

calderas lie over a hotspot under the Yellowstone Plateau where light and hot magma from the mantle rises toward the surface. The loosely defined term “supervolcano” has been used to describe volcanic fields that produce exceptionally large volcanic eruptions.

The volcano’s activity entails climate, natural and environmental changes. For example: 1-The Bottom of Yellowstone Lake is characterized by high seismic activity. In 2008, it increased sharply, which immediately attracted the attention of scientists. Over time the number of aftershocks began to increase, up to 500 per day. 2-The temperature of the water in the lake Yellowstone is increasing. The result of temperature changes can be a decrease in the amount of oxygen in the water, which will increase its toxicity and the death of lake inhabitants. 3-The behavior of animals also changes, and it is a harbinger of a cataclysm. After one of the earthquakes the Yellowstone residents noticed unusual behavior of animals. For example, bison and deer quickly left the Park fleeing.

If the Supervolcano begins to erupt, the Amount of ash that will rise into the air will be about 300 billion cubic meters. The area of dispersion of large fragments will be about 3000 kilometers. Light fractions will settle in the air, which will lead to a volcanic winter for 10–12 years. The temperature on Earth in the first days will increase by 10–15, and then fall by 20–30 degrees. Due to the lack of solar energy, the temperature on the planet will range from -20°C to -50°C . Scientists have long said that the Yellowstone volcano may wake up sooner or later but later they analyzed volcanic ash and came to the conclusion that all processes inside Yellowstone occur much faster than previously thought. In this regard, the forecasts were changed. Now scientists are inclined to believe that the eruption of the Supervolcano may occur in a few decades and not in the very distant future, as was claimed before recent research. The USA government does not give much publicity to this problem in order people not to panic.

Unfortunately, scientists can not influence this eruption in any way and it will happen in any case. The only correct solution would be to evacuate people from nearby territories.

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CHALLENGES AND OPPORTUNITIES FOR TOURISM INDUSTRY IN CANADA

Canada is a great country for tourism. However, many tourists annually face the problem of getting visas and visiting the country. About 57 million tourists visited Canada in 2019, while in the US this figure reaches 50 million. We decided to conduct an analysis ‘why has Canada tightened the issuance of visas to foreign citizens and how has tourism in Canada developed in recent years?’ Firstly, why is there a strict selection of people who are issued a visa?

A visa is denied to people who have committed a crime in the past. Also people who have serious diseases may be refused because of possible long-term treatment. Another reason is financial impermissibility. Also, the reason for refusal

may be problems with the law in relatives. What are these strictures related to? Rather, it is a question of migration. It is still believed that many tourists have a goal to stay in Canada.

At the same time, Canada is actively developing its tourism in the Northern territories. Despite the expensive tourism, it is very attractive to tourists who like unexplored places. How do marketers attract tourists to the little-explored territories that make up 80 % of Canada? They developed the concept of 'Find Yourself'. The goal was to create an emotional connection between the target audience and the tourism opportunities of the region. Also, creating a website *Iceberg Finder* that attracts tourists to the game of searching for icebergs. Every spring, huge icebergs about 10,000 years old float along the coast of the province. Another move is the website *Sounds from the Edge*, which lets people literally hear Newfoundland and Labrador. The idea is that during the trip, tourists hear a number of sounds that they do not meet in everyday life. In 2019, the company's developers focused on the concept of storytelling. According to the creators, the site allows tourists to learn about the features of destinations through the stories of local residents.

After analyzing Canada's problems in the tourism sector, we can say that the government of the maple leaf country does not want some categories of immigrants or even tourists to come to it in order to maintain a low crime rate. But at the same time, the country is developing tourism and inviting tourists to visit the Northern corners of the country. Many people are stopped by expensive flights and accommodation in Canada, so tourists are looking for an alternative. But Canada has a completely different type of tourism with unique flora and fauna. Their rich heterogeneous nature is almost the main attraction of the country, which attracts many tourists looking for harmony and privacy with nature.

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ПЕРСПЕКТИВА ИСПОЛЬЗОВАНИЯ ФЕСТИВАЛЬНОЙ КУЛЬТУРЫ В СОБЫТИЙНОМ ТУРИЗМЕ КИТАЯ И БЕЛАРУСИ

Деятельность государственных органов Китая и Беларуси обусловила значительное увеличение количества проводимых культурных мероприятий, расширилась и договорно-правовая база сотрудничества. В обеих странах стали проходить выставки, фестивали, гастроли белорусских и китайских художественных коллективов, недели кино.

Среди китайских фестивалей культуры и искусств наиболее популярными и значимыми являются Азиатский фестиваль искусств [亚洲艺术节], Шанхайский международный фестиваль искусств [上海国际艺术节], Международный музыкальный фестиваль «Шанхайская весна» [上海之春国际音乐节], Международный молодежный фестиваль искусств «Жемчужина Востока» [东方之珠国际青少年艺术节], Международный фестиваль искусств