

ment, growth of regional agreements, adaptation to geopolitical changes, and implementation of innovative technologies are shaping a new reality for businesses and governments worldwide. Understanding these trends will help countries adapt to the rapidly changing conditions of the global economy.

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PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF TRADE AND TOURISM INDUSTRY IN THE WORLD MARKET

With changes in consumer behavior, technological advances, and the dynamic nature of the market, the retail sector itself is changing. In this regard, retailers are forced to reconsider their strategies for building and maintaining customer loyalty.

Artificial intelligence has become an important factor in the digital transformation of retail, increasing the speed, efficiency, and accuracy of various business processes. AI does not replace real employees, but it expands business capabilities by providing relevant data for informed decision-making and personalized customer service. Retailers are increasingly using AI-based technologies.

Personalization is a key strategy in the retail industry, the essence of which is to select individual approaches to customers throughout the entire interaction cycle. Retailers increase customer loyalty and improve the shopping experience by using historical and personal data, as well as product and customer behavior analytics.

An omnichannel approach means serving customers on various platforms: in a mobile app, on a website, or in a physical store. According to a study by Harvard Business Review, 3% of consumers use multiple channels when shopping. An omnichannel strategy aims to improve the overall customer experience and offers benefits such as increased traffic, sales, and customer loyalty.

In the dynamic retail environment, the return process has become an important tool for increasing customer engagement. In recent years, the

number of returns has more than doubled compared to previous years, highlighting the need for brands to create positive connections with customers who are on the verge of losing brand loyalty.

According to the Pew Research Center, 64 % of shoppers prefer to shop in physical stores. Brands, recognizing that consumers are not yet ready to give up shopping in stores, are strategically adapting. Retail giants such as Kohl's, Target, and Barnes and Noble have planned to open smaller stores, confirming the appeal of physical stores.

Sustainable shopping is becoming an important trend in the retail sector, driven by growing environmental awareness and a desire to make ethical choices. A key indicator of this trend is the fact that 58 % of consumers are willing to pay more for eco-friendly products. This shift in consumer behavior reflects the desire for sustainability and ethical consumption, forcing retailers to rethink their practices to align with the values of environmentally conscious customers [1].

Reference

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POST COVID INFLUENCE ON INTERNAL TOURISM

Today, the tourism industry is still facing the challenges posed by the pandemic 2020, which emerged suddenly and, spreading rapidly around the world, severely damaged numerous economic sectors. International tourism is no exception: border closures, restrictions on the movement of people and social distancing measures have led to a sharp decline in international travel and, consequently, a significant drop in tourism revenues, disrupting the habitual way of life of people and causing the global crisis in the world economy and healthcare.

The tourism sector, which contributed \$2.9 trillion to the US GDP in 2019 and supported 300 million jobs, is facing a sharp reduction in international arrivals (by 73 % in 2020). The United Nations World Tourism Organization (UNWTO) has imposed severe restrictions on all kinds of travelling, resulting in historically low levels of tourist flows. The most tourism-dependent countries (Jamaica, Maldives and Cyprus), with a 50 % share of tourism in GDP, suffered significant economic losses.

The air transportation industry is one of the hardest impacted sectors due to the COVID-19 outbreak. Most countries in the world have