

strategies that align with local expectations and enhance their competitive edge. This might include localized advertising campaigns, strategic partnerships with local influencers, or corporate social responsibility initiatives that resonate with community values. Such efforts not only improve market penetration but also strengthen the brand's reputation as a socially responsible entity.

In conclusion, recognizing the importance of PR and cultural awareness is vital for businesses looking to succeed in a global marketplace. By adapting to the specific features of each country and region, companies can effectively establish their presence and foster long-term growth. This adaptability requires ongoing research and engagement with local communities to stay attuned to evolving market dynamics and consumer sentiments. Furthermore, incorporating feedback from local stakeholders can lead to continuous improvement in products and services, ensuring they meet the needs and desires of the market. For example, Coca-Cola has successfully implemented local marketing strategies by conducting extensive market research and collaborating with regional partners to develop innovative products that reflect local tastes. In essence, a strategic approach that combines PR, cultural sensitivity, and market insight can empower businesses to thrive, build meaningful connections, and ultimately achieve sustainable success in the diverse landscape of international commerce.

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GLAMPING AS A MODERN FORM OF ACCOMMODATION

Глэмпинг как современная форма средства размещения

The purpose of the work is to consider such type of accommodation facilities as glamping and show the possibilities of glamping in the tourism industry of the Republic of Belarus.

The development of modern tourism industry is impossible without the effective development of the accommodation industry. The number of such enterprises, the quality of services they provide – this is the key to consumer satisfaction and service development. The modern market of accommodation services is expanding. Traditional hotel services have long been complemented by the service of apart and boutique hotels. There are new types of accommodation facilities with seemingly incompatible combination of services. So it used to be considered that vacation in nature can not be combined with the concept of comfort. For those wishing to relax in nature, the means of accommodation were camping sites, on the territory of which was equipped with a place

to set up a tent, a source of drinking water, a place for garbage and fire. The desire not to part with the benefits of civilization led to the formation of such a type of accommodation facilities as glamping.

Glamping (glamorous camping) is a modern type of camping. This type of accommodation, when you wake up in the forest overlooking the lake, smell the fir trees, but ... on an orthopedic bed with snow-white linens and all amenities: stylish furniture, lighting, wi-fi, bath, font, bio-toilet, and in some – even a shower with hot water.

Glamping has its roots in the distant past – in the Middle Ages. Imagine luxurious royal tents, built during travels

The term «glamping» first appeared in 2005 in Great Britain, where the first object of this type was opened. In a few years glamping spread all over the world, winning the hearts of millions of tourists. Today, this trend continues to grow dynamically.

Despite the pandemic, in 2020 the UK became the leader of the global glamping market, where more than 500 new facilities were opened. In Belarus, glamping is not so popular yet, but there are a number of reasons that limit the development of this type of accommodation facilities:

- the concept of glamping is not legally defined;
- glamping equipment involves a long-term lease of a plot of land;
- the existing seasonality, usually summer time, 3–4 months;
- difficulty in organizing the necessary infrastructure: transformer, etc.

Currently, glamping in the Republic of Belarus is represented by a variety of accommodation facilities that differ in shape, material of manufacture, location and comfort level. As a rule, these are fast-built houses – bell tents, tipis, a-frames. Glamping differs not only in price and comfort, but also in its certain «community». Each such project has its own «chip». As a rule, it is a small town of 10–15 accommodation facilities with a certain concept. Some people have yoga retreats, some have Indian themes, others emphasize active recreation on the water.

Glamping sites in Belarus not only take care of guests' comfort, but also provide additional services: equipment rental, organization of excursions, boat rental. Since glampings are designed for lovers of ecological tourism, special attention is paid to environmental friendliness. In the development of these accommodation facilities it is important to maintain a parity between the need to preserve the natural environment in its natural state and the degree of human intervention to create everyday comfort. Therefore, an important aspect of glamping development is the use of alternative energy sources, new materials, and participation in nature conservation projects.