

Gastronomic festivals, electronic music festivals, traditional local beliefs and rituals of celebrating such religious beliefs, which are interesting from an ethnographic and historical point of view, have become the product of tourist destinations and play an important role in targeted marketing [1].

The emergence of leading online travel platforms, such as Booking Group and Agoda, with access to a global accommodation inventory and competitive pricing solutions, has increased consumer interest in travel activities. Thanks to the Tripadvisor and Tophotels platforms, where placement products are presented for evaluation by customers from the point of view of rationality, it is now possible to access the evaluation of the placement object anywhere in the world. Without having your own experience, it is easier to get an instant view of the tourism industry's products on offer.

We see that tourism is primarily a social activity, and the priority direction in terms of the need for this activity is transportation. The ease of access to your destination and the number of trips planned annually is the most important factor in the development of tourist destinations.

In conclusion, we can say that as a result of globalization in the world, the movement of the population for educational and business purposes to other parts of the world begins, and the rate of family formation between citizens of different countries will only increase. While retirees who have free time will prefer long vacations in places where they travel, the new middle class, loaded with work activities, will tend to rest more often for a shorter period of time or alone. In this regard, today the most popular tourist packages will not lose their significance, but new packages based on alternative types of tourism will be added to them.

## Reference

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## DISPUTE RESOLUTION IN THE BELARUSIAN TOURISM SECTOR

Tourism is one of the most important economic sectors globally, contributing significantly to national economies and employment. As in any other area, tourism involves disputes that require regulation, ranging

from minor misunderstandings to significant legal battles over cancellations and injuries. Effective conflict resolution is crucial for maintaining trust between tourists, travel companies, hotels, and other organizations.

In the Republic of Belarus, tourism disputes are regulated by several legal acts. The primary document governing tourism activities is the Law «On Tourism», adopted on November 11, 2021. This law defines the rights and obligations of parties involved and outlines dispute resolution procedures. The claim procedure for dispute resolution, in accordance with the law, is established both in court and through mediation, where the mediator is a travel agent [1].

Furthermore, the Law «On the Protection of Consumer Rights» plays a significant role, providing tourists with additional guarantees. Article 31 of this Law defines the rights of service consumers when service deficiencies are discovered. The Law stipulates that if a dispute arises between a consumer and contractor regarding service deficiencies or their causes, the contractor must conduct an examination of the service at their own expense, in the manner prescribed by the Government of the Republic of Belarus, if the service is amenable to examination [2].

Consequently, dispute regulation in Belarusian tourism is a complex process based on existing legislation. The efficient and fair resolution of these disputes is vital for fostering a positive tourism environment and attracting international visitors. The effective use of both traditional (judicial) and alternative (mediation) dispute resolution methods can significantly improve customer satisfaction and enhance the image of the country's tourism industry.

## References

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