

consumer demands are constantly changing and there is currently a need to expansion modern tourism destinations in order to be able to meet the demands and needs of guests.

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## **THE TOURISM POTENTIAL OF THE GRODNO REGION AND THE ECONOMIC JUSTIFICATION FOR ITS USE**

With the widespread development of tourism, the problems of effective use of the tourist potential of the territory are becoming particularly relevant. Improving the use of the tourism potential of the Grodno region is directly related to the concept of sustainable tourism development throughout the republic and the National Strategy for the Development of Tourism in the Republic of Belarus until 2035. A positive feature of this strategy is the special attention paid to the regions of Belarus and the integrated development of certain types of tourism. The problems and proposals for the development of promising types of tourism in the Grodno region are also highlighted in this work.

After SWOT analyzing the Grodno region and the National Strategy for Tourism Development in the Republic of Belarus until 2035 was revealed that the prospects for the development of cultural, ecological and cross-border tourism in the region are particularly great. The development of these types of tourism is directly related to the effective use of the tourism potential of the region. Especially relevant for the Grodno region is cross-border tourism with a cultural orientation to Poland and Lithuania. This cooperation is closely connected with the expansion of cultural ties and the formation of a common educational space. In general cross-border tourism is associated with the activation of the processes of infrastructure development in the region, the creation of favorable conditions for attracting investment, providing incentives for the development of tourism in the region and the creation of new jobs [1].

The officially declared policy of the Republic of Belarus is that, “based on the principles of good neighborliness, Belarus participates in cross-border cooperation aimed at developing and implementing joint projects between administrations, public and private organizations of the border territories of neighboring countries” [2]. So, its main task is to turn the state border from a dividing line into a place of cooperation between neighbors. Modern society is a post-industrial and information society in which the service sector, including tourism services, plays an important role. The Republic of Belarus and the Grodno region have not used their tourism potential properly for a long time, but over the past 10 years

tourism in the country has been gaining momentum, and the development of tourism in the Grodno region has the best prospects. Currently, the Grodno region has a huge potential both for the development of domestic tourism and for the reception of foreign travelers. Summing up, the following conclusions can be drawn:

1. The Grodno region has an advantageous recreational and geographical position in the western part of Belarus on the border with the countries of the European Union.

2. It has a rich natural heritage and a developed transport system, a dense network of roads and railways.

3. It stands out among other regions of Belarus with the highest territorial concentration and significant value of objects of historical and cultural heritage.

4. It has significant prospects for the development of agrotourism, educational, cultural and cross-border tourism.

### References

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## THE ROLE OF BILINGUALISM IN TOURISM INDUSTRY

At the beginning of the third millennium, in the context of globalization of various spheres of public life, bilingualism acquires a new meaning and significance. Previously it was believed that the ability to be fluent in two languages is available only to a very small number of people, who have a high public posture, prestige education and incredible intelligence. However, the world has changed and one of the results of these changes is the new requirements for employees working in the tourism industry.

One of the main trends of working requirements is that nowadays bilingualism is becoming very ordinary in Commonwealth of Independent States. A sound knowledge of English is of great importance, especially for travel agents and tour operators, whose work includes dealing with