

effective way to expand, modernize, optimize the production process, improve the quality of their products and increase their range, introduce innovative technologies and approaches for creating economic benefits.

In addition, competition forces producers to create exactly those goods and services that consumers need, that is, in the course of market competition, out of a variety of economic goods, the market selects exactly those that can benefit consumers, they need them. Thus, competition acts as a factor in the self-regulation of the market, its economic growth and development. As practice shows, despite its advantages, competition is not able to solve a number of factors that have a negative impact on the market mechanism. These tasks are assumed by the state, which intervenes in the processes of distribution of resources and funds, thus compensating for the imperfections of the market mechanism.

The main functions of the state in regulating the market are the creation of stable legislation and a mechanism for protecting against unfair competition, regulation of funds, product quality control, assistance to socially unprotected segments of the population, environmental protection, as well as the fight against the shadow economy and market monopolization.

Therefore, for the most successful functioning of the market, not only a competitive environment is necessary, but government intervention. As practice shows, such an economic policy ensures a decent level of well-being for the population of the state and its economic development.

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THE IMPACT OF THE SHARING ECONOMY ON THE TOURISM INDUSTRY

Влияние экономики совместного потребления на индустрию туризма

Tourism services have traditionally been provided by businesses such as hotels, taxis or tour operators. Recently, a growing number of individuals are proposing to share temporarily with tourists what they own or what they do. This type of sharing is referred to as the “sharing economy”. It is a new culture and economic business model, a peer-to-peer system (P2P system) based on the collective use of goods and services. This model is closely related to the sphere of tourism. That is why the purpose of this study is to study the impact of the sharing economy model on the tourism industry.

The most popular Internet platforms of P2P system in the tourism sector are:

1. Accommodation: rental housing (Airbnb, HomeAway, Guesthop); couchsurfing (CouchSurfing, Servas Open Doors, Hospitality club);
2. Transportation services: taxi service (Yandex.Taxi, Uber); carsharing (Hello, Anytime); ridesharing (BeepCar); carpooling (BelkaCar, BlaBlaCar); bicycle sharing (Velib);
3. Food: co-lunching (EatWith, Colunching, Cookening);
4. Guided tours with a local guide (GetYourGuide, Travbuddy.com);
5. Travel guides, travel reviews, tips for tourists (TripAdvisor Media Group, RuTraveller, Wikivoyage);
6. Virtual maps, travel and excursions; photo service, photo hosting (Snapchat, Panoramio, Flickr, Twitpic, Instagram, Google Earth, enjourney.ru).

The new business model of shared consumption has a number of competitive advantages compared to the traditional business in the field of tourism. Companies and individual service providers working through mobile applications and Internet, are registered as producers of information services, and, accordingly, legislative acts concerning tourism, hotel business, taxi transportation are not applicable to them. They have a significantly lower regulatory load. They use the fixed capital accumulated by others, respectively, they can increase supply units with minimal marginal costs. In addition to the unique ease of adapting supply, produced almost synchronously with fluctuations in demand, sellers are less bound by the pricing strategies of traditional business.

The sharing economy is changing the tourism marketplace, giving people new options for where to stay, what to do and how to get around. The close connection between the development of the tourism industry and the sharing economy is also reflected in statistics. According to the World Bank, in 2018, 7 % of the accommodation were occupied by peer-to-peer production, and in 2013–2025 the annual growth rate will be 31 %. In 2017, there were 1.2 billion international travelers, and it is estimated that there will be 1.8 billion by 2030. The sharing economy had just \$15 billion in revenues back in 2013. By 2025, the number will grow rapidly to \$335 billion [1].

Such rapid growth of this economic model (including the tourism industry) is caused by several factors: 1) mobile technologies and digital banking make on-the-go reservations and mobile payments possible; 2) digital technology has lowered the search, track, and verification costs of booking accommodations; 3) growing interest of tourists in more authentic experiences.

Thus, the sharing economy has a huge impact on the potential development of the tourism industry. P2P platforms can help build consumer trust to visit a destination in new ways and try new products. Moreover, it supports homeowners and helps prevent displacement. It also attracts new markets and demographics to new and existing destinations. On the other hand, P2P accommodation is often unregistered and unregulated, may not be following tax laws and may cause housing prices and rents to increase.

Reference

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DEVELOPMENT CHARACTERISTICS OF ENVIRONMENT IN MODERN LANGUAGE AND CULTURE (Network Language as an Example)

Характеристики развития среды в современном языке и культуре (на примере сетевого языка)

The development of language cannot be separated from the cultural environment, which determines the direction and characteristics of language development. A certain cultural environment will correspondingly breed a certain language. Cultural environment changes with The Times, so the development of language has its own characteristics under a certain background of The Times. The development of modern language also has distinct characteristics. This paper is mainly based on the development of cultural environment of modern language since the 21st century, especially the characteristics of network language and the enlightenment it brings us.

1. Characteristics of cultural environment of modern language. Language culture environment is indirect language environment, also can be understood as cultural context, has a very important impact on the understanding and use of language. A language cannot be understood in isolation from its specific linguistic environment. So, mention the word "epidemic" in the early 21st century and people might have understood it as SARS; But if we're in 2020, we're living in an environment where the term would mean COVID-19. With the developing of society and time, the original language will also be endowed with new meanings.

Since the 21st century, the biggest change in people's life is undoubtedly the development and popularization of the Internet. The Internet has brought us great convenience and also provided us with a new medium of communication. The rapid development of Wechat, Weibo, and various short video platforms has also changed the