

In the Republic of Belarus, the central bank has not made a decision on the introduction of the digital Belarusian ruble, but questions about its study have already been raised.

Thus, the DCCB is the third form of money obtained through a combination of the best sides of cash and non-cash money. The issuer of this currency is the Central Bank. The development of DC requires mandatory consideration of the economic and social characteristics of the state.

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## **SUSTAINABLE TOURISM AND CULTURAL SUSTAINABILITY, THE PERSPECTIVE OF THE VILLAGES OF ITALY AND SARDINIA**

### **Устойчивый туризм и культурная устойчивость: перспектива деревень Италии и Сардинии**

The interest in the social and cultural aspect of sustainability comes from the studies of cultural anthropology and international communication from which it immediately seemed clear to me that knowledge and respect for local characteristics and identities is fundamental in planning and management of the meeting that comes from the tourist activity. In an increasingly fast world (or «accelerated» to quote Thomas Hyland Eriksen) where there are no clear boundaries as in the past and the differences at the global level are less and less evident, among people who undertake travel with different motives from those strictly working, a new need has spread, daughter of all the characteristics of a «new world», increasingly globalized, where the journey is dreamed of and designed as an opportunity to discover and meet all that is different, authentic and in a certain sense immune to the standardization and pressure that the global market also exerts on the entire tourism sector, where the pursuit of attainment and maintenance of standards and certain levels of competitiveness means that the originality and authenticity of places, experiences and encounter are lost.

Among all tourism practices, whether old or new, there is an increasing need to identify those that best suit the characteristics of a given territory, so that sustainability (economic, environmental and social) is guaranteed and goes hand in hand with a development of the territory that has memory and awareness of its peculiar characteristics so that they can be shown and shared but also safeguarded, handed down and kept faithful to themselves but ready to be inserted in the tourist

market, and therefore economic, which is constantly evolving. In this conceptual frame I have inserted the concrete example of the province of Ogliastra and of the country of Ulassai that for their historical, territorial and cultural characteristics and the potentialities that they reveal in front of the new challenges of tourism, are an excellent example of the encounter between ancient and modern, authenticity and novelty, preservation and reproduction of culture and openness to new activities.

Not only the peculiarity of the places favors social and cultural sustainability, also the organization of hospitality is fundamental and in this regard the model of the Albergo Diffuso perfectly fits the objectives already mentioned above. The hotel is not built, uses, redeveloping, the properties already present on the territory without distorting identity and characteristics and allows those who stay there to be inserted into the social fabric of the real daily community that hosts it. In Sardinia there are several popular Alberghi Diffusi such as that of Orosei, which are quite successful in the panorama of hospitality extra hotel.

In view of all the changes that the contemporary world is going through and will go through, the rediscovery of authenticity in respect for the environment and culture passing through forms of hospitality attentive to all these new needs (as in the case of the Albergo Diffuso) could, to all intents and purposes, prove to be the solution to many issues, more or less problems, that the tourist industry is also facing because of the numerous restrictions that have been established worldwide because of the pandemic still ongoing and at the same time represent a breakthrough giving a new impetus to territories and communities that have all the characteristics necessary to offer unique and authentic experiences.

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## **THE USE OF MODERN TECHNOLOGIES IN CREATING A CORPORATE IDENTITY**

### **Использование информационных технологий для создания фирменного стиля**

Since 1950 we have slowly but surely begun to approach the era of incredible digital technology. Graphic design has changed dramatically since the advent of computers. Since 1984, with the advent of the first desktop publishing systems, personal computers have gradually replaced all analogue technical procedures for