

## THE IMPACT OF THE COVID-19 PANDEMIC ON THE LEISURE INDUSTRY

Viktorija Vareikaitė, Regina Andriukaitienė  
*Lithuanian Sports University, Kaunas, Lithuania*

*Relevance of the topic.* On 2020 March 11 The World Health Organization (WHO) officially declared the global Covid-19 pandemic. The fast-spreading, deadly virus affected not only individual people and their health, but also disrupted global industry, business, and movement, and limited people's and businessmen's ability to operate as usual. Although the first cases of the pandemic began in China, it was not long before Europe confirmed the first cases. In the epicentre of the Covid-19 pandemic in 2020. the European Union found itself in March. The severe restrictions introduced in European countries have had a strong impact on the leisure industry.

Preventive measures to reduce the risk of infection include social distancing and closing commercial activities to avoid social gatherings. This situation had a huge impact on the organization of leisure, tourism and sports services. For example, ongoing championships have been suspended and major international events (such as the Summer Olympics, and UEFA European Football Championship) have been postponed. This is the first time since World War II that all high-performance athletes have been forced to stop competing. In addition, most high-performance athletes were forced to train at home, independently and mostly without supervision. The restrictions and cancellations have resulted in the loss of millions in projected revenue. Millions of losses were incurred by service organizations.

*The aim.* To reveal how the COVID-19 pandemic affected the leisure industry in the world, how activities were organized during the pandemic, and cases and solutions for the recovery of the leisure service industry.

*Results.* According to Simona Moagar-Poladian (Institute for World Economy, Romanian Academy, Bucharest) in 2020 the beginning of a new era of the global economy after 2008. financial crises. As major events have been cancelled and/or postponed due to 2019 the COVID-19 pandemic, the need to protect and provide a holistic approach to the environment has never been greater. To do this, it is necessary to understand the negative consequences for the leisure sector of the cancellation and/or postponement of events due to the already-mentioned pandemic. So how have service sectors been affected by the COVID-19 pandemic?

The coronavirus disease COVID-19 pandemic reveals the vulnerability of society; it does not take into account countries, continents or borders (WHO, 2020). Cho (2023) discusses how the COVID-19 pandemic has had a significant impact on leisure and sports activities. This pandemic has resulted in the cancellation of many sports events and the closure of sports facilities. It stimulated people's feelings and memories of positive experiences in the past. Nostalgia can be used as a marketing tool in the leisure industry. This nostalgia can help increase brand equity and purchase intent. For example, due to the pandemic, people may be inclined to buy more leisure goods and products in order to recreate past experiences. Nostalgia can also lead to positive behaviour in tourism and sports. It can influence people's intentions to participate in future events and strengthen their commitment to do so. Nostalgia acts as a psychological aid. It can help people distract themselves from an unfavourable current situation and allow them to recall positive past leisure experiences. Nostalgia often creates positive psychological phenomena. It helps to increase people's life satisfaction, the benefits of leisure participation and personal growth, thereby increasing happiness (Cho, 2023). Thus, after each quarantine, it is likely that people, having missed physical contact, events and other factors related to the organization of leisure time, will start to use more intensively the entertainment, events or other factors offered by the sector of organization of leisure services.

Parry, Clarkson, Bowes, Grubb & and Rowe (2023) discuss more important implications of COVID-19 for the organization of leisure time, using women's football as an example. Thus, it shows the great interest of the press and the public in women's football during the pandemic, and this may have positive consequences for the popularity and development of this sport in the future.

The authors emphasize that while analyzing the situation of this sport, they saw a change in sports journalism. Increasing diversity among sports journalists can be hoped that this will promote a wider and better representation of women's sports. Also in terms of financial impact, it was reported that the additional costs associated with frequent testing for COVID-19 during games when stadiums were not in attendance threatened the financial stability of women's football. This has also had an impact on team revenue, especially given the lower attendance in women's football. Also, facing the unknowns of when they will be able to return to games can cause financial difficulties as budgets, player salaries and other expenses need to be planned. Fewer lucrative sponsorships and television contracts may limit income and investment opportunities in the leisure service sector. The pandemic has also affected their physical and psychological health, as well as their financial security conditions. This is important not only for the sports sector but also for the well-being of society as a whole. Scholars also emphasize the role of the media in the formation of sociocultural values and draw attention to the growing interest of the community in individual leisure activities. This can have implications for gender equality in sports and society (Parry et al., 2023). Thus, financial problems can affect revenue growth, promotion and competitiveness. For the leisure services sector to continue to develop, it is necessary to find financial solutions, to increase public interest. Financial difficulties caused by the Covid-19 pandemic were also discussed by Tomic (2023). According to her, organizations, professional athletes and entities related to them (sponsors, media, hotels, restaurants and other companies) suffered significant financial losses due to the cancellation of events or cessation of business. The COVID-19 pandemic has required events to be cancelled or held without spectators, resulting in lost revenue from ticket sales, broadcast contracts, sponsorships, advertising and licensing deals. For example, in the Australian Open tennis tournament, the organizers suffered more than 75 million. loss of US dollars for various reasons, including costs related to biosecurity measures and insurance contracts. When it comes to insurance, it's important to mention that organizations that have purchased pandemic risk insurance can better protect themselves against financial losses caused by unexpected event cancellations. Examples from Wimbledon and the Tokyo Olympics show that insurance policies can be a valuable investment that helps protect organizations from major losses. Many organizations have tried to obtain coverage from their insurance policies, even though they did not clearly mention COVID-19 as a covered peril. This led to disputes between insurance companies and policyholders, and these disputes were litigated (Tomic, 2023). Thus, research has shown that the pandemic has had a huge impact on the leisure sector and highlights the need to have adequate insurance coverage and risk management plans in place to avoid major losses and disputes when events are cancelled.

Being in quarantine can have a detrimental effect not only on most physiological systems but also on the lives of individuals themselves. According to Mariella Scerri and Victor Grech (2021), maximal training performance decreases in the weeks following cessation of exercise, and a decrease in aerobic capacity has been shown to decrease cardiovascular function and muscle metabolic potential. A reduced or complete absence of strength training can also lead to a loss of muscle mass, and long periods of inactivity adversely affect the antigravity muscle groups and the posterior extensor chain. Because factors such as muscle strength and architecture are thought to influence injury risk, athletes may be more prone to injury.

Fiorilli, Grazioli, Buonsenso, Di Martino, Despina, Calcagno & di Cagno (2021) conducted a study on the psychological state of athletes during a pandemic. The authors distinguish the psychological effects according to gender, age, individual and team sports, professional and amateur sports. Interestingly, women experienced more stress than men. The authors noted that girls' and women's sports will suffer. It also adds to the fact that sports in low- and middle-income countries and sports for the disabled are a cause for concern. Italian researchers have revealed that according to their age, older athletes experienced greater psychological experiences and stress than younger athletes. According to a study presented by the researchers, individual athletes were more stressed than team sports athletes. The intermediate-level athletes showed significantly higher levels of arousal than the high-level athletes. The authors of all the reviewed articles unanimously

agree that the restrictions during the pandemic have worsened the results of the sportsman, which can lead to an early end of his career. During the pandemic, the sudden suspension of sports activities particularly affected high-performance athletes. This means lost income, sponsorship and changes in business strategies and career changes in sporting activities (Fiorilli et al., 2021). Thus, summarizing the authors' articles, we can say that the psychological impact of the consequences of COVID-19 on the community caused psychological health risks. This includes athletes from youth and amateur levels to Olympians and professionals. It also includes the staff involved, from coaches to doctors, from managers to service staff.

**Organization of activities during the Covid-19 period.** With the start of the COVID-19 pandemic in 2020 WHO has recommended social distancing to control the spread of human contact. As a result, many countries have closed down and sporting events (including the 2020 Olympics) have been postponed or cancelled. There was also a lot of discussion about participation in sports and physical activities, which are generally considered health activities. It is well known that it was in China that the pandemic started and that the greatest restrictions were applied there. Many individuals chose to hike in the countryside to avoid the crowds of the city and this led to a widespread debate about the wearing of face masks. It is noticeable that the pandemic has had a direct impact on sports events and facilities. Many sporting events have been cancelled and many sporting facilities such as stadiums and gyms have been closed. This meant that organizing and running traditional sports events and activities would become a challenge. As people could not participate in traditional sports events or visit sports facilities, they started to participate in virtual or online leisure activities such as online games, social networks and media streaming services. It helped people satisfy their desire to participate in leisure activities that were fueled by nostalgia. Service organizers had to adapt to the conditions of the pandemic. This meant that it was necessary to create new organizational and safety rules, taking into account social distancing requirements and other safety measures. Ways to deliver services virtually have also been explored so that people can participate from home (Cho, 2023). It is necessary to mention that it was important to ensure safety and health. Tomic (2023) adds that the pandemic has had a significant impact on leisure service organizations and encourages them to prepare and protect their operations from the potential impact of the pandemic. This can be done through insurance that covers pandemic risk and proper risk management planning.

**Conclusions. Forecasts and proposals of scientists.** The COVID-19 pandemic has had and will have a profound impact on everyone. Measures advocated by the World Health Organization (WHO) and implemented by national governments, businesses and individuals have saved millions of lives; however, movement restrictions can hurt professional athletes as well. Precautions must be taken when renewing operations, this is important when returning to service provision, so there will be more responsibilities, to look for means of renewal. It is necessary to maximally update the provision of services, and constantly monitor the situation because security is important Scerri and Grech (2021). Everyone should travel safely, exercise appropriately and prevent the further spread of the COVID-19 pandemic. It is difficult to predict when travel and sports activities will resume under the same conditions as before the COVID-19 pandemic. Tourism sports and other activities, especially after COVID-19, will continue to play an important role in society, promoting health and well-being around the world. While most researchers agree that longing for travel and exercise often has positive effects, they can also have negative consequences, especially if people perceive their current situation as unmanageable and hopeless. As a result, research should be conducted that examines the relationship between nostalgia and various negative cognitive and emotional factors in areas such as risk perception, frustration, helplessness, and depression (Cho, 2023). It is noted that the pandemic can become an opportunity for sports (specifically women's football) to grow stronger and gain more recognition. In addition, the pandemic has reminded us of the importance of having a coherent and effective plan for organizing events during a pandemic. This includes implementing health and safety measures to ensure total security. Scholars can also suggest promoting more international events and supporting international competition. This could help strengthen leadership and popularity (Parry

et al., 2023). Researchers may also suggest that leisure service organizations review their insurance policies and consider including pandemic coverage. This can protect organizations from major financial losses if events have to be cancelled due to a pandemic. In addition, adaptation of business activities and attempts to adapt to unforeseen challenges are encouraged (Tomic, 2023).

### References:

1. Cho, H. (2023). Nostalgia in sport and leisure. *Current Opinion in Psychology*, 101551.
2. Fiorilli, G., Grazioli, E., Buonsenso, A., Di Martino, G., Despina, T., Calcagno, G., & di Cagno, A. (2021). A national COVID-19 quarantine survey and its impact on the Italian sports community: Implications and recommendations. *Plos one*, 16(3), e0248345.
3. Scerri, M., & Grech, V. (2021). Discussion: COVID-19's impact on sports and athletes. *German Journal of Exercise and Sport Research*, 51(3), 390-393.
4. Parry, K. D., Clarkson, B. G., Bowes, A., Grubb, L., & Rowe, D. (2023). Media framing of women's football during the COVID-19 pandemic. *Communication & Sport*, 11(3), 592-615.
5. Tomic, K. (2023). The Impact of the Covid-19 Pandemic on the Sports Industry and Sports Insurance: Case of Novak Djokovic and Australian Open Tennis Tournament 2022. In *Covid-19 and Insurance* (pp. 301-320). Cham: Springer International Publishing.

## ОСОБИСТІСТЬ ТА СУСПІЛЬСТВО В АМЕРИКАНСЬКОМУ ТРАНСЦЕНДЕНТАЛІЗМІ Р. ЕМЕРСОНА

Бень Б. Т.

*Інститут філософії ім. Григорія Сковороди НАН України, Київ, Україна*

Американське суспільство і філософія часто сприймаються як найбільш яскраві виразники модерного індивідуалізму. Як приклад можна навести книгу «Американський індивідуалізм» 1922 року президента Герберта Гувера, де він протиставляє Американський індивідуалізм іншим ідеологіям, зокрема комунізму та стверджує, що індивідуалізм ґрунтується на рівності можливостей та означає вільний розвиток індивіда і є сильною рисою американського суспільства.

Позитивний образ індивідуалізму в американській філософській думці 19 – початку 20 століття різко контрастує із європейським розумінням, де сам цей термін від початку виникає як негативний, для позначення соціальної атомізації та піклування громадян лише про власні інтереси. Зокрема, Алексіс де Токвіль, один із перших хто використовує цей термін у 1835 році у своїй праці «Про Демократію в Америці» визначає індивідуалізм як піклування лише про власні інтереси і називає його однією із загроз демократії. Токвіль пише, що демократія кожну людину віддає самій собі, ізолює людей посеред політичної рівності, де кожен може забезпечити себе, але, водночас, не може вплинути на інших. Відтак, розвивається індивідуалізм, який «спонукає кожного громадянина ізолювати себе від маси своїх товаришів і усамітнюватися в колі сім'ї та друзів... залишаючи велике суспільство піклуватися саме про себе» (Токвіль, 1999, 410). Крім того, термін індивідуалізм, також в негативному значенні, широко використовувався католиками-реакціонерами. У 1820 році Жосеф де Местр критикує індивідуалізм, вказуючи на «цей глибокий і страшний поділ розумів, цю нескінченну фрагментацію всіх доктрин, політичний протестантизм доведений до цілковитого і абсолютного індивідуалізму» (цит. за Lukes, 1973, 4). Сучасна філософія здебільшого поділяє негативний образ індивідуалізму, де одним із ключових прикладів є критика індивідуалізованого суспільства у Зигмунда Баумана (Bauman, 2001).

Варто підкреслити, що американська традиція трансценденталізму 19 століття, яка є своєрідним фундаментом вже питома американської, унікальної філософської думки, зазвичай сприймає індивідуалізм як трансцендентне і культурне явище, що передовсім