

And the last one soft skill is research. The skill to effectively inquire into to realize the big picture. Effective project managers necessity to know, ‘just sufficient to be dangerous’ about all the work that their teams execute. It is necessity to know the platforms and systems your teams, and the possibilities and limitations of those so that you can have intelligent and informed conversations with clients, team, stakeholders, and suppliers.

The key project management subject matter expertise skill to master is just about everything when it comes to digital. If you can be the designated expert on everything, not only will your team and agency like you, but your clients will too.

To sum up a combination of hard skills and soft skills is ideal for understanding methodologies and teamwork – one being useless without the other. Hard and soft skills is two sides of the same coin. To carry that metaphor perhaps to an absurd end, that coin is the price of admission into professionalism for project managers.

References:

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COVID-19 IMPACT ON MODERN TOURISM INDUSTRY

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The tourism industry playing an essential role in development of the global economy and society depends on many external factors, with the most important epidemic one. It is difficult to overestimate the value of tourism in the modern world due to the big amount of its functions (recreational, educational, economic, etc.) that come as the numerous research subjects for the contemporary scientists and international tourist experts. Thus, the questions of the tourism development along with its further improvement and integration were reflected in Resolution adopted by the General Assembly of UN in 2015, which determined 17 aims of sustainable development of the world tourist industry until 2030 [1].

According to the reports of the United Nations World Tourist Organization (UNWTO) the sector of tourism is the most damaged brunch of economy in the world due to COVID-19. Whereas the constant contribution to the development of the tourist industry is being emphasized as well as

observing the human rights and freedoms, not depending on gender, nationality, race or religion as its crucial task, because tourism comes as a way of raise of the global economic development, international understanding, peace, prosperity and comprehensive respect [2]. Consequently, all the companies involved in the tourist business were forced to stop their operating because of rigorous quarantine restrictions, imposed all over the world. It is obligatory to notice that the big fall of total incomes from the tourist sector is related not only to the absence of possibility to sell the fully-packaged tours and other complementary services. The tourist businesses such as tour operators and travel agencies could not «cease» their operating, which has provoked the additional expenditures. In fact, the tourist businesses were forced to work in conditions when the expenditures were exceeding the revenues. In such way, the main tasks of tour operators and travel agencies were to integrate the proper distance working, using digital soft; to collect the actual information about quarantine restrictions in different countries; to coordinate the process of rebooking of the tours bought by the consumers; to coordinate the refund of money for the tours sold; to find the contact with hotels and air companies and provide the most acceptable conditions of rebooking.

According to the official report of UNWTO published in January 2021 the tourism suffered its worst year on record in 2020. The statistical key figures of the global tourist industry have decreased to the level of 1990. Destinations worldwide welcomed 1 billion fewer international arrivals than in the previous year. The number of international arrivals dropped by 74%. According to the latest UNWTO World Tourism Barometer, the collapse in international travel represents an estimated loss of USD 1.3 trillion in export revenues - more than 11 times the loss recorded during the 2009 global economic crisis. The crisis has put between 100 and 120 million direct tourism jobs at risk, many of them in small and medium-sized enterprises [3].

However, the recovery outlook remains cautious. The latest UNWTO Panel of Experts survey shows that most experts do not see a return to pre-pandemic levels happening before 2023. In fact, according to UNWTO panel of Experts survey 43 % of respondents expect a recovery in 2023, while 41 % expect a return to pre-pandemic levels will only happen in 2024 or later. So, the UNWTO`s scenarios about the tourist industry show that it could take from 2,5 to 4 years to reach the pre-pandemic levels. However, the rollout of COVID-19 vaccine is expected to help restore consumer confidence, contribute to the easing travel restrictions and slowly normalize the tourist industry.

At the same time, in spite of all negative trends some positive effects of COVID-19 pandemic can be distinguished, namely the raise of quality service in hotels because of strict certification provided by the government; innovations in the sphere of air transport such as a limited number of passengers in the terminals and automatic getting of the luggage; unexpected promotion of domestic tourism; self-regulation of the global market, which means that uncompetitive enterprises will cease to exist; the raise of hard and soft skills of

the tourist industry workers, which means especially the development of digital skills and anti-crisis management skills.

Summing up the mentioned above it is worth strengthening the incredible tourist industry losses suffered worldwide with the sudden drop in its statistical key figures up to the level of 1990. Therefore, the conclusion should be made that the tourism industry will need from 2.5 to 4 years to recover with the special interest shift to the further promotion of domestic tourism and growing demand in open-air and nature-based activities.

References:

1. Resolution adopted by the General Assembly on 22 December 2015 (2015). Global Code of Ethics for Tourism. URL: <https://undocs.org/ru/A/RES/70/200>
2. UNWTO Basic Documents, Volumes, Statutes, Rules of Procedure, Agreements. URL: <https://www.e-unwto.org/doi/pdf/10.18111/9789284418244>
3. UNWTO: 2020: worst year in tourism history with 1 billion fewer international arrivals. URL: <https://www.unwto.org/news/2020-worst-year-in-tourism-history-with-1-billion-fewer-international-arrivals>

TRANSPORTATION IN AMERICA BEFORE 1878

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Transport is one of the most important manufacturing industries for the transport of goods and passengers. The role of transport in the economy can be compared to the role of the circulatory system in the human body – without the constant movement of people, material values, etc. the economy will not be able to exist, like a person without blood circulation.

The most popular types of transport today are as follows: automobile, air, water, railway, and pipeline. Each of the modes of transport has its own advantages and disadvantages, which must be taken into account when planning transportation. Road transport is the most mobile – it allows you to organize door-to-door transportation, thanks to a wide network of roads. However, at the same time, trucking is one of the most expensive delivery options, and has complaints from environmentalists. Air transport is rightfully considered the fastest. Nevertheless, due to the high cost, it is mainly used for the transportation of passengers, cargo transportation is rather an exception, which is relevant for small loads, as well as for delivery to hard-to-reach areas (north, mountains, etc.). Water transport is divided into river and sea. Unlike air transport, sea transport, due to its low speed, is more in demand in cargo transportation. Today it occupies the largest share of the world's freight traffic. Railway transport