

have adopted the «open regionalism» model promoted by the West and GATT/WTO, directly linked to neo-liberal policies. This model is destructive, because the liberalization it promotes reduces governments' ability to maneuver and solve domestic problems.

To sum up, the current stage is characterized by competition of two approaches to integration — liberal-globalist, implying integration with orientation on additional extra regional partners and anti-globalist, focused on comprehensive integration in different spheres without excessive openness to external influences.

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THE IMPACT OF GLOBALIZATION ON THE TOURISM INDUSTRY: NEW TRENDS AND THEIR INFLUENCE ON LABOR EFFICIENCY IN THE RESTAURANT BUSINESS

In the post-pandemic era, globalization continues to transform the tourism industry, introducing new trends that significantly impact labor efficiency in the restaurant business. The increasing mobility of populations, digital integration, and the global exchange of cultural experiences have led to both opportunities and challenges in the hospitality sector.

One of the most prominent trends is the growing demand for local and authentic culinary experiences. Tourists now seek not just food but immersive gastronomic journeys that reflect the culture of the destination. This trend requires restaurants to diversify their offerings and train staff in intercultural communication and language skills to effectively serve international guests.

Digital transformation, accelerated by the COVID-19 pandemic, has become a defining characteristic of the modern tourism sector. Restaurants now rely on digital platforms for reservations, delivery, menu access, and customer feedback. The adoption of AI-driven services, self-service kiosks, and mobile payment systems improves labor efficiency by reducing manual workload. However, this also necessitates continuous staff training and digital literacy.

Another important trend is the globalization of the workforce. Many restaurants, especially in tourist destinations, employ multinational teams. This diversity promotes creativity and a broader customer perspective, but it also demands strong leadership and effective communication strategies to ensure team cohesion and productivity [1].

The rise of sustainable and responsible tourism has also influenced restaurant operations. Tourists are increasingly conscious of environmental and social issues, prompting restaurants to adopt eco-friendly practices and fair labor standards. This includes reducing food waste, sourcing local ingredients, and promoting ethical employment practices. Employees must now be trained in sustainability principles, which contributes to both operational efficiency and brand reputation [2].

Hybrid work models and flexible employment have also emerged due to global labor market shifts. In the restaurant industry, flexibility in scheduling and remote management tools help optimize labor use and reduce operational costs. However, this also introduces challenges in workforce planning and employee engagement.

In conclusion, globalization has introduced complex changes in the tourism and restaurant industries. Modern trends such as digitalization, workforce diversity, sustainability, and the demand for authenticity require restaurants to rethink their human resource strategies. Enhancing labor efficiency now depends on the ability to adapt to global trends, invest in employee competencies, and integrate innovative technologies.

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FEATURES OF THE DEVELOPMENT OF THE TOURISM BUSINESS IN THE UNITED ARAB EMIRATES

The United Arab Emirates has demonstrated the growth of its tourism industry recently. In 2024–2025, the UAE's tourism sector reached