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**TOURISM FUTUROLOGY AS A RESEARCH AREA IN TOURISMOLOGY**

*The article defines the prerequisites and prospects for the formation of tourism futurology as a separate area of research in tourism. It is substantiated that scientific foresighting and forecasting of future tourism is necessary for formulating realistic scenarios and developing effective proactive strategies. The necessity to study the future of tourism from the standpoint of a systematic approach has been proved, considering tourism to a complex, dynamic, socio-ecological and economical service system. The main determinants, perspective directions, problems and forms of tourism development in the future are outlined, in particular in the format of interim-entrepreneurship.*

**Keywords:** *futures studies, tourism futures, tourismology, foresight, futurology.*

**Relevance of the research topic.**

At the end of the XX – beginning of the XXI century, tourism has become the most economically developing sector and has a significant impact on the social and economic well-being of more than 80% of the world. For a growing number of

countries and regions, tourism revenues are becoming a significant and sometimes major source of replenishment of national and regional budgets. The dynamic growth of international and domestic tourist flows and employment in the tourism industry, which combined with the multiplier effect of tourism, which directly or indirectly determines the development of other key sectors of the economy and culture, has rightly regarded tourism as a driver of social development, impressive in recent decades regions and the phenomenon of the modern globalized world.

However, the bankruptcy and liquidation in September 2019 of the oldest in the tourist market of the company, the second largest in Europe by the tour operator and carrier Thomas Cook Group, not only shocked the public and diminished the reputation of organized tourism, but also clearly identified and clearly demonstrated the existence of deep problems and systems in the tourism industry, the inability of the traditional tourism business model to meet the challenges of a turbulent external environment. Bankruptcy was caused not only by the mistakes in strategic and corporate management of the company, but by the lack of competencies for deep and comprehensive forecasting of future trends and changes in the tourism market, late adaptation of management to conducting high-tech business in the conditions of digital economy development and personification of tourist demand. The global crisis that is unfolding (at the time of writing and holding the conference) due to the spread of new viral infection has exacerbated the problems and actualized new threats to the stability of world tourism development. Tourism became the main way of spreading the infection and proved to be the main «victim» of its negative consequences – there is a significant reduction in tourist flows, a massive refusal to book tours and rooms in hotels, cancellation of event events, increasing the likelihood of bankruptcies of medium-sized, small enterprises and dismissal of workers in tourism industry. According to preliminary data from Bloomberg experts, the global tourism industry could lose up to \$ 1.7 trillion in a year out of \$ 2.7 trillion in global economic losses [1].

The main cause of the global problem is the feeling of chaos and fear of the uncertainty of the future, the insecurity of humanity in the nature of future events, lack of reliable information and lack of trust in institutions, lack of optimistic forecasts and scenarios of further development and built images of the wanted future. The urgency of scientific reflection in the field of tourism, the need to understand tourism as a holistic object of scientific knowledge and to predict its future in order to formulate scenarios for the development and development of scientifically sound proactive strategies, are becoming evident. Such tasks can be posed by the futures of tourism as a field of research in the area of tourism – tourismology.

#### **Formulation of the problem.**

In the scientific environment of Ukraine over the last 15–20 years, an interdisciplinary scientific area of knowledge about patterns of development and problems of tourism – tourismology (in some publications – touristika) has been formed. Within it, the problems and subjects of study of several fundamental and

applied sciences focusing on tourism are synthesized, attempts are made to comprehensively investigate the phenomenon of tourism, to formulate and develop holistic scientific concepts of tourism. However, in tourism publications, in most cases, it is not the holistic approach that prevails, but the sectoral approach, when several elements are distinguished in the tourism knowledge system: scientific aspects of the research: philosophical, sociological, psychological, geographical, economic, cultural etc.

The scientific study of the future in Ukraine was intensified more than 15 years ago against the backdrop of understanding the consequences of the economic crisis and the rapid development of information and communication technologies. These studies have long been interdisciplinary, philosophical, and general in nature, with no emphasis on studying the future development of particular areas of the economy and other aspects of human civilization. It is quite possible to assume a hypothesis about the feasibility of allocating «sectoral» futurology, including conducting futuristic analysis of tourism, forecasting and predicting trends and responding proactively to them when developing business strategies, national and regional tourism development programs.

Thus the problem of scientific synthesis and convergence of tourism and futurology arises on the basis of application of problem approach (problems of the future), definition of methodological bases, principles and tasks of futurology of tourism as a separate scientific direction of research. These settings set the purpose of this scientific work and the task of the study.

#### **Analysis of recent research and publications.**

Scientific interest in academia for the study of the future of tourism over the past decade has shown itself quite broadly. Developing forecasts for tourism development in general, by region and by type of tourism is a key objective of UNWTO and other international tourism organizations. A significant contribution to the sectoral research on the future of tourism can be considered the work of Ian Ivey, which identifies scientific approaches to the application of the methodology and technology of foresighting and forecasting in the field of tourism [10].

In Europe, the creation of the European Tourism Futures Institute (ETFI) in 2009 in the Netherlands can be seen as a significant milestone in the scientific study of future tourism. Staff members of the Yeoman I., Postma A., Oskam J. Institute have published academic papers «2050: Tomorrow's Tourism» and «The Future of European Tourism» [23, 15], which comprehensively present problematic issues and priorities in the research of future tourism. In 2015, the Institute launched the publication of the periodical scientific journal *Journal of Tourism Futures* [24], which publishes the results of scientific researches of different spectrum: problems of sustainable tourism, prospects of development of national tourism in different countries, prospects of further development of accessible tourism, different types and forms tourism, the impact of information technology, geopolitical, political and social

factors on tourism in the following time periods, the use of scenario planning methodology, psycho-motivational bases of consumer formation future demand in tourism of the future and other topics.

**Presenting the main material.** To be able to successfully synthesize tourismology and futurology into tourism futurology, it is necessary to first determine the basic theoretical and methodological foundations of these areas of scientific research. Scientific basis for the study of tourism in Ukraine study warehouses Bozhko L., Fedorchenko V., Pazenok V., Herasymenko V., Kruchek O., Lyubitseva O., Malska M., Tkachenko T. [2, 3, 5, 11, 12, 20].

The conducted research shows that the central concept and object of scientific reflex in tourism is tourism, which should be considered as an open, complex, dynamic socio-ecological-economic service system. In the context of the scientific search for interaction with futurology, a systematic approach to the study of tourism, in our view, should be considered the most appropriate and adequate. Tourism as a systematic object of scientific knowledge is carefully considered by Scarpino M., who analyzed a considerable number of models of the tourism system [18]. Visochan O., Yaremchuk O. are among the domestic researchers, whose theoretical models of the tourism system are also deeply studied and generalized [21, 22].

The system approach allows us to consider tourism as a set of relationships and phenomena that arise during the initiation, generation and implementation of the tourism process. According to A. Lyubitseva, the tourist process is a process of tourist migration (movement of tourist flows) and consumption of tourist products (resources, services, goods), which is carried out during these movements and provided by the activity of the subjects of the tourist market [11]. The subject of the process is the tourist, who, moving in the tourist space and the programmed period of time from the region of permanent residence to the tourist destination and back enters into certain economic and non-economic relations. Within the tourism system, a tourist product is also formed, promoted, sold and consumed.

Understanding tourism as an open system implies its consideration in a continuous interconnection and interdependence with external factors and conditions of local, regional, national and global levels. The functioning and development of tourism takes place in a dynamic, uncertain environment represented by natural (ecological), political, economic, social, technological and other drivers. At the same time, tourism itself is a driver that can influence environmental, economic, social and other processes and phenomena from local to global level.

The *complexity of the tourism system* is provided by a complex internal structure, which is formed by a large number of interrelated elements and subsystems of different nature. Typically, different theoretical models of tourism separate different structural elements, for example, tourist, tourist destination, tourist enterprises and organizations, subjects of tourist activity, tourist product, tourist industry, travel agents and other elements and subsystems.

The definition of *tourism as a socio-ecological-economic system* makes it possible to explore the nature of the relationship that arises between the tourist and other elements in the process of tourist travel. In order to meet its needs, the tourist not only engages in economic relations regarding the purchase, sale and consumption of services, but also actively interacts with attractive and related objects of the natural and socio-cultural environment of the destination, representatives of the local population, participates in intercultural and interpersonal (tourist – service staff, tourist – tourist) communications. In certain circumstances (political, cultural and psychological contradictions, excessive load on the territory due to the large volume of tourist flow, the desire to get an extra margin for tourist services, etc.), these relationships can be not only constructive but also destructive. Harmonizing the relationship between the tourist and the elements of the socio-ecological-economic system of tourism and maintaining them in the medium and far-term perspective is one of the main tasks of modern academic and applied research. The concept of Sustainable Tourism is a key scientific concept of tourism and at the same time a basic concept of tourism futures. The rapid growth of interest in the scientific community to the problems of overtourism and its foresighting in the future clearly confirms this thesis [22].

*The dynamism of the tourism system* implies an understanding of tourism as a system that is described not only by state parameters, but also by constant changes in time and evolution of these parameters. That is, dynamic systems are systems that, under the action of external and internal forces, change their states over time. The nature of these changes in the tourism system, which develops in an uncertain environment, is defined as nonlinear, stochastic and chaotic. Chaotic means that small or accidental changes in the environment can lead to unpredictable consequences. It is this peculiarity of the tourism system, its vulnerability to random factors, and the complication of predicting its future states that make tourism an object of futurology study.

The attribution of tourism to *service macrosystems* is due to the fact that the final or intermediate product of such a system at different stages of the tourism process is services. The competitiveness of a tourism product, as an aggregate of services provided to tourists by entities in a highly competitive tourism market, is directly dependent on the quality of these services. Quality of service in modern conditions is determined by the competence of service organizations to determine the individual motives, needs and values of consumers of tourist services. The quality of tourist service is ensured by the subjects of tourist activity through market segmentation, standardization of service processes, customization of the service product, organization of consumption of services in an interactive mode taking into account the positions of the consumer («pre-tourist», tourist, «post-tourist»).

Before considering the methodological underpinnings of futurology in the context of defining the priorities and tasks of tourism futures, it is necessary to state the semantic difficulties that led to the choice and operation of the term «futures» (using the root word Greek origin «logos») for the realities of Ukrainian science of

tourism. In English-language literature, a synonymous term that reflects current views on the study of the future is «futures studies», and in the case of tourism, «tourism futures». The word «future» is given here in the plural, the exact analogue of which is not in the Ukrainian language, and the meaning of which can be translated as «the study of a multivariate future» or «*the study of the future*». Accordingly, the modern futures of tourism can be understood as a «tourism multivariate future», «the study and forecasting of different options for tourism development in the future». Notwithstanding the current criticism of the use of the term [17], its use in the realities of Ukraine in the field of tourism, should be considered appropriate, more pluralistic and one that allows a comprehensive study of social, cultural, environmental, political, economic, psychological aspects of multifaceted future tourism.

Petro Sukhorolskyi pointed out this peculiarity of terminology in scientific work, which is one of the first in the Ukrainian scientific environment to broadly identify and characterize key ideas, concepts and events on the path of futurology development as a separate scientific discipline [19]. Among the fundamental studies of futurology should be noted monograph Mykhailo Holyanych «Futurology. The Philosophy of Futurity» [6] and Volodymyr Horbatenko's work on the prospects for the development of industry futures [7, 8].

Modern futurology as a field of scientific researches during the period of its evolutionary development has absorbed a considerable number of heterogeneous directions, concepts, methods and technologies of studying the future. Among the major ones that may be relevant to the tourism industry, we can identify an optimistic and pessimistic direction in describing the future, the concept of «futureshock», «clash of civilizations», «post-industrial civilization», a group of traditional forecasting methods and a group of methods and technologies of interactive foresight, historical analogies, forward-looking strategic analysis tools, cross-impact analysis, scenario planning, critical technologies, group and creative methods and others.

We consider it necessary to dwell on several problematic issues of application of futurological techniques and concepts in the futures of tourism. Thus, in our opinion, in the process of «studies tourism future» must use of strategic analysis tools, in particular modifications of PEST-analysis, in assessing changes, challenges, trends and the influence of external drivers on the further development of tourism.

Among the known modifications is the systematic study of the following factors:

1. PESTE – Political, Economical, Social-Culture, Technological + Environmental/ Ecological (added environmental and environmental factors).
2. PESTEL – PESTE + Legal (additional legal factors are added separately)
3. PESTELI – PESTEL + Industry analysis (an additional market analysis is carried out)
4. STEEP – PEST + Ethical (ethnic factors are highlighted separately)
5. LONGPEST – PEST + Local + National + Global factors (additional assessment of the impact of factors at local, national and global levels)

6. PESTEV – Political, Economical, Social-Culture, Technological, Environmental / Ecological + Value-based issues (studies of trends and changes in basic individual human values are added).

In our opinion, in the futuristic studies of tourism in Ukraine, it is possible to use all these models and their further modification, such as LONGPESTEV, LONGPESTELI and others. This approach is explained by the presence of significant national and regional specificity, an excellent resource base and different prerequisites for tourism development in the regions of the country, individual destinations (for example, Chornobyl), the significant role of ethnic, ethnocentric, politicocentric factors in some of them.

The second important point in the directions of futuristic analysis of tourism should be considered fundamental changes in the group of factors of the tourist environment «Value-based issues», namely, significant differences in the value and psycho-motivational characteristics of consumers of tourist services of different age groups, and especially those who potentially become them the future. This problem is being studied today in the context of the application of «theory of generations» in predicting the nature of tourism demand.

According to the theory of generations, proposed by N. Howe and W. Strauss [9], societies have for some time seen a cyclical change in four types of generations with different value characteristics. The theory helps futurists to analyze the characteristics of different generations and to predict consumer behavior in the tourism sector, based on their core values. In the context of foresighting future tourism, a considerable amount of works has been devoted to the problems of changing consumer preferences and landmarks of different generation (including «Generation Z» and the newest concept «Generation  $\alpha$ »)[4].

The critical factors that most significantly influence the evolution of consumer values of future tourists, in our opinion, should be considered a boom in information and communication, digital technologies, wide availability and redundancy of information received, priority development of emotional intelligence in the young generation. These factors greatly influence and will influence the geography, content, nature and forms of travel and excursion programs organized by the operators of the tourist market. Thus, based on the observations made, it can be argued that the need for permanent emotional load (strong emotional impressions of any type, wow effects, «hype») becomes a basic physiological need for representatives of the younger generation (in Maslow's theory, ERG Alderfer theory, etc.). This trend can be considered as a promising opportunity for the emergence of new creative ideas in tourism design, as well as a threat to the safety of tourists and sustainable development of tourism in the regions.

Studies have shown that further enhancing the role of digital technology in the organization of intermediation in the tourist market, not only contribute to the development of new types of tourism (virtual, instatourism, etc.), but create and will create the latest formats of tourism business. One of these formats should be

considered interim-entrepreneurship, which involves temporary employment and/or execution of one-time targeted orders of the client for the production and/or sale of tourist services using the mediation of digital sites of various Internet services and business aggregators, which are carried out on a permanent basis. The term comes from lat. «Interim» – intermediate, or «ad interem» which means to perform duties temporarily. The content of economic relations in the format of interim-entrepreneurship is shown schematically in Fig. 1.

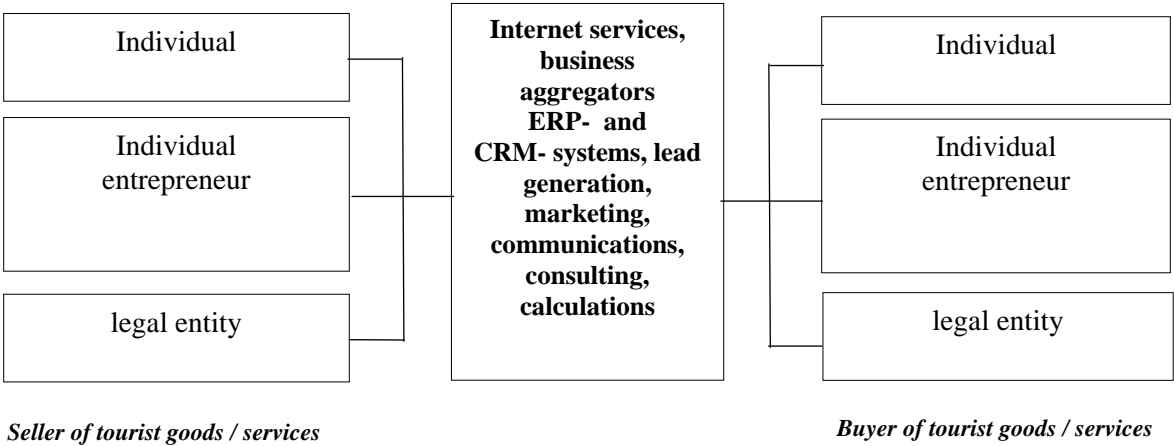


Figure 1. Interim-entrepreneurship format in tourism

The central and necessary link of such an «ecosystem of interim-entrepreneurship» is Internet services (messengers) and business aggregators, formed as investment projects of large business structures or as independent start-ups. They connect independent economic agents – producers and consumers of tourist services on the basis of special infrastructure, usually associated with the use of the Internet. By the way, the efficiency of the system was demonstrated by the effective self-organization of the transport connection in Ukraine under the conditions of quarantine measures. Such cooperation, in our opinion, will further significantly change the structure of tourist demand, the structure of subjects of tourist supply, reduce fixed, transactional, logistics, marketing costs, increase the reputation assets of participants, resulting in a new quality and price of the tourist product.

**Conclusion.** Therefore, in our view, scientific research in the field of predicting future tourism should become a practical task and an integral part of the political and socio-economic management of tourism in Ukraine and in the world as a whole. More informed management decisions can be ensured on the basis of current methods of forecasting and foresighting the future. Futurology of tourism as a direction of tourism in scientific, technological, ecological, socio-economic, managerial aspects can play a significant role in explaining, preventing and eliminating crisis phenomena, in ensuring sustainable development of regional and world tourism.



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