

# **ЕКОНОМІКО-СОЦІАЛЬНІ ВІДНОСИНИ В ГАЛУЗІ ФІЗИЧНОЇ КУЛЬТУРИ ТА СФЕРІ ОБСЛУГОВУВАННЯ**

Тези доповідей  
VI Міжнародної науково-практичної конференції  
(9–10 травня 2024 року, м. Львів)

За загальною редакцією  
Наталії ПАВЛЕНЧИК

Львів  
ЛДУФК ім. Івана Боберського  
2024

UDC 338.38–049.5

## **SOCIAL SAFETY AND SECURITY OF TOURISM UNDER THE CONDITIONS OF GLOBAL THREATS**

***Fábio Lopes Alves***

*Doctor (Social Sciences), Professor*

*West Paraná State University (Brazil)*

***Andrii Holod***

*Doctor of Sciences (Economics), Professor*

*Ivan Boberskyi Lviv State University of Physical Culture (Ukraine)*

***Hevelyn Ghizzi***

*Student*

*Federal University for Latin American Integration (Brazil)*

In modern conditions, the modernization of tourist systems, which guarantees their safety, is one of the fundamental principles of social orientation and acquires special meaning. Modernization processes must necessarily be aimed at optimizing social interactions in two directions. Firstly, it is essential to guarantee the safety of the regional (local) environment when implementing tourist activities in general and individual institutions for tourists. Secondly, it is critically necessary, especially in conditions of prioritization of tourism development, to minimize the destructive impact of tourist flows on local communities and the development of other service sector branches. Implementation of the outlined directions is possible under the condition of guaranteeing the social safety and security of tourism.

Based on approaches to the interpretation of social safety and security in modern research, as well as previous author's developments [2], we suggest considering the social safety and security of tourism as a state of functioning of the tourism system, characterized by the protection of all its subsystems from external and internal threats of a social nature, as well as the ability to respond adequately to the challenges and ensure the formation of the modernization potential of tourism development in the conditions of the socialization of the economy.

Considering the available scientific approaches and the definition of tourism's social safety and security presented above, we propose highlighting cultural, demographic, and public safety and security in its structure (Table 1). Each type of tourism social safety and security is characterized by different forms of manifestation for individual components of tourism safety and security (security of tourists, tourist enterprises, and destinations).

Table 1

**Structure of social safety and security of tourism**

Types of social safety and security of tourism	Components of the safety and security of tourism		
	Safety and security of tourists	Safety and security of tourism enterprises	Safety and security of tourism destinations
Cultural safety and security	Social adaptation of the tourist	Perception of tourism activity by the population of the destination	Tourism acculturation
Demographic safety and security	Demographic structure of the consumer market	Demographic features of the staff of tourist enterprises	Peculiarities of reproduction and population structure of destinations
Public safety and security	Safety of life, health, and property of tourists from encroachments by third parties.	Safety and security of employees and property of tourist enterprises from encroachments by tourists or other persons.	The safety of destinations and their population from social threats caused by the temporary stay of tourists on their territory.

*Compiled according to [1]*

The peculiarities of guaranteeing different types of social safety and security of tourism characterize the current trends in the functioning of the social subsystem of tourism systems, for the analysis of which, from a humanistic point of view, a behavioral approach can be applied, which interprets the tourist's activity within the destination as his tourist behavior.

In tourist behavior, a person or a group of persons realizes their needs through the prism of the behavioral environment, which is formed primarily not through objective knowledge of the features of the real environment but through the mediation of informational factors.

The information environment, firstly, has a subjective nature because it depends on the specifics of the information sources with which a person comes in contact. Secondly, it transmits information through certain filters related to the effects of branding and PR campaigns and individual characteristics of information perception. That is why the influence of the information environment on the formation of tourist behavior is also not unambiguous [2].

The essential role of spatial aspects of tourism socialization is also worth noting. First, tourist services are provided outside an individual's permanent residence, and second, the spatial concentration of tourist resources and facilities within a specific destination determines its attractiveness.

Therefore, the social safety and security of tourists, tourist enterprises, and destinations is a significant factor in modernizing the tourism sphere. In the context of the intensification of globalization processes, social threats to tourism development acquire cross-border significance and often spread through information channels. While for some regions, tourist acculturation of the destination population is a significant problem, for others, public rejection of tourism, especially international tourism, poses a severe threat to the functioning of the tourist business.

## References

1. Голод А. П. Безпека регіональних туристичних систем: теорія, методологія та проблеми гарантування: монографія. Львів: ЛДУФК, 2017. 350 с.
2. Голод А. П., Феленчак Ю. Б. Соціальна безпека туризму в умовах глобальних загроз. *Дозвілля та туризм у постнекласичній перспективі: матеріали методологічного міждисциплінарного інтернет-семінару* (м. Полтава, 3 грудня 2020 року). Полтава: ПУЕТ, 2021. С. 7–13.