

So as a result of a constant struggle for clients a wide spectrum of various innovative ideas and processes develop. In Belarus not all of these innovative technologies are widespread. However to improve the production efficiency and to increase the profits in a restaurant business it is necessary to apply all possible kinds of advanced technologies and to implement innovations.

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*А.С. Бородавская, Л.Д. Гайдук*  
*БГЭУ (Минск)*  
*Научный руководитель Л.Д. Гайдук*

## TENDENCIES OF DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONTEX OF GLOBALIZATION

Globalization is a process of economic, social, cultural, and political activities, that crosses national boundaries. Like most other industries, tourism is influenced by global competition. Despite challenges demand for international tourism remained robust in 2016. International tourist arrivals grew by 3.9 % to reach a total of 1,235 million, according to the latest United Nations World Tourism Organization World Tourism Barometer. The following effects are the result of strong globalization affection:

- 1) a sudden increase in potential tourist demand for different destinations;
- 2) a strong competition, i.e. destinations competing by adapting their offer to the requirements of potential tourists;
- 3) an emphasis on innovation, better quality of products and services;
- 4) a need for additional capital to finance the necessary future investments to remain competitive in the market;
- 5) problems for developed destinations arising from relations with suppliers who are often not heterogeneous and do not apply the quality standards.

With the emergence of new destinations in the global tourist market, there is a growing competition among traditional Mediterranean destinations. In the global market, as a consequence of circumstances in a macro-environment, there is an evident evolution of needs turned to selfidentification, multicultural views, and specific interests that lead to further market division [1].

The progress made in transportation that have enabled global mobility are particularly significant. Modern means of transport allow people to move quickly and rather cheaply. Another influence of globalization on tourism is a greater awareness of destinations and the variety of leisure activities, sites, and cultures to visit around the world. Handheld devices have also changed the nature of travel in terms of how travelers interact with destinations, making it easier to, for instance, select a restaurant, navigate a big city, or translate a foreign language.

For example, globalization induced changes in the environment of Belarus, stimulates new trends in the tourism market. These trends are evident in the emergence of new needs, behavior of potential tourists and their preferences with regard to the choice of tourism products for which they show more or less interest. The Government of Belarus has recently decided to advance visa facilitation to encourage tourism development. The decision introduces visa-free entry at the Minsk National Airport and visa-free stay in Belarus for up to five days for the citizens of 80 states. Among those, there are 39 countries of Europe, including the entire European Union, Brazil, Indonesia, the USA and Japan [2]. The new visa-free regime is certainly an essential step, which makes political and economic sense, leads to mutual relations between Belarus and numerous countries, and opens many possibilities.

To sum up, globalization involves the evolving interconnectedness of the world, reflected in the expanded flows of information, technology, capital, goods, services and people. Globalization shows its positive effects on tourism and provides an improvement in it.

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