

realistic description, supplemented with photos, will not be able to convey the sensations that a 3D tour gives. During the pandemic and lockdowns especially relevant are virtual tours of the streets. Such a service as Google Street View is now quite popular and well-known and allows you to walk along the streets in almost all corners of the globe. Special attention should be paid to the development of virtual excursions in various museums and exhibitions. Experts from UNESCO and the International Council of Museums (ICOM) report that more than 85 thousand cultural heritage sites and museums, that is about 90 % of the total number in the world, closed their doors to visitors during the coronavirus period. And as a result of the losses incurred by them, every eighth museum in the world will not be able to resume work after the end of the pandemic. Originally, virtual reality was used as an addition to the existing museum exposition. Museums did their best to interest visitors. Some world-famous museums, such as the Louvre in Paris or the Tretyakov Gallery in Moscow, have been using virtual tours for several years. That is why, when the borders were closed and tourists disappeared, they were the winners compared to the rest, although their losses, of course, should not be minimized.

The creation and use of virtual expositions and museum tours significantly attracts the attention of modern society. After all, even something that does not exist, that is, our imaginary future, can be displayed in a virtual museum. In everyday life, not every tourist can visit real museums. Virtual expositions make an invaluable contribution to the development of museology, and also support the existence of museums during the COVID-19 pandemic. Will virtual tours replace real ones? Of course not. But they retain the opportunity to see the unique materials in the collections of museums, continue to form a personality and preserve traditions, showing the life of the people and their cultural heritage. Virtual tours are a step forward for the development of a tourist destination or attraction.

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GLOBALIZATION AS ONE OF THE MAJOR FACTORS THAT HAS INFLUENCED THE MODERN WORLD ECONOMY

Глобализация, как один из главных факторов, оказавших влияние на современную мировую экономику

The purpose of the research work is to study the impact of globalization on the world economy, its negative and positive aspects.

Currently, the pace of globalization is accelerating as a result of rapid advances in communications, transport and communications, which ensure immediate communication and the rapid transfer of financial assets across national borders. Better fiscal policies within countries and international trade agreements between countries also contribute to globalization. Political and economic stability also contributes to globalization.

The following advantages of globalization can be highlighted:

- globalization gives enterprises a competitive advantage, allowing them to extract raw materials where they are inexpensive;
- globalization also enables organizations to take advantage of lower labor costs in developing countries, while drawing on the technical knowledge and experience of more developed countries;
- with globalization, different parts of a product can be produced in different regions of the world. Globalization has long been used by the automotive industry, for example, when different parts of a car can be produced in different countries;
- globalization also affects the service sector. More jobs are emerging in countries where they are needed, which can have a positive impact on the national economy and lead to higher living standards.

Since there is a positive side of globalization, then, accordingly, there is also a negative side. The downside is that not everything in globalization is beneficial. There are winners and losers in any change, and people living in communities that used to depend on outsourcing work often suffer. In effect, this means that workers in developed countries must compete for jobs with cheaper markets; unions and workers may not be able to defend against the threat of corporations that offer the alternative between lower wages or the loss of supplier jobs in a less expensive labor market.

The research also shows that globalization can contribute to income inequality and inequality between more educated and less educated members of society. This means that unskilled workers can suffer from declining wages, which are under the constant pressure of globalization.

Nevertheless, the impact of globalization, both positive and negative, is not going anywhere. The result is a smaller, more interconnected world. In social terms, globalization has facilitated the exchange of ideas and cultures, contributing to the formation of a worldview in which people are more open and tolerant of each other.

Thus, the positive impact of globalization is the possibility of extracting inexpensive raw materials, inexpensive labor, production in different regions of the world, the impact on the service sector, and so on. The negative impact is fierce competition for jobs and inequality between different segments of the population.

The market model of economic relations is leading in the modern world. The main goal of the subjects in such a structure of relations is to maximize their own benefits. The foundation for ensuring economic growth is economic development,

which is influenced by various factors, such as the development of means of communication, transport, technology, the emergence of global problems, which are components of such a broad concept as globalization.

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GLOBAL ECONOMY TRENDS: COMPETING IN A NEW ERA OF GLOBALIZATION

Тенденции мировой экономики: конкуренция в новую эпоху глобализации

The purpose of the study is to consider current trends and determine what unites them.

There are more than 240 countries in the world community. They differ in terms of population, size of territory, and their place in the world economy. The national economy of each state is a component of the global economic system. The world economy is a set of national economies and non-governmental organizations that are united by international economic relations.

3 main trends in the development of the world economy have been considered:

The first trend is globalization. It is an important part of economic development. Globalization is a process of countries' rapprochement and the formation of a single system of financial, cultural, economic ties based on information and communication technologies. Globalization is expressed in the gradual transformation of the world economy into a single market for goods, services, labor, capital, and knowledge. Nowadays, information resources are a very important and accessible factor. Today there are no restrictions on receiving information or news from other countries. The world innovation and technological system with its new directions is being formed.

The main signs of globalization are the following tendencies:

1. Exchange of scientific achievements
2. Availability of information
3. Disappearing language and spatial barriers
4. The disappearance of cultural differences

Summing it up, these trends can be combined into one general trend: interconnection between states.

The second trend in the development of the world economy is scientific and technological progress. It is a factor of global importance, which largely determines