

delivery of services and information had become a priority for many EBOs; the crisis has drastically accelerated this process. According to a study by the ILO-ACT / EMP and IOP, 80 % of EBOs worldwide have updated or adapted their services.

Throughout the crisis, one of the biggest challenges for the government has been balancing the health of the economy with the physical health of the population. Extensive lockdowns have had a profound effect on business, workers and the economy. The pandemic crisis led to an economic crisis that triggered an employment crisis.

In conclusion it should be noted that the crises like COVID-19 brings lasting change and spurs innovation. For the EBO, this means a willingness to revisit existing models and know where to look for external support and new approaches. Social partnership and collaboration will be a key in the post-covid world.

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THE PHENOMENON OF DIGITAL CURRENCIES OF CENTRAL BANKS. PROSPECTS FOR INTRODUCTION INTO THE WORLD ECONOMY

Феномен цифровых валют центральных банков. Перспективы внедрения в мировую экономику

The purpose of the study is to analyze the phenomenon of digital currencies of central banks, understand what it is and how it can improve the global economy.

In recent years, new digital information technologies have been actively introduced in the financial market. One of the most promising information technologies that has found its application in the financial sector is the technology of distributed registries (DLT). They are often called blockchains, although the blockchain is just a special case of distributed registries.

A distributed registry is not limited to one server or one authority. It often implies that every device that is connected to a distributed registry has access to all the data that is contained on this registry. An intuitive example of one of the simplest distributed registries is Wikipedia. Any user can edit an article in it, and then other users and editors accept or do not accept edits.

Digital currencies of central banks also function on the basis of the principle of distributed registries.

According to the definition given in the journal Banking Bulletin for April 2021:

Digital currencies of central banks are money in digital form, denominated in the national currency, representing the obligation of the central bank that issued them.

Central securities are the 3rd form of money, are legal tender, perform absolutely all functions of money and are issued by the central bank. It should be taken into account that digital money combines the characteristics of 2 forms: non-cash and cash. It should be noted that the risk of losing digital currency is lower than that of cash.

CVTSB have the following properties:

1. Speed and convenience of calculations.
2. Confidentiality.
3. Reliability of calculations.
4. Storage security.
5. The possibility of access without time limits.
6. Transparency of state payments.
7. No transfer fee.
8. Availability of technology (The digital ruble is not tied to the network, and only a QR code, NFC or Bluetooth is needed for transfers).

In cryptocurrencies, the functions of money are performed on the basis of consensus rules and technology. Unlike, for example, the same electronic money, they are not provided with anything but trust and mathematics. On the contrary, in most cryptocurrencies, the emphasis is on the fact that there is no controlling authority, for example, the state. There is only a technology that works according to certain rules.

Digital money allows us to preserve the role of the state and gives the advantages of digital technologies. The state or a separate campaign performs the usual role of a guarantor who promises that the functions of money will be fulfilled, and technologies allow improving the infrastructure on the basis of which all this works.

Each state should develop digital currencies based on the strengths and weaknesses of its economy, taking into account cultural, financial and other features.

Which states already use DCCB?

In March 2020, it was reported that China had already developed its own digital currency, the so-called digital yuan.

May 2021 – Tens of thousands of stores and businesses accept the digital yuan. Long-distance transfers are being tested. ATM machines in China can accept foreign currencies and convert them into digital yuan, instantly issuing a plastic card and an electronic account for its use.

Based on China's achievements in the implementation of the DCCB, Russia is deploying the infrastructure for testing and starting testing prototypes from 2022. According to the Bank of Russia, the digital ruble will become massively available by 2023.

In the Republic of Belarus, the central bank has not made a decision on the introduction of the digital Belarusian ruble, but questions about its study have already been raised.

Thus, the DCCB is the third form of money obtained through a combination of the best sides of cash and non-cash money. The issuer of this currency is the Central Bank. The development of DC requires mandatory consideration of the economic and social characteristics of the state.

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SUSTAINABLE TOURISM AND CULTURAL SUSTAINABILITY, THE PERSPECTIVE OF THE VILLAGES OF ITALY AND SARDINIA

Устойчивый туризм и культурная устойчивость: перспектива деревень Италии и Сардинии

The interest in the social and cultural aspect of sustainability comes from the studies of cultural anthropology and international communication from which it immediately seemed clear to me that knowledge and respect for local characteristics and identities is fundamental in planning and management of the meeting that comes from the tourist activity. In an increasingly fast world (or «accelerated» to quote Thomas Hyland Eriksen) where there are no clear boundaries as in the past and the differences at the global level are less and less evident, among people who undertake travel with different motives from those strictly working, a new need has spread, daughter of all the characteristics of a «new world», increasingly globalized, where the journey is dreamed of and designed as an opportunity to discover and meet all that is different, authentic and in a certain sense immune to the standardization and pressure that the global market also exerts on the entire tourism sector, where the pursuit of attainment and maintenance of standards and certain levels of competitiveness means that the originality and authenticity of places, experiences and encounter are lost.

Among all tourism practices, whether old or new, there is an increasing need to identify those that best suit the characteristics of a given territory, so that sustainability (economic, environmental and social) is guaranteed and goes hand in hand with a development of the territory that has memory and awareness of its peculiar characteristics so that they can be shown and shared but also safeguarded, handed down and kept faithful to themselves but ready to be inserted in the tourist