



BACHELOR THESIS

Influence of political (in)stability on Tourism development in European Union

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Abstract

Major political issues in the European Union such as terrorism, war and political turmoil appear to be linked to the development of tourism within the Union. This study aims to analyze the links and impact of terrorism and political instability on tourism demand, the use of tourism as a political tool, terrorist motives in targeting tourists, the effects of political violence on the EU image as a destination, crisis management and marketing recovery efforts. The intention of this dissertation is to analyze and investigate the connection and impact of these topics on the development of tourism in the European Union. The impact of political (in) stability on the development of tourism in the European Union significantly affects the development of other industries in this area. As a single integration unit of twenty-seven member states, the European Union (EU) independently formulates economic, legal, and political patterns based on which it determines its development tourism strategy. The European Union's (EU) tourism industry has received special attention due to war and crisis events at the global level, which have disrupted the stability of the EU tourism market. The paper emphasizes the importance of the adopted Program of Sustainable and Competitive European Tourism and the latest policy framework for tourism. The European Parliament (EP) and the European Council (EC) emphasized the basic goal of the mentioned documents, that Europe must become a world leader in the tourism economy. Also, the European Commission (EC) is constantly making great efforts to ensure a significant level of tourist safety within the EU in coordination with the member states.

Purpose

This thesis is dedicated to the analysis of the impact of political (stability) on the development of tourism in the European Union with a presentation of all relevant factors influencing the development of tourism in the EU.

Design/methodology/approach

The author of this paper applied the methods of analysis and synthesis of induction and deduction methods during the theoretical basis of the research. Then, starting from individual assumptions by the method of abstraction and generalization, important conclusions were made for understanding the research problems within the paper.

Descriptions and methods of comparison were used to compare alternative views in the scientific literature, and these methods were used to compare factors that have an impact on political instability on the development of tourism in the European Union. Structural analyzes and classification methods were used to define and explain the factors that are crucial for the influence of tourism development in the European Union and under the influence of political factors. A compilation method was used to review previous literature and analyze the results of other available empirical studies. Inductive, and deductive methods, historical methods and

content analysis were applied in the development of theoretical bases of research methods, while the phase of data collection preceded the phase of data analysis.

As the procedure and design of the research are predetermined, this research belongs to the group of quantitative research. Within the empirical part, an online questionnaire in the form of Google forms was used, where the obtained results were presented in the form of graphs.

Findings

This thesis is expected to analyze current and forecast trends that are characteristic of the current political situation that has an impact on tourism in European Union countries. The author of this thesis believes that the current political instability in the European Union is a consequence of external factors such as the COVID-19 pandemic, the war between Russia and Ukraine and unstable policies in the EU, and the Western Balkans.

Keywords: European Union, tourism, development, politics, in(stability)

Paper type: Harvard style

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1. INTRODUCTION

It is a generally accepted fact that the European Union (EU) as a union of states aims to improve economic and any other cooperation, not only between member states but also with other countries. Its mission is focused on the tourism economy, which is a very important segment of each economy, and on connecting with other economic sectors to strengthen its own and common potentials. The meaning of the association of European Union (EU) member states in the tourism-economic sense is related to the competitive placement of tourism services at the global level, but also due to opposition to tourism supply and demand of economic titans such as the United States, China as the world's largest consumer inside and outside or exotic and mysterious India. Challenged by fierce competition in the services market, tourism is modernizing every day and becoming an increasingly popular activity for a large number of people in both the developed and underdeveloped worlds, which is the basis for optimism. Whether domestic or international, tourism is constantly expanding and growing into the most important and dynamic economic activity with a tendency to become one of the main sources of income that directly affects the economic development of each country.

Statistically speaking, tourism is the third-largest socio-economic activity in the European Union (EU), which confirms its significant contribution to the development of the overall economy and employment opportunities for new capacities and people of various profiles. Guided by this fact, the European Council (EC) in its conclusions of 14 December 2007 emphasized the key role of the tourism industry in achieving economic growth and job creation and called on the European Commission (EC), all Member States, and representatives of their tourism sector to join forces and implement the Agenda for Sustainable and Competitive European Tourism promptly. Europe is constantly the most visited tourist region in the world, even though in some countries tourism is developing much faster and more structurally. However, that does not mean that its tourist economy, when it comes to the number of tourists, is immune to occasional fluctuations of different origins (world epidemics, wars, or economic crises) that equally affect other countries and continents. Tourism organizations and companies in the European Union (EU) are facing rapid changes in the tourism structure and behavior of member states, so tourism policy has largely remained within their competence. Namely, the policy of the European Union (EU) in the field of tourism is reduced to legal and financial support, coordination, or additional assistance, which is quite limited.

2. LITERATURE REVIEW

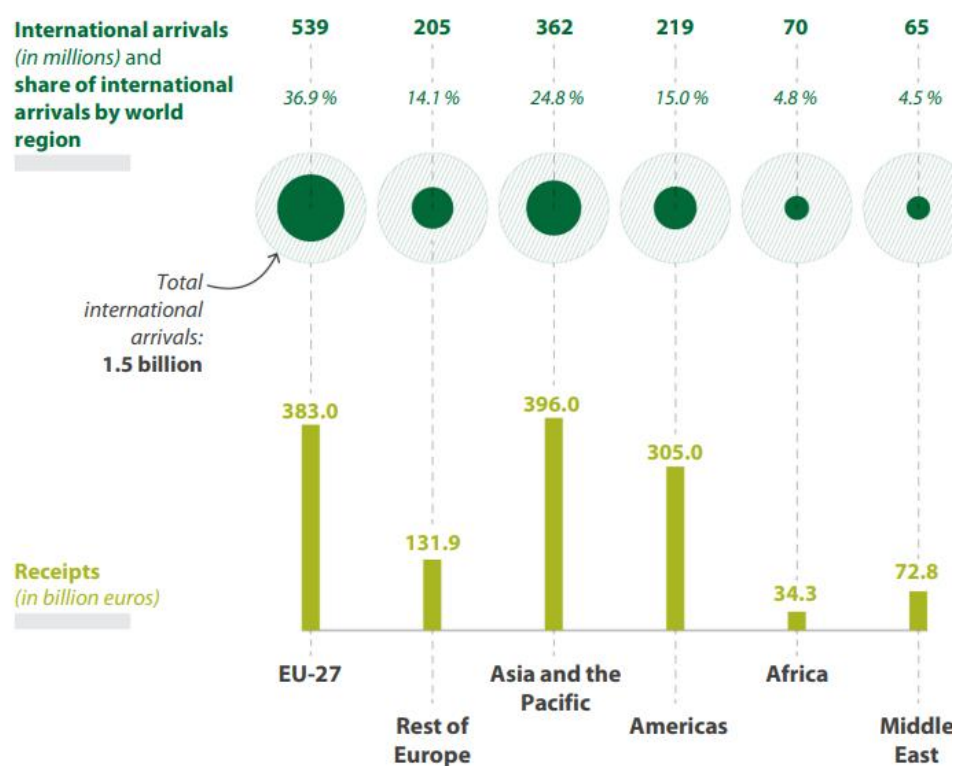
2.1. Tourism as an economic activity in EU countries

The word tourism usually means the activity of a visitor who travels to a certain location that is not their place of residence for less than a year. The reasons for travelling can be different e.g., vacations, business, congresses, visits to family and friends and the like.

Tourism as a field of business includes various economic activities such as local tourism goods and services, catering services and restaurants, transport services that serve the purpose of transporting tourists, accommodation facilities, tour operators and travel agencies as well as sports, cultural and recreational facilities. (Comic, 2014)

According to a report from the European Court of Auditors from 2021, the European Union is undoubtedly the most visited region in the world. Twenty-seven European Union countries hosted about 539 million tourists in 2019 alone before the pandemic, which is some 37% of the total number of tourists visits worldwide. The report also states that tourism revenue in 2019 amounted to 383 million euros, which is 28.9% of total tourism revenue worldwide. France, Spain, Italy and Germany are the four countries that are ranked among the ten most visited countries in the world when it comes to foreign tourist visits, as well as income.

Graph 1; Figures of international tourist arrivals and tourism receipts by region in 2019.



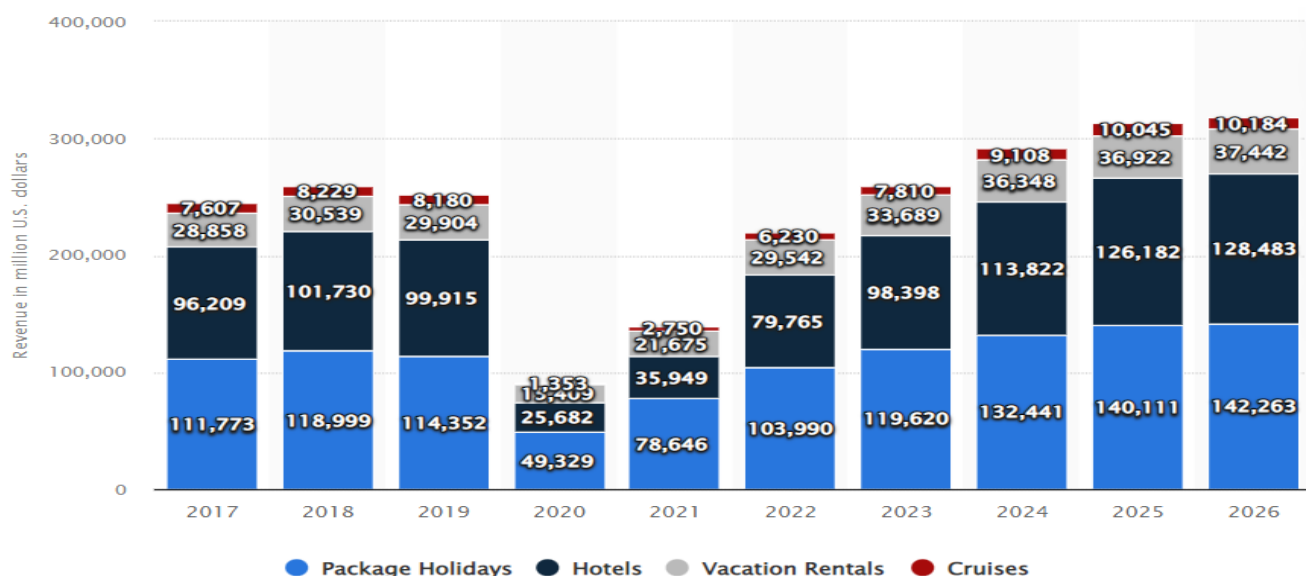
Source: ECA, based on UNWTO, International Tourism Highlights (2020 Edition)

That tourism is an essential industry in the EU Economy is shown by the Eurostat report from 2019, which indicates that more than one in ten companies in twenty-seven EU countries have operated in the field of tourism and employ some 12.3 million people. Today, all EU countries have 2.3 million companies related to this activity, and 55% of them operate in four countries: 387,000 in Italy, 334,000 in France, 297,000 in Spain and 265,000 in Germany. However, according to the data from this report, Germany employs the most workers in tourism of all EU members, as much as 2.7 million, below it is Italy with some 1.7 million people working in tourism and Spain with 1.6 million. Data for France were not available.

Before the pandemic, in 2019, the tourism industry accounted for 9.9% of the average GDP of all EU countries and further sharp growth of this industry was expected until the global pandemic hit the world and had a severe impact on travel outside the European Union, and so on inside. Efforts by state governments to reduce infection and death rates have led to travel restrictions even between regions within EU member states - which has further led to flight cancellations, mass events, rallies and the like. All of this has led to a drop in total revenue of some 48% across the bloc. At the very beginning of the pandemic, the number of international tourists fell by as much as 97% in all regions.

The sign that the pandemic has continued to affect tourism in continuity is that the countries of northern and western Europe have reported an even greater reduction in the arrivals of international tourists in early 2021 than at the beginning of the pandemic. However, tourists did not travel from Europe, as shown by the Statista report, that outbound travel fell by as much as 60% from those before the pandemic. However, with the introduction of covid passports and the stabilization of the epidemiological image in the world, experts expect international tourist arrivals in the European Union to increase by more than 100% during the summer season 2022 with certain expectations that the bloc will reach pre-pandemic levels by 2023. be accompanied by the normalization of the flight schedule around the world, which is essential in the successful return of the tourism industry to the high level of growth that we could see before the pandemic. (Statista, 2021).

Graph 2 Revenue of the travel and tourism market in Europe from 2017 to 2026, by segment



Source: Statista (2021)

As shown in the attachment above, the biggest source of revenue in the tourism market in Europe are holiday packages with some 71.31 trillion dollars in 2021 alone. As a positive sign of the recovery of tourism, we can see this significant increase in sales of these arrangements.

According to this table, we can see a stable growth of income from the cruise, which is twice as high as 2020 in the same period when the pandemic completely stopped this branch of tourism.

As early as 2024, according to the forecasts, it can be expected that tourism will generate higher income than it was before the pandemic, if only the risk of the Covid-19 pandemic is taken into account.

2.2. EU tourism policy and other EU policies that may influence tourism development within the bloc

In the absence of common policies within the bloc, targeting potential tourists, the private and public sectors across Europe, the European Union is constantly working to improve its policies and bring Member States into line with them. The approach that, it can be said, initiated the harmonization of the member states in the tourism industry is the project "Working together for the future of European tourism" (European Commission, 2001) and further developed statements to this day. The original aim of this project was described as creating "the conditions and providing the basis for sustainable, high quality and competitive European business." Over time, some of the key words have changed, but either way, the basic goal is to make it easier for private businesses to become more energy sustainable and to create a more individualized and high-end type of service to minimize the well-known mass tourism, increase quality of life of local inhabitants and preserve the nature and environment of certain destinations. (Halkier, 2010.)

Knowing the turmoil's that the tourism industry has been going through in recent years, starting with the economic crisis of 2008, the Covid-19 pandemic, rising energy and food prices to sanctions imposed by the European Union and Russia on each other since the Ukrainian crisis started in 2014 - EU tourism policy requires changes at all levels. As agreed in the Lisbon Treaty, the main goal of the European tourism policy makers is, above all, to stimulate competitiveness in this sector, which in the long run is very closely related to sustainability, which is one of the main goals of the "Europe 2030" economic strategy. However, in addition to the sustainability agenda, some of the other important points to which the Union pays special attention and provides financial grants for implementation are Innovations and launching rural destinations that have the potential to develop into new tourist destinations, new knowledge and skills of tourism employees and boosting sales on internal market inside the bloc.

In addition to the main goal that EU tourism policy makers have is to ensure prosperity in all branches of tourism and expand to more regions and destinations, they must also pay special attention to the cultural and social problems that tourism can bring, knowing that Europe is very different culturally from region to region. Also, the protection of cultural and natural heritage from capitalization and over-exploitation is another important point that worries local and EU policy makers and is directly related to tourism.

However, tourism can indirectly increase awareness of European citizenship and strengthen ties and contacts between people, even in the face of cultural, linguistic and traditional differences. (European Commission, 2020)

Making European citizens aware of their rights when moving within the bloc and subsidizing this type of internal market in tourism, Member States benefit not only from profits and further destination development, but also from strengthening ties between citizens from different parts of Europe and minimizing escalation of any instabilities within the bloc based on any kind of nationalism and differences of political opinion. In general, the EU is a more passive player when it comes to developing policies in the field of tourism and leaves it to local authorities, which do not always align with their counterparts within the bloc, primarily because of the complexity of the tourist product and because of the diversity of markets relied on. Most policies directly related to tourism are currently being distributed as "best practices" from EU authorities. As (Halkier,2010) explained in his paper, in the reality of the EU, policies that change and directly affect tourism are those that do not fall under the category of tourism policy. The results of these combined policies affect tourism in both directions - positively and negatively. Only a few of them, such as food safety procedures, consumer protection, green policy and quality of service criteria, can have a positive impact on the development of tourism throughout the European Union and strengthen its competitiveness. It is also clear that EU programs with implications for the tourism industry are often characterized by a lack of strategic clarity. From the point of view of the private sector, the influence of the EU policy should focus primarily on travel within Europe and prevent cheap travel to already very famous destinations and European capitals and offer other destinations to which the trails are not already paved and thus develop tourism in these regions and reduce pressure on those already known destinations. Both organized and individual tourism are influenced by these policies in all parts of Europe.

To promote the development of tourism and tackle bidding issues within the tourism industry, the EU 2020 strategy developed by the European Commission has a number of policies that affect tourism directly and indirectly. In their book (Nicula, V., Spanu, S. and Neagu, R.E., 2013) has defined four main objectives that those direct tourism targeted policies are standing for:

- to stimulate the competitiveness of the sector internationally, in the local and internal Eu market.
- to promote the development of sustainable, quality and responsible tourism in all EU regions.
- consolidate EU profile and image and determine a collection of sustainable and high-quality destinations.
- maximizing the EU financial policy of potentials and instruments that serve for the development of tourism through various investments.

And on the other hand- the set of policies which do not directly influence tourism's development but are very essential for, and it will be making an impact on it in many ways are grouped into the following five points:

- employment: That a total of 75% of the population aged 20 to 64 is employed.
- innovation: Boosting of research and development - 3% of total EU GDP will be invested for these purposes;

- climate change: 30% reduction in energy consumption compared to 2010 and the introduction of sustainable ones.
- education: the target population is early school leavers. The EU goal is to reduce the number of people leaving school early (primary education) below 10% and also that a minimum of 40% of EU citizens between the ages of 30-34 have completed their tertiary education.
- poverty: The EU's goal is to bring at least 20 million people out of poverty through employment in scarce occupations and social policy.

As a result of the increase in competition in the world, the tourism sector in the EU, like any other sector of the economy, is facing this problem. The solution for Europe is seen in offering quality and sustainable tourism and building it on its wealth of landscapes and cultural differences, and comparable advantages over its competitors. (Nicula, V., Spanu, S. and Neagu, R.E., 2013).

2.3. EU's foreign politics and international relations in conjunction with Tourism

The constant expansion of the EU since 1951. and its motivators for expansion have often been a hot topic in relations between the EU and the Russian Federation. Experts often argue that this enlargement policy aims to respond to the demands of countries wishing to join the union and place them under its auspices by providing them with some form of economic security, rule of law and peace, or the European Union's goal to strengthen its global geopolitical position a scene that involves the growth of its power and influence in the world. (Ademmer, E., Delcour, L. and Wolczuk, K. 2016). As discussed at EU-Western Balkan summit in 2021, the policy of enlargement has been going on since the very beginning of the union in 1951. However, in the last twenty years we can see rapid growth of the European Union, as well as improving their relations with non-EU European countries. The year 2004 marked the expansion of the bloc to ten more European countries: Estonia, Latvia, Lithuania, Poland, Slovakia, Slovenia, Malta, the Czech Republic, Cyprus and Hungary. All ten countries have been accepted as full members of the union. After that, Bulgaria and Romania joined in 2007, followed by Croatia in 2013 after a 12-year accession process.

At the moment, six countries are in the process of joining the EU, each of them in different phases, and those countries are: Turkey and the countries of the Western Balkans: Albania, North Macedonia and Serbia. The most recent candidate for EU membership is Ukraine. As per president of European Commission Ursula von der Leyen and Ukrainian president Volodimir Zelenskyy, Ukraine has submitted its request to join this bloc on 28th of February 2022. The country is facing war with its neighbor and the country with the biggest territory in the world- Russian Federation as result of conflict crisis which lasts back from 2014. The president Volodimir Zelenskyy has requested the fast track for his country to join bloc, which the European Parliament has refused with statement that there is no fast track of gaining rule of law, democracy and order. (Euractiv, 2022)

As per member of Presidency of Bosnia and Herzegovina, Sefik Dzaferovic is stating that his country, will submit its candidacy soon, especially after the war in Ukraine, which showed that Europe is still a place of clash of geopolitical tectonic fields and that EU membership offers a hope for long lasting stability.

The territory of Kosovo* is currently in negotiation process with Serbia over its independence, as a comprehensive agreement should be reached soon between the government in Pristina and the government in Belgrade, which would mean that Kosovo* would become a candidate for EU membership if successfully negotiate independence from Serbia.

The benefits of the tourism industry in both the EU and the member states of this union are shown by the example of Croatia, the last country to join the European Union, Singleton, P. (2015) described as "impressive growth of the tourism industry in this country and that has contributed to the average growth of the tourism industry in Europe, because the industry in this country has not only recorded much more significant growth than the EU-wide average but is also the fastest growing tourism industry in the EU since joining in 2013. It is also considered that candidate countries The countries of the Western Balkans, knowing in advance the richness of their cultural heritage, Turkey and Ukraine will bring the Union a significantly more diverse tourism offer for the international and internal market, which can increase the Union's GDP by as much as 3% has been argued at the European Tourism summit in the Alps. On the other hand, over the conflict in Ukraine, the European Union imposed severe sanctions on the Russian Federation to deter this country from the war against Ukraine, which is the third largest market for the EU tourism industry.

History has shown that geopolitical tensions have had a bad effect for a long time on the tourism industries on both sides of the conflict, as shown by the pure example of the former Yugoslavia, where the recovery of tourism lasted for almost 20 years. Due to the conflict in Ukraine and mutual sanctions between the EU and Russia, the global tourism industry expects a negative impact on each sector of this industry due to the influx of tourists, as well as more difficult trade in goods and energy and worsening of visa regimes, which none of these does not seem to improve in the near future. (Globaldata Travel and Tourism, 2022) Visa regime for international arrivals for tourism purposes for travelers from China, India, Saudi Arabia, South Africa, Russia, etc. who are allowed to travel 90 days through the entire Schengen zone of 26 countries; of which 4 are not members of the European Union: Liechtenstein, Iceland, Norway and Switzerland. Obtaining a Schengen visa is possible in any Schengen Member State. (European Commission, 2022) That even this "facilitated" visa regime for international tourists still has a negative impact on industry, the European Parliament 2017 announced a significant problem in its report on the Major Challenges for EU tourism police response.

Through research of various markets and European destinations, it was found that due to difficulties in obtaining a tourist visa in 2012, it lost 6.6 million potential tourists. In addition to difficulties that may be caused by various technical reasons due to the accelerated digitalization of the system, delays in administration and poor communication systems at local and international levels, there are also those that may be caused by disruptive diplomatic relations between the EU and other countries, or in the case of threats that are of vital interest to the EU or some of its member states, e.g. threat to internal security, public policy or public health. As a reason for the drastic decline in international tourist arrivals in 2020, we saw the total suspension issuing visas in tourism purposes and the ban on non-essential travel to the EU in the event of the Covid-19 pandemic; This report states that the EU is seriously considering the impacts on the tourism industry when amending its foreign and visa policies. In response to the issues of obtaining visa is being mentioned that allowing a visa-free regime for travelers from Canada, the United States, most South American countries and Australia is being of high importance for growth of tourism industry as those world regions taking a big piece in the EU tourism market and therefore increase motivation of travelers to decide to visit Europe. (Edgell, 1983) has argued that phenomena “tourism prevention” is a tool used by governments around the world as economic sanctions for political reasons. 1975 The Helsinki Accord contains the International Tourism Agreement Provisions in its human rights section, which allows tourists to travel to 35 nations, including the United States, Europe and the USSR, for the first time since World War II, pointing out in an argument that “Free tourism is of essential importance for developing cooperation between the nations”. However, some of the European countries and USSR has failed to ease the travel for inflow and reduce restrictions for the outflow travelers, despite their signature on the Helsinki Accord.

2.4. Influence of recent and current political instabilities on various sectors in tourism industry and its development

The impact of current political instabilities on the development of tourism, as well as the indirect impact on the functioning of all tourism subsystems within a particular tourist destination cause certain factors to manifest in a special way making the crisis management process in tourist destinations specific. The negative effect of war crises, political conflicts, as well as natural disasters (droughts, floods, earthquakes, etc.) deserves special attention.

Factors of a psychological nature, such as the tradition of traveling to the country and abroad, imitating others from the standpoint of travel fashion and the like, have a significant impact on the elasticity of tourist demand. Propaganda also deserves special attention as an important means of stimulating the population to travel, because it significantly affects the elasticity of demand. Of particular importance to crisis management at the level of the tourist destination is the fact that the tourist, guided by the basic reasons for staying in the destination, is usually in a state of specific relaxation. The sources of the tourism crisis and especially in tourist destinations, do not differ much from other activities.

When it comes to the current political crises that have hit the tourism sector, they can be defined as an unexpected event, which can affect the traveler's confidence in the destination and which interferes with the possibility of normal business operations.

The marketing of a tourist destination depends primarily on the perception that the tourist has about it and the degree of risk it can bear. What all these events have in common is a huge negative impact on the lives of citizens in the affected areas, and especially on the economy and tourism, as the third, most important, but also the most dynamic economic branch of the overall world economy. A destination or business brand can suffer great damage. The perceived value of the travel sector may be marginalized, at least in the short term.

2.5. Global scene of geopolitical turmoil

Europe is the most visited destination with 581.8 million international tourists in 2019, ahead of the Asia-Pacific region (263.3 million international tourists) and the American region (181 million international tourists). Before the outbreak of the COVID-19 pandemic, the growth of tourism was noticeable in the African region and the Middle East, as a consequence of the change in tourist demand about traditional destinations in Europe and America. When it comes to the participation of certain regions in the realized revenues from tourism, Europe ranks first with 509 billion dollars in revenues. It is followed by the Asia-Pacific region with \$ 377 billion, as well as the US region with \$ 274 billion in tourism revenue (UNWTO, 2021). The average growth of world tourist traffic in the last 10 years has grown by 3.8%. Europe and America still have a leading role, but their participation is decreasing. The emergence of new destinations, especially in Asia, Africa, and the Middle East, is affecting the increase in tourist traffic in these countries.

In its publication, *Tourism Towards 2030*, the World Tourism Organization presents certain forecasts, when it comes to the future development of tourism in the world, in the next 15 years. It is predicted that tourism will continue to develop at a moderate pace, at an average rate of 3.8%, while the number of international tourists will increase by about 43 million a year. The total number of tourists in the world, by 2030, will reach 1.8 billion, and the participation of developing countries in world tourist traffic will exceed the participation of developed countries. The perceptions of tourists regarding the way they spend their vacation will not change significantly. The main motives will continue to be recreation and leisure, health and religious tourism, business travel, etc. The number of trips in the aviation industry will increase, as well as intra-regional tourist traffic. The predictions of the experts of the World Tourism Organization, regarding the future development of tourism, were partially realized, while some were missed (UNWTO, *Tourism Towards 2030*). An important group of tourists in the future development of tourism will be the participants in numerous international, political, scientific, cultural, fair, sports, and other gatherings. The dominant share, in the number of tourists, will continue to be represented by tourists with medium and relatively lower incomes.

These tourists will increasingly use package deals and cars in individual tourist traffic, with increasing demands of these tourists, in terms of quality of tourist stay in destinations, and willingness to pay a higher price for it. On the other hand, tourism in the Middle East, which had been expanding until then, fell by 5.4%. The American and European regions had a decline

of 4.7% and 5.1%, respectively, and the Asia-Pacific region had a decrease in the number of tourists by 1.6%. World tourist traffic decreased by 4% in 2020 compared to 2019.

The global economic crisis caused by the COVID-19 pandemic has significantly reduced those who traveled during 2019 and 2020. In the periods when the locking measures were in force, the number of tourists decreased from 75%-to80. The decrease in tourist traffic in 2020 was accompanied by a decrease in domestic tourist traffic, which decreased by 65% compared to 2019. A decrease in the number of leisure trips of 65.7% directly indicates a negative global economic situation. From the shock caused by the health crisis due to the COVID-19 pandemic, world tourism has recovered much faster than expected, and the first positive results were recorded in the second half of 2021. There has been an increase in the number of arrivals in international tourism, in almost all destinations, and in some places this increase is expressed in double digits (UNWTO, 2021).

Additional problems and negative impacts on tourism were caused by military-political events in Russia, and Ukraine, as well as certain political instabilities in the countries of the Western Balkans. However, despite the recovery, different rates of recovery in the tourism sector have been studied. Slower recovery (+5%) was recorded in developed EU countries, and faster (+8%) in developing countries and newly industrialized countries (UNWTO, World Tourism Barometer, 2020).

The number of tourism trends in the world grew by 7% in 2021, reaching a figure of 1.322 million (UNWTO, World Tourism Barometer, 2021). It is expected that this strong momentum of tourism will continue in 2022, with a projected growth rate of 4-5%. Based on data reported by destinations across the EU, it is estimated that the number of international arrivals (with overnight stays) will increase by 7% in 2023. This is significantly more than the usual 4% growth trend starting in 2020 or the first year after the pandemic COVID-19. Europe, led by Mediterranean destinations, has achieved outstanding results for such a large tourist region, with an 8% increase in international arrivals compared to 2020. The same percentage of growth (8%) was achieved in Africa. Asia and the Pacific recorded growth of 6%, the Middle East 5%, and the United States 3% (UNWTO, World Tourism Barometer, 2021). According to the UNWTO report, the previous year was characterized by sustainable growth in many parts of the world and a solid recovery of those destinations that have suffered a decrease in the number of tourists in previous years. These results are partly due to global economic growth and strong outgoing demand from many traditional and new markets.

International travel within the EU continues to grow strongly, consolidating the tourism sector as a key driver of economic development. As the third-largest export sector in the world, tourism is essential for job creation and the prosperity of communities around the world. It is expected that the current strong momentum of tourism will continue in 2022 after the economic and financial crisis of 2020.

Based on current trends, economic perspectives, and forecasts of UNWTO experts, the World Tourism Organization projects that the number of international tourist arrivals will grow at a rate of 4-5% in 2022. This is an increase above the projected average of 3.8% for the period 2010-2019. and according to the long-term forecast of the UNWTO until 2030. In Europe and

America, growth can be expected of 3.5-4.5%, Asia and the Pacific by 5-6%, Africa 5-7%, and the Middle East 4-6% (UNWTO, Tourism Towards 2030).

The number of international tourist arrivals in Europe reached 671 million in 2019, which is a significant increase of 8% compared to 2018. The growth is a consequence of outstanding results in southern, and Mediterranean Europe (+ 13%). Western Europe (+ 7%), northern, central, and eastern Europe also recorded strong growth (+ 5%). Asia, and the Pacific generated 324 million international arrivals in 2017, an increase of 6% over the previous year. Visits to South Asia increased by 10%, Southeast Asia by 8%, and Oceania by 7%, while visits to Northeast Asia increased by 3% (UNWTO, World Tourism Barometer, Volume 12, 2020).

U.S. countries hosted 207 million tourists last year (+ 3%), and most destinations achieved positive results. South America (+ 7%) led the growth, followed by Central America and the Caribbean (both destinations + 4%). North America recorded growth of only 2% - strong growth in Mexico and Canada contrasts with the decline in the number of tourists in the United States, otherwise the largest destination in the region. Based on available data for Africa, growth in 2019 is estimated at 8%. The region reached a record 62 million international arrivals in 2019, and North Africa experienced a strong recovery of 13%, while sub-Saharan Africa recorded a growth of 5%. The Middle East generated 58 million international tourist arrivals, achieving 5% growth in 2019, with slight growth in some destinations and a strong recovery in others (UNWTO, World Tourism Barometer, Volume 12, 2020).

The tourist product on which the tourist offer of a country or region is based has a very important role in creating a tourism policy. A tourist product is very complex and consists of natural and cultural assets that are represented in a given destination. The creation of the tourism product itself is significantly influenced by the Government of a particular country and its local authorities, which through their planning documents such as the Tourism Development Strategy, systematically direct the development of the tourism industry in the destinations of their countries. Tourism is one of the largest and fastest-growing sectors in the world economy, and the economic effects of tourism are very significant. Tourism plays a key role in global economic activity, export earnings, and the added value of the host country. The direct contribution of tourism to the world economy is 4.1% of GDP, 5.9% of employment, and 21.3% of exports of services (Policy Statement, 2019). Despite the obvious opportunities presented by the expected growth trend, tourism faces several challenges, in particular, the complexity of tourism policy development and competitive political priorities with budgetary constraints. External factors influencing tourism development, including macroeconomic conditions, are exchange rate fluctuations, security, natural disasters, and war crisis areas.

The global transition to a resource-efficient economy and the transformation of tourism services related to new technologies and the digitalization of the economy has contributed to the further growth, and development of tourism at the global level. Moving towards comprehensive approaches in the tourism policy-making process will help countries around the world increase their tourism revenues to make better use of complementary benefits, address inequalities, and strengthen their economies. Long-term strategies and policies aimed at promoting employment policy in tourism, skills development, entrepreneurship, innovation,

effective investment, and integrated regional development are necessary to achieve sustainable and inclusive growth in the tourism sector. This planned economic growth must take into account all current and future economic, social and environmental impacts on tourists, the tourism industry and the overall environment (Policy Statement, 2019).

Moving towards coherent and comprehensive approaches to tourism policy-making will help countries change tourism growth to better spread benefits, address inequalities, and improve the resilience of economies. Long-term strategies and policies aimed at promoting quality employment in the tourism sector, skills development, entrepreneurship, innovation, effective investment, and integrated regional development are the basis for achieving sustainable and inclusive tourism growth. This growth takes into account current and future economic, social and environmental impacts and addresses the needs of visitors, industry, the environment and host communities. Governments of countries where tourism has a significant share in GDP creation should strive to further develop integrated tourism policies that will reflect the circumstances of individual countries, and local communities, to achieve common goals, namely (UNWTO Policy Statement, 2019):

- 1) provide potential tourists with access to quality, reliable, and safe tourist experiences;
- 2) increase productivity in the tourism sector, especially among small, and medium enterprises;
- 3) protection, management, and promotion of further development;
- 4) natural, and cultural resources;
- 5) improving competitiveness in the tourism sector;
- 6) promoting inclusive growth, and development within and between countries.

It should be borne in mind that tourism is not only one of the options for promoting economic growth, but includes all levels of government in different countries and should, therefore (OECD, 2019):

- a) have the support and guidance of policymakers, and adopt a medium- and long-term plan;
- b) identify the roles, functions, and interactions of key public and private stakeholder sectors and integrate them in the most efficient way;
- c) recognize the value of dialogue between government, and civil society institutions (including social partners and academic institutions) in the development, implementation and monitoring phase of an adequate tourism policy;
- d) fully consider trade-offs, and complementarities with related areas of tourism policy, including transport, environment, culture, security, education, agriculture, new technologies, digital transformation, etc.,
- e) identify solutions that benefit all that bring stability to industry, and promote economic growth, quality jobs and contribute to prosperity for countries in the region;

f) promote environmentally sustainable growth, and support countries' efforts to meet national and international obligations;

d) encourage the development of tourism and the creation of added value on the basis of identified comparative advantages, with a diverse high-quality tourist offer and sustainable management of natural and cultural resources;

h) use tourism as a driver of inclusive growth to create quality jobs, jobs, and opportunities for regional development while mitigating negative impacts on local communities.

More detailed analyzes of tourism policy development trends at the global level can enable decision-makers within the strategic plan to further develop tourism policy, as well as public and private actors to take advantage of opportunities and challenges as they arise. Efforts should be made, where appropriate, to stimulate investment, stimulate growth and maximize the environmental, economic and social returns generated by tourism. Attracting tourism investment is in many countries, given the potential of tourism to contribute to economic development and the need for quality infrastructure, combined with limited public budgets and lack of investment capital. The nature of the investment, the infrastructure it creates and the tourist flows it supports can create economic, environmental and social opportunities and challenges. Tourism policy and its further development and integration into economic flows should be directed towards the following goals (OECD,2019):

1) provide governments with coherent political advice on how to deliver a fairer distribution of benefits to society as a whole;

2) continue to work with governments and other international organizations to identify and share effective approaches to delivering integrated policy responses that promote sustainable and inclusive tourism growth;

3) improve the dialogue with the private sector, to better include the essential perspective of the industry in the development and implementation of tourism policy;

4) support the development of innovative tourism policies that contribute to the development of tourism within the Strategy until 2030;

5) continue to develop the agenda for sustainable development and results with improved economic and social effects;

6) contribute to the further development of policies and programs for spreading the benefits of tourism to regions and local communities;

7) work with governments to provide an environment to encourage the creation and growth of small tourism enterprises, while stimulating the development of innovative products;

8) generate quality employment, support to local communities and integration of small and medium enterprises;

9) work with governments and other relevant international organizations to further improve the quality and availability of tourism statistics while improving the methodology for evaluating policies and programs;

10) more effectively demonstrate the economic value of tourism to decision-makers in a timely, and strong manner.

Active national policies, programs and strategies within the development of the tourism sector of a particular economy of a country can serve to increase the quality and efficiency of investment in tourism, generate value, and increase attractiveness and competitiveness, while supporting local development and growth in sustainable and inclusive the way.

2.6. Trade crisis of various goods and energy resources

The crisis caused by the conflict between Russia and Ukraine has unforeseeable consequences on the growth of energy prices, which will be reflected in the upcoming tourist season. This crisis will affect the increase in the prices of air tickets, and road transport during the summer season when it comes to EU destinations because the largest number of tourists stay in them. However, the indirect effect that is most important for passengers staying in EU countries is the increase in energy prices, which significantly affects the prices of air transportation because charter flights are negotiated on parity of fuel because it represents more than one-third of the total flight costs. also affects the cost of charter transportation. When it comes to changes in air ticket prices, it is expected that the price of air tickets will increase by 5 to 10%, depending on the class in which passengers travel, while when it comes to road transport, an increase of about 15% is expected (UNWTO, 2021). However, the biggest increase in the tourism sector refers to the increase in energy prices in the main tourist countries of the EU, which was caused by the increase in electricity prices. In the EU countries where tourists from the Russian Federation are staying, prices can be expected to decrease.

2.7. War, terrorism, and security crisis

The positive effects of tourism affect the economic prosperity and economic development of a certain area, increase the employment of the population, encourage investment, and provide support to local communities (Pindzo, Petrovic, 2012).

The negative effects of tourism are reflected in the direct pressure on sensitive ecosystems, causing their degradation and disruption of flora and fauna. The above affects the definition of economic values of natural and cultural resources, which results in the creation of income intended for the protection of natural and cultural heritage. It puts great pressure on local communities and influences their traditions, contributes to understanding between different cultures and nations, affects the unfavorable consumption of resources, water, and land, significantly contributes to global pollution, and is responsible for disrupting the ecological and social characteristics of the destination. Given that tourism has a pronounced international dimension, the legal regulation of the tourism business at the international level went ahead of national regulations. Economic trends have a significant impact because most experts agree

that the economy is growing impressively and that this growth will continue in the next decade. Such dynamic growth is expected to provide a basis for increasing domestic and international tourism through the creation of new destinations and markets. Political trends can be classified into three groups, such as international power, security, and regional and ethnic conflicts. Security is one of the key factors in the development of tourism, especially international tourism, and its importance is expected to increase in the future.

Regional and ethnic conflicts particularly affect less developed countries. Attention is paid to the situation in the Middle East and the discussion about globalization, which shows that the gap between those who have and those who do not own is widening. Modern information technology also contributes to this. Ecological trends are manifested through the natural environment and climatic conditions that are very important for the sustainability and attractiveness of tourist destination. Technological trends and technological development on the one hand create opportunities, while on the other hand, they pose a threat to tourism. Successful tourism managers must be able to imagine, observe and evaluate the effects of technology on demand, supply, and distribution. Social trends along with demographic changes contribute to changes in values, needs, aspirations, and expectations (Medlik, Ingram, 2007).

Safety and protection of tourists in the whole country or individual tourist region are related to a large number of rules that must be followed not only by the tourism administration, but also by ministries and organizations whose competence includes maintaining public order, financial activities, health care, environmental protection, employment policy, and above all the private sector. Non-compliance with the law, as well as their fragmentary character, create serious problems, the solution of which requires a vigorous approach to the issue of security in tourism on a global and systematic level by all participants.

Determining the cause of the crisis is very important because it serves as one of the factors that help determine the intensity of the crisis and its consequences. In this regard, the complexity and sensitivity of tourism, especially tourist destinations, about the above causes of the crisis should be emphasized. Terrorist attacks, although politically motivated, cannot be characterized as political crises. Terrorist attacks are events that occur suddenly, are short-lived, and immediately attract the attention of the public. Political crises, on the other hand, are characterized by the fact that, even though they do not always have the same level of media attention, they have a prolonged negative effect on travel to the affected areas, and can create permanent obstacles to international tourism (Brennan, Schafer, 2010).

The symbiosis of these three strategies is called generic because it can be used in all activities. It is believed that the divergent impact of tourism, primarily economic, spatial, and socio-cultural, requires tourist destinations to carefully take into account their maximum ability to meet the needs, requirements, and desires of tourists. On the other hand, the tourist demand is in the process of constant changes, in the direction of creating a personal lifestyle, and in connection with the use of free time. The variability of tourist services is manifested in the fluctuation of demand in time, season, days, and periods during the day. Forecasting and control of provided services, their scope, and quality are accompanied by difficulties, which are primarily highlighted by the intangibility of services, the need for the presence of consumers in the growth of services, as well as inconsistencies. Tourist resources with their

components influence the attractiveness of motives and the choice of a tourist destination. By analyzing natural and anthropogenic tourist motives, as well as the development of infrastructure, we get potential opportunities for resources for the placement of the region in the domestic and foreign tourist market (Zecevic et al., 2021). For the concept of sustainable tourism to be fully realized, it is necessary to form sustainability indicators based on which a final assessment of the achieved results of tourism development would be given. They refer to the long-term competitiveness of the tourism industry, which brings economic prosperity to the local community through increased employment, which in turn should contribute to social equality. The local community should be given certain competencies in planning and implementing development plans, which will contribute to increasing the quality of life of the population. Tourist satisfaction is one of the goals that must not conflict with the preservation of cultural tangible and intangible heritage.

2.8. Threats to public health

Corporate social responsibility is defined as a concept that requires economic entities to take care of all interested groups (stakeholders) that have an impact on the business activities of the company. The concept of corporate responsibility towards society includes the responsibility of managers who, when implementing their strategies, tactics, and operational tasks, must take into account all elements of the social environment in which a particular company operates. It is also of great importance to enable the actions of the economic entity by and in interaction with factors and elements that operate from the internal and/or external environment.

Tourist companies are constantly committed to achieving positive business results in a socially responsible way with constant care for the local community, and to the satisfaction of clients and employees with a minimal negative impact on the environment. By integrating social responsibility through their core business to enable sustainable business growth and increase their market share reflected in the number of satisfied customers, tourism companies pay special attention to the population that falls into special categories such as children, youth, people with disabilities, etc.

Most hotels are focused on developing products and services that contribute to the fight against adverse health effects (tobacco, alcohol, physical inactivity) and improve the quality of life.

At the end of the 20th century, great attention began to be paid to hotels as business systems that perform their activities by all the rules concerning a successful business entity. Many tourist facilities have become aware that only in the process of continuous improvement of business and respect for business ethics of tourist companies, they have enabled successful growth and development while increasing the efficiency and productivity of tourist facilities. General areas of activity and social responsibility of the company are (Pindzo, Petrovic, 2012):

- a) prevention and solution of environmental problems;
- b) promoting a healthy lifestyle for individuals and the community as a whole;
- c) contribution to the improvement of the quality of life;

d) improving the business of tourism companies, as well as enabling the acquisition of skills needed by managers in the process of their management

The attention that the management of tourist companies pays to the area of social responsibility in recent years shows a growing trend because the awareness and perception of users of tourist services have changed significantly. Users of tourist services are no longer satisfied only with the quality of services, but they are increasingly showing interest in how companies behave and what they do outside the sphere of products and services. Service users want to be sure that they are not contributing to some companies that harm society, its resources, or people in any way. In today's modern environment, we encounter processes of boycotting products and services produced by socially irresponsible companies. Therefore, it is the obligation and duty of management to take into account not only economic but also social requirements related to actions that are at the same time aimed at increasing the well-being of interested groups and the community as a whole. Within the corporate social responsibility policy, the following should be addressed:

a) values, principles, and codes of conduct because companies that achieve success and have a good organizational scheme of the management system and thus achieve good results;

b) regular monitoring, which includes monitoring and reporting of interested users and groups related to information, as well as the possibility of availability and transparency of information or reports of interest to the local community;

c) the process of successful implementation of social responsibility has stimulated the process in which tourism companies become key participants in creating a social and business environment;

d) joint action and association with other social organizations around common goals imply respect for trust and responsibility, as well as the establishment of cooperation with other economic sectors.

Under the above-mentioned factors, the categorization of tourist companies is determined, which brings additional responsibility to hotels in terms of behavior and actions with the principles related to social responsibility.

Classification into a certain category is done by taking into account the overall impression of the company or its equipment, services, space intended for the use of free time, as well as its management. The characteristics listed for equipment and services are the minimum criteria for the category in question. Therefore, the company of the appropriate category must fully meet them.

2.9. Actions taken by the EU institutions to minimize the impact of political instabilities on tourism within bloc

The negative consequences and chaotic development of tourism in recent years, which are conditioned by the resulting crises and political instability, both in Europe and globally, have

imposed the need to respect this sector's principles of sustainable development. Sustainable tourism is a concept of development that will balance the ecological, socio-cultural, and economic components of the environment and tourist satisfaction. This concept helps us to find the optimal form of tourism development that will not degrade resources for future generations to meet their tourism needs. Sustainable tourism is tourism that fully respects its current and future economic, social and environmental impacts while providing for the needs of visitors, tourism as an economic activity, and local communities while preserving the environment (UNWTO, 2020).

The concept of sustainable tourism development implies balanced ecological, economic, and socio-cultural development of tourism. These are also the basic three dimensions of the concept of sustainability, which are interconnected by an interactive relationship, which means that economic sustainability can not be if at the same time the conditions for environmental, and socio-cultural sustainability of a destination are not met. The concept of sustainable tourism development aims to balance the ecological, economic, and socio-cultural components of the environment and tourist satisfaction, and is based on three key principles:

- a) The principle of ecological sustainability, which ensures that development is compatible with the maintenance of vital ecological processes, biological diversity and biological resources;
- b) The principle of social and cultural diversity, which ensures that development is compatible with the cultural and traditional values of human communities and contributes to strengthening their identity;
- c) The principle of economic sustainability, ensures that development is economically efficient, and that resources are managed in a way that can be used successfully by future generations.

The basic components of sustainable tourism development are ecological, economic, and social sustainability of the environment along with cultural sustainability, and visitor satisfaction. During the analysis of the ecological component of sustainable tourism development, special attention should always be paid to the impacts of tourism on coastal areas, mountains, urban tourist centers and certain elements of the environment that are basic input elements of strategic planning for sustainable tourism development.

The benefits of sustainable tourism development are reflected in the increase in employment, with the emphasis that destinations that primarily rely on tourism development, generally have a high unemployment rate in the domicile population, which is explained by the large influx of population from other regions.

Sustainability must be a feature of all forms of tourism, especially mass tourism because it has potentially the greatest impact on the economy, environment, and cultural heritage. Therefore, mass tourism is often mentioned, which in many cases has been proven to hurt the environment and local communities to such an extent that after a certain, relatively short time, it threatens natural and cultural resources to an extent that it can no longer function economically.

In contrast, there is sustainable tourism that has the characteristics of sustainability and which, although still in the early stages of development, has the potential to provide long-term satisfaction for tourists, income to the local community and tourism economy while preserving and improving the environment. To be sustainable, tourism must guarantee the optimal use of natural resources and biodiversity that are the basis of tourism development, by supporting important environmental processes and protection of natural heritage, supporting the socio-cultural heritage of local communities, protecting their architectural and other traditional heritage, contribute to intercultural understanding and tolerance, as well as to ensure long-term economic growth, providing economic benefits for all relevant participants in the process.

The main participants (stakeholders) in the sustainable development of tourism are tourists, the public sector (authorities at various levels), the tourism industry, the local community, the NGO sector, experts, the media, and pressure groups. Each of these groups is very heterogeneous and consists of many subgroups characterized by specific individual interests. The link between tourism and sustainable development is very close because tourism can be both positive and detrimental to the idea of sustainable development. These results indicate that all those involved in the development of tourism have a special responsibility and importance in the overall sustainable development.

The European Commission (EC), as an independent body of the EU together with its experts, recognized the importance of the tourism sector, and saw its potential, but also possible problems that could arise in the coming period. The EC, as the EU representative, encourages cooperation between member states especially through the exchange of good tourism practices, by insisting on raising the level of travel culture and properly understanding the reasons that generate the growth of modern tourism challenges. The commitment to the European tourism sector is visible in the selfless support and coordination of actions undertaken by the governments of the member states, since only projects that are deemed justified and feasible are supported. In that sense, the goal is not only the development of the tourism industry but also protection from uncontrolled negative impacts and lasting sustainability. For these reasons, it calls for mutual understanding and good cooperation between tourism companies, tourism destinations, organizations and local, regional, and national bodies and forums.

For the better development of tourism in the EU, the EC supports the creation of a new, wider range of quality and attractive tourism products, and services within the European tourism economy, and on the other, given a wide range of challenges, solves local and international tourism problems. a combination in an expansive and picky tourism market.

Improving the quality of tourism, further strengthening its sustainability, forcing accessibility, nurturing various skills, and timely use of modern information and communication technology. increasing the base of socio-economic knowledge in the tourism sector, supporting tourism in Europe as the only and most attractive destination, and directly including tourism policy in other EU policies. Just some of the measures recommended by the EC. Since December 2009, the tourism policy of the European Commission (EC) has had its legal basis, however, as an institution it still does not have a separate budget under the new multiannual financial framework (2014-2020). The largest share of travel income among EU member states during

2019 was achieved by the Mediterranean countries, namely Croatia (17.2%), Malta (14.4%), and Cyprus (12.3%), which confirms the importance of tourism to their economy. The EC has disclosed its political guidelines for the development of the tourism sector and on that basis has implemented several concrete measures and operational actions that are a direct result of the strategy, among which the most important are:

1. COM (2007) 621 final of 19 October 2007 - Program for Competitive and Sustainable European Tourism, which sets out options that could guarantee the long-term competitiveness of tourism and announced three-year preparatory activities,
2. COM (2010) 352 final, of 30 June 2010 - "Europe, the world's largest tourist destination - a new policy framework for tourism in Europe", which analyzes the factors that make the European tourism industry competitive, as well as obstacles which stand in the way of its sustainable development,
3. COM (2012) 649 final, of 7 November 2012 - Implementation and development of the common visa policy in the EU, which is taken as an incentive for tourist travel and an increase in the number of tourists from third countries who could visit the EU and establish a common visa policy;
4. COM (2014) 86 final, of 20 February 2014 - European Strategy for Growth Increase in Coastal and Maritime Tourism, which is interpreted as an initiative to support sustainable growth and competitiveness of this type of tourism.

The EU has the exclusive or joint competence to amend laws with the Member States that regulate disputes that in any way affect the functioning of the tourism sector. Its competence consists primarily in prescribing the right to equality of all persons before the law and guaranteeing protection from all forms of discrimination, which is also an integral part of the European Charter of Fundamental Rights and Freedoms.

3. Methodology

In this research has been conducted 59 successful interviews via the Google online forms questionnaire to achieve the goal of this thesis. In the period from May to the beginning of June 2022, all online interviews were conducted with tourists from European Union countries and countries outside the European Union. I decided to focus on tourists who travel several times a year, ie often stay in other countries outside their place of residence for summer, winter, and other forms of tourist travel. All tourists interviewed are currently traveling or planning their stay in one of the EU countries during the upcoming summer months. Before conducting the online interview, I sent all respondents an e-mail that included an introductory letter, used only

for academic purposes, and a presentation of a structured questionnaire table that they filled out before the online interview and sent back to me so I could get confirmation on adequate number of respondents. I received the contacts of all participants through personal connections. It was challenging to schedule online interviews due to lack of time, as well as due to tourists who had already left or were not available.

Each online interview lasted less than 10 minutes. The interviews were improved by focusing more on the core of the master's thesis during the above-mentioned research process. All the online interviews I did with the tourists were in English.

The reliability and validity of the information from the respondents are reflected in the fact that all respondents currently travel across the EU and have valuable experiences to share with other tourists. However, recently, their greater caution has been noticed when it comes to political instability (stability), which has been significantly emphasized in the last 3 years, both due to the COVID-19 pandemic and unstable political turmoil in EU countries and abroad. During the research, I noticed that the tourists I interviewed have different experiences and their perception of the current political instability from the aspect of the impact on tourism has been slightly distorted over time. I tried to compare their information with secondary documents. I also noticed differences in the experiences and perspectives that tourists had when answering the same questions since they come from different countries.

I transcribed, coded, and analyzed the obtained online interviews as the author of this diploma thesis. After transcription, I used a program to encode, structure, and further analyze. The codes were created from the answers given by the respondents in the form of answers to the offered questions. All questions are in the Appendix section.

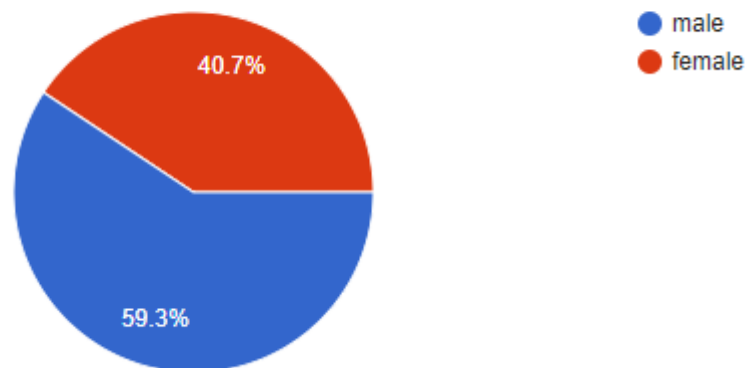
The data has been collected secondary, with the help of available academic literature and relevant sites dealing with the impact of political instability on the development of tourism in the EU.

4. Results

Graph 3

1. Gender

59 responses

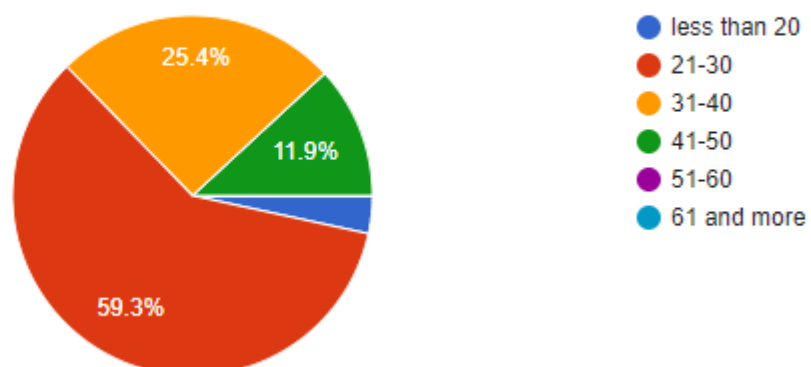


Based on Graph 3, 40.7% or 24 female respondents and 59.3% or 35 male respondents participated in the online survey.

Graph 4

2. Age

59 responses

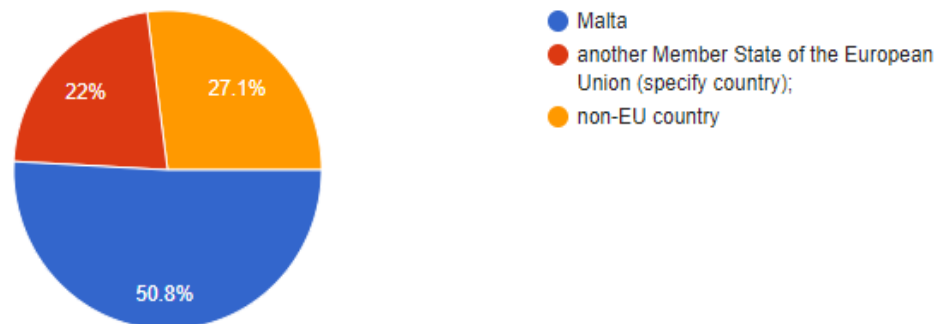


According to Graph 4, 3.4% of respondents under the age of 20 participated in the online survey, 59.3% of respondents aged 21-30, 25.4% of respondents aged 31-40 and 11.9% of respondents aged 41 -50 years.

Graph 5

3. Country of residence

59 responses

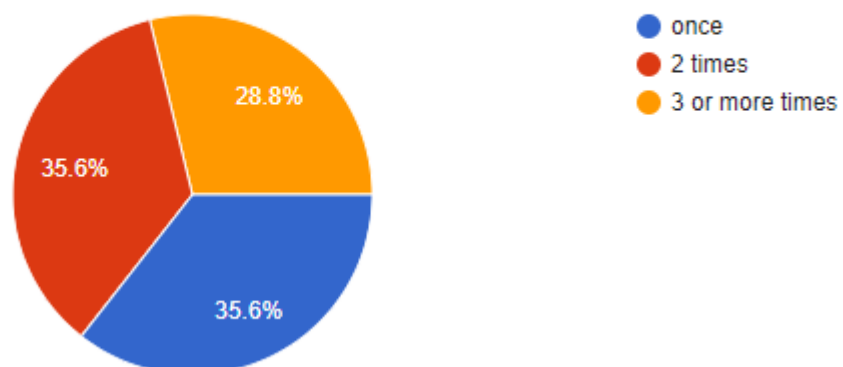


According to the previous chart, 50.8% of respondents are citizens of the Republic of Malta, 22% of respondents are residents of some other European Union countries, and 27.1% of respondents live outside the European Union.

Graph 6

4. How many times during the year do you stay in EU countries as a tourist?

59 responses



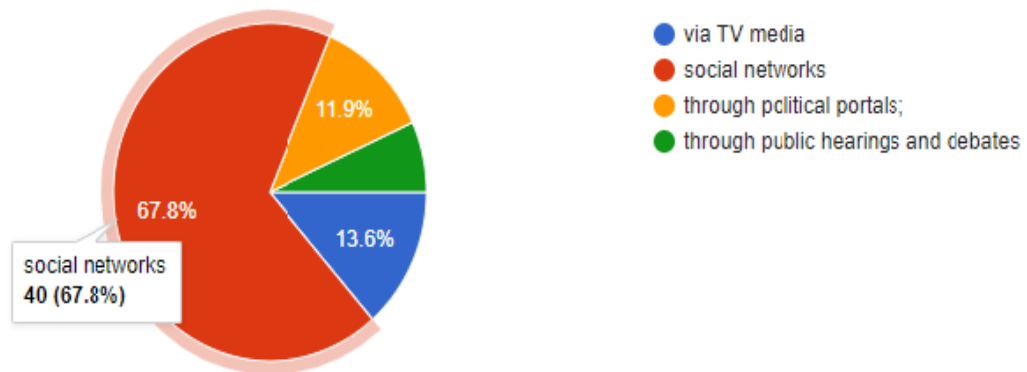
According to chart no. 6, 35.6% of respondents stay in one of the European Union countries once or twice a year, while 28.8% of respondents stay 3 or more times.

Graph 7

5. How do you find out about the political situation in a certain EU country?



59 responses



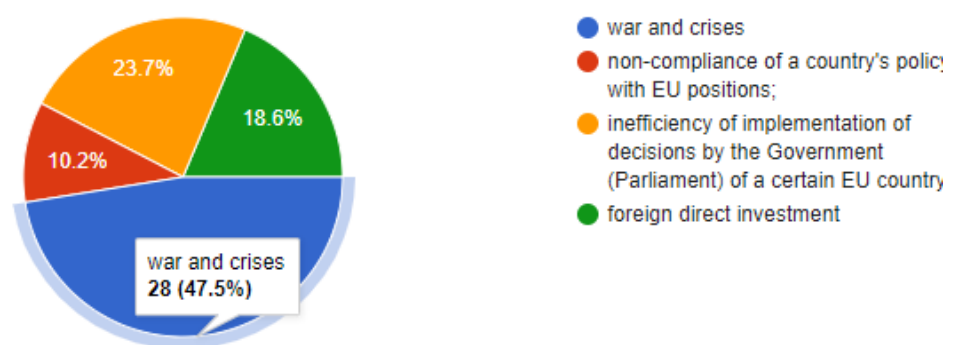
Based on Graph No. 7, it can be concluded that 67.8% of respondents are informed about the current political situation within EU countries through social networks, 13.6% of respondents are informed through television, 11.9% through political portals, while only 6.7% of respondents inform through public debates.

Graph 8

6. Based on what factors do you assess the degree of political stability in a particular EU country?



59 responses



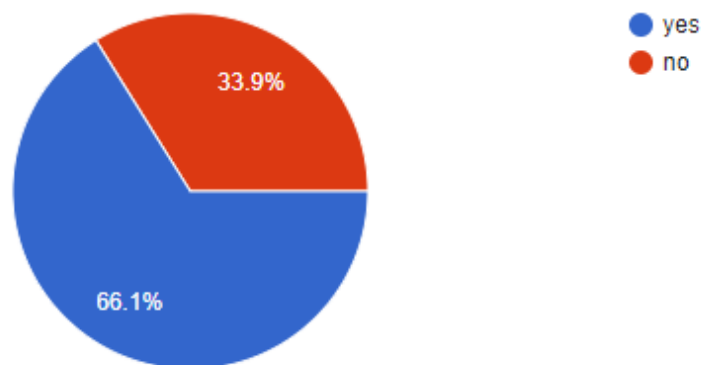
Based on the previous chart, 47.5% of respondents believe that wars and crises are the main factors for assessing the degree of political stability in a particular EU country, while 23.7% believe that inefficiency in implementing decisions of the Government (parliament) of a particular EU country is a crucial factor.

18.6% of respondents believe that foreign direct investment is crucial for assessing the degree of political stability, while only 10.2% of respondents believe that the inconsistency of a country's policy with EU attitudes is a decisive factor in assessing the degree of political stability of an EU country.

Graph 9

7. Do you think that the process of withdrawal of individual countries from the EU affects the development of tourism in the European Union?

59 responses



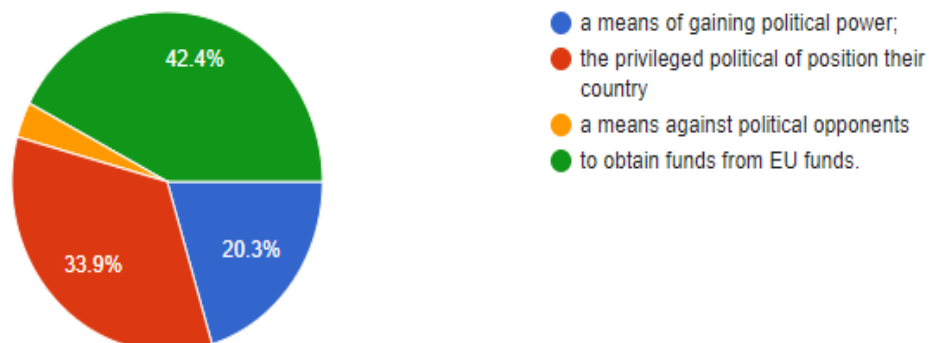
Based on chart No. 9, 66.1% of respondents believe that the process of withdrawal of individual countries from the EU affects the development of tourism in the European Union, while only 33.9% estimate that the process of withdrawal of individual countries from EU membership has no impact on tourism development.

Graph 10

8. Politicians can use tourism as



59 responses



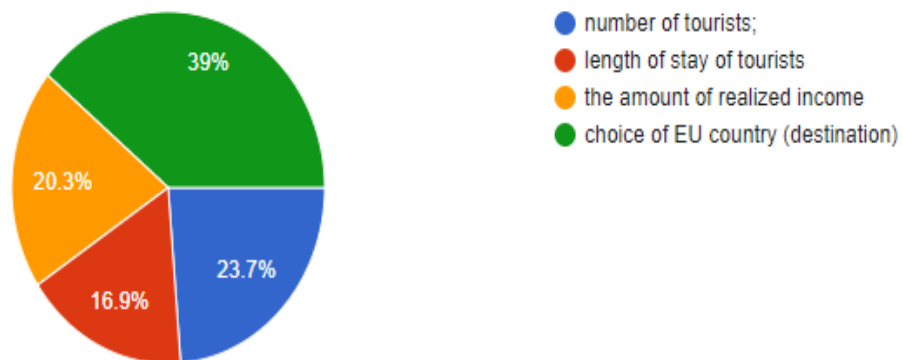
Based on the previous chart, 42.4% of respondents believe that politicians can use tourism to obtain EU funds, while 33.9% of respondents believe that the tourism sector can be used as a means for the privileged political position of their country. 20.3% of respondents believe that tourism can be used as a means of gaining political power, while only 3.4% of respondents believe that tourism can be used as a means against political opponents.

Graph 11

9. Which parameters in the field of tourism in the European Union are most influenced by political (in)stability?



59 responses



Based on the previous chart, 39% of respondents believe that the choice of country (destination) is most influenced by political (in) stability in the EU, 23.7% of respondents believe that the number of tourists is mostly influenced by political instability, while 20.3% believe that the level of income generated by tourists is affected by political instability in EU countries. Only 16.9% of respondents believe that political instability in EU countries affects the length of stay of tourists.

10. Which countries (destinations) in your opinion, are not safe for tourists in the European Union?

Malta

(state EU country name) _____

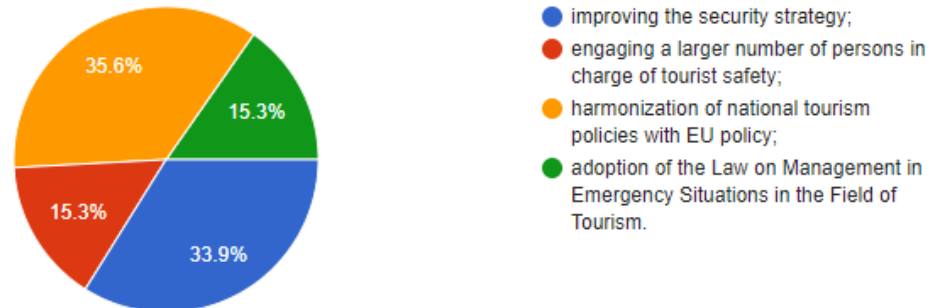
None

Graph 12

11. What is the best way for EU countries improve the level of tourist safety?



59 responses

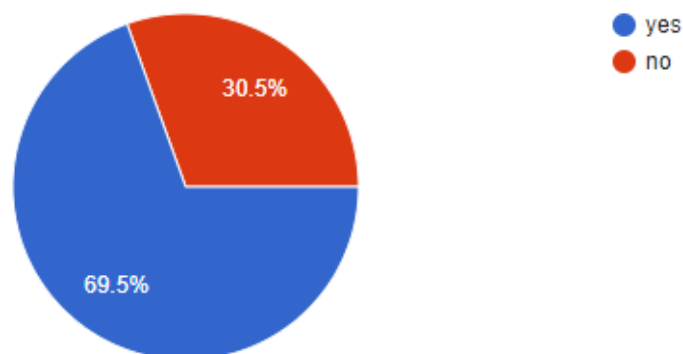


Based on the previous chart, 35.6% of respondents believe that the level of tourist safety can be increased by harmonizing national tourism policies with EU policy, while 33.9% of respondents believe that EU countries can improve the level of tourist safety by improving security strategy. 15.3% of respondents believe that the level of tourist safety can be increased by hiring more people in charge of tourist safety as well as the adoption of the Law on Emergency Management in the field of tourism.

Graph 13

12. Do you think that in the coming period, political in(stability) will negatively affect the development of tourism in EU countries?

59 responses



Based on the chart, 69.5% of respondents believe that political instability will affect the development of tourism in EU countries in the coming period, while only 30.5% of respondents believe that political instability will not affect the development of tourism in EU countries.

5. Conclusion and recommendation

Although some crises have had a great global impact on the development of tourism, what has always accompanied such phenomena is the fact that tourism has always shown an exceptional ability to recover. In recent years, after a long period of rapid development of mass tourism, several crises of global proportions have been marked, from the COVID pandemic to political turmoil and instability both in EU countries and abroad. The security of a certain tourist destination is a basic precondition for the development of tourism, and this fact is more relevant today than ever. War and political conflicts have always been potential obstacles to tourism development and have so far had a short-term impact on tourism. Also, health crises have shown a certain frequency in recent years, and pandemics that are becoming more frequent can affect the negative perception of tourists about the destination. Evidence that political and economic crises have a strong impact on tourism and revenue has been seen in the Great Depression of the last century, during wars around the world in the 20th century, and a more recent example is the 2008 World Economic Crisis.

Today, the European Union is facing the crisis of Greece's public debt, as well as the departure of Great Britain from EU membership, which could endanger the common European currency, the euro. In such circumstances, the ability of tourism representatives to find ways to respond to the challenges they face and restart the development of the tourism industry, which contributes to the development of other activities, comes to the fore. Most often, tourist organizations rely on marketing activities and economic measures, through increasing propaganda, giving certain subsidies to economic entities in tourism, facilitating travel through visa liberalization, reducing tax duties, and investment activities, and improving the quality of supply in the tourism sector, etc.

All political crises in tourism require radical management action, in response to events beyond the organization's internal control, which requires an urgent response from marketing and operational practices to restore employee or consumer confidence in the viability of the tourist destination or business. Crisis management of a tourist destination means a continuous integrated and comprehensive effort, which the tourist destination effectively establishes, in an attempt to first understand and prevent the crisis, and effectively manage those crises that occur, taking into account the interests of stakeholders, in each planning and training phases.

Of particular importance in crisis management, in tourist destinations, is the fact that the tourist, guided by the basic reasons for staying in the destination, is usually in a state of specific relaxation, which can lead to a decrease in the ability to anticipate possible risks, perceive dangers and readiness for self-protection. In all stages of the crisis, the emphasis is on successful communication based on the principles of honesty and transparency. These principles create credibility, which is especially important to achieve during a crisis, which is very important to overcome a certain crisis. Crises cannot be resolved without constant cooperation with partners in all phases of the implementation of promotional activities. Cooperation is also needed in terms of security between the public sector and private companies.

To overcome crises, it is important that every business entity and all organizations in tourism act by applicable law, to create a safe destination. The public and private sectors must coordinate all activities, and act preventively and correctively through them. The tourism crisis must be managed with significant care because tourism depends on the costs of consumers and their intentions to stay in a tourist destination, or to return to it.

Tourism policy as a factor of competitiveness of the Republic of Serbia aims to implement the National Strategy for Sustainable Tourism to improve the quality of services to users of tourist services. The high level of tourist satisfaction stems from the compliance of consumer preferences and expectations with the value provided to them when using products and services. To promote a certain tourist destination, it is extremely important to know the expectations and preferences of tourists because it enables them to achieve success and gain a competitive advantage in certain tourist markets.

Well-preserved nature is one of the fundamental competitive advantages of EU tourism development. The diversity of natural resources is an additional reason to consider the development of ecotourism as an important means of sustainable tourism development and a consistent and long-term approach to achieving sustainability. The basis for the development of ecotourism, as a market niche of European tourism, as defined in the international framework, is still in its infancy in European countries. Having in mind the tendencies in our country and the movements in the domestic tourist market, it can be estimated that this share is even smaller for Serbia. The reason is the insufficient motivation of both potential creators of this tourist product and intermediaries or travel agencies, primarily due to low profitability.

Governments have an extremely important role to play in the development of ecotourism, although their role is complex and must be defined through the actions of different actors. The World Tourism Organization (WTO) and the United Nations Environment Program (UNEP) have recommended that governments establish, strengthen and expand national strategies and specific programs for sustainable development and ecotourism management. It is also recommended that governments provide technical, financial, and promotional support and facilitate the creation and operation of small and medium-sized enterprises in the field of ecotourism. Given that ecotourism is a growing market, governments around the world are part of their tourism development program. By the recommended guidelines, the European Parliament must make great efforts and invest financial resources to promote and further develop spa tourism following the significant potential that are among the largest in Europe.

The main goal of tourism policy at the global level is to respect the concept of satisfaction of consumers of tourist services. At the global level, tourism policy is of great importance, considering that the satisfaction of consumers or users of tourist services determines the future behavior of consumers and contributes to the creation of loyal consumers in the field of tourism. The high level of tourist satisfaction stems from the compliance of consumer preferences and expectations with the value provided to them when using products and services.

Total satisfaction means fulfilling the preferences of tourists, achieving superior performance, and creating long-term competitive advantage by attracting and retaining users of tourist services. Tourist organization need to know the expectations and preferences of tourists.

Today, there is an evident expansion of consumer orientation in tourism, where there is increasing respect for marketing principles within the business policy of travel agencies, as well as meeting the needs of tourists better than competitors while making a profit. To achieve satisfaction in tourism, it is necessary to create and deliver superior value. Superior value is a source of competitiveness in tourism, given that it exceeds consumer expectations and is not offered by competitors. The marketing orientation in tourism can significantly help travel agencies to more easily adapt to the challenges posed by the competitive environment. In modern business conditions, the satisfaction of tourists is becoming increasingly important since it is considered one of the most important factors in the business success of organizations, and total satisfaction gains a competitive advantage. Satisfaction analysis in the field of tourism has its specifics related to the fact that the tourist offer is a set of a large number of services and products, as well as that there is a high sophistication of tourist requirements.

Tourism policy at the global level in the 21st century is largely conditioned by political, and economic factors (crises) with the changes caused by the fourth technological revolution. Concern for online respect for users of tourist services is a constantly active and dynamic work that requires continuous monitoring, analysis, elimination of objections, and timely response. At a time when tourists are planning their vacations online, and choosing a destination and hotel, the image presented to them by the travel agency online must be acceptable and challenging. Expanding the promotional activities of tourist destinations, accommodation, and leisure facilities via the Internet and social networks has become a condition for successful business in the 21st century. Businesses are forced to promote and present their hotel services and the entire offer in this segment of virtual space. It is in this way that tourist destinations are available to people around the world. Based on the adequate presentation of various destinations around the world, a global tourism policy can be created that will respond to the demands of all tourists. It has been proven that there is no longer a universal method that brings the most efficient results when it comes to the influences of factors related to political instability and their effects on the development of tourism in the European Union. Therefore, legal entities and individuals must daily adapt to new trends at the global level, which dictate the conditions for survival and profitable business in the tourism sector.

Based on the principles and recommendations adopted by the World Tourism Organization, which have been adopted and implemented by some countries, eight categories of basic measures for mitigating the negative effects of political instability on tourism can be identified, namely fiscal measures, monetary measures, marketing measures, human resources, public-private partnership, regional cooperation, environmental protection measures, and travel facilitation.

Fiscal measures have been implemented to reduce the pressure on the economy and on tourists themselves (reduction of taxes and fees in catering and hotels, reduction of fees for airport services such as landing, taxes related to air traffic, promotion of direct investments, etc.).

Monetary measures have been implemented to increase liquidity and to provide access to finance (special credit lines, microcredit, financial incentives for air and sea carriers, investment incentives, etc.). Human resources in tourism are very important, and the implemented measures have influenced the facilitation of employment in tourism, employment of minority groups such as students, and youth, education of employees, formation of a skilled labor force, etc. Marketing activities are related to increasing the budget for promotion, as well as the development and implementation of special campaigns aimed at specific markets, especially domestic destinations. Simplification of travel regulations, through the reduction of visa fees, easier entry, and even the abolition of visas, significantly affect the trust of consumers and business people.

The public-private partnership, is a model that works well in times of political crisis and refers to cooperation with hotels, restaurants, and travel agencies by granting discounts or special offers through various activities, including restaurants, hotels, tourist attractions, and financial support for tourism companies abroad, etc. Regional cooperation is very important, to achieve synergy between certain neighboring countries, to develop and promote multi-destination, more successful organization of cross-border events, as well as information exchange. Environmental protection will have a great impact on future tourism development. Measures taken in this regard relate to the development of energy-efficient accommodation facilities, eco-friendly tourism infrastructure, programs to reduce carbon dioxide emissions within tourism, support for transport using renewable energy sources, organization and promotion of events that do not have negative effects on nature, such as cycling festivals or walking marathons, financing the development of green tourism products and services, such as hiking, cycling tours, ecotourism, and rural tourism. A special direction of action refers to the development of social awareness of tourism representatives and tourists in connection with nature protection, climate change, and renewable energy sources through seminars, educational programs, etc.

Based on the hypotheses set at the beginning of this degree thesis, it can be concluded that in the coming period, current political issues that will affect the development of tourism in EU countries will have a great role and significant impact. As a direct consequence of political instability (stability), there may be circumstances that would implement cyclical developments within the tourism sector, which will directly manifest themselves in the presence of a particular country, the number of tourists, and the amount of income from tourism. Some EU countries, especially the Mediterranean countries, will have significant oscillations as a result of political turmoil, the war conflict between Russia and Ukraine, the still current COVID-19 pandemic, and changes in food and energy prices globally as a result of the future. of the listed factors. The above will affect the increase in the prices of tourist arrangements, which may indirectly lead to a reduction in the number of tourists or a shortening of their stay in certain EU countries.

The political situation and not (stability) in the EU countries will in the coming period affect the change of the EU as a destination for rest and entertainment in the future if there are drastic changes in the prices of air transport and tourist arrangements, as well as the price of non-board consumption. To prevent the consequences of political instability, the authorities in charge of

the tourism sector within the EU should harmonize their national policies, as well as adopt the Law on Tourism in Emergencies and Crisis Situations as soon as possible to prevent possible reductions in tourists and planned tourism. traffic.

6. Appendix

Influence of political instability on tourism development in the EU

Survey questionnaire

Note: The survey questionnaire is completely anonymous. The obtained results will be used to prepare a bachelor thesis.

1. Gender:

- a) male;
- b) female

2. Age

- a) less than 20;
- b) 21-30;
- c) 31-40;
- d) 41-50;
- e) 51-60;
- f) 61 and more.

3. Country of residence:

- a) Malta;
- b) another Member State of the European Union (specify country).

4. How many times during the year do you stay in EU countries as a tourist?

- a) once;
- b) 2 times;
- c) 3 or more times.

5. How do you find out about the political situation in a certain EU country?

- a) via TV media;
- b) social networks;
- c) through political portals;

d) through public hearings and debates.

6. Based on what factors do you assess the degree of political stability in a particular EU country?

a) war and crises;

b) non-compliance of a country's policy with EU positions;

c) inefficiency of implementation of decisions by the Government (Parliament) of a certain EU country;

d) foreign direct investment.

7. Do you think that the process of withdrawal of individual countries from the EU affects the development of tourism in the European Union?

a) Yes;

b) No.

8. Politicians can use tourism as:

a) a means of gaining political power;

b) the privileged political position of their country;

c) a means against political opponents;

d) to obtain funds from EU funds.

9. Which parameters in the field of tourism in the European Union are most influenced by political (in)stability?

a) number of tourists;

b) length of stay of tourists;

c) the amount of realized income;

d) choice of EU country (destination).

10. Which countries (destinations), in your opinion, are not safe for tourists in the European Union?

(state EU country name) _____

11. How can EU countries improve the level of tourist safety?

a) improving the security strategy;

b) engaging a larger number of persons in charge of tourist safety;

- c) harmonization of national tourism policies with EU policy;
- d) adoption of the Law on Management in Emergency Situations in the Field of Tourism.

12. Do you think that in the coming period, political in(stability) will affect the development of tourism in EU countries?

- a) Yes;
- b) No;
- c) I'm not sure.

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