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## **SAFETY AND SECURITY AS PRIORITIES FOR THE DEVELOPMENT OF MODERN TOURISM SYSTEMS**

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Modern tourism is one of the essential components of globalization, which at various levels contributes to international integration in the economic, social, and cultural spheres and becomes a vital factor for improving the quality of life of the population of different countries. Tourism development determines the emergence and functioning of systems at various levels (local destinations, tourist regions, national tourist complexes, international tourist organizations, etc.). Threats and challenges affect all these tourist systems in the functioning process, which have significantly intensified and become globalized in recent years [3]. Accordingly, the security and safety problems of tourism became more acute, the solution of which became a priority area of tourism policy at various levels.

The research aims to substantiate the priority of the safety and security issues of tourism in the context of the development of modern tourism systems and to propose directions for their solution.

The safety and security of tourism can be interpreted as the state of functioning of a specific tourist system in a certain period, characterized by the absence of threats, and makes it possible to ensure the stable development of this system in the future [1]. Tourism safety and security is a universal category with a social, economic, and ecological essence that combines the protection of the interests of producers and consumers of tourist services and destinations [2].

The development of tourism systems, based on the priority of solving the problems of safety and security of tourism, should be based on three principles -

comprehensiveness, humanism, and sustainability. The complexity principle consists of interpreting the tourist system as a complex and interconnected set of elements (tourists, tourist enterprises and infrastructure, tourist objects, and the population) and the relationships between them. The principle of humanism involves determining the main priority of the functioning of the tourism system to satisfy the diverse needs of a person. Sustainability focuses on ensuring the balanced development of the tourist system, including minimizing threats to the natural and social environment that arise while carrying out tourist activities.

Based on the mentioned principles, the tourism system in conditions of instability can perform several essential functions – recreational (restoration of physical and mental strength of tourists), social (ensuring effective interaction of different social groups - tourists, tourism workers, and local population), economic (receiving income from tourism activities by both enterprises and local communities).

Global, regional, and local threats and challenges are key factors affecting the functioning of modern tourism systems, especially in crisis conditions. While the threats require a response from the destinations and tourism systems they are a part of, the challenges require adaptation.

As evidenced by the current trends in the development of the tourism sector, in addition to the actual resistance to threats, the following three groups of problems require priority solutions in the context of guaranteeing the safety and security of tourism:

- problems of image formation of tourist destinations;
- problems of social adaptation of tourists within destinations, regions, and countries;
- problems of providing feedback to tourists.

In the conditions of global instability, the strategic priorities of the development of tourist systems should be a targeted marketing policy formed based on sustainable development of tourism and effective communications, socialization of tourism, and guaranteeing the safety of tourists.

The central postulate that should be noted in the context of the concept of safety and security of tourism [1] is that at all hierarchical levels (from elementary to global), the safety of tourist systems is subject to the same laws, and its guarantee should be based on the same principles. Identifying such regularities, establishing regulations, and developing an organizational and economic mechanism for guaranteeing the safety of various tourist systems based on them is, in our opinion, a promising direction for further scientific research.

### References

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