

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.

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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-

ter planning of staff and supplies. Some restaurants even use chat bots to handle guest requests and take reservations [2].

3. Online orders and delivery services. Platforms like Yandex enable restaurants to expand their reach attract new customer groups. By integrating these services into their own systems, restaurants can streamline the ordering process while ensuring that the quality of the food is maintained even when delivered [1].

4. Social media and marketing is an essential part of modern restaurant marketing. Platforms like Instagram and Facebook offer the opportunity to connect with customers and share visual content. Using influencers can help increase a restaurant's visibility and attract new guests. In addition, restaurants can effectively address their target group through advertising on these platforms.

5. Sustainability through technology. Such technologies as smart kitchen appliances help to reduce energy consumption and minimize waste. Food tracking apps allow restaurants to be transparent about the origins of their ingredients increasing customer trust. More and more guests are placing value on sustainable practices, while technology can help to meet these expectations [1].

In conclusion, modern technologies in restaurant business not only increase efficiency but also improve customer experience. It is crucial that we embrace these developments and continually adapt in order to remain competitive, lucrative business.

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TOP DIGITAL MARKETING TECHNIQUES IN TOURISM

Modern evolutions in technology mean that our digital marketing strategies must be nimble and adaptable. Travelers with their phone in hand have a world of options to choose from. So we must use digital marketing strategies to keep our tour businesses competitive and visible to prospective customers. Tailoring a marketing plan may seem overwhel-