

The success of Dubai's tourism industry, as highlighted in Executive Magazine, can be attributed to the effective collaboration between the government and private sector firms. Lebanon can adopt a similar approach by involving private investors in the development and management of tourist sites and infrastructure. Creating a destination marketing plan that promotes Lebanon as a must-visit tourist destination is vital. This plan should include the establishment of a country brand, diversification of tourism products, and targeting niche markets such as cultural, religious, and gastronomic tourism.

The McKinsey report on Lebanon's tourism vision emphasizes the need for a sustainable approach that minimizes negative impacts on the environment. Promoting small-scale adventure and experiential tourism can generate higher revenues and provide authentic experiences for tourists. Lebanon should focus on developing ecotourism activities such as hiking, mountain biking, and nature tours in areas like the Qadisha Valley and the Chouf Cedar Reserve.

Improving tourism infrastructure is fundamental to enhancing the overall tourist experience in Lebanon. This includes restoring and protecting archaeological sites, upgrading urban infrastructure, and developing efficient transportation networks. For example, the restoration of the castle in Saida and the enhancement of urban infrastructure in cities like Tripoli can significantly boost their attractiveness as tourist destinations. Investing in modern amenities such as high-quality hotels, restaurants, and entertainment facilities is also essential.

In conclusion, Lebanon has immense potential to become a leading tourist destination by adopting innovative approaches to developing and promoting its tourism sector. Emphasizing cultural tourism, developing rural tourism, leveraging public-private partnerships, promoting sustainable tourism, and enhancing tourism infrastructure are key strategies that can drive growth in the industry. By implementing these strategies, Lebanon can attract a diverse range of tourists, boost its economy, and showcase its rich heritage to the world.

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TRENDS IN MODERN GLOBAL TRADE

In recent decades, global trade has undergone significant transformations, driven by technological progress, geopolitical shifts, and changing consumer preferences. These trends have reshaped the landscape of international commerce, creating new opportunities and challenges for businesses and governments worldwide.

One of the most prominent trends is globalization, which has increased economic interdependence between nations. By reducing trade barriers and tariffs, countries have facilitated the exchange of goods and services on an unprecedented scale. Institutions such as the World Trade Organization (WTO) and regional trade agreements have played a critical role in fostering this integration. As a result, companies now operate in global supply chains, sourcing raw materials and manufacturing products in multiple countries to optimize costs and efficiency.

Another transformative trend is the rapid growth of e-commerce and digitalization. Online platforms like Amazon, Alibaba, and eBay have revolutionized how businesses and consumers interact, enabling cross-border transactions with ease. Advances in logistics, such as automated warehouses and real-time tracking systems, have further streamlined this process. Small and medium-sized enterprises (SMEs) have particularly benefited, as digital tools allow them to access international markets previously dominated by large corporations.

Technological innovation continues to be a driving force in global trade. Technologies like blockchain are enhancing transparency and security in international transactions, while artificial intelligence and data analytics are helping businesses predict market trends and optimize operations. Automation and robotics have also revolutionized manufacturing, increasing productivity and reducing costs. Digital currencies and financial technologies are transforming payment systems, making cross-border payments faster and more accessible.

Diversification of supply chains is another notable trend. Businesses are moving away from dependence on single suppliers or regions, particularly China, which has long been a manufacturing hub. Instead, companies are exploring alternative production sites in Southeast Asia, Africa, and Latin America to mitigate risks and reduce costs. This shift not only changes the global trade map but also provides opportunities for emerging economies to become key players in international commerce.

Lastly, infrastructure development plays a vital role in supporting global trade. Investments in ports, transport networks, and digital infrastructure are essential for reducing costs and improving efficiency. Smart logistics systems, driven by artificial intelligence, are becoming a cornerstone of modern supply chains, allowing for seamless integration of production, transportation, and distribution.

In conclusion, modern global trade is characterized by a mix of globalization and regionalization, driven by technological advancements and evolving priorities such as sustainability. As businesses and governments adapt to these changes, they must remain agile and forward-thinking to thrive in an increasingly interconnected and dynamic world.

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WELLNESS TOURISM

Wellness tourism uniquely blends leisure and medical care, gaining popularity as health becomes a priority for many in today's world. This paper will explore the main aspects of wellness tourism and its impact on the economy of the Republic of Belarus. With growing awareness of the importance of maintaining physical and mental well-being, wellness tourism presents an attractive option for travelers. It includes trips to resorts, sanatoriums, and spa centers to enhance physical and mental well-being. The wide range of programmes designed to improve quality of life makes it appealing to many people, including families with children, older adults, and those who are looking to lead an active lifestyle.

Sanatorium treatment in Belarus provides great opportunities for wellness restoration and mental well-being. Known for friendly service, great facilities, and reasonable prices, sanatoria support physical recovery while offering a comfortable atmosphere, making them popular destinations for vacationers throughout the year.

Wellness tourism in Belarus is rapidly growing, thanks to its rich natural resources. Most Belarusian sanatoria use mineral waters and therapeutic mud for treatment. Mineral waters aid the digestive and nervous systems, while therapeutic mud helps with joint and skin conditions. This combination of natural elements and modern treatments offers unique opportunities for health restoration through natural healing procedures.

It is worth noting that Belarus not only offers a variety of therapeutic procedures, but also creates conditions for a full family vacation. The country has numerous health resorts, including specialized children's sanatoria. The main treatment areas there include respiratory, digestive, musculoskeletal, urinary, endocrine and other systems.

A key aspect of sanatorium wellness is therapeutic (dietary) nutrition, as following the appropriate diet greatly improves the effectiveness of treatment. Health resorts in Belarus offer dietary menus tailored to specific health conditions. Additionally, they take into account the taste