

moratorium are expected to drive further growth in RevPAR, largely through price increases. Positive growth rates of a number of indicators, such as RevPAR, ADR and occupancy shows that Barcelona hotels conduct effective tourism activities, increasing competition and profit from the sale of hotel services every year. In the prospects for the development of the Barcelona hospitality industry, an increase in the number of tourists staying for recreational purposes, as well as visits to conference hotels and events, festivals and exhibitions, can be noted. Moreover, at the same time an increase in the main indicators of the effectiveness of hotels in Barcelona is predicted.

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ECONOMIC PSYCHOLOGY: THE SIGNIFICANCE OF ECONOMIC- PSYCHOLOGICAL KNOWLEDGE IN RELATED SCIENCES

Economic theory nowadays acts as an interdisciplinary science and uses the tools of other sciences in its field – physics, mathematics, logic and applied disciplines, such as economic psychology.

The need for a full-fledged creation of economic psychology as a separate science arose in the second half of the XX century. The practical side of life increasingly proved the fact that people's economic decisions are not always based only on rational attitudes. The emotional and psychological aspect sometimes still plays a decisive role. It turns out that most economic decisions are made on the basis of not so much logical as emotional assessment. In this regard, in people's lives, the desire for motives for knowing the patterns, with which the psychological side of the issue and the attitudes of interacting partners are formed, increased.

The application of psychological concepts and the study of the background and motives of people's actions help to better understand economic behavior. Therefore, determining the place of economic psychology in the system of sciences and marking out the spheres of economic and psychological research should be taken as the basis and the main goal of this article.

Economic psychology means the application of the method of psychology to the assessment of economic activity and the development of systems or models of psychological impact on the world of economics. Economic psychology takes its roots from theoretical and practical economics.

It is impossible to assert that economic psychology is a product of the fusion of psychology and economics. During the period of the origin and development of psychology as a science, in the beginning it was not customary to pay attention to the production areas. They were compared to a clockwork mechanism that worked autonomously and predictably all the time, its behavior and laws were unchanged.

The study of motives, economic expectations, inclinations and values on the behavior of subjects within the framework of economic psychology is carried out mainly with the help of psychological techniques and is aimed at solving economic problems, therefore economic psychology, like neo-institutionalism, solves the problems of economic theory. The development of economic psychology is causally determined, since the development of psychological components of economic activity becomes a real necessity for economists, sociologists and managers [1].

Economic psychology provides us with facts about the behavior of consumers, businessmen, taxpayers, politicians and investors, which not only contributes to the development of economic theory, but also gives a more complete picture of economic behavior.

The use of psychological variables helps to better understand economic behavior and today finds a place in the study of such issues as the influence of advertising, marketing and innovation on consumer behavior; investor behavior, tax evasion; the influence of consumer sentiment on the amount of spending, savings and loans; the behavior of the unemployed, attitudes to wealth, property [2], money, work motivation, ethnopsychology [3]. The integration of economics and psychology can be achieved in the expanded field of preference research and allows us to enrich these concepts.

In this way economic psychology as a method can enrich economic theory, because thanks to this method it is possible to study the processes and mechanisms underlying economic behavior. With its help, it is possible to find those psychological resources and reserves that become a prerequisite and condition for increasing the efficiency of economic activity [4]. Economic psychology studies a variety of behaviors in the field of economic relations, it is able to lift the veil over some irrational motives of economic behavior.

Economic psychology has been able to assimilate empirical and theoretical methods developed in the economic, social and psychological sciences. Today, as an effective methodology, it serves microeconomics, economic sociology, penetrates into macroeconomics and finds itself among various applied disciplines (psychology of consumption, labor, property, advertising, marketing).

In conclusion, the author would like to say that the economic psychology is created as an interdisciplinary scientific and practical branch of economics and the leading position in this science is occupied by practically oriented research. It is at the beginning of its movement towards high interdisciplinary relevance associated with the demand for economic-psychological knowledge in related sciences.

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“CHINESE THREAT” THROUGH THE EYES OF AMERICANS

The media has often been described as the fourth power. Mass media have the most powerful influence on public consciousness. At the same time, it plays a huge role that in the future great efforts will be required to change public opinion [1, p. 46].

The U.S. media is one of the most developed, and the majority of the world's media outlets rely on it. In most cases, the dominant political elites' opinion is expressed in the press. As a result, the political course of the state and its national interests becomes pivotal in the coverage of a particular world event [2, p. 23].

At present, the importance of China in international politics and the economy is constantly growing, making Beijing a promising business partner in the world.

Our research focuses on analyzing US media publications related to China and identifying the traits shaped by the media. The source of material was the oldest American periodicals with the highest circulation and world fame: *USA Today*, *Forbes*, Bloomberg, as well as TV channels CNN, ABC News, CBS News [4 – 9].

The sample size, based on online publications, was 100 news headlines.

The headline is one of the main elements of modern mass media, as it is considered to be a visual image. Moreover, the headline arouses readers' interest, and attracts attention [3, p. 182].