

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.

### References

1. All about tourism [Electronic resource]. — Mode of access: [http://tour-lib.net/books\\_tourism/](http://tour-lib.net/books_tourism/).
2. Tourism and travel [Electronic resource]. — Mode of access: <https://zclub-caspian.ru/>.

*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-

hicles. The social significance of scientific and technological progress is expressed in improving the working conditions of trade workers, facilitating heavy and labor-intensive work, reducing occupational injuries, increasing the attractiveness of the trade profession and its prospects. The most important areas of scientific and technological progress in trade: improvement of the existing trade network and construction of modern trade enterprises; industrialization of construction of trade enterprises; mechanization and automation of labor-intensive works.

1. Introduction of progressive technologies of trade service which should be based on wide application of modern methods of sale of goods convenient for buyers is essential. Trading is done by self-service method. This is one of the most convenient methods for buyers. Self-service allows to accelerate operations on sale of goods, to expand volume of realization of goods. This method provides free access of buyers to goods, possibility independently to examine and select them without the help of the seller that allows more rationally to distribute functions between employees of shop. In self-service stores, the functions of employees are mainly reduced to advising customers, laying out goods and monitoring their safety, performing settlement operations. Here modern technologies come to the rescue.

2. ERP-class integrated information systems. Means of innovative technologies: introduction of a new generation of barcode technology-radiofrequency data transmission systems (RFID) — (radio frequency identification devices); personal computer PDA; information terminals, electronic advertising displays, etc. Products are equipped with RFID microchips or “smart tags” containing product information. RFID is a brand new retail technology. The RFID process begins by scanning containers of goods when they are taken away from the distribution center. The store Manager can track each delivery using the warehouse information system and know when and what products will be delivered. When the container is finally delivered to the store, another scanner checks its composition. It also tracks how quickly items sell and finds out which one’s sell better and which ones sell worse. Sensors at the exit raise the alarm if the buyer tries to take out the goods, which is included in the tag function of protection against theft. At the checkout, this feature is disabled and the item tag information is read for the last time to update inventory information. The PDA system allows customers to effectively use handheld computers (PDA) in search of the right products. A computer information system is installed in the store, and the regular customer of the store is identified at the entrance. The electronic shopping list he brings to the PDA or receives in the store, where it is created based on previous purchases and stored in the system. When a customer enters the store, the list is reorganized to assign the most efficient route to him. The buyer notes the taken goods in the list.

3. E-commerce as a development perspective for trade. E-commerce is the activity of electronically buying or selling of products on online services or over the Internet. Modern electronic commerce typically uses the World

Wide Web for at least one part of the transaction's lifecycle although it may also use other technologies such as e-mail. E-commerce system is a kind of technology that gives the participants a variety of opportunities online. The largest representative in the territory of Belarus is "E-dostavka". The catalog of products that you can find on the site is very diverse.

**D.I. Skorokhodova**

*BSU (Minsk)*

*Academic adviser — S.A. Dubinko, Candidate of Philology, Associate Professor*

## **VOICE COMMERCE AS DIRECTION FOR THE DEVELOPMENT OF WORLD TRADE**

A very recent trend to the eCommerce is the rise of voice technology. Voice commerce is the term used to describe any transaction that occurs using a voice device. This opened a new way for eCommerce businesses to sell and grow their businesses and became the third key online channel for shopping, joining web and mobile. It is estimated that by 2020, voice will account for 50 % of all search, voice commerce will generate a total of \$40 billion in sales in the U.S. and in the UK — \$ 5 billion [1].

Main characteristics of some channel for shopping

Channel	Want	Information search	Way	Purchase	Payment
Physical	Same	In-store browsing	Look/see	Pick up	Credit/cash
Online	Same	App or Web	Type/click/view	Click	Credit with password
Mobile	Same	App or Web	Touch/swipe/view	Touch	Credit with password
Voice	Same	Device or app assistant	Ask/listen	Ask	Credit with PIN

Most people still prefer the physical shopping experience (62.3 %) in way of shopping, payment and purchase decision (table). The use of voice for the consumer shopping has only emerged in the past two years. The data reveal that one-in-five shoppers (21.2 %) have used voice in their shopping activities at least once. Over half of those have used a smartphone to access their voice shopping experience. Coming in second is the PC (22 %), followed by smart speakers at just 13 % [2]. Voice may be breaking down stereotypes about gender and shopping. When it comes to voice shopping, men lead women by 63 % to 37 %. More than one-third of 18–29 year old consumers report having tried voice shop-