

- 1) the reasons for making irrational and impractical purchases;
- 2) ways to increase sales of expensive goods;
- 3) influence of product design and the buyer's desire to use them;
- 4) the reasons for the formation some brands are cult.

An experiment in a bar showed effect of smell to buy a certain product under the influence of special smell. Customers that have been looking simultaneously at the advertisement and breathing an aroma dissipated in the air, bought twice as much of this drink than customers that have been only looking at the advertisement [1].

Background music has a primal effect on decision-making and customer confidence. Classic melody in a bank had raised the number of consumers, have been identified by specialists. People perceived this bank as «promising» of 233 per cent [3].

Experiment with a yogurt confirms the fact that the human often don't aware a real reason reasoning for the decision to buy something. Consumption of the yogurt consists of the following steps: 1) consumer see the product; 2) take up it; 3) take a spoonful; 4) open the yogurt; 5) immersed the spoonful into the yogurt and mix the contents [1].

When people were asked which of those steps influence on their brain most of all, most respondents said that «immersed the spoonful into the yogurt and mix the contents». However, when the company «Neurofocus» of Dr. A. Predip reviewed the process of consumption the yogurt in the laboratory by conducting an examine the brains of participants of the experiment, they found that the main step of consumption yogurt is just opening the yogurt [1].

An important factor of taking decision to buy something is the price. A number of studies have shown that the customer notices the changes in the price more often than in the package. If you change the packaging so that in contains less product, leaving the same price, the consumer may not notice it [4].

Conclusion. Techniques of neuromarketing in some cases helps to identify ineffective advertisement and problem goods. This science provides objective support to the marketers that seek to increase sales and effectiveness of advertising campaign. Even with the high cost of biometrics, behavioural researches and workig with neuriscience have a capability to change marketing decisions for the better. Neuromarketing allows to identify subconscious desires and preferences of consumers, knowledge of which promises to increase effectiveness of product promotion. Thus, neuromarketing is a very important area for study in Belarus and its direct implementation and use.

REFERENCES

1. Нейромаркетинг. Как влиять на подсознание потребителя / Роджер Дули; пер. с англ. В. Рубинчик. – 3-е изд. – Минск : Попурри, 2017. – 336 с.
2. Сергей Шилкин. Нейромаркетинг в действии [Электронный ресурс]. – Режим доступа: <https://books.google.by/books?id=3QRFDwAAQBAJ&pg=PT8&lpg=PT8&dq=%D1%86%D0%B5%D0%BD%D0%B0+%D0%B8+%D0%BD%D0%B5%D0%B9%D1%80%D0%BE%D0%BC%D0%B0%D1%80%D0%BA%D0%B5%D1%82%D0%B8%D0%BD%D0%B3&source=bl&ots=UnAx2OnuuO&sig=P7DbT9EOovfTnNlorKgCMqCHw7s&hl=ru&sa=X&ved=0ahUKEwiZs8zLyPDZAhWMBZoKHRdSAwsQ6AEIbDAH#v=onepage&q=%D1%86%D0%B5%D0%BD%D0%B0%20%D0%B8%20%D0%BD%D0%B5%D0%B9%D1%80%D0%BE%D0%BC%D0%B0%D1%80%D0%BA%D0%B5%D1%82%D0%B8%D0%BD%D0%B3&f=false> - Дата доступа: 14.03.2019.
3. Всё, что вы не знали о нейромаркетинге [Электронный ресурс]. – Режим доступа: <http://kirulanov.com/vse-cto-vy-ne-znali-o-nejromarketinge-metody/> - Дата доступа: 15.03.2019.
4. Нейромаркетинг и мозг потребителя // [Электронный ресурс]. – Режим доступа: <http://fastsalttimes.com/sections/solution/1124.html> - Дата доступа: 15.03.2019.
5. Нейромаркетинг: искусство продаж на основе психологии и digital marketing [Электронный ресурс]. – Режим доступа: <http://www.cossa.ru/152/94111/> - Дата доступа: 15.03.2019.
6. Neuromarketing techniques for marketers [Электронный ресурс]. – Режим доступа: <https://www.cyberclick.es/numericalblogen/5-neuromarketing-techniques-for-marketers> - Дата доступа: 15.03.2019.
7. What is Neuromarketing? <https://www.neurosciencemarketing.com/blog/articles/what-is-neuromarketing.htm>
8. 6 приемов нейромаркетинга от PayPal, Netflix и Red Bull, которые вы можете внедрить в свой бизнес [Электронный ресурс]. – Режим доступа: <https://geniusmarketing.me/lab/6-priemov-nejromarketinga-ot-paypal-netflix-i-red-bull-kotorye-vy-mozhete-vnedrit-v-svoj-biznes/> - Дата доступа: 15.03.2019.

УДК 339.9

SYSTEM OF INTRODUCTION OF ELECTRONIC JOURNALS AND DIARIES

*Е.И. Рыжко, студентка группы 10508118 ФММП БНТУ,
научный руководитель – преподаватель Е.В. Новикова*

Resume – This work is relevant, since in this period the role of the school as an educational institution is undergoing significant changes. Electronic journals automate the process of monitoring progress, duplicating

school journal entries, giving the opportunity to monitor accumulated grades in subjects. Electronic school journal is a new standard of school Informatization in the near future.

Резюме – Данная работа является актуальной, так как в данный период роль школы как образовательного учреждения претерпевает значительные изменения. В электронных журналах автоматизируется процесс контроля за успеваемостью, дублируются записи школьного журнала, даётся возможность контролировать накопленные оценки по предметам. Электронный школьный журнал - это новый стандарт информатизации школы в ближайшем будущем.

Introduction. We live in the conditions of global Informatization of the world space. Informatization has penetrated into all spheres of human activity and is one of the main conditions for success. In this regard, the role of the school as an educational institution is undergoing significant changes, today the first plan is not the transfer of the amount of knowledge accumulated by mankind, and the technology of operational search, understanding, transformation, storage and transmission of information, as well as the technology of posing problems for research and finding solutions.

The main part. The main problem of our educational institution is to improve the quality of education in the educational institution. Improving the quality of education can be achieved through the widespread use of information resources and computer technology in education.

The unified information space of the school is a system in which all participants of the educational process are involved and connected at the information level: administration, teachers, students and their parents. Today, the system of electronic journals and diaries contributes the most to this connection. To date, the material and technical base of our educational institution consists of computers used in the management of the educational process and in the educational process. Each office has projectors, printers, screens. Management has created conditions to improve the ICT competence of school staff, launched a local network, access to the Internet have all teachers in each room. The above conditions allow our school to actively implement and establish the work of an electronic journal and diary in the educational process, which automates the process of monitoring progress, duplicates the records of the school journal, protecting it from distortion, makes it possible to control the accumulation of assessments on subjects.

The President believes that this will contribute to the training of computer literacy and teachers. In addition to the course of modernization of education, there are a number of advantages of the electronic journal over its paper prototype. Electronic journal is available in any place where there is Internet, it is not necessary to "stand in line", as is often the case in schools, including ours, when teachers for a long time can't pass each other a class magazine to fill the current marks and quarter grades. What can we say about class teachers and administration, which should work on the results of training periods with the already filled magazine.

In electronic journals, the system displays the full statistics and presents all the necessary calculation indicators. For example, automatic marking for a quarter (the program considers the average score for the current marks, the results of students' progress in the subjects in the form of various graphs and diagrams. Reports in the school, which were filled in manually, the electronic journal creates automatically.

The administration has the ability to control the occupancy of the journal and sees a complete picture of progress in any sections: class, subjects, individually by teacher or student. Electronic journals in this regard are also good helpers for both class teachers and parents.

Parents see their children's grades and comments received-on the day of their placement, they are always aware of the homework, the missed lessons. Notifications via e-mail and SMS allow you to quickly maintain contact with parents. Electronic school journal is a new standard of school Informatization in the near future. It allows the school to stand on the modern stage of Information and communication technologies (ICT), to meet all its requirements, while it is free for the school. Based on the above, we can come to the following conclusions about what should be a school e-magazine:

An electronic journal is similar to a school paper journal and has an easy way to fill in;

Student data on grades (as well as other information entered in the electronic journal, such as comments, omissions, etc.) are available only to those who have the right to see them: teachers, school administration, parents (in the electronic diary of the student);

Students and their parents have the opportunity to monitor the average grade in the subjects, thereby working to improve performance. This is helped by the summary sheet of students in the subjects, as well as academic performance in the subjects presented in the form of diagrams;

The electronic journal monitors the number and completeness of the assessments, ensuring the correct certification of students. The class teacher and the school administration have tools for monitoring and diagnosing the progress of the class in each subject, in separate classes, for each teacher and for each student;

The electronic journal requires nothing but Internet access. Teachers can work with him from home, and parents watch the progress of the child-right from work. This saves a lot of time.

Teachers e-journals: facilitate grading in their subjects (for example, checking tests while at home); helps to display the real picture of progress; facilitates the organization of the individual trajectory of development of the student through individual homework for each student; the ability to attach to each lesson additional material; the ability to leave a comment about the activities of each student in each lesson, etc. Many students, especially

those who watch the news, are already aware of the existence of so-called electronic diaries. Regarding the implementation of these systems in schools, there are many different opinions on the part of students. Some of them are against the use of these technologies in schools, they are not interested in this, because parents will be able to more closely monitor the process of their education and what grades they receive. However, the secret sooner or later becomes apparent and if the student does not do homework, it eventually becomes known to parents. And there's no point in hiding it. Of course, each person is different, but "sincere recognition mitigates punishment", so it is better to honestly admit that for the outstanding task at school put a bad grade. The reasons may be different, but the reaction of the parents, usually softer in that case, if a student self-reports about this fact than when the parents know at the parent meeting.

Conclusion. Thus, this project from the very childhood will contribute to the development of the child's personality, through the development of such qualities as honesty, openness in communication, the ability to work independently with educational materials and the comprehension of new technologies that every day are increasingly part of our lives. Information technologies are becoming increasingly integrated into the school process, primarily because they make it easy and convenient to share information with all participants in the school process - teachers, parents and pupils. Therefore, it will be more effective and productive to implement it in all schools.

REFERENCES

1. Electronic journals and diaries to be introduced in schools [Electronic resource]. – Mode of access: - <https://www.uzdaily.uz/en/post/>: – Date of access: 15.03.2019
2. Electronic Diaries: How they are used [Electronic resource]. – Mode of access: <http://www.leeds.ac.uk/educol/documents/>: – Date of access: 17.03.2019
3. Школьный электронный журнал как универсальная система учета успеваемости [Электронный ресурс]. – Режим доступа: <http://eljur.by/elektronnyi-klassnyi-zhurnal/>: – Дата доступа: 17.03.2019

УДК 339.9

THE ROLE OF TOURISM IN THE GLOBAL ECONOMY

*Я.В. Рябцева, студентка группы 10508118 ФММП БНТУ,
научный руководитель - преподаватель Е.В. Новикова*

Resume - The topic of my report is the role of Tourism in The Global Economy. Tourism has a positive impact not only on the emotions and feelings of a person, but also on the global economy. No matter how loud it sounds, it is. Perhaps not everyone knows, but tourism not only does not lose its position, but also strengthens it. Thanks to this report, you will find out why this happens.

Резюме - Тема моего доклада - роль туризма в мировой экономике. Туризм оказывает положительное влияние не только на эмоции и чувства человека, но и на мировую экономику. Как бы громко это не звучало, но это так. Возможно, не все знают, но туризм не только не теряет своих позиций, но и укрепляет их. Благодаря данному докладу вы узнаете, почему так происходит.

Introduction. For a start, what is tourism?

Tourism is travel. This is a popular form of active recreation. It harmoniously combines physical education, elements of sport and the knowledge of traditions, faith, history of different countries. Depending on age, preferences and opportunities, people travel on foot, by bicycles, boats, rafts, cars, buses, trains, river and sea vessels, airplanes, etc.

International tourism has an impact on the development of individual countries and on the global economy as a whole. Thanks to the development of international trade and other forms of international economic relations, thanks to the raising the level of culture and education, international tourism also develops.

At a time when the need for travel has increased dramatically, travel service providers have appeared. This led to the formation of tourism. Tourism is not a basic necessities of life, so it becomes available only at a certain level of income and a certain level of wealth of society. Tourism leads to the creation of attractions, restaurants, entertainment, and better services in a community.

The main part. Currently, the tourism industry is developing rapidly. Over the past 20 years, the average annual growth rate of the number of arrivals of foreign tourists in the world amounted to 5.1%, foreign exchange earnings - 14%. So, if in 1950 the number of tourists around the world was 25 million, and the turnover of the tourism industry was 2.1 billion US dollars, in 2018 the number of tourists was 1.4 billion, and the turnover of the tourism industry was 1.7 trillion. US dollars.

Today, the tourism industry employs 300 million people. Reports show that in the following years the number of people employed in the tourism industry will only grow. International tourism provides the highest export earnings in the world. For most countries, tourism is an important factor in ensuring the balance of payments. The tourism industry has become one of the most important factors in creating jobs in the world. The development of tourism stimulates the inflow of huge investments into the infrastructure, most of which is aimed at improving the quality of life of the local population and tourists. It provides governments with significant financial revenues