

necessity but as entertainment. Nowadays the accent of gastronomic tourism tends to shift from the area of gastronomic experiences to the sphere of contact with the culture of the region through food.

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Darya Gael

Science tutor: *N. Bulanova*
BNTU (Minsk)

THE WORLD ECONOMY: MODERN TRENDS IN THE DEVELOPMENT

Current trends in the development of the world economy affect its rapid growth. The rapid development can be explained by the improvement of technologies, the development of integration and globalization processes, the deepening of internationalization and division of labor, as well as the rapid and unlimited dissemination of information flows.

The purpose of this research is to study modern trends in the development of the world economy and consider their influence on doing business.

Economic globalization (internationalization, integration into the world economy) is the growth of the global economy, outstripping the growth of the world economy. We can say that economic globalization is going on if the growth rates of international trade, international movement of capital, labor and knowledge outstrip the growth rates of the world economy.

Economic globalization can be thought of as the transformation of a national economy into an increasingly open economy. This may lead to the transformation of the world economy into a single market for products and resources.

The main engine of globalization is transnational companies. At the moment, we can see that all the largest companies in the world have turned into them. In addition to exporting goods and services, they are usually actively engaged in the production of goods abroad if, according to research results, this is more profitable than exporting. It is transnational companies that are the creators of chains where different types of production

are located in different countries. Transnational banks, as one of the types of transnational companies, not only accompany non-financial transnational companies in their international activities, but also play a large independent role in globalization, moving large flows of securities and loans between countries. The participation of transnational companies in economic globalization can be called transnationalization.

Just as globalization deep internationalization affects the development of the economy and the emergence of new trends in its development.

Internationalization is trade and economic ties between the national economy of different countries and their regions [1]. The division of labor, the growth of productive forces, as well as the formation of international production determine the entire process of interaction of countries in the global space. This process represents a difficult stage in the development of international relations. This can be explained by the fact that everything depends on the degree of development of countries, since cooperation will be more effective if the degree of development is approximately the same.

Economic integration involves customs unions, free movement of capital, labor, and convergence of markets with the entire formation of a common market, the conclusion of interstate agreements, and the economy of the state. Despite its many advantages, some oppression of the national uniqueness of the economies of different countries is a disadvantage.

Scientific and technological progress is a constant process of discovery, as well as the application of new knowledge in practice, through which high-quality products are created with minimal resources.

International economic integration is a whole range of different forms of mutually beneficial cooperation between states, which leads to their dependence on each other.

Postindustrialization is the transition to a post-industrial society from an industrial one, which is characterized by a high level of education, the predominance of services in consumption and production, a new vision of work, an attentive attitude to the environment, and good conditions for the development of small businesses and mass informatization of society [1].

Thus, it can be concluded that all trends have a positive impact on the state and development of the world economy, and provide great opportunities for the development of all countries.

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