

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

To begin with, in the context of globalization the tourism industry has become one of the most dynamically developing sectors of the economy. This is evidenced by a variety of indicators. It is also worth noting that tourism is one of the key elements of economic growth and an important source of income from exports. The objectives of this article are: to study the impact of globalization on the tourism industry and its development; to identify the main trends that define the modern tourism market.

Tourism is a tourist trip, as well as the activities of legal entities, individuals, including individual entrepreneurs, for its organization [1].

In world practice, tourism can be defined as a multi-tiered system. Participants in the international tourism market are forced to constantly monitor information about new trends in the tourism and hospitality industry in order to develop an effective strategy for developing the competitiveness of their enterprises and to strengthen this competitiveness in the context of economic competition and globalization.

The globalization of tourism means the formation of a single tourist space and the direct interdependence of all participants in tourist exchanges and international tourism activities. At the same time, this implies their collective responsibility to present and future generations for the preservation of cultural and natural diversity on the planet, for sustainable tourism [2].

It is no secret that today tourism is a very important source of income for many countries, and the hotel business is one of the main sectors of this industry.

In turn, in international practice, the hotel business is becoming more consolidated and globalized. This is due to the creation of hotel chains that combine enterprises of the hospitality industry into business complexes, thereby expanding their activities to other countries.

In order to successfully exist and develop in these conditions, hotel companies must take into account a number of trends that define the modern tourism market.

One of these trends is the growth of competition. In the context of globalization, new players appear on the market, which leads to increased competition and lower prices. In order to survive in such conditions, it is necessary that hotel companies constantly improve, use new technologies and management methods, and pay great attention to the promotion of their services and marketing.

To put it in a nutshell, the successful development of the tourism industry in the context of globalization requires:

- 1) constant monitoring of market trends;
- 2) the use of innovative management methods;
- 3) meeting the needs of different categories of tourists.

This is the only way to attract and retain customers, as well as successfully compete in the global tourism market.

### References

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2. *Мошняга, Е. В.* Основные тенденции развития туризма в современном мире / Е. В. Мошняга // Вестн. РМАТ. — 2013. — № 3(9). — С. 15–18.