

So what's about the solution of the problem? Firstly, the state should lower the cost of rent or provide premises for free, as this is fully in line with their interests. Secondly, the government is supposed to provide guarantees to tenants through appropriate insurance and conclusion of an agreement in which all essential terms will be spelled out. Stimulating potential tenants with various bonuses, discounts, benefits, etc. should also be under consideration of the country's authorities. These solutions can reduce the number of unused premises by attracting new entrepreneurs, including foreign investment.

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E. Selkova, V. Vashkel
BSEU (Minsk)

Academic adviser — Yu. A. Shavruk, PhD, Associate professor

EXTREME TOURISM

In the modern world, extreme tourism is becoming more and more popular form of spending free time. People of different ages and professions, having different family and social status, significantly different level of culture and physical development join extreme tourism. Extreme tourism or shock tourism is a type of tourism involving travel to dangerous places (mountains, jungles, deserts, caves, etc.) or participation in dangerous events. Extreme tourism overlaps with extreme sport. The two share the main attraction, «adrenaline rush» caused by an element of risk, and differing mostly in the degree of engagement and professionalism. While traditional tourism requires significant investments in hotels, roads, etc., extreme tourism requires much less to jump-start a business. In addition to traditional travel-based tourism destinations, various exotic attractions are suggested, such ice diving in the White Sea, or travelling across the Chernobyl zone. Demand for extreme tourism is greatly increased. Some travelers plan their own extreme tourism trips, while others work with an adventure travel agency. As extreme activities and destinations can pose a number of risks to the traveler, many travel experts advise booking one's trip through an agency. Working with expe-

rienced extreme travel professionals can help ensure that the traveler is provided with accommodation and proper supplies during her trip and that she receives adequate medical attention if she is hurt. An extreme travel company may also be able to connect the traveler with local guides or translators when necessary. Travel companies actively offer rafting, traveling on horse back, by bicycle and motorcycle. More and more people are attracted by rafting, diving, pleasure flight on balloon and many others.

International tourism is playing an increasingly prominent role in the global economy. Foreign experience of extreme tourism is the most developed. This is due to the fact that it originated in Europe, North America, Asia-Pacific region and at the same time tends to them. The most popular places for extreme tourism abroad are:

- Turkey .There is a great opportunity to go diving.
- Egypt. Diving is also common here, journey through the desert.
- Thailand. Rafting, water tourism.
- Spain. Aside from diving, here go to the bullfight.
- South America. The opportunity to see our planet as it was thousands of years ago. Discover the unique ecosystem of the jungle.
- Africa. Safari in national parks.

Extreme tourism is a very interesting, exciting type of recreation, and people like it more and more, despite its high cost.

Belarus also focuses on the development of extreme tourism. Fans of extreme sports have where to go for unusual sensations. Among the popular places: diving on the Lake Dolgoe , kayaking on the Gayna and ski tourism in Logoisk.

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*Спецприз по итогам работы секции
А.В. Синькевич, В.Ю. Пристром
БГЭУ (Минск)
Научный руководитель — С.С. Дроздова*

MODERN TECHNOLOGIES IN TRADE

Achievements of science and technology are widely used in the sphere of circulation, which stimulates the increase in trade turnover, creates conditions for improving technology, mechanization and automation of trade processes, more efficient use of retail and warehouse space, ve-