

profit depends not only on the knowledge and skills he possesses but also on his desire and willingness to study and widen his and in the long run the company's horizons.

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PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF TRADE AND TOURISM INDUSTRY IN THE GLOBAL MARKET

Despite the slow growth of the world economy, international tourist arrivals grew by a remarkable 7 % in 2017 to reach a total of 1,322 million. The growth is also expected in the year of 2018 at a rate of 4–5 %. These researches can tell us, that there can be certain reasons for such unusual growth at times when the market of travelling is facing dramatic changes and challenges. During my research I have found the very reasons and have tried to explain consistent patterns. Today Booking.com is a world-leading travel company. It was established in 1996 in Amsterdam and was one of the first travel companies with a specialization in e-commerce. Nowadays more than 1.5 million rooms are reserved on this platform. From a small Dutch start-up Booking.com has grown to a global company of such scale. And this web-site shows us that changes that came and are still coming into the world of global travel market.

Atypical traveler of the 21st century is in search of new impressions. With the development of new technologies we can share them not only with close people but with the whole people at the same time. People get more interested in travelling as phenomenon. According to the statistics from the US State Department, in the beginning of 1990 only 10 % of the Americans had a passport as there was no necessity in it, today this percentage is about 40 % and the number of owners of passport is only growing every year. It is becoming easier to travel thanks to a lot of new no-visa requirements. The best passports for travelling are Singapore and South Korean. New generation of so-called “Millenials” all across the Globe tend to spend money for new impressions more than for a brand-new stuff. Young people decide to start a family later than their predecessors, they want to educate more and find themselves, and travelling is an essential part of it.

We can't but mention the appearance of new e-services. We tend to refuse the services of customary travel agents and tour operators so as to organize our holidays on our own. Beach holidays are being gradually replaced by activity holidays. During my research I have found the most popular e-services according to the App Store ratings, such as TripAdvisor, AirBNB and Couchsurfing. These apps are free to use and people all across the Globe write reviews on voluntary basis. The whole system works only

on enthusiasm of people. The consumer today tends to save money, and the cost for airplane tickets used to be one of the fundamental costs for travel. It led to the appearance of new business-model in aircraft market known today as low-cost. Such companies save on everything but safety of their passengers. They are being often criticized for low standards of comfort for passengers, but they were the only companies that managed to increase their profits during economic crises. The most famous and profitable low-cost companies are AirAsia, Norwegian, RyanAir and Wizzair. Some leaders of air travel market have lost their positions; they are Lufthansa, KLM, British Airways and AirFrance. They all established their own low-cost companies, but this led only to even bigger material losses of basic companies. But such rapid rise of low-cost airlines has led to some questions whether its financial model is sustainable. The successful internalization of popular web-platforms provided them with opportunities formed by globalization and new possibilities in telecommunication technologies. Globalization also lets such companies fundraise internationally in larger scales, and new technologies give them opportunities of faster expansion. The same new technologies tend to change the thing of new generations: for becoming popular you should not live in the most luxurious hotel during your vacations, but to find the most secret and sacred place so as to become enlightened and educated and then to share your knowledge of something new.

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THE LIVING HISTORY OF BELARUS

It's common knowledge that tourism can be as a theatrical activity. A last time it was proposed Evenings of Belarusian literature in hotels and resort organizations over a cup of herbal tea have been widely introduced. The idea of full immersion in Belarus through cozy evenings of Belarusian literature was taken. How else can the individuality of Belarus for minimum spending of money be increased? There are about 21 castles in Belarus. They can be promoted not only as a history of our country, but also as an animation activity. "The time of emotion has come", the Belarusian tourist companies which are engaged in sightseeing tours unanimously affirm. So, it's time to adopt the world practice — to arrange animation shows for tourists at the historical places. Examples of animation in Belarus are still very few: "Dudutki", the estate of Santa Claus, testing soldier's porridge on the "Stalin's Line". An extended introduction of thematic images for guides is suggested. For example, a tour to Nesvizh Castle will be much more interesting if it is held by "Nikolai Rodziwill", rather than by an ordinary guide. The simplest element of animation and the first stage on the way to creating dramatized programs for tourists can be the clothes of a guide in the style of the era, about which he narrates. The historical