

DEVELOPMENT OF INTERNATIONAL COOPERATION IN THE TOURISM SECTOR THROUGH DIGITAL PLATFORMS AND THEIR EFFECTIVENESS

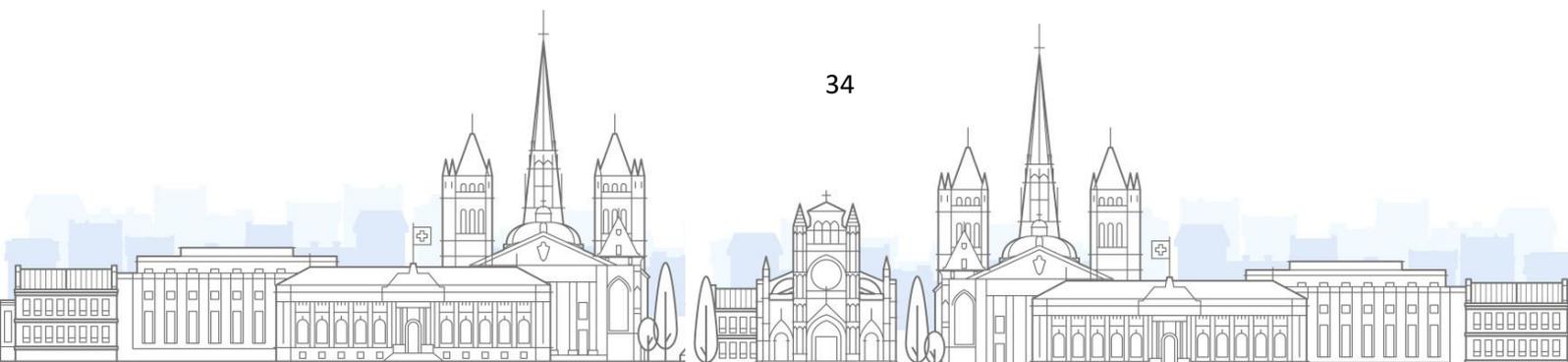
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Problem and Relevance: In the context of global economic integration, international tourism increasingly depends on effective cooperation among countries, organizations, and digital service providers. Despite the rapid expansion of tourism markets, structural barriers such as fragmented information systems, regulatory inconsistencies, and limited coordination mechanisms continue to constrain international collaboration. The growing adoption of digital platforms has created new opportunities to address these challenges by enabling cross-border data exchange, joint destination promotion, and coordinated service delivery. The relevance of this research lies in the need to assess how digital platforms can systematically enhance international cooperation and improve the overall efficiency and sustainability of the tourism sector.

Purpose and Objectives: The purpose of this study is to evaluate the role of digital platforms in developing international cooperation within the tourism sector and to assess their effectiveness from an economic and managerial perspective. The objectives are to examine key forms of digital cooperation, analyze their contribution to tourism competitiveness, and identify institutional conditions that support successful international collaboration.

Brief Results: The findings demonstrate that digital platforms significantly strengthen international tourism cooperation by integrating booking systems, marketing channels, and analytical tools into unified digital ecosystems. Such platforms facilitate partnerships between public authorities, private enterprises, and destination management organizations, thereby reducing transaction costs and improving service coordination. Evidence indicates that digitally supported cooperation leads to increased tourist mobility, enhanced destination visibility, and



improved decision-making based on real-time data. Furthermore, digital platforms contribute to sustainable tourism development by enabling monitoring of visitor flows and supporting responsible resource management.

Conclusion: Digital platforms represent a strategic instrument for advancing international cooperation in the tourism sector. Their effectiveness is reflected in improved connectivity, transparency, and competitiveness of tourism destinations. For countries seeking to strengthen their position in the global tourism market, it is essential to invest in digital infrastructure, align regulatory frameworks, and develop digital competencies. At the master's level of analysis, the study confirms that digital cooperation is not only a technological trend but also an institutional foundation for long-term and sustainable tourism development.

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