

2. Banksy: The Art of Protest // Mavericks gallery. — URL: <https://clck.ru/3Ev2Wo> (date of access: 15.11.2024).

3. UCI Cycling World Championships and Banksy exhibition spark massive growth in visitor numbers and spending in Glasgow // Glasgow Life. — URL: <https://shorturl.at/Tg8KY> (date of access: 15.11.2024).

А. В. Буслович, Я. В. Володько

БГЭУ (Минск)

Научный руководитель — К. А. Белова, канд. филол. наук, доцент

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;

- development of small independent, unique boutique hotels that rely on comfort, uniqueness, non-standard solutions and service at the highest level of hospitality;
- active use and development of various information technologies in the hotel industry: information terminals and 3D modules are applications for self-registration and check-in of guests at airports and hotel lobbies;
- the use of IT technologies and information applications for mobile phones, which allow the guest to independently check in and check out of the hotel;
- construction and commissioning of hotels and individual rooms equipped with the latest innovative technologies, in accordance with international service standards;
- use of global booking systems.

Nevertheless, the hotel industry, like any other business, undergoes a number of significant problems in modern conditions, including those related to the economic crisis and the unstable political situation. Rapid changes in the hospitality industry require new impulses to strengthen their positions in the competitive struggle, because using only reserves lying on the surface does not guarantee stable income, functioning and business development. The analysis, research and use by the hotel company of current global business trends affects the improvement of the quality of service, increasing competitiveness, image and reputation of the hotel company, makes it attractive and unique to customers.

Reference

Грищенко, Д. А. Инновационное развитие гостиничного предприятия / Д. А. Грищенко // Инновационная наука. — 2016. — № 1. — С. 51–53.

А. Д. Былинская, Д. Д. Нарейко
БГЭУ (Минск)

Научный руководитель — **Е. В. Климух**

HOUSING SUPPLY ANALYSIS ON THE SECONDARY MARKET IN MINSK

In the Republic of Belarus the real estate market consists of two main segments: primary and secondary. The secondary market includes properties that have been previously used and are owned by either individuals or legal entities.

Unlike the primary market Minsk secondary housing market exhibits greater stability while remaining susceptible to economic fluctuations, demographic trends and conditions in the primary market. The purpose