

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.

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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

by encouraging businesses to reinvest initial tourist spending, which in turn creates jobs and promotes growth. Ultimately, art can drive regeneration in neglected urban areas, transforming them into vibrant cultural hubs by attracting investment and creating new economic opportunities.

Art tourism generates significant economic benefits through both direct and indirect revenue streams. Direct revenue includes income from ticket sales to museums and galleries, guided tours, and art-related merchandise, which directly supports cultural institutions. Indirect revenue arises from tourist spending on accommodation, dining, transportation, and other services, further stimulating local economies.

Focusing on specific examples, Banksy's work can be highlighted as one of the catalysts for the successful development of tourism in the UK. Banksy is a mysterious British street artist and social commentator, famous for his thought-provoking and politically charged artworks. The fact that nobody knows his true identity only adds to the intrigue and fascination surrounding him. While his artwork is often unauthorized and illegal, it nonetheless generates significant interest and attracts large numbers of tourists to the locations where his pieces are found. This creates a unique form of art tourism. The locations of his murals often become pilgrimage sites, generating a considerable economic impact [2].

In 2023, Glasgow, the largest city in Scotland, hosted Banksy's first solo exhibition in 14 years, attracting more than 180,000 visitors. His exhibition, titled «Cut And Run», was held at the Gallery of Modern Art and showcased the artist's works, including original stencils and graffiti created since 1998. That same year, total tourist spending in Glasgow reached around £2 billion, marking a 48.6% increase compared to 2022. Susan Deighan, the Chief Executive of Glasgow Life, noted that this event has further established the city as a popular tourist destination [3].

Moreover, Banksy's art has had a remarkable impact on the economy, particularly through high-profile auction sales that generate substantial revenue. For instance, his painting «Devolved Parliament» fetched nearly \$12 million at auction. This significant influx of funds supports not just the art market but also enhances the broader economy by increasing the visibility of art-related events and institutions.

Thus, art tourism, particularly through the influence of artists like Banksy, offers significant potential for economic growth and urban regeneration. This form of tourism not only attracts visitors but also stimulates local economies by creating jobs and enhancing infrastructure. Art tourism emerges as a powerful tool for fostering cultural engagement and driving sustainable economic progress.

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HOTEL BUSINESS IN MODERN CONDITIONS: CURRENT TRENDS AND PROBLEMS OF DEVELOPMENT

Today, the global tourism and hospitality industry is in a tough competitive environment for each client and is forced to react extremely rapidly to external changes in business conditions [1]. Despite the unstable economic and political situation in the world, the hotel and tourism business continues to develop actively all over the world. The growth of tourism worldwide is causing an active expansion of the hotel services offered. The purpose of the article is to tell about current trends and problems in hotel business.

The hotel business is one of the fastest growing industries, accounting for 6 % of the global gross domestic product and about 5 % of all tax revenues. The development of the hotel business actively stimulates the development of other industries and areas of activity: international business, transport industry, trade, information technology, construction, agriculture, beauty and health services, consumer goods production, technology development in the field of ecology and safety, innovation and many others. To date, the hotel industry market is represented by a variety of means and forms of accommodation capable of meeting all kinds of needs and opportunities of clients: hotels, international chains, motels, departmental hotels, boarding houses, sanatoriums, club rooms, boutique hotels, beach hotels and much more.

To avoid a lot of competition it is necessary to note the following current trends in the development of the global hotel industry:

- the development of the segment of «small accommodation facilities» — mini-hotels and hostels;
- active use of modern marketing methods in the modern hotel industry (collaboration, joint forums and advertising platforms, etc.);
- opening of hotels from world famous brands of fashion houses in the hospitality market (Armani, Versace, Missoni, Moschino, etc.);
- development of international hotel chains, including in the Belarusian market of the hotel industry;