

# THE IMPACT OF TOURISM ON THE EUROPEAN UNION'S ECONOMY UNTIL THE PANDEMIC PERIOD

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**Abstract:** The European Union (EU) is one of the most dynamic and attractive tourist regions in the world with the highest flows of tourists in the world. Tourism activity has an extremely strong impact on the economies of some states (for example: Spain, France, Italy) with significant shares in national GDPs between 11-15%. Given that this activity is most affected by the consequences of the economic crisis caused by the COVID-19 pandemic, the subsequent evolution will be based on a new architecture of types of economic relations. The borders of the pandemic do not coincide with the borders of the states, so everyone is aware that the business will not be done as before. The article analyzes the statistics of the EU tourism economy which has reached, or in other words, the starting line for a new type of relationship, the relaunch of which depends on the managerial, marketing and logistical skills that will use national governments and community authorities. The uncertain and unpredictable situation requires authorities of different levels to resort to the most unusual, diverse and sometimes unpopular methods. The complexity of these measures is also based on the provisions of the Community's tourism policy and the European Employment Strategy of the EU. It also examines some actions and scenarios that are currently being implemented by some state governments, making certain estimates and forecasts.

**Keywords:** tourism, economic crisis, relationship, policy.