

Among the potential problems of vertical integration one can reveal: company structure complexity; 2) management flexibility decrease; 3) difficult integration of separate components; 4) efficient monitoring complexity.

Judging by the above mentioned factors, we can come to the conclusion that full vertical integration can help international hotel chains to acquire long-term competitive advantages by uniting all segments of the value chain. This process, in its turn, will lead to an increase in the overall profitability of the product, which will allow to compete with another hotel chains, maintaining overall positive profitability.

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## **E-COMMERCE**

Currently the Internet is the main infrastructure element of the new economy. When companies transfer the part of the business onto the Internet, they follow several goals: expanding the market, attracting attention to the company, improving customer service and so on. The business in its usual form is transformed into electronic.

E-commerce is an integrated complex that includes a wide range of different components, for example, the exchange of information (e-mail), transfer of documents, global database search, sales and purchasing electronic deals, cooperation with customers. Trade-money, trade-exchange operations and services play a crucial role for the effective e-commerce process.

Hence, comes the relevance of this study. The subject of the thesis is the situation of developing e-commerce in Belarus. The object of the study is different organizations that use e-commerce in their work.

In the process of the work the following tasks were set: to analyze the situation on the Internet market; to identify the main difficulties in using the Internet; to make a forecast for the year to come.

To conduct the study, we chose such research methods as comparison, statistical data analysis, and analysis of the literature and materials on the Internet.

Due to the fact that e-commerce companies are trying to reach the global customer to enhance their business through different e-commerce tools there will be more and more challenge to these sectors in coming days for adopting e-commerce. E-payment offers customers such benefits as a great variety of choice, convenience, cost reduction, control and trust. Cards are not only convenient but also more secured comparing to cash and cheques. A cardholder's liability in case of the card being lost or stolen is limited. There are following types of payment systems in the Republic of Belarus: the national payment system Belcard, international payment systems: Visa, MasterCard, E-money: EasyPay, Berlio, Joined System of Massive Payments (OSMP), WebMoney, Belqi and others.

According to the Belarusian legislation, e-money is being emitted together with the partner bank. Official statistics shows — 85 % of all e-money are provided via Belgazprombank. Many network brands including MasterCard and Visa generally offer “zero liability” protection for unauthorized use [1]. Customers can shop and spend money anywhere around the world. For example, a consumer with a Bank of Belarus card can make a purchase in the USA without leaving their house. This method has also proved to be beneficial for travelers having no access to cash.

E-commerce market in the Republic of Belarus is on early stage of development and demonstrates relatively high growth rates due to the low starting base. It is expanding very fast, mainly due to the effect of the low base. Current market estimation is ~ 350 mln USD, forecasted growth rate — 18 % [2].

### References

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### MOBILE TOURISM

“The world is a book and those who do not travel read only one page” [1].

We are living in the modern fast-moving world, where each second is important. In the century of people’s mechanization modern technologies help us to save as much time as possible. But fast lifestyle exhausts our health, so we need some rest. That is why it is not a secret that nowadays tourism is developing as never before. People prefer travelling abroad than to stay at home, they would like to admire picturesque views rather than to watch TV, and every time tourists tend to make the process of organizing the holidays much easier and faster and to devote their time to the holiday itself. While planning a trip, a tourist may face such problems as choosing destination, means of transportation, accommodation, booking tickets, language barrier and many others. Nowadays it is possible to book a holiday at the seaside resort even on the other side of the world. Being at home you can book it through the Internet or by the phone. Thanks to IT-technologies we can solve these problems with mobile applications (apps). The purpose of this article is to explore the market of mobile apps and show the relevance of it.