

CURRENT TRENDS IN GLOBAL ECONOMIC DEVELOPMENT

Современные тенденции развития мировой экономики

There is no State in the world that can develop steadily without the synthesis of the State and the world economy. There is also a correlation between the different stages of the world economy and the contribution to the world economy. The more a country is integrated into world economic relations, the better it is in the domestic economy and vice versa. Analyzing the structure of the functioning of the world economy, it is possible to distinguish a number of tendencies clearly identified by the beginning of the XXI century. One of the main trends is postindustrialization. In simple words, the transition from industrial society to post-industrial society. Such a society has certain features: the predominance of services in production and consumption, a high level of education, a new attitude towards work, a new attitude towards the environment and the socialization of the economy. Industrial linkages between developed countries are increasing. Developing countries are gaining new market shares in goods and services.

Generally speaking, the world today is witnessing a coordinated change in international economic relations, with contradictory effects on actors and their economies, as well as on the forms of linkages in the world economy. While large differences in socio-economic development between countries and regions in the world remain and will continue to persist, the lists of lagging and leading countries are subject to constant change.

Several fundamental trends in the world economy during the crisis decade can be distinguished:

1. The economic restructuring process is under way. The more sought-after industries are replacing the less sought-after industries as never before.

2. Economic power, capital and production are increasingly concentrated in the hands of transnational companies.

3. The question arises of the introduction of different methods of division of labour, New methods are emerging that have been brought about by changes in the industrial and geographical structure of developed countries.

4. Tight monetary policy is necessary. This policy consists mainly of increasing interest rates, but there are also other ways of dealing with various problems in public economic policy. Monetary policy, if properly applied, will help to combat inflation.

5. Regional integration will replace globalization. Regional integration will be central. Countries will seek an agreement to become part of the international team. The European Union is an example. Each member of this alliance has benefited in various fields.

6. As we know, in terms of economic development, countries can be divided into three groups: strangely underdeveloped, developing and developed countries. As a result of rapid improvement in the economies of the second and third groups, there will be a gap in economic and technological development between the first and third groups.

7. As the modern world is in constant development, the population is growing every day and the needs of the population are growing, there is a need to restructure the economy. This means that inefficient economic management will be replaced by more sophisticated methods.

At present, it is difficult to keep track of the development and improvement of the world economy, and hence the world economy is an increasingly important research area.

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CLIP THINKING IN THE CONTEXT OF MODERN MARKETING A TOURIST PRODUCT

Клиповое мышление в контексте современного маркетинга туристического продукта

In modern tourism marketing, it is important to take into account the development trends of the society. In this regard, the purpose of this research is to study interdependence between consumer clip thinking and effectiveness of tourism product advertising. The task is to analyze a review of existing methods of influencing consumer behavior.

The Microsoft study of 2015 revealed that people keep their attention focused for a maximum of 8 seconds. This is explained by the development of clip thinking in the modern man due to the spread of social networks.

Clip thinking is the brain's habit of perceiving information in fragments, short and vivid images. This type of thinking is opposed to systemic thinking, which implies deep immersion and systematization of information.