

NORWAY: TRENDS IN THE DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION

Tourism includes various components, such as nature, population, culture, transport and the food and accommodation industry. The competitiveness of the Norwegian tourism industry depends on international trends and changes in tourism demand, which attracts travelers. Norway is also affected by globalization, which is reflected in the country's specific trends [1].

The purpose of the article is to identify some of the key areas for the development of the tourism industry in Norway in the context of globalization:

Growth of international tourism. Norway is driven by its unique natural landscapes and cultural attractions. The popular fjords attract cruise ships, which contributes to the influx of tourists and increases revenue. Norway is also actively developing sustainable forms of tourism to preserve its natural and cultural resources.

Ecotourism. Norway is developing eco-friendly tourism initiatives in response to global environmental challenges, which attracts tourists seeking unique experiences and highlights the impact of tourism on the environment and society.

Digitalization of services. The introduction of modern technologies such as online booking and mobile applications improves the availability and quality of tourism services, which is in line with global trends.

Cultural exchange and integration. Growing interest in Norwegian culture and cuisine has encouraged the development of gastronomic tours and cultural events. Globalization helps tourists gain a deeper understanding of Norwegian traditions and lifestyle, enriching the local population.

Diversity of tourism. Norway offers a wide range of tourism services, including winter sports, summer hiking and cultural events, which attracts tourists all year round.

Infrastructure development. To meet the growing demand for tourism services, Norway is investing in the development of transport and hotel infrastructure. This also includes improving transport links with other countries.

Local participation. The tourism industry contributes to economic development and preservation of cultural heritage, which is important for sustainable tourism. Developing strategies to distribute tourists to lesser-known regions is becoming an urgent task. This supports the economy of local residents and helps preserve cultural heritage.

Safety and health of tourists. In the context of global challenges such as the pandemic, safety and health issues become a priority, which affects the choice of destinations and holiday formats. In the context of global challenges such as the COVID-19 pandemic, safety and health issues become a priority for tourists.

Adapting to changing. Norway's tourism industry is adapting to new trends such as interest in wellness tourism and active recreation, reflecting the changes.

Global competition. Norway competes with other countries for tourists, which requires constant improvement of tourism offerings and service quality.

Having analyzed these areas, it can be noted that Norway's tourism industry is advantageously located due to its unique nature, but faces challenges such as seasonality, infrastructure, sustainable development and global competition. Success depends on effective management.

Reference

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ADVANCED TECHNOLOGIES IN RESTAURANT BUSINESS

When we talk about restaurant technology we are referring to advanced systems that streamline restaurant management. Such systems include technological solutions that improve overall operational management and efficiency. Let us describe the top five technologies which are worth using in competitive restaurant business.

1. Digital ordering systems, such as tablets and mobile apps allow guests to place their orders directly at the table, reducing waiting times, and minimizing ambiguity. Additionally, these systems can provide guests with personalized recommendations based on their previous orders, increasing customer satisfaction [1].

2. Artificial Intelligence (AI) is being used in restaurant operations to increase efficiency. Such systems analyze sales data to identify trends and adjust menus. They also help to predict guest inflow, allowing for bet-