

MODERN TRENDS IN THE DEVELOPMENT OF WORLD TRADE

Modern world trade is undergoing significant changes caused by a variety of factors, including globalization, technological innovations and changes in consumer preferences. The following are the key areas shaping the face of global trade in the current dynamic environment.

1. Globalization and regionalization. Globalization continues to be an important driving force of world trade, ensuring deeper integration between countries through free trade zones and economic unions. However, in recent years there has also been an increase in interest in regionalization, which is manifested in the creation of new trade agreements at the level of individual countries and regions. This allows countries to protect their economic interests and adapt to changes in the global environment.

2. Digitalization of trade. The transition to digital technologies is having a revolutionary impact on trade. E-commerce continues to grow, offering new opportunities for businesses and consumers. The introduction of technologies such as blockchain makes it possible to increase transparency and security of transactions, and the use of artificial intelligence helps to optimize processes, analyze data on consumer preferences and predict demand.

3. Sustainable development. Modern consumers are increasingly paying attention to the environmental aspects of goods and services. Sustainable development is becoming an important factor in trade, which leads to the formation of sustainable supply chains and the implementation of corporate social responsibility principles. Companies strive to minimize the negative impact on the environment and take into account the social aspects of their activities, which requires a review of business models and strategies.

4. Changing consumer preferences. In recent years, there has been a significant change in consumer preferences. There is an increasing interest in local products, environmentally friendly goods and ethical trade. This creates new challenges for companies that must adapt their strategies to new demands, offering not only high-quality, but also responsible products.

5. Geopolitical factors. International politics and economic sanctions have a significant impact on trade. The changing balance of power between countries and regions, as well as the emergence of new economic blocs, create instability in world trade relations. Companies should be ready to respond quickly to changes in the external economic situation and take into account geopolitical risks in their strategies.

Modern trends in the development of world trade require flexibility, adaptability and an innovative approach from market participants. Companies that are able to respond effectively to changes and use new technologies will have a competitive advantage in the global economy.

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A COMPARATIVE ANALYSIS OF FIVE-STAR HOTELS IN MOSCOW

Hotels are more than just places to sleep; they are vital components of the tourism and hospitality industry, offering travelers safe and comfortable refuges. The aim of this research is to compare five remarkable five-star hotels in Moscow: Radisson Blu Olympiyskiy Hotel, Safmar Grand Hotel, Metropol Hotel, Safmar Aurora Hotel, and National Hotel, focusing on their distinctive features, amenities, locations, and services.

Nestled in Moscow's bustling business district, just 4 km from Red Square, the Radisson Blu Olympiyskiy Hotel welcomes guests with 379 thoughtfully designed rooms across 32 floors, including 75 luxurious suites that offer breathtaking views of the city. The hotel's large windows create an inviting atmosphere, and each room is equipped with amenities like a safe, minibar, coffee machine, and high-speed internet. A highlight of this hotel is the grill restaurant, FILINI, where culinary delights are prepared in a traditional bake, making it a must-visit for food enthusiasts.

Located on Tverskaya Street, the five-star Safmar Grand Hotel is close to many of Moscow's beautiful historical landmarks and cultural