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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.

However, our natural heritage is increasingly at risk. Globalization has opened up previously inaccessible natural areas to tourists, leading to a surge in visitors in these fragile ecosystems. This influx can overuse resources, causing significant harm. Delicate habitats may suffer from foot traffic, wildlife can be disturbed, and local plants might be trampled or removed.

Overcrowding at popular destinations results in pollution and waste, diminishing the visitor experience. Additionally, the infrastructure needed to support this tourism, like roads and facilities, can further damage the environment. The degradation of ecosystems threatens biodiversity and undermines ecotourism itself. Moreover, losing biodiversity disrupts ecological balance, impacting local communities that rely on these ecosystems for their livelihoods. As species decline, the ripple effects can lead to food insecurity and loss of income.

To protect our natural heritage, we must promote sustainable practices that allow tourism and ecological preservation to thrive together. By fostering a culture of respect for nature, we can ensure a healthy planet for future generations.

In conclusion, while ecotourism presents significant development potential in the context of globalization, it requires careful attention to sustainability, environmental protection, and the preservation of cultural heritage.

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EAST MEETS WEST: HOW BUSINESS CULTURES SHAPE RETAIL AND TOURISM IN GLOBAL MARKETS

Nowadays more and more people are engaged in such spheres as retail and tourism. Moreover, when we speak about retail we should say that to be successful retailer you should understand that it is a hard process where you should take into account a huge amount of factors,