

and services. Although, we should not forget about the Minsk City Executive Committee's Tourist Information Centre, through which all the above-mentioned ways of promoting inclusive tourism can also be implemented. When it comes to foreign audiences, all of the above can be translated into other languages and distributed through international organizations or put on the Internet in the same way as the Russian-language promotional product.

Therefore, the problem of an information vacuum in inclusive tourism can be addressed by organising the various publicity and promotional activities outlined above. This type of tourism has a great potential for development and quality advertising are the best way to promote and spread it among the inclusive members of society.

<http://edoc.bseu.by>

А. А. Коновалова

БГЭУ (Минск)

Научный руководитель — А. Ю. Шубович

THE OPPORTUNITIES OF E-COMMERCE

Recently, such an area as Internet commerce or e-commerce has been actively developing in the world trade industry. E-commerce is the process of buying, selling, transferring or exchanging products, services and information through electronic means of communication [1, p. 9]. According to statistics, on average, a person spends more than 7 hours a day on the global Internet. This is caused by a huge number of different factors. One of the main ones is the development of the information society. The transition of society to information means, first of all, an increase in the role of information in the life of society, an increase in the number of people employed in the field of information and communication technologies, an increase in the share of information products and services in the gross domestic product — all these issues cannot but affect the way of everyday life [2, p. 7].

Another reason for the development of e-commerce is the high pace of life of the current society. Modern man is often compared to a hamster in a wheel, which almost never stops. It is understandable, because you need to have time to earn money, build relationships and a family, to be devoted to a hobby or to a favorite thing. All this sometimes reduces our time to the point where it is impossible even to go to the grocery store. E-commerce easily solves this problem: there are a huge number of services for the delivery of both products and ready — made dishes directly to your home.

The most popular online stores in the world are Amazon — 2.5 billion site visits per month, eBay — 850 million. Rakuten — 550 million, Walmart — 450 million. AliExpress — 450 million [3]. Such high indicators

express the real relevance of online stores all over the planet. The growth of e-commerce is also indicated by the emergence of new professions on the labor market that ensure the operation and functioning of online stores and other platforms for the sale of goods. Such professions include an e-commerce specialist, an Internet marketer, a targetologist, a tester, etc. There are also many online courses and lessons on teaching these professions. The development of e-commerce has also increased especially rapidly during the COVID-19 pandemic, which has led to significant economic shocks and transformations. In conditions of high morbidity, online trading has become the most favorable form for preventing morbidity, since it minimizes possible contacts between people. Also, online trading has become for some companies the only option for their survival in the restrictions that have arisen related to preventing the spread of infection. According to some estimates, it is expected that by 2023 the volume of sales on the Internet will approach the 6.5 trillion mark. Dollars, whereas in 2015 this figure was 3.5 trillion [3].

Thus, e-commerce is gaining more and more practical popularity, since it has a beneficial effect on all spheres of human existence, makes life more comfortable, and sometimes even safer. Thanks to the global Internet, there are a lot of opportunities for the development of various trading platforms, their promotion and functioning. Online commerce allows not only to make your life more convenient and mobile, but also to save enough time that you can spend on yourself. And in a pandemic, it's also a great opportunity to reduce live contacts between people.

References

1. *Krutin, Y. V.* Electronic commerce : laboratory practicum / Y. V. Krutin. — Yekaterinburg : RSVPU, 2018. — 9 p.
2. *Novikova, K. V.* Internet marketing and e-commerce : textbook / K. V. Novikova, A. S. Staratovich, E. A. Medvedeva. — Perm : PSNRU, 2013. — 7 p.
3. Global ecommerce statistics for 2021 [Electronic resource] // Ecommerce guide. — Mode of access: <https://ecommerceguide.com/ecommerce-statistics>. — Date of access: 20.11.2021.

B. Kulyenko

KNUTE (Kyiv)

*Scientific adviser — N. Parkhaeva, candidate of technical sciences,
associate professor*

THE IMPACT OF THE PANDEMIC ON TRENDS AND DIRECTIONS OF RETAIL DEVELOPMENT

Both in the world and in Ukraine, retail sales in retail trade are 90–95 %. However, to improve trade services, accelerate the movement