to change during 2022, as travel restrictions are expected to be lifted, and the availability of vaccines is expected to restore passengers' confidence. However, it will take about 3 to 4 years to achieve results related to international tourist arrivals as positive as those recorded in 2019.

### *CONCLUSION*

As a kind of socio-economic phenomenon, tourism is an activity that has taken on global dimensions because it is characterised by a large number of participants (foreign and domestic) in tourist travel. This number, according to some estimates, reaches up to four billion people. All the aspects of the tourist market's dimensions are constantly expanding. Its structural forms are expanding. However, tourism is very sensitive to crises both economic and non-economic in nature (terrorist acts, epidemics, natural disasters, etc.). However, tourism has always shown an exceptional ability to recover.

The economic crisis, which began to manifest itself in the second half of 2008, also had a strong impact on the development of international tourism. However, on that occasion, tourism proved to be a highly flexible sector, that is, a sector which very quickly, as soon as the world economy showed the first signs of recovery, returned to the growth of traffic.

Due to the health crisis (the COVID-19 pandemic), there was a drastic drop in tourist travel. According to the World Tourism Organization, this crisis will have far greater negative consequences than the economic crisis of 2008, when international tourist arrivals declined by 4%, or the health crisis of 2003, when SARS led to a 0.4% decline in tourist arrivals.

Developed countries that have developed tourism are most affected by the health crisis or pandemic, and they are facing great losses and a threat to the existence of a large number of inhabitants. The fact is that tourism has suffered the biggest blow of all economic flows.

According to the estimates of the World Tourism Organization, the loss in tourism due to the pandemic will amount to several thousand billion dollars. However, it is expected that tourism will recover from this crisis the fastest, since it is an extremely resilient and flexible economic sector.

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## МЕЂУНАРОДНИ ТУРИЗАМ: КАРАКТЕРИСТИКЕ И ДИНАМИКА РАСТА У УСЛОВИМА КРИЗЕ

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### Резиме

Туризам је током друге половине 20. века доживео своју пуну експанзију и данас, сасвим сигурно, представља један од најзначајнијих друштвено-економских феномена и савремених достигнућа. Туризам је, наиме, заузео једну од водећих позиција у привреди света, док је у неким земљама остварио и примат у односу на остале привредне делатности. Туризам се, тиме, потврђује као важно подручје укупног привредног развоја и као битан фактор у светској економској размени.

Економска криза, која је почела половином 2008. године, погодила је већину привредних делатности, укључујући и туризам. Услед економске кризе, дошло је до повећања стопе незапослености, смањења бруто домаћег производа и личне потрошње, те је и спремност туриста да се укључе у међународна туристичка путовања била умањена. Према процени стручњака Светске туристичке организације датој 18. јануара 2010. године у Мадриду, број учесника у међународном туризму смањено се за 4,2%. То значи, да је у 2009. години било око 42 милиона туриста мање него 2008. године.

Под утицајем споменуте кризе, 2009. година закључена је са падом у међународном туристичком промету. Међутим крајем године су ипак забележени позитивни резултати. То значи да је процес опоравка туризма отпочео те године, а то су резултати остварени у 2010. години и потврдили. При томе, ток опоравка међународног туризма, генерално посматрано, ишао је у облику слова В, као што је то био случај и приликом ранијих криза које су погађале ову индустрију. Томе је посебно допринела комбинација мера које су предузете не би ли се ублажили негативни ефекти кризе и не би ли се стимулисала туристичка потражња. Опоравак међународног туризма није био угрожен иако су у истом периоду били актуелни пандемија грипа А(H1N1) и застој у авио-саобраћају због ерупције вулкана на Исланду, која се одразила на путовања из Европе и ка њој.

Услед здравствене кризе (пандемија COVID-19), дошло је драстичног пада туристичких путовања. Подаци Светске туристичке организације показали су да је међународни туризам у 2020. години забележио пад од 73%, што је резултирало и смањеним приходом од 549 милијарди америчких долара. Број страних туриста у 2021. години забележио је пад од 71%. Према подацима Светске туристичке организације, ова криза ће имати далеко веће негативне последице од економске кризе 2008. године, када су доласци међународних туриста опали за 4%, или здравствене кризе 2003. године, узроковане вирусом SARS, када су доласци међународних туриста опали за 0,4%.



Здравственом кризом, односно пандемијом COVID-19, највише су погођене развијене земље које имају развијен туризам, јер се оне суочавају са великим губицима и угроженом егзистенцијом великог броја њихових становника. Чињеница је да је туризам доживео највећи ударац од свих економских токова. Према проценама Светске туристичке организације, губитак у туризму због пандемије износиће најмање 1.300 милијарди долара. Међутим, очекује се да ће се управо туризам најбрже опоравити од ове кризе, будући да је изузетно флексибилан и прилагодљив сектор.