

Additionally, the geopolitical landscape plays a crucial role in shaping trade dynamics. The emergence of new economic powers, particularly in Asia, has led to shifts in trade patterns and alliances. Countries are reevaluating their trade relationships in light of geopolitical tensions, resulting in a diversification of trade partners and supply chains. This trend is further catalyzed by the disruptions caused by the COVID-19 pandemic, which has underscored the vulnerabilities of overly concentrated supply chains.

Lastly, technological innovations, particularly in logistics and transportation, are enhancing the efficiency of global trade. Advancements in artificial intelligence, blockchain, and automation are streamlining processes, reducing costs, and improving supply chain transparency. Companies are increasingly investing in smart logistics solutions to optimize inventory management and enhance customer service.

In conclusion, the modern landscape of global trade is shaped by digitalization, sustainability, evolving trade agreements, geopolitical factors, and technological innovations. As businesses and governments navigate these changes, adapting to new realities will be essential for leveraging the potential of global trade in the years to come. These trends not only indicate a shift in how trade operates but also reflect the broader changes occurring in the global economy and society.

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## **TOURISM AS A CATALYST FOR ECONOMIC DEVELOPMENT AND GLOBAL TRADE EXPANSION**

Tourism is one of the most rapidly developing and highly profitable industries around the world. In the context of widespread urban globalization and countries' efforts to diversify their economic bases, integrating tourism into global trade strategies has become increasingly expected. Despite the challenges the tourism sector faces, such as economic crises, geopolitical conflicts, and insufficient policy coordination, its potential continues to expand, often finding innovative ways to expand its influence.

The relevance of this topic lies in tourism's role as a powerful multiplier effect on various economic sectors, including transportation, communication, agriculture, and trade. The tourism industry generates new jobs, stimulates international investment, and drives infrastructure modernization. Increasing tourist flows boost demand for goods and services, supporting the growth of related industries and integrating them into global trade processes.

In 2023, the number of international tourist arrivals reached approximately 1.286 billion, a 34 % increase from 2022. This recovery reflects 88 % of pre-pandemic levels in 2019, supported by the sustained high demand for travel [1]. Tourism remains a key driver of global economic development, making a significant contribution to global GDP.

For Russia, tourism has become a breakthrough and an opportunity to sustain its economy. Political changes and visa restrictions imposed by western countries have fueled the growth of domestic tourism. This shift has spurred the improvement of tourism infrastructure, the development of new recreational areas, and greater attention to less popular destinations [2, p. 44].

Globalization in tourism forms a unified system for the sale and purchase of tourism services, facilitating international interactions and creating new economic opportunities for countries [3, p. 49].

One of tourism's key features is its ability to connect different cultures and nations through economic exchange. For example, Thailand generates 12 % of its GDP from international tourism, while in Spain, this figure exceeds 11 %. In 2016, tourists spent \$28.5 billion in Dubai and \$17.02 billion in New York. These examples illustrate that tourism not only constitutes a significant portion of government revenue but also supports the development of other economic sectors, such as retail and services provided by local residents.

Modern globalization trends have simplified international interactions, making tourism services more accessible and standardized — streamlined international travel и reducing barriers. Despite challenges like geopolitical conflicts and economic instability, tourism continues to show resilience and growth due to high travel demand. Tourism's contribution to national GDPs and cultural exchange underscores its indispensable role in shaping the interconnected global economy.

## References

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