

a very popular tool for marketing communications in the world, which can be effectively applied to promoting fitness tours.

The most popular social network in the CIS countries is "VKontakte". Gender structure of the users "VKontakte" is quite stable, 43.7 % of the authors are men, 56.3 % — women. As for the age structure of "VKontakte", we can note the growing number of users aged 25–34, accounting for 32.1 %. So, we can say that the promotion of fitness tours of the second type will be most effective in the social network "VKontakte".

The second most popular social network is "Odnoklassniki". Gender structure of this social network is stable — 69 % of users are female. Despite the fact that the largest segment of the social network audience is aged 25–34 years, the most active segment is constituted by people over 40 years. In this regard, the above mentioned social network can be recommended for the promotion of fitness tours targeted at weight loss.

Judging by the data researched, we can conclude that such a direction of the activities of travel agencies as fitness-tours can enhance the competitiveness of the tourism enterprises. According to the results of the study the most effective way to promote fitness-tours will be promotion via Internet and social media like "VKontakte" and "Odnoklassniki".

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INTERNATIONAL STRATEGIC ALLIANCES IN TOURISM INDUSTRY

International strategic alliances is a form of voluntary, long-term cooperation of companies based on contractual relations in the production of products and services to better meet customer needs and minimize costs. It promotes fast adaptation of partners to global changes taking into account each party's interests in the conditions of creation of integrated market space and toughening of the competition in the world markets.

Strategic alliances are formed in the automobile, computer, air transport, tourism industries, media, energy sector and others.

The tourism industry strategic alliances are widely spread as they help to create an integrated touristic product, which includes accommodation, meals, transportation, entertainment, etc. and do not require significant investment. Small and medium touristic companies are likely to cooperate within strategic alliances to create common to all participants booking centers, which will help to achieve a reduction of transaction costs in the interaction between many parties.

Hotel alliance is a special form of association of independent hotels or even hotel chains, the main purposes of which are to carry out joint marketing to increase the profitability of business, reducing the risks and

costs associated with entering new markets, overcoming legal and trade barriers, as well as reduce costs with centralized joint procurement, joint personnel selection and training.

There are 4 types of alliances in the hotel business: the ones, which provide market research and develop marketing programs; comprehensive alliances that provide not only market researches and treatment, but also help in managing personnel, procurement; alliances-reservation systems, providing a central reservation system; associations representing airlines and hotels with their reservation systems.

The types of inter-firm exchange within strategic alliances that are actively used in the tourism and hospitality industry include agreements on franchising, marketing and management contracts, joint ventures.

Strategic alliances in the touristic industry began to form at the beginning of the 20th century. Among the most well-known international hotel chains are Hospitality Franchise System (4400 hotels and 435,000 rooms in 6 countries), Holiday Inn Worldwide (2031 hotels and 365,309 rooms in 62 countries), Best Western International (3401 hotels and 276 659 in 60 countries), Marriott hotel (2600 hotels and 500,000 rooms in 27 countries), Hilton (more than 800 hotels in 27 countries), ITT Sheraton (417 hotels and 129,937 rooms in 61 countries).

In conclusion, the creation of strategic alliances in tourism industry forces companies to improve the quality of the tourist product realized, identify existing market niches and diversify the services offered within the chosen niche or market segment, increase individualization of customer service.

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CROWDINVESTING AS AN ALTERNATIVE INSTRUMENT FOR FINANCING SMALL BUSINESS

Under market economy conditions sustainable social and economic development directly depends on the level of activity of small business. This sector of economy is mobile enough. It easily adapts to changes of market