

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.

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THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL MODELS

The main advantage of e-commerce is the ability to purchase goods and services online. The buyer can do so without having to visit a physical store or establishment, simply by selecting the desired product online. The online shopping cart allows you to add and remove products, and if necessary, use reference data such as reviews and ratings to make an informed choice. The buyer can select the necessary products and then proceed to checkout. One of the features of international e-commerce is the ability of the buyer to make a purchase and pay for the product directly on the website.

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.

The seller must provide reliable information about the product, its characteristics and prices so that the buyer can make an informed choice. It is also necessary to provide the buyer with the opportunity to contact the seller for additional information.

As for international e-commerce, it implies the ability to send goods abroad. Different countries may have their own requirements and restrictions regarding trade and delivery of goods. Therefore, for successful cross-border e-commerce, it is necessary to take into account all legal and customs regulations and conditions.

The Internet provides the opportunity to buy goods from anywhere in the world, and cross-border e-commerce allows sellers to offer their products to a wide range of buyers, not limited to just a regional market.

E-commerce companies in the US retail industry follow five strategies to remain competitive:

- Growing Competition: Impact on Traditional US E-Commerce Retailers. Changing Consumer Behavior.
- Comparing Product Options: A Company's US Online Store.
- Supply Chain Changes: Smart Delivery Has the Biggest Impact on a Company's US Online Store.
- Integration Opportunities with Traditional US E-Commerce Stores.
- The United States of America is home to the top five online retailers: Amazon, eBay, Apple, Etsy, Walmart [1].

The rapid growth of e-commerce poses a challenge for traditional retailers. But by adapting to the changing retail environment, traditional retailers will continue to thrive. E-commerce has provided convenience and access that traditional retail strategies cannot compete with. Online shopping has also allowed shoppers to quickly compare prices and products, leading to increased competition and pressure on retailers to offer the best value for money. However, the rise of e-marketing has also opened up many new opportunities for brick-and-mortar retailers. For example, opening business websites. Some retailers have partnered with online marketplaces.

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