

motivation, expectations, and behavioral patterns. During the visit, technologies such as the Internet of Things (IoT), mobile applications, sensor systems, and augmented reality (AR) provide personalized navigation, interactive engagement with cultural heritage sites, and real-time route adaptation. These tools contribute not only to increased comfort but also to the creation of a unique, individualized experience in which the tourist becomes an active participant rather than a passive consumer [1].

The digital identity of a destination is shaped through online branding, visual codes, hashtags, user-generated content, and platform interfaces, strengthening the emotional connection between the tourist and the territory. In this context, the perception of place becomes the result of interaction between physical space, digital representations, and social interpretations. However, such active digitalization also brings challenges: there is a risk of superficial perception driven by visual trends and algorithmic appeal, as well as ethical concerns, privacy issues, and digital inequality [2]. Thus, smart destinations are not merely technologically equipped territories but new forms of spatial-social organization in which technologies act as mediators of the tourist experience. They change not only the ways of interacting with a place but also its very essence, transforming the destination into a flexible, adaptive, and multi-meaning system. Looking ahead, this requires a rethinking of tourism management approaches, with a focus on sustainability, inclusivity, and the preservation of cultural authenticity in the context of digital transformation.

References

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TRADE IN SERVICES AND “INVISIBLE” EXPORTS

If previously the global economy was driven by the export of oil, gas, cars, and other physical goods, today the main force is the export of services. And in the future, their influence on the world economy will only increase. The “invisible” nature of services, characterized by their lack of physical form and the frequent simultaneity of their production and consumption, has become their main advantage in the digital era.

The prospects for the development of this sector are defined by several interconnected directions. The most important of these is deep digitalization, which goes far beyond traditional outsourcing. In the coming years, we will witness the widespread adoption of “Artificial Intelligence as a Service” models, where companies will export not just software, but access to powerful algorithms for data analysis, automation of scientific research, or managing complex systems. Parallel to this, the hybridization of goods and services will continue, where a physical product becomes merely a platform for service delivery. Successful manufacturers, whether automotive conglomerates or industrial equipment companies, will earn revenue not from one-time sales, but from longterm performance-based service contracts, remotely monitoring their products and guaranteeing maximum efficiency for the customer.

Another significant trend will be the flourishing global trade in competencies and micro-services, facilitated by the widespread adoption of remote work formats. International platforms will be increasingly used to conclude not one-off contracts, but long-term agreements whereby, for example, a bioinformatician from one country permanently provides analytical services for a pharmaceutical startup on the other side of the world. This will create a truly global market for individuals, where a specialist’s value is determined by their specific skills, not their location. An additional growth impulse will come from the “green” transformation, generating demand for a new segment of environmental services. Companies from countries that are leaders in sustainable development will actively export ESG consulting, carbon footprint verification services, and the design of circular economy models, helping industrial enterprises in other jurisdictions comply with tightening international standards, such as the European CBAM mechanism.

However, the main challenge for the further expansion of the “invisible” export remains the complex and incomplete regulatory environment. Restrictions on cross-border data transfer, issues with the recognition of electronic signatures, and complexities in international taxation create significant barriers. As a solution, the concept of “digital trade corridors” will gain popularity — special agreements between groups of countries on the mutual recognition of standards in digital trade, which will simplify the movement of data and services.

Thus, the prospect for the development of trade in services is a move from simple outsourcing to the creation of complex, globally integrated systems of value delivery. The success of countries and companies will depend on the ability to generate and export not material goods, but intellectual solutions, digital platforms, and highly qualified competencies, adapted to operate within an emerging regulatory reality.