

## **POSITIVE AND NEGATIVE IMPACT OF GLOBALIZATION PROCESSES ON THE TOURISM INDUSTRY**

In recent years, tourism has experienced global development and continued growth, becoming one of the fastest growing sectors of the world economy. Modern tourism simultaneously affects all spheres of production infrastructure, contributing to accelerated economic development [1]. This determines the relevance of considering the positive impact, as well as the negative effect of globalization processes on the tourism industry, which is the subject of this paper.

The tourism industry, with its relentless growth of influence and importance in the world, is one of the most rapidly developing industries in the context of globalization. Globalization, understood as the process of blurring borders and strengthening ties between countries and peoples, has a significant impact on tourism development trends.

In the context of globalization, the availability of many opportunities for travel and cultural exchange is one of the key features of the tourism industry. Modern tourists seek global mobility and are open to new cultural experiences.

One of the main trends of tourism development in the context of globalization is the increasing demand for exotic and remote destinations. Travelers are eager to discover unique natural and cultural attractions, feel the aura of historical sites and immerse themselves in the authentic atmosphere of distant countries. In addition, globalization is influencing the changing expectations and needs of tourists. With the advent of new technologies and the internet, travelers have become more informed and independent. Today, they actively use online booking, smartphones and apps to get destination information, find suitable accommodation, flight tickets or excursions. Tourists want to have full control over their journey and receive personalized service.

Moreover, the tourism industry is facing sustainability challenges in the context of globalization. The increasing number of tourists may lead to negative consequences such as overcrowding, loss of authenticity of the area and negative impact on the environment. Therefore, at the current stage of tourism development, sustainable and responsible tourism, aimed at minimizing negative impacts and maximizing positive contributions to the local community and natural resources, is becoming increasingly important.

Trends in the tourism industry continue to evolve in the context of globalization. Despite the challenges faced by the industry, modern tourism remains a reliable mechanism for creating jobs, attracting investment, preserving cultural heritage and mutual understanding between

peoples. Proper understanding and effective management of trends will help to create a favorable and stable environment for the development of the tourism industry in a globalized world.

### Reference

1. *Авджы, Эмре.* Тенденции индустрии туризма в условиях современной глобализации / Эмре Авджы // Актуальные вопросы экономики и управления : материалы VI Междунар. науч. конф., Москва, июнь 2018 г. — М. : Буки-Веди, 2018. — С. 40–43.