

Marketplaces are trading platforms that sell goods and services of different sellers via the Internet. Examples of marketplaces: Ebay, Alibaba, Amazon.

Step 5 «Currency control». Currency control is the supervision by states and banks of compliance with currency legislation in the transactions of businesses and individuals with currency. To carry out any transactions with a foreign partner, a person needs to provide supporting documents, that is, pass currency control.

In conclusion, entering the international market is a risky step, but a business without risks is not a business. Once one takes a risk, they can reward a business with a world name.

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## **VIRTUAL TOURISM DEVELOPMENT AS A TREND DURING THE PANDEMIC COVID-19**

### **Виртуальный туризм как новый тренд во время пандемии COVID-19**

For the second year, the worldwide pandemic associated with the spread of the COVID-19 virus, has negatively affected one of the most relevant and rapidly developing industries in the world – the tourism industry. Today people are witnessing many changes: a sharp reduction in the number of trips, the bankruptcy of tens of thousands of hotels and travel agencies, empty tourist facilities. Over time, the world adapts to the existing conditions, and modern trends in tourism development are formed. These are the focus on domestic tourism, proximity to nature, special attention to safety and hygiene, combining leisure and work, focus on individual author's tours, as well as the development of virtual or 3D travel and excursions.

The topic of virtual tourism is relevant during the COVID-19 pandemic like never before. Virtual tourism carries a considerable number of advantages both for consumers of the service and for tourist destinations that use these technologies. And although the first virtual tour appeared in England in 1994, they have only recently become widespread. Today, virtual tours help to get complete information about the place of the planned vacation, with their help you can see exotic islands, sights and cultural centres, appreciate the charms of the landscape and thus decide whether to go on a real trip in this direction. Virtual tours help with the choice of accommodation and meals, they provide an opportunity to evaluate the interior, interior decoration, convenience of layout and view from the window. Even the brightest and most

realistic description, supplemented with photos, will not be able to convey the sensations that a 3D tour gives. During the pandemic and lockdowns especially relevant are virtual tours of the streets. Such a service as Google Street View is now quite popular and well-known and allows you to walk along the streets in almost all corners of the globe. Special attention should be paid to the development of virtual excursions in various museums and exhibitions. Experts from UNESCO and the International Council of Museums (ICOM) report that more than 85 thousand cultural heritage sites and museums, that is about 90 % of the total number in the world, closed their doors to visitors during the coronavirus period. And as a result of the losses incurred by them, every eighth museum in the world will not be able to resume work after the end of the pandemic. Originally, virtual reality was used as an addition to the existing museum exposition. Museums did their best to interest visitors. Some world-famous museums, such as the Louvre in Paris or the Tretyakov Gallery in Moscow, have been using virtual tours for several years. That is why, when the borders were closed and tourists disappeared, they were the winners compared to the rest, although their losses, of course, should not be minimized.

The creation and use of virtual expositions and museum tours significantly attracts the attention of modern society. After all, even something that does not exist, that is, our imaginary future, can be displayed in a virtual museum. In everyday life, not every tourist can visit real museums. Virtual expositions make an invaluable contribution to the development of museology, and also support the existence of museums during the COVID-19 pandemic. Will virtual tours replace real ones? Of course not. But they retain the opportunity to see the unique materials in the collections of museums, continue to form a personality and preserve traditions, showing the life of the people and their cultural heritage. Virtual tours are a step forward for the development of a tourist destination or attraction.

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## **GLOBALIZATION AS ONE OF THE MAJOR FACTORS THAT HAS INFLUENCED THE MODERN WORLD ECONOMY**

### **Глобализация, как один из главных факторов, оказавших влияние на современную мировую экономику**

The purpose of the research work is to study the impact of globalization on the world economy, its negative and positive aspects.