

MODERN DEVELOPMENT TRENDS IN TOURISM INDUSTRY

The tourism industry has undergone significant transformations driven by technological advancements, changing consumer preferences and global events. Below we provide the most significant trends currently shaping the future of tourism.

There is an increasing focus on sustainable tourism practices that reduce environmental impact and encourage conservation, with travelers more frequently looking for eco-friendly alternatives. Sustainable tourism implies greater social responsibility, fulfillment of obligations towards nature, as well as the involvement of the local population in all processes related to the management of tourism activities. Sustainable tourism development meets the current needs of tourists and host regions, protecting and increasing opportunities for the future.

Due to the recent pandemic, attention has increased on health and safety measures, with travelers favoring destinations and accommodations that uphold strict hygiene practices. The tourism industry has undergone significant changes in the last decade, especially in the direction of personalization of services. It is no longer news that modern travelers strive for a deeper and more individual study of the world, rather than standard travel packages. This is where personalized travel comes to the fore, offering a unique experience that precisely matches the interests and preferences of each traveler. Tourists want travel experiences that match their personal tastes, leading to more customized travel services and itineraries.

In the context of the digital economy, a single information space is being created in the field of world tourism. The incorporation of technology in tourism, such as mobile applications, virtual reality experiences, and AI-powered customer service is changing the way travelers plan and enjoy their journeys. Of all the types of tourism, cultural and educational tourism occupies one of the first places today as the most actively developing type [2, p. 31]. It is based on the human need for the spiritual development of culture. There is a growing interest among travelers in engaging cultural experiences, seeking genuine interactions with local communities and involvement in traditional customs.

One of the fastest growing tourism destinations in the world is adventure tourism. It reflects the fact that nowadays tourists more and more want to become travelers and discoverers. More travelers are gravitating towards outdoor pursuits, looking for unique experiences in nature, including hiking, biking and eco-tours.

The United Nations World Tourism Organization (UNWTO) recognizes the important role of social media in tourism. Tourists and businessmen use smartphones and tablets to find information or share opinions about their place of stay. Social media platforms significantly impact travel decisions, with influencers and user-generated content driving interest in particular destinations and experiences. Today, the use of information and communication technologies (ICT) to develop innovative tools and approaches in the field of tourism services is called smart tourism. Smart tourism destinations use technology and data to improve visitor experiences with better services and real-time information.

In general, the tourism industry continues to develop and attract an increasing number of people. It has enormous prospects, nevertheless, for its sustainable development it is necessary to create favorable conditions for all interested parties and take care of the environment.

References

1. Information Technology in Tourism Industry // IT-Path. — URL: <https://nepalisaroj.com.np/post/p1592292464orinw/> (date of access: 24.11.2024).

2. Крестьянинова, О. В. Культурно-познавательный туризм: его виды и специфика / О. В. Крестьянинова // Научное обозрение. — URL: <https://science-pedagogy.ru/ru/article/view?id=2519> (дата обращения: 26.11.2024).

А. Р. Будникова, А. Н. Иванова

БГЭУ (Минск)

Научный руководитель — Е. О. Машкарева

ART TOURISM

The challenge of understanding contemporary art in today's fast-paced world highlights the necessity of discovering effective methods for its comprehension, assimilation, and promotion. Creative tourism offers tourists unique products and services designed to satisfy their desires for creative self-development and self-realisation, allowing them to immerse themselves in local culture, integrate with the community, and acquire new skills while gaining distinctive experiences and impressions [1]. This research will provide a more detailed examination of a specific form of creative tourism: art tourism, and the key aspects of the economic impact of art tourism.

Art tourism includes visits to museums, galleries, art fairs, street art sites, and cultural events. Several important factors contribute to the economic impact of art tourism. The multiplier effect boosts economic activity