

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

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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-

think and diversify their sourcing strategies. This includes nearshoring and reshoring efforts as businesses seek to minimize disruptions and increase resilience.

Examples: Transition to localization of production in the automotive industry.

4. Emergence of Emerging Markets: Countries in Asia, Africa, and Latin America are becoming more influential in global trade. These emerging markets are not only significant consumers but also growing producers, impacting global supply and demand dynamics.

Examples: Indian market development.

5. Technological Advancements: Innovations such as artificial intelligence, blockchain, and the Internet of Things (IoT) are being integrated into trade practices, enhancing efficiency, security, and transparency in transactions, as well as streamlining logistics.

Examples: Artificial Intelligence in Healthcare; Development of smart devices (smart devices).

The modern directions in the development of world trade reflect a dynamic interplay of technological, economic, and social factors. As the global marketplace continues to evolve, businesses must adapt to these changes to remain competitive and responsive to the needs of consumers and the planet. By embracing innovation and sustainability, the future of world trade holds the promise of a more interconnected and equitable global economy.

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MODERN DIRECTIONS IN THE DEVELOPMENT OF WORLD TRADE

Modern world trade is undergoing significant changes driven by globalization, digitalization, shifts in the geopolitical landscape, and the need for sustainable development. These factors are shaping new trends and directions that influence economic relations between countries. This report will examine the key directions defining the development of world trade in the 21st century.

1. Deepening Digital Trade. One of the most noticeable trends is the growth of digital trade. The COVID-19 pandemic accelerated the shift to e-commerce, leading to an increase in online sales volumes. According to UNCTAD, in 2020, the volume of global e-commerce reached \$26.7 trillion, which is \$4 trillion more than in 2019 (UNCTAD, 2021). This indicates that companies and consumers are increasingly choosing digital channels for making purchases and conducting business.