

ting those standards. Another problem is the excessive development of infrastructure, which can lead to the degradation of natural landscapes. Uncontrolled influx of tourists into vulnerable ecosystems can negatively impact local flora and fauna, cause soil erosion, and pollute water resources. Therefore, it is crucial to carefully balance economic and environmental interests, paying special attention to the preservation of cultural heritage and traditions. Effective mechanisms are needed to control tourist flows, prevent excessive pressure on ecosystems, and ensure the preservation of their biodiversity. Only in this way can ecotourism fully realize its potential as a tool for sustainable development [2].

Only strict adherence to the principles of environmental responsibility, active engagement with local communities, and continuous monitoring can ensure that ecotourism becomes a truly effective tool for nature conservation and improving the quality of life for people. This requires a comprehensive approach that includes not only compliance with environmental standards but also the active participation of local residents in decision-making processes. Sustainable development of ecotourism is only possible if all stakeholders work together to create a harmonious coexistence between tourists and nature, as well as to ensure a fair distribution of economic benefits among the local population.

References

1. Экологический туризм как фактор устойчивого природопользования // Fast Fine. — URL: <https://fastfine.ru/readyworks/referaty/prirodopolzovanie/ekologicheskij-turizm-kak-faktor-ustojchivogo-prirodopolzovaniya> (дата обращения: 04.12.2024).
2. Рыжова, Ю. А. Экотуризм // Ю. А. Рыжова // Образовательная социальная сеть. — URL: <https://nsportal.ru/detskiy-sad/okruzhayushchiy-mir/2017/02/20/ekoturizm> (дата обращения: 04.12.2024).

А. А. Родионов
БГЭУ (Минск)

Научный руководитель — М. М. Ахрамович

DIGITALIZATION TECHNOLOGIES IN TOURISM

Digitization in tourism is actively developing, and many companies are already implementing advanced technologies such as blockchain and artificial intelligence (AI) to improve their services and increase efficiency.

Blockchain is a special technology for storing data on a set of nodes (computers) connected to a network, and it is based on four principles:

- 1) a distributed database to which all participants have access and no one has full control;

2) the lack of hierarchy. Among the many nodes of the blockchain, there is no the main one;

3) transparency. Each operation is visible to everyone who has access to the system;

4) the immutability of records.

These principles are the undoubted advantages of the technology, among which, in addition to the lower transaction costs mentioned above, they minimize the time spent on «proof of work» of the system by all participants, etc. Simply put, blockchain is a digital platform that stores information about transactions between users and verifies their authenticity. Among the advantages of digitization it is relevant to mention the following:

1) the best customer experience: customized offers and faster booking processes;

2) enhanced Security: Blockchain provides data protection and transaction transparency;

3) the optimization of business processes: reduce costs and increase efficiency through automation and data analysis;

4) the automation and simplification of financial transactions, shortening the terms of preparation and execution of contracts, reducing the turnover of paper documents;

5) virtual reality shops, online booking and other electronic services will allow tourists to plan their trip quickly and cheaply;

6) reducing the cost of a tourist product and improving the quality of services provided (reducing the cost of creating and promoting websites, paying for advertising, brokerage services);

7) the automation of identification processes, automated verification of the company (hotels, airlines);

8) the participation of consumers of travel services in the global loyalty system, accumulation of bonus points when buying tours (A single loyalty card that allows you to simultaneously accumulate points from all hotel chains, airlines, car rental services);

9) the increase the profits of organizations providing travel services by optimizing commercial, informational and productive activities.

Specific travel agencies may be considered to be the examples of the use of these technologies. Let us take a look at TUI Group and the use of blockchain. TUI Group, one of the largest travel companies in the world, actively uses blockchain to improve its business processes. They have implemented a blockchain to manage contracts and bookings which reduces costs and increases transparency of operations. Blockchain also helps to manage customer data, ensuring their security and privacy.

Another example may be Expedia travel organization and the use of artificial intelligence. Expedia uses artificial intelligence to personalize offers and improve customer service. With the help of machine learning and big data analysis, the company can offer customers the most suitable travel options. AI is also used to optimize prices and manage bookings in real time.

Digitization technology opens up new opportunities for travel agencies, allowing them to adapt to Modern market requirements and improve the quality of services provided. I think that the introduction of new technologies both in tourism and in other fields of activity is simply the necessity of our time.

References

1. Information Technology in Tourism Industry // IT-Path. — URL: <https://nepalisaroj.com.np/post/p1592292464orinw/> (date of access: 24.11.2024).
2. *Barten, M.* Tourism Trends: The Latest Opportunities for The Tourism Industry of 2024 / M. Barten // Revfine. — URL: <https://www.revfine.com/tourism-trends/> (date of access: 24.11.2024).
3. *Крестьянинова, О. В.* Культурно-познавательный туризм: его виды и специфика / О. В. Крестьянинова // Научное обозрение. — URL: <https://science-pedagogy.ru/ru/article/view?id=2519> (дата обращения: 26.11.2024).

С. В. Сапего
БГЭУ (Минск)

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

MODERN DIRECTIONS IN THE DEVELOPMENT OF WORLD TRADE

Current trends in global trade are undergoing significant changes under the influence of various factors, such as technological progress, globalization, changes in consumer preferences and environmental challenges. Here are some key takeaways:

1. Digital Transformation: The rapid advancement of technology has led to a significant shift towards digital trade. E-commerce platforms and digital payment systems are revolutionizing how goods and services are bought and sold globally, enabling businesses to reach customers in previously inaccessible markets.

Examples: traditional clothing store faces falling sales as e-commerce rises.

2. Sustainability and Ethical Consumption: There is a growing demand for sustainable products and ethical sourcing practices. Consumers are increasingly prioritizing eco-friendly products, prompting companies to adopt sustainable practices and transparency in their supply chains.

Examples: Ethical fashion.

3. Shift in Global Supply Chains: The COVID-19 pandemic exposed vulnerabilities in global supply chains, leading many companies to re-