

THE IMPACTS OF GLOBALIZATION ON THE TOURISM INDUSTRY

Joining international networks, as a consequence of globalization, significantly increases the innovative potential of tourism businesses. At the same time the transformation of the global order and the lingering effects of the COVID-19 pandemic present new challenges to international tourism. Therefore, the relevance of this research is determined by the need to identify key trends and promising directions for the development of the tourism industry, taking into account emerging geopolitical and sanction-related risks for both tourists and businesses.

Technological advancements have revolutionized how tourists plan and experience their journeys. Online booking platforms, mobile applications, and complex data analytics have allowed travelers to create personalized routes and access a vast amount of information independently. Businesses, in turn, use these technologies to optimize operations, personalize services, and improve customer engagement.

The industry has become more flexible and capable of rapidly adapting to changes in consumer preferences. These tools not only improve the planning and management of tourist routes but also enable effective responses to changes caused by external factors such as pandemics or changes in law. These technologies are also valuable in developing new offerings transforming previous challenges into new opportunities to strengthen the market positions of tour operators. In this case, the development of these technologies continues to expand the boundaries of what is possible in tourism, creating a more stable and adaptive industry of the future [1].

However, in the process of globalization serious problems are also appearing. Having a negative impact of tourism on local population, the trends towards internationalization and unification are opposed by the trends of preserving national identity.

For example, tourist traffic overloads the infrastructure of popular destinations, creates tension in the transport system, public services and, most importantly, worsens the quality of life of the local population and provokes social conflicts. And heavy dependence on tourism creates the problem of seasonality and job insecurity, forcing local workers to seek temporary jobs or migrate.

The rapid growth of the tourism industry, linked to globalization, also has a significant negative impact on the environment. Mass tourism leads to a significant increase in the carbon footprint due to international flights and land transport, contributing to climate change. Moreover, excessive consumption of resources in tourist areas, including water and

energy, also causes a shortage for the local population. In addition to environmental problems, globalization also creates new security challenges. Terrorist attacks and political instability in the world can reduce the flow of tourists and endanger the safety of both locals and travelers [2].

Globalization's impact on the tourism industry is complex and multifaceted. While it has democratized travel and boosted economic growth, it has also led to significant challenges related to environmental degradation, economic inequality, and security concerns. The way to solve these problems requires a transition to sustainable and responsible tourism practices with special attention to community involvement, environmental protection, and the preservation of cultural heritage. A balanced approach that prioritizes the well-being of both local communities and the environment is crucial to ensuring that the tourism industry continues to thrive while minimizing its negative impacts.

References

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THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL MODELS

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Thanks to the Internet, orders can be made at any time of the day and from any location, all that is needed is a device with Internet access. Moreover, many online stores offer delivery of goods directly to your door, making it even easier and more convenient for the buyer.