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TRENDS IN THE DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION

In modern conditions, tourism has received dynamic development and has turned into a massive socio-economic phenomenon of international scale. Its progressive development is predetermined by the expansion of economic, political, research and cultural ties between States and peoples of the world. Thus, tourism is important both in the global economy and in all foreign economic relations.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality [1].

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them [1].

The development of tourism is influenced by numerous natural, economic, and political factors, but despite the continuing instability in the world, this industry shows a steady growth trend. The tourism market, which subordinates most countries and regions of the world, is successfully developing even in conditions of increased competition and increased economic rivalry between its participants. Thus, it can be concluded that the strengthening of competition between countries and regions both in the market of tourist demand and tourist supply is one of the significant trends in the development of the global tourism industry in the context of globalization.

The emergence of leading online travel platforms has increased the interest of consumers in tourism activities, it has become possible to access the assessment of the accommodation anywhere in the world. Without having your own experience, it has become easier to get an instant idea of the products offered by the tourism industry. Thanks to the platforms of the air transportation information web search systems, access to the global airline ticket network has become much easier.

As a result of globalization in the world, the movement of the population for educational and business purposes from places of birth to other points of the Earth begins, thus, the pace of family formation between citizens of different countries will only increase. This trend implies an increase in visits by friends and relatives of

international families. While pensioners with free time will prefer a long vacation in places of travel, the new middle class, loaded with work, will tend to rest more often for a shorter period of time or alone. In this regard, to date, the tourist packages that have gained popularity will not lose their significance, but new packages formed on alternative types of tourism will be added to them.

Reference

1. Tourism — an economic and social phenomenon [Electronic resource] // UNWTO. — Mode of access: <http://www2.unwto.org/content/why-tourism>. — Date of access: 22.11.2022.