

high demand due to their comprehensive development with parks and sports facilities.

Moreover, there has been a significant increase in the share of studios and one-bedroom apartments in new buildings reflecting buyers' preference for compact and functional living spaces. In response to these trends developers have been actively exploring new concepts aimed at improving life quality within these residential complexes. This includes modern entrances, security and co-working spaces.

Current trends in Minsk primary housing market point to its diversification with developers offering a variety of housing options for different buyer segments. The focus on creating more comfortable and functional projects with enhanced infrastructure is contributing to a rise in life quality and driving sustained demand especially in uncertain market conditions. In the long term such projects could significantly improve the urban environment and meet the most demanding buyers' needs. They may also have an impact on the continuing prices growth in Minsk primary housing market.

The conclusion is as follows. This work shows that the primary residential real estate market in Minsk is driven by a focus on multifunctional residential complexes and a growing demand for comfort and prestige class housing. The results indicate that rising prices caused by increased construction costs and demand for prestigious areas have demand redirected part towards more affordable housing options. The research also highlights compact apartments popularity and developers' efforts to enhance infrastructure and amenities to meet diverse buyers' needs. These trends demonstrate how the market is adapting to changing conditions while improving urban living standards.

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PROSPECTS AND PROBLEMS OF THE DEVELOPMENT OF TRADE IN THE WORLD MARKET

At the present stage, globalisation significantly influences the development of the world economy, shaping new trends in international economic relations (IER). International trade in goods and services, as a form of IER, was the first to feel the impact of globalisation. Therefore, its development must be viewed in the context of globalisation [1, p. 142].

The purpose of this work is to outline the main trends, problems and prospects of the world trade.

Currently the fastest growth rate can be observed in the trade of services. To a significant extent, the unity of the trading and financial system serves as the basis for the formed global complex. All its participants function as components of a common system, leading to the internationalisation and globalisation of economic life.

The boundaries of domestic markets are becoming increasingly constricted for trade and large-scale production, objectively extending beyond national borders. The international character is acquired not only by trade but also by the movement of labor, personnel exchange, and the training of specialists. Significant liberalisation of foreign trade policies in developing countries and the expansion of trade between them contribute to maintaining favorable conditions in the markets for industrial products in many regions. The volume of trade flows from new industrial countries is increasing at particularly rapid rates.

Substantial changes are occurring in the structure of global trade. The share of services, telecommunications, and information technologies is growing, while the share of raw materials and agricultural products is decreasing. Despite the numerous changes currently affecting the dynamics and structure of international trade, a significant portion of global trade turnover belongs to the economies of developed countries, accounting for about one-third of global export-import operations. The study of patterns and trends in the formation of economic ties shows that the general trend in development is moving towards creating a single market for goods and services, increasing the share of manufacturing products, and reducing the share of raw materials. Currently, export and import quotas for various countries have risen as each country attempts to enhance the competitiveness of its domestic products. A major portion of trade is accounted for by developed countries.

Global inflation is a destabilising factor in the development of international trade between countries and exacerbates the instability of their national economies. On the other hand, this process may lead to an increase in the import of goods into the country, as they may become cheaper compared to products from local manufacturers. To reduce active import inflation in the country, it is possible to lower tax rates to decrease production costs and introduce export incentives. Additionally, effective measures may include regulating the exchange rate, developing state programs for import substitution, and diversifying sources of imports [2, p. 157].

Therefore, international trade can have ambiguous effects on the development of the national economy. Each country should develop sustainable programs that ensure maximum benefits from active participation in global trade. Furthermore, measures aimed at minimizing the most likely negative consequences, taking into account the factors and trends of the modern world market can also be in high demand.

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DIGITAL TRANSFORMATION OF TRADE AND TOURISM: OPPORTUNITIES AND OBSTACLES, ECONOMIC FACTORS

The digital transformation of trade and tourism has emerged as a pivotal trend in the 21st century. Digital tools and platforms offer unprecedented opportunities for global connectivity, efficiency, and innovation. However, this transformation is not without its challenges, as businesses, governments, and consumers face technological, regulatory, and social obstacles. This article explores the opportunities and challenges of digital transformation in trade and tourism, and highlights its economic and social consequences.

Opportunities in Digital Transformation

1. **Enhanced Connectivity and Access.** Digital platforms enable businesses to reach a global audience with minimal investment.
2. **Increased Efficiency and Cost Reduction.** AI-driven analytics help businesses understand consumer behavior, optimize pricing, and improve customer service.
3. **Improved Customer Experience.** In tourism, virtual and augmented reality allow travelers to explore destinations virtually before booking, leading to informed decisions and better experiences.
4. **Sustainability and Innovation.** Digital tools promote sustainable practices, such as reducing paper use through e-tickets or optimizing supply chains to lower carbon footprints [1].

Obstacles to Digital Transformation

1. **Technological Barriers.** Limited access to high-speed internet and digital infrastructure in developing countries hinders participation in the digital economy.
2. **Regulatory Challenges.** Inconsistent regulations across borders complicate international trade and tourism.