

in the form of tax collections. Most of the new jobs and enterprises in tourism are created in developing countries. This helps to balance the possibilities of economic growth, and also helps to consolidate rural residents, preventing their migration to overcrowded cities. In the process of tourist exchange, intercultural relations and personal friendships arise. This is an important factor for the improvement of international understanding and contributes to the strengthening of peace between the peoples of the world. What is very important in our time. The United Nations World Tourism Organization is confident that tourism can be used effectively in the fight against poverty. The ST-EP program (Sustainable Tourism - Poverty Eradication) includes the long-term work of both organizations in promoting sustainable tourism to eradicate poverty. This program was introduced in 2003.

The importance of tourism in the world is constantly growing. This is due to the increased influence of tourism on the economy of a particular country. In the economy of a particular country, international tourism performs several important functions:

1. International tourism is a source of foreign exchange earnings for the country and a means to ensure employment.

2. International tourism expands the country's balance of payments and GNP (Domestic National Product) contributions.

3. International tourism contributes to the expansion of the economy. it creates industries that serve the tourism industry.

With the growth of employment in the sphere of tourism, incomes of the population grow and the level of well-being of the nation increases.

International tourism is one of the three largest export industries. It is inferior only to the oil industry and the automotive industry. The share of the oil industry in world exports is 11%, and the share of the automotive industry in world exports is 8.6%. The total income of countries from the world of international tourism is 7% of total world exports and 3% of world exports of services.

International tourism in the world is extremely uneven. First of all, this is due to the different levels of socio-economic development of countries and regions. The greatest development of international tourism received in Western European countries. This region accounts for more than 70% of the global tourist market and about 60% of foreign exchange earnings. Approximately 20% are from America, less than 10% from Asia, Africa and Australia. This development of international tourist relations led to the creation of numerous international organizations that contributed to the improvement of the work of this area of international trade. Many highly developed countries in the West have built a large share of their wealth from tourism income. These are countries such as Switzerland, Austria, France. International tourism has become an important source of foreign exchange earnings for many developed and developing countries. For example, the share of income from foreign tourism in the total amount of income from the export of goods and services is: in Spain - 18.3%, Austria - 11.8%, Greece - 33.6%, Portugal - 14.9% , in Cyprus - 53%. In most developing countries, foreign tourism accounts for 10-15% of revenues from the export of goods and services (India, Egypt, Peru, Paraguay, Costa Rica).

Conclusion. The development of tourism stimulates such important sectors of the economy as transport, communications, trade, construction, agriculture, and the production of consumer goods. The growing importance of tourism in the economic development of a large number of countries confirms the assumption that the share of revenues from international tourism in the coming decade will grow.

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SHARING ECONOMY

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Resume – The idea of sharing things and services is gaining momentum around the whole world. With the development of social networks and mobile technologies, it begins easier to find like-minded people with the same interests. The process of exchange and sharing economy has become more open and affordable. The Shar-

ing Economy is a socio-economic ecosystem of sharing human, physical and intellectual resources. It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and companies.

Резюме – Идея совместного пользования вещами и услугами все больше набирает обороты в современном мире. С развитием социальных сетей и мобильных технологий стало гораздо проще найти единомышленников, процесс обмена и совместного потребления вещей стал простым и доступным. Совместное потребление (экономика совместного пользования) - это социально-экономическое сообщество, основанное на совместном использовании человеческих, физических и интеллектуальных ресурсов. Она включает в себя совместное создание, производство, распределение, торговлю и потребление товаров и услуг различными людьми и компаниями.

Introduction. Sharing economy originates from the times of natural exchange. For decades many companies have used different types of sharing: libraries, second-hand shops, car-sharing, and bicycle-sharing. Recently the idea of sharing goods from other people has developed, especially among neighbors. The development of social networks and mobile communications allow people to go beyond the limitations of the past. We begin to do what we like: interact and share, and all this globally. Huge potential of sharing economy became available at a completely new level. Online trading platforms bring people together and contribute to build confidence between them. We increasingly share goods, knowledge, skills, content and many other things among ourselves. People have opportunity to make a direct contribution to the development of society and economy, but already at the global level. Thus, the relationship between the economics and its individual participants is rethought.

A new way of doing business. Sharing economy is an economic and social system. It is a common academic definition of the term refers to a hybrid market model. Such transactions are often used in online services [4]. The most popular examples of sharing economy are Airbnb service, Uber taxi service, which is gaining popularity in Belarus, eBay, Zipcar and BlaBlaCar [1]. 'Sharing' in the sharing economy refers to the use of shared physical or human resources or assets, rather than the fact that there is no monetary exchange [5]. The choice of services that people exchange is constantly expanding. For example, you can book hotels for animals (DogVacay, Rover.com), rent parking spaces (ParkatmyHouse, Parking Panda), order and offer courier services for delivery of something (Postmates and Get It Now), and rent any items : rubber boots, drum, etc. (Zilok, Rentoid, SnapGoods). The Alibaba electronic platform, which allows Chinese factories to gain direct access to millions of consumers around the world, is the development of the same sharing economy model on an industrial scale [3]. Such platforms received high added value. The era of sharing economy affects the relationships of people from different socio-professional and cultural areas. Sharing economy allows increasing the purchasing power of the population at a minimum cost. These benefits of sharing economy have a direct impact on the quality of our life. "Wikipedia" and mass open online courses have made the knowledge available around the world; it provides the opportunity to listen to the best teachers of our time online anywhere and anytime [1]. Content is created and moderated by all comers, and access to education becomes universal. Sharing economy comprises of the following 7 blocks [6]:

1) People: people are at the heart of sharing economy. The participants of exchange are individuals, communities, companies and associations. Human rights are respected and guaranteed. People are also suppliers of goods and services; they are creators, collaborators, producers, co-producers, distributors and re-distributors.

2) Production: production is open and accessible to those who want to produce. Social networks enable the development of collective products and services, overcoming geographical boundaries.

3) Distribution: resources are distributed and redistributed through an efficient and equitable system at the local, regional, national and global levels. Co-ownership models such as cooperatives, collective purchasing and collaborative consumption are elements of the sharing economy, promoting a fair distribution of assets that benefits society as a whole. Participatory democratic systems allow the development of structures and legislation which contributes and safeguard an efficient distribution of resources at all levels of society [5].

4) Shared Law: the mechanism for law making is democratic, public and accessible. Rules, policies, laws and standards are created through a democratic system that allows and encourages mass participation at all levels.

5) Communications: information and knowledge is shared, open and accessible. Social networks and technology enable the flow of communications and support the sharing of information.

6) Culture: A sharing culture is represented in all sectors, geographic regions, economic backgrounds, genders, religions and ethnic groups.

7) Future: the sharing economy is a reliable and stable economic system that is built around a long term vision, always considering the impact and consequences of present day actions on the future.

Conclusion. Globalization and information technologies make all people in this world a little bit closer. This is not about only business relations, but also ordinary people who are unfamiliar with each other. Today, a person's reputation in the online community is enough to entrust him with his car or apartment. This level of confidence will only grow. The sharing economy is growing by 25% annually. This idea will change the world [3]. And it is already changing, because nowadays the sharing economy is developing in many countries. Everybody can share their services and skills with others. Regardless of age or experience, people can share time and talents on their own terms.

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CONCEPT OF PRODUCT IN MODERN MARKETING

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Resume - The concept of "goods" in modern marketing is considered, the main goal of modern marketing is formulated in the article. Possible options for eliminating the needs of the consumer with the help of the goods are studied.

Резюме - Концепция маркетинга представляет собой систему управления, которая ориентирована на рынок покупателей, анализ их потребностей и интересов. В рыночных сферах такие термины, как запрос или интерес, тесно связаны с понятием товаров.

Introduction. The concept of marketing is a management system that focuses on the buyers' market, an analysis of their needs and interests. In the market arena, terms such as inquiry or interest are closely related to the concept of goods.

Product in modern marketing. A product is a means by which the consumer can carry out his ideas and intentions conceived by him. The main pretext for the purchase of goods is the need to implement ideas that are inherent in people. There are no any other reasons for the purchase of goods. This is the way to present the goods in the modern market, thanks to whom the work of marketers will be more productive and of higher quality. The intention, rooted in a person, gives him some desires and needs. This causes the individual to feel dissatisfaction. Feeling a lack of something is unpleasant and the person wants to eliminate it as soon as possible. In this case, the product acts as a solution to this problem. To understand this you need to imagine the consumer in the form of a traveler who has a long way to go. While the traveler is full, nothing bothers him; he calmly travels the route thanks to a hearty snack before the trip. But after a while he gets hungry, he begins to look for a source of food. Similarly to this example the consumer behaves: feeling a shortage of something, he begins to behave like the traveler, looking for something that can satisfy his needs. An experienced marketer knows that an important step in the promotion of goods on the market is the emergence of the consumer's desire to eliminate the acquired needs by the product which is produced by their company. Consumer behavior regarding any product depends on the magnitude of the need. If the shortage is perceptible, the consumer has no choice how to buy the product, but if it is insignificant, then he can live without it. Considering the product in marketing in this way, we can significantly improve the quality of marketing activities. By controlling the scale of the need we can control the behavior of the consumer. It looks like a conveyor. We pressed the button; the conveyor earned, the consumer also became worried and went to buy goods. We can observe a direct correlation between the need and the level of shortage, therefore we can say that in order to manage the consumer we need to manage and control this level. In the new economic realities, the product in marketing should be considered solely as a shortage liquidator. There is a need, you need a product, there is no need - the product is not needed, because it will not find application. Even if you make the product immensely beautiful, incredibly cheap and of very high quality, it will not be sold until the consumer has a corresponding sense of need. If we consider the consumer from a standard point of view, when there is no need for a product, an understanding comes that the product cannot be sold on the market. But if you look at the consumer through the prism of nano-marketing, everything becomes much more promising. No matter how spoiled the modern buyer is, he can always evoke the feeling of necessity and compel him to purchase goods. All you need is to find the right tools that will allow us to awaken his interest to the product. And it must be done carefully so as not to harm the consumer. It is very important not to overdo it. In the inter-