

1-е место по итогам работы секции
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THE IMPACT OF VISAS, TRAVEL POLICY, AND INTERNATIONAL RELATIONS ON HOSPITALITY DEMAND

The global hospitality industry is a cornerstone of the world economy, yet its stability is profoundly influenced by the policies governing international mobility. This study aims at examining the influence of visas, travel policies, and international relations on the hospitality industry.

As the global hospitality industry is intrinsically linked to the movement of people across borders, it remains highly sensitive to regulatory environments and geopolitical dynamics. Visas, travel policies, and international relations are critical determinants of tourism flows, shaping both the volume and the composition of demand. Their impact extends from individual traveler decisions to the strategic development of hospitality infrastructure in destination countries.

Visa regulations act as a direct tool governing international mobility. Restrictive regimes create financial and administrative barriers that reduce tourist inflows, while destinations with visa-free or simplified entry consistently achieve higher tourism volumes. Conversely, facilitative policies like e-visas stimulate hospitality demand by reducing pre-travel uncertainty and improving the visitor experience.

In addition to visa requirements, broader travel policies, particularly those concerning security, health, and transportation, significantly shape demand. For instance, official safety warnings and government travel advisories can rapidly alter tourism flows, as travelers avoid regions perceived as unstable or high-risk. Public health regulations, as demonstrated during the global COVID-19 pandemic, can dramatically suppress international demand for hotels, restaurants, and travel services through border closures, quarantine mandates, and vaccination requirements. However, clear and transparent health protocols can accelerate recovery by rebuilding traveler confidence [1].

International relations serve as a macro-level force shaping hospitality demand through diplomacy, trade agreements, and geopolitical tensions. Friendly bilateral relations often encourage tourism exchanges by facilitating air connectivity, reducing travel restrictions, and promoting cultural partnerships. For example, improvements in international relations can lead to relaxed visa policies, increased airline routes, and collaborative tourism marketing strategies — all of which strengthen hospitality demand. In contrast, political conflicts, sanctions, or strained diplomatic ties can diminish visitor numbers almost instantaneously, regardless of a destination's attractiveness. For instance, President

Trump's new visa fee policy is reported to significantly raise travel costs, deterring international tourists. At the same time, his trade disputes with Canada and other countries have sparked tourist boycotts and business event cancellations [2]. These political decisions are likely to create a variety of barriers that will suppress U.S. tourism and directly harm the hospitality industry.

In conclusion, visas, travel policies, and international relations are fundamental in shaping global hospitality demand. Their influence extends beyond administrative regulations to encompass travelers' perceptions of safety, accessibility, and welcome. For stakeholders in the hospitality industry, understanding these dynamics is essential for strategic planning, risk mitigation, and the development of resilient business models capable of adapting to a rapidly changing geopolitical landscape.

References

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SMART DESTINATIONS: HOW TECHNOLOGY TRANSFORMS THE PERCEPTION OF PLACE

In the context of rapid digital technology development and the globalization of tourism practices, the concept of "smart destinations" is gaining increasing relevance both theoretically and practically. A smart destination represents a territory integrated with digital solutions aimed at enhancing the quality of the tourist experience, environmental sustainability, and management efficiency. Technologies not only optimize infrastructure but also radically transform the perception of place itself, turning it from a physical object into a multilayered digital-social construct. So, the purpose of the abstract is to analyze the impact of technologies on tourist destinations. Today's tourist encounters the destination long before physical arrival — through virtual tours, interactive maps, reviews, visual content, and algorithmically generated recommendations. This creates a preliminary digital image of the place, which influences