

– Transport. Artificial intelligence is able to build a route so as to shorten the trip time [2].

Conclusion. The introduction of artificial intelligence is becoming a necessary stage in all areas of business. However, the question of how to make this transition is not so simple, but modern business strives to develop this direction.

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BANGTAN SONYEONDAN IN THE ECONOMY OF SOUTH KOREA

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Резюме – в данной статье рассматривается влияние корейской музыкальной группы BTS на экономику Южной Кореи.

Resume – this article examines the impact of the Korean music group on the South Korean economy.

Introduction. One of the broadest sectors of the economy of each country is the entertainment industry. The entertainment industry includes fashion, television, music industry and so on. The music industry is one of the rapidest growing areas of global business.

The music industry includes organization that make money by writing songs, selling recorded music and presenting concerts.

According to the IFPI Global Music Report 2021 South Korea is the sixth largest music market in the world. In 2020, the total value of the Korean music market was estimated to be \$6 billion, representing a growth of 8,9 percent over the previous year according to the recent industry report by the Korea Creative Content Agency (KOCCA), a public agency that oversees the promotion of the Korean content [1].

Because of the Covid-19, all the mass enterprises including concerts were cancelled, but the Korea music market still made a profit because of the international success of the music band like BTS.

The main part. BTS (Bangtan Sonyeondan) is a South Korean boy band that was debuted in 2013. Nowadays they are one of the most popular band in the world. The group has performed in front of millions of fans, won plenty of different awards, charted multiple No.1 Hits on Billboard.

According to the report by Hyundai Research Institute that was released in 2018, BTS are worth around US\$ 3,54 billion to the country's economy every year in addition to an annual \$ 3,67 billion in added value. It represents 0,3 % of South Korea's GDP [2].

Tourism is another area from which the country can benefit. Many fans come to South Korea to visit concerts or other BTS-related events. Sometimes they come to Korea because it is a homeland of their favorite band. The Hyundai Research Institute claims that since the debut of the BTS, the number of tourists has also risen. The average amount of tourists is 79,6 thousand a year.

BTS' two-day fan-meetings held in Seoul and Busan in June 2019 generated a total economic effect of \$ 408 million to both cities, accounting for 1,6 % of Busan's 2018 GDP, and 0,9 % of Seoul's 2018 GDP. Their three-day concert finale in Seoul for their Love Yourself World Tour in October 2019 was estimated to have an economic value of almost \$ 862 million and brought in 187,000 foreign visitors to South Korea [3].

Besides tourism, there has been an increase in export of goods. BTS-related exports have totaled US\$ 1,12 billion including US\$ 233,98 million in clothing and accessories, US\$ 426,64 million in cosmetics and US\$ 456,49 million in foodstuffs, over the same period [4].

Conclusion. Over the 9 years of their existence, BTS have made a significant contribution to the South Korean economy. BTS became the first Korean group to receive a Grammy nomination and every year their popularity grows. Predictions have determined that it will break even more records.

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