

TRENDS IN THE DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION

Globalization significantly alters the landscape of the tourism industry, creating new opportunities and challenges for market participants. In the context of rapid technological advancement, increased population mobility, and changing consumer preferences, the hospitality industry adapts to new realities. Modern travelers are becoming more demanding, seeking unique experiences, and are willing to explore unfamiliar routes. In this context, it is essential to consider the key trends shaping the future of the tourism sector, from sustainable tourism to the influence of digitalization and changes in the global economy.

The global market for tourism services is developing quite dynamically. The number of international tourist arrivals has been increasing annually for several decades. According to the «World Tourism Barometer» the growth rate of international arrivals exceeded 5 %. This positive trend has been observed since 2009, and UNWTO predicts that by 2030 the number of tourist arrivals will reach 1.8 billion. Positive growth results in international tourism are recorded in all regions and sub-regions, as well as across various tourist destinations. According to the UNWTO Confidence Index, the highest level of confidence is recorded in Europe, where over 609 million foreign tourists arrived in 2016 [1]. Following Europe is America, while China is one of the leaders in travel volume and spending [2].

At the regional level, it is important to consider the trends in tourism development in the Republic of Belarus. In our country, the service sector and tourism have the greatest potential for economic growth. However, the competitiveness of the national tourism sector is low compared to Europe. Belarus does not rank among the countries successfully providing tourism services in the global market, with an export specialization coefficient of only 0.2, placing it 100th out of 108 countries in this indicator.

Data on the state of international tourism in Belarus show the following trends: 1. Belarus's low positions in global rankings compared to neighboring countries: in absolute terms, Belarus ranks 92nd out of 181 countries in terms of international tourism development and 162nd in terms of tourism's impact on the national economy; 2. minimal dynamics in tourist activity since 2000: the number of incoming tourists has increased by 2.5 times, but the number of outgoing tourists has decreased almost by half, with the ratio of these figures being only 0.2. There is also a decline in the tourism intensity coefficient from 13.5 % to 8.9 %;

3. changes in the geographical distribution of international tourist flows in favor of developing countries and neighboring states. In 2000, tourists from Europe made up 59.1 % of all arrivals, but by 2015, their share decreased to 34.7 %, making way for tourists from the CIS countries, who constituted 65.3 %.

In summary, the tourism industry is undergoing transformative changes driven by globalization, technology, and evolving consumer expectations. As travelers prioritize unique experiences and sustainability, businesses must adapt their strategies to remain competitive.

References

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AI-DRIVEN INNOVATIONS IN GLOBAL TRADE AND TOURISM: TRENDS AND PROSPECTS

The integration of Artificial Intelligence (AI) into global trade and tourism has reshaped these sectors by driving efficiency, enhancing personalization, and fostering innovation. As industries reliant on dynamic consumer preferences and efficient logistics, trade and tourism have embraced AI technologies to streamline operations and create immersive experiences. This article aims to explore the transformative impact of AI on global trade and tourism, highlighting current trends, challenges, and prospects. A special focus is placed on the innovative Telegram bot «Belarus 3D Excursions», which serves as an example of how AI and interactive technologies promote tourism and cultural engagement.

AI's ability to process vast datasets and identify patterns has revolutionized global trade operations. Predictive analytics enables businesses to forecast market trends, optimize inventory management, and reduce supply chain inefficiencies. Automated systems powered by AI streamline communication across international markets, reducing delays and improving cost efficiency.

For instance, AI-driven platforms facilitate real-time translation and negotiation assistance, which are critical in multinational trade agree-