

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

trade analyzing their roles in shaping economic policies and their implications for international economic relations.

Due to globalization formation of economic unions has become one of the most effective ways to establish trade relations. Among these unions the European Union and the Eurasian Economic Union emerge as significant players. They are positioned in a way that it seems like they divide the continent into two parts. Why do these two unions warrant particular attention when we examine global trade? One of the foundational policies of the EU is the abolition of customs duties on goods traded between member states. This initiative enshrined in the Treaty on the European Union Functioning promotes the free goods movement within the single market reducing costs for businesses and enhancing competitiveness while facilitating seamless trade. The EAEU although less mature is progressing towards a similar economic integration model. The Customs Union was created specifically for this purpose. It eliminates customs duties and trade barriers among its member states creating a single market for goods. Additionally, it applies a common external tariff to imports from non-member countries harmonizing regulations and enhancing trade efficiency within the region.

By reducing regulatory divergence the EU minimizes trade barriers fostering a more integrated and efficient market. The EU is trying to develop trade not only within the union but also with other countries. Data from Eurostat revealed that trade in goods and services within the union and outside it amounted to approximately \$10.2 trillion in 2023 which is about 33 % of global trade [1]. According to the Eurasian Economic Commission the trade of EAEU countries reached the mark of \$1.8 trillion in 2023 which is 5.8 % of global trade [2]. Although it's not as much as part of the EU it still represents a big global trade proportion. Both unions negotiate free trade agreements with non-member countries. For instance, the EAEU has signed agreements with China, Iran, Singapore, Serbia and Vietnam. The EU also has several agreements with countries such as Great Britain, Turkey, Ukraine and Japan.

On the surface the EU appears to be considerably more advanced in terms of economic development compared to the EAEU. However, it is essential to take into account that the EU has had 31 years to progress since its establishment while the EAEU has been in existence for a mere 9 years. That said, the integration of EU countries has been much slower than that of the EAEC.

The results of the study can be concluded as follows. Both unions play a crucial role in shaping global trade dynamics. Their ongoing evolution and strategic policies have a significant impact on economic relationships and trade patterns worldwide. The future paths of the EU and EAEU will be defined by their economic strategies and innovations. These developments will not only affect their regional economies but also have extensive repercussions on global trade and economic relations. Such changes will be essential in determining the roles and contributions of both unions within the interconnected global economy.

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В. Д. Карсина, Н. В. Батищева
БГЭУ (Минск)

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

FEATURES OF MODERN TOURISM INDUSTRY

In recent years, tourism has experienced global development and continued growth. It is becoming one of the fastest growing sectors of the global economy. Modern tourism simultaneously affects all areas of industrial infrastructure, contributing to accelerated economic development. Meanwhile, there are various factors that temporarily change the direction of tourist flows. The purpose of this work is to outline the main features of modern tourism.

After the 1990s global warming began to affect negatively the economic situation of countries that receive income from tourism. Due to climate change the percentage of trips made outside the summer season increased.

Mass tourism destinations are often criticized for the damage and destruction caused to historical sites and landscapes. Therefore, alternative tourism types have emerged due to the increased consciousness of modern tourists. They are marked by a respectful attitude towards historical sites and natural springs.

The spread of a new generation of tourists and the increase in alternative tourism can be considered as very positive development for the concept of «sustainable tourism». Interest in ecotourism and protected areas with unspoiled nature will enlarge as well. Accordingly, it is necessary to increase the number of ecological tourism projects that are in harmony with nature.

Nowadays, destinations of tourist preferences are becoming more individual, rather than mass, and are taking an increasingly leading role in the global tourism scene with more environmentally friendly tourist products. The segment of the population that is interested in such types of tourism is referred to as the «new middle class». Unlike mass tourism, this segment is a new category of tourists who prefer to travel often alone and/or as part of a very small group of people. Among them, there is an interest in cultural life, familiarization with the knowledge of new cultural values and unknown authentic historical sites.