

Health tourism has become a vital component of the global tourism industry, driven by the demand for affordable treatments, specialized care, and wellness experiences. As the industry expands, countries are investing in healthcare infrastructure to attract international patients. To ensure the continued success of health tourism, collaboration among healthcare providers, governments, and tourism organizations is essential. Emphasis on high standards of care and sustainable practices will be key to maintaining growth and meeting the diverse needs of health tourists.

Reference

Health tourism: Emerging trends and global destinations / J. Smith, R. Johnson, K. Lee [et al.] // Journal of Tourism and Health. — 2021. — Vol. 15, № 3. — P. 45–68.

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MODERN TRENDS IN THE DEVELOPMENT OF WORLD ECONOMY

Modern world trade is undergoing significant changes under the influence of technology, economic factors and changes in consumer behavior. The relevance of the topic is due to the need to understand new trends for successful business. In recent years, there has been an increase in the importance of small and medium-sized enterprises, which are becoming important players in the international arena due to access to digital platforms. These enterprises successfully compete with large companies by using online channels to enter new markets, which promotes innovation and product diversity. Many countries are implementing programs to support small and medium-sized enterprises, which contributes to their development.

The introduction of technology also plays a key role in the transformation of trade. Artificial intelligence and machine learning are used to analyze consumer data, predict trends, and optimize supply chains. Automation of processes in logistics and inventory management increases the efficiency of operations and reduces costs. Blockchain technology ensures transparency and security of transactions, which is especially important for international trade.

Sustainable consumption is becoming increasingly relevant as demand for environmentally friendly and ethically produced goods grows. Companies must consider ethical issues in order to meet consumer ex-

pectations and improve their image. The introduction of international standards for sustainable production also affects the choice of suppliers.

Diversification of supply chains allows companies to reduce risks by reducing dependence on a single supplier and creating more flexible logistics schemes. Returning to local sources of production helps to respond more quickly to changes in demand, and the ability to adapt to global crises such as the COVID-19 pandemic becomes critically important.

Changes in consumer behavior also have a significant impact on trade. The pandemic has accelerated the transition to online shopping, which has changed the sales and marketing strategy of companies. Consumers are becoming more demanding about the quality of service and products, so the personalization of offers based on data increases customer satisfaction.

The development of cryptocurrencies and decentralized finance opens up new opportunities for transactions, reducing the cost of international transfers and speeding up processes. Cryptocurrencies provide security and anonymity, which jeopardizes traditional financial institutions and requires their adaptation.

Logistics innovations also play an important role in the modern trading landscape. Startups are implementing new solutions to optimize delivery and inventory management, and the use of drones and autonomous vehicles promises to reduce shipping costs and increase the speed of logistics operations. Integration with the Internet of Things allows you to track goods in real time, which improves supply chain management.

Thus, current trends in global trade require companies to be flexible, innovative and able to adapt quickly to changes. Successful companies will be those that can integrate new technologies, take into account consumer requirements and follow the principles of sustainable development. Understanding these trends is key to achieving competitive advantages in the global economy.

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MODERN TECHNOLOGIES USAGE IN HOTEL INDUSRTY

Modern businesses face numerous challenges, including rapidly changing consumer preferences, the need for quick responses to market conditions and tough competition. Computer technologies have become a crucial tool for managers, enabling the optimization of management processes and enhancing the competitiveness and profitability of tourism organizations.