

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, Kommunarka, 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:

- 1) Modernize the most important sectors of the economy with the help of technological renewal of production.
- 2) Create an effective national innovation system.
- 3) Develop and improve the scientific base.
- 4) Create a market for scientific and technical products.

The introduction of innovations each time made a huge sense in the development of production. In the current economy, the role of innovation is growing significantly. They are increasingly becoming the main reasons for the financial recovery. According to experts, the share of products produced in the Republic of Belarus, which we can refer to as new, is no more than 5-7 %. If we compare them with developed countries, their assortment is updated every year by 15-45 %. Belarusian products have become competitive on world markets and were exported not only to third world countries, but also for the leading countries of Europe, America, Japan, manufacturers need not only to acquire knowledge but also to introduce advanced technology, equipment and to change the control system [3].

It should also be noted that there are a number of problems that stand in the way of the Belarusian innovation economy. The main ones include:

- 1) Insufficient funding. As world practice shows, the creation of new high-tech industries requires considerable investment. With the GDP of the Republic of Belarus, which is about \$ 76 billion. it is quite problematic to find funds for technical re-equipment only within the country. The lack of domestic resources of capital, which is aimed at modernizing production, is an important factor that hinders the Republic of Belarus on the way to innovative development.

- 2) Insufficient funding for science and low spending on innovation development. The share of budget funding for science is still low (currently-about 0.25-0.3 percent).

- 3) Reproduction of existing goods and services. In most cases, a significant part of the work is aimed at creating existing technologies that have already been implemented abroad. As world experience shows, purchasing a product that is already available on the market is much more profitable than developing it.

- 4) Most of the country's enterprises represent the traditional sector, which is based on the use of the third and fourth technological modes, while the world economy focuses on the use of technologies of the fifth technological mode and even makes the transition to the sixth mode [4].

- 5) Insufficient number of qualified personnel. If Belarus is ahead of the average European level of specialists with higher education in terms of quantity, it is rather behind in terms of quality.

**Conclusion.** Building an innovative economy for our state is an important step, and in conditions of low importance of providing natural resources-almost the only chance to achieve the level of modern States. However, the transition of the Belarusian economy to an innovative path of development can only be achieved with a comprehensive modernization of production in the country, which will affect all areas of activity.

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#### ADVERTISING IN FOOD INDUSTRY

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*Summary - In this article, advertising is considered as a subject of attracting the customers' attention to the food industry. The most efficient advertising methods are also studied.*

*Резюме - В данной статье реклама рассматривается как предмет привлечения внимания покупателей к сфере фуд индустрии. Также изучаются наиболее эффективные методы рекламы с целью привлечения потребителя.*

**Introduction.** In our modern world, advertising decides a lot. We can safely say that advertising has to create a desire to go and immediately buy a product, but this is not the only precondition - it has to, first of all, cause some emotions, most likely a feeling of happiness or nostalgia.

It is well known that one of the most pressing problems for advertisers is the problem of attracting attention to an advertising message. The huge information flows in which today's society exists overload the consciousness of a per-