

- 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**

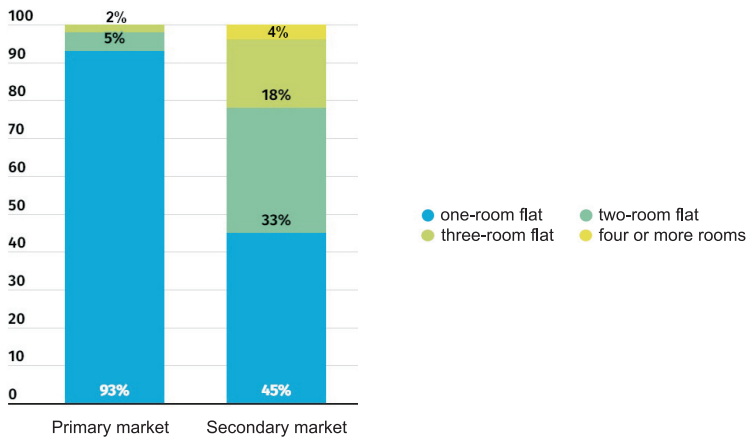
## HOUSING SUPPLY ANALYSIS ON THE SECONDARY MARKET IN MINSK

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

of the research is to study the main trends in Minsk secondary housing market from the first quarter of 2020 to the third quarter of 2024.

The secondary market offers a diverse range of housing options from older Khrushchyovkas to modern high-rise buildings and varies significantly by location. Demand for two- and three-room flat remains consistently high while the proportion of one-room flat is relatively low on the contrast to the primary market (Figure). This can be attributed to several factors. Firstly, developers in the primary market often target young professionals and students who prefer one-room flats. In the secondary market, however, one-room flats are frequently acquired for investment or rental purposes potentially limiting supply due to increased competition and high liquidity. Secondly, the existing housing stock historically comprises a larger proportion of multi-bedroom apartments reflecting the demographic trends of previous decades.



Distribution of apartment transactions by market type and number of rooms in Minsk's secondary housing market, Q3 2024 [1]

The average price per square meter on the secondary housing market in Minsk demonstrated smoother dynamics than on the primary market although a gradual increase in prices was observed. This is due to general inflation and increased demand for housing especially in popular areas. However, price fluctuations on the secondary market are less sharp due to greater inertia in pricing. There is a significant geographical prices differentiation on the secondary market: housing in the city center is significantly more expensive than on the outskirts. The price also depends on property conditions, the presence of repairs and area infrastructure development.

According to the research it can be concluded that the secondary housing market in Minsk is more stable and predictable than the prima-

ry one. But it is subject to the same factors namely the general economic situation and changes in consumer demand. In the long term a gradual increase in prices is expected to continue.

### Reference

1. Текущий год войдет в историю как один из наиболее активных периодов на рынке жилья. Аналитика за три квартала // Государственный комитет по имуществу Республики Беларусь. — URL: <https://gki.gov.by/ru/about-press-news-ru/view/tekuschij-god-vojdets-v-istoriju-kak-odin-iz-naibolee-aktivnykh-periodov-na-rynke-zhilija-analitika-za-tri-11692/> (дата обращения: 19.11.2024).

**А. А. Воронина, Е. И. Ефимова**

*БГЭУ (Минск)*

*Научный руководитель — Е. О. Машкарева*

## THE PROBLEM OF ECOLOGY IN THE TOURISM INDUSTRY IN THE CONDITIONS OF ACTIVE GLOBALIZATION

The problem of ecology in our time is one of the most important, including in the tourism industry in conditions of active globalization. The UN, first of all, distinguishes three components of the concept of sustainable tourism: ecological, socio-cultural and economic. The balance in tourism and economy significantly affects the environment, it helps in solving many global problems such as climate change, pollution, waste reduction and preservation of the ecosystem. Ecotourism is gaining popularity, which in turn helps to solve these kinds of problems. This work will study the benefits and drawbacks of ecotourism for the Republic of Belarus.

Today, our country offers a variety of ecotourism options. Tourists from abroad as well as the residents of Belarus become acquainted with nature and sights through safe ways for nature itself. Ecotourism is not just tourist visits to natural beauties, but a conscious and careful attitude to them. It is an alternative to mass tourist flows, when many people visit the same place every day without thinking about their impact on nature.

In 2023, the ecotourism sector experienced impressive growth in the Republic of Belarus, with the volume of services reaching \$2.6 million — up by 131.4 % compared to 2022. Furthermore, from January to May 2024, exports of ecotourism services continued to flourish, showing a 149.2 % increase compared to the same time last year. This data suggests that both international travelers and local residents of Belarus are increasingly interested in ecotourism, reflecting a strong and ongoing demand for these experiences.