

## References

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**К. В. Капустя, М. А. Пинчук**

*БГЭУ (Минск)*

*Научный руководитель — К. А. Белова, канд. филол. наук, доцент*

## **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.

3. Economic Disparities. While large corporations adapt quickly to digital trends, SMEs and developing economies struggle to keep pace, widening the digital divide.

4. Social and Cultural Resistance. Digital transformation disrupts traditional business models, leading to job displacement in certain sectors [2].

#### *Economic and Social Factors*

1. Economic Impact. Digital trade contributes significantly to GDP growth, particularly in advanced economies. For tourism, online platforms reduce costs for both businesses and consumers, boosting industry revenues.

2. Social Implications. Societies with limited access to education and training face challenges in adapting to the digital economy.

3. Globalization and Cultural Exchange. The integration of trade and tourism through digital platforms fosters cultural exchange and mutual understanding [3].

The digital transformation of trade and tourism presents immense opportunities for innovation, efficiency, and sustainability, while also posing significant challenges. Governments and organizations must invest in digital infrastructure, support SMEs, and promote digital literacy to ensure inclusive growth. The future of trade and tourism lies in leveraging digital tools responsibly, fostering economic development while addressing social and cultural concerns.

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**А. С. Карпович**  
БГЭУ (Минск)

Научный руководитель — **Е. В. Климух**

### **ANALYSIS OF EUROPEAN UNION AND EURASIAN ECONOMIC UNION IMPACT IN THE GLOBAL TRADE CONTEXT**

The purpose of the research is to investigate the impact of the European Union (EU) and the Eurasian Economic Union (EAEU) on global