

of coronavirus, as many countries have introduced travel restrictions in an attempt to contain its outbreak [2]. The United Nations World Tourism Organization (UNWTO) estimated that global international tourist arrivals might decrease by 58 to 78 % in 2020. In many of the world's cities, planned travel went down by 80–90 %. The restrictions also affected tourist attractions around the world. Museums, amusement parks and sports venues were closed. UNWTO reported a 65 % drop in international tourist arrivals in the first six months of 2020. Air passenger travel showed a similar decline [3].

In this way, people have become restricted in education in tourism, in education through tourism services and in improving their health.

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2-е место по итогам заседания секции

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THE ROLE OF THE INTERNET IN TOURISM RECOVERY

The COVID-19 pandemic has had and continues to have a tremendous negative impact on the state of the world's economies. One of the most severely affected industries was the tourism industry. Due to the catastrophic impact of the coronavirus pandemic on international tourism, the global economy may lose more than four trillion dollars in 2020 and 2021. This is evidenced by the published report of the UN Conference on Trade and Development (UNCTAD). That is why the problem of transformation of the global tourism market and its focus on recovery after the pandemic is becoming more urgent than it was before.

Today the most important change is the development of information technology and the digitalization of the world economy sectors [3, p. 287], therefore one of the prevailing trends in business promotion is using all kinds of messengers and social networks, such as Instagram, Telegram,

Facebook, Twitter, etc. Tourism also does not stay aside and, with the help of UNWTO (World Tourism Organization), is reorienting its sales markets, as evidenced by the creation of the joint with Instagram “Tourism Recovery Playbook”.

This first ever partnership with Instagram forms part of UNWTO’s wider shift towards using the power of digital innovation to drive the restart of tourism, especially local and sustainable tourism. It also represents Instagram’s recognition of tourism as a leading provider of livelihoods and global opportunity, welcoming UNWTO as a partner in the first structured effort to use the platform as a tool to help kickstart the sector’s recovery.

The Recovery Playbook provides insights into making the most of the platform, from producing Reels to showcase destinations to using Guides and other tools, gives clear instructions for the operation of the application to illustrate how the sector is ready to welcome tourists back safely and responsibly. Also, the Playbook provides information about the experience of using Instagram by various countries and successful organizations in the tourism industry, shows case studies on the development of tourism business during the pandemic. One such example is the creation of a 2-day virtual SMB (small and medium-sized businesses) Festival in Chicago, during which 17 local small businesses and creatives were highlighted. They uplifted their communities and brought people together over the last several months, reaching thousands of viewers.

Why is it important for the development of tourism in the Republic of Belarus? Due to the loss of more than 90 % of tourist flows from international tourism, both inbound and outbound, an important prospect for the development of the industry during the pandemic is the reorientation on domestic tourism. Therefore, an important task of the subjects of tourism activity is to ensure recognition and create an accessible and unified tourist Internet space for both consumers of tourist services and their producers. For most organizations in our country “The Recovery Playbook” will be able to help with the wider use of digital tools and visual storytelling, as an instruction for older employees, as well as a manifestation of creativity for young people. This is an excellent guide to tourism recovery that provides everyone from governments and tourism bodies to local businesses and tour guides with tips and recommendations on how they can use the power of digital means to reconnect with travelers around the world or right in their local communities.