

Conclusion. Thus, it can be said that the manufacturer has to study not only objective sides of the formation of demand for goods, but also subjective, i.e. the psychology of the consumer. It is only in the close relationship between economics and psychology that it is possible to study the psychological aspects of economic laws and their impact on economic life. Economists have concluded that consumer choices are influenced by desires, needs, price, incomes, and the law of social comparison. Psychology of consumption is based on the basis of general psychology, marketing, economics, and culture specialists. Consumer behavior as an economic and social phenomenon should be studied. The task of psychologists and businessmen is to meet the needs not only of buyers, but also of manufacturers and sellers.

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THE PROBLEM OF INDUSTRIAL TOURISM DEVELOPMENT IN THE REPUBLIC OF BELARUS

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Summary - Today, one of the problems in the modern economy is the development of industrial tourism. This direction is also significant for Belarus, but its implementation in the practice of tour operator activity is not at a sufficient level. The formation of industrial tourism is a reliable mechanism for promoting products, an effective element of marketing that allows you to attract tourists and investors. The goals of introducing industrial tourism in our country are clear: promoting your product, increasing sales, and raising the image of domestic products. But do not forget that companies that organize excursions have a risk of conducting such excursions. This article will cover such concepts as: industrial tourism, its role in the country's economy, problems of industrial tourism development in the Republic of Belarus.

Резюме - На сегодняшний день одной из проблем в современной экономике является развитие промышленного туризма. Такое направление значимо и для Беларуси, однако его внедрение в практику туроператорской деятельности протекает не на достаточном уровне. Формирование промышленного туризма - надежный механизм продвижения продукции, эффективный элемент маркетинга, который позволяет привлечь туристов и инвесторов. Цели внедрения промышленного туризма в нашей стране наглядны: продвижение своего товара, увеличение объема продаж, а также поднятие имиджа отечественной продукции. Но не стоит забывать, что предприятия-организаторы экскурсий имеют риск, проводя такие экскурсии. Данная статья затронет такие понятия как: промышленный туризм, его роль в экономике страны, проблемы развития промышленного туризма в Республике Беларусь.

Introduction. Recently, the direction of industrial or industrial tourism has become widely known among the tourism industry. The concept of "industrial tourism" is not a new phenomenon, but today only a few industrialized countries provide this type of tourism. Conducting such excursions has opened up a new opportunity for advertising companies that are aimed at promoting their product.

The main part. Industrial tourism is aimed at preparing excursions and tours at existing enterprises in the country. Not only tourists can visit the industrial site, but also entrepreneurs, managers, journalists, even schoolchildren and students. Today, it is difficult to find a company that is ready to cooperate with a tourist group regularly, regardless of the purpose of the visit (partnership, tourist tour). The reasons for the small spread of tourism are as follows:

- lack of experience and specialists to conduct such excursions;
- unjustified closure of enterprises;
- opportunities to hide your business ideas and processes from competitors;
- lack of special infrastructure for tourists;
- dangers of the enterprise for accepting tourists [1].

The organization of industrial tourism implies not only the promotion of products, but also an increase in the profit of both your company and hotels, restaurants, and travel companies. The advantages of industrial tourism at the micro level are as follows: increasing the volume of production and sales, improving the quality of goods, developing domestic tourism, creating a positive image of the enterprise and the country as a whole.

In the Republic of Belarus, industrial tourism has gained popularity in recent years and has become a popular tourist product. At the moment, there are companies in our country that develop industrial tourism, but there are not so many of them yet. At the same time, we have a sufficient number of productions that are interesting to domestic and foreign

tourists. Consumers (tourists) want to see with their eyes how a particular product is produced, make sure of its quality and reliability, so to speak, “feel the product from the inside”. BelAZ, Alivaria, Kommunarika, Slodych, and Coca-Cola, which regularly conducts excursions for children, are the leaders of the tourist market among companies offering excursion programs [2].

According to experts, the development of industrial tourism will have a positive impact on the enterprise itself and on the country as a whole. First, it will improve the country's image. Second, it will help promote the production of products. Third, it will attract foreign buyers, thereby developing tourism. And in the end, it will open up prospects for new beginnings.

Having so many positive aspects, the question is brewing why are our country's enterprises still not developing and bringing industrial tourism to a new level? There are many reasons for this, but the most common is ignorance in this matter. Many companies that do not have enough information about industrial tourism immediately abandon this idea. Some are afraid of problems and refer to the increased risk of injury in the workplace. Others follow strict sanitary standards and do not allow outsiders. Still others argue that the constant flow of tourists will distract workers from their tasks, which can greatly affect the quality of goods.

All these problems can be solved and many foreign companies are the proof. An example is such developed countries as Germany, Poland, USA and France, which develop industrial tourism and get not only a good additional profit, but also new regular customers. In addition, the development of this direction in industry has a positive impact on the economy and on tourism in general [3].

Conclusion. In conclusion, it is worth saying that industrial tourism has started to develop quite quickly all over the world. This is a relatively new phenomenon for the Republic of Belarus, since domestic enterprises are not ready to cooperate due to the above reasons. However, there are shifts. The country is beginning to actively implement a system of measures to promote this area. Various forums are organized to discuss issues related to this topic. This will increase the importance of a new type of tourism and develop a methodology for bringing it to the foreign market.

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INNOVATIVE ECONOMY IN THE REPUBLIC OF BELARUS

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Summary - In the modern economy, innovation plays a significant role and is the most effective way to compete. Innovations affect the country's economic growth, increasing its image, creating new industries and opening new markets. The transition to an innovative development path is one of the main tasks for Belarus. This article is devoted to the features of the innovative economy of the Republic of Belarus and the main problems affecting the relatively low rate of innovation dynamics in the country.

Резюме - В современной экономике инновации играют значительную роль и являются наиболее эффективным способом в конкурентной борьбе. Инновации влияют на экономический рост страны, повышая ее имидж, создают новые отрасли экономики, открывают новые рынки. Переход на инновационный путь развития является одной из главных задач для Беларуси. Данная статья посвящена особенностям инновационной экономики Республики Беларусь и основным проблемам, влияющим на относительно невысокий темп инновационной динамики в стране.

Introduction. Improving the status of the world economy in the modern world is necessary for the sustainable development of the country. Innovation is the main key to ensuring a highly competitive economy. Companies whose main goal of the strategic plan is to develop new technologies, create and produce new products and services, occupy a leading position in the global market. Continuous technological improvement in all areas of activity through the use of innovative knowledge will allow the country's economy to reach a new level [1].

The main part. Currently, the development of the innovative economy in the Republic of Belarus is a priority. This is evidenced By the program of socio-economic development for 2016-2020, which provides for the transition to an innovative economy based on the introduction of new ideas [2]. The main goal of the Program is to grow a competitive economy and create fundamentally new industries. The priority is also the development of human potential for the formation of an innovative economy.

To achieve these goals, you must: