

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-

ming. But we are here to reveal the essential components of digital marketing, so your tourism business continues to grow and become more lucrative. In order to orient in the digital marketing trends let us outline the top ones, which include:

1. Travel mobile applications, like TripAdvisor and Viator, are a constant reference for the tourist along their journey thanks to their availability. There is a huge variety of tourism apps on the market, but only the useful ones will survive on the user's mobile phone for more than a few days. So it's necessary to give immediate feedback to your guests' online requests [1].

2. Google has firmly established itself as an Internet authority on all things. Not only does it have complex algorithms for how it calculates your site's value, it has also recently begun participating in the travel market by offering reservations for hotels, flights and other suggestions for numerous destinations. This makes Google even more of a major player in getting your business in the public eye and convincing travelers to book with you.

3. Data in the tourism sector for marketing decision making. Analyzing the available data on consumer trends allows travel companies to compensate appropriately for tourist needs. By using data, we can make more accurate decisions that help us in our actions to attract users and improve their experience [2].

4. Online sales of tours. With such advanced technology, consumers have the power to search for vacation options based on a host of special interests or requirements. Hook prospects with exciting visuals that show them why you are the best choice! Try to show your tourism business highlights as the unique experiences of your region: the culture, the attractions, the fauna, the flora, the food, and more [1].

5. Social networks, like Instagram, Facebook or Telegram play an important role in tourism since they are used before, during, and after the trip. Everyone has their own platform preferences, so carefully consider this segment of your target audience to help you decide where to focus your social media efforts [2].

In conclusion, it's worth remembering, that by understanding your customer as well as the technology that they consume, you can shape a much better digital marketing strategy. Finding which platforms your target audience uses and what is more relevant to them (be it through data analysis or forming relationships with influencers) allows you to get in your ideal guest and organize your strategies to work for them.

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ECO-TOURISM

The contemporary world is confronted with unparalleled environmental issues, ranging from climate change to the decline of biodiversity. In this light, tourism, as a major sector of the global economy, must be integrated into the framework of sustainable development. Eco-tourism, a responsible and environmentally conscious form of travel, is gaining increasing relevance. It offers travelers an opportunity to explore unique natural landscapes and cultural heritage while contributing to the preservation of the environment and improving the well-being of local communities [1].

Eco-tourism refers to responsible travel to natural areas that contribute to the conservation of the environment and improve the welfare of local people. Unlike mass tourism, it is characterized by small groups of travelers, minimal impact on the environment, and a focus on educational and nature conservation aspects. One of the key aspects of eco-tourism is the protection of nature and biodiversity. Tour operators strive to provide opportunities for observing and studying natural phenomena while minimizing their impact on these ecosystems.

The main principles of ecotourism include several key aspects. First, it involves reducing negative impacts on the environment, which means minimizing the carbon footprint, using renewable energy sources, and respecting nature, including the protection of vegetation and wildlife. Second, ecotourism should provide economic benefits to local communities by leaving a significant portion of the income in the region to create jobs and promote economic growth. The third aspect is raising awareness about the need for nature conservation. Ecotourism should serve an educational function, informing tourists about the importance of preserving nature and cultural heritage. Finally, involving local communities in the planning and management of ecotourism allows for consideration of their needs and interests, supporting the sustainable development of the region.

However, despite its noble goals, ecotourism faces a number of challenges. One of the main issues is «greenwashing», where companies advertise their services as environmentally friendly without actually mee-