The author found that in order to increase the effectiveness of the co-marketing project, the DMO should promote the project on a larger scale (including television and radio advertising) and encourage business owners to sell the coupon books and route pamphlets of the project and share information about the collaboration. The study revealed that one county had little interest in the project and activities (being informed and sharing information) and the author suggested installing additional yellow frames at nature sites in this county. The author recommended redesigning the homepage of the project by adding a search engine for finding businesses and their services, and design and install information boards for the frames which provided additional information about the project as well as the businesses in the area.

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ONLINE SHOPPING AS THE FORM OF E-COMMERCE

Today the Internet is the essential prerequisite for the existence of E-commerce. Electronic commerce or E-commerce has been defined as the ability to perform transactions involving the exchange of goods or services between two or more parties using electronic tools and technique. The explosion of E-commerce has created new phenomena in our lifestyle especially in shopping activities.

"E-commerce is the new, profitable way to conduct business which goes beyond the simple movement of information and expands electronic transactions from point-of-sale requirements, determination and production scheduling, right through to invoicing, payment and receipt. E-commerce uses key standards and technologies including Electronic Data Interchange (EDI), Technical Data Interchange (TDI), Hypertext Mark-up Language (HTML), and Extensible Mark-up Language (XML)" [2].

One of the forms of electronic commerce is online shopping. It allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Nowadays customers can shop online using a range of different computers and devices.

There are two major types of online shopping: Business-to-Consumer (B2C) and Business-to-Business (B2B). When a business buys from another business it is called B2B online shopping. B2C is a consumer form of business. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Online shoppers commonly use credit cards. However, some systems enable users to create accounts and pay by alternative means, such as debit cards, various types of electronic money, cash on delivery (C.O.D.), cheques and others.

"In addition, the sale of the product on line starts with a good web site. The customer wants convenience and ease of ordering. That is why the company which is able to provide a site quick to download, well-structured and easy to navigate will have a bigger profit" [1].

The sites Amazon, Rediff, Uphar and Aliexpress are among those belonging to this category. The two-way accessibility of the internet enables operating companies to directly ascertain customer preference and buying trends. E-business in this mode significantly reduces the costs associated with intermediaries, service centres and mass marketing campaigns. Since e-commerce makes just in time delivery possible, the supplier does not have to store the goods. He can procure them from the suppliers when he gets the order from the buyer through the internet.

There are a lot of other advantages of online shopping, i.e. availability, selection available, comparing prices and convenience. However, delivery, trying before buying, viewing on-screen, digital access and payment method are the main problems.

Experts predict a promising and glorious future of e-commerce. In the foreseeable future e-commerce will further confirm itself a major tool of sale. Successful e-commerce will become a notion absolutely inseparable from the web. At the same time severe rivalry in the sphere of e-commerce services will intensify their development. Thus, prevailing future trends of e-commerce will be the growth of Internet sales and evolution.

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