

**Larysa V. Martsenyuk, Cameron A. Batmanglich. Directions for reducing the negative effects of coronavirus on the tourist industry.** The population of the planet Earth is affected by various restrictions in various spheres of life, and especially in the field of health. Over the past few decades, we have encountered several types of infectious diseases that affect both animals and humans, with the disease spreading over a large area. As a result of pandemics, all spheres of life suffer significant losses, but in our opinion, the tourism sector is one of those that suffers large-scale losses. This year, the tourism sector has also been hit hard by the coronavirus pandemic. Restrictions on the movement of citizens, a ban on the opening of certain tourist facilities have negatively affected all enterprises involved in the organization of the tourism business. 96 % of worldwide tourist destinations are restricted. The three main problems that the tourism industry faces in a pandemic are: the problem of liquidity of tourism enterprises, the uncertainty of consumers of tourism services, the social consequences of forced restrictive measures.

The author analyzes the measures taken by some countries to support the tourism sector. Governments in leading European countries have set up guarantee funds to protect tourism businesses.

The article aim is to make the recommendations for the development of a set of measures to ensure the sustainability of the tourism sector in the context of increasing quarantine restrictions in Ukraine.

Measures have been proposed to mitigate the exit of the tourism industry from the coronavirus crisis, including the provision of affordable credit lines for businesses, and the deferral of debt and tax liabilities.

In addition, ensuring the availability and reliability of information on travel restrictions and cancellations; creation of a mechanism to guarantee the loss of tourists from the cancellation of the trip; development of domestic tourism.

In this context, the author proposes a temporary reduction in tariffs for services, certification of disinfection of tourist facilities and infrastructure, preventive measures for tourists to promote health, enabling tourists to avoid contact with other tourists, equipping passenger rolling stock with modern ventilation and air conditioning to prevent stagnation of infections in the air.

**Keywords:** covid-19, tourism, tourist transportation, tourist trips, influence of covid-19 on tourism.