The future of tourism lies in sustainable and responsible practices, including promoting eco-tourism, supporting local communities, and diversifying tourism offerings to reduce dependence on mass tourism. The rise of experiential tourism, focusing on unique and authentic experiences, offers a promising path forward.

Despite the challenges, the prospects for both trade and tourism remain positive. Technological innovation continues to drive efficiency and connectivity. Sustainable and responsible practices are gaining traction, offering opportunities for businesses that prioritize environmental and social responsibility. Collaboration between governments, businesses, and local communities is essential to mitigate risks and harness the potential benefits of globalization. Effective regulatory frameworks are crucial to address issues of fair trade, environmental protection, and consumer safety.

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DIGITALIZATION OF THE TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION

Digitalization of the tourism industry is an important aspect of its development in the context of globalization. Technological innovations significantly improve travel processes, making the processes of planning, booking, servicing and visiting other countries far easier and better, which in turn contributes to the greatest satisfaction of tourists. Moreover, digitalization is not only about customers satisfaction, but also about optimizing operations and reducing costs in business.

Digitalization covers various areas in the tourism industry. Firstly, it is the online booking of hotels or other accommodation. Mobile applica-

tions or booking sites such as Booking.com, Airbnb.com, or the official websites of hotels allow tourists to look through different accommodation options and choose the most suitable in terms of price and comfort. Secondly, it is the online purchase of tickets. Nowadays, thanks to technology, it is possible to buy airline tickets or tickets for any mode of transportation quickly from the comfort of your home. Thirdly, it is the use of artificial intelligence for customer service. Perhaps, a large amount of travelers are interested in the help of artificial intelligence in planning trips: they enter all the necessary information and the artificial intelligence compiles a tour for them personally, taking into account their requirements and desires.

One of the dynamically developing trends in the introduction of digital technologies in the sphere of tourism is the use of virtual reality. Such new trends are virtual tours and excursions. Virtual tourism refers to a specific tourism niche using technology that enables travelers to experience activities, locations and destinations without leaving their homes [1]. This includes excursions to museums, galleries and cities around the world. Thanks to technology, it is possible to visit some of the most popular places in the world, such as the Louvre, the Hermitage, the Van Gogh Museum, the Galileo Museum and others, without leaving home.

In addition, digital technologies play a crucial role in the promotion of tourist products. First of all, it concerns the possibility of forming new marketing channels for the promotion and sales of tourist produce developed by travel agents. Online sales contribute to 40 % of travel product sales. The global digital travel sales are estimated to rise to US$ 855 billion which is due to the popularity of mobile bookings for hotels, renting cars, tours, products, etc [2].

To sum up, digitalization plays a major role in the development of the tourism industry in the context of globalization. Thanks to technology, travelling today is more accessible, affordable and convenient than ever before. Besides, digitalization contributes to the competitiveness of companies, as a customer gets a better quality of service, and travel companies, as a result of the use of digital technology, are able to increase their profits and achieve long-term company goals.

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