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THE ROLE OF AUCTIONS IN WORLD TRADE

An auction is an old and simple form of commercial activity which has long served as a meeting place for buyers and sellers. The bids are still the best way of estimating unique and rare items. Every year they are gaining more and more popularity. As a rule this kind of commission trade is very beneficial not only for sellers but also for buyers. Anyone can find any necessary thing.

One of the most world-famous auctions is Sotheby's which was founded in London on March 11, 1744. Nowadays it maintains 90 locations in 40 countries and conduct 250 auctions each year in over 70 categories. Sotheby's overall auction sales in 2016 reaching \$ 4.1 billion, a drop of 31 percent from the previous year [1].

Their main competitor is Christie's. The activities of both together is about 90 % of the world market auction sales of antiques and art objects. "Christie's" carries out more than six hundred sales per year. Trades are held in 80 categories: arts, jewelery, photographs, furniture and home furnishings, and more.

Christie's sold 4 billion pounds of art and collectibles in 2016. A decline of 16 percent from the previous year. But private transactions at Christie's, however, increased 25 percent, to £ 694 million. 32 percent of Christie's buyers last year were new ones, an increase of 5 percent over 2015, and that sales at its online-only auctions grew 109 percent, to £ 49.8 million [1].

Founded more than 300 years ago, the Dorotheum continues today on its successful course and is enjoying an increase in turnover. It hosts about 600 auctions a year, and more than 100 specialists attend to over 40 departments. 2016 was the best-ever year for the 'old master paintings' category as well as the best results for a single auction results and best total auction results for the 'classic cars' category. In addition, June saw the best auction results for the 'contemporary art' category, and November witnessed the best 'modern art' auction results in Dorotheum's history [2].

The most famous online-auction is Ebay which was founded in 1995. Today it is a multibillion-dollar business with operations localized in over 30 countries. Revenue for the fourth-quarter period of 2016 raised by 3.1 percent, offering signs of improvement at the company's traditional marketplace business and sending shares up more than 8 percent in extended trading. Forecast revenue would rise to \$ 9.5 billion in 2017, versus analysts' average estimate of \$ 9.36 billion [3].

Royal FloraHolland is the largest company in the world which is organizing the flower auctions. The auction houses have 5,000 participants, 9000 suppliers, 3500 customers and 4500 employees. 90 % of the flower trade in the Netherlands belongs to this company. More than 20 million flowers and plants are sold in "Flora Holland" on a daily basis.

Royal Flora Holland rounds off 2016 with a revenue of € 4.6 billion, an increase of 3.8 % compared with last year. This growth in revenue was primarily due to higher prices — 4.2 % on average — for flowers and plants. For cut flowers, the share of direct trade rose by 1.8 %-point to 34.3 %. For houseplants, the increase amounted to 1 %-point to end at 79.4 %. And for garden plants, the increase was 2.7 %-point up to 67.4 %. In 2016, 51.4 % of the total revenue was realized through direct trade. In 2015, this was just above 50 % [4].

Thus auction trade is a type of market trading where the seller wishing to gain the maximum profit uses direct competition with buyers who are present at the sale. Modern auctions have been actively implemented information technology which makes the bidding the most convenient and effective. So anyone can become familiar with the proposed lots via the Internet and save time and money.

References

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ENSURING SAFETY OF HOTEL GUESTS

Hotel and hostel buildings are potentially high-risk buildings because of their design and high concentration of people who are not familiar with the surroundings and vary greatly in age and physical condition. There are children and elderly people among them. Many guests are in a pretty relaxed mood, they may even neglect elementary safety requirements. Therefore, it's vitally important that hotel management should consider guest comfort and security, safety of personnel and information as their priority, particularly when faced with today's global security challenges.

The subject of our study is hotel safety. The objective is to find out and describe most basic ways of ensuring safety of hotel guests.