

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

The tourism industry has experienced significant transformations in the context of globalization. As borders become increasingly permeable and information flows more freely, the dynamics of travel and tourism are evolving. This thesis aims to explore the key trends shaping the development of the tourism industry amid globalization, highlighting technological advancements, changing consumer preferences, and the impact of global events.

One of the most significant trends in the tourism industry is the rapid advancement of technology. Digital platforms, mobile applications, and online booking systems have transformed how consumers plan and experience travel. Technologies such as artificial intelligence and big data analytics enable companies to offer personalized services, enhancing customer satisfaction and loyalty [1]. Furthermore, the rise of social media has changed marketing strategies, allowing for more direct engagement with potential travelers.

Globalization has led to shifts in consumer behavior, with travelers increasingly seeking unique and authentic experiences. The trend towards experiential travel is gaining momentum, as tourists prioritize cultural immersion and local interactions over traditional sightseeing [2]. This shift has prompted tourism businesses to adapt their offerings, focusing on sustainability and community engagement to meet the evolving demands of travelers.

Events such as the COVID-19 pandemic have profoundly affected the tourism industry, highlighting the vulnerabilities within the sector. The pandemic accelerated the adoption of digital solutions, as companies sought to ensure safety and flexibility for travelers. Additionally, it prompted a reevaluation of global travel patterns, leading to a rise in domestic tourism and a focus on local destinations [3]. This trend is likely to continue as travelers become more conscious of health and safety concerns.

In conclusion, the tourism industry is undergoing significant changes driven by globalization. Technological advancements, evolving consumer preferences, and the impact of global events are reshaping the landscape of travel and tourism. As the industry adapts to these trends, it is crucial for stakeholders to embrace innovation and prioritize sustainability to ensure long-term growth and resilience.

References

1. *Buhalis, D. Digital Transformation in the Tourism Industry / D. Buhalis // Journal of Tourism Management. — 2020. — № 75. — P. 1–12.*

2. *Cohen, E.* The Changing Face of Tourism: Trends and Perspectives / E. Cohen // *Tourism Management*. — 2021. — № 85. — P. 123–135.

3. Impact of COVID-19 on Global Tourism // UNWTO. — URL: <https://www.unwto.org/covid-19-and-tourism> (date of access: 22.11.2024).

К. И. Щетинина, Е. А. Тарашкевич
БГЭУ (Минск)

Научный руководитель — **Н. В. Батищева**

DEVELOPMENT OF TOURISM IN BEIJING

Beijing's tourism sector is central to China's efforts to become a leading global travel destination. Combining its rich cultural heritage, modern infrastructure, and strategic planning, the city has seen remarkable growth in visitor numbers and revenue. Post-pandemic recovery has been marked by new policies and initiatives, transforming Beijing into a more accessible and diverse destination. The purpose of this article is to demonstrate the main trends in the development of tourism in Beijing.

The city has made substantial investments in infrastructure. Two major airports Capital International and Daxing International connect Beijing to 49 countries, with international flight capacity tripling in 2024 [1]. Public transportation, including an extensive metro network and high-speed rail links, facilitates convenient access to popular attractions like the Forbidden City and the Summer Palace. Visa-free transit policies for citizens of over 50 countries have further boosted international arrivals, which saw a year-on-year increase of over 200 % [2].

To cater to a wide range of tourist interests, Beijing has diversified its offerings. Cultural tourism remains a strong focus, with attractions such as the Great Wall, Temple of Heaven, and Hutong neighborhoods drawing millions. Rural and ecological tourism has gained traction, particularly in Yanqing District, where hiking trails and Olympic legacy sites appeal to nature enthusiasts. Modern entertainment options, including Beijing Universal Studios and large-scale events like the Chaoyang International Light Festival attract visitors. Festivals such as the Spring Festival and Mid-Autumn Festival provide immersive experiences of traditional Chinese customs. Food tourism is thriving, with markets offering local delicacies and high-end restaurants serving innovative cuisine. Shopping districts like Wangfujing balance luxury retail with traditional craftsmanship, offering something for every traveler [3].

The city has embraced digital transformation to improve visitor experiences. Smart tourism initiatives include digital ticketing, multilingual guide apps, and AI-powered assistance. Social media campaigns target international travelers, showcasing Beijing's unique blend of tradition and modernity. Integration of globally recognized payment systems, such