

customer relations. Such tools help keep brand rules the same and give a full view of money matters in every branch worldwide. The main goal shifts from just offering good items to creating visits that pull people in, stick with them, and feel made just for them. This idea sums up as engaging customers, giving them power, and making them happy. Data guides choices now, with tools based on artificial intelligence that look at feedback as it happens.

Global ties speed up growth and bring deep changes to how tourism works. This touches both what gets offered and what people want. Trends come from more movement across borders and the rise of travel through electronic means. Better transport and phones everywhere make trips cost less and easier to plan. Online sites give travelers more information and choices than before. These shifts change what tourists look for in vacations. People want active breaks, trips full of adventure, and real, one-of-a-kind moments over plain packages. At the same time, older folks over sixty make up a bigger group. They have money and like trips that bend to their needs for comfort and ease. The future of global trade and tourism for Belarus will depend on its ability to adapt to global challenges — geopolitical risks and rapid technological changes. In the field of trade, the key task will be to diversify exports and search for new logistics routes, combined with the integration of artificial intelligence to increase efficiency. As for tourism, Belarus has opportunities to develop niche, sustainable tourism focused on authentic experiences and the country's rich cultural heritage. The use of technology to create a seamless travel experience — from booking to navigation — will become the standard.

In conclusion, the future of global trade and tourism depends on finding a balance between globalization and regionalization, technological efficiency and sustainability, standardization and local adaptation. The key challenges are creating sustainable supply chains, meeting demand for personalized and authentic experiences, and implementing technologies to reduce risk and increase flexibility.

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MEDIA AND PR IN PROMOTING THE HOSPITALITY INDUSTRY

In 2025, the hospitality industry is transforming under the influence of digitalization, sustainability, AI personalization, and wellness services amid steady market growth. The aim of the study is to examine how me-

dia and public relations act as strategic tools for hospitality to build guest loyalty and enhance brand recognition.

Today, media and PR are essential for promoting the hospitality industry. They are no longer just promotional tools but crucial elements in building a sustainable brand that fosters trust and loyalty among clients. In the modern world, where consumers have countless options, successful promotion requires a comprehensive approach combining classic PR methods with dynamic use of digital channels and innovative technologies [1]. One of the key elements of successful PR is collaboration with media and influencers. Engaging in press tours, interviews, articles, and publications in popular travel and business outlets help convey the hotel's strengths and unique offerings to a broad audience. Working with trusted bloggers and influencers is particularly valuable, as their recommendations resonate deeply with target audience.

Digital media expands the opportunities for addressing customers by enabling the creation of visual and interactive content that is better perceived and remembered. Platforms such as Instagram, TikTok, YouTube, and Facebook have become the primary channels for promotion, where regularly updated content, video reviews, virtual tours, and live streams stimulate interest, engagement, and, ultimately, bookings. A central task for hotels is to maintain audience attention and build a community around the brand, fostering a sense of belonging and loyalty [2]. With advanced technologies, reputation management has taken on new dimensions. Monitoring reviews on platforms like Booking.com, TripAdvisor, and social media provides valuable insights into service perceptions and areas for improvement.

A notable example of applying an integrated PR and media approach is the Moxy Hotels brand by Marriott International. Designed to appeal to young, active audiences, Moxy's strategy focused on creating vibrant spaces filled with energy and unique experiences. Instead of relying on traditional advertising, Marriott organized live events and collaborated with influential bloggers to generate authentic content on social media. This helped rapidly capture the attention of the target audience and build an emotional bond, making Moxy a cult brand among young people.

Videos and stories highlighting lively nightlife, creative atmosphere, and community helped Moxy distinguish itself from traditional hotels, attracting youth seeking style, dynamics, and social opportunities. Targeted social media, advertising, and analytics facilitated audience growth, while ongoing digital engagement enabled Marriott to quickly adapt offers to market demands.

In conclusion, modern hospitality promotion is a complex, systematic process that combines media, PR, digital technologies, and creativity into a powerful tool for building and sustaining a successful hotel brand. Amid fierce competition and rapid market changes, it enables hotels to not only inform but also inspire guests, transforming transactions into unique experiences.

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THE IMPACT OF GLOBALIZATION ON CORPORATE CULTURE IN THE TOURISM AND HOSPITALITY INDUSTRY

Globalization has become one of the defining processes of the modern world, affecting all spheres of life, including the economy, culture, and business. Its influence is particularly pronounced in the tourism and hospitality industry, where international interaction is an integral part of daily operations. Corporate culture, as a system of values, norms, and traditions that shape an organization's internal environment, is also undergoing significant changes under the influence of globalization. This article examines the main aspects of this impact, analyzes both positive and negative consequences, and formulates conclusions about the prospects for the industry's development in the global market.

Globalization in tourism is manifested through the growth of international tourist flows, the expansion of cross-border investments, the standardization of service quality, and the adoption of digital technologies. According to the World Tourism Organization (UNWTO), international tourism reached record levels in 2024, exceeding 1.5 billion trips, indicating a high degree of integration of the industry into the global economy [1]. One of the main consequences of globalization is the standardization of service standards and corporate values. International hotel chains, airlines, and tour operators implement uniform quality standards, contributing to the formation of a universal corporate culture. For example, companies such as Marriott International and Hilton Worldwide develop global codes of conduct that apply to all branches regardless of their location [2].

Globalization fosters the creation of multicultural teams, where employees represent different nationalities, religions, and traditions. This