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PROMOTING AND ADVERTISING ISSUES OF INCLUSIVE SPHERE OF TOURISM

Advertisement is an inherent attribute of modern civilization and tourism in particular. If we talk about inclusive tourism, we can say that there is a certain “vacuum” in this sphere — there is practically no information about it in the public domain. Accordingly not only categories of people with disabilities but also their family members do not know about the existing opportunities. With increased publicity, this area will reach a larger target audience and, consequently, people with disabilities themselves will be able to access tourism services created specifically for them. Such little-known services and offers need to be publicized in order to increase their visibility and subsequently develop the industry as a whole.

The aim of this study is to break down and assess possible ways to address the problem of an information vacuum in inclusive tourism. The essence of the concept of inclusive tourism is barrier-free and the possibility of using tourism services without restrictions. Particular attention in this field is given to people with special accessibility needs. It follows that advertising and promotion of an inclusive tourism product should take into account the psycho-physical characteristics of the target audience.

First of all, it is worth asking for help from organizations that work, cooperate or assist people with inclusion (for example, the public association “Belarusian Society of the Deaf”). Such cooperation will make it much easier to promote the relevant tourist product. However, this is not the only way to promote inclusive tourism. A variety of audio advertisements can be used, which can be played in underground stations and in underground cars, on the radio, etc. Advertisements in the form of social videos can be shown on the video hosting site YouTube, on social media or on television, where they will be broadcast through bloggers, primarily bloggers with inclusion, or as stand-alone advertising.

In addition, a variety of brochures can be created, including in Braille. These can be distributed through foundations and organizations that work with people with special needs, so that people with disabilities can read the information directly themselves. It is also worth noting that the leaflets can also be made available to friends and acquaintances of people with disabilities who can pass on the information contained in the leaflets. Such leaflets can also be scanned and posted on various internet platforms and distributed using conventional marketing tools, which will greatly increase the reach of the potential audience and accelerate the dissemination of information about such tourism products

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.

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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