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## COMMERCIAL REAL ESTATE MANAGEMENT

Research purpose: to identify the main real estate sector aspects that affect trade and tourism industry development in the world market; to determine the main pros and cons of commercial real estate management. It goes without saying that development of trade and tourism industries on the world market goes on a huge scale. This process touches upon the different spheres of activities from our life. One of the significant example is real estate sector. Let's pay more attention to commercial real estate management. Commercial real estate management is a set of measures aimed at obtaining maximum profit by the real estate owner with the rational property use of. For commercial purposes, both residential (apartments, houses, hotel rooms, etc.) and non-residential (garages, premises for shops, warehouses, fitness centers, etc.) real estate can be used.

Residential real estate can generate income only when renting it out. In order to get the maximum income, it's necessary to take into account many factors: living conditions creation, utility bills payment, object location relative to the city center and urban infrastructure, and, of course, competitors' prices.

Non-residential real estate can generate income both by renting it and by doing business on its territory. On the other side, it's also necessary to implement a set of measures aimed at improving conditions. These may include special equipment supply, as well as qualified personnel recruitment. Owning and maintaining leased commercial real estate requires complete and continuous owner management. Sometimes property owners choose to hire a commercial real estate management agency. Firstly, such a company helps to determine the maximum and minimum payment that can be set for the rented premises. Its conditions, utility bills and taxes are taken into account, market analysis and competitors' offers research are carried out. The company also helps the client in concluding contracts necessary for renting out real estate. Management companies' responsibilities include rent collection, as well as utility bills payment. In addition, real estate management organizations should coordinate buildings maintenance. Another important aspect of these companies' activities is the advertising of the object. Its quality affects both the profit amount and its receipt speed. Also, these companies select staff and manage them, conclude all necessary contracts with other organizations (repair, cleaning, advertising, etc.) At the end of each month and year, the management organization is obliged to provide its client with a detailed financial report. Generally, commercial real estate management is a really interesting and useful activity with its own specifics, advantages and disadvantages. This sphere is growing every

day and attracting more and more young talents so as to improve and upgrade service which is offered. It's actual not only to real estate sphere, but to many commercial directions that want to be on trend, to make a profit and be heavy demanded.

Research results: close relationship between real estate and world trade. Advantages of Commercial real estate management: universal ways of generating incomes, for example, a unique activity which is directed on obtaining maximum profit by the real estate owner with the rational property use of. Disadvantages: there are many restraining factors in the face of the law, people, who don't know enough about this area may face risks and losses and even be deceived.

*1-е место по итогам заседания секции*

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## **BELARUS INFRASTRUCTURE AS A BARRIER TO INCLUSIVE PRODUCT DEVELOPMENT**

Inclusive tourism is a dynamically developing type of tourism, the demand for which is growing every year all over the world, and the Republic of Belarus has not become an exception. In general, the potential demand for inclusive tourism in Belarus is about 26 % of the population, which makes accessible tourism a popular and promising direction.

The infrastructure of the tourist location in the context of the formation of a barrier-free environment is an integral part of the successful development of inclusive tourism. However, the restructuring of Belarus does not allow to fully enjoy the services provided, because it does not meet the requirements and needs of inclusive tourists, starting with transport and ending with the infrastructure of tourist destinations. For example, such important elements of the transport system of Belarus as railway stations are partially or completely not equipped with elements of a barrier-free environment. In particular, the services provided by Minsk-Passazhyrsky station to people with disabilities are mainly focused on people with impaired mobility. Among these services are: meeting and accompaniment; assistance in processing travel documents; provision of a wheelchair; availability of a call button in an accessible location. The station building itself has ramps and handrails; equipped sanitary cabins; marking of steps; electronic displays; pictograms.

Speaking about tourist destinations themselves, for instance, ecological tourism is very popular in the republic, and for people with disabilities it is an essential part of the tourist experience, as it encourages health promotion, direct live communication with nature, enjoyment