

pectations and improve their image. The introduction of international standards for sustainable production also affects the choice of suppliers.

Diversification of supply chains allows companies to reduce risks by reducing dependence on a single supplier and creating more flexible logistics schemes. Returning to local sources of production helps to respond more quickly to changes in demand, and the ability to adapt to global crises such as the COVID-19 pandemic becomes critically important.

Changes in consumer behavior also have a significant impact on trade. The pandemic has accelerated the transition to online shopping, which has changed the sales and marketing strategy of companies. Consumers are becoming more demanding about the quality of service and products, so the personalization of offers based on data increases customer satisfaction.

The development of cryptocurrencies and decentralized finance opens up new opportunities for transactions, reducing the cost of international transfers and speeding up processes. Cryptocurrencies provide security and anonymity, which jeopardizes traditional financial institutions and requires their adaptation.

Logistics innovations also play an important role in the modern trading landscape. Startups are implementing new solutions to optimize delivery and inventory management, and the use of drones and autonomous vehicles promises to reduce shipping costs and increase the speed of logistics operations. Integration with the Internet of Things allows you to track goods in real time, which improves supply chain management.

Thus, current trends in global trade require companies to be flexible, innovative and able to adapt quickly to changes. Successful companies will be those that can integrate new technologies, take into account consumer requirements and follow the principles of sustainable development. Understanding these trends is key to achieving competitive advantages in the global economy.

А. С. Лаховец, М. С. Евлаш

БГЭУ (Минск)

Научный руководитель — И. В. Радина

MODERN TECHNOLOGIES USAGE IN HOTEL INDUSRTY

Modern businesses face numerous challenges, including rapidly changing consumer preferences, the need for quick responses to market conditions and tough competition. Computer technologies have become a crucial tool for managers, enabling the optimization of management processes and enhancing the competitiveness and profitability of tourism organizations.

Competitiveness is viewed as a set of product characteristics that make it more appealing compared to competitors' offerings. It is determined by the combination of qualitative and cost-related features that consumers consider significant for meeting their needs and evaluating the expenses of purchasing and using the tourism product.

Computer technologies comprise methods, tools and processes associated with using computers to process, store, transmit, and present information. A manager, as a specialist in managing socio-economic and production processes, can make better-informed decisions by leveraging analytical tools to analyze large volumes of data. This is particularly important in uncertain conditions, where rapid adaptation to market changes is essential [1].

Automating managerial activities allows managers to focus on more strategic aspects of management. Using resource planning (ERP) and customer relationship management (CRM) systems helps reduce the time spent on operations and improve data accuracy [2].

Cloud solutions, including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), along with virtual servers, data storage, and network resources, enable managers to reduce IT infrastructure costs while providing access to data from anywhere in the world. These solutions also offer ready-to-use applications accessible via the internet, enhancing business mobility and flexibility. Users do not need to install applications on their devices as they can access them through a web interface or client application. Simultaneously, paperless technologies (document processing), artificial intelligence technologies (knowledge processing), and multimedia technologies (handling diverse information) contribute to effective information management [2].

Social media platforms such as VKontakte, Instagram, and TikTok have become essential tools for promoting services and engaging with clients. Utilizing feedback platforms and analyzing consumer behavior helps companies better understand their target audiences.

Thus, integrating computer technologies as managerial tools facilitates process optimization, improves customer service quality, and enhances the overall efficiency of tourism organizations. This, in turn, is a key factor in increasing their competitiveness, allowing them to offer unique products and services that stand out among competitors.

References

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