

als — Maslenitsa, Gukannevesny, Dazhinki, Kupala, Dozhinki, Kolyady. In many museums, historical parks, farmsteads, there are colorful theatrical festivities, where visitors are invited not only to watch folk fun, but also to take part in them.

To increase the popularity of event tourism in the Republic of Belarus, first of all, it is necessary to increase the information content about the events in Belarus. Here an important role is assigned to the media — without their participation and support the event will not attract tourists. For the attractiveness of the event the tourist infrastructure should be developed and the level of service and service should be increased.

It should be concluded that event tourism is a promising and dynamically developing type of tourism. It is unique in its inexhaustible content: numerous festivals, holidays, thematic events only increase every year due to international integration, interaction of cultures and international cooperation.

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Ю. А. Белова, А. В. Матюхина

БГЭУ (Минск)

Научный руководитель — Е. В. Климук

THE ROLE OF DIGITALIZATION IN ECONOMIC DEVELOPMENT

Digitalization — the mass adoption of connected digital services by consumers, enterprises, and governments — has emerged in recent years as a key economic driver that accelerates growth and facilitates job creation. Almost 4.57 billion people were active Internet users as of July 2020, encompassing 59 percent of the global population. In the current environment of a sluggish global economy, digitization can play an important role in assisting policymakers to spur economic growth. Strategy&'s econometric analysis estimates that, despite the unfavorable global economic climate, digitalization provided a US\$193 billion boost to world

economic output. The processes of digitalization at this stage are becoming more extensive and intensive, and the degree of involvement society structural elements in the processes of digital communication continues to increase. Information technologies are used in e-Commerce, provide access to financial markets, contribute to problem-solving on increasing employment and investment, especially in small and medium-sized businesses; increase productivity, expand opportunities for all society segments; are used in distance education and telemedicine, in environmental management and monitoring, to prevent and eliminate disasters, etc. The following technologies should be considered the flagship of digitalization at this stage: block chain, artificial intelligence, cloud computing, big data and the Internet of things. Digitalization of the economy contributes to the formation of new economic processes, systems and sectors. In some sectors, you can see the active influence of these technologies with the dominance of new types of companies: Uber (the world's largest taxi operator), Facebook (the world's most popular media company), Alibaba (the world's largest retailer with the highest estimated value) and Airbnb (the world's largest «hotelier»). Unfortunately, only two percent of European enterprises are currently taking full advantage of new digital opportunities. How businesses adopt digital technologies will be a key determinant of their future growth- businesses that fail to get digitally connected will become excluded from the global market.

The digital economy is a system of economic and social relations based on the use of information systems and technologies in all areas of practical activity of organizations. The development of digital technology begins with the creation and development of the environment that gives the opportunity to experiment, gives the right to make mistakes and attracts the best minds to ambitious projects. Continuous enhancement of information and communication technologies, an increase in the share of goods and services in this area, an increased level of customer demand for product quality, stipulate an objective, integrated evaluation of digital economy development conditions the national level. Creating digital markets and boosting digitization can yield significant economic benefits and lead to substantial social benefits to societies and communities. Digitalization has the potential to boost productivity, create new jobs, and enhance the quality of society life in general. The use of information and communication technologies opens up broad opportunities for economic growth and social development of states, but at the same time creates problems and risks, and creates a deepening of interstate and intra-state inequality. In particular, we are talking about unequal opportunities for people to create and use available electronic information resources, especially on the Internet. If access to these technologies is not expanded, a significant portion of the population in developing countries will not benefit from them. The vast potential of information and communication technologies is not being used enough. This led to the emergence of a «digital divide» to trade. Such a barrier can isolate producers, organiza-

tions, and governments that do not have access to new technologies from the markets.

According to experts, digitalization will optimize production and logistics operations, increase the efficiency of the labor market, equipment productivity and reduce resource consumption and production losses [1].

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Д. К. Быкова, Е. В. Климук
БГЭУ (Минск)
Научный руководитель — **Е. В. Климук**

MODERN TRENDS IN INTERNATIONAL TRADE DEVELOPMENT

In the 21st century international trade is a complex multi-level system of relations formalized by contracts and agreements. Within this research international trade is a system of international commodity-money relations, formed from the foreign trade all over the world. Contemporary international trade is significantly different from the system in the 18th and 19th centuries. The main purpose of the research is to show the main factors influencing the growth of modern international trade, to identify the prospects for its development.

Nowadays world economic development is determined by the increase in economic, political, cultural and other contradictions between different countries. World transformation processes are associated with *globalization, the rapid development between developing countries and international trade regionalization*. Globalization is the objective process of economies transformation of individual countries from relatively closed systems into elements of a single world economy. Globalization is based on the international division of labor and related economic, political and other relations between states, enterprises, firms that unite national economies and create a single world market and its infrastructure. Today, the world economy appears not in the form of a simple sum of national economies, but in the form of economic system, where, along with national structures, new entities are functioning — transnational corporations (TNCs), international companies (MNCs), their unions.

TNCs are the driving force behind the most important key processes of the modern world economy. They determine the dynamics, structure, level of goods and services competitiveness in the world market, control