

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

1. World Tourism Barometer // UN Tourism. — URL: <https://en.unwto.org/barometer/> (date of access: 21.11.2024).

2. Число международных туристских прибытий в 2015 году возросло на 4 % // Press Release UNWTO. — URL: <http://media.unwto.org/ru/press-release/2016-01-19/chislo-mezhdunarodnykh-turistskikh-pribytii-v-2015-godu-vozroslo-na-4-i-dos> (date of access: 22.11.2024).

Н. А. Михайлова, В. П. Щекутова
БГЭУ (Минск)

Научный руководитель — Е. А. Малашенко, канд. пед. наук, доцент

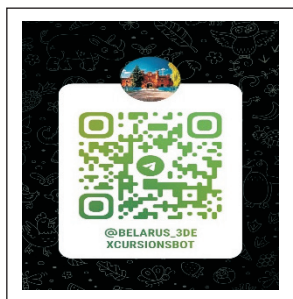
AI-DRIVEN INNOVATIONS IN GLOBAL TRADE AND TOURISM: TRENDS AND PROSPECTS

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-

ments. Moreover, chatbots on e-commerce platforms engage customers 24/7, providing product recommendations, tracking orders, and resolving inquiries. However, challenges such as data security, ethical AI use, and adapting legacy systems to new technologies must be addressed for seamless adoption. Tourism, an industry deeply rooted in customer engagement, has greatly benefited from AI advancements. AI virtual assistants simplify trip planning by automating booking processes, providing instant support, and offering real-time updates.



An outstanding example of AI in tourism is the Telegram-based bot «Belarus 3D Excursions», designed to showcase Belarusian cultural and historical landmarks. This innovative tool was created by the author of this article and offers users 3D tours of popular sites, allowing them to explore remotely and plan visits more effectively. By combining AI with immersive 3D technology, the bot promotes cultural tourism while making local heritage more accessible to global audiences. You can try it yourself by the link https://t.me/Belarus_3DexcursionsBot.

Despite its advantages, AI in trade and tourism poses challenges that require attention. Over-reliance on AI tools can lead to reduced critical thinking and interpersonal skills among professionals. Additionally, inaccuracies in AI-generated information may mislead users, highlighting the need for robust human oversight. In the context of tourism, ethical questions arise regarding data privacy and inclusivity. For example, AI algorithms must be carefully designed to avoid biases. Similarly, in trade, the automation of roles risks displacing workers, underscoring the importance of upskilling the workforce.

AI's role in combating misuse is also critical. Tools like anti-plagiarism software are used in academia and content creation, ensuring originality and trustworthiness. Such principles should be extended to AI applications in trade and tourism to uphold transparency and reliability. AI-driven innovations are redefining global trade and tourism, unlocking new possibilities for efficiency, personalization, and cultural promotion. The example of «Belarus 3D Excursions» demonstrates how interactive technologies can connect local heritage with global audiences, inspiring more sustainable tourism practices. Similarly, AI's predictive capabilities and automation are transforming trade logistics and customer engagement.

However, achieving the full potential of AI requires addressing challenges related to ethical use, human oversight, and workforce adaptation. As stakeholders embrace these technologies responsibly, AI will continue to shape the future of global trade and tourism, fostering economic growth, cultural exchange, and a more interconnected world.