As tariff rates continue to phase in and bilateral agreements reshape international diplomacy, with some countries securing reduced rates while others face increases up to 50%, trade professionals must embrace a multi-faceted approach to monitoring.

Asian economies are projected to remain the largest positive driver of world merchandise trade volume growth in 2025, although their contribution in 2026 will be smaller than predicted in April (Chart 1). North America will weigh negatively on global trade growth in both 2025 and 2026, but its negative impact this year will be smaller than previously estimated due to stronger-than-expected frontloading of imports in the US in the first quarter. Meanwhile, Europe's contribution to trade in 2025 has gone from moderately positive to slightly negative. Other regions, including economies whose exports are largely energy products, will see their positive contribution to trade growth shrink between 2025 and 2026 as lower oil prices reduce export revenues and dampen import demand. Global macroeconomic outlook is now more favourable than many economists expected back in April. Contributing to the improved climate has been the depreciation of the US dollar against other currencies, which should ease financial conditions for developing economies. Falling oil prices should also support growth in manufacturing economies, although it may simultaneously reduce import demand in oil producing regions [1].

Trade tariffs can provide short-term benefits for certain industries but generally pose risks to global economic growth, efficiency, and international relations. Policymakers often face the challenge of balancing protective measures with the need for open, free trade to foster innovation, lower prices, and sustainable growth.

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DIGITAL TRANSFORMATION OF GLOBAL TOURISM: COMBINING MANAGERIAL DECISION-MAKING AND DIGITAL MARKETING STRATEGIES

Digital transformation has become a defining trend in global tourism, reshaping how destinations communicate with travelers and how

companies make strategic decisions. Rapid technological growth changed customer expectations: travel planning moved online, brand perception became strongly influenced by social media, and decision-making increasingly relies on digital traces left by users. In this environment, tourism organizations must combine managerial tools with digital marketing to stay competitive. Recent research highlights that digitalization is no longer an optional upgrade but a structural requirement of modern tourism development [1]. The purpose of the abstract is to observe the impact of digitalisation on the global tourism in the line of decision making and marketing issues.

In managerial practice, digital tools strengthened strategic planning, forecasting and operational control. The spread of data analytics provided insight into booking dynamics, seasonal fluctuations, customer mobility and online behavior. Many organizations introduced real-time dashboards and predictive systems that help monitor performance, adjust pricing, manage capacity and evaluate risks. Studies emphasize that digital solutions significantly improve the flexibility of management structures, allowing faster reactions to market shifts and unexpected disruptions [2]. In addition, the automation of routine processes — from reservations to payment tracking — increased accuracy and reduced operational workload, enabling staff to concentrate on communication, service quality and problem-solving.

Another important area of transformation relates to managerial communication and coordination. Internal platforms, cloud-based systems and collaborative software simplified information exchange between departments and improved transparency. This became especially relevant for companies operating across multiple destinations, where synchronized decision-making determines service quality and brand consistency. Marketing also changed fundamentally under the influence of technological growth. Digital marketing practices began relying on targeted communication, interactive content and AI-driven segmentation. Social media platforms, virtual tours and influencer collaborations turned into central instruments of destination branding. Automated advertising, behavior-triggered messages and big-data segmentation further expanded promotional efficiency by identifying narrow audience groups invisible to traditional marketing [3].

At the destination level, digital technologies support more sustainable and coordinated development. Smart systems help regulate tourist flows, improve transport planning and reduce pressure on natural and cultural sites. Studies show that the combination of digital platforms and coordinated management enhances long-term sustainability and strengthens cooperation between local authorities, businesses and communities. In the end, digital transformation unifies managerial decision-making and digital marketing into a coherent strategic system. This integration increases organizational agility, improves communication with travelers and supports sustainable growth in a highly competitive global market.

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ARTIFICIAL INTELLIGENCE ROLE IN REAL ESTATE AGENTS' WORK

Artificial Intelligence is no longer something distant or futuristic. It has already entered our daily lives and business processes. In many industries AI is becoming a reliable assistant that helps professionals save time, reduce risks and make better decisions. Real estate is no exception. Here, technology is changing the way agents work with clients, properties and the market itself.

The goal of this work is to show how AI can support real estate agents. What functions it can perform. And why it should be seen not as a competitor.

AI can take over routine tasks, analyze huge amounts of data and give clear forecasts. This allows agents to focus on: building trust, negotiating and creating strategies for clients and businesses. Today the role of AI for a realtor is not just a tool but a multifunctional team of specialists:

1. Analyst and forecaster. AI studies hundreds of details about a property. It considers the view, transport and future city projects. With this data it predicts prices and liquidity more precisely.

2. Marketer and psychologist. AI analyzes client behavior and buying signals. It predicts what people want and when they are ready to act. It also makes marketing faster more personal.

3. Lawyer and risk manager. AI checks property documents in minutes. It reviews contracts and highlights possible mistakes or risks. It can also detect fraud schemes before they cause problems.