

MAIN CHARACTERISTICS OF INTERNATIONAL TRADE

International trade in goods is one of the most ancient and significant areas of international business in which commercial transactions regularly take place. The main types of such transactions, executed through purchase and sale contracts or non-currency contracts (with equivalent exchange of goods), include export, import, re-export and re-import transactions.

Currently, international trade overcomes the simple concept of «purchase and sale». It is based on the effective interaction of all components — both at the micro and macro levels, including suppliers, consumers and international organizations. The key factor influencing the development of international trade in the context of globalization is the scientific and technological revolution (STD). It manifests itself, first of all, in the fact that knowledge, information and ideas, taking various forms in the process of their creation, dissemination and movement, are increasingly becoming the subject of trade.

The scientific and technological revolution has an impact on the qualitative aspects of international trade, manifested through a number of its derivatives. In recent years, more and more attention has been paid to Internet technologies that take international trade to a new virtual level. Advancements in technologies like blockchain, AI, and IT are enhancing transparency, efficiency, and security in international trade. E-commerce is developing at a tremendous rate, and the Internet is expanding the range of commercial relations. In the field of international online commerce, modern mobile applications are increasingly being used, allowing users to make purchases regardless of their location and social status. Statistics show a rapid growth in sales of services through Internet applications.

The virtualization of international trade leads to changes in calculations at the international level. In the modern world, new technologies are emerging for payments in online stores, as well as trading currencies for international purchases, including cryptocurrencies. The Internet is transforming the relationship between consumers, manufacturers and sellers, taking them to a new level. If earlier the main criteria for the success of goods were their quality and price, today the satisfaction of individual needs comes to the fore. This means that the product offered on the international market must meet the expectations of global consumers as much as possible.

Thus, in modern conditions, in the era of globalization, international trade acquires a new quality. Its main characteristics are:

- transformation of knowledge and information into objects of purchase and sale;

- introduction of new sales technologies;
- the appearance of products that do not have physical characteristics (for example, mobile applications) and other aspects.

Certain evolutionary changes are taking place in the payment system for international trade transactions under the influence of key factors of globalization. In fact, a new trade policy is being formed in the modern world, which manifests itself through solving problems arising in international trade, as well as through the development of new mechanisms and rules for its regulation.

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THE DIGITAL ECONOMY AND THE WAYS OF ITS DEVELOPMENT

The widespread adoption of digital technologies creates a new area of concern that highlights the need for research and comprehension of these processes. The digital economy forms the basis for the overall development of the social market economy and impacts various sectors, including banking, retail, transportation, energy, education, and healthcare. Technologies such as the Internet of Things (IoT) and big data along with mobile device usage are reshaping social interactions, economic relationships and institutional frameworks.

Tourism and the hospitality industry are information-driven sectors where the collection, transmission, and processing of information are vital for decision-making across all management levels. In this context, the emergence of a new sector within the digital economy directly affects tourism, which actively leverages modern information and communication technologies.

The digital economy is characterized by the dominance of digital information over other production factors, positioning digital data as a key production element. The informational support of tourism is increasingly