МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ІМЕНІ В. Н. КАРАЗІНА
ІНСТИТУТ ЕКОНОМІКИ ТА МІЖНАРОДНИХ ВІДНОСИН
ФАКУЛЬТЕТ ІНОЗЕМНИХ МОВ
КАФЕДРА ДІЛОВОЇ ІНОЗЕМНОЇ МОВИ ТА ПЕРЕКЛАДУ

# ІНОЗЕМНІ МОВИ У СВІТОВОМУ ЕКОНОМІКО-ПРАВОВОМУ ПРОСТОРІ

**Електронний збірник
студентських наукових статей**

**Випуск X**

Харків
2023

УДК339(063)

Затверджено до розміщення в мережі Інтернет
рішенням Вченої ради факультету іноземних мов
Харківського національного університету імені В. Н. Каразіна
(протокол № 3 від 17 березня 2023 р.)



Адреса оргкомітету:
61022, Харків, майдан Свободи, 6, кімн. 365,
тел.: 707-51-44; e-mail: dilovamova@karazin.ua
Кафедра ділової іноземної мови та перекладу
Харківського національного університету імені В.Н. Каразіна

Іноземні мови у світовому економіко-правовому просторі : електронний збірник студентських наукових статей. Вип. Х. Харків : ХНУ імені В. Н. Каразіна, 2023. 783 с.

У збірнику вміщено наукові статті студентів, які досліджують актуальні проблеми міжнародної економіки та міжнародних економічних відносин, туристичного бізнесу, реклами, PR і міжнародного права на матеріалі іншомовних публікацій.

Для магістрантів і аспірантів.

Статті друкуються в авторській редакції
Статті пройшли рецензування

**ISBN**

# CONTENTS

# FDI INFLOWS STRUCTURE AND POLICY IN THE EU

***A. O. Agafonova,***
***M. V. Karpusenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Agafonova A. O., Karpusenko M. V. FDI inflows structure and policy in the EU.** The article presents the analysis of dynamics of the foreign direct investment inflows into the European Union since 2000, geographical and sectorial structure, as well as investment regulations. The study of this activity is always relevant, as foreign investment is one of the ways to economic growth, and what is more, EU practice is a diverse source for other countries. As a result, the author determined key investor-countries and the most attractive fields, and made a conclusion about crucial meaning of foreign investment regulation for achieving balanced policy and sustainable economic development.

**Keywords:** foreign direct investment, investment regulation, investor-countries, sectorial structure.

**Агафонова А. О., Карпусенко М. В. Структура та політика притоку ПІІ в ЄС.** У статті наводиться аналіз динаміки надходження прямих іноземних інвестицій у Європейський Союз з 2000 року, географічної та галузевої структури інвестування, а також шляхи регулювання інвестиційної політики. Вивчення цього виду діяльності є завжди актуальним, адже пряме інвестування іноземними контрагентами є одним із рушіїв економічного розвитку, крім того досвід Європейського Союзу є важливим джерелом. У результаті визначено головних інвесторів та найбільш привабливі галузі, а також зроблено висновок, щодо важливості регулювання іноземного інвестування задля досягнення балансу та стійкого розвитку.

**Ключові слова:** галузева структура, країни-інвестори, прямі іноземні інвестиції, регулювання інвестування.

## 1. Introduction

The o b j e c t of the article is foreign direct investment (FDI) inflows to the European Union. The s u b j e c t of the article is the research of FDI tendency, framework and policy in the EU. The p u r p o s e of the study is to examine geographical and sectorial structure of FDI inflows to determine the main partners and industries that are the most attractive to investment, as well as, to explore the attitude towards foreign investment in terms of governmental policy and regulation. To achieve this, it is crucial to analyze statistical data and current legislation concerning the topic.

## 2. FDI inflows tendency

The movement of capital between countries and regions is a key characteristic of the modern world economy. Peculiarities of national economies are based on legislation, effectiveness level and socio-demographic situation in the region. The EU, as a political and economic union, has some common characteristics and tendencies among member states. To begin with, the study briefly considers FDI inflow dynamic for the last 20 years (Fig. 1).

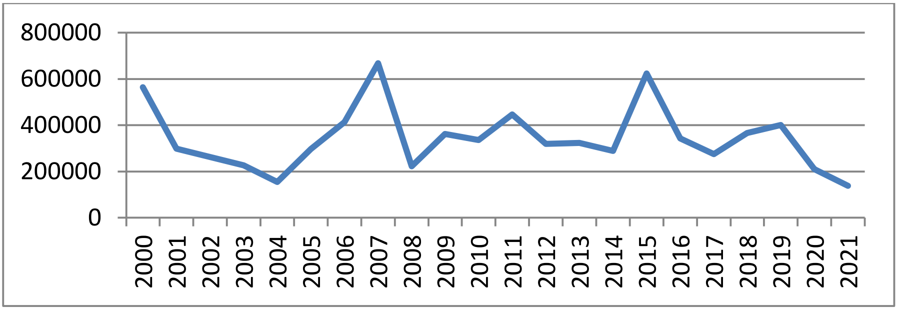



Fig. 1. Inward FDI inflows in the EU, $ million (2000-2021) [UNCTAD, 2021]

Direct investment flows to the EU are highly volatile, with dramatic declines (after 2000, 2007 and 2015) after sharp increases (2004-2007 and 2014-2015). The first drop was triggered by the 2008 global financial crisis, the cause of the second one was the migration crisis that broke out in the EU in 2015. Also, predictably, a decline is observed after 2019, due to COVID-19 crisis.

## 3. Key partners and industries

The analysis defined, that the main investors in the EU are the United States and the United Kingdom. Other key partners can be seen in Fig.2, including the UAE, Singapore, Barbados and others.

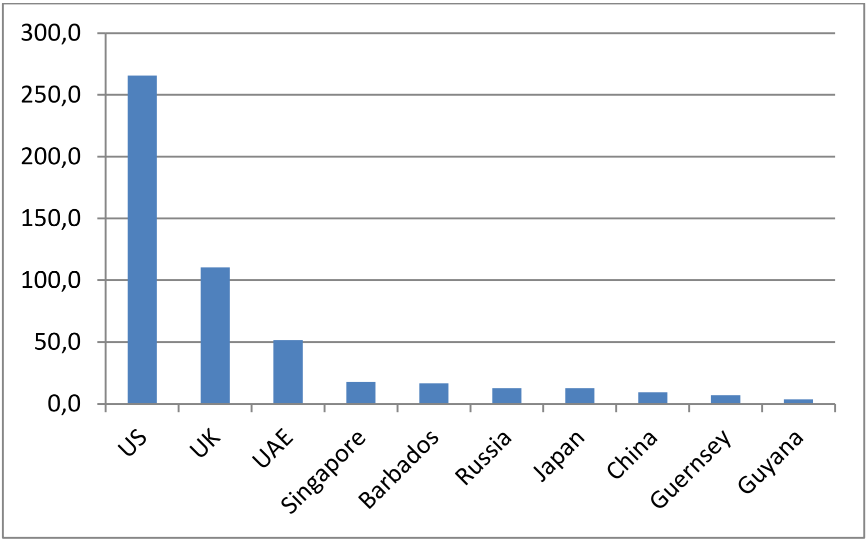



Fig. 2. Direct investment flows in the EU by partners, € billion (2020) [Eurostat, 2020]

As for the sectorial investigation, the TOP-8 industries which receive the capital from non-member countries in the form of FDI include Manufacturing, Professional, scientific and technical activities, Distributive trade (Fig. 3).

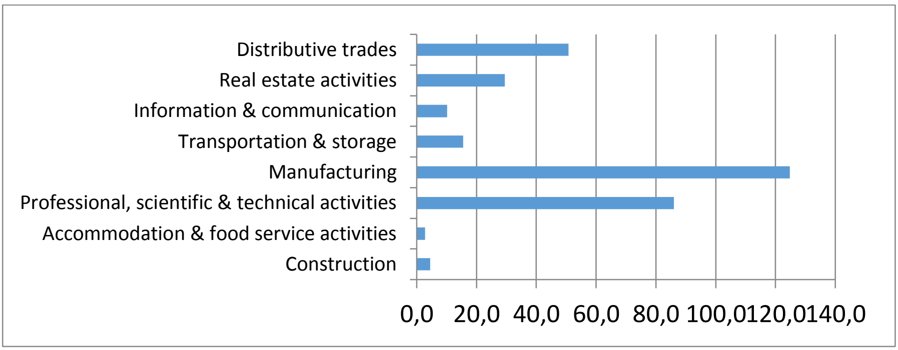



Fig. 3. Direct investment flows in the EU by industry, € billion (2020) [Eurostat, 2020]

A more detailed analysis revealed that FDI in the context of Greenfield projects prevails in the establishment of retail businesses and in the ICT sector (Fig.4). The investor`s interest in retail trade in the EU can be illuminated by the market that involves 440 million sophisticated consumers as well as represents the world`s largest single market with relatively transparent legislation and secure investment framework.

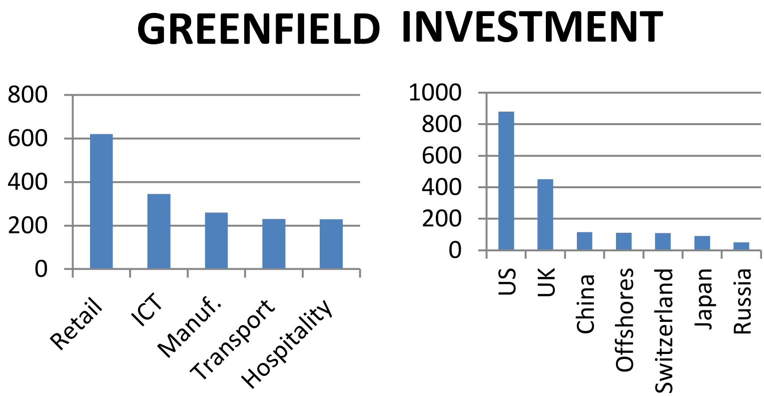



Fig. 4. Greenfield Investment in the EU by partner and industry, number of projects (2021) [European Commission, 2022]

The study of geography of Greenfield projects depicts, as expected, that most of the activity is carried out by the USA and the UK, but it is principal to emphasize that, regardless of the key partners, China is also interested in starting a business in the EU (Fig. 5).

### 4. EU legislation framework

The EU investment police includes the EU FDI Screening Regulation (the Regulation), that entered into force on 10th April 2019 and became fully applicable on 11th October 2020. This framework is an answer to concerns of Member States (spearheaded by France, Germany and Italy) about the right of foreign investors to acquire critical assets and technologies and, what is more, without mutual rights for EU businesses to invest in FDI origin country. In response, the European Commission designed the Regulation with the main purpose of "preserving the European Union's strategic interests while at the same time keeping the EU market open to investment" (Röhling, Salaschek, 2022).

The list of sectors that may trigger FDI screening includes:

a. critical infrastructure (e. g., energy, transport, water, health, communication or defence);
b. critical technologies and dual-use items (e.g., artificial intelligence, robotics, semiconductors, cybersecurity, nuclear technologies and nanotechnologies);
c. supply of critical inputs (e. g., raw materials and food safety);
d. access to sensitive information (including personal data) or the ability to control such information; or
e. freedom and pluralism of the media (Röhling, Salaschek, 2022).

Nevertheless, the Regulation does not contradict FDI benefits for the EU, such as "enhancing competitiveness, creating jobs and economies of scale, bringing in capital, technologies, innovation and expertise, and more generally contributing to the European Union's growth and opening markets for the European Union's exports" (Röhling, Salaschek, 2022).

As for Member States, the Regulation operates on advisory basis but requires notification of any existing or newly introduced FDI screening mechanism. The European Commission lists and publishes on regular basis all the existing screening schemes. The common framework is illustrated in Fig. 5.

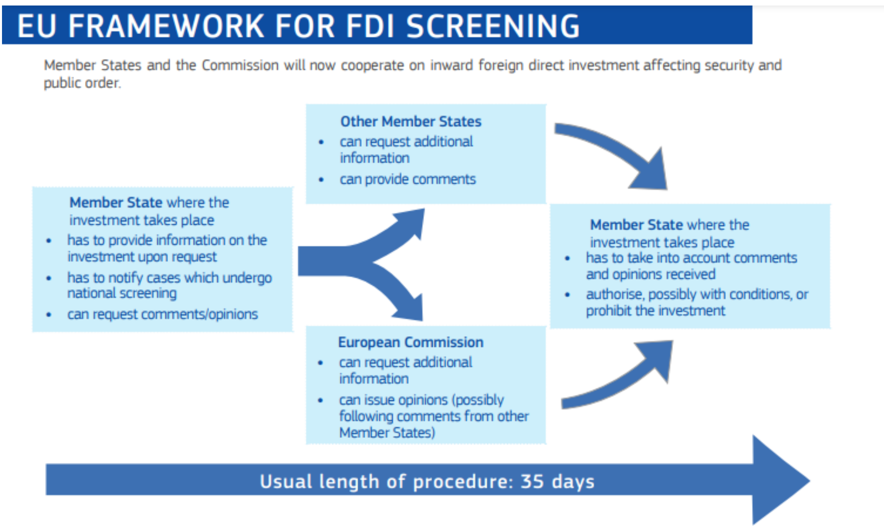



Fig. 5. EU Framework for FDI Screening
[European Commission, 2020]

Moreover, it is obligatory to submit annual reports to the European Parliament and the European Council on the implementation of the EU FDI Screening Regulation. The minimum requirements for Member States` screening mechanisms are determined by Article 3 of the Regulation:

a. *rules and procedures shall be transparent and non-discriminatory between third countries (Paragraph 2);*
b. *screening mechanisms shall set out triggering events for the screening, the ground for screening and detailed procedural rules, including time frames (Paragraphs 2 and 3);*
c. *confidential information made available to the Member States shall be protected (Paragraph 4);*
d. *foreign investors and undertakings concerned shall have the possibility to seek recourse against screening decisions of national authorities (Paragraph 5); and*
e. *the screening mechanisms shall include measures necessary to identify and prevent circumvention of the screening mechanism and screening decisions (Paragraph 6).*

As mentioned above, FDI rules and procedures shall be non-discriminatory between third countries but, in practice, (state-owned) investors from certain (non-EU and non-NATO) countries (e.g., China) may be more likely to face increased scrutiny than others. Most recently, the European Commission called upon Member States to set up a fully-fledged screening mechanism in the 2020 Guidance to Member States on how to use FDI screening in times of public health crisis and economic vulnerability in the EU13 and in the 2022 Guidance to Member States on FDI from Russia and Belarus.

## 5. Conclusions

The article analyzes the recent tendencies of inward FDI flows in the EU. For the past 20 years, investment into the EU faced several crises that caused drops in amount of capital received by the Member States, including 2019-2020 COVID-19 crisis. To sum up the analysis of the FDI structure, the key investors, determined as a result of the study, have the USA or the UK as their origin country. Main industries that receive the biggest amount of investment are manufacturing and retail trade, as the EU market is a very pleasant environment, and field of ICT and other scientific and technical activities. But, being open for the FDI inflows may cause violation of strategic interest of the Union, and in response to that issue European Commission presented an advisory EU FDI Screening Regulation, that contains main requirements, trigger-industries and framework, applicable for Member States.

**REFERENCES**

1. EU foreign investment screening mechanism becomes fully operational. URL : https://ec.europa.eu/commission/presscorner/detail/en/ip_20_1867.
2. European Commission: Foreign Direct Investment EU Screening Framework. URL : https://trade.ec.europa.eu/doclib/docs/2019/february/tradoc_157683.pdf.
3. European Commission: Report from the Commission to the European Parliament and the council. Second Annual Report on the screening of foreign direct investments into the Union. URL : https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52022DC0433.
4. Eurostat. URL: https://ec.europa.eu/eurostat/databrowser.
5. Foreign direct investment – flows. URL : https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Foreign_direct_investment_-_flows#EU_FDI_investment_partners.
6. Röhling F., Salaschek U. The Foreign Investment Regulation Review: EU Overview. *Freshfields Bruckhaus Deringer*. 2022.
7. UNCTAD. URL : https://unctad.org/statistics.
8. World Investment Report. *UNCTAD: United Nations*, 2021.

# THE STATE AND PROSPECTS OF GERMANY'S ENVIRONMENTAL POLICY

***D. N. Akhalaia, D. O. Horban,***
***A. B. Kalyuzhna, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Akhalaia D. N., Horban D. O., Kalyuzhna A. B. The state and prospects of Germany's environmental policy.** The article focuses on the current state, features and prospects of the implementation of environmental policy by the German government as one of the EU security policies. The article pays special attention to the historical aspects of the appearance of environmental problems in Germany, the formation of ecopolitics as a separate branch, the creation of a group of international and regional organizations and parties in support of ecology, as well as laws governing the field of ecopolitics.

**Keywords:** climate goals, ecology, ecopolitics, environmental policy, nature, renewable energy, renewable resource.

**Ахалаіа Д. Н., Горбань Д. О., Калюжна А. Б. Стан та перспективи екологічної політики Німеччини.** Стаття присвячена дослідженню сучасного стану, особливостей та перспектив впровадження урядом Німеччини екологічної політики, як одного з напрямків політики безпеки ЄС. У статті висвітлюються історичні аспекти появи екологічних проблем у Німеччині, формування екополітики як окремої галузі, створення групи міжнародних та регіональних організацій, та партій на підтримку екології, а також закони, що керують галузь екополітики.

**Ключові слова:** відновлювана енергетика, відновлювані джерела енергії, екологічна політика, екологія, екополітика, кліматичні цілі, природа.

## 1. Introduction

It is known that Germany is a leader in environmental protection issues. It took years and efforts of many participants to form such a clear position in this sphere. The o b j e c t of the article is Germany's environmental policy. The s u b j e c t – factors forming the current state and prospects of Germany's environmental policy. We a i m to identify the underlying reasons shaping Germany's decisions in the field of environmental protection. In doing this, it is worth addressing both the historical prerequisites of such a policy and its current trends. The r e l e v a n c e of the paper is explained by the fact that the issue of environmental protection remains a pressing one for the global community.

## 2. Development of German environmental policy

The European Union is an important participant of the modern world environmental policy and has a huge influence on it. Environmental security is one of the key tasks, the core of the modern theory of sustainable development, which has gained global recognition. Special attention is paid to the development and implementation of measures to achieve environmental security in the European Union. Their combination with the system of environmental norms and standards gives tangible results, which we can see on the example of German environmental policy. Environmental security is an integral part of the national security of each EU state, which guarantees it along with military, economic and personal security. The EU environmental policy provides support for environmental safety, ensuring environmental needs and rational use, protection and restoration of natural resources.

In Germany, environmental policy began to take shape as an independent branch of politics in the late 1960s. In 1969, the Ministry of Internal Affairs of Germany created an environment protection department (Павлик, 2022). An important milestone in history was the adoption in 1971 of the first ecological program of the federal government, which laid out the most progressive general areas of environmental policy at that time. They included the following items (Weidner, 1995, p. 5):

1. Environmental policy is a set of all measures that are necessary, firstly, to preserve the environment essential for good health and decent human existence, and secondly, for the protection of soil, air, water, flora and fauna from the harmful effects of human intervention.

2. The subject must pay for causing harm to the environment (the principle of "pollutant pays").

3. Technological progress should occur in an environmentally friendly or gentle way. One of the goals of this program is to promote the development of technology, the use of which has a slight negative impact on the environment or none at all.

4. Environmental protection concerns every citizen. The Federal Government considers the promotion of environmental awareness an important component of its environmental policy.

5. Environmental protection requires international cooperation. The Federal Government is committed to this in all areas and supports international agreements.

In his introduction to this programme, Minister of the Interior Genscher pointed out that environmental protection "must not only react to damage which has already occurred, but must prevent the development of future damage through precaution and planning" (as cited in Weidner, 1995, p. 5). With this statement, the government showed that since then it attaches special importance to the topic of ecology. An important part of this political campaign was the stimulation of scientific research, which allowed the analysis of many problems of the environment and its protection. The mass media also began to actively cover this topic (Павлик, 2022).

Organizations began to be created both at the international (Greenpeace 1971) and regional levels (BUND 1975, Deutsche Umwelthilfe 1975), which, together with the existing ones (NABU 1899, DNR 1950, WWF 1961), joined the struggle for environmental protection ("Environmental organizations", n. d.). First of all, they opposed nuclear tests, sea, air and soil pollution, as well as harmful industries and nuclear power plants. The organizations are still fighting for a future in which people and nature can live in harmony.

The issue of preserving the environment was eternally embedded in the political sphere with the emergence of the political party "Die Grünen" in 1980, which today continues to fight for climate protection, environmentally friendly transport and sustainable agriculture that preserves biodiversity, for the ending of construction and operation of all nuclear power plants, for a sustainable economy that uses the possibilities of digitalization and creates climate-neutral prosperity. "The Greens" actively promote alternative energy sources and a comprehensive energy saving program. The party currently has 118 out of 736 seats in the Bundestag and 21 out of 96 German seats in the European Parliament ("Gruene", n. d.). The Green Party, in our opinion, is an example for many international, regional and local organizations and parties that are fighting for environmental change for the sake of a common future.

### 3. The current state of Germany's environmental policy

Germany's efforts to preserve the environment encompass several areas. Let's consider them in detail.

Today, German regions are characterized by a very high degree of renewable energy development. If in 1990 the share of renewable sources in gross electricity consumption was 3.4%, in the first six months of 2022 renewable energy sources covered almost half (49%) of Germany's electricity ("Німеччина", 2022). No wonder some experts have started to call Germany 'the world's first large renewable energy economy'. Among the major sources of renewable energy in Germany are hydropower, wind, solar and biomass (their share is growing rapidly). A relatively smaller share is the combustion of geothermal or biogenic waste. However, the use of renewable energy sources in the transport and heating sectors in Germany is still comparatively low (Фрайєр at al, 2021).

The Renewable Energy Law is aligned with the EU's ambitious climate goals for 2030. According to the new law, the government plans to increase the capacity of solar energy to 100 GW, onshore wind to 71 GW, bioenergy to 8.4 GW and offshore wind to 20 GW by the end of the decade. These goals are slightly higher than the benchmarks of the “Climate Action Program for 2030”, adopted at the end of 2019 (Фрайєр at al, 2021).

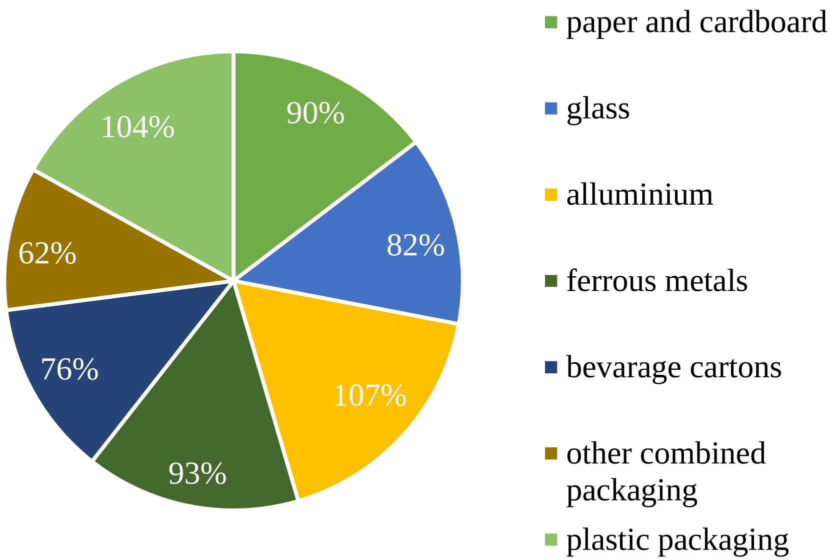
The country's renewable energy capacity in 2021 was 138.1 GW. Of which: biogas capacity was 7.6 GW, bioenergy – 10.4 GW, wind energy – 63.7 GW, solar energy – 58.4 GW (“Renewable capacity”, 2022). We can see that Germany is gradually achieving its goals and, in some areas, even exceeds the targets specified in the program, in particular in bioenergy.

Germany ranks second in Europe in terms of consumer electricity prices. Nevertheless, public support for an aggressive transition to renewable energy sources is an impressive 92%. Taking into consideration the variety of means used to achieve a green Germany, the goal no longer seems so unrealistic. Germany's natural environment is better suited to the development of wind energy, although solar systems can be considered a replacement for existing coal-fired power plants (Фрайєр at al, 2021).

The national emissions trading system encourages the transition to cleaner alternatives in the transport and heating sectors. Under this fuel emissions trading system, which started in 2021, greenhouse gas emissions from the combustion of fuel oil, natural gas, gasoline and diesel are subject to an annually increasing CO2 tax. The price of an emission certificate, which entitles the holder to emit one ton of greenhouse gases, is 25 euros and will be increased to 55 euros by 2025 (Бойченко, 2022).

Also in Germany, at the legislative level, they began to fight overcrowded landfills. Manufacturers must prevent waste generation and dispose of the goods they produce after the loss of consumer properties. Consumers are obliged to sort their waste and put it in different containers. Along with this, since 2003, a system of deposit containers has been in place: customers pay a deposit (Pfand) at the checkout along with the beverages, which is refundable in stores through vending machines. The deposit containers include aluminium cans, glass and some plastic bottles ("Як Німеччина бореться", 2021).

Such measures have yielded results, so according to the Federal Environment Agency of Germany, in 2020 the country recorded high recycling rates for the following materials (Fig. 1):




*Source:* Composed by the authors, using materials from:
Umweltbundesamt für mehr Mehrweg bei „to go" und im Versandhandel, 2021

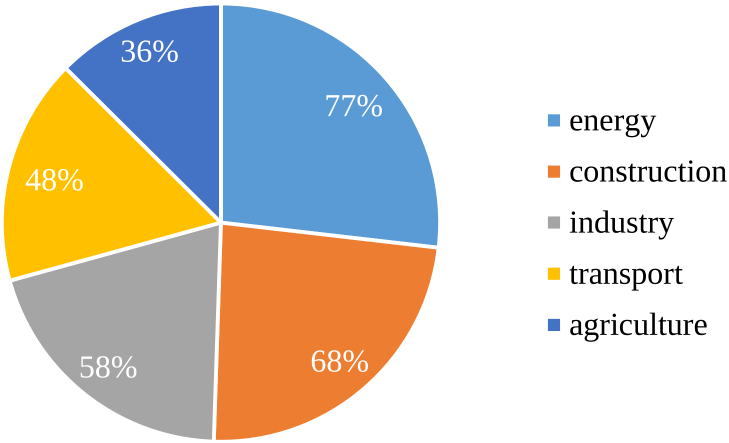
Fig. 1. Recycling rates of different materials in Germany

It is worth noting that all these indicators far exceed the goals set out in the German Packaging Law ("Umweltbundesamt", 2021).

What is more, since July 2021, Germany has banned a number of disposable plastic products. The ban includes beverage straws, disposable tableware made of conventional plastic and bioplastics, cotton swabs, as well as disposable beverage cups and containers made of expanded polystyrene ("Як Німеччина бореться", 2021).

To cope with the environmental protection issues in future Germany adheres to international decisions and develops ambitious plans.

On 24 June 2021, the Bundestag adopted the new Federal Climate Change Act (KSG). Germany has committed to becoming greenhouse gas neutral by 2045. The indicators by which greenhouse gas emissions in these sectors should be reduced by 2030 compared to those of 1990 are shown in Fig. 2:




*Source:* Composed by the authors, using materials from: Бойченко Р. В. Політика Німеччини у сфері протидії зміні клімату. *Collection of scientific papers «SCIENTIA». Interdisciplinary research: scientific horizons and perspectives*. 2022. Т. 3. С. 101-103.

Fig. 2. Greenhouse gas emissions by 2030

In addition, starting from 2022, the Council of Experts on Climate Change will report every two years on the goals, measures and trends achieved ("Generationenvertrag", n. d.).

There are also plans to register from 7 to 10 million electric vehicles by 2030.

For 2040, a new national emission reduction target is applied – to reduce emissions by at least 88%, and in 2045 to achieve the full greenhouse gas neutrality ("Generationenvertrag", n. d.).

The Federal Government of Germany presented the key points of the Climate Action Programme 2030 to achieve the climate goals. The Program includes measures for all sectors of the economy, the introduction of CO2 pricing in the heating and transport sectors, as well as a large number of other climate change measures in the fields of energy, industry, construction, transport, agriculture, forestry, and waste management. These include accelerating the spread of renewable energy, investing in local public transport and promoting sustainable agriculture and energy-efficient construction (Бойченко, 2022).

The Federal Government of Germany aims to increase the share of renewable energy sources in gross final energy consumption to 30% and in gross electricity consumption to 65% by 2030. By 2020, their share of gross final energy consumption was supposed to be 18%, but this goal was exceeded with a share of 19.6%. The Renewable Energy Sources Act stipulates that the electricity supply in Germany will be neutral by 2050 (Бойченко, 2022).

In the field of energy efficiency, Germany is pursuing the goal of reducing primary energy consumption (coal, natural gas, etc.) by half by 2050 compared to the base year of 2008, and by 2030, it should be reduced by 30%. To this end, in 2019 the Federal Government adopted the Energy Efficiency Strategy until 2050 (Бойченко, 2022).

The National Hydrogen Strategy also provides for the transition to green hydrogen in order to complete the energy transformation. The focus is on the application of hydrogen in sectors that are difficult to decarbonize, such as steel and chemical industries, aviation and maritime transport, where there are still insufficient alternatives to achieve long-term climate goals. In these sectors, green hydrogen is intended to replace fossil fuels (Бойченко, 2022).

## 4. Conclusions

The example of Germany shows that one of the main tasks of the environmental policy of the next decades is the implementation of a multi-sectoral development path that will help the country to achieve the desired goals, namely the maximum reduction of emissions for each individual sector of the economy.

Germany's environmental policy is characterized by the closure of nuclear power plants, the use of renewable energy sources, the use of advanced technologies in the field of waste recycling, achieving greenhouse gas neutrality, as well as the “greening” of citizens' consciousness.

In view of the above, we can state that the Federal Government of Germany, in particular the Green Party, numerous organizations with their members, as well as with activists and conscious citizens will never stop at the achieved environmental changes, they will continue to implement more and more effective measures to preserve the environment in order to be an example of an ecologically-friendly state around the world. The ways to raise citizens' awareness in this issue can be the p r o s p e c t for future research.

**REFERENCES**


1. Бойченко Р. В. Політика Німеччини у сфері протидії зміні клімату. *Collection of scientific papers «SCIENTIA». Interdisciplinary research: scientific horizons and perspectives*. 2022. Т. 3. С. 101-103. URL: http://repo.snau.edu.ua/bitstream/123456789/9837/1/Політика%20Німеччини%20у%20сфері%20протидії%20зміні%20клімату.pdf#page37 (Дата доступу: 05.01.2023).
2. Німеччина має новий план: 80% відновлюваної енергії до 2030 року. 2022. URL: http://surl.li/eidmd (Дата доступу: 04.01.2023).
3. Павлик О. Б. Охорона навколишнього середовища в ФРН. *Стратегічні напрями соціально-економічного розвитку держави в умовах глобалізації*. Хмельницький, 2022. С. 179-180. URL: http://dspace.wunu.edu.ua/bitstream/316497/45637/1/Збірник%20тез%20ХУУП.pdf#page=180 (Дата доступу: 04.01.2023).
4. Фрайєр Е, Ліщинський І, Лизун М. Розвиток відновлювальної енергетики: досвід Східної Німеччини для України. *Журнал європейської економіки*, 2021. Т. 20. № 3 (78). С. 464-483. URL: http://jeej.wunu.edu.ua/index.php/ukjee/article/download/1550/1551 (Дата доступу: 05.01.2023).
5. Як Німеччина бореться з промисловим забрудненням. 2021. URL : https://ecolog-ua.com/news/yak-nimechchyna-boretsya-z-promyslovym-zabrudnennyam (Дата доступу: 05.01.2023).
6. Environmental organizations in Germany. URL: https://www.deutschland.de/en/topic/environment/earth-climate/environmental-organizations (Дата доступу: 06.01.2023).
7. Generationenvertrag für das Klima. URL: https://www.bundesregierung.de/breg-de/themen/klimaschutz/klimaschutzgesetz-2021-1913672#:~:text=Mit%20der%20%C3%84nderung%20des%20Klimaschutzgesetzes,August%202021%20in%20Kraft%20getreten (Дата доступу: 04.01.2023).
8. Gruene. URL: https://www.gruene.de/ (Дата доступу: 03.01.2023).

9. Helmut Weidner. 25 Years of Modern Environmental Policy in Germany. Treading a Well-Worn Path to the Top of the International Field. URL: https://www.econstor.eu/obitstream/10419/48980/1/189347120.pdf (Дата доступу: 05.01.2023).
10. Renewable capacity statistics 2022. URL : https://irena.org/-/media/Files/IRENA/Agency/Publication/2022/Apr/IRENA_RE_Capacity_Statistics_2022.pdf (Дата доступу: 05.01.2023).
11. Umweltbundesamt für mehr Mehrweg bei „to go“ und im Versandhandel. 2021. URL: https://www.umweltbundesamt.de/presse/pressemitteilungen/umweltbundesamt-fuer-mehr-mehrweg-bei-to-go-im (Дата доступу: 03.01.2023).

# THE RELATIONSHIP OF BUSINESS PROCESSES, MARKETING AND LOGISTICS IN THE COMPANY

***P. A. Akhramkova,***
***D. M. Petrenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Akhramkova P. A., Petrenko D. M. The relationship of business processes, marketing and logistics in the company.** The article analyzes the main problems and prospects for effective business management using modern highly effective methods, in particular combining different concepts. This article provides a critical analysis of the relationships between marketing and logistics in the enterprise is considered. The main points of marketing and logistics interaction are determined, based on the relevant elements of "4P" complexes.

**Keywords:** interaction, logistics, logistics and marketing tools, marketing, marketing logistics, system approach.

**Ахрамкова П. О., Петренко Д. М. Взаємозв'язок бізнес-процесів, маркетингу та логістики в компанії.** У статті аналізовані основні проблеми та перспективи ефективного управління бізнесом за допомогою сучасних високоефективних методів, зокрема поєднання різних концепцій. Розглянуто взаємозв'язок маркетингу та логістики під час ведення бізнесу. Визначено основні точки взаємодії маркетингу та логістики на основі відповідних елементів комплексів "4P".

**Ключові слова:** взаємодія, інструменти логістики та маркетингу, логістика, маркетинг, маркетингова логістика, системний підхід.

## 1. Introduction

Each business process does not work separately. For effective business, it is necessary to apply modern highly effective methods and methods of business management – that is, to combine all the selected concepts.

The o b j e c t of the article is the research of problems and prospects of marketing and logistics field.

The s u b j e c t is problems and opportunities for the development of marketing and logistics space.

The r e l e v a n c e of the research, a brief analysis of the latest research to highlight previously unresolved issues: previously, little attention was paid to considering the directions of effective business management based on the interaction of marketing and logistics, because in the traditional way of doing business, marketing and logistics were considered as separate activities.

The p u r p o s e of the study is to examine the formation of directions for effective business management based on the interaction of all business processes; identification of relationships between logistics and marketing.

The main t a s k s of the study:

1) to identify the need to link business processes (increasing enterprise efficiency, reducing costs, increasing profits, etc.);

2) to establish the specifics of marketing and logistics in business;

3) to determine how exactly to connect business processes to improve the efficiency of the company's activities;

4) to determine what problems companies face when combining marketing and logistics;

5) to formulate the main ways of solving the problems of marketing interaction and logistics activities of enterprises.

## 2. Discussions on the industry's current state

In many companies, marketing and logistics management are traditionally separated. Until recently, the relationship between them was not given special importance. The need for effective management of the interaction area between marketing and logistics has increased with the saturation of markets and with the increasing sensitivity of consumers to speed and service quality (Позднякова, n. d.).

At the current stage of market relations, for both large and small enterprises, logistics is a way to optimize the process of goods and services production. This is due to the fact that the correct management of logistics processes helps to increase the efficiency of the enterprise, increase profits and increase competitiveness.

Interest in logistics is due to the possibility of increasing the efficiency of the material handling systems functioning, significantly increasing profits due to the reduction of costs associated with reducing production costs, reducing the time interval at all stages of the production cycle, and, as a result, creating new competitive advantages for the enterprise on the market.

Business logistics activities can pursue various goals, but the main and decisive one is the maximization of benefits for all participants in the process of the materials transportation, production of goods and consumption of finished products. The maximization of benefits is achieved not automatically only due to the use of logistics tools, but consciously, based on the mobilization of the entire logistics potential of each participant and, first of all, the enterprise itself.

Activities in the field of logistics are multifaceted. It includes management of transport, warehousing, stocks, personnel, organization of information systems, commercial activities and much more. As a result, logistics is divided into the following directions according to the functional characteristics: procurement (purchasing) logistics; production logistics; sales logistics; trade logistics; logistics of movement systems; warehousing logistics (Позднякова, n. d.).

Implementation of logistics activities is closely intertwined with other types of activities at the enterprise. The most significant relationship between logistics and marketing. Thus, the determination of the assortment policy of the enterprise and the planning of services, which are decided by the marketing service, are carried out jointly with the logistics departments. At the same time, the task of logistics is to ensure the raw materials production, stock management in terms of those types of products, the production of which is reasonable by marketing.

Marketing and logistics at the stage of product distribution do not simply complement each other, but are closely interconnected and interdependent. Thus, logistics and marketing are closely interrelated in the process of meeting the needs of consumers at optimal costs.

In terms of goals, ways to achieve them and solved tasks, logistics and marketing are, in fact, parts of a single process – the process of satisfying consumer needs. In general, the main activity of marketing consists in studying the market situation, namely the demand for goods and services, the quality improvement to the level of complete satisfaction of prospective consumers. While logistics is directly involved in providing all this marketing activity of the organization. Thanks to logistics, goods and services are delivered to consumers at a place and time convenient for them, as well as delivery of goods and services of the required quality at mutually beneficial prices. In addition, logistics provides the manufacturer itself with materials and means at a favorable price, at a place and time convenient for him to manufacture goods and provide services (Крикавський, 2000, p. 53).

## 3. Features of the combination of logistics and marketing

The fundamental differences between marketing and logistics are that marketing monitors and determines the demand that has arisen in the market, giving an answer to the question: what product is needed, where, when and in what quantity. Logistics, on the other hand, ensures the physical delivery of the requested product to the consumer in the right place at the right time with minimal costs.

In fact, it can be considered that both marketing and logistics as independent areas of business activity that can be used independently of each other. At the same time, the greatest effect can be obtained only with integration of these two parts of the enterprise's business system. That is, when the delivery system of a certain group of goods is worked out and optimized from the point of view of time and financial costs, this factor can increase influence of the marketing on a given sector of the market, that lead to the result in greater profits for the company.

Marketing takes a direct part in the strategic planning of the company's development, the toolkit of which is based on the study of product sales markets, the assessment of consumer needs, the creation of a brand's product line, etc.

Logistics models, controls and rationalizes the process of transferring the finished product from the manufacturer to the consumer. Thus, it can be concluded that logistics and marketing are two different parts of the same system, which have the same final goals of selling the company's products and obtaining final profit, but use different tools in their activities (Балабанова, 2004, p. 75).

There should be highlighted the following areas of the marketing and logistics combination:

- satisfactory price, taking into account logistics costs;
- the purpose of marketing is to identify the participants in the buying and selling process, and the purpose of logistics is to promote goods on the sales market;
- development of the terminal-warehouse system;
- marketing, realizing maximum satisfaction in customer service, interacts with logistics also in the customer service policy, where logistics provides a flexible level of customer service (Лазаренкова, 2008, p. 49).

*Table 1*

**Marketing and logistics interaction in terms of 4P marketing**

| 4P of marketing | Interaction of marketing and logistics |
|---|---|
| price | The cost of warehousing, transportation, and delivery to the production of the product are related to logistics, which largely influence on the final price of the product. |
| product | Logistics is involved in the following processes: the material delivery for production; responsibility for transportation and storage of goods; responsibility for packaging development; product change control if necessary. |
| place | The main task of marketing is to determine the place, and logistics' purpose is to ensure the delivery of goods to a specific place. |
| promotion | A successfully organized advertising campaign is important for every company. |

The development of any company based on marketing, regardless of logistics, is ineffective. Logistics determines the achievement of the maximum adaptation of a certain company to the difficult situation on the market with the observance of the lowest costs, increasing the market share and obtaining advantages over competitors.

There are actually a lot of examples of effective cooperation between marketing and logistics in the development of enterprises. For example, there is a vivid example of the successful synergy of both services in the conditions of the local market in the GEFCO company. In Ukraine, compared to other sectors of the economy, the agricultural sector shows significant growth every year. Timely supply of fertilizers and pesticides is the most important component of this sector development (Позднякова, n. d.).

One of the largest agricultural companies in Ukraine entrusted GEFCO with organizing the delivery of a large volume of fertilizers from Poland to Ukraine. In connection with the shortage of free vehicles on the Polish market, the increase in prices for transportation services and large volumes, the GEFCO Ukraine company, together with its partners, developed a special scheme for multimodal transportation of cargo in railway containers.

The marketing of the fertilizer production company saw a new sales market on the territory of Ukraine, where it is necessary to deliver the products by optimizing the time and financial costs of transportation as much as possible, while not forgetting the quality of transportation and preservation of the cargo. This scheme, proposed by the GEFCO company, significantly reduced the cost of goods transportation with a high specific weight, such as metals, fertilizers and grains. An added bonus was that the containers loaded with products from Europe were returned not empty, but loaded with metals (Позднякова, n. d.).

## 4. Prospects

Marketing and logistics are equal parts of one whole – the company's product sales system. With the optimal simultaneous use of marketing and logistics, not only sales efficiency increases, but also the entire enterprise. However, marketing is still considered primary, since it provides information about the state of the market and the number of required products in one or another segment, and with the help of logistics, the mechanism of physical movement of products is carried out directly.

## 5. Conclusions

Logistics and marketing are complementary business operations that enable a company to ensure that it can offer the right products to the right customers in the right place. Marketing and logistics at the stage of product distribution do not simply complement each other, but closely interconnected and interdependent. Thus, the essence of logistics and marketing are closely intertwined in the process of meeting the needs of consumers optimal costs.

The formation of a system of interaction between marketing and logistics becomes one of the most important factors that contribute to obtaining high results of the company's activities. The correct use of logistics and marketing the combination will make it possible to make rational decisions to ensure effective interaction between the external and internal environment of the enterprise. It may be noted that the use of marketing and logistics management by a certain company will make it possible to optimize sales activities due to the analysis of turnover and acceleration of sales; production and operating costs, etc. By coordinating logistics and marketing, companies can build the highest levels of customer satisfaction.

**REFERENCES**

1. Балабанова Л. В. Комерційна діяльність маркетинг і логістика. К. : Професіонал, 2004. 228 с.
2. Крикавський Є. В. Інтеграція маркетингу і логістики в системі менеджменту. *Вісник Національного університету «Львівська політехніка*». 2000. № 416. С. 52-62.
3. Лазаренкова Г. М. Логістика. К. : Знання, 2008. 566 с.
4. Позднякова М. Л. Маркетинг і логістика. URL : https://ua.gefco.net/uk/newsroom/detail/news/marketing-i-logistika (Дата звернення: 12.11.2022)

# INSOLVENCY OF ENTERPRISES IN UKRAINE: SYMPTOMS, CAUSES AND CONSEQUENCES

***V. O. Avdieienkova,***
***I. V. Zmiyova, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Avdieienkova V. O., Zmiyova I. V. Insolvency of enterprises in Ukraine: symptoms, causes and consequences.** The article studies the actual topic of enterprise bankruptcy. At a time when many enterprises in Ukraine cannot work without electricity or due to lack of workers, these enterprises are on the verge of bankruptcy. The aim of this article is to highlight the symptoms, causes and consequences of enterprises bankruptcy in Ukraine. The expediency and necessity of legislative changes regarding the improvement of bankruptcy procedures during the period of martial law are considered.

**Keywords:** bankruptcy, company, creditor, crisis, enterprise, insolvency, reason, Ukraine.

**Авдєєнкова В. О., Змійова І. В. Неплатоспроможність підприємств в Україні: ознаки, причини та наслідки.** Стаття досліджує актуальну у наш час тему банкрутства підприємств. У час, коли багато підприємств в Україні не можуть працювати без електроенергії або через нестачу працівників, ці підприємства виявляються на межі банкрутства. Мета цієї статті – визначити ознаки, причини та наслідки банкрутства підприємств в Україні. Автор наголошує на доцільності та необхідності законодавчих змін щодо удосконалення процедур банкрутства у період дії воєнного стану.

**Ключові слова:** банкрутство, компанія, кредитор, криза, неплатоспроможність, підприємство, причина, Україна.

## 1. Introduction

In crisis situations under the influence of political and economic challenges in Ukraine against the background of unstable tax legislation, there is an increase in the number of enterprises with unsatisfactory financial indicators, that is, enterprises with solvency problems, which often lead to the closure of domestic enterprises. Therefore, in order to predict the consequences of bankruptcy, it is necessary to look for the ways to improve corporate financial monitoring and study external and internal factors that negatively affect the company's solvency.

**2. Definion of bankruptcy**

According to the Code of Ukraine on Bankruptcy Procedures ("Кодекс України", n. d.), the Commercial Court defines bankruptcy as inability of the debtor to restore his solvency through the rehabilitation and restructuring procedure and the only way to repay the creditors' monetary claims established in accordance with the procedure defined by this Code is through the application of the liquidation procedure ("Кодекс України", n. d.).

The bankruptcy procedure is the final stage of the unsuccessful functioning of the enterprise, which is usually preceded by stages of normal rhythmic work and financial complications, and is rarely unexpected (Цивільний кодекс України, n. d.).

**3. Types of bankruptcy**

Bankruptcy can take various forms:

1) Real bankruptcy is the complete inability of the enterprise to restore its financial stability and solvency in the next period due to real capital losses. Such an enterprise is legally declared bankrupt.

2) Technical bankruptcy – bankruptcy caused by a significant delay in receivables and an excess of this debt over payables, and the amount of assets significantly exceeds financial liabilities. With effective anti-crisis management, the company is usually not declared bankrupt legally.

3) Intentional bankruptcy – intentional creation or increase of its insolvency by the manager or owner of the enterprise, infliction of economic loss in personal interests or the interests of other persons, incompetent financial management in advance. The discovered facts are prosecuted by the criminal law.

4) Fictitious bankruptcy – an early announcement by an enterprise of its insolvency in order to mislead creditors and obtain from them a postponement of the fulfillment of their obligations or a discount on the amounts owed to creditors. The discovered facts are prosecuted by the criminal law (Король, n. d.).

**4. Symptoms and causes of bankruptcy**

The main symptoma of bankruptcy are: delays in paying salaries, reduction in the volume of sales; suspension of current payments etc.

One of the most common reasons for the bankruptcy of an enterprise is a mistake in management. That is why the management needs to accurately investigate the cause of the situation and take appropriate measures, because this is a direct factor affecting the reduction of internal costs or staff, as well as rehabilitation (when the enterprise is supported by an investor). Possible reasons for bankruptcy are:

- external (economic or political reasons, bankruptcy of debtors, etc.);
- internal (fall in demand for the company's services/products, debt growth, working capital shortage, etc.) (Шило et al., 2011).

**5. Consequences of declaring the enterprise bankrupt**

Bankruptcy can have the following consequences:

- The debtor's entrepreneurial activity is terminated.
- The rights of disposal of the bankrupt's property and his property rights and obligations are transferred to the liquidation commission.
- All debts of the bankrupt are considered to have occurred.
- The accrual of penalties and interest on all types of debt is suspended.
- Agreements for the sale of property can be declared invalid three months before the filing the application for bankruptcy and up to a year before the initiation of a case for the sale of property or the acceptance of debt obligations that brought the enterprise to a state of crisis (Король, n. d.).

**6. Bankruptcy of enterprises in wartime**

According to the latest statements of Yulia Svyridenko, the Deputy Prime Minister for Economic Affairs, according to a pessimistic forecast, the drop in Ukrainian GDP in 2022 is almost 40%. Economic burdens, first of all, fall on the shoulders of private businesses, which fall into an endless chain of indebtedness to creditors ("Банкрутство", n. d.).

Hundreds of businesses will never resume their work due to the temporary relocation of employees, loss of sales markets or suppliers, as well as the fact that some assets are physically destroyed by Russian aggression against Ukraine. At the same time, other entrepreneurs learned to adapt to war conditions. Cafes and restaurants switched to working on diesel generators, many enterprises reoriented themselves to the manufacture of goods for military needs, rebuilt supply chains, sales markets and their working conditions.

**7. Conclusions**

Therefore, timely detection of the crisis state of the enterprise and a comprehensive analysis can prevent the insolvency of the enterprise at an early stage within the framework of a bankruptcy case that has not yet been initiated.

In Ukraine, there is a constant increase in the number of insolvent companies and, in turn, companies subject to the requirements of the legislation of Ukraine "On restoring the debtor's solvency or declaring him bankrupt” (“Закон України”, n. d.).

As we can see, there are many reasons for declaring a company bankrupt, ranging from ineffective company policies to outdated mistakes in corporate strategy, but there are ways to prevent and get out of this state.

Bankruptcy has negative consequences for the company and for the country itself. But for enterprises with individual business entities, bankruptcy has also a positive consequence, that is, enterprises that are declared bankrupt and fall under the liquidation mechanism stop inefficient activities.

**REFERENCES**

1. Банкрутство під час війни. URL : https://lb.ua/blog/oleksii_movchan/537454_bankrutstvo_pid_chas_viyni_abo.html
2. Закон України “Про відновлення платоспроможності боржника або визнання його банкрутом” N 2343-XII від 14.05.92 р. в редакції Закону № 4212-VI від 22.12.2011. URL: https://zakon.rada.gov.ua/laws/show/2343-12
3. Кодекс України з процедур банкрутства. URL: https://zakon.rada.gov.ua/laws/show/2597-19#Text
4. Король В. А. Фінанси підприємств : навч. посібник. URL: https://buklib.net/books/22036
5. Цивільний кодекс України. URL: https://zakon.rada.gov.ua/laws/show/435-15#Text
6. Шило В. П., Ільїна С. Б., Барабанова В. В., Криштопа І. І. Фінанси підприємств: теор.-практ. посібник. К. : Кондор, 2011. 429 с.

# ANALYSIS OF FORMATION FACTORS AND ASSESSMENT OF CONSUMERS' SATISFACTION OF HOTEL SERVICES

*A. O. Avierina,*
*Y. M. Litovchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Avierina A. O., Litovchenko Y. M. Analysis of formation factors and assessment of consumers' satisfaction of hotel services.** The article analyzes factors and conditions of the level of consumers' satisfaction in the tourism business and in particular in the hospitality business. The article also considers main methods of assessment of quality of services in different countries of the world, their effectiveness in identifying factors of competitiveness and increase of profit for enterprises operating in the hospitality industry.

**Keywords:** consumer, hospitality, hotel, satisfaction, service.

**Авєріна А. О., Літовченко Я. М. Аналіз факторів формування та оцінка задоволеності споживачів готельних послуг.** У статті проаналізовано фактори та умови рівня задоволеності споживачів у сфері туристичного бізнесу та зокрема для готельного бізнесу. У статті також розглянуто основні методи оцінки якості послуг у різних країнах світу, їх ефективність у визначенні факторів конкурентоспроможності та збільшення прибутку для підприємств сфери гостинності.

**Ключові слова:** готель, гостинність, задоволенність, сервіс, споживач.

## 1. Introduction

The o b j e c t of the article is the consumers' behavioral pattern while consuming hotel services, the s u b j e c t of the article is the formation factors and assessment of the consumers' satisfaction of the hotel services. The p u r p o s e of the article is to analyze the factors and methods for assessing the quality of services in hotels and their effectiveness to improve customer satisfaction.

Hospitality is an essential component of the functioning of the country's economic system. The interdependence of their development stimulates the search for ways to increase the efficiency and effectiveness of the activities of the entities of the hotel market. It is directly aimed at meeting the needs of consumers – the indicator of the effectiveness of this activity is the provision of quality service and taking into account a number of factors that affect the final result of forming positive impressions of the client.

Considering the fact that the satisfaction of needs and quality customer service are the key objectives of service activities in the industry, the identification of factors that influence the formation of positive impressions of consumers of the hotel product is an essential element of a mechanism for maintaining profitability of production and expanding market positions.

## 2. System of the factors affecting the level of customers' satisfaction of hotel services

Customer satisfaction is a business philosophy that seeks to create value for customers, anticipate and manage their expectations, and demonstrate the ability and responsibility to meet their needs.

The quality of service and customer satisfaction are critical to the success of any business. Consumers have reasoning, standards and expectations that are compared to experience of service under various factors (Fig. 1).

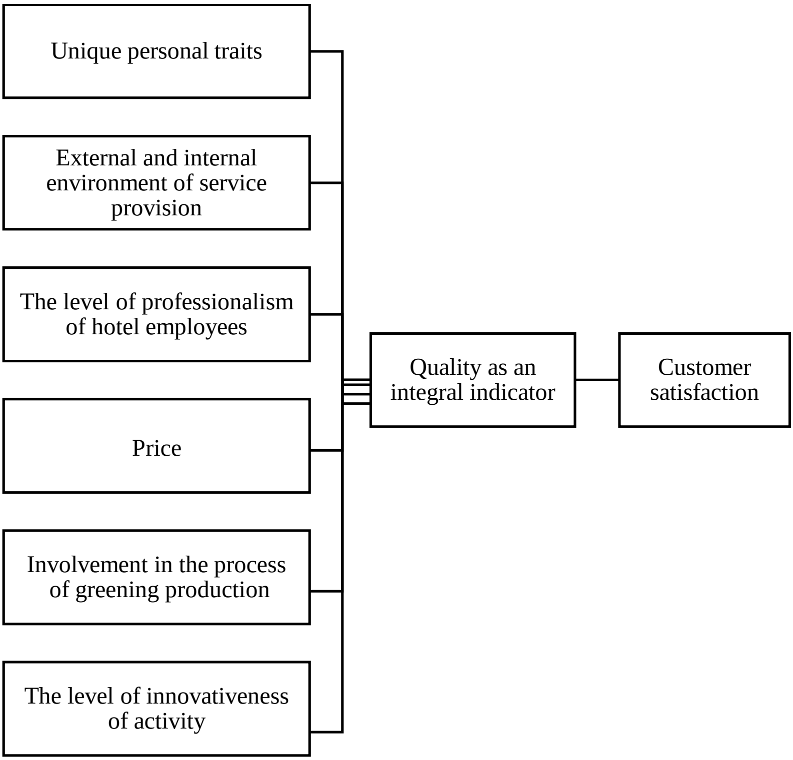



Fig. 1. System of factors affecting the level hotel customer satisfaction

The result of such comparison is the level of satisfaction or dissatisfaction.

### 3. SERVQUAL method

There are many methods to assess the quality of services, to measure the level of customer satisfaction and the formation of consumer loyalty, but most scientists are subject to the most effective and proven servqual technique, developed on the basis of the process of interviewing company managers in the service sector and a series of focus groups. The direct aim of this method is to assess the gap between expectations and perceptions of consumers, on the basis of which the analysis of the activity of the enterprise (Wacziarg, 2012, pp. 393-429).

When the SERVQUAL questionnaire was first published in 1985 by a team of academic researchers, A. Parasuraman, Valarie Zeithaml and Leonard L. Berry to measure quality in the service sector, it represented a breakthrough in the measurement methods used for service quality research. The diagnostic value of the instrument is supported by the model of service quality which forms the conceptual framework for the development of the scale (i.e. instrument or questionnaire) (Saleh, Ryan, 1991, pp. 324-343).

The classic SERVQUAL model uses 5 basic dimensions through which consumers perceive the quality of services and shape their consumer experience – sensitivity, responsiveness, empathy, confidence and reliability, as well as the 22 component descriptions of the service parameters, grouped into certain indicators (Saleh, Ryan, 1991, pp. 324-343). On the part of the consumer, you need to fill in a questionnaire that has 22 questions with an assessment of the corresponding indicator on a scale from 1 to 5. On the part of the enterprise, the received questionnaires are analyzed and the gap between expectation and perception is calculated, The average difference in each of the 5 dimensions is determined using the arithmetic mean and there is an average of servqual. Based on the data obtained, the development of measures to improve the quality of the hotel product, focusing on the strengths and weaknesses.

### 4. Questionnaires as an effective method

In Ukraine, among the most effective methods of determining the level of consumer satisfaction, a questionnaire is singled out, which clearly demonstrates how the client evaluates his stay in the hotel according to a certain list of factors, but the results of the survey are not subjected to detailed analysis and calculations – the conclusions are based on the direct response of the consumer. Similar questionnaires are developed in most large cities of the country and thanks to them, it is possible to perform a statistical analysis of a specific means of accommodation, as well as to carry out a comparison of the leading hotels of the city or region – to identify the factors of the competitiveness of the enterprise according to certain indicators and to increase efficiency and profitability by improving those factors that require it (Balabanits, & Gaponiuk, 2019, pp. 259-270).

The guest can be asked to evaluate the work of various hotel services and express their impressions on various aspects of the hotel's activities. According to the number of questions, there are very large and rather concise questionnaires. It depends on the information marketers and other interested parties are interested in (Balabanits, & Gaponiuk, 2019, pp. 259-270).

A very important part of the questionnaire is the "Guest Data" or "Guest Information" section, which includes such items as the guest's surname and first name, floor, age group, company, position, address, telephone, email address , room number, terms of stay at the hotel, purpose of the visit, frequency of visits to the hotel.

One of the disadvantages of survey letters is that they do not always reflect the opinion of the majority. According to research, customer service questionnaires are filled out by either the angriest or the most satisfied guests. Another problem is that most guests do not complain. They simply leave and never return to that hotel, thereby giving the hotel no chance to resolve any grievances that arise. Managers should develop a system of encouraging customers for their feedback and suggestions.

## 5. Conclusions

Thus, the analysis of the factors that form the satisfaction of consumers in the hotel industry has common features in most countries of the world and is based on various types of questionnaires and surveys. The indicators are not clearly established, but if we compare, for example, the SERVQUAL methodology and questionnaires in Ukraine, it can be seen that both of them are focused on such factors as reliability, responsiveness of the staff, technical equipment and the degree of convenience during the stay in the hotel enterprise.

With the dynamic development of the hospitality industry, the system of factors that influence the formation of the final experience and satisfaction from the consumption of hotel services is transformed, initiating the search for new methods of evaluating this process to improve the service.

Not the last role in this is played by reverse communication, which affects customer loyalty. Therefore, it is necessary to implement processes and systems that improve the quality of customer service, as well as effectively address their complaints.

**REFERENCES**

1. Balabanits, A., & Gaponiuk, O. (2019) The methodical approach to the assessment of the hospitality consumer service qualityю. *Socio-Economic Problems and the State* (electronic journal). Vol. 21, no. 2, pp. 259-270. Available at: http://sepd.tntu.edu.ua/images/stories/pdf/2019/19bavshp.pdf
2. Saleh F., Ryan C. Analysing service quality in the hospitality industry using the SERVQUAL model. *The Service Industries Journal*. 1991. Vol. 11, №. 3. Pp. 324-343.
3. Wacziarg R. Measuring the dynamic gains from trade. *World Bank Economic Review*. 2012. V. 15, N 3. Pp. 393-429.

# THE STRUGGLE OF THE USA AND CHINA FOR GLOBAL LEADERSHIP IN THE CONDITIONS OF THE TRADE WAR

*A. V. Bahinska,*
*N. O. Marchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Bahinska A. V., Marchenko N. O. The struggle of the USA and China for global leadership in the conditions of the trade war.** The publication is devoted to the current topic of the international world – the analysis of relations between the People's Republic of China and the United States of America. The main focus of the study is on the economic confrontation between these two countries. This article will consider the main contradictions between the United States and China, which form the basis of their mutual and global confrontation, as well as those points of contact that at the same time make the two states indispensable partners on the international arena.

**Keywords:** trade wars, US, China, global economic.

**Багінська А. В., Марченко Н. О. Боротьба США та Китаю за глобальне лідерство в умовах торгової війни** Публікація присвячена актуальній темі міжнародних відносин – аналізу відносин між Китайською Народною Республікою та Сполученим Штатам Америки. Головний акцент дослідження зроблений на економічному протистоянні цих двох країн. У даній статті будуть розглянуті основні протиріччя між США і Китаєм, що становлять основу їх міжусобного і глобального протистояння, а також ті точки дотику, що в той же час роблять дві держави незамінними партнерами на міжнародній арені.

**Ключові слова:** торгові війні, США, Китай, світова економіка.

## 1. Introduction

At the current stage of the development of international relations, one of the key issues of the multipolar world is the American-Chinese vector. It is absolutely obvious that its orientation and content significantly affect global civilizational, military-political and economic development. Meanwhile, on the issue of the nature of relations between the United States and the People's Republic of China in the near future, expert assessments often do not agree, and sometimes they are diametrically opposed.

The arrival of Barack Obama in the White House made the idea of American-Chinese partnership one of the main trends in world politics. The concept of symbiosis of two states – Chimerica ("Торговельні війни", 2019).

In November 2009, Obama paid an official visit to Beijing and offered China to share the informal burden of responsibility for the fate of the world. There were words about the interconnectedness of the economies of the two countries, about the need to join forces in the fight against the global crisis. The idea of forming a "big two" – an American-Chinese strategic partnership to solve a number of global and international problems – was even put forward. However, Beijing has made it clear that it prefers to move forward in its own way.

**2. USA – China: the beginning of the confrontation**

Lists of mutual claims of the PRC and the USA began with military cooperation with third parties (namely, the fact that the USA repeatedly provided assistance to Taiwan to fight against Communist China). The US is dissatisfied with the growing international activity of China, its economic expansion in Africa, Latin America and the Middle East. Washington also expresses dissatisfaction with Beijing's position not to raise the yuan's exchange rate against the world currency. The undervalued yuan is seen in the US and Western Europe as a hidden export subsidy, which contributes to the growth of the already huge foreign trade deficit of most Western countries with China. And Beijing does not like US attempts to put pressure on China on economic issues.

China has completely rejected the idea of creating an interconnected economy with the US. Today, Beijing has other concerns – the creation of an international environment favorable for the internal development of the People's Republic of China. But if the US does not give in to Beijing's persuasion and does not refuse to supply arms to Taiwan, the Chinese leadership will face a choice: succumb to nationalistic sentiments and revise the foundations of foreign policy, or limit itself to verbal expression of dissatisfaction and continue the former line. Since the 1980s, it has consisted in not spoiling relations with the West, which are so necessary for the economic development of the PRC, not interfering in conflicts that do not directly threaten the country's security, and showing firmness only in two or three issues that affect the country's fundamental national interests, as they saw each other in Beijing: Taiwan, Tibet, the CCP's one-man rule.

Most likely, Beijing will choose the second path. China today, unlike the USSR during the Cold War period, is clearly not strong enough militarily and economically to start a global competition with the United States. Beijing should understand this. China and the USA depend on each other, and the question of who is more dependent on whom is not so fundamental in this context. However, in China, which is oriented towards Western markets, serious economic sanctions can lead to social unrest and the collapse of the regime. And this is also well understood in Beijing. In addition, China's desire to significantly intensify the activities of the armed forces, to send them abroad to protect its economic interests, will be negatively received not only in Washington.

### 3. Trade wars between the USA and China

All exports from the PRC to the USA fell under the trade war. This state of affairs led to a significant increase in the risks of cooling the growth rate of the world economy. The persistence of the US in the trade war with China is not accidental. First, it is not so easy to find a replacement for the American market: it is about volumes estimated at hundreds of billions of dollars, and the fact that the income level of American consumers is high, and there are not many countries similar to such a market in the world. Second, the Chinese economy depends on exports more than the US economy.

Back in 2018 the US Federal Reserve System (FED) planned to increase the key rate, but already in 2019 decided to reduce it. In its decisions, the FED relies primarily on the achievement of full employment and only then on inflation. Therefore, despite the good statistics of economic growth in the US, in fact, the FED's rate cut was forced and caused by the need to strengthen support for the economy during the height of the trade war ("Strategic Rivalry ", 2020).

Of course, such a hypothesis will never be recognized by the FED, because the US economy is really large in size and depends little on foreign trade, besides, it is well branched. China is a completely different matter. In September 2019 The People's Bank of China cut the key rate from 4.35% to 4.25%, and is expected to cut it to 4.15% in October. At the same time, to counter the tariff war, the People's Bank of China began weakening the yuan against the dollar: from April to September 2019. the dollar to the yuan appreciated from 6.68 to 7.17 yuan per dollar. In the US, this method of protection has already been called exchange rate manipulation, but for the PRC in this trade war, it was the most acceptable strategy, since it was necessary to simultaneously stimulate economic growth and protect against the increase in customs tariffs in the US (Ferguson & Schularick, 2009).

## 4. Conclusions

Thus, we can say that despite all the contradictions, America and China need help from each other. However, we cannot rule out the possibility of a military solution to the conflict between the United States and the People's Republic of China. However, in the modern nuclear world, a military confrontation between two superpowers can end tragically for the entire planet, so interested countries should prevent such a situation.

Another matter is the “cold war”, in which all means are used, except for armed clashes and nuclear weapons. Back in 1992, Deng Xiaoping publicly stated that the “Cold War” between China and the United States had already begun. With this expression, he wanted to convey that after the collapse of the USSR, China will become the new opponent of the USA in the "cold war".

Today, China has really acquired the status of the center of the second power and is pursuing its traditional strategy, combining the available resources, political realities and the goals set for itself, seeking to achieve them with the help of “soft power”.

## REFERENCES

1. Баяк А. Торговельна війна між США та Китаєм: структурні передумови та глобальні наслідки. *Theories and Problems of Political Studies*. 2019.
2. Торговельні війни сучасності та їх вплив на економічне зростання і розвиток у світі та Україні / Наук. ред. В. Юрчишин. Київ : Заповіт, 2019. 188 с.
3. Strategic Rivalry between United States and China: Causes, Trajectories, and Implications for Europe / German Institute for International and Security Affairs Barbara Lippert and Volker Perthes (eds.). SWP Research Paper 4 April 2020, Berlin.
4. Ferguson N., & Schularick M. (2009). The End of Chimerica. Harvand Business School. URL : https://www.hbs.edu/faculty/Publication%20Files/10-037_0fdf7d5e-ce9e-45d8-9429-84f8047db65b.pdf (дата звернення: 26.11.2020).

# THE ROLE OF THE ENGLISH LANGUAGE IN THE DEVELOPMENT OF INTERNATIONAL RELATIONS

*O. A. Baidal,*
*E. A. Derkach (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Baidal O. A., Derkach E. A**. **The role of the English language in the development of international relations.** The purpose of the article is to analyze the role of the English language in social, political and cultural sides of life. English as the language of international communication is considered through the historical and social view. English as the global language of the entire world community is claimed based on the analysis of development of informational technology and modern communication systems. The impact of the English language on international relations is investigated. The influence of the English language on international relations and all aspects of world interaction is explored. The fact that English Language is almost universal language which supports trade, international dialogue and cooperation is concluded.

**Keywords:** economics, foreign language, globalization, international relations, language communication, professional activity.

**Байдал О. А., Деркач Є. О. Роль англійської мови у розвитку міжнародних відносин.** Метою статті є аналіз ролі англійської мови в соціальній, політичній та культурній сторонах життя. Англійська як мова міжнародного спілкування розглядається з історичної та соціальної точок зору. Англійська мова як глобальна мова всього світового співтовариства затверджується на основі аналізу розвитку інформаційних технологій і сучасних комунікаційних систем. Досліджується вплив англійської мови на Міжнародні відносини. Досліджується вплив англійської мови на Міжнародні відносини та всі аспекти світової взаємодії. Робиться висновок, що англійська мова є майже універсальною мовою, яка підтримує торгівлю, міжнародний діалог та співпрацю.

**Ключові слова:** глобалізація, економіка, іноземна мова, міжнародні відносини, мовна комунікація, професійна діяльність.

## 1. Introduction

The importance of the English language in the modern world can be assessed in just one line: English is the international language of communication. More than one and a half billion people on Earth speak English, and it is difficult to even calculate how many people study it. In other words, it is the global language of the entire world community. With the development of information technology and modern communication systems, the spread of the English language on a global scale is taking place. At present, it is the main candidate for the role of lingua franca, the language of international communication, which is used in almost all spheres of society. Thus, not only the study of the English language in the linguistic aspect is updated, but also the historical basis for the formation of the English language as an international one, as well as its impact on the world economy as a whole.

The o b j e c t of the article is English language as the international language of communication. The s u b j e c t is the impact of the English language on international relations. The p u r p o s e of this work is to explore the influence of the English language on international relations and all aspects of world interaction. To achieve this, it is crucial to analyze the history of the English language adjustments as a language for global communication.

## 2. English as an international language

For a given period of time in the world economy, the main role is played by information technologies, computerized systems, high production technologies and innovative, innovative system technologies based on them, innovative organization of various types of activities, and the service sector. It should be noted that in this area it is necessary that our specialists could, firstly, be aware of the development of world technologies and innovations. Secondly, they are used in the development of our economy in the most qualitative and advanced way in world science and technology at the lowest cost for them. In this regard, a foreign language has become mandatory for the accurate application of translation and means.

Mostly bilingual and multilingual groups of the population are widely spread. Age plays the role of languages of interethnic communication and organizations – English, French, Spanish, Russian, Chinese, Arabic (these six languages are used by the UN languages). Because of its universal properties, English has been acknowledged as the global language by speakers of hundreds of different languages. Since science and technology have progressed, there have been significant changes in the lives of people all around the world. Furthermore, business, trade, and commerce have become more worldwide, with most corporate organizations having offices in a variety of nations. English is used as a common language and a global language in science, technology, business, education, travel, tourism, and other industries to maintain global links. It is the most widely used language not just by scientists, businesses, and the internet, but also in higher education and the tourism industries. In today's globalized world, English is employed in practically every industry, it is necessary to analyze its position as a global language (Parupalli Srinivas Rao, 2019).

With ever-increasing levels of interconnectedness and globalization around the world, the need for fast and convenient ways to communicate in today's world has skyrocketed. Obviously, a common language is required to interact with the current growing business and trade between companies around the world. With the development of information technology and the globalization of the economy, it becomes clear that most people around the world communicate with people from different places in only one generally recognized language – English. The fastest growing language on the planet is English, and it serves as the business language, connecting East and West as well as North and South (Lang, 1986, pp. 363-382).

Science, engineering and technology, medicine, trade and commerce, education, tourism, the Internet, banking, advertising, transportation, and pharmaceuticals are just some of the industries that use English. Without a doubt, English is in a unique position as it is the language that is so widely used and firmly established as the dominant global language in the aforementioned areas, and its dominance has become like an unstoppable snowball. In addition, almost all publications in science, engineering, information technology, medicine, tourism, business and other fields are published exclusively in English, so most students moving to foreign countries for higher education must be fluent in this language. In foreign countries, almost all courses are taught in English. In addition, English has become a necessary skill for anyone who wants to work in another country or in a multinational corporation. It is also the most widely used language on the Internet, in electronic media and in the press. English alone is the only language in which 85 percent of scientific articles are published (Tikateacheк, n. d.). Despite the fact that Mandarin, Chinese, is spoken by the vast majority of the world's population, English has gained a reputation as a global language solely because Mandarin is limited to a certain region of the globe, and English is spoken all over the world. Despite having the largest number of native Chinese speakers worldwide, the Chinese are increasingly learning English in order to develop their company on a global scale. E-business is developing and achieving good results in the trade and commerce sector, as it is widely used on the Internet. It is also the language used by various international organizations such as the United Nations, WHO, UNESCO, UNICEF, OPEC, ASEAN, UNHRC, WTO, BRICS, Interpol and others. One third of these global organizations use only English, while English is also used by 90% of Asian international organizations (Akerlof & Kranton, 2000, pp. 715-753).

### 3. English language in international relation

During their meetings, officials from international organizations needed to converse to one another and express their perspectives. It could be simpler to communicate if each of them spoke in his own language. That was made possible by the existence of trained translators at first. Despite the fact that this approach allowed for the maintenance of equal dignity for all, the translation of speeches and international agreements grew more complex as the number of languages increased. As a result, the translation process became prohibitively expensive and inefficient. As a result, the usage of translators has become nearly impossible. To avoid such issues, it was vital to utilize a single language. Following the end of World War I, a large number of UN member nations declared English to be an official language. The fact that more than half of UN member countries choose to communicate in English demonstrates the importance of English as a lingua franca. Something similar has happened in the past with other international organizations (Parupalli Srinivas Rao, 2019). Almost many of the world's most powerful business and political leaders prefer to communicate in English. The European Union is the most important European organization that facilitates collaboration among member states or aspires to be a part of it. It was vital to declare English the organization's official language in order to facilitate more effective collaboration (Вареник, 2019). All UN activities, including international meetings between heads of state, summits, and other gatherings, are conducted in this language. All international legislation, decrees, dialogues, and debates are conducted in English. NATO is likewise a global organization that operates in English due to the requirement for its member nations to communicate in a common language. Another notable international institution is the League of Nations. Since its inception in 1919, the language that would be employed to allow the growth of its meetings has been a priority. It started off as a European organization that spoke English, French, and Spanish. In more than 100countries, there is a huge desire for linguistic coherence. When it comes to the use of a given language, the presence of a huge number of people in international organizations may produce ambiguity and instability (Engles, 2015).

This also emphasizes the communication difficulties posed by the presence of a large number of spoken languages in distinct countries. Regardless, English is the most often used language in international politics and relations. In all, English has been declared as the official language of almost 12,000 international organizations (Nawar Al-Saadi, 2021).

**4. Conclusion**

We try to investigate the impact of the spreading English as a lingua franca based on the fact that this language is common in more than half of countries in the world that give it preference in communication and working processes. It is common known that English has become the language of the world because it is the mean of cooperation and collaboration in many organizations and governments agencies. In particular, it is the most acceptable in Diplomacy as the basis of any interstate or inter-institutional relations. It is confidently called the diplomatic language, thus as a mean of negotiations it plays significant and very important role. This is the result of interaction between many representatives of different international unions and political organisations. The most valuable argument to English as an international language is its availability and global prevalence. English is accepted by millions people all over the world and, from our point of view, the uniting people behind one language can be beneficial for any spheres of our life.

**REFERENCES**


1. Вареник С. С. Міжнародна економічна інтеграція та вільна роль знання іноземних мов як інструмента для передачі інформації / Науково-дослідний інститут економіки, 2019. URL: https://www.elibrary.u/item.asp?id=3723098
2. Akerlof, G., & Kranton, R. Economics and Identity. 2000, Pp. 715-753.
3. Engles. English as an international language. Чому англійська – міжнародна мова? 2015. URL: https://englex.u/english-as-an-international-languageprint/
4. Lang, K. A language theory of discrimination. *Quarterly Journal of Economics*. 1986. Pp. 363-382.

5. Nawar Al-Saadi. The role of the English language in economic development, University of Bucharest, 2021. URL: https://www.researchgate.net/publication/354652700_The_role_of_the_English_language_in_economic_development
6. Parupalli Srinivas Rao. The role of English as a global language: Parupalli Srinivas Rao, English Language Centre, King Faisal University, Al-Hasa, Kingdom of Saudi Arabia, 2019. URL: https://www.researchgate.net/publication/334282978_THE_ROLE_OF_ENGLISH_AS_A_GLOBAL_LANGUAGE
7. Seymur Nazarov. The main role of English as international language and the impact of language in International Relations: Ganja State University, 2022. URL: https://www.academia.edu/70454874/The_main_role_of_English_as_international_language_and_the_impact_of_language_in_International_Relations
8. Tikateachек. The Importance of Foreign Languages. URL: https://nikateacher.com/the-importance-of-foreign-languages-for-erasmus-student-exchange-programme/

# DIE BEDEUTUNG VON DEUTSCHKENNTNISSEN IM KAMPF GEGEN DEN MENSCHENHANDEL

*M. O. Berezhna,*
*T. V. Krupkina, PhD (Sprachbetreuerin)*
*V. N. Karazin Nationale Universität, Charkiw*

**Berezhna M. O. Krupkina T. V. Die Bedeutung von Deutschkenntnissen im Kampf gegen den Menschenhandel.** Der artikel behandelt die theoretischen und angewandten Aspekte der internationalen Rechtshilfe im Bereich der Bekämpfung des Menschenhandels. Insbesondere beschreibt die Studie im Detail die doktrinären Ansätze der in- und ausländischen Wissenschaftler – Internationalisten auf: das Problem des Menschenhandels und seine Untersuchung durch die Rechtslehre; Verallgemeinerung der internationalen Rechtsakte auf Mittel und Grundsätze der Bekämpfung des Menschenhandels in der internationalen Erfahrung. Zum ersten Mal werden die Möglichkeiten der Umsetzung internationaler Standards zur Verhinderung des Menschenhandels in der Ukraine klar umrissen, die Problematik der Erlangung des Status eines Opfers des Menschenhandels aufgezeigt und die Perspektiven zur Verbesserung der internationalen Zusammenarbeit im Bereich des Menschenhandels beschrieben.

**Schlüsselwörter:** Bekämpfung des Menschenhandels, globales Problem, Menschenhandel, internationale Organisationen, Nichtregierungsorganisationen.

**Бережна М. О. Крупкіна Т. В. Важлівість знання німецької мови у боротьбі з торгівлею людьми**. В статті проаналізовано теоретичні та прикладні аспекти міжнародно-правової допомоги у сфері протидії торгівлі людьми. Зокрема, в межах дослідження детально охарактеризовано доктринальні підходи вітчизняних і зарубіжних учених – міжнародників щодо: проблематики торгівлі людьми та її вивчення правовою доктриною; узагальнення міжнародних нормативно-правових актів про засоби та засади протидії торгівлі людьми у міжнародному досвіді. Вперше, чітко окреслено способи реалізації міжнародних стандартів запобігання торгівлі людьми в Україні, розкрито проблемні питання отримання статусу особи, потерпілої від торгівлі людьми та охарактеризовано перспективи вдосконалення міжнародного співробітництва у сфері торгівлі людьми.

**Ключові слова:** глобальна проблема, міжнародні організації, неурядові організації, протидія торгівлі людьми, торгівля людьми.

## 1. Einführung

Die Bedeutung von Deutschkenntnissen ergibt sich heute aus der Tatsache, dass das Problem des Menschenhandels nicht nur in der Ukraine, sondern auch in vielen anderen Ländern weit verbreitet ist, unabhängig vom

Entwicklungsstand des Landes. Und da Deutsch als multinationale Sprache in der ganzen Welt gilt, ist es für die vollständige Suche und die erfolgreiche Rückführung von Menschen in ihre Heimat notwendig, die deutsche Sprache zu beherrschen, um sich zwischen Menschen aus verschiedenen Ländern verständigen zu können. Deutsch ist die am weitesten verbreitete Muttersprache in der Europäischen Union und in sieben Ländern eine offizielle Staatssprache. Das Ausmaß des Menschenhandels in der Welt hat heute ein solches Ausmaß erreicht, dass er in seinen Folgen nach dem illegalen Waffen- und Drogenhandel an dritter Stelle steht. Nach Angaben der Organisationen waren in den letzten zehn Jahren vor allem die Türkei, Polen, die Tschechische Republik, Italien, die Arabischen Emirate, Deutschland, Israel, Griechenland und die Ukraine vom Menschenhandel betroffen. Gleichzeitig waren 100 % der Ukrainer Opfer des Menschenhandels auf dem Gebiet der Ukraine (Orleans, 2013, S. 77).

Das Studium der wissenschaftlichen Literatur hat ergeben, dass bestimmte Aspekte des Problems in den Studien ausländischer und ukrainischer Wissenschaftler offengelegt wurden. Im neunzehnten und frühen zwanzigsten Jahrhundert wurde auf die Begehung von Straftaten im Zusammenhang mit dem Menschenhandel hingewiesen. Die Begehung von Verbrechen im Zusammenhang mit Menschenhandel wurde im XIX. und frühen XX. Jahrhundert von Otto Henne, M. Gernet, S. Gogel, C. Otto Henne, M. Gernet, S. Gogel, V. Deryuzhynsky, C. Lombroso, F. List, J. Ferraro, S. Shashkov, F. Yanovsky aufgezeigt. Der Frauen- und Kinderhandel als Verbrechen mit internationalem Charakter wurde von I. P. Blishchenko, L. N. Galenska, I. I. Karpet, I. I. Lukashuk, A. V. Naumov, V. P. Panov, Y. A. Reshetov und anderen untersucht.

G. A. Zorin, V. E. Yeminov, V. I. Kulikov, A. I. Kononov, V. V. Luneev, A. S. Ovchynskyi, V. S. Ovchynskyi, S. S. Ovchynskyi, V. A. Tankevych, M. P. Yablokov haben in ihren wissenschaftlichen Arbeiten über Menschenhandel durch transnationale kriminelle Gruppen geschrieben.

O. M. Bandurko, I. O. Ivashchenko, V. A. Kazak, Y. G. Lyzogub, V. V. Luneev, A. A. Muzyka, O. V. Naden, A. M. Orleans, I. G. Poplavsky, E. L. Streltsov, P. P. Serdyuk und andere haben sich in ihren wissenschaftlichen Veröffentlichungen mit den kriminologischen und strafrechtlichen Aspekten der Bekämpfung des Menschenhandels beschäftigt (Soatova, n. d.).

Gleichzeitig lässt die Analyse des wissenschaftlichen Erbes zu diesem Problem den Schluss zu, dass die Fragen des Deutschunterrichts im Bereich der Bekämpfung des Menschenhandels nach wie vor ungelöst sind, obwohl das Problem jedes Jahr aktuell bleibt (Левченко, 2000, с. 24).

Die Relevanz des Problems und die unzureichende theoretische Entwicklung führten daher zur Wahl des Forschungsthemas "Die Bedeutung der deutschen Sprachkenntnisse im Bereich der Bekämpfung des Menschenhandels".

Gegenstand der Analyse ist die deutsche Sprache

Gegenstand der Analyse ist die Bedeutung der deutschen Sprachkenntnisse im Bereich der Bekämpfung des Menschenhandels.

Ziel des Artikels ist es, die theoretischen Grundlagen im Prozess des Deutschlernens im Bereich der Bekämpfung des Menschenhandels zu konkretisieren.

In Übereinstimmung mit der Zielsetzung wurden die folgenden Forschungsziele festgelegt:

1) Charakterisierung des begrifflichen und terminologischen Apparats des Problems der Bedeutung des Erlernens der deutschen Sprache im Bereich der Bekämpfung des Menschenhandels.

2) Identifizieren Sie integrative Lernaktivitäten, die die wesentlichen Bedingungen der Bedeutung des Deutschlernens im Bereich der Bekämpfung des Menschenhandels zusammenfassen.

## 2. Die Bedeutung von Deutschkenntnissen im Bereich der Bekämpfung des Menschenhandels

In der heutigen Welt entwickelt sich neben dem Drogen- und Waffenhandel zunehmend eine andere Form der internationalen Kriminalität – der Menschenhandel. Die ukrainische Forscherin Kateryna Levchenko beispielsweise definierte den Begriff Menschenhandel als eine Reihe von sozialen Phänomenen: Die Objekte dieses Verbrechens können alle Menschen sein, unabhängig von Geschlecht und Alter. Männer zum Zweck der Ausbeutung, Kinder zum Zweck der Bettelei, bei Frauen kann es sich um Zwangsheirat, Zwangsarbeit, Zwangsverwendung im Haushalt oder in der Industrie, erzwungene oder angeordnete Geburten, Personen zur Organentnahme und Transplantation handeln („Загальна декларація”, n. d.). Dies ist natürlich ein Verstoß gegen die Menschenrechte und Freiheiten, die in der Allgemeinen Erklärung der Menschenrechte, die von der Generalversammlung der Vereinten Nationen verabschiedet wurde, verankert sind. Laut der UN-Konvention von Palermo und dem dazugehörigen Protokoll, das im November 2000 verabschiedet wurde, gehört der Menschenhandel zu den gefährlichen Straftaten. Es gibt eine Reihe von Konventionen, Pakten und Protokollen, die sich mit diesem Thema befassen.

1. Übereinkommen zur Beseitigung jeder Form von Diskriminierung der Frau, in Kraft getreten am 3. September 1981 („Конвенція про ліквідацію”, n. d.).

2. UN-Übereinkommen gegen die grenzüberschreitende organisierte Kriminalität, in Kraft getreten am 15. November 2000 („Конвенція ООН”, n. d.).

3. Übereinkommen zur Unterdrückung des Menschenhandels und der Ausbeutung der Prostitution anderer, angenommen von der UN-Generalversammlung, in Kraft getreten am 2. Dezember 1949 („Конвенція про боротьбу”, n. d.).

4. Internationaler Pakt über bürgerliche und politische Rechte, in Kraft getreten am 16. Dezember 1966 („Міжнародний пакт”, n. d.).

5. Protokoll zur Verhütung, Bekämpfung und Bestrafung des Menschenhandels, insbesondere des Frauen- und Kinderhandels, in Ergänzung des UN-Übereinkommens gegen die grenzüberschreitende organisierte Kriminalität („Протокол про попередження”, n. d.).

Wichtige Maßnahmen des Staates zur Bekämpfung des Menschenhandels sind:

1. Schaffung der Voraussetzungen für die Erhöhung der Zahl der legalen Arbeitskräfte, vor allem in den Ländern, in die die meisten ukrainischen Bürger einwandern. Zu diesem Zweck sollte die Unterzeichnung entsprechender zwischenstaatlicher Abkommen intensiviert werden.

2. Sicherstellung, dass den Opfern des Menschenhandels Sozialarbeit und soziale Dienste zur Verfügung gestellt werden.

3. Sensibilisierung der Öffentlichkeit.

4. Sicherstellung der Umsetzung und des Funktionierens des nationalen Mechanismus für das Zusammenwirken der Akteure, die im Bereich der Bekämpfung des Menschenhandels tätig sind.

5. Die Beseitigung von Gewalt gegen Frauen in allen Bereichen des öffentlichen Lebens und die Bereitstellung von Schutz und Hilfe für die Opfer von Gewalt.

6. Beaufsichtigung der Tätigkeit von Tourismusorganisationen.

7. Schaffung von Bedingungen für die Beschäftigung von Jugendlichen.

### 3. Die Bedeutung von Deutschkenntnissen bei der internationalen Rechtshilfe im Bereich der Bekämpfung des Menschenhandels

Heutzutage ist das Erlernen von Fremdsprachen ein wichtiger Aspekt des modernen Lebens. Eine Fremdsprache gibt uns die Möglichkeit, die Kultur und die Traditionen anderer Länder kennenzulernen, trägt zur Entwicklung des Denkens, der Vorstellungskraft und des Gedächtnisses bei. Ihre Kenntnis ist für eine wirksame Interaktion der Staaten untereinander in vielen Bereichen des Lebens (Wissenschaft, Politik, Kultur, Kunst usw.) notwendig. Das Beherrschen einer Fremdsprache ist heutzutage eine der Voraussetzungen für berufliche Kompetenz.

In der Welt findet derzeit ein Globalisierungsprozess statt – die Entstehung einer hybriden Weltkultur, die Vermischung nationaler Traditionen, die verstärkte Zusammenarbeit zwischen den Nationen. Er manifestiert sich in der Vereinigung und Vereinheitlichung verschiedener Aspekte des Lebens der Menschen – ihrer Weltanschauung und ihres Weltbildes, der Politik und der Wirtschaft, des sozialen Lebens und der Produktion, der Wissenschaft und der Bildung, der Kultur und der Kunst, der Religion und der Sprache, des Sports, usw.

Die Prozesse der weltweiten Globalisierung und Integration haben zu einer explosionsartigen Zunahme interkultureller Kontakte in allen Lebensbereichen geführt. Solche Situationen interkultureller Kommunikation wie Schul- und Universitätsaustausch, Praktika für Wissenschaftler, internationale Konferenzen, Joint Ventures, touristische Reisen, Ausstellungen, Besichtigungen, Sportwettkämpfe usw. sind fest in sie eingegangen. Eine der Voraussetzungen für eine erfolgreiche Anpassung an den sozialen Raum sind daher Fremdsprachenkenntnisse.

Die Unkenntnis einer Fremdsprache kann dazu führen, dass man in die Hände von betrügerischen Menschenhändlern gerät. Oft werden Menschen, die anderen vertrauen, versklavt, vor allem Kinder und Frauen leiden, ihre Pässe werden ihnen weggenommen und sie werden gezwungen, für Essen zu arbeiten. Deshalb ist das Erlernen von Sprachen in der heutigen Welt sehr wichtig (Дайчман, 2003, с. 235).

### 4. Schlussfolgerungen

In diesem Artikel werden die Hauptprobleme bei der Bekämpfung des Menschenhandels analysiert. Demnach ist Menschenhandel eine Reihe von Maßnahmen zur Beförderung, Verbringung und Aufnahme von Personen unter Androhung von Gewalt, anderen Formen der Nötigung, Einschüchterung oder durch die Bereitstellung falscher Informationen über die Möglichkeit, am Zielort Geld zu erhalten (zu verdienen).

Die Studie über diesen Wirtschaftszweig zeigt, dass die Ukraine derzeit an fünfter Stelle im Westen steht, was den Menschenhandel betrifft. In der Ukraine ist der Menschenhandel oder eine andere rechtswidrige Vereinbarung über die Verbringung einer Person strafbar (Artikel 149 des Strafgesetzbuches der Ukraine, Gesetz der Ukraine "Über die Bekämpfung des Menschenhandels"). Es ist anzumerken, dass die Ukraine ihre nationale Gesetzgebung näher an die Anforderungen der internationalen Normen herangeführt hat als die Länder der Europäischen Union.

Dies zeigt sich darin, dass die Formen des Menschenhandels weiter gefasst werden als in den Gesetzen der EU-Mitgliedstaaten, die sich in der Regel auf den Handel zum Zwecke der Zwangsprostitution oder der sexuellen Ausbeutung beschränken. Es ist anzumerken, dass das Thema der Bekämpfung des Menschenhandels, insbesondere die internationale Rechtshilfe in diesem Bereich, für viele Länder von großer Bedeutung ist, so dass seine weitere wissenschaftliche Erörterung relevant bleibt.

Nachfolgende Studien werden sich darauf konzentrieren, die Bedingungen für die Gestaltung der Fremdsprachenausbildung im Bereich der Bekämpfung des Menschenhandels zu beschreiben.

### REFERENZEN

1. Дайчман И. Интерпол: Всемирная система борьбы с преступностью. М. : Рипол Класик, 2003. 480 с.
2. Загальна декларація прав людини. URL: https://zakon.rada.gov.ua/laws/show/995_015#Text
3. Конвенція ООН проти транснаціональної організованої злочинності. URL: https://zakon.rada.gov.ua/laws/show/995_k27#Text
4. Конвенція про боротьбу з торгівлею людьми та експлуатацією проституції третіми особами. URL: https://zakon.rada.gov.ua/laws/show/995_162#Text

5. Конвенція про ліквідацію всіх форм дискримінації стосовно жінок. URL : https://zakon.rada.gov.ua/laws/show/995_207#Text
6. Левченко К. Б. «Торгівля людьми» та «торгівля жінками»: проблеми формування термінології сучасних документів. *Вісник Харківського національного університету внутрішніх справ*. 2000. № 11. С. 24-30.
7. Міжнародний пакт про громадянські та політичні права. URL: https://zakon.rada.gov.ua/laws/show/995_043#Text
8. Орлеан А. М. Протидія торгівлі людьми, вчиненої з метою експлуатації праці: науково-практичний посібник. К. : Фенікс, 2013. 152 с
9. Протокол про попередження і запобігання торгівлі людьми, особливо жінками та дітьми, і покарання за неї є доповнення до Конвенції ООН проти транснаціональної організованої злочинності. URL: https://zakon.rada.gov.ua/laws/show/995_791#Text
10. Soatova G. K. The importance of learning vocabulary in speaking English. URL: http://habrahabr.ru/post/126189

# CREATION OF FRANCHISES IN UKRAINE UNDER MARTIAL LAW

***K. O. Bielokon,***
***D. M. Petrenko (language supervisor),***
***V. N. Karazin National University, Kharkiv***

**Bielokon K. O., Petrenko D. M. Creation of franchises in Ukraine under martial law.** The article is devoted to the creation of franchises in Ukraine during martial law, as well as the promotion of franchises abroad.

**Key words:** martial law, business model, franchising, franchisee, franchisor, methods of promotion.

**Бєлоконь К. О., Петренко Д. М. Створення франшиз в Україні в умовах воєнного стану.** Стаття присвячена створення франшизи в Україні під час воєнного стану, а також просуванню франшиши за кордон.

**Ключові слова:** воєнний стан, бізнес-модель, франчайзинг, франчайзі, франчайзер, методи просування.

## 1. Introduction

The r e l e v a n c e of the topic of this study is determined by the fact that the franchise has always been one of the most relevant options for starting a business. This option gives confidence in success, as there are living examples. Every year this type of cooperation has only become more popular. The big plus is that the franchise owner provides support to his partner and helps to start his business properly. But is the franchising business still relevant after the outbreak of war on February 24?

The p u r p o s e of the article is to analyze ways of creating a franchise under martial law. The study of ways to solve difficulties that may arise.

The o b j e c t of the study is franchise creation in Ukraine under martial law; the s u b j e c t is the analysis of the peculiarities of franchise creation, franchise sale.

The following t a s k s are set to achieve the purpose:

1. To determine the value and advantages of creating a franchise.
2. To investigate the sale of franchises during martial law.
3. To analyze the possibility of promoting the franchise abroad.
4. To define pros and cons of opening a franchise business during martial law.

In this article we use such scientific methods as analysis, synthesis, comparison and content analysis.

## 2. The definition of franchise, value and advantages of creating a franchise

Franchise is a contract between a company with its own brand and a third party. According to the terms of the agreement, the franchise buyer (franchisee) receives a paid right to open his own business under the guidance of the franchise owner (franchisor), using its name, technology, intellectual property rights, etc.

In order for the franchise opening to be successful, the franchisor helps with advice and offers ready-made equipment options, a general automation system for the franchise to work. He establishes communication with suppliers and initially controls the technological process (Силівейстр, n. d.).

Often two different concepts – franchising and franchise – are confused or considered the same.

Franchise is the purchase of the right to operate a business under the name of a well-known trademark, and franchising is doing business under the terms of the franchise.

Opening a franchise business can be a good option both for people who have always wanted their own establishment and for people who want to invest in a business with high stability. In addition, in times of crisis, pandemic and war, franchise companies have more chances to continue working and survive in the market.

Working on a franchise seems easier than starting your own business, and it gives confidence in success, but there are limitations and disadvantages in such work that you need to familiarize yourself with before starting cooperation.

Pros for beginners – less risks, justified investments and support from the franchisor.

Cons – the franchisor can prescribe strict rules of cooperation in the contract, limit the choice of suppliers and unilaterally terminate the contract. All this should be considered in the agreement with the franchise owner (Силівейстр, n. d.).

## 3. Sale of franchises during martial law

With the beginning of the full-scale invasion, more and more entrepreneurs began to think about alternative ways of earning money. Any crisis is an opportunity for popular business models to occupy a niche or find a potential franchisee. While someone is in a daze, someone sells or buys a ready-made business franchise.

Due to the full-scale invasion of Ukraine, the market is increasingly aware of franchise options that are more accessible than they were in the pre-war period. It is possible for any company to develop a franchise package of materials and documents. The process of creating a franchise may not require significant investments of time and money. However, the more difficult stage is setting up franchise sales channels. How to promote and sell franchises during the crisis? (“Франчайзинг”, n. d.).

The most optimal is when the franchise is sold by the manager, and the business owner is involved only at the final stage – signing the franchise agreement. The manager can be in the staff of the franchise owner company or this function can be outsourced. It should be clearly understood that it is most effective when one manager sells one franchise, that is, represents one company. This is due to the fact that for the success of sales, the employee must know not only the essence of the franchise itself and the history of the company-owner. He must know the product thoroughly: what are the areas of the stores that the company owns, or on the basis of the sauce of which brand the salad dressing is prepared in the assortment. The manager must study not only information about the franchise, but also about the company itself. It is important that the employee sees all business processes with his own eyes and goes through the whole process of adaptation and training.

In addition, a clear control and reporting system should be built for such a manager, individual scripts and a sales funnel should be developed. There must be a person who will check the CRM system and listen to calls. There must be a manager who will analyze reports, conversions, marketing activity and connect the marketing team to adjust the promotion. In other words, franchise sales are not only calls on left applications. This is a full-fledged work on the promotion and sales of a new product (“Франчайзинг”, n. d.).

**4. Promotion of the franchise abroad**

Classical methods of promotion have become less effective. Practice shows that before the full-scale invasion, it was more effective to promote the franchise through contextual advertising. Now the number of such requests has significantly decreased. Now there are more chances to get a targeted lead when promoting in social networks, public, business media and

YouTube. Personal acquaintances also work – participation and communication within business clubs, exhibitions, and associations.

And how to sell the franchise outside Ukraine? The companies “Lviv croissants” and “Nova Poshta” in order to enter the European market and start selling franchises abroad, began to open their own outlets there.

The fact is that historically, franchises of Ukrainian companies abroad were bought mainly by the diaspora, friends of business owners or foreigners who have already visited Ukraine, visited the location and became interested in its concept. Why do Europeans take longer to buy franchises from Ukraine? We have a very different regulatory framework; many companies do not have reliable suppliers in Europe. Even the language barrier can become an obstacle. Therefore, if you plan to sell a franchise outside Ukraine, pay attention to introducing your product or service to potential franchisees (“Франшизи”, n. d.).

The transaction cycle has become longer and the value of a partner in many niches has increased significantly. Over the past few years, business has moved into the digital world. Therefore, it is not surprising that live meetings play an important role in establishing more reliable business connections. Franchise sales is no exception. Now more and more often new formats of business breakfasts, live franchise discussions and private meetings are beginning to appear. The need for communication and new impressions is very important and dictates new formats of events and new approaches to the promotion and sale of franchises (Про франшизу, n. d.)

## 5. Opening a franchise business during martial law: pros and cons

Opening a franchise business for a novice entrepreneur is definitely a good idea, but it is important to choose the right company. Keep in mind that there are advantages as well as disadvantages for both parties.

*Pros of buying a franchise for franchisees:*

- Reputation and recognition. Buying a franchise of a well-known brand, you simultaneously gain recognition among visitors. You will not need to promote the brand from scratch.
- Reduced risks. Unlike a business from scratch, a franchise gives you accurate information about planning expenses and income, the risks of "going into the red" are minimal. In addition, you do not need to study the market in detail, you will learn about all the subtleties thanks to the franchisor.

- Payback. The success of quick payback can be borrowed immediately from the franchisor. You will not need to spend time studying the business model and making payback calculations.
- Ready business model. The franchisor gives you a proven business model that is already working successfully.
- Benefits for obtaining a loan. If you want to buy a franchise, but you don't have enough money, some banks give loan benefits for this type of business.

Help and support. The franchisor is interested in providing you with help and support at the initial stage. It is in the interests of both that your business goes up and no mistakes are made when opening a franchise, which may occur during the launch of the institution at the initial stages ("Як підготувати свій бізнес", n. d.).

*Cons of buying a franchise:*

- Some platforms for finding franchise offers do not work during the war, which makes it difficult to find options.
- Strict contractual framework. After the conclusion of the contract, the franchisee is obliged to follow all the rules that are prescribed in it. Compliance with the rules does not affect the payback of the business. Therefore, you should always carefully read the contract that you conclude.
- Large investments in the purchase of a franchise. Sometimes opening a franchise business requires more investment than opening a new business. Under the terms of the agreement, you will need to pay a down payment (lump sum) for the purchase of the franchise, as well as pay royalties – monthly deductions for use.
- Risk of bankruptcy. It is possible that the franchise owner will want to close his network. In this case, you will literally have to start a business from scratch.
- Restrictions in work. By concluding the agreement, you agree to the terms and conditions that are spelled out in it. Often the franchisor limits the list of suppliers from whom you can make purchases. It may also limit the location of the establishment, which may affect the high rent of the premises in the area ("Франчайзинг", n. d.).

## 6. Conclusions

As a conclusion, a franchise in Ukraine even during martial law is a good option for starting a business. Due to the full-scale invasion of the market, it is increasingly possible to know franchise options that are more accessible than they were in the pre-war period. Going abroad remains financially challenging, but it has become easier to find a buyer for a Ukrainian franchise. Classical methods of promotion have become less effective. Practice shows that before the full-scale invasion, franchise promotion through contextual advertising was more effective. Now the number of such requests has significantly decreased. Now there are more chances to get a targeted lead when promoting in social networks, public, business media and YouTube. A franchise is a preferable model of small and medium business development, which minimizes risks for start-up entrepreneurs. In view of the above, we can conclude that with the right choice, the right investment and the observance of all conditions, it is not so difficult to make a profit from opening your franchise, since all conditions are the most favorable.

## REFERENCES

1. Про франшизу. URL: https://franchising.ua/franshiza/291/dnipro-m/ (дата звернення 21.11.2022)
2. Сілівейстр Володимир. Робота з франшизи: як відкрити малий бізнес з франшизи. URL: https://joinposter.com/ua/post/yak-vidkryty-franshyzu (дата звернення 11.11.2022)
3. Франчайзинг під час війни. Як відкривати та масштабувати (вебінарний проєкт від «Дії»). URL: https://business.diia.gov.ua/cases/masstabuvanna/francajzing-pid-cas-vijni-ak-vidkrivati-ta-masstabuvati (дата звернення 11.11.2022)
4. Франшизи: розробка та виведення на ринок. URL: https://legalaid.ua/ua/franshyzy-rozrobka-ta-vyvedennya-na-rynok (дата звернення 14.11.2022)
5. Як підготувати свій бізнес до можливого воєнного стану. URL: https://biz.ligazakon.net/analitycs/209335_yak-pdgotuvati-svy-bznes-do-mozhlivogo-vonnogo-stanu (дата звернення 13.11.2022)

# IMPACT OF ENVIRONMENTAL ACTIVISTS ON TOURISM

***M. V. Bielova,***
***O. O. Meleshchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Bielova M. V., Meleshchenko O. O. Impact of environmental activists on tourism.** The article focuses on the impact of environmental activists on tourism. The study provides definitions of the concepts of environmental movement, environmental activist, and explores the types of environmental movements. It also analyzes the actions of the environmental activists of The Last Generation group, who draw attention to the problem of global warming by gluing themselves to famous works of art. The study also examines the incident with environmental activists from Peru who took tourists hostage in order to draw the authorities' attention to the problem of an oil spill in the region. It is concluded that although these actions are aimed at making positive changes in society, they have negative consequences for the tourism industry.

**Keywords:** environmental activist, impact, Peru, The Last Generation, tourism, work of art.

**Бєлова М. В, Мелещенко О. О. Вплив діяльності екологічних активістів на туризм.** У статті аналізується вплив екологічних активістів на туризм. У дослідженні надано визначення поняттям екологічний рух, екологічний активіст, досліджено типи екологічних рухів. Проаналізовано дії екоактивістів групи "Останнє покоління", які привертають увагу до проблеми глобального потепління, приклеюючи себе до відомих витворів мистецтва. Також розглянуто інцидент з екологічними активістами в Перу, які взяли в заручники туристів для привернення уваги влади до проблеми розливу нафти у регіоні. Робиться висновок, що хоча ці дії направлені на позитивні зміни у суспільстві, вони мають негативні наслідки для туристичного бізнесу.

**Ключові слова:** витвір мистецтва, вплив, екологічний активіст, Останнє покоління, Перу, туризм.

## 1. Introduction

The tourism industry has faced big challenges over the past five years. It is the tourism sector that has been hit the hardest during the COVID-19 pandemic and its consequences have still an impact on jobs and businesses in the industry. Besides the coronavirus pandemic environmental movements has also affected international tourism. Due to recent unprecedented heat waves, extreme droughts, and other natural disasters which are the result of the climate change, people are becoming more and more concerned about the future of the Earth. Eco-activists are trying to find solutions for living in changing conditions by drawing to them both the attention of the government and public. Sometimes they take unprecedented actions which greatly affect the tourism sector.

The o b j e c t of the article is environmental activists' actions while its s u b j e c t is the impact of environmental activists on tourism. The a i m of the study is to analyze the impact of environmental activists on tourism. To reach this aim the following objectives have been specified:

- to study the notions of environmental movement, environmental activist, and types of environmental movements;
- to investigate the actions of The Last Generation climate activists in relation to the cultural heritage and their consequences;
- to trace the consequences of environmental grassroots activists' actions in Peru.

**2. Environmental movement and its types**

The negative impact on people's lives of environmental pollution and climate change has led to the emergence of various environmental movements around the globe. Environmental movement or eco-movement is understood as "a political movement that focuses on protecting the environment, reducing environmental damage (such as pollution), and reducing unsustainable use of natural resources" ("Oxford Reference", n.d.). A person who is concerned with the protection of environment and supports the environmental movement's goals is called an environmentalist or eco-activist ("8 Types," 2022).

The contemporary environmental movement emerged in the late 19th century in response to health deterioration due to pollution during the Industrial Revolution and as well as necessity to protect European countryside and American wilderness (Encyclopedia Britannica, n. d.).

Nowadays among the main types of eco-activists there are:

1) Climate activists who put pressure on national and business leaders to take action to safeguard the future for the humanity. They mainly address the issues of the causes and impacts of climate change;
2) Conservationists who are concerned with preserving natural habitats, including parks, forests, and rangelands;
3) Environmental human rights defenders – individuals or collectives who protect the environment from harm resulting from

resource extraction, hazardous waste disposal, infrastructure projects, land appropriation, or other dangers.

4) Green parties – political parties which follow the principles of green politics, such as social justice, environmentalism, and nonviolence;
5) Water protectors who are focused on defending the world ocean and water systems;
6) Environmental grassroots activists – a group of people who use basic rights such as freedom of speech and freedom of expression to advocate for change, the group has no political affiliations or motives and acts independently in their campaigns. ("8 Types", 2022.)

Among eco-activists that have recently gained much attention and affected the tourism industry the most are the well-known climate-activist group The Last Generation and environmental grassroots activists from an indigenous group in Peru.

**3. German Last Generation climate-activist group**

The Last Generation (Ger. Letzte Generation) is one of the most well-known movements that has gained a lot of publicity due to their stunts involving attempts to inflict damage to cultural heritage. The mission of The Last Generation reads on their website as follows: "We are the Last Generation. We come together and offer resolute non-violent resistance to the fossil-fuel madness of our present. We are society's will to survive!" (Letzte Generation, n. d.). The movement's main aim is to reduce the use of fossil fuel in order to limit global warming "because we are all the last generation that may still be able to stop the complete ecological collapse of the earth, whether we want it or not" (ibid.). In order to attract attention to the problem of global warming, The Last Generation activists organize protests in museums by gluing themselves to famous works of art. Fortunately, they have not spoilt anything yet (Armstrong, 2022).

In the era of social networks when there is the priority of the picture over the text, The Last Generation activists target famous museums and paintings. They glued themselves to the frame of Raphael's "Sistine Madonna", the showpiece of the Dresden Picture Gallery, to Nicolas Poussin's "Thunderstorm with Pyramus and Thisbe" in the Städel Museum in Frankfurt, they also taped themselves to the secure bulletproof glass pane of Sandro Botticelli's Primavera in Florence's Uffizi Gallery (Trinks, 2022).

In November 2022, the Last Generation threw soup at Vincent van Gogh's "The Sower" at the Palazzo Bonaparte in Rome. The painting, which was protected by the glass suffered no damage (Armstrong, 2022).

According to the editor and art critic of the Frankfurter Allgemeine newspaper Stefan Trinks, who calls the participants of the action in Dresden "Dresden apocalyptists", in Frankfurt they came "to the scene with two groups of photographers" (Trinks, 2022). This is an obvious attempt to get maximum media coverage. As the participant of the action in Dresden Maya Winkelmann said, "we have no time to lose, because the climatic disaster has already begun" (Letzte Generation, n. d.). Although some people assume that the press and the public will get used to protesters and stop reacting, and the purpose of the protest will not be achieved, Olaf Zimmermann, head of the German Council for Cultural Affairs, pointed out the dangers of such actions that might attract copycats who might actually damage the painting next time (Trinks, 2022).

Obviously, transferring resistance to the government's course to places of culture and art have a negative impact on tourism. The protests organized by the Last Generation climate-activist group scare away tourists by the threat of inflicting damage to the cultural heritage as well as throwing the museum into turmoil which might lead to the cancellation of excursions due to the necessity of cleaning or restoring the work of art targeted by the eco-activists. On the other hand, they spark interest in the cultural heritage by drawing attention to the works of art and museums. This may lead to the increased flow of tourists willing to look at the targeted painting after it's been put on display again.

## 4. Peruvian environmental grassroots activists take tourists hostage

The recent protest organized by environmental grassroots activists has shocked the entire tourist industry. Last November more than 100 tourists, both Peruvians and foreigners, were taken hostage by an indigenous group in Peru. The activists were trying to draw the attention of the government and the public to the oil spills on the Kuniniko River after the river pollution had allegedly led to the deaths of two children and one woman ("CBS News", 2022).

Peruvians and tourists from the United Kingdom, the United States, Spain, France and Switzerland were on a cruise along the Peruvian rivers, when the locals blocked the river holding the people captive. According to the indigenous group, this was the only way they have found to demand "medical help and clean water and food" after an oil spill in the area "contaminated the wells and river" ("Indigenous group", 2022).

The community leader, Watson Trujillo, stated that he was forced to take such a radical step to summon the attention of the authorities. He also said that the community had already approached the state 46 times to report oil spills, but no action had been taken ("Indigenous group", 2022).

Among the tourists taken hostage on cruise boats there were elderly people, people with disabilities, at least one pregnant woman and a baby. Although according to one of the tourists, they were treated well, after the 28-hours ordeal their fatigue and anxiety rose and they started running out of food and water supplies ("Indigenous group", 2022). This incident has had negative impact on local tourism since people are unwilling to travel to the region where they are at risk of being held hostages. Now a lot has to be done to restore traveler confidence.

## 5. Conclusions

The tourism industry has faced a lot of problems in the recent years and one of them is violent actions of environmental activists. The environmental advocates are concerned with protecting the environment and reducing environmental damage inflicted by humans. Nevertheless, sometimes their ways of attracting attention to their agenda are harmful to the tourism industry. This point has been exemplified by the recent protests of The Last Generation, a German climate-activist group, and the Peruvian environmental grassroots activists. The former put at risk works of art which belong to the World heritage by gluing themselves to the frames. This leads to the necessity of heightened security in museums which may result in increased entry fees, the withdrawal of the work of art from display to restore it and putting paintings at risk of being completely damaged in the future. Peruvian environmental grassroots activists have gone even further. To attract attention of the government to oil spills in the Amazonian region they took tourists hostage. More than 100 tourists have experienced a 28-hour ordeal of being trapped in a riverboat without proper medical assistance, and sufficient supplies of water and food. The incident has had negative consequences on the hostages' mental health as well as the local tourist industry. Although such actions get a lot of publicity and attract worldwide attention to a particular region/work of art, they affect tourism in a negative way by scaring off people.

The p r o s p e c t for further research is the study of the role of eco-activists in the emergence of the sustainable tourism.

.

**REFERENCES**

1. Armstrong M. Van Gogh's "The Sower" latest painting to be targeted by climate activists. 2022. URL: https://www.euronews.com/culture/2022/11/04/van-goghs-the-sower-latest-painting-to-be-targeted-by-climate-activists (Last accessed: 08.01.2023).
2. Climate Emergency Fund. URL: https://www.climateemergencyfund.org/ (Last accessed: 08.01.2023).
3. Encyclopedia Britannica. URL: https://www.britannica.com/topic/environmentalism/History-of-the-environmental-movement (Last accessed: 08.01.2023).
4. Indigenous group holds dozens of tourists hostage, including Americans, in Peruvian Amazon oil spill protest. *CBS News*. 2022. URL: https://www.cbsnews.com/news/peru-hostages-amazon-indigenous-group-holds-tourists-over-oil-spill/ (Last accessed: 08.01.2023).
5. Letzte Generation. URL: https://letztegeneration.de/en/ (Last accessed: 08.01.2023).
6. Oxford Reference. URL: https://www.oxfordreference.com/ (Last accessed: 08.01.2023).
7. Trinks S. Eine kleben: Aktivisten hangen an bildern. 2022. URL: https://www.faz.net/aktuell/feuilleton/kunst-und-architektur/frankfurt-und-dresden-letzte-generation-klebt-sich-an-gemaelde-rahmen-18265973.html (Last accessed: 08.01.2023).
8. 8 Types Of Environmental Movements. *Earth5r*. 2022. URL: https://earth5r.org/8-types-of-environmental-movements/ (Last accessed: 08.01.2023).

# NATO'S ROLE IN THE CURRENT SYSTEM OF INTERNATIONAL SECURITY

***A. D. Bihun,***
***N. O. Marchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Bihun A. D., Marchenko N. O. NATO's role in the current system of international security.**The article analyses the role of NATO in the formation of the modern international security system, because the North Atlantic Treaty Organization has a great influence on the international arena. With 30 members, these are mainly European countries and the USA. The main role of this military-political alliance is to create collective security. NATO, existing on the international arena for almost 75 years, plays a very important role in the modern system of international security, because it is the largest military alliance in the world. An urgent decision is to consider the current activity and structure of NATO, and pay attention to Ukraine's relations with NATO.

**Keywords**: international security, operations, war in Ukraine.

**Бігун А. Д., Марченко Н. О**. **Роль НАТО в системі сучасної міжнародної безпеки**. У статті наводиться аналіз ролі НАТО у формуванні сучасної системи міжнародної безпеки, адже Організація Північноатлантичного договору має великий вплив на міжнародній арені. Налічуючи в собі 30 членів, це переважно європейські країни та США. Головна роль цього військово – політичного альянсу полягає у створенні колективної безпеки. НАТО, існуючи на міжнародній арені вже майже 75 років, воно відіграє дуже важливу роль у сучасній системі міжнародної безпеки, адже це найбільший військовий альянс в світі. Актуальним рішенням є розглянути сучасну діяльність та структуру НАТО, та звернути увагу на відносини України з НАТО.

**Ключові слова:** міжнародна безпека, операції, криза, війна в Україні.

## 1. Introduction

International relations and the state of international security play a major role in the modern world. In the international arena, there are many actors who interact with each other, setting their own rules. Considering modern international relations and the role of international organizations in them is a related decision. An analysis of the existence of an international organization, a military-political alliance on the international arena allows one to assess the current situation in the international security system. The object of the study is NATO in the system of modern international security. The subject of the study is the priorities of NATO's activities in modern conditions of international security, and the directions of development of relations NATO and Ukraine in the realities of the present century. The purpose of the study is to investigate the current role and place of the North Atlantic Alliance, and to analyze its activities in the international security system. NATO's activities have become the object of research by scientists from Ukraine, Europe, and America. Among the works, scientists K. Patrick and V. Warren, Fikrat Mihtizade, V. M. Drobit, and O. V. Semikov can be highlighted. and V.M. Furashev, B. Tarasyuka, Andriy Taran, Serhii Gerasimchuk, Viktor Shimanskyi, Luiza Levelyuk and Roland Oliphat, Marcus Jonathan.

## 2. The essence of NATO

NATO is the largest military-political alliance in the world, which consists of 30 member states from North America and Europe. The main goal of NATO is to protect the freedom and security of all its members by political and military means in accordance with the UN Charter. The basic principles of NATO are collective defense, which aims to: in the event of an attack on one member, other member states will come to the rescue; cooperative security – development of partnership and cooperation with other states, management of crisis situations, i.e. NATO can send its troops beyond its jurisdiction (Федонюк, Лажнік, Моренчук, Романюк, 2008, pp. 25-26).

The NATO Command Structure (NCS) is the backbone of NATO. It consists of a permanent multinational headquarters at the strategic, operational and component levels of command, distributed geographically and jointly funded. It enables all allies to participate and contribute to them. NATO's structure is subordinate to the Military Committee, NATO's highest military body, which includes the defense chiefs of all thirty member countries. In 2022, Jens Stollenberg is NATO Secretary General. The NATO Command Structure (NCS) consists of two strategic commands: the Allied Command Operations (ACO) and the Allied Command Transformation (ACT) (“Командна структура НАТО”, 2018).

NATO's activities at the current stage can be characterized from many directions, because the alliance performs many tasks, such as military operations, humanitarian missions, various types of team exercises, etc. Now it is very relevant to consider exactly the activities of NATO in the modern world, because throughout the history of the alliance's existence, the role of activities has changed. If during the Cold War, NATO was an ideal organization, for which there was a single enemy, like the Union of Nations.

Now the world has changed somewhat, after the end of the Cold War, after the terrorist acts in the USA in 2001, other tasks appeared before NATO, such as international terrorism, which is now developing at a very fast pace, etc. (Шиманський, 2002, pp. 105-111).

### 3. NATO activities at the current stage of international relations

NATO's activities can be described as managing crisis situations around the world. In the 1990s, NATO stopped further bloodshed in Bosnia and Kosovo. Since 2003, NATO has been helping Afghanistan to stop being a safe haven for international terrorist groups. NATO has also helped prevent piracy off the Horn of Africa, and since 2016 has helped to resolve the refugee and migrant crisis in Europe. The fight against terrorism plays an important role in NATO (Дробіт, Семіков, 2007, pp. 12-14 ).

NATO is also a full member of the Global Coalition to Defeat the Islamic State, and their AWACS surveillance aircraft continue to support the coalition. NATO is also training Iraqi forces to better fight Islamic State, and a new intelligence division is helping NATO anticipate and respond to threats. In Naples, NATO has established a "Hub for the South" to help allies tackle the threat of terrorism. Because threats such as terrorism, piracy and cyberwarfare know no borders, NATO is committed to working with its global partners. That is why they work with more than 40 partner countries around the world, as well as with organizations such as the United Nations, the European Union, the Organization for Security and Co-operation in Europe (OSCE) and the African Union, to promote stability and security (10 things you need to know about NATO, n. d.).

### 4. Prospects of relations between NATO and Ukraine at the current stage

In general, the development of relations between NATO and Ukraine began after our country gained independence: this is evidenced by the signing of the Charter on a special partnership between NATO and Ukraine in 1997. This document is framework, system and strategic. Also, for the dynamic development of Ukraine-NATO relations and the implementation of the provisions of the "Charter on a special partnership between Ukraine and NATO", the Ukraine-NATO Commission (KUN) was also created. In 2002, the National Security and Defense Council for the first time decided on the course for membership in NATO. 2008 became a key year: NATO, at its summit in Bucharest, decided that Ukraine had prospects for NATO membership (Тарасюк, 2021, n. d.).

Relations between Ukraine and NATO began to develop quite actively after the beginning of Russian aggression in 2014, when the Russian Federation illegally annexed (temporarily) Crimea and started a war in eastern Ukraine. NATO began to actively support Ukraine through an in-depth political dialogue, further training and assistance to the Ukrainian army. In 2019, amendments were made to the Constitution of Ukraine, which approved the priority direction of Ukraine's policy, the goal of which is Euro-Atlantic integration. At the beginning of the summer of 2020, Ukraine received the status of a NATO partner with enhanced capabilities. At the end of September 2022, Ukraine submitted an application for accelerated accession to NATO (“Відносини з Україною – НАТО”, n .d.)

At the current stage, it is very important to analyze the prospects for the development of relations and Ukraine's membership in NATO, because the aggression on the part of the Russian Federation, the full-scale invasion of 2022 strengthened the relations between NATO and Ukraine. The position of our country regarding joining the North Atlantic Alliance as a full member has become even more pronounced, this is obvious, because Ukraine, a state suffering from Russian aggression, seeks to obtain guarantees of military security. Here it is important to understand that Ukraine has great hopes for full membership, because this step will have the following advantages for our country:

- security guarantees against aggression from other countries;
- increasing the level of equipment of the Armed Forces;
- the transition to NATO standards will help the Ukrainian military industry to expand the markets for the sale of equipment at the expense of the Alliance members (“Перспективи членства в НАТО”, n. d.).

To date, several scenarios of the development of relations between NATO and Ukraine can be depicted.

Scenario 1. Ukraine continues to actively cooperate with NATO member countries, thereby showing its commitment to membership, supporting dialogue at the international level. Ukraine defeats the Russian Federation in the war, begins internal reforms, institutional reform of defense mechanisms, defense procurement, improves the system of the anti-corruption sector, later signs an updated action plan for NATO membership, and waits for accession.

Scenario 2. Already during the war, Ukraine begins to improve to NATO standards, making strong arguments in favor of Ukraine's membership in the Alliance will require increasing Ukraine's contribution to the activities of the Alliance states, the achievements of the Armed Forces of Ukraine in the war with Russia may serve as a spur to Ukraine's accelerated membership in NATO.

Scenario 3. Ukraine continues active cooperation as a permanent partner of NATO, strengthens cooperation in the KUN, both during the war and after. It is possible to create other projects to attract and deepen military cooperation, but not counting on full membership. It is possible to create a new regional security alliance with individual NATO member countries (Герасимчук, 2017, pp. 2-15).

"Scenario 2" is seen as the most unrealistic due to the difficulty of joining the alliance before the end of the war. "Scenario 1" is real, but not in the short term, it takes time. "Scenario 3" is less realistic than "Scenario 1", but more realistic than "Scenario 2" due to Ukraine's strong commitment to joining NATO.

## 5. Conclusions

Drawing conclusions, we can say that NATO will play a big role. Being a military-political alliance, it performs many tasks, from military to humanitarian missions. The main task of NATO is to preserve the security of the participating countries. NATO consists of distinct bodies that report to the Military Committee, which is the highest military body. NATO's team structure is based on democratic values, which is the most important feature of the alliance's existence. All issues are accepted only by consensus and with the consent of the member countries. Regarding the analysis of prospects for the development of relations between NATO and Ukraine, it should be noted that Ukraine must continue to improve its domestic and foreign policy. First of all, the war must be won, and then there must be real actions, approval of institutional reforms, defense mechanisms, defense procurement, anti-corruption reforms, government reforms, etc. Further rapprochement with individual NATO member countries to strengthen political dialogue. The ongoing war has already proven and demonstrated many things to the world community: for example, the high level of training of our army, outstanding achievements at the front, high level of patriotism and unity, and the fact that Ukraine undoubtedly deserves NATO membership.

**REFERENCES**

1. Відносини з Україною – НАТО. URL: https://www.nato.int/cps/uk/natohq/topics_37750.htm
2. Герасимчук С. Від Праги до Варшави: перспективи членства України в НАТО, перемоги, поразки та сподівання. *Рада зовнішньої політики: українська призма. Серія «Світ крізь призму українських інтересів»*. 2017. С. 2-15.
3. Дробіт В. М., Семіков О. В., Фурашев В. М. Операції НАТО. К. : Т-во «Знання» України, 2007. 24 с.
4. Командна структура НАТО. Організація Північноатлантичного договору. Лютий 2018. URL: https://www.nato.int/nato_static_fl2014/assets/pdf/pdf_2018_02/1802-Factsheet-NATO-Command-Structure_en.pdf
5. Перспективи членства в НАТО. URL: http://comin.kmu.gov.ua/document/151647/NATO.pdf
6. Тарасюк Б. 20 років Хартії про особливе партнерство між Україною і НАТО. URL : https://ba.org.ua/boris-tarasyuk-20-rokiv-xartiї-pro-osoblive-partnerstvo-mizh-ukraïnoyu-i-nato/
7. Федонюк С. В., Лажнік В. Й., Моренчук А. А., Романюк Н. І. НАТО: Історія, структура, діяльність, перспективи : навч. посіб. Луцьк : РВВ "Вежа" Волин. національ. ун-ту ім. Лесі Українки, 2008. 258 с.
8. Шиманський В. США і НАТО в сучасній системі міжнародної безпеки. *Магістеріум. Політичні студії.* 2002. Вип. 10. С.105-111.
9. 10 things you need to know about NATO. URL: https://www.nato.int/cps/en/natohq/126169.htm

# COMPARATIVE CHARACTERISTICS OF THE MAIN RESERVE CURRENCIES AS COMPETITORS FOR LEADERSHIP IN THE WORLD MONETARY SYSTEM

***I. I. Bilych,***
***M. V. Karpusenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Bilych I. I., Karpusenko M. V. Comparative characteristics of the main reserve currencies as competitors for leadership in the world monetary system**. This article examines the current state of the main reserve currencies in the world monetary system and analyzes the prospects for the development of the Chinese currency as a contender for a leading position. The study of this issue is particularly relevant, since the world is on the verge of a global currency crisis, which leads to the need for many countries to change the currency in their reserves. It is worth noting that forecasting the development of a certain currency or, on the contrary, its decline requires statistical analysis of data based on official indicators and analysis of recent events on the world currency market. Having studied all the necessary prerequisites, it was concluded that after a certain period of time the US dollar will lose its hegemony in the foreign exchange market and give way to the promising yuan.

**Key words:** foreign exchange market, US dollar, Chinese yuan, currency leadership, reserves of currency.

**Білич І. І., Карпусенко М. В. Порівняльна характеристика основних резервних валют як конкурентів за лідерство у світовій валютній системі.** У даній статті розглядається сучасний стан головних резервних валют у світовій валютній системі та аналізуються перспективи розвитку китайської валюти як лідера на світовому валютному ринку. Вивчення цього питання особливо актуально, оскільки світ стоїть на порозі глобальної валютної кризи, що призводить до необхідності багатьох держав змінювати валюту у своїх резервних запасах. Варто зауважити, що прогнозування розвитку певної валюти або ж, навпаки, занепаду потребує статистичного аналізу даних на основі офіційних показників та аналізу останніх подій на світовому валютному ринку. Вивчивши всі необхідні передумови, зроблено висновок, що через певний проміжок часу долар США втратить власну гегемонію на валютному ринку та поступиться місцем перспективному юаню.

**Ключові слова:** валютний ринок, долар США, китайський юань, лідерство валюти, резервні запаси.

## 1. Introduction

The role of reserve currencies has been debated for a long time. The very concept of a reserve currency is connected with the role played by the British pound in the world economy from the end of the 19th to the middle of the 20th century. The main function of the reserve currency is to facilitate the international exchange of goods and services by solving the problem of coordination of transactions on the foreign exchange market and reducing transaction costs during foreign trade operations. In addition, reserve currencies are used as a store of value and are held as reserves by central banks in most countries around the world. The performance of this function gave rise to the term "reserve currency". The o b j e c t of the article is the comprehensive research of prospects of the Chinese currency. The s u b j e c t is problems and possibilities of introducing new currencies into the world monetary system. The p u r p o s e of this work is to study theoretical approaches to the world structure of reserve currencies and the development of various world currencies as reserve currencies.

## 2. Current state of the structure of the currency system

As of the beginning of the 21st century, the US dollar remains the world's main reserve currency. It occupies, according to various estimates, a share of 50 to 61 percent in the international reserves of central banks. The euro is the second most used reserve currency. After the introduction of the euro in 1999, this currency inherited a share in settlements and reserves from the German mark, the French franc and other European currencies used for settlements and savings. Since then, the share of the euro has steadily increased as central banks seek to diversify their reserves. The pound sterling was the main reserve currency in most countries of the world in the 18th and 19th centuries. The difficult economic situation in the UK after the Second World War and the increasing dominance of the USA in the world economy led to the loss of the pound sterling as the most important currency. The Japanese yen has been seen as the third most important reserve currency for several decades, but its use has declined in recent years. The Swiss franc is used as a reserve currency because of its stability, although the proportion of all foreign currency reserves in Swiss francs is generally below 0.3%. Also, the role of reserve currencies on a regional scale is played by such currencies as the Canadian dollar (in Latin American countries) and the Australian dollar (in the Asia-Pacific region).

### 3. Role of China in the structural changes of the currency system

Today China is a creditor of other countries. This country has a large foreign exchange surplus, a small government budget deficit and a much lower level of public debt to GDP than the United States. In addition, China's economy unlike the USA or the European Union is growing steadily. As a result, the country is already taking steps that essentially challenge the hegemony of the dollar. In March Beijing called for the creation of a new international reserve currency in the form of special International Monetary Fund bonds. It is a kind of basket that contains dollars, euros, pounds and yen. Soon enough, China will want its own currency to be included in this basket and the yuan to be used as a means of payment in bilateral trade. China has already signaled its intentions by establishing currency swaps with several countries (notably Argentina, Belarus and Indonesia) and by allowing Hong Kong financial institutions to issue yuan-denominated bonds, the first step towards creating a domestic and international market for its currency. Now imagine a world in which China can borrow and lend internationally in its own currency. Eventually the yuan rather than the dollar will be able to become the currency of trade and the unit of measure for the price of imported and exported goods. Now Americans will have to pay the price. They will have to pay more for imported goods, and interest on private and public debts will increase. An increase in the price of credit will lead to less consumption, less investment and even slower economic growth.

### 4. Reasons why the US dollar will lose its leadership as a world reserve currency

After studying many statistical indicators such as total foreign exchange reserves, allocated reserves and shares of unallocated reserves, it should be noted that the total volumes of reserve currencies in the world are increasing, but the share of the dollar and euro in their structure is decreasing. The Chinese currency is developing at the fastest pace, as China is currently an integral participant in international trade and is one of the largest exporters of products on the world market of goods and services. The share of the Chinese yuan in 2016 was 1.08%, and in the second quarter of 2020 – 2.88%, that is there is an increase of 1.8% in 6 years. As a result, we can say that after a certain period of time, the currency of the American currency will not play such a significant role in the volume arena of the world reserve system. Of course, the status of the dollar as a world currency will not go away overnight. Traditionally countries whose money is the world's reserve currency are the de facto creditors of the world. The British Empire collapsed and the pound lost its status as the main world currency. This happened when the UK became a debtor during the Second World War. Today the United States is in a similar situation. Their huge budget and trade deficit today are covered only by foreign investors' faith in the dollar. But even the status of the dollar does not help, and the US debt continues to accumulate. The fall of the dollar as a result, most likely, is only a matter of time.

## 5. Conclusions

The total volume of reserve currencies in the world is increasing, but the share of the dollar and euro in their structure is decreasing. The Chinese currency, the yuan, is developing at the fastest pace, as China is currently an integral participant in international trade and is one of the largest exporters of products on the world market of goods and services. If China and other countries hold their reserve funds in currencies other than dollars, as they eventually will, the United States will lose its hegemony.

## REFERENCES

1. Заблоцька Г. А. Глобальні тенденції накопичення та використання міжнародних резервів. *Галицький економічний вісник*. 2010. № 2(27). С. 11-17.
2. Кержковська Д. Р. Проблеми і перспективи розвитку світової валютної системи в умовах глобальної економічної кризи. *Механізм регулювання економіки*. 2010. № 1. С. 237-244.
3. Китайський юань стане світовою валютою замість долара. URL: https://texty.org.ua/articles/1955/Kytajskyj_juan
4. Ледники глобальных финансов: валютная структура резервов центральных банков. URL: https://www.imf.org/ru/Blogs/Articles/2020/12/16/blog120620-glaciers-of-global-finance
5. Наркевич С. С., Трунін П. В. Резервні валюти: фактори становлення та роль у світовій економіці. Ви-во ін-ту економ. політики. 2012. № 162. С. 5-18.
6. Шуба О. А. Резервні валюти у структурі світової валютної системи. *Вісник Харківського національного університету імені В. Н. Каразіна.* 2016. № 90. С. 148-152.

7. Currency Composition of Official Foreign Exchange Reserves (COFER). *International Financial Statistics* (IFS). URL: https://data.imf.org/regular.aspx?key=41175
8. Helliwell J. Dollars as Reserve Assets: What Next? *The American Economic Review*. Vol. 63. No. 2. Papers and Proceedings of the Eightyfifth Annual Meeting of the American Economic Association. 2012. Pp. 206-211.
9. Why China's Currency Tangos With The USD. URL: https://www.investopedia.com/articles/forex/09

# PRACTICAL APPLICATION OF THE BASIC THEORIES OF STAFF MOTIVATION IN THE TOURISM BUSINESS

***K. I. Boloto,***
***Y. M. Litovchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Boloto K. I., Litovchenko Y. M. Practical application of the basic theories of staff motivation in the tourism business.** The article analyzes the basic theories of personnel motivation and their practical application in personnel management at the tourism enterprise. The article shows that the study of the practical application of theories of staff motivation is relevant, since each tourism enterprise faces the issue of increasing the efficiency of its activities and strengthening its competitiveness in the tourism market. The article reveals that there is no single theory or method of motivation for the staff at the tourism enterprise, the head of the enterprise should apply different theories to better stimulate the staff.

**Keywords:** enterprise management, motivation, staff, tourism business.

**Болото К. І., Літовченко Я. М. Практичне застосування базової теорії мотивації персоналу у туристичній галузі.** У статті аналізуються основні теорії мотивації персоналу та їх практичне застосування при управлінні персоналом на туристичному підприємстві. Дослідження практичного застосування теорій мотивації персоналу є актуальним, оскільки кожне туристичне підприємство стикається з питанням підвищення ефективності діяльності та посиленням його конкурентоспроможності на туристичному ринку послуг. Стаття демонструє висновок, що для персоналу на туристичному підприємстві немає єдиної теорії чи методу мотивації, керівник підприємства є застосовувати різні теорії для кращого стимулювання персоналу.

**Ключові слова:** мотивація, персонал, туристичний бізнес, управління підприємством.

## 1. Introduction

The o b j e c t of the article is a motivation as a key driving force for the effective performance of tourism enterprise staff. The s u b j e c t is types of theories of staff motivation management process using different styles of motivation depending on their type and method, a combination of content and process theories of motivation. The p u r p o s e of the study is to analyze the main theories of motivation and their practical application The t a s k s of the article are to analyze content and process theories of motivation, to determine practical using of the main theories of staff motivation in the tourism enterprise. The works by Maslow A., McClelland D., Gretzberg F., Alderfer K., Vroom W., Adams J. S. and others are devoted to the consideration of persons' motivation. These works allow us to understand in more detail the essence of theories of human motivation, their methodology and structure. The problem of effective management of staff motivation of a tourism enterprise is relevant because not only their highly productive labor activity, but also the final result of the tourism enterprise as a whole, high profits, growth of competitiveness, etc. depend on correctly and clearly developed systems of motivation of employees.

## 2. Content theories of staff motivation

Content theories of motivation are based on the identification of internal needs that motivate people to act in one way or another. Among them are such theories as A. Maslow's theory of hierarchy of needs, F. Gretzberger's two-factor theory and M. McClelland's theory of acquired needs.

A. Maslow's theory of hierarchy of needs was developed in the 1940s. The essence of this theory is to study human needs and is presented in the form of a pyramid, where needs are arranged in a strict hierarchical sequence. The first two groups of needs are primary, and the next three are secondary. It should be noted the following points of this theory: a person moves to the satisfaction of secondary needs (higher levels of the pyramid) only when he has satisfied the primary needs (lower levels of the pyramid); the degree of satisfaction of each group of needs is individual; most people stop in their development on one group of needs, which is not related to their intellectual level; the group of needs on which the individual stopped in the process of his development determines the purpose of his activity; with increasing education and with age, the probability of achieving the fourth or fifth level of needs increases ("Основи економічної теорії", n. d.).

In management, the application of theory A. Maslow is carried out through two main areas. First, it is the manager's choice of ways to reward and punish staff. They should correspond to the semantic characteristics of the main group. Secondly, on its basis it is possible to form a set of incentives when designing effective systems of labor motivation by the manager ("Основи економічної теорії", n. d.).

The two factori theory of F. Herzberg is based on two factors of motivation: hygienic (external) and motivational (internal). Hygienic factors are related to the self-expression of the personality, its internal needs, as well as the environment. They include working conditions, wages, interpersonal relationships, the degree of direct control over the work, the general policy of the enterprise. Motivational factors are related to the nature and essence of the work itself. They include: work as a value, sense of responsibility, success, recognition and approval of the result, the possibility of improvement, career growth. In case of their positive manifestation, job satisfaction occurs.

If we compare Herzberg’s two factors theory,with the theory of hierarchy of needs of A. Maslow, then hygienic factors correspond to the needs of lower levels, and motivational factors – to the needs of higher levels.

In personnel management, this theory can be applied to the design of systems of motivation of labor activity, reduction of undesirable staff turnover and the degree of conflict in interpersonal relations within working groups.

According to F. Herzberg, in the absence or insufficient degree of hygienic factors, a person has a feeling of dissatisfaction with work. However, if they are sufficient, they do not cause job satisfaction and do not motivate a person. To use the theory of F. Herzberg, it is recommended to make a list of hygienic and motivating factors and allow the staff to choose what they prefer (“Основи економічної теорії”, n. d.).

The theory of acquired needs of M. McClelland in the allocation of three basic groups of needs that a person can achieve simultaneously: the need for power, the desire for success, for recognition.

The need for power is characterized by the desire to influence other people and the ability of a person to work successfully at different levels of management in the organization. According to the theory, those who have the highest need for power and no tendency to adventurism and tyranny should be prepared to work in senior management positions. Striving for success should be considered as personal achievements in work, readiness to take responsibility in solving and making difficult decisions. The desire for recognition lies in the ability to be an informal leader, to be able to express one's thoughts and defend them, to convince others of the correctness of what is said.

In practice, this theory of D. McClelland can be applied in the system of functional division of labor, in vocational guidance and for the design of individual systems of material incentives ("Мотивація як функція управління", n. d.).

### 3. Process theories of motivation

Process theories are based on the determination of how a person chooses a specific type of behavior taking into account its upbringing and distributes efforts to achieve certain goals with the help of already acquired knowledge. The most famous process theories of motivation are: Vroom's expectancy theory, Adam's Equity Theory, theory of motivation of L. Porter – E. Lawler.

According to Vroom's expectancy theory, the presence of needs is only part of motivation. Also, a person should expect that the chosen type of behavior will contribute to the effective achievement of the goal or task (Дикань, Борисенко, 2008). Expectations according to this model can be regarded as an assessment of the probability of an event. Such expectancy theories establish that the employee's behavior depends on: firstly, the behavior of the manager who stimulates the employee's work; secondly, the behavior of the employee who is confident that under certain conditions he will be rewarded; thirdly, the behavior of the employee and the manager, which allows that with a certain improvement in the quality of work he will be given a certain reward; fourthly, the behavior of the employee who compares the amount of remuneration with the amount he needs to meet a certain need (Дикань, Борисенко, 2008).

It should be noted that this theory of expectations emphasizes three interrelated elements: labor costs – results, results – reward (satisfaction with reward), expectations regarding labor costs. If at least one of these elements is too small, then the motivation itself will be low.

In personnel management, this theory can be used both for the constant correction of incentive systems in organizations and in determining the terms of the contract when hiring labor.

Adam's Equity Theory is that the basis of motivation is a fair reward. The staff of the tourism enterprise evaluates its amount of incentives in comparison with the incentives of others, taking into account the conditions in which they work. If the employee believes that the reward for the performed task is unfairly determined, his motivation decreases and he will try to reduce the intensity of his efforts. As a result, this leads to psychological discomfort of the employee, which can be eliminated only by increasing the level of reward or reducing the effort expended (“Управління персоналом”, n. d.).

In practice, the motivational theory of justice can be used to resolve conflicts in the system of labor incentives and to establish and justify the system of "transparency" in the motivation of staff.

The theory of motivation of L. Porter – E. Lawler involves the combination of expectancy theory with the theory of justice. The essence of this theory is that the results of staff work are the cause of staff satisfaction and depend on the efforts expended, the employee's abilities and awareness of their role in the work process. In turn, the degree of effort expended depends on the value of rewards and the belief in the existence of a relationship between labor costs and the amount of reward.

In management, the Porter-Lawler model is used to form the role function of the manager and maintain high efficiency of staff for a long time (“Управління персоналом”, n. d.).

## 4. Conclusions

There are different theories of motivation of individuals in an organization. Modern theories of motivation are divided into two groups: content and process. For motivation, there is no single best means or theory that would outline a particular organization or team, because in any team there are completely different employees who have different views on life, different upbringing, etc.

The goal of each manager or leader is to know the essence, types and methods of motivation, their basic theories, in order to provide positive motives for the professional development of staff, effective motivation to achieve the goals, because motivation in the hands of a skilled leader can be a key tool in working with staff. High motivation of personnel is a factor in the formation of competitiveness of the enterprise. The presence in the organization of its own staff motivation system, capable of responding to changing business conditions, is one of the resources for increasing competitiveness and ensuring sustainable development.

## REFERENCES

1. Вікіпедія. URL: https://uk.wikipedia.org/wiki
2. Дикань Н. В., Борисенко І. І. Менеджмент : навч. посібник. К.: Знання, 2008. 389 с. URL: https://pidru4niki.com/14051003/menedzhment/motivatsiya

3. Мотивація як функція управління. Основні категорії мотивації. URL: https://stud.com.ua/19383/menedzhment/motivatsiya_funktsiya_upravlinnya
4. Основи економічної теорії. Мотивація: сутність, еволюція, ієрархія потреб та винагорода. URL: https://pidru4niki.com/15931106/politekonomiya/motivatsiya_sutnist_evolyutsiya_iyerarhiya_potreb_vinagoroda
5. Продуктивність, мотивація та оплата праці. URL: https://studfile.net/preview/9849810/
6. Управління персоналом. Теорії мотивації. URL: https://library.if.ua/book/45/3148.html

# ANALYSE
# DES RESSOURCES TOURISTIQUES
# DE LA RÉGION DE SUMY

***M. B. Borodatova,***
***N. T. Bezvesilna (consultante linguistique)***
***Université nationale V. N. Karazin, Kharkiv***

**Borodatova M. B., Bezvesilna N. T. Analyse des ressources touristiques de la région de Sumy.** L'article présente l'analyse du potentiel de ressources touristiques de la région de Sumy, l'évaluation des ressources touristiques naturelles et géographiques, les caractéristiques des ressources naturelles et anthropiques, l'analyse des ressources culturelles et historiques.

**Mots-clés:** ressources touristiques, ressources naturelles et géographiques, ressources naturelles et anthropiques, ressources culturelles et historiques.

**Бородатова М. Б., Безвесільна Н. Т. Аналіз туристичних ресурсів Сумської області.** У статті представлено аналіз туристичного ресурсного потенціалу Сумської області, оцінка природно-географічних туристичних ресурсів, характеристика природно-антропогенних ресурсів, аналіз культурно-історичних ресурсів.

**Ключові слова:** туристичні ресурси, природно-географічні ресурси, природно-антропогенні ресурси, культурно-історичні ресурси.

## 1. Introduction

De nos jours, le sujet des ressources touristiques d'une région particulière de l'Ukraine est très pertinent. Chaque année, un grand nombre de touristes visitent l'Ukraine, car le tourisme est un domaine de premier plan dans l'économie du pays. Et la région de Sumy ne fait pas exception, elle a un grand potentiel touristique inexploité. La région de Sumy est riche en événements historiques, elle a quelque chose à montrer, il y avait une culture de nombreux peuples et périodes de l'époque de Rus de Kiev. Grâce à ces événements, la région de Sumy est connue dans toute l'Ukraine et à l'étranger. En particulier, un énorme potentiel historique et culturel non réalisé pour le développement du tourisme dans la région a les villes mystérieuses de Putivl, Glukhov, Romny, dont l'histoire découle des profondeurs de milliers d'années. Ils sont inclus dans la liste des villes historiques les plus importantes de l'Ukraine.

Les possibilités de loisirs illimitées de la région de Sumy, compte tenu de sa pureté écologique, de son relief pittoresque forêt-steppe et de ses paysages, des conditions climatiques très favorables créent un immense espace pour le développement des affaires touristiques dans la région. La région de Sumy a quelque chose à intéresser: musées, monastères, grottes, réserves, steppes sans fin, forêts, grand monde animal et végétal – tout cela que vous pouvez trouver dans la région de Sumy. Une telle variété de ressources touristiques contribue au développement efficace de divers types de tourisme. L'organisation de circuits actifs, d'aventure et extrêmes dans la région est une question assez actuelle qui peut intéresser les entreprises touristiques de la région dans le développement de ces itinéraires. Par conséquent, le sujet de ce travail est pertinent pour populariser la région de Sumy sur le marché touristique des services.

## 2. L'analyse des ressourses touristiques de la région de Sumy

Dans la géographie des loisirs et du tourisme, il existe plusieurs approches pour évaluer les ressources touristiques et récréatives du territoire. Le potentiel touristique et récréatif du territoire est un ensemble de ressources naturelles, historiques, sacrées, culturelles et éducatives, culturelles et de divertissement et autres objets d'un certain territoire, qui peuvent être utilisés pour les loisirs, les voyages, les excursions, les sports, le traitement et les loisirs de la population.

Le potentiel touristique et récréatif du territoire comprend des ressources naturelles et climatiques , ressources historiques et culturelles (patrimoine culturel et historique, œuvres d'art, valeurs archéologiques, traditions, groupes ethniques, etc.), ainsi que des infrastructures touristiques et une base matérielle et technique ("Рекреаційно-туристичні ресурси України", 2015).

Le climat de Sumy Polissya est continental tempéré. La température moyenne mensuelle en janvier est de 8°C, en juillet de + 18,5°C . La durée de la période sans gel est de 150 à 160 jours. La couverture de neige stable se forme début décembre et dure jusqu'en mars. La hauteur de la couverture de neige est de 23 cm. Les quantités mensuelles de précipitations d'une année à l'autre fluctuent grandement. En moyenne, la région reçoit de 575 à 600 mm de précipitations par an. Le moins de précipitations tombe en hiver, surtout en février, le plus de précipitations tombe en été. À cette période de l'année, de fortes pluies (60-80 mm) sont possibles (Білик, Саричева, 1981).

Selon la nature du relief sur le territoire de la région, il y a deux parties: 1) le plateau plat de l'est et du nord-est et 2) les vallées fluviales du centre, à l'ouest et au sud-ouest, et trois zones géomorphologiques: la plaine de

Polissya, la plaine de Poltava et les hautes terres du Moyen Rus. La plaine de Polissya occupe l'extrême nord de la région de Sumy. Il s'agit d'une surface plane réduite. Environ la moitié de la plaine de la région se trouve dans la vallée de Desna.

Parmi les complexes récréatifs naturels Polissya de Sumy, la place la plus importante est occupée par les systèmes écologiques aquatiques, tout d'abord, la rivière Desna avec ses nombreuses branches et lacs anciens dans la plaine inondable. Le territoire de la région est traversé par 165 rivières appartenant au bassin du Dniepr. Sa superficie est répartie entre les bassins des rivières Desna (45,5%), Sula (18,6%), Psla (23,4%) et Vorskla (12,5%) ("Рекреаційно-туристичні ресурси України", 2015).

La haute couverture forestière et les paysages pittoresques Polissya de Sumy, la présence de zones uniques de nature intacte ont contribué à la création d'aires naturelles protégées ici: Parc naturel national Desnyansk-Starogutsky (district de Seredno-Budsky), une réserve d'importance générale – État Veliky Bir (district de Shostka), parc paysager régional de Prudishchansky (district de Yampil), de nombreux autres objets naturels protégés.

Le fonds de réserve naturelle de la région est représenté par des territoires naturels uniques et les mieux préservés et des objets de presque tous les types et catégories. Au 01.01.2007, leur nombre atteignait 223 et s'élève à 158627,08 hectares, soit 6,6% du territoire total de la région. C'est l'un des meilleurs indicateurs en Ukraine.

Dans la région il y a: un parc naturel national, un département de réserve naturelle, 10 réserves, 3 monuments naturels, 2 parcs-monuments d'art paysager d'importance nationale; 2 parcs paysagers régionaux, 29 parcelles léguées, 54 réserves, 62 monuments naturels, 19 parcs-monuments d'art paysager et 1 jardin botanique d'importance locale. Principales réserves: Velykyi Bir, Chalyhynsky, Sredneseymskyi, Bannyi Yar, Jhuravliny, Andriyachivsko-Gudymivskyi, Bilovodsky, Bakirivsky, Khukhryansky. Parc naturel national « Desnyansko-Starogutsky ». « Desna enchantée » – c'est ainsi que le réalisateur et écrivain ukrainien exceptionnel Alexandre Petrovich Dovzhenko a appelé ces lieux.

La terre de la partie nord-est de l'Ukraine est pittoresque et unique. De nombreux coins intacts de la faune ont été préservés ici aujourd'hui. Afin de préserver et d'étudier les complexes naturels dans le nord de la région de Soumy, conformément au décret du Président de l'Ukraine du 23 février 1999, le parc naturel national « Desniansko-Starogutsky » d'une superficie de 16215 hectares a été créé. Le parc naturel national Desniansko-Starogutsky est une composante importante du fonds de réserve naturelle de l'Ukraine. Sur son territoire, 20 espèces de plantes et d'animaux sont protégées.

Le monde animal des forêts de Starogutsky est typique pour les forêts de Polissya. Il abrite des wapitis, des chevreuils, des cochons sauvages, des blancs, des loups, des martres, etc. Il y a aussi des « habitations » du nord : cigognes noires, pics noirs, tétras, lièvres, ours bruns, hibous, trots, bisons et certains oiseaux (chouettes, alpiniste, chardonnerets à dents jaunes, pie-grièches grises) ne pourrissent que dans les forêts Starogutsky et ne se propagent pas plus loin dans l'après-midi

L'histoire séculaire de la région de Sumy se reflète dans de nombreux monuments de culture matérielle et spirituelle. Les plus anciennes villes de la région de Sumy ( Putivl, Glukhov, Romny ) ont une histoire millénaire. Ces trois villes de la région de Sumy sont incluses dans la liste des villes historiques importantes de l'Ukraine et sont incluses dans le système national de routes touristiques « Collier de Slavutych » (Корнус, 1999).

La vraie perle de la région de Sumy est l'ancienne Putivl, elle a été mentionnée pour la première fois dans la chronique de 1146. Le heros du chef-d'œuvre non seulement de la Russie ancienne, mais aussi de la littérature mondiale « Mots sur le régiment d'Igor ». a commencé sa campagne contre les Polovtsys (Веретенник, 2003, с. 4).

La ville a conservé la cathédrale de la Nativité de la Vierge (1591), la cathédrale de la Transfiguration (1617-1698 pp.), l'église de Nicolas de Kozatsky (1737), l'église de la Résurrection, le monastère Movchansky. C'est pour son intérieur qu'une sculpture unique du XVIIe siècle a été créée. – « Le Christ dans le Donjon ». Le monastère était entouré d'un mur de pierre avec des tours et un clocher. Le bâtiment est décoré de céramiques d'arrosage de bleu vif, vert et jaune. Une réserve historique et culturelle a été créée à Putivl, qui comprend toutes ces attractions. ("Стан природного середовища", 1996).

Le monastère Sofronievsky (Sophronievo-Movchanskaya Nativité de la Bienheureuse Vierge Marie Pechersk Pustyn, monastère) est une autre perle de la région de Sumy qui est situé à 27 km de la ville de Putivlya sur la montagne, qui au XVe siècle. s'appelait " Wonderful" . Au XIIIe siècle les premiers moines sont apparus ici. On pense qu'ils ont fui la laure de Kiev-Petchersk lors de l'invasion mongole-tatare. Selon les informations de la chronique, en 1405, un monastère a été fondé sur le mont Chudniy ("Історія міст і сіл Української РСР", 1973).

Pendant longtemps, le monastère a été considéré comme le centre spirituel le plus important de l'Ukraine. Au XVIIIe siècle. Le désert de Sophroniyivska était si célèbre et populaire que l'impératrice russe Elizaveta voyageant en 1744 à Kiev, a dévié de la route pour visiter ce monastère. Là, elle a participé à la consécration des structures nouvellement construites. Hlukhiv – l'une des plus anciennes villes, qui a son histoire depuis 1152 – l'ancienne capitale de l'Ukraine Hetman. Hlukhiv était la résidence de I. Skoropadsky, D. Apostol, K. Razumovsky. Il abritait le Petit Collegium russe (1722-1727 pp., 1764-1782 pp.), « Board of the Hetman's Government » (1734-1750 pp.) (Білик, Саричева, 1981).

Ensemble architectural de la ville au XVIIIe siècle. A été créé par les efforts de N. Mergasov, D. Kvarenga, A. Rinaldi. Les églises Saint-Nicolas (1693), Spaso-Preobrazhenskaya (1765) et Voznesensk (1772) ont été conservées ici. Les sites touristiques les plus intéressants incluent l'Arc de Triomphe, construit en l'honneur du passage à travers la ville de l'impératrice Elizabeth (1744) ("Стан природного середовища", 1996).

L'histoire séculaire de la région de Sumy se reflète dans de nombreux monuments de culture matérielle et spirituelle. La région de Sumy possède un patrimoine historique et culturel unique – près de 1,5 mille monuments historiques, 780 monuments d'archéologie, 102 monuments d'art monumental et 373 monuments architecturaux ("Історія міст і сіл Української РСР", 1973).

## 3. Conclusion

Le nombre d'attractions disponibles et leur diversité par typologie constituent une base importante pour le développement de l'industrie touristique dans les villes et les districts de la région. Le potentiel cognitif et touristique de la région de Sumy est inépuisable, car la frontière avec le « champ sauvage » traversait la région de Sumy, où la culture de nombreux peuples et époques a été synthétisée de l'époque de Kiev Rus au XXe siècle ("Історія міст і сіл Української РСР", 1973).

Le développement de l'économie récréative de la région de Sumy aurait un certain impact sur le niveau de son développement économique en général et serait en mesure de résoudre certains problèmes socio-économiques, par exemple, le problème d'attirer des ressources de main-d'œuvre vers la production sociale, sans emploi ou employé dans un ménage privé. Par conséquent, l’étude du potentiel naturel, culturel et historique de la partie nord de la région de Sumy, une évaluation positive de son aptitude au développement des activités touristiques, contribuera à attirer l’attention des organisations touristiques et d’excursions dans cette région (Нємець, Кулєшова, Соколенко, 2016).

## SOURCES LITTERAIRES


1. Білик Г. И., Саричева З. А. Михайловска целина : путівник по заповіднику. Харків : Прапор, 1981. 41 с.
2. Веретенник С. Спадщина рідного краю. Суми, 2003. 27 вересня. С. 4.
3. Історія міст і сіл Української РСР: Сумська область. К. : Головна редакція, 1973. URL : http//irbis-nbuv.gov.ua>item
4. Корнус А. О. Туристичні ресурси Сумської області та оптимізація шкільної туристської роботи. *Педагогічна Сумщина*. 1999. № 2.
5. Нємець Л. М., Кулєшова Г. О., Соколенко А. В. Туристсько-рекреаційні ресурси світу: навч.-метод. посібник. Харків, 2016.
6. Рекреаційно-туристичні ресурси України з основами туристичного ресурсознавства : навч. посібник. Київ : Київ. нац. ун-т ім. Тараса Шевченка, 2015, 74 с.
7. Стан природного середовища та проблеми його охорони на Сумщині / За ред. К. К. Карпенко. Суми : Сумський пед. ін-т, 1996.

# CROATIA IN THE SYSTEM OF MODERN INTERNATIONAL RELATIONS: EXPERIENCE FOR UKRAINE

*N. A. Borshch,*
*O. Yu. Sergeyeva, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Borshch N. A., Sergeyeva O.Yu. Croatia in the system of modern international relations: experience for Ukraine.** The article is devoted to the study of the role of the Republic of Croatia in the modern world, its features and achievements. The country is considered as an international example for Ukraine. The article pays attention to the peculiarities of the domestic and foreign policy of Croatia, highlights the main studies of the role of the Republic in the world. The article analyzes the internal difficulties of the country on the path of European integration and ways to overcome them with the possible adoption of experience for our country in the future. Ukraine's necessity to follow European integration path, the end of the armed conflict, and reintegration of the occupied territories was stressed. The similarity in the development of two states and the need to take into account the experience of the European partner are proved.

**Key words:** Croatia, Ukraine, the EU, integration, reforms.

**Борщ Н. А., Сергєєва О.Ю. Хорватія в системі сучасних міжнародних відносин: досвід для України.** Стаття присвячена дослідженню ролі Республіки Хорватія в сучасному світі, її особливостям та досягненням. Країна вважається міжнародним прикладом для України. У статті приділено увагу особливостям внутрішньої та зовнішньої політики Хорватії, висвітлено основні дослідження ролі Республіки у світі. У статті аналізуються внутрішні труднощі країни на шляху євроінтеграції та шляхи їх подолання з можливим перейняттям досвіду для нашої держави в майбутньому. Було наголошено на необхідності прямування Україною євроінтеграційного шляху, припинення збройного конфлікту та реінтеграції окупованих територій. Доведено схожість у розвитку двох держав та необхідність врахування досвіду європейського партнера.

**Ключові слова:** Хорватія, Україна, ЄС, інтеграція, реформи.

## 1. Introduction

Croatia is a country that fought for its independence at different stages of history. The armed conflict against the countries of the former Yugoslavia, in particular Serbia, is studied by many scholars and is an interesting topic for society. First of all, the experience of Croatia is interesting to us due to similar moments of history, foreign policy and foreign economic priorities, course. Analyzing this experience, we can avoid mistakes that distance

Ukraine from achieving its national goal. It is quite important to be able to draw conclusions from the experience of foreign partners. Croatia is interesting to Ukraine as a state that ended the armed conflict, restored its territorial integrity, overcame the remnants of the socialist system, built a stable market economy, and became a member of important international organizations. Croatia's European integration path is especially important for our country. This is the r e l e v a n c e of this topic. The o b j e c t of research is the modern system of international relations. The s u b j e c t of the study is the peculiarities of the economic, political, and cultural life of the Republic of Croatia as an example for Ukraine.

## 2. Information about Croatia

The countries of the former Yugoslavia are a land of diverse cultures, languages and religions. The Balkan states have always been and remain the "powder keg of Europe". Important transport and communication routes are located here. Croatia is one of the leading countries in the region. The study of its role is relevant for Ukraine due to the similarity of moments of history, foreign policy and foreign economic priorities, course. Croatia is also interesting as a state that ended the armed conflict, restored its territorial integrity, overcame the remnants of the socialist system, built a stable market economy, and became a member of important international organizations (Ищенко, n. d.).

Croatia is a country at the crossroads between Central Europe and the Mediterranean, connecting Western Europe with the Balkans and the Middle East. It is one of the largest countries in terms of area and population of the former SFRY. The peculiarity of the republic is its national composition. As in other Balkan countries, it has always played a key role in determining priority interests. Sometimes national differences led to conflicts (Croatian-Serbian war).

## 3. Economic and political sector of Croatia

Although Croatia's economy used to be one of the wealthiest of the former Yugoslav republics, it suffered greatly during the 1991-1995 war. During 2000-2003, just after overcoming the consequences of the conflict and choosing an unchanged course for European integration, Croatia's GDP growth rate showed a steady positive dynamics.

Currently, the most developed is the service sector – 60% of the country's GDP. The tourism industry occupies an important place. Croatia is recognized by the European Union as the most important tourist center with the greatest potential for further growth (Борщ, Панасенко, 2021, с. 186-195). Due to its tourist attractiveness for the European region, a large share of investments was directed to the tourism sector, which made it possible to have a high rating of the competitiveness of the tourism business among the countries of the world.

Integration into the Euro-Atlantic structures became the basis of the new foreign policy after the declaration of Croatia's independence. After gaining independence, the first goal was to join the UN and join its programs, which was later achieved. In the future, NATO (joining in 2009) and the EU (joining in 2013) become the goal (Горопаха, 2019).

An important moment is the transformation of domestic politics, which is an excellent example for Ukraine. In particular, regarding the adaptation of national legislation to EU standards, negotiations with the EU, access to EU funds, organization of European integration within the country. The anti-corruption policy of the Republic of Croatia is also useful for the Ukrainian state administration.

Immediately after declaring independence, the Republic of Croatia finds itself in a situation of full-scale war with neighboring Serbia. After the start of hostilities in the east of Ukraine, politicians, internationalists and journalists quite often began to recall the Croatian model of conflict resolution. The slide presents a SWOT analysis of the Croatian method of conflict resolution. Based on the existing risks and threats, it can be argued that despite the constant comparison of these wars, these confrontations are not the same, and due to different circumstances, their solution should also be different.

In general, with the accession to the European Union, Croatia was able to stabilize internal politics, establish stable democratic institutions, and introduce macroeconomic stability. Accession to the EU gave Croatia the opportunity to receive significant investments in the economy. On the other hand, Ukraine has a fairly high human and resource potential, but is unable to establish stability within the country, which slows down its economic development. It is appropriate to note that Croatia is second in terms of economic competitiveness among neighboring countries and other Balkan countries after Slovenia. It can be seen that Croatia is ahead of Ukraine in both economic and social spheres of life.

**4. COVID-19 and Croatia**

Another example for Ukraine on the part of Croatia is overcoming the consequences of Covid-19. Small and medium-sized enterprises were the most affected. So, the government has developed ways to help. For citizens, the government has created the website koronavirus.hr, which provides all the necessary information about the spread of the coronavirus, as well as a new telephone line 113, where specialists answer their questions.

The government actively involves citizens in vaccination, which has its effect on the number of patients. Solutions to overcome the consequences are decided in open forums, where they are discussed, which has a considerable contribution to finding a strategy for solving problems.

**5. Conclusion**

Therefore, Croatia is part of important dynamic integration processes in Europe. The experience of Croatia is extremely important for our country due to the common foreign policy course for joining the EU and NATO, victory in the conflict on its territory, overcoming the post-war crisis and reintegration of the territories. The development of the tourism sector of the economy and overcoming the covid crisis can also serve as an example for Ukraine. Comparison of various areas of development of the Republic of Croatia and Ukraine, given in work, demonstrates that Croatia can serve as an example for Ukraine in the field of infrastructure development, health care and stabilization of economic life within the state.

**REFERENCES**

1. Борщ Н., Панасенко Г. Хорватський ринок туристичних послуг: забезпечення конкурентоспроможності. *Вісник Харківського національного університету імені В. Н. Каразіна. Серія: Міжнародні відносини. Економіка. Країнознавство. Туризм*. 2021. № 13. С. 186-195. DOI : https://doi.org/10.26565/2310-9513-2021-13-19
2. Горопаха С. В. Інтеґрація Республіки Хорватія в Європейський Союз (1992–2013 рр.): автореф. дис. на здобуття наук. ступ. канд. іст. наук. К. : Київ. нац. ун-т ім. Тараса Шевченка, 2019. 20 с.
3. Ищенко Н. Как вступить в ЕС после войны с соседом: что меняла и что преодолевала послевоенная Хорватия. *Європейська правда.* URL:https://www.eurointegration.com.ua/rus/articles/2020/04/3/7108287 (дата звернення: 11.03.2022).
4. Efremenko D., Meleshkina E. Yugoslav metanarrative and contemporary yugonostalgia in Western Balkan countries. *Political Expertise: POLITEX*. 2020. Vol. 16, no. 1. Pp. 78-100. DOI : https://doi.org/10.21638/spbu23.2020.105 (дата звернення: 10.04.2022).

# FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM AND HOSPITALITY BUSINESS

*V. I. Borysovych,*
*N. M. Startseva, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Borysovych V. I., Startseva N. M. Foreign languages in the development of tourism and hospitality business.** The articles describes the usage of foreign languages and dialects in different countries and regions worldwide. It analyses the role of foreign languages in the development of tourism and hospitality business, Hotel, Catering and Tourism (HCT) industry. As almost all countries of the world are involved in the international tourism and hospitality business development, the industry has obtained an international scale and it must correspond to its standards. Foreign language skills are identified as important managerial skills in these fields and foreign terminology is widely used by employees in restaurants, hotels and travel agents. The article emphasizes cultural awareness as an important factor in the development of international tourism as well.

**Keywords:** cultural awareness, foreign languages, hospitality business, international scale, language skills, terminology, tourism.

**Борисович В. І., Старцева Н. М. Іноземні мови у розвитку туризму та гостинному бізнесі.** Стаття описує особливості використання іноземних мов та діалектів у різних країнах та регіонах світу. Аналізується роль іноземних мов у розвитку туризму та гостинності, в індустрії туризму, кейтерінгу та готелів. Так як майже усі країни світу залучені до міжнародного туризму та розвитку сфери гостинності, туризм виходить на міжнародний масштаб та має відповідати стандартам. Володіння іноземними мовами визначається як важливі управлінські навички в цих сферах, а іноземна термінологія широко використовується працівниками ресторанів, готелів та туристичних агентств. Стаття також підкреслює культурну обізнаність як важливий фактор розвитку міжнародного туризму.

**Ключові слова:** гостинність, іноземні мови, культурна обізнаність, міжнародний масштаб, мовні навички, термінологія, туризм.

## 1. Introduction

In Europe, languages have long been a fundamental and accepted part of educational programs. In today's globalized world, knowing foreign languages is very important, and multilingualism is seen as an investment in the future. With the continued enlargement of the European Union, European language policy is moving towards the need to teach kids at least two foreign languages from their childhood and this policy describes knowledge of foreign languages as a basic skill. In Europe, knowledge of foreign languages is an important and sometimes decisive factor in the employment of graduates. It is also important to note that in today's world tourism and mobility play a significant and important role, which contribute to the development of intercultural dialogue. Knowledge of foreign languages plays a decisive role in the development of tourism, which has a multifaceted function and is considered as an activity of cultural, social and economic aspects.

Thus, it can be clearly stated that language knowledge is one of the most important activities of modern society throughout the world, and especially in Europe. The o b j e c t of the article is the use of foreign languages in the modern world, and the s u b j e c t is the development of foreign languages and communication skills in the sphere of tourism. The study is now up-to-date because of the position of the HCT industry in the world.

## 2. Foreign languages in Hotel, Catering and Tourism industry

Foreign language skills have indeed been identified as important managerial skills by several researchers (Sindik, Bozinovic, 2013). Managers should be equipped with both communicative and intercultural competence to be able to adapt and excel in the competitive work environment and foreign languages are the way to avoid stereotypes and gain insight into foreign people's mentality. Nowadays, there are many different languages and dialects in the world, but some of them are more or less significant. First of all, these languages are English, French, Spanish, Portuguese, Chinese and Arabic. Foreign languages are one of the most important factors in the development of the international tourism.

Mandarin is an increasingly important language in the hospitality industry for several reasons. As China's economy continues to grow and expand, more and more people from China are traveling internationally for business and leisure. This has led to a significant increase in the number of Chinese tourists visiting countries around the world, including many popular tourist destinations. In order to provide high-quality customer service and meet the needs of Chinese tourists, it is becoming increasingly important for hospitality industry workers to be able to speak Mandarin. This includes hotel staff, restaurant workers, and other hospitality industry employees who may interact with Chinese tourists. Additionally, many international hotel chains and restaurants are now expanding into China, which means that workers in these industries may need to be able to speak Mandarin in order to communicate with Chinese customers and employees. For example, Marriott International, which is one of the world's largest hotel chains, has been expanding rapidly in China in recent years, and now operates more than 200 hotels in the country. In order to provide high-quality customer service and manage their operations effectively, Marriott and other international companies operating in China will need workers who are fluent in Mandarin.

Overall, Mandarin is becoming increasingly important in the hospitality industry due to the growing number of Chinese tourists traveling internationally and the expansion of international companies into China. Hospitality industry workers who are able to speak Mandarin will be well-positioned to take advantage of these trends and provide high-quality customer service to Chinese tourists and clients.

There are a lot of people who do not want to travel and choose the option to stay at home, but at the same time they are forced to use a huge number of words of foreign origin in their speech. For example, every time we leave the house we hear such foreign words as: internet cafe, fitness club, show, supermarket, department, office, cottage, townhouse, manager, etc. When we read a newspaper or a magazine, we can see these words: summit, congress, business, brand, casting, monitoring, blockbuster, provider, designer; whenever we come to work, we can hear as well summit, computer, fax, scanner, printer, image maker, supervisor, merchandiser, etc. And if you stay in a hotel in any country in the world, you will certainly hear many foreign words, especially English and French, due to the fact that the French model of hospitality is the only and oldest of all existing ones hotel business models. Therefore, every time you stay in a hotel, you hear the words: concierge, porter, porter, restaurant, lobby bar, hall, executive director, general manager and many other words.

Nowaday, at the beginning of the 21st century, tourism is the most developing and growing industry in the world. If in 2000 the number of people working only in the hotel business exceeded the mark of 200,000 people, then in ten years this number has tripled. Every time we come to work in a hotel, the first question we hear is: “What languages do you speak?”, “How many languages do you speak and what is the level of your foreign languages?”

All these questions you can also hear if you want to apply for a tour company or a prestigious restaurant. If you want to work in a restaurant as a waiter, you need to know the names of all the dishes and drinks that the restaurant has, and, moreover, a certain number of these dishes have foreign names. Therefore, it is worth knowing how they are translated into Ukrainian in order to serve foreign customers. Thus, a waiter in a good restaurant should know one, and preferably two foreign languages at a good level. One more example. You would like to work in a restaurant as a sommelier. This work is very difficult, and to get it you need to have a lot of knowledge. This means that you need to know the names of the wines, their varieties or which wine goes well with a certain dish.

For specialists of any profession, a foreign language is a tool for communication with people of different cultures. In addition to knowledge of foreign languages, it is necessary to understand various aspects, such as culture. Increasing cultural awareness means being able to differentiate the positive and negative features of the impact of tourism on culture. Cultural diversity can be a big challenge when an organization needs people to think or act alike. Diversity increases the level of complexity and confusion and makes it difficult to reach agreement. On the other hand, cultural diversity has an advantage when an organization extends its sense of authenticity outside the organization and begins to adopt different approaches to problem solving. Diversity in this case creates valuable new skills and behaviour. This is very important for professionals in the field of tourism and hospitality, who have to deal with people from different countries every day.

Nowadays there plenty languages and dialects (only in Africa there are more than thousand ones), but if you can speak some languages you will be able to travel all over the world and understand local people of these countries. And they will understand you as well. As mentioned above international tourism is an industry in which people from all over the wrold of different nationalities are employed. This is the main reason why knowledge of foreign languages and is highly important in their work.

However, if tourism is a global phenomenon, why not create a new single language that would be easy to learn and would incorporate features of other languages. This language can become an international language of tourism along with English. This language was created at the end of the 19th century. It was Esperanto. This language was named after its inventor. Esperanto was very popular in the 20th century. Esperanto has not become the language of international communication, despite all its advantages. English has become the world language. It is used in business, aviation, IT, diplomacy, music, tourism, sports and many other spheres of life.

### 3. Conclusions

Thus, we come to the conclusion that foreign languages and cultural awareness are the most important factors in the developing of international tourism. Foreign language skills can be useful in the industry to assist international travellers, to interact with them and the employees in different foreign countries and to work abroad. You can decide to work and act as a guide for tourists. With the knowledge of foreign languages, you might be employed in a Customer service that the travellers need. The multilingual credentials can get a person hired just about anywhere that has to do with clients and foreign customers.

Proficiency is an essential prerequisite for successful communication in the tourism industry. Most companies prefer employees who know at least one foreign language apart from English.

Foreign languages play an important role in global hospitality management. International research has indicated their significance in the raising of customer lifetime value for the hospitality industry as well as of successful careers for future management personnel.

**REFERENCES**


1. International Journal of Language, Translation and Intercultural Communication, Tziora Nektaria, 2006.
2. Josko Sindik, Nikolina Bozinovic. Importance of Foreign Languages for career in tourism, 2013.
3. Eurydice (2005). Citizenship Education at School in Europe. Brussels: Eurydice.
4. Why Mandarin is Important in Hospitality Industry. URL: https://www.malaysiamandarin.com/blogs/why-mandarin-is-important-in-hospitality-industry

# DIPLOMATIC SERVICE OF DENMARK

*A. O. Chernyshova,*
*O. Yu. Sergeyeva, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Chernyshova A. O., Sergeyeva O.Yu. Diplomatic service of Denmark.** Denmark is a small European country, which, however, has a rich history, and in the modern world is an important supplier of personnel to international organizations and supports the development of third world countries. The study of the diplomatic system of the Kingdom, which has a rather non-standard structure, is not large in volume, but has an effective staff, is relevant. With this in mind, the Danish system of diplomatic and consular service is an interesting learning experience.

**Keywords:** diplomatic system of Denmark, consular service, Ministry of Foreign Affairs.

**Чернишова А. О, Сергєєва О.Ю. Дипломатична служба Данії.** Данія є невеликою європейською країною, що однак має багату історію, а у сучасному світі є важливим постачальником персоналу у міжнародні організації та підтримує розвиток країн третього світу. Актуальним є дослідження дипломатичної системи Королівства, що має досить нестандартну структуру, не великий за обсягом, але ефективний персонал. З огляду на це, данська система дипломатичної та консульської служби є цікавою для перейняття досвіду.

**Ключові слова:** дипломатична система Данії, консульська служба, міністерство закордонних справ.

## 1. Introduction

Denmark is a small European country, which, however, has a rich history, and in the modern world is an important supplier of personnel to international organizations and supports the development of third world countries. The study of the diplomatic system of the Kingdom, which has a rather non-standard structure, is not large in volume, but has an effective staff, is relevant. With this in mind, the Danish system of diplomatic and consular service is an interesting learning experience.

The p u r p o s e of the study is to analyze the historical and current state of the diplomatic and consular service of the Kingdom of Denmark. The article tasks are: describe the historical features of the formation of the Danish diplomatic system; to analyze the current state of the diplomatic and consular service; determine the peculiarities of the structure of the Ministry of Foreign Affairs of Denmark; to investigate personnel policy in the Ministry of Foreign Affairs of Denmark.

## 2. History of the ministry of foreign affairs of Denmark

The history of Denmark's modern diplomatic service begins in 1770, when King Christian signed a decree establishing the Department of Foreign Affairs as an independent government body. Until that time, diplomatic missions had a nonpermanent nature. The Department of Foreign Affairs continued its activities and for the first few years was located on the territory of the current Ministry of Finance in Copenhagen. When the Department of Foreign Affairs was established, foreign policy was the business of an autocratic king and the king's noble servants (Etableringen af udenrigsministeriet, n. d.). The purpose of the department's existence was to support the king's interests and strengthen his power over the vast Danish empire from Iceland to the trading posts in India. The Department of Foreign Affairs was founded in times marked by territorial disputes, military threats from Denmark's neighboring countries, and unstable alliances to protect Denmark's interests. Many Danish consulates were on routes where Danish ships traveled to help with customs documents or to give good advice on local conditions. The first consulates were established in North Africa in the 18th century to protect Danish trading and shipping interests of the time against piracy on the trade routes of the region. The department was renamed the Ministry of Foreign Affairs in 1848 (Borgerservice, n. d.). During the First World War, officials of the Ministry of Foreign Affairs were actively involved in ensuring close cooperation between Danish business organizations and companies and the main trading partners - Great Britain and Germany. This is how the "economic diplomacy" of the Ministry of Foreign Affairs was formed. After the Second World War, Denmark's development policy was mainly implemented through the United Nations Development Programme, until the establishment of the first bilateral aid program with developing countries in 1962. In the following decades, Denmark's involvement in developing countries gradually expanded geographically and thematically. After 2000, Danish aid was expanded with significant efforts in conflict zones in the Balkans, as well as in Afghanistan and Iraq. Thus, the Ministry of Foreign Affairs of Denmark has undergone a long transformation, gradually concentrating new powers in its structures: from helping Danes abroad, to promoting Denmark's commercial interests in the world and helping developing countries suffering from humanitarian disasters (Etableringen af udenrigsministeriet, n. d.).

## 3. Current state of the diplomatic system of Denmark

The Danish Ministry of Foreign Affairs is a global organization. It works for Denmark's interests and values in relation to the world around it in such a way as to promote the freedom, security and well-being of Danes in a more peaceful and just world, with development and economic growth for all (Lov om udenrigstjenesten, n. d.). The current Minister of Foreign Affairs is Jeppe Kofod. The Danish diplomatic and consular service consists of a ministry in Copenhagen and a global network of embassies, consulates general and trade commissions abroad. The network of diplomatic missions abroad enables the ministry to protect and promote Denmark's international interests. They are established and abolished by the king, except for vice-consulates, which are subordinate to the minister of foreign affairs. Diplomatic missions are embassies or missions to international organizations. Denmark has 71 embassies (The Danish Foreign Service, n. d.). Denmark has ambassadors in almost every European country, in most major countries outside of Europe and in all developing partner countries. Denmark has 6 diplomatic missions to international organizations, such as the EU in Brussels, the UN in New York and Geneva, NATO in Brussels and the Council of Europe in Strasbourg. Denmark has 28 consulates general and trade commissions. They primarily provide commercial services and are located in areas where Denmark has significant commercial interests. For example, consulates general in New York and Shanghai, as well as trade commissions in Bangalore and Melbourne (The Danish Foreign Service, n. d.).

## 4. Personnel policy

The Ministry of Foreign Affairs offers international career and travel opportunities to more than 80 countries. The Ministry of Foreign Affairs carries out a large number of tasks, so employees must have expertise in the social sciences, law, economics, culture, language, administration and commerce. It is important for all employees to have a relevant education with good results, courage and willingness to change, cooperation and empathy skills, the ability to learn about other cultures and ways of thinking, worldview and the ability to cope with stressful situations and good language skills. The Ministry of Foreign Affairs has about 1,350 employees, of which approximately 850 work in Copenhagen in the central office, and 500 are sent to Danish missions abroad (Ministeriet som arbejdsplads, n. d.). The Ministry of Foreign Affairs implements an active personnel policy aimed at creating equal opportunities for all employees and a good basis for combining work and family life. The personnel policy is formed in close cooperation between the leadership of the ministry and the heads of departments for different groups of personnel. The recruitment process is almost the same for all positions announced by the Ministry of Foreign Affairs. In addition, the Ministry of Foreign Affairs offers internships in diplomatic missions for students studying in higher education institutions (Fra ansøgning til ansættelse, n. d.). Therefore, personnel policy in the diplomatic service of Denmark is quite flexible. After a certain stage of selection, the candidate enters the service of the Ministry of Foreign Affairs. At the same time, an employee's career largely depends on his aspirations. The Danish Diplomatic Service uses a traditional system of diplomatic ranks and an extensive system of personnel categories.

## 5. Conclusions

The history of the modern diplomatic service of Denmark begins at the end of the 18th century, when the Department of Foreign Affairs was established. Subsequently, with the decrease in the political weight of Denmark in the world, the importance of its diplomatic service as a traditional service also decreased. However, it has undergone a transformation and continues to perform its functions effectively, shifting its focus to humanitarian and commercial functions. The modern system of the diplomatic service consists of the central apparatus of the Ministry of Foreign Affairs, diplomatic and consular institutions abroad. The legislative basis is the Danish Foreign Service Act of April 13, 1983. Structurally, the Ministry of Foreign Affairs is divided into 5 directorates, each of which performs the functions assigned to it and covers all regions of the world, as well as thematic areas that are critically important for state interests. To start a career, candidates must go through a system of interviews, tests and exams, as well as have education and some work experience in economic, political, cultural, etc. spheres A significant part of the staff has alternate duty in the central office and foreign missions. Diplomatic ranks of employees are classic. At the same time, within the framework of the diplomatic system, there is a system of employee categories. In general, it is worth noting the non-standard approach to the structural organization of the diplomatic and consular service and the features of the functions and tasks performed by diplomatic missions.

**REFERENCES**

1. Borgerservice. URL: https://um.dk/da/om-os/organisation/udenrigsministeriets-250-aarsjubileum/borgerservice/
2. Etableringen af udenrigsministeriet. URL: https://um.dk/da/om-os/organisation/udenrigsministeriets-250-aarsjubileum/etableringen%20af%20udenrigsministeriet/
3. Fra ansøgning til ansættelse. URL: https://um.dk/da/om-os/stillinger/fra-ansoegning-til-ansaettelse/
4. Lov om udenrigstjenesten. URL: https://www.retsinformation.dk/eli/lta/1983/150
5. Ministeriet som arbejdsplads. URL: https://um.dk/da/om-os/stillinger/arbejdsplads/
6. The Danish Foreign Service. URL: https://um.dk/en/about-us/organisation/the-danish-foreignservice/#:~:text=Denmark%20has%206%20diplomatic%20missions,Consulates%2DGeneral%20and%20Trade%20Commissions.

# CAR MARKET STRUCTURE IN UKRAINE, THE STATE OF ITS ENVIRONMENTALLY SAFE SEGMENT

*A. O. Cheshko,*
*A. B. Kalyuzhna, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Cheshko A. O., Kalyuzhna A. B. Car market structure in Ukraine, the state of its environmentally safe segment.** The article gives a general overview of Ukrainian car market structure and its present situation. It shows tendencies in "green" cars sphere. It also identifies the obstacles for the development of environmentally safe segment of the market and examines the underlying causes. In addition, the article provides recommendations of experts and outlines the prerequisites for future development of this market segment.

**Keywords:** car market, $CO_2$ neutral, electric vehicles, fuel type, Ukraine.

**Чешко А. О., Калюжна А. Б. Структура автомобільного ринку в Україні, стан його екологічно безпечного сегменту.** Стаття надає загальний огляд структури українського автомобільного ринку, його сучасну ситуацію та демонструє тенденції у сфері екологічних автомобілів. Також визначено перешкоди розвитку екологічно безпечного сегменту ринку та проаналізовано їх основні причини. До того ж, у статті наведено рекомендації експертів та передумови для майбутнього розвитку цього сегменту ринку.

**Ключові слова:** автомобільний ринок, електромобілі, $CO_2$ нейтральний, тип палива, Україна.

## 1. Introduction

In the same way as the whole Ukraine's economy, car sector has been affected by various external factors such as the Covid-19 pandemic and start of the war so the structure of the market has changed as a result. That is why it is important to examine its current state and ecological development in this field in unstable times. As ecologically safe development remains a pressing issue worldwide, this proves the r e l e v a n c e of our topic.

The o b j e c t of the article is Ukrainian domestic car market and car import. The s u b j e c t of the article is the car market structure, its distribution by fuel type, the structure of car import. The p u r p o s e of the study is to research the current state of the car market and import tendencies taking into account various aspects affecting them and to examine the ecological sector, obstacles for its development and reveal the reasons for them.

## 2. General description of the Ukrainian car market

To have a general understanding about the situation on Ukraine's car market, first of all, it should be mentioned that the level of motorization in Ukraine is measured to be one of the lowest in Europe. Comparing in numbers, on average Europe counts 610 cars per 1000 people, in Ukraine there are 232 cars per 1000 people, that means that motorization of Ukraine is more than 2.5 times less than of Europe ("Why and what", n. d.).

Ukraine is a country with comparatively low level of per capita income ($4,835.6) ("GDP", n. d.), that is one of the lowest in Europe. Experts predict its fall by at least 3 times as a result of the war. As a consequence, the country has also low purchasing power. All these factors condition the car market structure. The biggest part of Ukraine's fleet consists of already used vehicles imported from abroad. In 2021 government registration of new cars stated registration of only 107,8 thousand new cars while 533,2 thousand cars brought in Ukraine were previously in use abroad. The domestic market counted 945,2 thousand cars sold. All in all purchases of absolutely new cars amounted only 6.7% of all purchasing operations at Ukraine's automotive market ("Why and what", n. d.).

The general situation with Ukrainians income level, which is now even worsened by the war, determines that in terms of price the greatest demand remains on affordable vehicles. Thus, the structure of the most popular vehicles in the domestic market in 2021 is next ("Why and what", n. d.):

1. Daewoo Lanos/Sens – 40,880 pcs.
2. Volkswagen Passat – 30,697 pcs.
3. Skoda Octavia – 27,996 pcs.
4. Volkswagen Golf – 20,994 pcs.
5. VAZ 2109/99 – 20,559 pcs.

Among used vehicles from abroad most often brought are the following:

1. Volkswagen Passat – 30,664 pcs.
2. Volkswagen Golf – 26,550 pcs.
3. Skoda Octavia – 23,975 pcs.
4. Renault Megane – 19,540 pcs.
5. Ford Focus – 16,402 pcs.

Among the top of cars in the domestic market and imported ones there are no premium models. For example during the time of zero customs clearance in 2022 the share of used imported top-end segment cars like Mercedes-Benz, Cadillac, AUDI, etc. was only 1%.

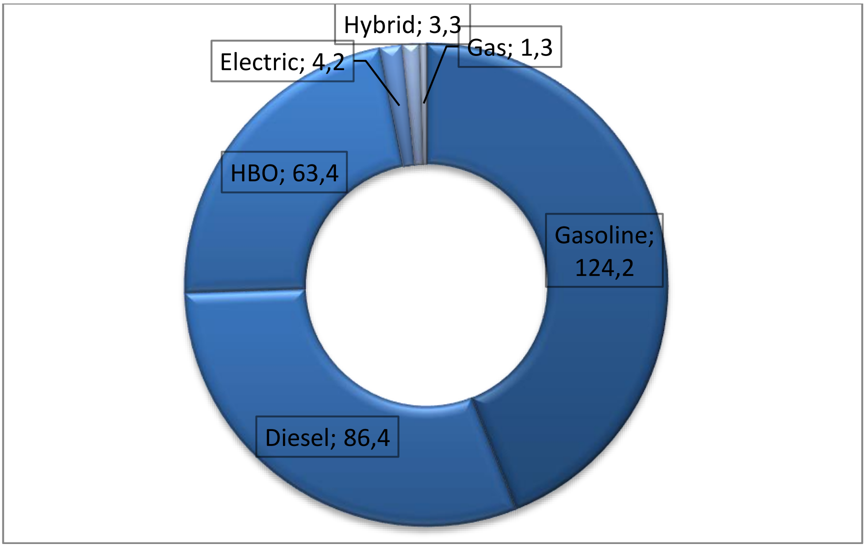
From the above statistics, it can be seen that the situation on Ukraine car market is mostly represented by already used cars in the affordable price category.

**3. Situation on domestic car market and structure of import**

Alongside with the market structure mostly represented by used cars, a proper look at distribution of Ukraine vehicle market by fuel type does not show high improvements either.

First of all the latest dynamics on the market was greatly influenced by the Covid-19 pandemic, Russian start of a full-scale war and as a consequence shortage of fuel, its price increase, hryvnia devaluation (by 25% against the U.S. dollar) and zero customs clearance.

The market structure can be traced by latest 2022 researches of purchases tendency in domestic vehicle market distributed by a car fuel type. The study was conducted on the collected data of used cars during the first 6 months of 2022 (Fig. 1).

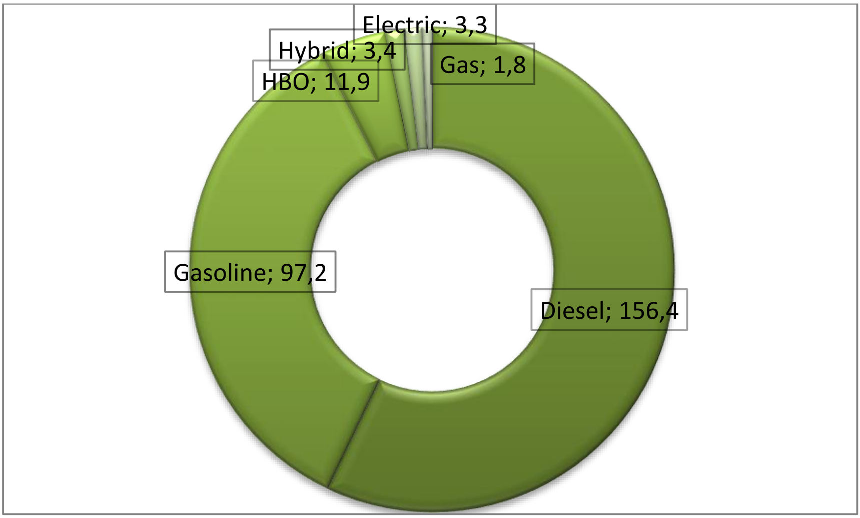



*Source:* Composed by the authors, using materials from: "There were more diesel cars, but the "boom" of electric cars did not happen: market analysis by fuel type", 2022.

Fig. 1. Transactions at domestic market distributed by car fuel type, thousands of cars

The graph clearly shows that gasoline cars are of the highest demand (43.9%), the second place goes to diesel types (30.5%) and HBO vehicles (22.4%) close the top 3. In comparison to these types of cars, more ecological ones are much less used. Only 1.5% of all cars sold are electric, hybrid models amount 1.2% and 0.5% are gas types.

Import structure has a completely different tendency. The research time is first 6 months of 2022, and the results quite clearly explain the demand structure as during this period of time "zero customs clearance" took place (Fig. 2).




*Source:* Composed by the authors, using materials from: "There were more diesel cars, but the "boom" of electric cars did not happen: market analysis by fuel type", 2022.

Fig. 2. Car import structure distributed
by fuel type, thousands of cars

Unlike the domestic market, the largest share of imported cars was with diesel engine type (57.1%). Such a huge number can be explained by taxes reductions. Vehicle excise tax calculation depends on the type of fuel consumed and originally for diesel cars it is approximately 50% higher than for gasoline ones. This condition helped to see the real desire of drivers as there was no fiscal policy to put any financial restrictions. The share of gasoline cars is considerably smaller but still high (35.5%). The third place goes to HBO vehicles (4.3%). Although using cars driven on propane-butane mixtures was more beneficial as this type of fuel could be found even during severe shortage of fuel, and it is cheaper than gasoline, the share of such cars even decreased. The cause of such a tendency lies with poor supply of this kind of vehicles. The biggest vehicle import flows to Ukraine are from European market and only 0.9% of EU market is HBO cars. More ecological cars are not so popular again but compared to internal market transactions in import we have a better tendency: hybrids – 1.2%, electric cars – 1.2% and gas cars – 0.6% ("There were more diesel cars", 2022).

The highest change was in the number of imported diesel cars, in other words, in January the share was 38.8% but in June it became 66%. On the contrary, there weren't any really significant rises in purchases of electric and other ecological types of vehicles during the period of 6 months under research. Given the fuel situation in Ukraine, one would expect the tendency to improve, but in reality, there was only an insignificant increase by 347 cars if we compare January and June. There are a number of reasons to such a slow switch to vehicles with $CO_2$ neutral engines. Regarding "zero customs clearance" it didn't change the situation anyhow as for electric vehicles such regime is established on the long term basis ("There were more diesel cars", 2022). In other words, such tax changes encouraged a higher demand only on such engine types as diesel or gasoline ones. The only thing changed is that the Pension Fund tax for electric vehicles was abolished. The previously mentioned slight increase is only a result of a dramatic rise in fuel prices and consequent efforts of some drivers to become more fuel independent.

### 4. Ukraine's development of ecological sector of the market, its problems, reasons, predictions and recommendations

On the way to association with the EU Ukraine is developing and implementing various policies to reduce cars $CO_2$ emission and cut down on fuel consumption ("Hydrogen law", n. d.). There is a combination of factors to be improved and only taking into account all aspects can ensure Ukraine's move towards carbon footprint reduction.

First of all Ukraine is introducing policies such as emissions standards and fiscal incentives to reduce the amount of fuel used by vehicles, carbon footprint and consequently to switch to more ecological types of vehicles and become more independent of fuel products import ("IEA", n. d.). For example, Ukraine has implemented the concept of ecological standard labeling and tries to get closer to EU standards. For import of vehicles in Ukraine this standard was at least Euro 2 (if the car was used) or Euro 5 (if the car is new) in 2022 (“Taxes”, n. d.). In Europe ecological standard is Euro 4 for petrol vehicles and Euro 6 for diesel types. Ukraine takes part in various projects in cooperation with the EU. Ukraine’s efforts to lessen its carbon footprint in large part concern such policies connected to combustion engine cars, advancements of technological infrastructure and on the other hand development of usage of “green” transport such as electric vehicles.

Looking forward into the future Ukraine has already adopted plenty of encouraging conditions for using cars with electric engines such as tax benefits, car cost compensation, free parking lots, etc. (“Verkhovna Rada”, n. d.). However, as it was previously mentioned, Ukrainian drivers are not really persistent in switching to electric vehicles (hereinafter EV). Some underlying causes have already been described previously but there are also other reasons that prevent Ukrainians from using electric cars. Among them, there is a low development of relevant infrastructure such as charging stations. Talking about EV, they are of quite a high price. 70% of cars Ukrainians drive cost up to $10,000 on the contrary 80% of electric vehicles are much more expensive as an average price of electric cars in the first half of 2022 was $19,900 including new and used cars (“Electric cars”, n. d.).

The next problem lies with the offer structure of budget EV as there are not enough of them and the market is mostly represented by 3 models (Nissan Leaf, Kangoo ZE, Fiat 500e). There is no choice for the customer and at the same time technical characteristics are not that good either (long charging time, need to recharge every 100 km) also taking into account a high share of used vehicles on the market (“Electric cars”, n.d.).

Prices for EV are constantly increasing making them unaffordable to the biggest part of Ukrainian drivers. For instance even more affordable among Tesla cars Model 3 rose from $38,900 to $40,000 during the first 6 months in 2022, the price was already much higher than the span of $10,000 but further increase lessens the demand (“Electric cars”, n. d.).

In the future a more active increase in EV market share is possible only due to the following reasons: increase in fuel prices (as it was in May, at the highest level of the fuel shortage when the largest share of electric cars was recorded), development of EV related infrastructure, decrease in electric cars prices and growth of this market segment size, improvement in Ukrainians purchasing power alongside with the development of government financial programs and enhancement of technical properties of EV (such as shorter charging time or higher battery capacity) (“Electric cars”, n. d.).

This scope of reasons is accompanied by rising fuel consumption regulations and Ukraine, as a part of global community, has to align with them. Thus, experts from GFEI (Global Fuel Economy Initiative) have developed a set of measures regarding policies development on fuel consumption reduction and emissions level improvement, which include:

1. Informational measures such as: launching of the national informational campaign to support the fuel and energy efficiency in the transport sector; establishment of voluntary ecological driving programs for existing drivers and obligatory for driving school programs.

2. Further support and enhancement of fiscal incentives for drivers of “zero” emission vehicles and $CO_2$-based taxation.

3. Various technical regulation measures concerning: fuel quality monitoring system; EU Fuel Economy Directive implementation (“Automotive Fuel Economy”, n. d.).

Ukraine is already on its way to becoming more $CO_2$ neutral and takes actions in different car related spheres. For instance, combustion engine car regulations such as restriction of import of vehicles with low ecological level and other related policies in cooperation with the EU. Another example is enhancement of technological infrastructure and development of fiscal policies regarding the usage of EV.

## 5. Conclusions

Ukraine as a developing country has a car market mostly represented by used cars that are imported from the EU and some other countries. A number of factors, including the Covid-19 pandemic, Russian full-scale invasion, shortage of fuel, its price increase, hryvnia devaluation and zero customs clearance, significantly affected the structure of this market in 2022.

Ukraine is not a highly motorized country and with the start of the war a need to be mobile became even higher. Ukraine is already on its way to becoming more $CO_2$ neutral and takes actions in different car related spheres such as restriction of import of vehicles with low ecological level and other related policies in cooperation with the EU. However, due to numerous factors such as low income level, poor offer structure or unsatisfactory level of related infrastructure, green cars are not used extensively in Ukraine. The period of zero customs clearance significantly increased the number of diesel and gasoline cars but more ecological cars remained much less popular.

Taking all these factors into account GFEI researchers have developed a set of informational, fiscal and technical regulations to cut down the amount of fuel products consumption and carbon footprint in Ukraine to make its car market environmentally-friendly. Further steps in realization of this plan can be the p r o s p e c t for future research.

**REFERENCE**


1. Automotive Fuel Economy in Ukraine: Baseline Analysis & Report. URL: https://www.globalfueleconomy.org/media/597483/ukraine_baseline_report_final_en.pdf
2. Electric cars: why they are talked about more than bought. Sales statistics. URL: https://eauto.org.ua/en/news/150-electric-cars-why-they-are-talked-about-more-than-bought-sales-statistics
3. GDP per capita (current US$) – Ukraine. URL: https://data.worldbank.org/indicator/NY.GDP.PCAP.CD?locations=UA&most_recent_value_desc=true
4. Hydrogen law, regulations & strategy in Ukraine. URL: https://cms.law/en/int/expert-guides/cms-expert-guide-to-hydrogen/ukraine
5. IEA. Ukraine. URL : https://www.iea.org/countries/ukraine
6. Taxes on car imports have been abolished in Ukraine. URL: https://visitukraine.today/blog/266/taxes-on-car-imports-have-been-abolished-in-ukraine
7. There were more diesel cars, but the "boom" of electric cars did not happen: market analysis by fuel type. (2022, August 24). URL: https://eauto.org.ua/en/news/157-there-were-more-diesel-cars-but-the-boom-of-electric-cars-did-not-happen-market-analysis-by-fuel-type
8. Verkhovna Rada of Ukraine. URL: https://www.rada.gov.ua/en
9. Why and what used cars do Ukrainians drive from abroad during the war? URL: https://eauto.org.ua/en/news/116-why-and-what-used-cars-do-ukrainians-drive-from-abroad-during-the-war

# THE ISLAMIC MIGRATION FACTOR AS A CHALLENGE TO THE SECURITY OF EUROPEAN COUNTRIES

*A. M. Chuchko,*
*D. M. Petrenko (language supervisor),*
*V. N. Karazin National University, Kharkiv, Ukraine*

**Chuchko A. M., Petrenko D. M. The Islamic migration factor as a challenge to the security of European countries**. The article examines the problem of the Islamic migration factor and its impact on European countries. In particular, the causes, consequences, solutions and methods of countering the threats that arise as a result of mass migration to the EU countries are highlighted. The article also briefly reveals the impact of the global migration factor on Ukraine.

**Key words:** Islamic migration factor, threat, security, European Union, terrorism.

**Чучко А. М., Петренко Д. М. Ісламський міграційний чинник як виклик безпеці європейських країн.** У статті розглядається проблема ісламського міграційного чинника та його вплив на європейські країни. Зокрема висвітлюються причини, наслідки, способи вирішення та способи протидії загрозам котрі виникають внаслідок масової міграції до країн ЄС. Також у статті коротко розкрито вплив глобального міграційного чинника на Україну.

**Ключові слова:** ісламський міграційний чинник, загроза, безпека, Європейський Союз, тероризм.

## 1. Introduction

Problem statement. One of the reasons for the vote in Britain on its exit from the EU increased due to the number of immigrants in the country. In particular, the mood of populists against refugees in search of a better life, caused by the negative mood of the local people against Muslims, who are accused of the decline of Christianity values in Europe. Consequences of intensive Muslim migration population can be catastrophic. If the flow of migrants is only strengthten, the EU may in the future lose control over illegal stay of citizens in other states.

In turn, this affects the information threat of the EU. Under the influence active radical propaganda on the part of migrants, EU citizens left to fight as volunteers in Syria and Iraq, having accepted Islam. For EU countries, namely Spain, Greece, Italy, Germany, Sweden, where migrants found the most favorable conditions for living and their terrorist activity, this is a big blow to the budget and political situation.

R e l e v a n c e . Nowadays, one of the urgent issues is the problem of population migration from the countries of Africa and the Middle East due to constant wars and a low standard of living to the European Union (EU). As a result, in connection with mass migration, the influence of the Islamic factor on the political situation of the EU expanded and a threat to the information security of European countries arose.

Research o b j e c t i v e is to find the ways to prevent the problems that may arise in the closest future due to the Islamic migration.

The o b j e c t of study is the Islamic migration factor as a threat for European countries.

The s u b j e c t of study is the influence of Islamic migration factor on EU including Ukraine.

The following t a s k s are set to achieve the purpose:

1) to examine the causes and consequences of the emergence of Islamic migration factor in the EU countries;

2) to reveal the influence of Islamic migration factor on the EU countries and Ukraine;

3) to find the ways of overcoming the problem and relief of existing consequences.

Leading domestic and foreign scientists such as: Tarik Ramadan, Charlie Winter, Bell D., Pokalchuk O., Palinchak M. and other authors have examined the issues of terrorism emerged due to the Islamic migration factor. In these works, the issues of Islamic migration factor are fully described but the ways of overcoming these problems do not meet the challenges of the 21 century.

In this article we use such scientific methods as analysis, content analysis and synthesis.

**2. Reasons and problems of Islamic migration factor**

One of the current problems of the modern world is the global problem of terrorism and population migration from the countries of Africa and the Middle East. In his in turn, this leads to the planting of cultural values by migrants Europe, the spread of terrorism to influence EU political processes. Also it affects not less the situation among the European population and politics. The result of this may be the exit of EU member states. Migrants, among whom there are Muslim refugees, settling in EU countries, create cultural and civilizational areas with their own schools, shops, and mosques. On the one hand, if they don’t break laws and coexist with indigenous

Europeans peacefully it doesn’t have any destructive effect. However, on the other hand, there is another side that affects EU. In some countries, migrants live peacefully, while others commit terrorist acts. For example, the terrorist attacks in Paris (2015) or London (2017) were committed by representatives of an Islamic militarist group that has great influence not only in the Middle East, but also in Europe. After the Paris attacks in 2015, France was hit by numerous Islamic hacker attacks.

In addition, one of the examples of the informational threat to the EU is that under the influence of active radical propaganda by migrants, EU citizens went to fight as volunteers in Syria and Iraq, converted to Islam, and when returning to the EU, were ready to fight on the side of radical Islamists.

In particular, British researcher Charlie Winter spent a lot of time monitoring jihadist Internet groups to understand better the Islamists' communication strategy. According to him, propaganda activities are based in a central media office through which sources from Southeast Asia to Saudi Arabia, Somalia, Egypt, Libya, Tunisia and Algeria forward propaganda material. This office forms, brands and sends the material to the information flow. According to Ch. Winter, if we make it a little more difficult for terrorist organizations to cultivate this virtual caliphate, it will be easier for us to navigate the real state of affairs. Otherwise, one day we will all be in danger (Едвард Саїд, n. d.).

It is worth noting that the ideologues of Islamism are convinced that Islam is a religion that does not recognize coexistence with others. They are deeply convinced that Islam has a civilizational advantage (Палінчак, Галда, Лешанич, 2015).

### 3. Influence of Islamic migration factor on European countries namely on Ukraine

For EU countries, namely Spain, Greece, Italy, Germany, Sweden, where migrants have found the most favorable conditions for living and their terrorist activities, this is a big blow to the budget and political situation. The governments of Western countries still do not know how to manage the crazy flow of refugees and how to respond to the challenges that arise from the Islamists. Little can be changed by police and administrative measures. It was a mistake on the part of European politicians to believe that Muslims would be able to accept European culture, that is, they hoped for a process of acculturation, but this did not happen (Покальчук, n. d.).

Therefore, one of the reasons for the voting in Britain regarding its exit from the EU (Brexit) was the increase in the number of immigrants in the country. In particular, the sentiments of populists against migrants in search of a better life caused the negative sentiments of the local population against Muslims, who are accused of the decline of Christian values in Europe and the threat to the security of European countries.

The consequences of intensive migration of the Muslim population can be more terrible than we think. The police and other authorities will not be able to control the spread of terrorist acts, and the citizens of the European Union will begin to flee their countries because of the chaos caused by the refugees. In addition, the mixing of cultures will begin, and this in turn can lead to the gradual degeneration of a certain nation. Therefore, the consequences can be extremely destructive for the EU.

It is also worth paying attention to such factor as the large percentage of representatives of Eastern civilization, namely radical Islamists, Muslims, who are particularly hostile to the West in Russia. We see that a large number of representatives of Islam are present in Russia's war against Ukraine and how this is reflected on the war. Russia gave them the opportunity to implement and defend their radical ideas on the territory of another state - Ukraine. In this way, Russia partially protected itself from possible clashes between Muslims and Slavs within Russia ("Радіо свобода ", n. d.).

### 4. Ways of solving the problem of illicit migration from Islamic countries meeting the challenges of the 21 century

One of the ways to solve such a problem is the adoption of legal acts that would regulate the number of migrants in European countries. Of course, there are already certain documents that allow a third party to return citizens who are illegally staying in EU countries, but these directives are not very effective. It is difficult to control millions of people who, moreover, try to enter the EU member states illegally. However, it is necessary to develop documents that would oblige not only the EU countries, but also the third party from which the refugees migrate, to create mandatory conditions for the normal existence of the population and ensure the security of a certain people at the regional level.

An example can be taken from Switzerland. Switzerland is driven by the principle of "positive coexistence" that applies to Muslims. This principle is based on mutual cultural respect, respect for religion. In particular, Tarik

Ramadan, a French theologian of Egyptian origin, insists on rapprochement of the representatives of the Muslim world with European values. Another important thesis supported by Tarik Ramadan is that he does not support the division into Western and Eastern worlds (Покальчук, n. d.).

Perhaps such a position is indeed true, because even at the mental level, when we divide the world into east and west, we already relate ourselves to the part in which we live, accepting those values that are inherent in a certain region and at the same time rejecting the possibility of perceiving another culture, as something that exists outside of our mentality.

**5. Conclusions**

To sum up, it is worth saying that Islamic migration factor is a crucial issue in modern world as it may lead to the disorder. Thus, it is worth noting that in the modern world, not only the information security of the EU, but also the security of all countries of the world community is in danger due to the Islamic factor, which affects the world as a whole and causes disorder in society, which in turn leads to negative changes in geopolitics. It doesn’t mean that all Muslims tend to do terrorist acts against civilians and governments. However, there is such problem and it needs to be controlled.

There aren’t any obligations of the third parties (e.g. countries-donors of migrants), they do not have the system of implementation of the higher living-standards, level of education etc. Nevertheless, the problems of that countries make problems for EU. The problem of terrorism arose due to the willing of certain migrants to set their values and to make government to pay attention to their problems of existence in EU.

So, it can be solved only if all countries cooperate and will accept new principles of peaceful coexistence and control the flow of the migrants. There have to be rules and obligations of the countries-donors to maintain the higher living standard of their citizens. All world society must pay attention to the countries of Africa and the Middle East to solve their inner problems.

**REFERENCES**

1. Белл Д. Грядущее постиндустриальное общество. Опыт социального прогнозирования. URL: https://studfile.net/preview/1805599/ (дата звернення: 29.12.2022)
2. Едвард Саїд. Орієнталізм. URL: http://edward-said.narod.ru/orientalism.htm (дата звернення: 01.02.2023).

3. Палінчак М. М., Галда П. П., Лешанич М. М. Релігійний фактор у міжнародних відносинах : навч. посіб. Ужгород. поліграфцентр «Ліра», 2015. 91 с.
4. Покальчук О. Сучасні механізми пропаганди Ісламської держави. URL: https://lb.ua/society/2017/10/24/380015_suchasni_mehanizmi_propagandi.html (дата звернення: 25.12.2022).
5. Радіо свобода. «Кадирівці» в Україні: фігуранти справи Нємцова, грабіжники, шахраї і втікач із психлікарні: веб-сайт. URL: https://www.radiosvoboda.org/a/skhemy-kadyrivtsi-v-ukrayini/31860120.html (дата звернення 20.01.2023)

# INTERNATIONAL INVESTMENT ACTIVITIES

***E. V. Derevyankina,***
***M. V. Karpusenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Derevyankina E. V., Karpusenko M. V. International investment activities**. The article considers of investment activity, which is the foundation of a further development of an enterprise. Special attention is paid to international investment, as they play an important role in the development of the enterprise of the national economy with the result of obtaining profit and the development of certain branches of the national economy, increasing the technical and organizational level of production, accelerating the introduction of new technologies. The main advantages and disadvantages of international investments are considered.
**Keywords:** advantages, disadvantages, international investments, investments, national economy.

**Дерев'янкіна Є. В., Карпусенко М. В. Міжнародна інвестиційна діяльність.** Стаття розглядає інвестиційну діяльність, яка є фундаментом подальшого розвитку підприємства. Особливу увагу приділено міжнародним інвестиціям, так як вони відіграють важливу роль у розвитку підприємства національної економіки з результатом отримання прибутку та розвитку окремих галузей народного господарства, підвищення технічного та організаційного рівня виробництва, пришвидшення впровадження нових технологій. Розглянуті основні переваги та недоліки міжнародних інвестицій.
**Ключові слова:** інвестиції, міжнародні інвестиції, національна економіка, недоліки, переваги.

## 1. Introduction

Every country, as it develops, is always looking for methods to find different ways to improve its economy. In modern conditions, the development of the country's economy depends on investment projects that help to gradually integrate the economy into the world economy, while renewing technologies, innovations, methods of managerial decision-making. The challenge for each country was to regulate international investment, which was an important mechanism for the efficient functioning of the economy. The o b j e c t of the article is a complex study of the importance of international investment in the modern world. Prospects and opportunities for the development of the national economy through investment are the topic. The study of the essence of international investment activity and its role in the world market of foreign direct investment, the conditions and factors for the development of its components is the p u r p o s e of this study. To this end, it is essential to analyse investment, which is an important factor in balancing the increase in competition and the development of market relations in the international market. This is why international investment in the development of each country is extremely important.

## 2. The essence of international investment and its types

In today's world, many countries of the world need to increase investment activity in order to create and improve competitive economic systems, modernize and reconstruct existing structures, ensure an increase in the level of capital. Without investment, there can be no competitiveness of producers in external and domestic markets. The process of promoting world commodity production and market infrastructure takes place through investment.

Foreign investment – long-term investment by foreign owners in industry, agriculture, transport and other sectors of the economy. Without them, it is difficult to quickly overcome the crisis barriers in a country's economy and raise wages to the level of incentives for high productivity, as well as to achieve technological progress. Investment is all types of property and intellectual values that are invested in the objects of business and other activities, resulting in social gain. The creation of long-term investment projects forms the long-term macroeconomic structure of the country and the corresponding niche in the world market structure (Андросова, Чернышова, 2017, с. 4-11).

As a rule, international investment activities are carried out in two directions: outward capital and attracting foreign investment. Capital outflows are characterized by the following factors: lack of capital in the country and this indicates low rates of return; the need for new commodity markets; a specific level of competitive economy; an international division of labour; search for a normal and stable environment for the introduction of capital. The need to attract foreign investment may arise from a lack of domestic investment resources, a low level of investment by investors, the need to provide new technologies and the desire to develop and improve a competitive economy (Андросова, Чернышов, 2019, с. 132-138).

International investment activities are carried out as follows:

– public investment, that is, transfers from one economy to another to provide assistance;

– cross-border loans – this investment is treated as a loan agreement when the government or a particular institution requires financing from a foreign bank. This type of financing is efficient, affordable and has fewer restrictions, which is why it has become popular;

– foreign portfolio investment – in this case investors speak for their investment interests in foreign companies;

– foreign direct investment is the investment of foreign transnational companies in a country's economy ("Міжнародні інвестиції", n. d.).

**3. Foreign direct investment**

The creation of an open, export-oriented economic model for each country depends on the level of activity of foreign investors, the intensity of international capital flows and the division of labour.

Foreign direct investment is an international investment activity aimed at producing a stable and long-term impact on the activities of an enterprise resident in another country (direct investment enterprise) by a resident of one country.

Foreign direct investment includes: contributions by companies of their own capital abroad in the creation of branches or in the acquisition of part of the shares of subsidiaries and associates; reinvestment of profits or, more precisely, the part of direct investment not transferred to the direct investor in the total income of the enterprise, used to pay for future agreements between the investor and the enterprise; transfers, which are made within the corporation, of capital in the form of loans and borrowings between the direct investor, on the one hand, and branches, subsidiaries and associates, on the other.

In the modern world, there are almost no countries left that are not involved in the processes of international investment cooperation. It became clear that sustainable economic development is impossible without the effective participation of capital flows in the world economic processes, especially without the active use of the benefits from attracting foreign direct investment.

Based on the above, attracting FDI in the economy of the regions of a state can have a significant impact on the preservation and maintenance of human potential. First of all, the creation of new enterprises in the regions implies the creation of additional jobs for the local population, which is of great importance in conditions of high unemployment. If FDI is directed not to the creation of new enterprises, but to the acquisition of already existing ones, a positive effect can be an increase in the level of wages and incomes of the population. In addition, the employment of the local population at high-tech enterprises will contribute to the professional growth of specialists and the dissemination of knowledge, and the experience of working in new organizational forms will make it possible to use its strengths in local practice (Пилипів, 2011, c. 5-6).

### 4. Advantages and disadvantages of international investment

International investment activity, playing a key role in the system of modern world economic relations and having a significant potential for influence (both positive and negative) on economic development, should be regulated at the national, international and supranational levels. Such regulation can be carried out with the help of a set of special legal, administrative, economic and socio-psychological methods, and some tools of stimulation and restriction. The advantages of international investments include: access to opportunities that exist in different markets, which domestic markets may not provide; access to tools that allow you to stop the currency risk and can guarantee a higher profit; provision of new technologies and opportunities ("Міжнародні інвестиції", n. d.).

Despite the significant potential advantages of investment activities aimed at the international level, there are a number of difficulties that arise in doing so. This is primarily:

– psychological barriers are related to ignorance of the economy, politics, culture of other countries, foreign languages, methods of trading in foreign financial markets, etc;

– information difficulties – obtaining information about foreign markets and issuers for subjects of international investment activity is somewhat more difficult than for persons investing in the national market;

– legal difficulties arise when the capital of a foreign investor is placed in the recipient country and when it is returned, as well as the income received, and mainly consist in the peculiarities of taxation;

– additional costs (transactional) (higher fee to intermediaries in international markets, higher fee for implementation of the agreement).

Considerable attention is paid to the issue of existing problems of attracting foreign investment in the regulatory and legal acts on the development of investment activities of each country, which is a positive fact due to, firstly, the recognition at the state level of the existence of these problems, and secondly, the consolidation at the legislative level of the need for solution (Дячук, 2016).

## 5. Conclusion

The article discusses the essence, significance, advantages and disadvantages of international investment. International investment activity plays a key role in the system of modern state relations and has a significant potential to influence both positively and negatively for the economic development of the country. As a result, it is concluded that, despite the presence of some shortcomings, investments are still a promising and effective way to solve many problems in the country. Therefore, the development of investment activity is especially important in the modern world, as it increases the level of the country's competitiveness. It makes it possible to obtain higher profitability and lower risk compared to national investments, but there are a number of psychological, informational, legal and other barriers to international investment. In addition, it causes additional costs and risk.

## REFERENCES


1. Андросова Т. В., Чернышова Л. А. Международная инвестиционная деятельность: конспект лекций для иностранных студентов специальности 056 “Международные экономические отношения”. Харьков : Форт, 2017. С. 4-11.
2. Дячук Р. О. Особливості міжнародної інвестиційної діяльності: Матеріали Інтернет конференції. Донецький національний університет. 2016. Секція 1. URL: http://www.spilnota.net.ua/ua/article/id-1488/.
3. Казакова Н. А., Доброскок А. К. Міжнародні інвестиції України. Проблеми та перспективи їх утворення. *Вісник ХНУ імені В. Н. Каразіна*. 2019. № 10. С. 132-138.
4. Міжнародні інвестиції (визначення, типи, фінансові інструменти). URL: https://uk.mcfairbanks.com/1359-international-investments.
5. Пилипів В. В. Прямі іноземні інвестиції та процеси регіонального відтворення. *Інвестиції: практика та досвід.* 2011. № 8. С. 5-6.

# DIGITAL PLATFORM GOVERNANCE AND MANAGEMENT

***A. M. Dovha,***
***O. Y. Sergeyeva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Dovha A. M., Sergeyeva O. Y. Digital Platform Governance and Management.** This literature review aims to gain an understanding of the existing research on the topic of digital platform governance and the incentives that drive complementors to join and engage in the digital platform ecosystem.

**Keywords**: Literature review, Digital platform ecosystem, Complementor, Incentives, Governance, Search-type digital platforms.

**Довга А. М, Сергєєва О. Ю. Цифрові платформи та їх управління.** Цей огляд літератури має на меті отримати розуміння існуючих наукових робіт на тему управління цифровими платформами та методів залучення комплементорів до екосистеми цифрової платформи.

**Ключові слова:** Огляд літератури, екосистема цифрових платформ, комплементор, стимули, управління, цифрові платформи пошукового типу.

The o b j e c t of the article is the digital platform ecosystem. The s u b j e c t of the article is the governance of the digital platforms and their complementors. The p u r p o s e of the study is to determine how platform owners can manage complementors and encourage them to join and engage in the digital platform ecosystem.

## 1. Introduction

In the age of continuous technological development, digital platforms have dominated the way people consume news, commute, search for information, sell and purchase products and services, interact with each other and entertain (der Aalast et al., 2019). The rise of platforms has already transformed many major industries. Moreover, practically any industry in which information is a vital ingredient becomes a candidate for a platform revolution (Parker et al., 2016; de Reuver et al., 2018).

As David B. Yoffie, Harvard Business School professor expressed, “Platforms are big business. The world is moving in this direction and companies need to understand the implications” (HBS Executive Education, 2022). And they are indeed a big business, the majority of the world's biggest companies by market capitalization are the platforms: Apple, Google, Amazon, Microsoft and Meta (Johnson, 2022; Chung et al., 2020).

Digital platforms enable millions of small businesses to work together to accomplish tasks that a traditional network of partners or complex supply chains could never hope to (Tiwana, 2014). It is worth mentioning that complementors provide the bulk of complementary goods and services in order to guarantee the platforms' expansion and scalability (Hein et al., 2019). For instance, in the case of Apple, executives had a bigger vision of the iPhone and its operating system than just a usual product on the market. The idea was to establish connections between participants in two-sided markers, specifically app developers and app users to generate value for both groups. The value increased as more users joined the platform on both sides, a phenomenon known as "network effects," which is essential to platform strategy. As a result, by January 2015, the App Store had already provided 1.4 million apps to its customers and cumulatively generated $25 billion for developers (Alstyne et al., 2016). This example indicates that the complementors are the crucial part of the ecosystem that is continually enhancing the platform (Parker et al., 2016; Yoo et al., 2022).

In this literature review, we examine the progress made by scholars in analysing the motivation behind complementors` desire to join and engage in the digital platform ecosystems and make an effort to systemize the knowledge in the IS research literature on the topic of the platform governance and management.

## 2. Governance

Researchers agree, as evidenced by the reviewed academic literature, that complementors boost platforms' value and encourage innovation. Unlike pipeline business, software platform ecosystems` critical asset is external—the community of members. The focus is shifted from controlling resources to orchestrating them (Alstyne et al., 2016). Therefore, “the goal of good governance by a platform owner must be to shape and influence its ecosystem, not to direct it” (Williamson & De Meyer, 2012; Tiwana, 2014; Yoffie & Kwak, 2006).

The owner of the digital platform must take a leadership position in order for the platform to develop and work effectively, for example by establishing participation guidelines and executing governance strategies. At the same time complementors must accept the conditions established by the platform owner and should not seek leadership (Adner, 2017). In the platform ecosystem, it is hence crucial to establish transparency so that all the actors clearly acknowledge their specific roles and what they can do (Hein et al., 2019; Schreieck & Wiesche, 2017).

In terms of the platform governance, we structured the key findings within the following two governance dimensions: (1) decision rights and (2) control mechanisms by following the classification of Tiwana (2014). The third dimension – (3) pricing policies was not addressed in depth within scope of this literature review.

The first one stands for the “division of authority among a platform owner and app developers” which may favour either the platform owner or the app developers (centralization or decentralization of decision rights) (Tiwana, 2014). Scholars highlight that while some platforms encourage producers to create high-value offerings by adopting a policy of permissionless innovation, which allows anyone to develop new products and services on the platform without needing prior approval. In contrast, other platforms may introduce rules that restrict access to development, or even “take successful independent apps and integrate them into their operating system” (Alstyne et al., 2016; Gans, 2011).

For instance, the New York Times has reported that over the past year, Apple has removed or restricted many of the most popular screen-time and parental-control apps from its App Store. At least 11 of the 17 most downloaded apps in this category have been affected by these changes. (Jowitt, 2019). On the other hand, “Google’s Android platform has allowed even more innovation to flourish by being more open at the provider layer” (Alstyne et al., 2016).

The reviewed literature does not fully explain how much the distribution of decision rights may affect the complementor's interest in joining or participating in the platform, but scholars concur that the imbalances and power asymmetries in the relationship between platform providers and complementors can lead to a loss of trust between these parties (Deilen & Wiesche, 2021). Because of this, the ideal structure calls for some decision-rights sharing between platform owners and app developers. Additionally, the decision-rights sharing must be in line with who has the expertise to make each class of decisions (Tiwana, 2014).

The second facet of the platform governance is the “control mechanism”, also referred as the “control” by many researchers in the IS field. It refers to the means through which the “platform owner ensures that the complementors` work is aligned with the interests of the platform” (Tiwana, 2014). We concentrated on the three control mechanisms in the literature review since they are widely discussed by IS scholars. We refer to them as the “gatekeeping,” “output control,” and “relation control.”

Gatekeeping determines who is allowed to join the platform based on the acceptance criteria set by the platform owner but also what is allowed on the platform (Tiwana, 2014). On the one hand, multiple studies show that with lower entry barriers, platforms achieve greater network effects (Boudreau, 2010). For instance, network effects have given rise to companies like Alibaba, which accounts for over 75% of Chinese e-commerce transactions; Google, which dominates the mobile operating system and search markets with 82% and 94% market share, respectively; and Facebook, the world's leading social platform (Alstyne et al., 2016). Unrestricted access, on the other hand, may undermine value by creating "noise” – "misbehaviour or excess or low-quality content that inhibits interaction”. Too much autonomy of developers could be the root of chaos (Alstyne et al., 2016; Tiwana, 2014).

In respect to the challenge described above, we found that scholars also refer to the “seesaw problem,” while describing the need of the delicate balance between the control and the complementors` autonomy to freely develop on the platform (Yoo et al., 2022; Tiwana, 2014). The study literature suggests that allowing the right interactions, monitoring participants’ activity that may become depletive and “aligning architecture and governance at the app level” are three ways to address this issue (Alstyne et al., 2016; Tiwana, 2014). By doing this, the platform owner may guarantee a balance between the level of control and the complementors' freedom to innovate while also encouraging their engagement.

Metrics, also known as "output control," is the second control mechanism and refers to the evaluation of the work supplied from complementors' perspectives: outputs and outcomes (Chen et. al., 2021). Such metrics should be “prespecified by the platform owner and objectively measurable.” The level and quality to which the complementors meet the targets will affect whether this work will be rewarded or rejected by the platform owner (Tiwana, 2014).

However, scholars disagree on whether complementors' participation in the ecosystem of digital platforms is influenced by their desire to accomplish the goals set out by platform owners. As highlighted, the majority of criteria and indicators for evaluating the effectiveness of an app are defined by complementors rather than platform owners when platform strategic decision powers are decentralised (Tiwana, 2014; Besten &

Krähmer 2008). Besides, market competition identifies complementors in the ecosystem of digital platforms that perform well and poorly. Therefore, complementors are more than sufficiently motivated by end users to put their abilities to use to create competitive apps that meet end users' expectations (Tiwana, 2014, Alstyne et al., 2016).

The third form of control that explains the relationship between the complementors and the platform owner, is the “relation control.” By relation control, we understand that the norms and values of the complementors must be aligned with the platform owner. The goal of the platform owner is hence to establish the platform ecosystem in the way that it “provides a common ground that can align the objectives” of both parties (Hein et al., 2019; Tiwana, 2014). The other formal control mechanisms are complemented by this type of control, which is necessary to build enduring relationships with complementors. Therefore, it is suggested that the platform owner boost complementors' shared values by cultivating an ecosystem-wide sense of identity, providing complementors with socialising opportunities, etc (Dhanasaj & Parkhe, 2006).

### 3. Incentives

Besides, to address the research question, we analysed what drives complementors to join and engage on the platform by looking at their incentives. We examined that complementors are incentivized by (a) monetary and (b) non-monetary factors, including information and platform resources while joining and engaging on the platforms (Boudreau & Jeppesen, 2014; Parker et al., 2016; Yoffie & Kwak, 2006; Constantinides et al., 2018).

In favour of the monetary aspects, the literature on digital platforms emphasises that complementors are encouraged to join the ecosystem because of the anticipated advantages of reaching more consumers without incurring significant costs for developing their own infrastructure. Platforms offer various options for the complementors to grow and to benefit from the network and “the larger the market share is, for example, the more attractive complementors are likely to find any offer platform owner makes” (Yoffie & Kwak, 2006). Besides, joining the platform is perceived by complementors as the opportunity for the platform owners to ensure the visibility of their products (Schaarschmid et al., 2019).

In addition to monetary factors, the digital platform literature highlights the importance of non-monetary rewards. The non-monetary rewards could include information shared by the platform owner, such as access to the platform's user base and customer data, market forecasts, unannounced product plans, etc (Yoffie & Kwak, 2006). Also, platform owners may motivate complementors by offering various networking opportunities (i.e., events, forums, competitions, etc.), technical support (i.e., APIs, SDKs, code libraries, templates, development tools, documentation etc.), and collaboration. Even the perceived status of joining the platform can be an incentive for the complementor to participate in the value co-creation process in the digital platform ecosystem. For instance, among Facebook complementors, the "status" and the imagined possibilities of employment were the key motivators for joining the digital platform ecosystem (Hilkert et al., 2010; Deilen & Wiesche, 2021).

Despite all the monetary and non-monetary benefits that influence the complementors` decision to contribute to the digital platform, scholars show that the complementors are more interested in contributing to the platform growth up to the moment it is not too crowded, which can cause price competition and financial constrains for the third parties. This makes the platform less attractive (Deilen & Wiesche, 2021). In addition, the competition between the platform owner and the complementors as well as platform entry send a negative signal to third-party providers. Besides, as more platforms enter a market, the less incentive third parties will have to provide complementary products on these platforms (Zhu, 2019).

In addition to the academic literature within the IS field, business literature highlights the importance of platform owners to "invest in understanding their complementors" because they usually "fail to build the trust with their partners" (Parker et al., 2016, Yoffie & Kwak, 2006; Yoffie et al., 2019). As stated, platform owners frequently overestimate complementors' mutual interests while consistently underestimating the possibility of conflict and investment needed to align strategic goals (Yoffie & Kwak, 2006).

## 4. Conclusions

Based on the conducted literature review, we suggest that the complementors motivation to join and engage in the digital platform ecosystem is influenced by the incentives which complementors have and the governance mechanisms that the platform owner exercises. We examined that for complementors it is essential to know which benefits they can get by joining the platform and that complementors could be motivated with monetary and non-monetary incentives

(Hilkert et al., 2010; Deilen & Wiesche, 2021). For instance, we found that the complementors may perceive status, information sharing, platform infrastructure, learning opportunities as important non-monetary benefits of the platform (Yoffie & Kwak, 2006; Hilkert et al., 2010; Tiwana, 2014).

The platform's perceived level of governance and power distribution has an impact on interest in joining as well. Platform openness leads to higher number of complementors willing to join and participate in the value-creation process (Parker et al., 2016). Nevertheless, platform owners must exercise control to avoid the misbehaviour and low-quality content from the complementors side (Alstyne et al, 2016). It is also important that the platform owner establishes the trust and transparency on the platform by clearly communicating the roles of all the actors in the digital platform ecosystem (Tiwana 2014; Yoffie & Kwak, 2006). By trust, we understand that complementors may be more interested in joining and engaging if there is no threat from the platform owner and that the developed products could be, for example, protected by the intellectual property rights (Boudreau, 2010; Deilen & Wiesche, 2021; Zhu, 2018). Besides, platform owners should fully understand the incentives and interests of the complementors to avoid potential conflicts (Constantinides et al., 2018).

## REFERENCES


1. Alstyne, Marshall W. Van, Geoffrey G. Parker, and Sangeet Paul Choudary. 2016. "Pipelines, Platforms, and the New Rules of Strategy," in *Harvard Business Review*. URL: https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy.
2. Boudreau, Kevin J., and Lars B. Jeppesen. 2015. "Unpaid Crowd Complementors: The Platform Network Effect Mirage," in *Strategic Management Journal* 36, no. 12: 1761-77. URL: https://doi.org/10.1002/smj.2324.
3. Boudreau, Kevin. 2010. "Open Platform Strategies and Innovation: Granting Access vs. Devolving Control," in *Management Science* 56, no. 10: 1849-72.
4. Chen, Liang, Tony W. Tong, Shaoqin Tang, and Nianchen Han. 2022. "Governance and Design of Digital Platforms: A Review and Future Research Directions on a Meta-Organization," in *Journal of Management* 48, no. 1: 147–84. URL: https://doi.org/10.1177/01492063211045023.

5. Chung, Violet, Miklós Dietz, Istvan Rab, and Zac Townsend. 2020. "Ecosystem 2.0: Climbing to the next Level," in *McKinsey Quarterly*. URL: https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/ecosystem-2-point-0-climbing-to-the-next-level.
6. Constantinides, Panos, Ola Henfridsson, and Geoffrey G. Parker. 2018. "Introduction—Platforms and Infrastructures in the Digital Age," in *Information Systems Research* 29, no. 2: 381-400. URL: https://doi.org/10.1287/isre.2018.0794.
7. Deilen, Marius, and Manuel Wiesche. 2021. "The Role of Complementors in Platform Ecosystems," in *Innovation Through Information Systems*. URL: https://doi.org/10.1007/978-3-030-86800-0_33.
8. Dhanasai, Charles, and Arvind Parkhe. 2006. "Orchestrating Innovation Networks," in *The Academy of Management Review* 31, no. 3: 659-69.
9. Gans, Joshua. 2011. "How Twitter, Google, and Apple Walk a Fine Line in Platform Defense," in *Harvard Business Review*. URL: https://hbr.org/2011/07/how-twitter-google-and-apple-w.
10. Hein, Andreas, Jörg Weking, Maximilian Schreieck, Manuel Wiesche, Markus Böhm, and Helmut Krcmar. 2019. "Value Co-Creation Practices in Business-to-Business Platform Ecosystems," in *Electronic Markets* 29, no. 3: 503-18. URL: https://doi.org/10.1007/s12525-019-00337-y.
11. Hilkert, Daniel, Alexander Benlian, and Thomas Hess. 2010. "Motivational Drivers to Develop Apps for Social Software-Platforms: The Example of Facebook," in *AMCIS 2010 Proceedings. 86*. URL: https://aisel.aisnet.org/amcis2010/86
12. Iyer, Bala, and Thomas Davenport. 2018. "Reverse Engineering Google's Innovation Machine," in *Harvard Business Review* 86.
13. Jowitt, Tom. 2019. "Apple Pulls Parental Control Apps," in *Silicon UK Tech News*. URL: https://www.silicon.co.uk/mobility/mobile-apps/apple-pulls-parental-control-apps-245811.
14. Marheine, C., Pauli, T., Marx, E., Back, A., Matzner, M. 2021. "From suppliers to complementors: Motivational factors for joining Industrial Internet of Things Platform Ecosystems," in *Proceedings of the Annual Hawaii International Conference on System Sciences*. URL: https://doi.org/10.24251/hicss.2021.721

15. Parker, Geoffrey G., Marshall W. Van Alstyne, and Sangeet Paul Choudary. 2016. "Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You." W. W. Norton & Company, 2016.
16. Reuver, Mark de, Carsten Sørensen, and Rahul C. Basole. 2018. "The Digital Platform: A Research Agenda," in *Journal of Information Technology* 33, no. 2: 124–35. URL: https://doi.org/10.1057/s41265-016-0033-3.
*17.* Schaarschmidt, Mario, and Gianfranco Walsh. 2019. "Lead Users' Innovative Work Behavior in Digital Platform Ecosystems: A Large Scale Study of App Developers", in *International Conference on Information Systems (ICIS).*
18. Tiwana, Amrit. 2014. "Platform Ecosystems: Aligning Architecture, Governance, and Strategy." Newnes.
19. Wen, Wen, and Feng Zhu. 2019. "Threat of Platform-Owner Entry and Complementor Responses: Evidence from the Mobile App Market," in *Strategic Management Journal* 40, no. 9: 1336-67. URL: https://doi.org/10.1002/smj.3031.
20. Williamson, Peter James, and Arnoud De Meyer. 2012. "Ecosystem Advantage: How to Successfully Harness the Power of Partners," in *California Management Review* 55, no. 1: 24-46. URL: https://doi.org/10.1525/cmr.2012.55.1.24.
21. Yoffie, David B., and Mary Kwak. 2006. "With Friends Like These: The Art of Managing Complementors," in *Harvard Business Review*. URL: https://hbr.org/2006/09/with-friends-like-these-the-art-of-managing-complementors.
22. Yoffie, David B., Annabelle Gawer, and Michael A. Cusumano. 2019. "A Study of More Than 250 Platforms Reveals Why Most Fail," in *Harvard Business Review*. URL: https://hbr.org/2019/05/a-study-of-more-than-250-platforms-reveals-why-most-fail.
23. Yoo, Dong Kyoon, James J. Roh, Sunyoung Cho, and Mark M. Yang. 2022. "Coopetition in a Platform Ecosystem: From the Complementors' Perspective," in *Electronic Commerce Research*. URL: https://doi.org/10.1007/s10660-022-09565-5.
24. Zhu, Feng. 2019. "When Tech Companies Compete on Their Own Platforms," in *Harvard Business Review*. URL: https://hbr.org/2019/06/when-tech-companies-compete-on-their-own-platforms.

# FUNCTIONS OF THE STATE IN REGULATION OF THE ECONOMY IN UKRAINE

*S. D. Dubinina,*
*E.O. Derkach (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Dubinina S. D., Derkach E. O. Functions of the state in regulation of the economy in Ukraine.** The article examines the state regulation of the economy and its specificity. The structural policy of the state as the way of increasing national competitiveness is defined. The strategic activities, main functions and goals of the state regulation are considered. The most important measures to impact on the state economy focused on development the state intervention as a part of the market mechanism are highlighted. The role of the employment policy as a set of measures to influence on the socio-economic development of society is analysed. The most effective components of the state regulation of the economy to ensure steady growth of the country are provided.

**Key words:** economic system, market relations, functions, state government, goods economy, money, credit.

**Дубініна С. Д., Деркач Е. О. Функції держави в регулюванні економіки в Україні.** У статті розглядається державне регулювання економіки та його специфіка. Визначено структурну політику держави як спосіб підвищення національної конкурентоспроможності. Розглядаються стратегічні напрямки діяльності, основні функції та цілі державного регулювання. Виділено найбільш важливі заходи впливу на державну економіку, орієнтовані на розвиток державного втручання як частини ринкового механізму. Аналізується роль політики зайнятості як комплексу заходів щодо впливу на соціально-економічний розвиток суспільства. Наведено найбільш ефективні компоненти державного регулювання економіки для забезпечення сталого зростання країни.

**Ключові слова:** економічна система, ринкові відносини, функції, державне управління, товарне господарство, гроші, кредит.

## 1. Introduction

In the period of socio-economic and socio-political transformations the necessity of rethinking about the ways of development of the legal system of Ukraine, the certain branches of legislation, strengthening the rule of law, raising the level of legal culture, etc., actualizes the problems of implementation the economic function in the modern state. Fundamental transformations in the economic and legal area of the Ukrainian state encourage scientists to discuss the needs to revise conceptual approaches within the limits of the specified problem.

The famous Ukrainian scientists devote their research papers to the study of the economic functions of the state: V. B. Averyanova, V. V. Antsupova, G. Yu. Atanyana, S. V. Babaeva, R. O. Khalfina, O. B. Kuptsova, O. M. Loschykhina, S. I. Nefedova, O. P. Ryabchenko, Yu. S. Shemshuchenko, Yu. O. Tikhomirova, V. V. Tsvetkova, O. H. Varycha and others. These papers investigate the content of state functions, provide a description of the forms and methods of state regulation under the deep social transformations of the transitional period conditions.

### 2. Monetary and credit activities of the state

Monetary and credit regulation is a mean to implement the monetary policy. It is issued to stimulate business activity under the reduction of production conditions, but it is intended to suppress the processes that contribute to its progress under conditions of overheating economy. From a practical point of view, monetary regulation is aimed at improving the money supply during periods of declining production volumes to encourage spending and accordingly reducing such money supply during periods of expanding the business cycle in order to reduce costs. Monetary regulation aims to improve the conditions for continuous economic growth by improving economic indicators in case of changes in the business cycle. The main object of monetary regulation is the supply of money through the certain regulation, which is created under the conditions of maintaining price stability and achieving stable economic growth of the state (Tretyak, Blishchuk, 2011).

The main goal of monetary and credit regulation is economic growth, which also implies the degree of development of the banking system by improving its structure and technologies over a certain period of time manifested in the positive dynamics of key indicators of national and international accounts and socio-economic standards (Запатріна, 2006, с. 27-31.)

### 3. The main functions of the state

The role of the state in a market economy is manifested through its functions. The activities of the state aim to achieve the general goals: the prosperity, the wealth level, maximum legal and social protection of a person. The central issue of the state is the problem of developing a strategy for the socio-economic development of the country with a clear definition of ultimate goals. The state initiates the development of such a strategy and is responsible for its direction and particular implementation.

One of the most important functions is to stabilize the economy and stimulate balanced economic growth. The state is trying to overcome the crisis and reduce inflation implementing a system of certain measures in the field of budgetary, monetary and fiscal policy. To achieve this goal it stimulates the total demand for goods and investments, regulates bank interest and tax rates. In order to smooth out cyclical fluctuations during an economic recession, the state conducts a policy of intensification of all economic processes and restrains business activity during an economic growing. Price regulation is also into the sphere of state activity. The significance of this function is great as the dynamics and structure of prices objectively reflect the state of the economy. In turn, prices actively influence on the structure of the economy, the investment process, the stability of the national currency and the social conditions. In this regard, the state is obliged to impact on prices using various methods of influence and to conduct the certain price policy (Tretyak, Blishchuk, 2011).

Most frequently the state provides price subsidies, special additional payments to producers of socially significant goods, sets the so-called limit prices determining only their upper limits.

One of the main functions of the state is to provide a legal framework for the activities of economic entities. The state represented by its bodies, develops and adopts legislative acts that regulate economic activity in the country and put economic entities in equal conditions. It defines the rights and forms of ownership and the rules for doing business, sets the conditions for the conclusion and execution the contracts, regulates cooperation between trade unions and employers, prevents misuse and provides consumer protection. To control of the observance of laws the special bodies are created that take effective measures against violators (Tretyak, Blishchuk, 2011).

**4. State planning**

State planning is a complex of interrelated measures to impact on the national economy to ensure its balanced development and targeted the state intervention into the functioning of the market mechanism.

There are the most important reasons in need of state planning:

- the complication of the functioning mechanism of the economic system, the icreasing of economic uncertainty revealed in constant sharp changes in political and economic factors such as the transition from peace to war and vice versa, from rapid growth to crisis, in rapid technological changes. Under such conditions the market mechanism cannot work without interruptions. Therefore, it is not by chance that state planning was addressed mainly in difficult times;

- the nature of modern production based on complex and expensive equipment, significant duration of production processes, extensive cooperation, large capital investments. Under such circumstances it is vital for business to minimize the consequences of uncertainty threaten significant losses and sometimes make rational management impossible (Волков, 2007).

**5. The goal of structural regulation**

The experience of developed countries shows that the state participates in the implementing the structural policy, in the selecting the sectoral structural priorities and in creating the conditions for their adoption. They need to constantly assert the right to their domestic sectoral structural policies. The experience of developed countries has shown that international agreements can be used to obtain positive effects in the development of the national economy with the help of a well-constructed strategy and system of structural priorities (Киреєв, 2007).

By structural policy we understand the policy that determines the most investment-attractive types of activity and thus the possibilities of increasing national competitiveness. At the same time, the state influence changes its vector and extends to the create the branch diversification conditions based on innovative and quasi-innovative technologies, goods, services and types of activities, as well as for subsequent commercialization in order to increase the competitiveness of the national economy (Киреєв, 2007).

**6. State employment policy**

Particular attention should be paid to the function of providing employment.

Employment policy is a set of measures of direct and indirect influence on the socio-economic development of society in general and each of its members in particular. It has several levels: state, regional and local. State regulation is carried out by a network of special state institutions to maintain an acceptable level of employment, increase labor mobility and create new jobs (Сенишин, Горинь, Кундицький, 2014).

It is known that the market economy does not provide full employment for the population. Involuntary unemployment is inevitable in it. Therefore, the state seeks to ensure full employment of the able-bodied population, regulates the labor market, for which it creates appropriate employment services, organizes new jobs, retraining and retraining of the workforce, etc. (Сенишин, Горинь, Кундицький, 2014).

## 7. Conclusion

Monetary and credit regulation is an important component of state regulation of the economy to ensure stable development of the country and the monetary unit. In the process of performing the economic function the modern state influences on market relations. This creates the conditions for the development of the economy, guarantees the freedom of entrepreneurship, monopolies and unfair competition in economic relations are not allowed. When performing its main functions, the modern state affects social relations (political, social, cultural, etc.). Performing its economic function, it affects economic relations. In the process of implementing the economic function, a material base is created, which contributes to the intensification, renewal and activation of the implementation of all other basic functions of the modern state. That is why the economic function is one of the defining ones.

## REFERENCES

1. Волков О. І. Економіка та організація інноваційної діяльності : підручник. К. : Видавництво: ЦУЛ, 2007. 125 с. ISBN: 978-966-364-539-1.
2. Запатріна І. Фінансова політика та її вплив на економічне зростання. *Економіст*. 2006. № 3(233). С. 27-31.
3. Киреєв С. І. Державне регулювання економіки. *Енциклопедія Сучасної України* : енциклопедія / ред.: І. М. Дзюба, А. І. Жуковський, М. Г. Железняк та ін.; НАН України, НТШ. Київ : Інститут енциклопедичних досліджень НАН України, 2007. Т. 7. URL : https://esu.com.ua/article-26151.
4. Сенишин О. С., Горинь М. О., Кундицький О. О. Державне регулювання економіки : навч. посібник. Львів : Львівський національний університет імені Івана Франка, 2014. 334 с.
5. Tretyak G. S., Blishchuk K. M. State regulation of the economy and economic policy: training. manual Lviv: LRIDU NADU, 2011. 128 p.

# THE CONSEQUENCES OF THE WAR IN UKRAINE FOR PEPSICO COMPANY

***A. Fediv,***
***I. Didorchuk (scientific supervisor)***
***M. Karpusenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Fediv A., Didorchuk I., Karpusenko M. The consequences of the war in Ukraine for PepsiCo company.** The market of Ukraine is traditionally attractive for global TNCs. But the Russian-Ukrainian war affects all Ukrainian market participants. The research of the effects of Russia's armed aggression on the TNC PepsiCo, Inc. is relevant, because we can estimate the loss of attractiveness of the Ukrainian market for TNCs of the world on the example of the real indicators of the PepsiCo company. The research showed that PepsiCo did suffer some losses owing to the war, which could be repeated in other companies.

**Keywords**: affect, losses, owing to, TNCs, war.

**Федів А., Дідорчук І., Карпусенко М. Наслідки війни в Україні для компанії PepsiCo**. Ринок України традиційно є привабливим для світових ТНК. Але російсько-українська війна впливає на всіх українських учасників ринку. Дослідження наслідків збройної агресії Росії для ТНК PepsiCo, Inc. є актуальним, оскільки на прикладі реальних показників компанії PepsiCo можна оцінити втрату привабливості українського ринку для ТНК світу. Дослідження показало, що PepsiCo дійсно зазнала певних втрат внаслідок війни, які можуть повторитися в інших компаніях.

**Ключові слова**: війна, вплив, втрати, наслідок, ТНК.

## 1. Introduction

Relevance of research. TNK PepsiCo, Inc. is an American multinational corporation in the food industry ("PepsiCo Про компанію", n. d.). The company produces a wide range of products in many countries of the world.

The market of Ukraine is traditionally attractive for global TNCs as a large consumer market, a good geographical location, the availability and quality of resources and the price of labor, so PepsiCo, Inc. has become one of the best employers in Ukraine and a strong player in the soft drinks market. At the same time, the Russian-Ukrainian war affects not only national producers, but also foreign market participants who are losing interest in our market due to hostilities. Despite the significant role played by TNCs in the development of the national economy of Ukraine, and, accordingly, in the process of its stabilization and prospective recovery in the post-war period, the research of the effects of Russia's armed aggression on the TNC PepsiCo, Inc. is relevant.

## 2. Basic data about the company

The purpose of the article is to analyze the effects of the war in Ukraine on PepsiCo, Inc.

The object of the research is Pepsi-Co.

The subject of the research is the impact of the war in Ukraine on the state and activities of TNC Pepsi-Co, Inc.

Presenting main material. The contribution of transnational corporations to world business is significant. TNCs have an impact on both home and host countries. The location of branches of transnational corporations on its territory ensures the inflow of foreign direct investments (FDI), the creation of additional jobs, the strengthening of internal trade, the introduction of innovations, and the release of new types of products. PepsiCo is one of the largest TNCs operating in Ukraine (Яцук, 2020, pp. 15-19).

PepsiCo is an American transnational corporation in the food industry, a producer of soft drinks and other food products with annual sales of more than USD 67 billion. The company produces a wide range of products, including 23 brands ("PepsiCo Про компанію", n. d.). In terms of the company's range of products, its most popular product is Pepsi-Cola. However, the company is constantly expanding by acquiring more and more new brands: Pepsi, Tropicana, Mountain Dew, Lay's, Gatorade, Quaker and others. The headquarters of the company is located in the city of Purchase, New York ("Історія бренду Pepsico", n. d.).

Transnational corporation PepsiCo, Inc. was created as a concern, and it is based on a global divisional regional type of organizational management structure (Небава, Ратушняк, 2012, p. 52).

"Pepsico" uses targeted marketing, developing new products specifically to meet the wishes of specific consumer segments, and also pays great attention to the social component for greater customer orientation ("Як PepsiCo трансформує стратегію", n. d.). In its marketing activities, it adheres to strategies of differentiation and intensive growth, which are implemented due to the creation of additional benefits for consumers, constant deepening and expansion of the product range, deep market penetration.

### 3. Analysis of company indicators

Analytical assessment of changes in the company's results was carried out based on the indicators of net income, profit and free cash flow. The dynamics of the values of the above indicators of the PepsiCo company for 2019-2021 are shown in Table 1.

*Table 1*

**General performance indicators of PepsiCo, 2019-2021**

| Indicator | 2019 | 2020 | 2021 | Absolute deviation | | Relative deviation, % | | Growth rate, % | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | Basic | Compared to the previous year | Basic | Compared to the previous year | Basic | Compared to the previous year |
| Net income, billion US dollars | 67.16 | 70.37 | 79.47 | 12.31 | 9.10 | 18.33 | 12.93 | 118.33 | 112.93 |
| Profit from the main activity, billion US dollars | 10.29 | 10.08 | 11.16 | 0.87 | 1.08 | 8.46 | 10.73 | 108.46 | 110.73 |
| Free cash flow, billion US dollars | 5.59 | 6.43 | 7.16 | 1.57 | 0.73 | 28.10 | 11.34 | 128.1 | 111.34 |

*Source:* compiled by the author according to annual reports of PepsiCo ("Annual Reports", n. d.)

Thus, for the period of 2019-2020, we observe a constant growth of the nominal value of the company's net income by more than 10%. The profit from the main activity grows at a lower rate, which means an increase in the importance of the sale of additional products. The amount of free cash flow also increases in the period 2019-2021.

On February 24, 2022, Russia's war against Ukraine began, which affected the activities of many global companies, including PepsiCo. Let's consider in more detail the state of the company's income for 2021 – the beginning of 2022 in table 2.

*Table 2*

**Profits and revenue of PepsiCo, 2021-2022 (Q1)**

| Indicator | Period to 12.06. 2021 | Period to 04.09. 2021 | Period to 25.12. 2021 | Period to 19.03. 2022 | Absolute deviation of the last period to the previous one | Relative deviation of the last period to the previous one, % | Growth rate, % |
|---|---|---|---|---|---|---|---|
| Total revenue, million US dollars | 19,217 | 20,189 | 25,248 | 16,200 | -9,048 | -35.84 | 64.16 |
| Gross profit, million US dollars | 10,340 | 10,804 | 13,134 | 8,912 | -4,222 | -32.15 | 67.85 |
| Extraordinary income (expenditure), million US dollars | 59 | 49 | 114 | -2,773 | -2,887 | -2,532.46 | -2,432.46 |

*Source:* compiled by the author based on Income statement of PepsiCo (“PepsiCo Inc”)

Total revenue, gross profit, and extraordinary income showed consistent upward trends throughout all quarters of 2021. However, for the first quarter of 2022, the company's total revenue decreased by USD 9,048 million (35.84%), and gross profit fell by USD 4,222 million (32.15%). In addition, extraordinary incomes turned into extraordinary expenses with an increase of 2432.46%. In accordance with the provisions of accounting from the “Report on financial results”, the articles “Extraordinary income” and “Extraordinary expenses” show, respectively: unreimbursed losses from extraordinary events (natural disasters, fires, man-made accidents, etc.), including the costs of preventing the occurrence losses from natural disasters and man-made accidents, which are determined after deducting the amount of insurance compensation and coverage of losses from emergency situations at the expense of other sources; income and losses from other events and operations that meet the definition of extraordinary events. An extraordinary event is an event or operation that differs from the normal activity of the enterprise and is not expected to recur periodically or in each subsequent reporting period (“Положення (стандарт)”, n. d.). Consequently, the consequences of the war are a decrease in PepsiCo's profits and income in the first quarter of 2022 and an increase in extraordinary costs.

There are 3 plants owned by this company on the territory of Ukraine: a milk processing plant in the suburbs of Kyiv and 2 complexes for the production of food products and ready-made drinks in the Mykolaiv region. Their activity was stopped for the safety of the workers. In addition, the system of supplying products to Ukraine from neighboring countries was disabled (“Forbes.ua”, n. d.). Also, PepsiCo spent a lot of money to help Ukrainian refugees in neighboring countries. The company donated food, milk and refrigerators to relief organizations. Also, PepsiCo donates a total of 4 million dollars to the Red Cross in Poland, World Vision in Romania, the World Food Program of the United Nations, the World Central Kitchen and Save the Children (“PepsiCo suspends production”, n. d.). Because of this bailout, the company's extraordinary expenses increased by more than 2,000%. According to data, the company recorded expenses in the amount of USD 1.4 billion, which are mainly related to the write-off of assets as a result of the Russian-Ukrainian war (“Uday Sampath Kumar”, n. d.). Factories in Ukraine supplied products not only to the domestic market, but also to Armenia and Moldova, so their closure also affects sales in these countries (“Forbes.ua”, n. d.). In addition, as a result of the damage to thousands of retail outlets, the physical destruction of a significant part of the infrastructure, the increase in the price of fuel, logistics processes are becoming more complicated, and sales costs are increasing. Along with this, there is a decrease in the incomes of the population of Ukraine, which is reflected in the ability to buy the products of the transnational company. All of the listed phenomena lead to a decrease in the consumption of PepsiCo’s products, and therefore in its revenue.

In addition to direct consequences from the Ukrainian market, the company is experiencing other changes. On March 8, 2022, PepsiCo announced the termination of some of its activities in the Russian Federation, including: termination of sales of Pepsi-Cola, 7Up and Mirinda, termination of capital investments in advertising activities in the market of this country, and termination of advertising itself (“PepsiCo suspends production”, n. d.). Such actions lead to a decrease in costs, but incomes also decrease.

## 4. Conclusions

So we can determine that in the modern globalized world certain unfavorable events in some countries have their imprint on the rest of the world. The largest TNCs, which occupy a certain market share in almost all countries, are important economic entities of these countries and feel the impact of any changes in their markets. Thus, the war in Ukraine led to a decrease in the profit of TNC PepsiCo and an increase in extraordinary expenses by 2432.46%. Due to the suspension of operations in the markets of the two countries and humanitarian aid to Ukraine, the company suffered losses in the form of a decrease in revenues of USD 9,048 million.

**REFERENCES**


1. PepsiCo Про компанію | PepsiCo Україна. *PepsiCo Головна | PepsiCo Україна*. URL: http://pepsico.ua/company/ (date of access: 24.07.2022).
2. Яцук Г. ТНК в Україні: діяльність та вплив на економіку. *Світове господарство і міжнародні економічні відносини*. 2020. № 48. С. 15-19. URL: https://doi.org/10.32843/infrastruct48-3.
3. Історія бренду Pepsico. *Вітаємо на сайті Довідник.інфо ! Повна та вичепна інформація про бренди, товари та знижки в українських інтернет-магазинах*. URL: https://dovidnyk.info/index.php/Brand/479 (date of access: 24.07.2022).
4. Небава М. І., Ратушняк О. Г. Менеджмент організацій і адміністрування. Ч. 1 : навч. посіб. Вінниця : ВНТУ, 2012. 105 с. URL: http://ir.lib.vntu.edu.ua/bitstream/handle/123456789/7380/%20%20%20%20%20%20%20_%20%20%20%20%20%20%20_1.PDF?sequence=1 (date of access: 25.07.2022).
5. Як PepsiCo трансформує стратегію розвитку та допомагає брендам зростати – Forbes.ua. *Forbes.ua | Бізнес, мільярдери, новини, фінанси, інвестиції, компанії*. URL: https://forbes.ua/ru/company/yak-pepsico-transformue-strategiyu-rozvitku-ta-dopomagae-brendam-zrostati-22122021-2625 (date of access: 29.07.2022).
6. Annual Reports & Proxy Information. *PepsicoUpgrade*. URL: https://www.pepsico.com/investors/financial-information/annual-reports-proxy-information (date of access: 29.07.2022).
7. PepsiCo Inc (PEP). *Investing.com*. URL: https://ru.investing.com/equities/pepsico-income-statement (date of access: 01.08.2022).

8. Положення (стандарт) бухгалтерського обліку 3 "Звіт про фінансові результати" (Форма N 2) : Положення М-ва фінансів України від 31.03.1999 р. № 87 : станом на 19 берез. 2013 р. URL: https://zakon.rada.gov.ua/laws/show/z0397-99#Text (date of access: 01.08.2022).
9. Forbes.ua. Замінований завод Coca-Cola та зупинені підприємства PepsiCo. Чи очікує українців дефіцит популярних напоїв та чіпсів – Forbes.ua. *Forbes.ua | Бізнес, мільярдери, новини, фінанси, інвестиції, компанії*. URL: https://forbes.ua/inside/zaminovaniy-zavod-coca-cola-ta-zupineni-pidpriemstva-pepsico-chi-ochikue-ukraintsiv-defitsit-populyarnikh-napoiv-ta-chipsiv-05042022-5264 (date of access: 01.08.2022).
10. PepsiCo suspends production and sale of Pepsi-Cola and other global beverage brands in Russia. *PepsicoUpgrade*. URL: https://www.pepsico.com/our-stories/press-release/pepsico-suspends-production-and-sale-of-pepsi-cola-and-other-global-beverage-brands-in-russia (date of access: 01.08.2022).
11. Uday Sampath Kumar. PepsiCo says snacks, sodas could get pricier after scant consumer pushback. *Reuters*. URL: https://www.reuters.com/business/retail-consumer/pepsico-raises-annual-revenue-forecast-resilient-snacks-soda-demand-2022-07-12/ (date of access: 01.08.2022).

# PROBLEMS AND PROSPECTS OF HOTEL INDUSTRY DEVELOPMENT IN SPAIN AND EXPERIENCE FOR UKRAINE

***D. V. Fen,***
***Y. M. Litovchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Fen D. V., Litovchenko Y. M. Problems and prospects of hotel industry development in Spain and experience for Ukraine.** The article considers the role of tourism in the economy of Spain. The level of development of the hotel industry is also determined. In particular, the authors identify the problems that hinder the further development of the hotel industry. In addition, the article offers prospects for the development of the hotel industry. The article also discusses the impact of COVID-19 on tourism. Possible experience in the hotel industry for Ukraine is also highlighted.

**Keywords:** development, hotel industry, hospitality, problems, prospects, tourism, Spain.

**Фень Д. В., Літовченко Я. М. Проблеми та перспективи розвитку готельної індустрії та досвід для України.** У статті розглядається місце туризму в економіці Іспанії. Також визначається рівень розвитку готельної індустрії. Зокрема, автори статті визначають проблеми, що заважають подальшому розвитку готельної індустрії. Крім того, у статті пропонуються перспективи для розвитку готельної індустрії. У статті також в свою чергу розглядається вплив ковід-19 на туризм. Також висвітлюється можливий досвід в сфері готельного господарства для України.

**Ключові слова:** розвиток, готельна індустрія, сфера гостинності, проблеми, перспективи, туризм, Іспанія.

## 1. Introduction

The o b j e c t of the article is hotel industry. The s u b j e c t is hotel industry development in Spain. The p u r p o s e of the article is to analyze the problems and possible prospects for further development of the hotel industry in Spain.

Spain is one of the developed countries of the European Union, with high standards in the field of tourism services, which can offer almost all types of tourism. Tourism is a beneficial and highly profitable industry that has a great impact on the Spanish economy. Thanks to tourism, priorities in many sectors of the national economy have changed, as well as the standard of living of the population in general. In addition, tourism has an impact on the distribution of labor and financial flows, on the effective demand for goods and services of tourism in particular. It is thanks to tourism that the geographical location of the state, its natural and climatic resources and cultural and historical monuments become a common good. On the other hand, as any other country in the world Spanish economy, including tourism industry, faces a number of challenges in its development.

## 2. Problems and prospects of hotel industry development in Spain

The study of the development of the hospitality industry in Spain is relevant, as the destination has long been among the top five world leaders in terms of the number of profits and income received from tourism activities. The hotel industry plays a key role in the full functioning of the tourism industry in Spain, as organized tourists who prefer to stay in hotel enterprises represent the vast majority of inbound flows.

Globally synchronized lockdowns, the introduction of unpredictable travel restrictions due to the COVID-19 pandemic have had a significant impact on the substantial deterioration of the main indicators of the Spanish hospitality industry. According to the executive director of the Meliá Hotels International hotel chain Gabriel Escarrera, the coronavirus pandemic and the sharp decline in the summer season have forced the closure of about 500 Spanish hotels that work with foreign tourists. Moreover, if foreigners do not return to the country next year, it will destroy the hotel business (Готельне господарство Іспанії, n. d.). According to hoteliers, domestic tourism can be launched in Spain, but it will not be able to help the hotel business to survive. Meanwhile, experts predict the recovery of tourism by 2023, if the industry can be restarted this year. In turn, the development of hotel chains is one of the positive trends in the development of the accommodation sector. It is currently one of the most promising trends, despite the fact that Spain already has the largest number of national hotel chains (9 brands), compared to other countries like the UK – 8, Germany – 7 and France – 3. Finland and Norway have two large national hotel chains (Ринок готельного бізнесу в Україні, n. d.).

Spanish hotels were able to overcome the problem of low occupancy rates to a sufficient level thanks to the quick response of market operators to the new economic conditions and the introduction of tools to revive demand. In the first nine months of 2021, hotel occupancy and overall activity in Spain began to show some signs of recovery, with Spanish hotel occupancy reaching 26%, up around 20% year-on-year; the average room rate also increased to €116, up 17% year-on-year. These two trends together led to an increase in average revenue per room by 41% to €30. The revival of the market situation can be explained based on two criteria. The first is the introduction of systematic actions and initiatives, both at the international (development of recommendations by international specialized organizations) and national levels (state support policy). The second is the level of individual enterprises and corporations (transformation of the service delivery process), including the intensification of the vaccination process as a marker of a safe tourist space.

Another problem caused by the development of the hotel industry, which is relevant primarily for the Mediterranean and southern coastal areas of Spain, is the state of the environment. The problem is that the coasts of these areas are literally overloaded with tourists because the number of accommodation facilities is very large (the construction of the first coastline in some cities took place 10 years ago). As a result, the authorities of these coastal areas have recently been trying to stimulate increased tourist interest in their hinterland (Ринок готельного бізнесу в Україні, n. d.). Spain is not considered a "ski" country, but it has about 30 ski resorts. Most Europeans traditionally go to "half-Spanish" Andorra, although recently Sierra Nevada, where there are tourist accommodation facilities, has become increasingly popular and is developing rapidly. The owners of farmsteads in Spain unite in associations to encourage domestic tourists and increase the number of foreign tourists, as well as to monitor the implementation and compliance with standards.

Spain's success in the tourism industry is due to its particularly rich cultural and natural attractions, as well as exceptional infrastructure, quality of transport and hotel density. These are three key points that WEF considers necessary to gain a competitive advantage over other countries in the field of tourism.

### 3. Experience for Ukraine

Spain can become an exemplary example in the development of tourism for Ukraine, as the latter is one of the most developed countries in Southern

Europe both in the tourism industry and in general. There are several thousand hotels in Ukraine. Compared to Eastern European countries, such as Spain, there is a huge untapped potential for the development of the hotel business in Ukraine. Occupancy rates of Ukrainian hotels to some extent correlate with similar indicators in Europe. Pricing of the Ukrainian room stock is closely tied to the exchange rate, and the strengthening of the UAH (its national currency) in 2019, which experts consider temporary, also affected the cost of rooms (Офіційна сторінка органу державної статистики Іспанії, n. d.). An important change in the hotel business market of Ukraine was the introduction of a new law in 2019, which changes the procedure for calculating the tourist tax, with not the most favorable taxation consequences for hotel industry workers. After the introduction of the law, tourists must be charged a daily fee for staying in the country.

Previously, the tourist tax depended on the cost of living. Now the basis for its calculation is the minimum wage. Dissatisfied with the innovation, hotel industry workers gathered a round table discussion “Hotels of Ukraine: Tourist tax 2019”, which resulted in a consolidated list of requirements to the government. The indignant position of the hotel business representatives argues their dissatisfaction with the new law because of its threat to the development of not only the hotel segment, but also tourism and the country's economy.

Ukraine should adopt the trend of developing such components as transport infrastructure, popular destinations, cultural and historical heritage, high level of service, use of the latest technologies, etc. that will contribute to the development of both tourism in the country as a whole and the development of the hotel industry.

## 4. Conclusions

Tourism in Spain stimulates the development of all sectors of the economy. For example, the advertising business is becoming increasingly important in Spain, cartography and mass media are developing. On the other hand, tourism affects the level of development of the country's infrastructure. More and more enterprises in the field of tourism are being created as well as tens of thousands of jobs and significant financial flows.

The impact of tourism on the economy of the country has some negative aspects. One of the most acute problems caused by the development of tourism is the state of the environment, which is relevant primarily for the Mediterranean and southern coastal areas of Spain. The problem is that the coasts of these areas are literally overloaded with tourists which led to the process of increasing tourist interest in their hinterland. In addition, a clear progress in the actions of the Spanish authorities, which previously did not pay sufficient attention to environmental issues, can be considered the desire to improve the conditions of maintenance of protected areas (5% of the country's territory is under the protection of regional governments or states).

**REFERENCES**

1. Готельне господарство Іспанії: досвід для України. URL: https://er.nau.edu.ua/bitstream/NAU/44792/1/%D0%A4%D0%9C%D0%92%202020%20242%20%D0%A7%D0%B5%D1%80%D0%BA%D0%B0%D1%81%D0%BE%D0%B2%D0%B0%20%D0%94.%D0%92..pdf
2. Офіційна сторінка органу державної статистики Іспанії. URL: https://www.ine.es/dyngs/INEbase/en/operacion.htm
3. Ринок готельного бізнесу в Україні. URL: https://bizrating.com.ua/20/articles/1364/index.html

# GLOBAL ENGLISH AS A FACTOR OF PRESERVING LINGUISTIC PLURALISM IN THE INTERNATIONAL COMMUNITY

***D. O. Filipov,***
***O. Y. Sergeyeva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Filipov D. O., Sergeyeva O. Y. Global English as a factor of preserving linguistic pluralism in the international community.** The article provides an analysis of the use of the English language in the modern globalized world, its advantages and role in preserving the cultural and linguistic diversity of actors in the international sphere. The study of this issue is especially relevant, because modern international relations must solve the problem of international conflicts on cultural and linguistic grounds. As a result, it is concluded that humanity should use the integrative potential of English-language communications.

**Keywords:** cultural and linguistic diversity, English, international relations.

**Філіпов Д. О., Сергєєва О. Ю. Глобальна англійська мова як чинник збереження мовного плюралізму в міжнародній спільноті.** У статті наводиться аналіз застосування англійської мови у сучасному глобалізованому світі, її переваги та роль у збереженні культурно-лінгвістичного різноманіття акторів міжнародної сфери. Вивчення цього питання особливо актуально, адже сучасні міжнародні відносини мають вирішити питання міжнародних конфліктів на культурно-лінгвістичному ґрунті. В результаті, робиться висновок, що людство має використовувати інтегративний потенціал англомовних комунікацій.

**Ключові слова:** культурно-лінгвістичне різноманіття, англійська мова, міжнародні відносини.

## 1. Introduction

Liberalization and technological progress have accelerated the pace of globalization, and interdependence has become a distinctive feature of the global economy. Ideological, political and economic barriers between countries are disappearing, and the process of global integration is underway. However, the future of the interdependent world is still shrouded in a haze of uncertainty. It depends on how relations between countries and peoples are organized and how the potential of modern communications is used. The o b j e c t of the article is a comprehensive study of English as a world language and its connection with multicultural diversity. The s u b j e c t of the study is the influence of the English language on international communications and problematic aspects of preserving cultural and linguistic diversity. The p u r p o s e is to study the peculiarities of the English language, its global role and its suitability for non-discrimination of national cultures. To achieve this, it is extremely important to understand the role of English in international communications, to find out whether it has an integrative potential and whether it will retain its role in an increasingly globalized world.

## 2. Current role of English in international communication

The last forty years have been marked by an unprecedented spread of the English language on a global scale, for which there are more and more diverse fields of application. Now it is the main contender for the role of a universal language that can be used almost everywhere.

The main factors of the world domination of English are modern global processes, the need for an international language in the field of science, technology and commerce. The peculiarities of its various dialects and the ability of English to absorb the lexical features of various other languages of the world.

British colonialism and American economic domination made English popular in almost all regions of the world, and the development of information technology, largely thanks to the United States, strengthened its position in terms of the fact that until now its knowledge and study continues to be a guarantee of access to the market, including the labor market, as well as access to international information and IT. The importance of the English language can already be judged by the fact that all over the world it is spoken of as the most powerful, accessible, “easy to use”.

Current research suggests that the English language is now spoken by approximately 1.35 billion people worldwide. That’s 17% of the world’s population. English is recognised as an official language by law (also known as de jure) in 55 countries worldwide. That’s 28.5% of the world’s countries. If we include countries that have English as an official language by fact or de facto (not recognised by law), this increases the total to 75, therefore meaning that 39% of the world’s countries have English as one of their official languages (English Language Statistics, n. d.).

Now, both in Europe and around the world, English is used in popular newspapers and magazines, airports and flight control centers, international business and diplomacy, at scientific conferences and in the field of international exchanges, sports and international competitions, popular music and advertising. In general, English is now more prestigious than ever before in history. People study it in order to provide themselves with career opportunities and keep up with the international community.

## 3. Advantages of English as an international language

English as the language of international communications, like many other languages, uses a phonetic alphabet and a fairly simple syntax. The special linguistic characteristics of English facilitate the rapid dissemination of information about the latest technological advances in the world and are associated with scientific progress. Overcoming geographical barriers, the IT revolution, along with the development of economics, management and entertainment, is transforming not only the world, but also the language itself, which is reflected in various manners of oral and written speech, changes in lexical and grammatical forms, as well as in the simplification of forms and the abundance of conversational structures. As a result, English is made accessible to everyone, which makes people tolerant towards various territorial, stylistic and individual features of speech, democratizes the nature of the language and makes it "universal English", "English for everyone" (Crystal, 2003, pp. 189-191).

Based on the huge number of borrowings (80%) in English, we can say that this language is democratic in nature, which makes it unique in history. To prove this, we can cite the fact that everything that was created in the language to reflect the cultural characteristics of the nation in the process of intensive interaction between individuals, today becomes the "property" of all nations. In this regard, it is clear why many advocate renaming the English language to the so-called "Globalese", and it is implied that English no longer belongs to any language group, since it is common to all. According to numerous proposals from well-known linguists, the UN should give "Globalese" the official status of a global language (Will the Internet Always Speak English, n. d.).

The modern world community is becoming more diverse and aspires to unity. People consider themselves both independent individuals and members of certain collectives. Both are components of their identity (Arnason, 1990, p. 217). It should be noted that the trends in the use of language both at the national and global levels, the relationship between linguistic unity and diversity reflect the close relationship between the conflicting concepts of unity and diversity in social relations.

It should be noted that the trends in the use of language both at the national and global levels, the relationship between linguistic unity and diversity reflect the close relationship between the conflicting concepts of unity and diversity in social relations.

### 4. Problems of ensuring linguistic and cultural pluralism

Despite the great integrative potential of the English language, we are faced with the problem of “linguistic and cultural pluralism” and the democratization of international communications, where one language prevails so far.

Protecting the identity and fundamental rights of various linguistic and cultural communities is a difficult but essential task, a kind of test for the democracy of society. Diversity is associated with both huge opportunities and serious problems. According to many supporters of the so-called “multilingual” and “multicultural” approach, the pluralism of cultures and languages is not so much a cause of disagreement and confrontation as a positive factor in the development of society, a permanent and irreplaceable source of wealth of the nation and humanity as a whole. The world needs a multitude of languages and cultures reflecting the diversity of cultural characteristics, traditions, opinions and ideas to strengthen the world community.

In this regard, the main issue on the agenda of international organizations is the planning of policies that ensure the peaceful coexistence of various linguistic groups within the international community. To this end, numerous multilingual projects are being created and implemented, mostly in the field of education. In contrast to the monolingual and monocultural approach, linguistic and cultural pluralism is a critical theoretical position, a kind of “philosophy of tolerance”, which is based on the idea of harmonious coexistence of different peoples, cultures and languages. This approach also addresses the problems of minorities whose rights are often infringed. According to this approach, minorities should be given equal rights and opportunities. It is clear that the protection of cultural and linguistic pluralism is considered a condition for the existence and the most important attribute of a truly democratic society.

### 5. Conclusions

In conclusion, it is necessary to summarize once again the ways to solve the problem of linguistic diversity and unity. If the future of the English language is predetermined and it will remain international for a long time, humanity should make the best use of the integrative potential of English-language communications as an indispensable condition for the existence of a new world information order and a means of uniting people in the face of new challenges of the XXI century. The resulting linguistic unity should not become a threat to the inherent diversity of the world. Pluralism of cultures and languages should be preserved, as well as equality and security of various linguistic and cultural communities of the world should be ensured, which will help maintain harmony in relations between peoples. English plays an important role in all this.

**REFERENCES**


1. Arnason J. P. Nationalism, Globalization and Modernity. *Theory, Culture & Society*. 1990. Vol. 7, № 2. Pp. 207-236.
2. Crystal D. English as a global language (2nd ed.). Cambridge: Cambridge University Press, 2003. 224 p.
3. English Language Statistics: How Many People Speak English Worldwide? URL: https://preply.com/en/blog/english-language-statistics/
4. Will the Internet Always Speak English? URL: https://prospect.org/features/will-internet-always-speak-english/

# MANIPULATION IN BUSINESS COMMUNICATION AND METHODS OF DEALING WITH IT

***D. V. Fominov,***
***O. O. Meleshchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Fominov D. V., Meleshchenko O. O. Manipulation in business communication and methods of dealing with it.** The article focuses on manipulation as a type of psychological influence in business communication and methods of dealing with it. It studies the notion of manipulation, reasons for manipulative behavior, and its positive and negative consequences. It also analyses the main types of manipulation as well as the most abusive manipulative techniques in business communication and the methods of handling them. As a result, it is concluded that to counteract manipulation one should first identify the techniques used by the manipulator. Knowing how to handle these manipulative techniques as well as minimization of interaction with the manipulator are means of effective psychological protection.

**Key words:** business communication, manipulation, manipulative technique, manipulator, psychological influence, psychological protection.

**Фомінов Д. В., Мелещенко О. О. Маніпуляція в діловому спілкуванні та методи протидії їй.** Стаття присвячена маніпуляції як виду психологічного впливу в діловому спілкуванні та методам боротьби з нею. Досліджено поняття маніпуляції, причини маніпулятивної поведінки, її позитивні та негативні наслідки. Проаналізовано основні види маніпуляції, а також найбільш небезпечні маніпулятивні прийоми в діловому спілкуванні та методи боротьби з ними. У результаті зроблено висновок, що для протидії маніпулюванню необхідно насамперед виявити прийоми, які використовує маніпулятор. Вміння протидіяти цим маніпулятивним технікам, а також мінімізація взаємодії з маніпулятором є засобами ефективного психологічного захисту.

**Ключові слова:** ділове спілкування, маніпулятор, маніпулятивний прийом, маніпуляція, психологічний вплив, психологічний захист.

## 1. Introduction

Nowadays, the topic of manipulation in communication is of increasing interest to society. Almost any communication is considered, by and large, to have a hidden influence over other people. After all, everything people say is intended to cause a certain reaction (Падафет, 2019). Many people do not even understand that they face the psychological phenomenon of manipulation everywhere – at home, work, or at store, etc. Furthermore, manipulation plays an important role in business. For both employers and employees, the knowledge of psychological mechanisms of interpersonal perception and, consequently, ways of influence is vital (Орбан-Лембрик, 2010). Marketing specialists use manipulation to generate massive sales, executives use various manipulative techniques to influence their business partner's actions as well as their employees' performance.

From psychological point of view, manipulation is considered to be a type of "influence that aims to change the behavior or perception of others through deceptive or underhanded tactics" (Scholarly Community Encyclopedia, n. d.). Since it is such a widespread phenomenon, in business communication the knowledge of psychological mechanisms of manipulation as well as the mechanisms of handling them are of great importance.

The o b j e c t of this article is manipulation in business communication, while its s u b j e c t is methods of dealing with it. The a i m of this research is to examine manipulation in business communication and methods of dealing with it. To achieve this, the following objectives have been specified:

- to study the causes of manipulation;
- to analyze manipulative techniques;
- to elucidate methods of handling manipulators as well as methods of psychological protection.

## 2. Types of manipulation in business communication and methods of handing them

Manipulation is "a type of psychological influence aimed at implicitly inducing others to perform actions intended by the manipulator" (Словник психологічних термінів, n.d.). An important aspect of manipulation is to make a person not only do what you need, but also believe that it is his/her own decision (ibid.). At least two persons are involved in the process of manipulation: a subject (manipulator) and an object (addressee of influence) ("Маніпулятивна поведінка", n. d.).

According to E. L. Shostrom (1967), besides the desire to reach certain goal, the main reasons for manipulative behavior are internal conflict, desire for approval, distrust of others, inability to love, fear of emotional bonding to other people. That is, the reason for manipulative behavior can be not only obtaining the desired result or actions, but also the person's problems at the psychological level.

Usually real manipulators are very talented psychologists. Before starting direct manipulation, they analyze a person and his/her character. That is, the level of manipulation also depends on the individual's knowledge about the object of influence – the deeper it is, the easier it is to manipulate someone. People who are naïve, fearful and have low self-esteem are at risk of being manipulated (Shostrom, 1967).

Manipulation is considered an integral part of all activities. In business relations it is not always a problem. For example, at an enterprise, experienced managers and executives often use psychological techniques to influence subordinates. A good employee is not only a hardworking, but also a motivated person. Therefore, in order to boost employees' motivation, experienced managers use not fines or threats, but manipulation. That is, it is used to obtain the desired results. For example, to improve the performance of the enterprise or to obtain more comfortable and favorable conditions for themselves. An important feature is that the use of manipulation in a negative sense (e.g., not to work but to get more free time) on subordinates will lead to tension and distrust within a company ("Маніпулятивна поведінка", n. d.).

In order to avoid this, managers willing to use manipulation should evaluate objectively their employees' performance and take into account the personalities of the staff. It is also important for them to consciously carry out their own duties ("Маніпулятивна поведінка", n. d.).

Among various styles of business communication, the manipulative style is singled out. Its difference from the other styles of business communication lies in hiding the goals of interaction from the object of manipulation ("Маніпулятивна поведінка", n. d.). The main types of manipulative techniques in business communication are shown in Table 1 ("Маніпулятивна поведінка", n. d.).

*Table 1*

**The main types of manipulative techniques in business communication**

| Name of technique | Technique characteristics |
|---|---|
| Intimidation | Verbal expression of a threat or the use of non-verbal signals that indicate the manipulator's violent intentions |
| Confusion | Intentional misleading of the business partner by concealing or providing incomplete information |
| Emotional impact | Influence on the partner with the aim of creating a negative mood and, accordingly, psycho-emotional excitement, which contributes to disorientation, prevents him from concentrating on the discussed matters, inhibits cognitive functions |
| Hidden compulsion | The influence, disguised in verbal expressions and non-verbal signs, is presented in the form of tricks – ambiguous hints, incorrect analogies, switching the topic of conversation |
| Involvement | Forcing the partner to perform actions that are beneficial to the manipulator. It is usually a promise of some benefit, not backed by obligations |

E. L. Shostrom, a prominent scientist and psychologist, in his book *Man, the Manipulator: The Inner Journey from Manipulation to Actualization* (1967) tells about his experience of working with entrepreneurs and businessmen who came to consult him. Their main problem was the abuse of manipulation. According to E. L. Shostrom, not only the objects of manipulation suffer psychologically, but also its subjects (Shostrom, 1967).

The consequences of the abuse of manipulation vary. It is also important for the objects of influence to be able to identify when manipulation is abuse and methods of handling it. The main techniques used by abusive manipulators in business communications, include gaslighting, projection, generalization, changing the subject, black PR ("Маніпулятивна поведінка", n. d.). Characteristics of each technique of influence on a person and methods of dealing with them are given in Table 2 ("Маніпулятивна поведінка", n. d.).

*Table 2*

**The characteristics of manipulative techniques and methods of dealing with them**

| Name of technique | The characteristics of manipulative techniques and methods of dealing with them |
|---|---|
| Gaslighting | Characteristics. Using this technique, the manipulator makes the object of manipulation doubt his/her decisions, adequacy and competence. For example, the manipulator might say: “it wasn’t like that”, “you’ve made it up”, “it’s your imagination”. Thus, the manipulator creates his own reality to fit his needs.<br>Method of handling. In order to avoid the influence of gaslighters, one needs to abstract oneself from the manipulator’s words and trust to one’s thoughts, feelings, and actions. The support of family or of another significant person who can recreate the real events may also be helpful. |
| Projection | Characteristics. Projection is a very common manipulative technique that presupposes making everyone look guilty except for the manipulator. Such people do not take responsibility for their words or actions.<br>Method of handling. First of all, one should remember that he/she is being manipulated. Therefore, it is necessary not to sympathize or take pity on the manipulator, but look at the situation adequately. If a person is guilty, it is his/hers fault not yours. |
| Generalization | Characteristics. This technique involves changing the meaning of people's phrases, focusing negative attention on the text taken out of the context. That is, the manipulator deliberately distorts the words in his favor.<br>Method of handling. First of all, one should always think before saying something and analyze his/her own words. Later it will help to have confidence in yourself and defend your point of view. |
| Changing the subject | Characteristics. Changing the subject is also a common manipulative technique. The manipulator usually switches from topic to topic in order to avoid unwanted theme that may have bad consequences for him.<br>Method of handling. In order to avoid the influence of this technique, you must clearly remember the main topic of the conversation. Pursue the initial topic calmly, without aggression. |
| Black PR | Characteristics. The essence of Black PR is in publication of false or distorted facts and arguments, lies, etc. concerning the object of manipulation. In this way, the manipulator tarnishes the image of a person/company on purpose.<br>Method of handling. In this case, it is usually very difficult to counteract. You should not give in to the "game" and show that black PR does not affect you. Thus, your behavior will prove the falsity of the manipulator’s claims. |

If the aforementioned methods of neutralizing manipulation do not yield the desired result, it is helpful to look directly into the eyes of the manipulator and demand a clear answer to the question. Making the manipulator feel uncomfortable (e.g., changing the meeting place) can also be beneficial ("Маніпулятивна поведінка", n. d.).

As it can be seen from this study numerous manipulative techniques are used in business communication, among which there are those considered to be the most abusive and dishonest. Fortunately, there are methods of counteraction to them which are means of effective psychological protection.

## 3. Conclusions

In the process of communication people influence each other. If this influence is aimed at implicitly inducing others to perform some actions, this is the case of manipulation. The main difference of manipulation from other types of influence is that the goals of interaction are hidden from the object of manipulation. In business communication, manipulation is actively used to increase sales or profits, affect the decisions of business partners, and boost employees' motivation. The main types of manipulative techniques in business communication are intimidation, confusion, emotional impact, hidden compulsion, involvement. The most abusive manipulative techniques include gaslighting, projection, generalization, changing the subject, black PR. Realization of being manipulated and the particular techniques used by the manipulator is half of success in counteracting manipulation. It not only helps to neutralize manipulation, but also prevent further use of the manipulative techniques by a manipulator. The knowledge of how to handle these manipulative techniques as well as minimization of interaction with the manipulator as soon as possible are means of effective psychological protection.

## REFERENCES

1. Маніпулятивна поведінка і її вплив на спілкування. *Alexus*. URL: https://alexus.com.ua/manipulyativna-povedinka-i-jogo-vpliv-na-spilkuvannya/#lwptoc4 (Дата звернення: 23.12.2022).
2. Орбан-Лембрик Л. Е. Психологія управління : навч. посіб. Київ : Академвидав, 2010. 544 с.
3. Падафет Ю. Маніпуляція у професійному спілкуванні: як протистояти? *Держслужбовець*. 2019. № 9. URL:

https://i.factor.ua/ukr/journals/ds/2019/september/issue-9/article76785.html (Дата звернення: 23.12.2022).
4. Словник психологічних термінів. URL: https://nuph.edu.ua/slovnik--psihologichnih-terminiv/ (Дата звернення: 23.12.2022)
5. Scholarly Community Encyclopedia. URL: https://encyclopedia.pub/entry/31801 (Last accessed: 08.01.2023).
6. Shostrom E. L. Man, the Manipulator: The Inner Journey from Manipulation to Actualization. Nashville: Abingdon Press, 1967. 256 p.

# THE ROLE OF USAGE OF WORD COMBINATIONS BY MEDIA IN THE RUSSIAN-UKRAINIAN WAR

*O. O. Frolova,*
*Y. M. Litovchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Frolova O. O., Litovchenko Y. M. The role of usage of word combinations by media in the Russian-Ukrainian war.** The article analyzes the role of word combinations usage in the Russian-Ukrainian war by the media. Spelling mistakes in Ukrainian place names, confusing details or using harmful phrases may have political consequences as spelling plays its role not only in the Russian-Ukrainian war, but in international relations as well. The article shows that under war journalists' intelligence, professionalism and good knowledge of the language aren't enough as everything must be backed by their knowledge of features and specialties of both sides of the conflict and the war itself. The author makes a conclusion that intensifying the CorrectUA campaign, implementing European values to life and representing Ukraine as a full-fledged subject of international relations will correct the existing mistakes in perspective.

**Keywords:** full-scale invasion, media, news agencies, Russia, Ukraine, war.

**Фролова О. О., Літовченко Я. М. Роль використання ЗМІ словосполучень у російсько-української війни.** У статті аналізується роль використання ЗМІ словосполученнь щодо російсько-української війни. Орфографічні помилки в українських топонімах, плутання деталей чи використання шкідливих фраз можуть мати політичні наслідки, оскільки правопис відіграє свою роль не лише в російсько-українській війні, а й у міжнародних відносинах. У статті показано, що в умовах війни інтелекту журналістів, професіоналізму та хорошого знання мови недостатньо, адже це має підкріплюватися знаннями особливостей обох сторін конфлікту та самої війни. Автор робить висновок, що активізація кампанії CorrectUA, імплементація європейських цінностей у життя та репрезентація України як повноправного суб'єкта міжнародних відносин дозволить в перспективі виправити наявні помилки.

**Ключові слова:** війна, ЗМІ, інформаційні агентства, повномасштабне вторгнення, Росія, Україна.

## 1. Introduction

The o b j e c t of the article is word combinations used by news agencies while covering the Russian-Ukrainian war. The s u b j e c t is the role of word combinations usage by media in the Russian-Ukrainian war. The p u r p o s e of this article is to list the most common mistakes in word combinations and to analyze the role of their usage in the Russian-Ukrainian war by the media.

According to the results of the period since February 24th, Ukraine and Western World confidently defeat Russia on the information front. Ukrainian and international media outlets and news agencies bring Ukrainian victory closer by showing the truth about the Russian-Ukrainian war to the world, influencing international organizations' and governments' support and attracting attention of the world community to this war. They have already done a great job but still make mistakes which may offend Ukrainian sovereignty, culture or Armed Forces by confusing details, using harmful phrases or even misspelling words.

## 2. Spelling of Ukrainian place names

Since 2018 a campaign "KyivNotKiev" for English-language media takes place online as a part of wider campaign "CorrectUA" ("Про затвердження Переліку", n. d.). Its goal is to persuade the international community to use correct spelling of Ukrainian place names. The reason is that international media outlets and news agencies often use outdated, Soviet-era place names when referring to Ukraine, such as Kharkov instead of Kharkiv, Nikolaev instead of Mykolayiv etc ("Ukraine air', n. d.).

The idea and its implementation were only intensified with russia's full-scale invasion in 2022. More and more media start realizing that by writing Ukrainian place names using russian transliteration they are lending credibility to the notion that Ukraine is still a part of the USSR and by doing so they are supporting russia's colonialist regime. So even one extra letter in the place name Donbass instead of Donbas may have political consequences as spelling plays its role not only in the Russian-Ukrainian war, but in international relations as well (CorrectUA, n. d.).

## 3. Usage of word combinations on Russian-Ukrainian war for the media

A journalist's speech in the mass media is a product of his intelligence, professionalism and a good knowledge of the language. Intellectual language always stands out as an important means of organizing a journalistic text. But in the conditions of war that's not enough as journalists' knowledge of language must be supported with their knowledge of features and specialties of the both sides of the conflict and the war itself.

The most common mistake media outlets make about the Russian-Ukrainian war is when they write that russia started war against Ukraine on

February 24th ("Ukraine's Parliament', n. d.). That's incorrect to write and say because the Russian-Ukrainian war actually started in 2014. The correct word combination when we want to name events after February 24th is a *full-scale invasion.* By writing that the war started in 2022 journalists cross out 8 years of Ukrainian struggle for independence considering annexation of Crimea and war in Donbas as normal actions.

Moreover, using the word combination *Russian-Ukrainian war* correctly isn't obvious for all media as some of them use Ukrainian-Russian war instead. According to political and historical common rules of naming a war the country that started it is always put first. For example, we have the Soviet-Finnish war 1918, Russo-Japanese war 1904 and German-Soviet war as a part of WW2, where the invader is put on the first place in the word combination.

Sometimes interviews with local Ukrainian authorities include word combinations to describe their positions that simply do not exist in Ukraine or may have existed in USSR times. For example, *mayor* ("Kyiv not Kiev", n. d.). and *governor* ("The making", n. d.). Instead of these post-soviet names it's correct to use *The Head of City Council* and *The Head of Regional State (or now Military) Administration.*

When the Ukrainian counteroffensive started first in the Kharkiv region, then in Kherson, many journalists, media outlets and news agencies wanted to be one of the first to write about the success of the Armed Forces of Ukraine, but not all of them did it right. Misspelling place names, mentioning excessive details and confusing word combinations create the wrong impression and feed russian propaganda. Some of the most frequently made mistakes are

- *The 92nd separate mechanized brigade* instead of *Separate mechanized brigade named after Ivan Sirko* ("This Ukrainian mayor", n. d.). (it's not recommended to mention the numbers of brigades ("War!", n. d.));
- *filtration* instead of *stabilization measures;*
- *sweep of a liberated town* instead of *measures to check and secure the territory of a liberated town.*

## 4. Conclusions

The BBC's Editorial Guidelines begin with: "If the world was perfect, the BBC's Editorial Guidelines would consist of one phrase: Use your own judgment." No set of rules or guidelines can replace the need for producers, editors, and managers to use the wisdom that comes from experience, common sense, and editorial and ethical standards when faced with complex editorial problems."

Unfortunately, the world is not perfect so we need to deal with what we have. On average international media have done a great job by showing the world that Ukraine is a European and democratic state while russia is a terrorist state. Still sometimes they perceive Ukraine as a post-soviet country, misspell Ukrainian capital and regional centers or consider February 24th as the date when the Russian-Ukrainian war began. Intensifying the CorrectUA campaign, implementing European values to life and representing Ukraine as a full-fledged subject of international relations will correct the existing mistakes in perspective.

**REFERENCES**

1. Про затвердження Переліку відомостей Міністерства оборони України, які містять службову інформацію. *Zakon.rada* : *веб-сайт*. URL : https://zakon.rada.gov.ua/rada/show/v0720322-16#Text (дата звернення 21.12.22)
2. CorrectUA. *MFA of Ukraine*: веб-сайт. URL: https://mfa.gov.ua/en/correctua (дата звернення 15.12.22)
3. Kyiv not Kiev: BBC змінює написання столиці України. *BBC NEWS Україна*: веб-сайт. URL: https://www.bbc.com/ukrainian/news-49999939 (дата звернення 20.12.22)
4. This Ukrainian mayor made a deal with the devil – and lost. *Los Angeles Times*: веб-сайт. URL: https://www.latimes.com/world-nation/story/2022-12-12/ukraine-most-hated-mayor-surrendered-russians (дата звернення 17.12.22)
5. The making of a young Hero of Ukraine. *BBC NEWS*: веб-сайт. URL: https://www.bbc.com/news/world-europe-63887570 (дата звернення 22.12.22)
6. Ukraine air defenses counter Russian barrage, but missiles hit energy grid. *The Washington Post*: веб-сайт. URL: https://www.washingtonpost.com/world/2022/12/16/russia-missiles-infrastructure-ukraine-kryvyi-rih/ (дата звернення 19.12.22)
7. Ukraine's Parliament registers bill banning Russian Orthodox Church. *Almaydeen*: веб-сайт. URL: https://english.almayadeen.net/news/politics/ukraines-parliament-registers-bill-banning-russian-orthodox (дата звернення 17.12.22)
8. War! Russia started undeclared war against Ukraine at the 24th of February. *Intersearch*: веб-сайт. URL: https://interstarch.com.ua/news/war-russia-started-undeclared-war-against-ukraine-at-the-24th-of-february (дата звернення 16.12.22)

# FORMATION OF INTERCULTURAL COMMUNICATION IN THE PROCESS OF MASTERING A FOREIGN LANGUAGE

***D. H. Fail Zade,***
***Y. M. Litovchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Fail Zade D. H., Litovchenko Y. M. Formation of intercultural communication in the process of mastering a foreign language.** The article analyzes how intercultural communication is formed in the process of mastering a foreign language. In the context of globalization, the world is entering a new reality that requires living by the principles of global online, that is, to develop in unison with other countries. The consequences of globalization processes are the international division of labor, migration of capital, human and production resources, as well as the convergence and interpenetration of different cultures. The article reveals the content of the concept of "intercultural communication", analyzes the problematic issues of the formation of intercultural communication in the process of mastering a foreign language.

**Keywords:** cultural studies, foreign language, intercultural communication, linguistic personality, linguistic picture of the world.

**Фаїл Заде Д. Х., Літовченко Я. М. Формування міжкультурної комунікації у процесі опанування іноземної мови.** У статті проаналізовано, яким чином формується міжкультурна комунікація в процесі оволодіння іноземною мовою. В умовах глобалізації світ входить у нову реальність, яка вимагає жити за принципами глобального онлайну, тобто розвиватися в унісон з іншими країнами. Наслідками глобалізаційних процесів є міжнародний поділ праці, міграція капіталу, людських і виробничих ресурсів, а також зближення і взаємопроникнення різних культур. У статті розкрито зміст поняття "міжкультурна комунікація", проаналізовано проблемні питання формування міжкультурної комунікації в процесі оволодіння іноземною мовою.

**Ключові слова:** іноземна мова, культурологія, міжкультурна комунікація, мовна особистість, мовна картина світу.

## 1. Intoduction

The o b j e c t of the article is the comprehensive research of intercultural communication. The s u b j e c t is the formation of intercultural communication in the process of learning a foreign language. The p u r p o s e of the given article is to determine approaches to the formation of intercultural communication under the influence of globalization processes. The problems of intercultural communication have been studied by many domestic and foreign scientists, including Alieva N., Barrett M., Hryva O., Kuznetsova L., Polupan A., Konstantinova O., Deardorff D., Rost-Roth M. Intercultural communication is considered by them as a necessary condition for successful integration into political society, which allows to effective participation in the process of intercultural communication in the realities of a globalized world. Recently, attention to this topic has increased significantly.

**2. Intercultural communication as a process of interaction**

Intercultural communication is the process of interconnection and interaction of representatives of different communities, during which there is an exchange of information, experience, spiritual values of different types of cultures (Воротняк, 2010, с. 6). It deals with understanding and mutual understanding, which means: to understand something else and at the same time to be understood, communicating in a foreign language.

Intercultural communication should be considered as a multifunctional phenomenon that includes, firstly, knowledge of the norms, principles of communicative behavior in another socio-cultural environment, the ability to translate them into the plane of intercultural relations; secondly, the formation of specific qualities; the ability to empathy and self-esteem. It is education, and above all, language education is seen as the foundation of the formation of the ability of the subjects of the public intercultural interaction on the principles of democracy, equal rights and opportunities. One of the important factors of multiculturalism is the ability of the individual to intercultural communication, dialogue of cultures through language means in particular (Енциклопедія освіти, 2008, с. 754).

There is a close connection and interdependence of foreign language teaching and intercultural communication. Language is not only a source of communicative activity, but also a means of cognition, formation, transmission of thoughts, expression of feelings, emotional states of a person, a means of realizing all human needs.

Language is an effective factor of personality development in multicultural space. As a phenomenon of spiritual life of mankind, it plays the main role – it contributes to the process of communication, socialization, professionalization and social adaptation. Socialization as a process of social formation of a personality, assimilation by an individual of values, norms, attitudes, patterns of behavior inherent in a given society, social group, cannot be imagined outside the context of language ("Загальноєвропейські рекомендації з мовної освіти", 2003, c. 197). Every foreign language lesson is a crossroads of cultures, it is the practice of intercultural communication, because every foreign word reflects a foreign culture and behind every word is the national consciousness of the world.

The direct connection between learning a foreign language and culture today is not disputed neither in linguistic nor in pedagogical spheres. Moreover, it has moved into the political sphere: as a result of population migration and the emergence of multicultural societies, the process of learning foreign languages acquires a different status (М'язова, 2008). This is ensured by the introduction of various forms of communication using creative and innovative technologies, which contributes to the development of the ability to clearly identify situations and the purpose of communication with their systematic implementation, expanding the creative and scientific potential of students in the context of intercultural communication.

### 3. Practical steps to encourage students' interest in learning foreign languages

Interactive activities include the organization and development of dialogic speech aimed at mutual understanding, interaction, solving problems important for each of the participants of the educational process. It should be noted such as: information and communication technologies, project technologies, cooperative learning (work in small groups, pairs), situational learning, language portfolio technologies, game activities, preparation of presentations, mind mapping, etc. Thanks to such technologies, the motivation of students to acquire the necessary competencies, there is a significant intensification of the educational process (Іалько, n. d.).

It is advisable to use authentic materials as a source of extra-linguistic and linguistic information. This is considered to be the most important way to involve students in the study of the culture of another country: thematic, local history, fiction texts, dialogues (polylogues), poems, songs, letters, interviews, audio recordings, and videos (Потебня, 1976). Effective is the processing (annotation, abstracting) of current articles from periodicals and online publications. Students may be offered such a creative task as writing a letter to the editor of the newspaper or the author of the article, which reflects their thoughts on what they have read in response to the topic (disclosed) in the article. Another task may be to draw a political cartoon to express their point of view on a particular topic, event or phenomenon.

This type of learning activity is an incentive and motivating factor for students, as it offers interesting, relevant, thematic and diverse information. For many of them, it is also a “key” to understanding a foreign society, its traditions, prejudices, ways of thinking, mentality (Deardorff, n. d.). There is a focus on various aspects of social life and culture of the country; discussions on topical issues covered in the articles are stimulated. All this causes an authentic reaction and is one of the main means of getting acquainted with the modern culture of the country whose language is studied.

Students expand their individual picture of the world by involving in the linguistic picture of the world of native speakers of this language, their spiritual heritage, national specific ways of achieving intercultural understanding. At the same time the student's mind is a synthesis of knowledge about the specifics of the native culture, the culture of a foreign language, and the common knowledge of culture and communication (M. Rost-Roth, 1996). It is through critical understanding of someone else's way of life; they deepen linguistic and country knowledge. In this way the process of enriching the picture of the world and understanding of another culture is carried out.

The modern educational process should be aimed not only at involving the individual to the conceptual system of another linguistic society, but also to the cross-cultural comprehension of the dimensions of slightly different socio-cultural communities.

Thus, according to Potebnya O., the national component influences not only the formation of world perception, but also the process of thought (Потебня, 1976). A person, who speaks two languages, making the transition from one to another, changes the nature and direction of the deployment of their thoughts.

Studying a foreign language and a foreign culture, students have the opportunity to expand their socio-cultural space, as well as cultural self-determination, that is, to come to the realization of themselves as cultural and historical subjects in the spectrum of cultures of the country, both native and foreign. The so-called dynamic understanding of culture as a way of life and a system of behavior, norms, values dominates. The dynamic concept of culture is associated with the strict stability of the cultural system, it can to some extent change and modify depending on the situation (Thomas, 1988, p. 134).

### 4. Conclusions

Intercultural communication involves overcoming not only the language barrier, but also, and very importantly, the cultural barrier. The formation of intercultural communication is an urgent task caused by global world processes. And language education is called to fulfill this important mission. Educational activities should be aimed at a deeper holistic study of the culture of native speakers, their lifestyle, national character and mentality. A high level of intercultural communication involves mastering one's emotions, showing attention to other people. Relations in the process of intercultural communication involve high development of ethno-political thinking, feelings, needs, tolerant attitude to other culture, national customs and traditions.

**REFERENCES**


1. Воротняк Л. І. Моделювання ситуацій міжкультурної комунікації в процесі навчання іноземної мови магістрів у вищих педагогічних навчальних закладах. *Вісник Національної академії Державної прикордонної служби України*. 2010. Вип. 3. URL: http://www.irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?I21DBN=LINK&P21DBN=UJRN&Z21ID=&S21REF=10&S21CNR=20&S21STN=1&S21FMT=ASP_meta&C21COM=S&2_S21P03=FILA=&2_S21STR=Vnadps_2010_3_4
2. Енциклопедія освіти / Акад. пед. наук України; головний ред. В. Г. Кремень. К. : Юрінком Інтер, 2008. 1040 с. URL: http://www.nbuv.gov.ua/ejournals / Vnadps/20103/10 vlipnz .pdf.
3. Загальноєвропейські рекомендації з мовної освіти: вивчення, викладання, оцінювання / Пер. з англ. К. : Видавництво Ленвит, 2003. 273с.
4. Іалько І. М. Міжкультурна комунікація як чинник формування міжкультурної толерантності. URL: http://eprints.zu.edu.ua/5402/1/стаття_4.PDF
5. М’язова І. Ю. Міжкультурна комунікація: зміст, сутність та особливості прояву (соціально-філософський аналіз) : автореф. дис. на здобуття наук. ступеня канд. філос. наук : спец. 09.00.03 «Соціальна філософія та філософія історії». К., 2008.
6. Потебня А. А. Естетика і поетика. М. : Мистецтво. 1976.

7. D. Deardorff. (o. J.). Interkulturelle Kompetenz – Schlüsselkompetenz des 21. Jahrhunderts. Thesenpapier der Bertelsmann Stiftung auf Basis der Interkulturellen-KompetenzModelle von Dr. Darla K. Deardorff. Letzter Zugriff. URL: https://edoc.hu-berlin.de/bitstream/handle/18452/2889/3.pdf?sequence=1
8. M. Rost-Roth, Martina. (1996). Deutsch als Fremdsprache und interkulturelle Kommunikation. Zeitschrift für Interkulturellen Fremdsprachenunterricht [Online], 37 p. URL: https://www.researchgate.net/publication/339162980_Deutsch_als_Fremdsprache_und_interkulturelle_Kommunikation_Relevanzbereiche_fur_den_Fremdsprachenunterricht_und_Untersuchungen_zu_ethnographischen_Besonderheiten_deutschsprachiger_Interaktion_im_Kultu
9. Thomas A. Interkulturllts Lermer im Schuleraustausch. Saarbrucken Fort Lauderdale: Verlag Breitenbach, 1988. 189 p.

# STATE AND PROBLEMS OF FOREIGN INVESTMENT IN UKRAINE

*O. V. Gaydamaka,*
*T. O. Astapova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Gaydamaka O. V., Astapova T. O. State and problems of foreign investment in Ukraine.** The article analyzes the essence and features of foreign investment in the country's economy, examines the problem of attracting investment in Ukraine, which has always been a key issue, both for the authorities and for business. The relevance of the research topic is proven, the optimization of sources of investment financing is considered, and recommendations are provided for improving the mechanism of attracting foreign investments to the economy of Ukraine.

**Keywords:** investment, international finance, investment attraction, investment mechanism.

**Гайдамака О. В., Астапова Т. О. Стан та проблеми іноземного інвестування в Україні**. В статті розглядається сутність та особливості міжнародного інвестування в економіку країни; досліджується проблема залучення інвестицій в Україні, яка завжди була ключовим питанням, як для влади, так і для бізнесу. Доводиться актуальність теми дослідження, аналізується напрямок оптимізації джерел фінансування інвестицій та надаються рекомендації щодо удосконалення механізму залучення міжнародних інвестицій в економіку України.

**Ключові слова:** інвестиції, міжнародні фінанси, залучення інвестицій, механізм інвестування.

## 1. Introduction

The object of the article is the foreign investment in Ukraine. The subject is the state and problems of foreign investment in Ukraine. The purpose of the study is to find out the current trends in the implementation of international economic activity in the world.

To achieve the goal it is necessary to solve the following tasks:

– determine the economic essence and nature of investments;
– research the trends of the global investment market;
– analyze the investment market of the USA, Europe, China and Ukraine;
– provide recommendations on improving the investment climate in Ukraine.

Investments are the basis of the economic activity of enterprises in the conditions of modernization of the national economy. Well-thought-out investment solves a whole range of economic problems at the macro- and meso-micro levels, creates favorable conditions for reforming the economy and restructuring it. The problem of attracting investments in Ukraine has always been a key issue, both for the authorities and for business. At the moment of economic upheavals and the post-crisis period, solving this problem becomes even more urgent. The most important stage in the development and successful functioning of investment activities of enterprises is the optimization of sources of investment financing.

## 2. Economic essence and nature of investments

Publications of many economists confirm the fact that without the inflow of foreign investments, the state is usually unable to ensure the proper level of development, which is expressed in stable and growing macroeconomic indicators, expansion of production, increased competitiveness on world markets, modern infrastructure and scientific technical progress. All these aspects are determined by the country's effective industrial and investment policy, which are always interconnected to one degree or another. Direct foreign investment plays a special role in the growth of industry, which allows to ensure not only the influx of additional capital investments, but also international experience in business, technologies, and highly qualified personnel (Бланк, 2015, pp. 56-57).

The scientific analysis of the category made it possible to formulate a definition of ‘investment’ that meets the requirements of the theory and practice of investing, namely: investment is capital invested in the production, acquisition, improvement (restoration, improvement) of objects of business or other types of activity for their further long-term exploitation (for the purpose of obtaining a material or social effect) (Borga, 2021, pp. 3-5).

One of their essential features of investments is the long-term use of investment objects. However, the term ‘long-term’ can be interpreted ambiguously. In our opinion, the long-term use of an object is its repeated exploitation (in two or more cycles), during which the original appearance of this object is preserved for a long time. In the case of one-time operation of the object, the costs of its acquisition can be qualified as consumption costs (purchase of food products, newspapers, magazines and any other single-use objects) (Borga, Mataloni, 2021, pp. pp. 8-9).

### 3. Market of foreign investments in the economy of Ukraine

Over the past decade, deep structural deformations have taken place in Ukraine and there is a significant lag behind European countries in the aggregate productivity of all factors of production, which means the level of well-being of the population. Most Ukrainian enterprises still have the problem of outdated technical and technological base, energy intensity and weak diversification of products and markets. The reasons for this are Ukraine's unstable economic situation, imperfect regulatory framework, unfavorable investment climate, high level of corporate taxation, etc.

Dynamics of the investment attractiveness index of Ukraine is presented in figure 1.

Note that the main part of direct investments from Ukraine also goes to Cyprus (Fig. 2). Despite the fact that on November 8, 2012, and on July 4, 2013, Ukraine ratified the ‘Convention between the Government of Ukraine and the Government of the Republic of Cyprus on the Avoidance of Double Taxation and Prevention of Fiscal Evasion Regarding Income Taxes’ (UNCTAD, 2021), i.e. Cyprus was closed as an offshore zone, in 2021 this island received 5,932.5 million dollars from Ukrainian businessmen. US direct investment, which is 93.8% of all foreign investment from the country.

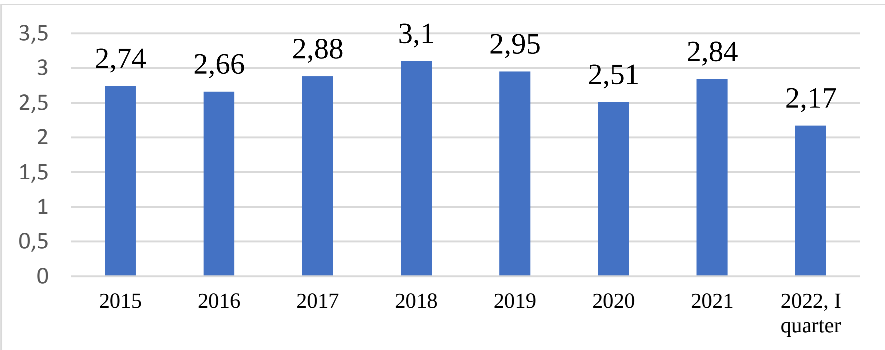



Fig. 1. Dynamics of the investment attractiveness index of Ukraine [Data from the Official website of the European Business Association]

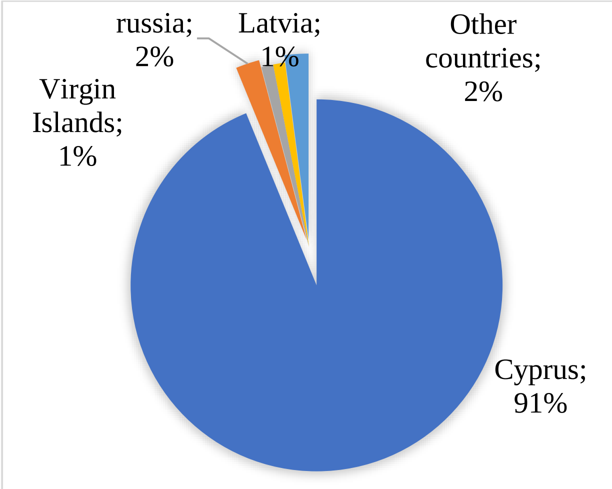



Fig. 2. The share of direct investments (share capital)
from Ukraine in the world economy in 2021, %
[Data from the Official website of the State Statistics Service of Ukraine]

Considering the volumes of Ukrainian investment inflows directed to the economy of Cyprus, in relation to other countries, it is not possible to compare the volumes of direct investments mastered by Cyprus with other countries, because the list of countries receiving foreign investments does not include European states, and neighboring countries very small, almost insignificant, investment volumes are received by the country, namely to the Russian Federation – 150.3 million dollars. USA, Virgin Islands – 61 million dollars. USA, Latvia – 60.9 million dollars. USA and other countries – 117.3 million dollars. USA from the total amount of 6322 million dollars. USA ("Global FDI", 2021).

**4. Investment climate of Ukraine**

According to the assessments of domestic and foreign experts, the investment climate in Ukraine remains unfavorable, the activity of investment entities is quite low, which is due to the following reasons:

- unfavorable investment climate due to imperfect legislation;
- instability of domestic tax legislation;
- high tax pressure on enterprise capital;

- inconsistency of current legal documents regulating investment activity;
- different business conditions of domestic and foreign investors;
- lack of an effective foreign investment insurance system;
- low level of national investment management;
- underdevelopment of domestic investment infrastructure;
- low efficiency of functioning of the national stock market;
- increased level of inflation;
- negative international image of Ukraine;
- insufficient awareness of potential investors in many countries about the state and development prospects of Ukraine;
- lack of guarantees regarding the provision of property rights of foreign investors (Lowe, 2019, pp. 58-59).

## 5. Recommendations regarding the improvement of the investment mechanism in Ukraine

If we talk about the inflow of capital to create export-oriented industries, it is a combination of low factor and transport costs. In addition, it is necessary to optimize the tax policy of the state, to improve the functioning mechanism of state licensing bodies, whose activities should contribute to the development of business. In this connection, the creation of centers whose activities contribute to simplifying and reducing the cost of the procedure for opening and running a business is positive (Borga, Mataloni, 2021, pp. 13-15).

At the same time, a huge advantage of Ukraine is its unique geopolitical position, which must be used, first of all, by the local self-government bodies of the border areas when they develop programs to promote the development of bilateral business partnerships. As practice has shown, the specified authorities of Ukraine are actively working on the development of such partnerships as with the countries of the European Union. Regional employment centers should also play a positive role in business development by providing start-up funds for business opening based on the results of business project competitions. The implementation of the basic principles of business social responsibility (BSR) and the preparation of relevant BSR reports will help significantly improve the business environment for investment, especially foreign investment. As already mentioned, the simplification of tax (for example, reduction of the amount of time required to fulfill tax obligations, reduction of tax time) and customs legislation, as well as reduction of the time for customs clearance of imported cargo, will help to improve the relations of Ukrainian business with Western partners.

The results of the study of the most promising and interesting sectors of the economy in Ukraine, which can attract foreign investors, showed that for all its regions, the most important areas for attracting investments in the near future will be:

- agro-industrial complex;
- pharmaceutical industry;
- new technologies of energy production and energy saving;
- construction of commercial real estate (office and warehouse premises, modern trade and exhibition centers, etc.);
- information technologies.

The rapid penetration of foreign companies into the Ukrainian market of IT technologies, which is happening now, needs state support. By the end of the year, the interest of foreign companies in this business may grow several times. In view of this, it is necessary to conduct competitive bidding for the allocation of land and to grant permission to companies for the construction of office premises;

- aircraft construction, space technologies;
- tourism, education, etc.

## 6. Conclusions

One of the most important conditions for attracting foreign investment in Ukraine is a favorable investment climate. Foreign investments are one of the main indicators affecting the country's economy and contributing to the positive dynamics of economic development. The effectiveness of investment policy is determined by the level of development of the technical and technological base of enterprises, the state of production, the possibility of influencing the structure of the economy, the possibility of contributing to the solution of social, economic, political and environmental problems. Also, investments give impetus to the development of the innovative sphere, increase in the scale of production, improvement of the quality of goods and services, increase of competitiveness on the international market, which in turn is an incentive to increase economic benefits. Therefore, from direct foreign investment, the country can receive such positive effects as improving the conditions for doing business, improving the standard of living of the population, and ensuring sustainable economic growth. Analyzing the dynamics of foreign investments in Ukraine by types of economic activity, we note that the largest part of foreign investments goes to developed areas, namely: real estate transactions; in industry; wholesale and retail trade, repair of motor vehicles. Despite the presence of competitive advantages, such as a favorable geographical location, the level of development of industrial production, unsatisfied population demand, a highly qualified and competitive workforce, significant potential of the economy, etc., there are negative factors that affect the state of investment activity in Ukraine. In order to eliminate the problems associated with the attraction of foreign investments, it is necessary to implement a number of changes in the legislative and tax system, carry out reforms and implement an effective state investment policy.

**REFERNCES**


1. Бланк І. О. Інвестиційний менеджмент: підручник. К. : Київ. нац. торг.-екон. ун-т, 2015. 398 с.
2. Офіційний сайт Європейської бізнес-асоціації. URL: http://www.eba.com.ua.
3. Офіційний сайт Державної служби статистики України. URL: http://www.ukrstat.gov.ua.
4. Borga, M., Mataloni, R. (2021). Investment Position for 2020. *Survey of Current Business*. 46 p.
5. Global FDI flows flat in 2021. UNCTAD. URL: https://unctad.org/en/PublicationsLibrary/diaeiainf2021d1_en.pdf
6. Lowe, J. (2019). Foreign Direct Investment in the United States. *Survey of Current Business*, September. 106 p.

# SETTLING CULTURE DIFFERENCES WHILE DOING BUSINESS IN CHINA BY AMERICAN COMPANIES

*I. I. Gorodnichenko,*
*O. O. Meleshchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Gorodnichenko I. I., Meleshchenko O.O. Settling culture differences while doing business in China by American companies.** The article examines the culture differences between China and the United States, and the impact of these differences on the adaptation of American companies to the Chinese business environment. The study shows that fundamental values and different business cultures are the main barriers between Chinese and American business partners. The article also analyzes successful expansion of Kentucky Fried Chicken into the Chinese market and its ways of settling culture differences. As a result, the authors conclude that in order to succeed the US companies should change their approach to customers to one that fits Chinese cultural values and mentality.

**Key words:** business environment, business partners, China, culture differences, the United States, values.

**Городніченко І. І., Мелещенко О. О. Врегулювання культурних відмінностей при веденні бізнесу в Китаї американськими компаніями.** У статті розглядаються відмінності в культурних аспектах Китаю і США, а також вплив цих розбіжностей на адаптацію американських компаній до китайського бізнес-середовища. У дослідженні показано, що фундаментальні цінності та різна бізнес культура є основними бар'єрами між китайськими та американськими бізнес-партнерами. У статті також аналізується успішна експансія компанії Kentucky Fried Chicken на китайський ринок та її шляхи врегулювання культурних розбіжностей. У результаті автори доходять висновку, що для досягнення успіху американські фірми повинні змінити свій підхід до клієнтів на такий, що відповідає китайським культурним цінностям і менталітету.

**Ключові слова:** бізнес-партнери, бізнес-середовище, Китай, культурні відмінності, США, цінності.

## 1. Introduction

The United States and China are very different in terms of their economic and political systems, social values, and laws, even though China has significantly changed over the past decades. Today, China as one of the fastest-growing economies in the world attracts major foreign investment. To do business in China successfully, foreign businessmen need to be able to work closely with their Chinese counterparts and know the peculiarities of the Chinese business culture.

Many researchers argue that cultural differences are the biggest obstacle to doing business in China for Western companies. In fact, these differences stem from different US and Chinese fundamental values (Hofstede, Hofstede, & Minkov, 2010). Nowadays mainly due to misunderstanding and ignorance of China's values and its business ethics numerous Western companies have failed in China. Although there has been an extensive research devoted to the study of differences between American and Chinese business cultures (Cunningham, 2019; Xiao, 2021), settling culture differences while doing business in China exemplified by an efficient foreign expansion of an American company has not gained enough attention yet.

The a i m of our research is to study the ways of settling culture differences while doing business in China by American companies. To reach this aim the following objectives have been specified:

– to study the culture differences between the United States and China based on their fundamental values;

– to elucidate the differences between American and Chinese business cultures;

– to analyze the successful expansion of Kentucky Fried Chicken into the Chinese market.

## 2. Culture differences between the United States and China

A huge gap between American and Chinese cultures are due to the differences in the fundamental values, that are understood as "the ideals, customs, institutions, etc., of a society toward which the people of the group have an affective regard" ("Dictionary", n.d.). Taking G. Hofstede, G. J. Hofstede, and M. Minkov's cultural dimensions as a basis for our study, we are looking into the culture differences between the United States and China in terms of power distance, individualism and collectivism, communication style, short or long-term orientation of virtues, and masculinity.

One of the most important cultural dimensions is power distance defined as "the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally" (Hofstede, Hofstede, & Minkov, 2010, p. 61). The United States is a country with one of the smallest power distances in the world. In the American society it is believed that all people should have equal rights. China, on the contrary, has very large power distance which means that within the Chinese society inequalities amongst people are acceptable and some people should have privileges. It is believed that people should not have aspirations beyond their rank. Power is based on tradition or family, charisma, and the ability to use force (ibid., pp. 72, 83).

Individualism vs collectivism. The U.S. is a highly individualistic culture in which people place individual rights and self-reliance above everything else. Everyone is expected to take care only of himself/herself and their immediate family. Adult children leave the parental home and find their partner according to their own preferences, their family has a little say in their choice (Hofstede, Hofstede, & Minkov, 2010, p. 113). As China is a highly collectivist society, it is customary for its citizens to put the needs and values of the group above one's own. This is due to both the local philosophy and the political system. Individualism is criticized in traditional religions and philosophies such as Confucianism, Taoism, and Buddhism. There are certain norms in personal life, for example, children learn to think in terms of "we", adult children live with parents, friendships are predetermined, and direct confrontations avoided. As G. Hofstede, G. J. Hofstede, and M. Minkov argue, "collectivist societies usually have ways of creating family – like ties with persons who are not biological relatives but who are socially integrated into one's in-group" (Hofstede, Hofstede, & Minkov, 2010, p. 111).

The importance of context in communication. The U.S. is generally a low-context culture, Americans are open-minded, energetic, friendly, and respond well to humor. They do not hide their emotions, revealing to some extent whether they are happy or not. American interlocutors can easily say "no", they are persuasive and direct. The Chinese, on the other hand, are considered to be a high-context culture. They prefer to be polite and courteous. Chinese tend to be quite indirect in their communication style, and they do not reveal their feelings easily (Nowak & Dong, 1997, p. 117).

Long-term vs short-term orientation. In general, Chinese are long-term oriented as they foster the virtues oriented towards future rewards such as perseverance and thrift. The Chinese are characterized by the ability to easily adapt traditions to changing environment, they are oriented towards slow results, frugality and willingly subordinate themselves for the sake of a goal. Family and work are not separated in the Chinese culture, and leisure time is not important. On the other hand, the United States is on the opposite pole. Americans are short-term oriented, i.e. they foster virtues related to the past and present. In American culture, social pressure towards spending, concern with personal stability, social and status obligations, respect for traditions, and efforts to achieve quick results are dominant general norms (Hofstede, Hofstede, & Minkov, 2010, p. 243).

The culture differences between the USA and China are summarized in Table 1.

*Table 1*

**Differences between the cultural dimensions of the USA and China**

| Cultural dimensions | The United States | China |
|---|---|---|
| Power distance | Small power distance | Large power distance |
| Type of society | Individualistic<br>Personal achievements, initiative, and success are highly valued | Collectivist<br>Relationship with the in-group prevails over personal achievement |
| The role of context in communication | Low-context communication | High-context communication |
| Time orientation | Short-term orientation<br>Fostering the virtues oriented towards the past and present | Long-term orientation<br>Fostering the virtues oriented towards future rewards |

Concerning the gender roles, both the United States and China are masculine societies, i.e. men dominate over women in these societies promoting competition, achievement, and success as main values (Hofstede, Hofstede, & Minkov, 2010, pp. 73, 84, 117, 243).

The United States and China have more differences than similarities in their values which greatly affect their business cultures.

## 3. North American vs Chinese business cultures

Considering significant differences between North American and Chinese fundamental values, it is not surprising that their business cultures differ significantly too.

As highly competitive and individualistic people American employees are not seen as being afraid of their bosses. Moreover, it is a general norm that executives should not be autocratic and paternalistic towards their subordinates. In China which is fundamentally a group-oriented society, subordinates are highly dependent on their bosses and are unlikely to contradict them directly (Hofstede, Hofstede, & Minkov, 2010, p. 72).

In the USA personal achievements and wealth are top priority. So, for American companies the most important things are its revenue and growth of the business while they do not prioritize responsibility toward their employees. On the other hand, the Chinese consider their national and social identity as a very valuable aspect. Honor, face, reputation, and responsibility towards society are considered much more important than this year’s profits and personal wealth (Hofstede, Hofstede, & Minkov, 2010, p. 325).

The US companies boast one of most efficient hierarchical business structures in the world. In the U.S. initiative is extremely valued, and the U.S. business culture also gives its employees ample freedom to pursue their company's goals. This approach is quite different from the Chinese one, where it would never occur to a low-rank employee to come into direct contact with his/her superiors such as managers and executives. In the company's hierarchical structure, Chinese workers understand their place and strictly follow the rules (Shrenger, 2021).

In the United States much attention is paid to the speed of making business decisions, they should not be slow. Time is money in the US, and so the faster a deal is closed, the better. To make a profit for a company should not take much time as well. In China, on the contrary, it takes longer to make business decisions. The Chinese, as a rule, are in no hurry to discuss business and weigh all the pros and cons (LaMarco, 2018).

Both nations respect ethical norms when doing business, but there are still some differences in the style of communication. Americans tend to be direct, persuasive and very aggressive when doing business. They tend to dominate over negotiations and impose their will on their business partner. The Chinese prefer to be more reserved, polite, and respectful, non-verbal communication and context are very important (LaMarco, 2018).

The differences in North American and Chinese business cultures are summarized in Table 2.

*Table 2*

**Differences in North American and Chinese business cultures**

| Aspects of business culture | The United States | China |
|---|---|---|
| Orientation towards group vs individual | Personal success is valued above collective achievement. Employers pay attention to an employee's individual accomplishments | The needs and values of company are above one's own. Chinese employees should not focus too much on their individual accomplishments as it can have exactly the opposite effect. |
| Power distance | Employees are not afraid to take initiatives and can approach executives directly | Business hierarchy is always observed; decisions made by superiors are considered to be final |
| Decision making | Decisions are made quickly | Making decisions can take a long time |
| Communication style | Americans are direct, open-minded, non-verbal communication is less important | Indirect communication prevails, non-verbal communication is very important |

The aforementioned cultural differences in business affect some aspects of management in the context of mentalities, type of power structure, method of decision making, and social relations. American companies eager to break into the Chinese market should understand these differences in order to make their foreign expansion successful.

### 4. Case study: the expansion of Kentucky Fried Chicken into the Chinese market

Since China boasts a huge number of middle-class households with the incomes extremely appealing to foreign companies, the Chinese market has been a top priority for American companies for decades. Although a lot of American companies have failed in China, there are those that have been highly successful. One of the American companies that broke successfully into the Chinese market is Kentucky Fried Chicken also known as KFC. Thirty years after it first restaurant opened, KFC is the largest restaurant branch in China with over 5,000 outlets across 1,100 cities in China (Guzman, 2021).

One of the main reasons for KFC's success in China is a proper marketing strategy that positioned KFC as brand inherent in the Chinese culture. KFC China executives wanted KFC to be perceived as restaurants offering a variety of food and traditional dishes rather than a fast-food chain. This approach resulted in bigger kitchens and more floor space where extended families could gather and have a great time. In the United States, on the contrary, KFC outlets are more focused on providing takeaway meals which Americans prefer eat at home or at work (Bell & Shelman, 2011). As we can see, KFC China adapted its strategy to fit the highly collectivist Chinese society.

KFC chose to expand in small and medium-sized cities and build a national business with stores across the country. The reason for this decision was that KFC did not want to compete with such companies as McDonald's in major cities in China. This system enables the company to reduce costs and get locations with good traffic for its outlets. Co-operation with mall developers is another plus for KFC's expansion in smaller cities (Bell & Shelman, 2011).

Distribution networks guarantee food quality for fast food chains in the United States and Europe. KFC China created its own distribution division in 1997, it built warehouses and began managing a fleet of trucks in order to solve the problem. The company could also easily get first-class real estate for its restaurants beyond the supply chain. KFC's expansion into second- and third-tier cities has contributed to this. It was also politically beneficial. Local officials welcomed the appearance of a Western brand, as it showed that their city was connected to the world market (Thomas, 2018).

An excellent system of employee training allowed KFC to be one of the first foreign companies with great customer service. The new KFC staff work side by side with experienced employees in already opened branches and after training they move to a new place. Proper communication with clients and colleagues is the main goal of new employees (Bell & Shelman, 2011).

China required foreign companies to have local partners, but then KFC China switched to a strategy of owning its own outlets when the country became more receptive to wholly owned foreign enterprises. It permits centralized purchasing, which reduces costs, and gives the company a larger share of outlet profits (Thomas, 2018).

Representatives of the U.S. company KFC have met with the Chinese trade union more than once. They thought one trip would be enough, but the Chinese partners were not inclined to make decisions quickly and were long-term oriented. The purpose of the visit was to raise the salaries of Chinese KFC staff. Although workers in higher positions in China are supposed to have privileges, and it is not customary for ordinary workers to approach their bosses directly. So the vice president of the Shenyang City Union said that signing a collective labor agreement was important in order to create a mechanism for employer-employee negotiations over wages. The U.S. representatives took into account cultural differences, responded with the same attitude, and had a mediator to avoid mistakes. KFC raised the wages of Chinese workers ("Global Times", 2010).

Looking at KFC's experience in the Chinese market, we can conclude that a multinational corporation entering an emerging market should decide how long it expects to be there: to get quick extra sales or to establish a long-term presence. Hiring a local manager is the right option for doing long-term business in China. Successful policies related to reform and opening up can also be attributed to one of the reasons for KFC's success in China.

## 5. Conclusions

The North American and Chinese cultures differ dramatically which is the result of their different fundamental values. Understanding the Chinese and their business culture is a key to successful expansion into the Chinese market for American companies. Such cultural dimensions as power distance, type of society, the role of context in communication, time orientation, decision-making, and communication style should be taken into consideration for American companies eager to break into the Chinese market. The study of Kentucky Fried Chicken's adaptation to the Chinese culture and business environment has proved that Western firms should prepare a strategy to fit basic Chinese values before entering its market. As business culture in China is completely different from the Western, it is also helpful to hire local managers and mediators to avoid any misunderstandings. Furthermore, building the company's extensive logistics network will also give an advantage over its local competitors. A lot of Western companies that want to successfully enter the Chinese market should pay attention to the case of KFC's expansion in China.

The p r o s p e c t s for further research are an in-depth study of the impact of government opinion and policy on Western firms in China, as well as the possibility of increasing the level of consumer boycotts of foreign companies in the future.

**REFERENCES**

1. Bell D., Shelman M. L. KFC's Radical Approach to China. 2011. URL: https://hbr.org/2011/11/kfcs-radical-approach-to-china (Last accessed: 04.01.2023).
2. Cunningham B. Discussion on the Differences between U.S and Chinese Management Styles. *Global Tides*. 2019. Vol. 13. Art. 3. URL: https://digitalcommons.pepperdine.edu/globaltides/vol13/iss1/3 (Last accessed: 04.01.2023).
3. Dictionary. URL : https://www.dictionary.com/browse/value (Last accessed: 04.01.2023).
4. Guzman E. This Day in History: China's First KFC Opens by Tiananmen Square. 2021. URL: https://www.thatsmags.com/china/post/21133/this-day-in-history-first-kfc-in-china (Last accessed: 04.01.2023).
5. Hofstede G., Hofstede G. J., Minkov M. Cultures and organizations: Software of the mind: Intercultural cooperation and its importance for survival. New York : McGraw-Hill, 2010. 561 p.
6. KFC agrees to raise workers' pay after negotiations with Chinese trade union. *Global Times*. 2010. URL: https://www.globaltimes.cn/content/542833.shtml (Last accessed: 11.01.2023).
7. LaMarco N. American Vs. Chinese Business Culture. 2018. URL: https://smallbusiness.chron.com/american-vs-chinese-business-culture-59039.html (Last accessed: 04.01.2023).

8. Nowak L., Dong D. Intercultural Differences Between Chinese and Americans in Business. *Business Communication Quarterly*. 1997. Vol. 60, No. 1. P. 115–123.
9. Shrenger J. Honest Analyses Of Chinese-American Legal Issues. 2021. URL: https://www.shrenger.com/blog/2021/04/why-hierarchy-is-so-important-in-china-business-dealings/ (Last accessed: 08.01.2023).
10. Thomas N. How KFC Changed China and How China Changed KFC. 2018. URL: https://macropolo.org/analysis/how-kfc-changed-china-and-how-china-changed-kfc/ (Last accessed: 08.01.2023).
11. Xiao T. A Comparative Study on the Differences of Chinese and American Business Etiquette Between China and America from Cross-Cultural Aspect // Advances in Social Science, Education and Humanities Research. 2021. Vol. 588. Pp. 246-252.

# DIE AUSWIRKUNGEN DER BÖRSENAKTIVITÄTEN AUF DIE WIRTSCHAFT DER UKRAINE

***V. S. Gubska,***
***T. V. Krupkina, PhD (Sprachbetreuerin)***
***V. N. Karazin Nationale Universität, Charkiw***

**Gubska V. S., Krupkina T. V. Der Einfluss der Börsentätigkeit auf die Wirtschaft der Ukraine**. Dieser Artikel enthüllt das Konzept der Börse, analysiert ihre direkten Auswirkungen auf die Wirtschaft unseres Landes, ihre Ziele und Zielsetzungen. Der Artikel gibt auch an, wie die Entwicklung der Börse auf dem Territorium der Ukraine stattgefunden hat und welche derzeit in Betrieb sind. Es wird erwähnt, wie sie ihre Aktivitäten durchführen, wie viele Teilnehmer an der Auktion teilnehmen.

**Schlüsselwörter:** Aktienhandel, Aufgaben der Börse, Auswirkungen auf die Wirtschaft, Börse, Entwicklung, Konjunktur, Ziele der Börse, Teilnehmer am Aktienhandel.

**Губська В. С., Крупкіна Т. В. Вплив діяльності фондової біржі на економіку України.** У даній статті розкрито поняття фондової біржі, проаналізовано її прямий вплив на економіку нашої держави, її цілі та завдання. Також у статті зазначено, як відбувався розвиток фондової біржи на території України і які, на даний момент, ведуть діяльність. Згадано як вони проводять свою діяльність, скільки учасників беруть участь у торгах.

**Ключові слова:** вплив на економіку, завдання фондової біржі, економіка, розвиток, учасники фондових торгів, фондова біржа, фондові торги, цілі фондової біржі.

## 1. Einführung

Der Zweck des Artikels ist es, den Einfluss der Börse auf die Wirtschaft der Ukraine zu bestimmen. Gegenstand des Artikels ist die Börse als Faktor, der die wirtschaftlichen Funktionen der Ukraine beeinflusst. Die Wirtschaft der Ukraine ist eine sich noch entwickelnde Marktwirtschaft. Im Jahr 2020 erwirtschaftet die Weltwirtschaft je nach Jahreszeit 527,2 Milliarden Dollar BIP pro Monat. Die Grundlage der ukrainischen Wirtschaft bilden die landwirtschaftliche Tätigkeit, der Dienstleistungssektor und die Mehrbranchenindustrie.

Die ukrainische Wirtschaft hat einen langen Weg zurückgelegt. Die Entstehung der ukrainischen Marktwirtschaft begann mit der Reproduktion von Institutionen, die nur zu dieser Zeit existierten. Dies musste nach einem Schema geschehen, das die wirtschaftlichen, politischen, historischen und psychologischen Besonderheiten der ukrainischen

Mentalität berücksichtigte. Seit 1917 und fast 70 Jahre lang hat die Ukraine den Weg der wirtschaftlichen Entwicklung verfolgt, die den Markt ignorierte und ihn als Rudiment* betrachtete, das auf der ganzen Welt überleben sollte.

## 2. Heutige Situation

Erhaltene Gutscheinmünzen wurden für Zahlungen für Lebensmittel und Industriegüter akzeptiert; Sie akzeptierten sowohl Rubel als auch Coupon-Karbovantsi für Ether bis zu dem Jahr, in dem die Ernte im November des letzten Jahres aus Coupon-Karbovantsiguhod-Augen bestand.

Seit 2000 begann die ukrainische Wirtschaft stetig zu wachsen. Im Jahr 2007 stieg das BIP um 7 %, während 1995 – 2004 das Volumen der Industrieproduktion 40 % ausmachte (Економічна теорія, n. d.).

Im Jahr 2008 wurde die Wirtschaft der Ukraine stark von der globalen Wirtschaftskrise in Mitleidenschaft gezogen. Das Hauptproblem war die Abwertung der Griwna gegenüber dem US-Dollar (sie wertete um 38 %) ab, die damals den Rückgang des Wechselkurses der Inselkrone und der Seychellen-Rupie überstieg. Gleichzeitig war die Produktion auf den Export ausgerichtet, was zu Überschussgewinnen führte, dementsprechend waren die Preise der Produkte auf dem Inlandsmarkt hoch und die Bevölkerung des Landes war gezwungen, den notwendigsten Markt zu europäischen Preisen zu kaufen. Zum Zeitpunkt der Slublysen prognostizierten die Angestellten der Ukraine, dass die Arbeitslosigkeit in der Ukraine im Jahr 2009 um 9 % steigen würde, dass das Bruttoinlandsprodukt im Jahr 2009 um 15 % sinken würde. Bereits 2010 änderte die Ukraine ihren wirtschaftlichen Weg, der auf die Entwicklung des inneren Umfelds abzielte, vollständig. im vergangenen Jahr betrug die BIP-Wachstumsrate 4,2%.

Das reale BIP der Ukraine betrug am 1. Januar 2017 984,016 Mio. UAH. In diesem Jahr verzeichnete die Wirtschaft der Ukraine zum ersten Mal seit 2013 ein Wachstum dieses Indikators (2,3 %). Der Rückgang des BIP begann im Jahr 2013 und betrug 0,027 % und beschleunigte sich 2014-2015 aufgrund der politischen und wirtschaftlichen Krise. In den oben genannten Jahren betrug der Gesamtrückgang etwa 16 %.

Der Rückgang des BIP verursachte Probleme in fast allen Sektoren der ukrainischen Wirtschaft: Die Zerstörung von Produktionskapazitäten und Transportinfrastruktur, der Zusammenbruch interregionaler Produktionsverflechtungen aufgrund der politischen Krise, Probleme im Osten der Ukraine führten zu einem Volumenrückgang industrielle Produktion. Ein Rückgang der Reallöhne im Zusammenhang mit der sich verschlechternden

Verbraucherstimmung und der hohen Inflation führte zu einem Rückgang der inländischen Verbrauchernachfrage (Економіка України. Вікіпедія, n. d.)

Mit einer gewissen makroökonomischen Stabilisierung, Wiederbelebung der Verbraucher- und Investitionsnachfrage auf dem Markt begann das reale BIP-Wachstum 2,3% zu betragen, was ein sicherer Indikator für die Erholung der Wirtschaft unseres Landes ist.

Nach Angaben des Internationalen Währungsfonds kann das BIP der Ukraine ab 2022 aufgrund einiger politischer und wirtschaftlicher Probleme um 35% sinken.

Aber trotz der Probleme, die derzeit in der ukrainischen Wirtschaft bestehen, funktioniert die Börsentätigkeit weiter, einschließlich der Börse.

### 3. Börsenmarkt

Eine Börse ist ein organisatorisch organisierter, ständig betriebener Markt, an dem Wertpapiere gehandelt werden; eine Aktiengesellschaft, die das Angebot und die Nachfrage nach Wertpapieren bündelt, zur Bildung ihres Wechselkurses beiträgt und ihre Tätigkeit in Übereinstimmung mit der geltenden Gesetzgebung, der Satzung und den Regeln der Börse ausübt. Offiziell ist die Börse der Ukraine seit 25 Jahren in Betrieb. Die Zahl der Mitglieder beträgt 18 Gesellschaften mit beschränkter Haftung (LLCs): ADAMANT SECURITIES LLC, ART CAPITAL CUSTODY LLC, CONCORD CAPITAL LLC, Daliz Finance LLC, BTS BROKER LLC, DOMINANTA TRADE LLC, Dragon Capital LLC, ENERGY REGISTRATION COMPANY LLC, Favorite Fund Company LLC, Investment Capital Ukraine LLC, INVINTUM LLC, KINTO, Ltd. LLC, Navigator LLC -Invest", LLC "BK Parus", LLC "Profi-T Securities", LLC "Spike-Invest", LLC "TASK-Broker", LLC „TI-INVEST“, LLC „UKRENERGOREYESTR“, LLC „Univer Capital“ ; aus 24 Aktiengesellschaften (AG): AG „BANK ALLIANCE“, AG „Alfa-Bank“, AG „ALTBANK“, AG „RAIFFEISEN BANK“, AG „BANK VANGARD“, AG „TASKOMBANK“, AG „Citibank“, JSC " BANK CREDIT DNIPRO", JSC "KRYSTALBANK", JSC "Ukreximbank", JSC "COMMERCIAL BANK "GLOBUS", JSC "INTERNATIONAL INVESTMENT BANK", JSC "CREDI AGRICOLE BANK", JSC "KREDOBANK", JSC "OTP Bank", JSC "PRAVEKS BANK", JSC "COMMERCIAL BANK PRIVATBANK", JSC "First Ukrainian International Bank", JSC "State Savings Bank of Ukraine", JSC "BANK 3/4", JSC "UNIVERSAL BANK", JSC "UKRSIBBANK", JSC „UKRBUDINVESTBANK“ , JSC „Ukrainische Bank für Wiederaufbau und Entwicklung“; aus 4 öffentlichen Aktiengesellschaften (PJSC): PJSC MTB

BANK, PJSC AKB INDUSTRIALBANK, PJSC BANK VOSTOK, PJSC AB PIVDENNYI; aus einer privaten Aktiengesellschaft (PJSC): PJSC Ivex Capital; mit einer geschlossenen Aktiengesellschaft (JSC): UKRGAZBANK JSC (Фондова біржа та її функції, n. d.).

Als Hauptaufgaben der Börse gelten:

Liquidität des Kapitals sicherstellen. Mit Hilfe dieser Funktion können Vermögenswerte in Bargeld umgewandelt werden. Dazu gehört auch der Punkt über Investoren und Emittenten – wer Geld braucht oder in etwas investieren möchte, findet immer einen passenden Verkäufer oder Käufer.

Geschätzte Kosten. Die Rolle der Funktion spiegelt sich in der Überwachung und dem Vergleich der Preise von Vermögenswerten und Aktien von Wettbewerbern auf verschiedenen Plattformen wider, wodurch ein freies Angebot und eine freie Nachfrage entstanden sind. Auf diese Weise lässt sich der Wert jedes jemals am Finanzmarkt registrierten Wertpapiers ermitteln.

Mobilisierung übermäßiger Ersparnisse. Durch den Kauf von Aktien, Anleihen, Schuldscheinen kann ein Investor seinen Gewinn steigern. Wenn die Börsen (Handel, Aktien-, Rentenmarkt) verschwinden, werden viele Menschen (Anleger) einfach aufhören, ihre Ersparnisse zu vervielfachen, der Reichtum wird sich einfach in ihren Taschen festsetzen und nicht mehr in den Staatskreislauf fließen. Daher spielt der Finanzmarkt eine wichtige Rolle bei der Rückführung überschüssigen Geldes in die Wirtschaft (ПТФС, n. d.).

Sowohl neue als auch alte Unternehmen brauchen Geld. Neue Unternehmen erhalten Kapital, um ein Unternehmen zu gründen, und bestehende versuchen, ihren Cashflow zu steigern, um in neue Regionen vorzudringen und neue Waren oder Dienstleistungen anzubieten. Durch die Ausgabe von Aktien ziehen diese Unternehmen Investoren an, die ihnen im Austausch gegen Dividenden helfen, ihre Ziele zu erreichen.

Anziehung von ausländischem Kapital. Aufgrund der hohen Rendite kann der Aktienmarkt mehr ausländische Fonds anziehen. Es führt auch zu einem Anstieg des Kurses der lokalen Währung, da sie für Geschäfte innerhalb des Landes benötigt wird.

Kontrolle über Unternehmen. Unternehmen, die ihre Aktien an der Börse notieren, müssen zunächst ihren Jahresbericht einreichen und eine interne Revision durchführen. Danach werden die vom Unternehmen bereitgestellten Wertpapiere von Investoren gekauft. Je mehr Aktien (50 % aller Firmenaktien werden Vorzugsaktien genannt) in den Händen eines Wechselrichters sind, desto mehr Rechte hat er, das Unternehmen zu beeinflussen. Das Unternehmen wiederum hat kein Recht, den Vorschlag des Investors abzulehnen oder zu ignorieren.

Streuung der Investition. Ohne einen zentralen Ort für den Handel mit Wertpapieren wäre der Durchschnittsbürger nicht in der Lage, in Aktien oder andere Vermögenswerte zu investieren. Dies liegt an der Existenz von Schwarzhändlern und nicht zertifizierten Börsen. Aus diesem Grund bedürfen Börsenaktivitäten, einschließlich der nationalen Börse der Ukraine, staatlicher Regulierung.

Schaffung von Arbeitsplätzen. Börsen und alle Unternehmen, die sie bedienen – Maklerfirmen, Investmentbanken, Finanznachrichtenagenturen usw. – beschäftigen Hunderttausende von Menschen. Die meisten dieser Jobs zeichnen sich durch ein hervorragendes Gehalt und die Möglichkeit, Karriere zu machen, aus.

Alle vorgestellten Funktionen machen es möglich zu verstehen, dass die monetäre Mobilität zunimmt, was zur Entwicklung der Wirtschaft des Landes beiträgt. Aber wenn die Börsen-, Aktien- und Rohstoffmärkte ihre Arbeit und Pflichten schlecht erfüllen, die Arbeitsgesetzgebung nicht einhalten, verlieren die Anleger das Vertrauen in die Aktienmärkte, was als Folge zu einer Verringerung der monetären Mobilität führen kann – einem allgemeinen Rückgang der Wirtschaft.

Aus dem oben Gesagten lässt sich schließen, dass die Aufgabe der Börse darin besteht, das Gleichgewicht zwischen Angebot und Nachfrage aufrechtzuerhalten, Betrug zu beseitigen, jedem die Möglichkeit zu geben, in das zu investieren, was er braucht, und das Vertrauen in die Qualität der Aktien zu stärken , Anleihen und Schuldscheine und Vertrauen in Geschäftsprozesse (ПТФС, n. d.).

Das Verfahren und die Technologien für den Börsenhandel während der Auktion, das Abwicklungsverfahren bei einer einseitigen Auktion sind in der Auktionsordnung festgelegt.

Im Moment sind militärische Bindungen wichtig. Ein Investor kauft Anleihen, aber nur über die Staatsbanken der Ukraine (Ukreximbank, Oschadbank, PrivatBank, Alfabank) fließt das Geld in den Staatshaushalt (5). Das vom Anleger in Anleihen investierte Geld wird nach 3-4 Jahren zurückgegeben – der Anleger kauft eine Anleihe für 1.000 Griwna, nach 3-4 Jahren wird seine Einlage mit Zinsen auf die Episupport-Karte zurückerstattet (1.000 Griwna = 1.235,80 Griwna).

Daher hat die Börse keinen direkten Einfluss auf die Wirtschaft der Ukraine. Es erfüllt die Rolle der wirtschaftlichen Unterstützung, insbesondere für große Unternehmen. Das Unternehmen, das nur einen Schritt von der Insolvenz entfernt ist, kann mit der Ausgabe von Aktien oder Anleihen beginnen und dadurch Gewinne von Investoren erhalten, die für die Entwicklung des Unternehmens und sein weiteres Funktionieren verwendet werden können.

### 4. Schlussfolgerung

Die Auktionen finden nach der in der Ukraine festgelegten Zeit statt. Derzeit investieren ausländische Investoren nicht oft in ukrainische Wertpapiere, da sie den ukrainischen Börsen auf der Ebene der Gesetzgebung nicht vertrauen (das Gesetz über die Funktionsweise der Börsenaktivitäten der Ukraine wurde 1991 verabschiedet und hat sich kaum geändert).

Um ausländisches Kapital zu erhalten, ist es notwendig, den rechtlichen Rahmen nicht nur der Ukraine, sondern auch des Auslands zu analysieren und nach dem Ziehen der Schlussfolgerungen die heutigen Gesetze zu ändern und damit zu zeigen, dass der Staat die Börse kontrolliert. Dadurch können ausländische Investoren verstehen, dass unsere heimische Börse alle Transaktionen überwacht, die an ihr stattfinden.

**LITERATURVERZEICHNIS**


1. Економічна теорія. URL: https://osvita.ua/vnz/reports/econom_theory/21740/
2. Економіка України. Вікіпедія. URL: https://uk.wikipedia.org/wiki/%D0%A4%D0%BE%D0%BD%D0%B4%D0%BE%D0%B2%D0%B0_%D0%B1%D1%96%D1%80%D0%B6%D0%B0
3. Фондова біржа та її функції. URL: https://ffin.ua/blog/articles/investopediia/post/fondova-birzha-ta-yii-funktsii#:~:text=%D0%A2%D0%BE%D0%BC%D1%83%20%D0%B7%D0%B0%D0%B2%D0%B4%D0%B0%D0%BD%D0%BD%D1%8F%20%D1%84%D0%BE%D0%BD%D0%B4%D0%BE%D0%B2%D0%BE%D1%97%20%D0%B1%D1%96%D1%80%D0%B6%D1%96%20%D0%BF%D0%BE%D0%BB%D1%8F%D0%B3%D0%B0%D1%94,%D0%B2%D0%BF%D0%B5%D0%B2%D0%BD%D0%B5%D0%BD%D1%96%D1%81%D1%82%D1%8C%20%D1%83%20%D1%87%D0%B5%D1%81%D0%BD%D0%BE%D1%81%D1%82%D1%96%20%D0%B1%D1%96%D0%B7%D0%BD%D0%B5%D1%81%2D%D0%BF%D1%80%D0%BE%D1%86%D0%B5%D1%81%D1%96%D0%B2.
4. ПТФС. URL: https://pfts.ua/

# DIGITALIZATION OF UKRAINE AS A UNIQUE EXPERIENCE FOR THE WORLD COMMUNITY

*D. R. Honchar,*
*A. B. Kalyuzhna, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Honchar D. R., Kalyuzhna A. B. Digitalization of Ukraine as a unique experience for the world community.** The article examines the activities of the Ministry of Digital Transformation in introducing electronic documents and services and facilitating their receipt by citizens of Ukraine. The main project is the "Diya" portal, designed to provide services to citizens, and the "Diya" mobile application, which allows you to have your main documents in a digital pocket format. Digitization improves Ukraine's competitiveness by reducing the role of officials in processes, that is, it minimizes corruption, but it also creates new challenges, the main of which being confidentiality. At the current stage, the Ukrainian experience is unique, so other countries are starting to introduce alternative applications and websites with state services.

**Keywords:** digitalization, electronic services, Ministry of Digital Transformation, public services.

**Гончар Д. Р., Калюжна А. Б. Цифровізація України як унікальний досвід для світової спільноти.** У статті розглядається діяльність Міністерства цифрової трансформації з введення електронних документів, послуг та полегшення їх отримання громадянами України. Основним проєктом є портал "Дія", який покликаний надавати послуги громадянам, а мобільний додаток "Дія" дозволяє мати свої основні документи в цифровому кишеньковому форматі. Цифровізація покращує конкурентоспроможність України за рахунок зменшення ролі чиновника в процесах, тобто мінімізує корупцію, але і створює нові виклики, основним із яких є конфіденційність. На сучасному етапі український досвід є унікальним, тому інші держави починають впроваджувати альтернативні додатки та сайти з державними послугами.

**Ключові слова:** державні послуги, електронні сервіси, Міністерство цифрової трансформації, цифровізація.

## 1. Introduction

Digitalization is one of the defining trends in the development of human civilization, which forms a more inclusive society and better governance mechanisms, expands access to health care, education, banking, the quality and coverage of public services, expands the way people cooperate, and also provides you with a greater variety of products at lower prices. The Covid-

19 pandemic has demonstrated the importance and necessity of digital technologies for the well-being of the population and the development of the economy. The t o p i c a l i t y of the work is determined by the fact that Ukraine is currently one of the world leaders in the implementation of innovations in the field of electronic document management and the path to paperless life (electronic passport, driver's license, online certificate formation, etc.). That is why it is advisable to analyze modern trends and identify the main achievements of Ukraine in this field. These issues have already become a focus of research among Ukrainian scholars (Лісова, 2021; Бігняк & Михальчук, 2021; Міхровська, 2022, etc.). We witness rapid advances in this sphere, which call for further research. 2022 was marked by some prominent events on the way to digital transformation of Ukraine. The Ministry of Digital Transformation held the Diia Summit for the first time outside of Ukraine – in Davos, Switzerland. Digital Ukraine was presented to our partners and the main goals for the future were announced. The o b j e c t of the article is the digital transformation of Ukraine. The analysis of the actions of the Ministry in response to modern challenges in the conditions of military aggression is the s u b j e c t of the paper. The p u r p o s e is to highlight Ukraine's achievements in the field of digitalization and information and communication technologies.

## 2. Ukraine's experience in the sphere of digitalization

Today, digital technologies are implemented as part of business processes, and their adoption can be seen in all areas of life due to some reasons identified as follows (Маркевич, 2021):

- their application reduces costs, increases productivity and decision-making efficiency;
- they remain cheaper and, accordingly, accessible through free content and services (due to low marginal costs): users pay only part of the value that is created in the digital economy;
- they can be used to create unique products fully adapted to the client's preferences.

The development of the modern economy, based on the use of new technologies, the creation of new materials, the analysis of large data sets and the development of a new management system lead to the change in the principles of competitive relations. The competitive struggle has gone beyond traditional notions of rivalry in existing markets. More and more, it is being discovered as a way of forming new markets for goods, services, management system technologies.

We can also consider the experience of other countries in digitalization of the economy. The concepts of “digitization” and “digitalization” should be distinguished, because they are quite close and interconnected. Digitization refers to the process of transferring information into an electronic format and non-electronic media, while digitalization is a broader concept and means the transfer of activities and processes, action mechanisms to the electronic environment.

The main example for Ukraine is the digitalization experience of Estonia, which is a leading country in Europe. The Government of Ukraine and the Government of Estonia are closely cooperating in the field of digitalization of the economy and minimization of bureaucracy and corruption (“Estonia”, n.d.). In Romania, the priorities of the Ministry of Research, Innovation and Digitization are the development of cloud technologies, e-commerce, improvement of personal data protection, etc. (“Strategia Națională”, n.d.). The Ministry for Tech and the Digital Economy of the UK works to strengthen the image of the state as a global scientific and research, technological superpower (“UK Digital strategy”, 2022).

The Ministry of Digital Transformation of Ukraine is the central executive body responsible for the formation and implementation of state policy in the field of digitization, open data, national electronic information resources, interoperability – the interaction of network systems based on unified interfaces or protocols, the introduction of electronic services and the development of citizens' digital literacy, which was created in September 2019.

The Ministry is the central certifying body in the field of electronic trust services. The development of broadband access to the Internet, telecommunications networks and the IT industry is also within the competence of the Ministry.

The Ministry is working on the creation of a “state in a smartphone”, which combines a mobile application and a portal of public services. One of the important tasks of the Ministry is the development of digital education of citizens, which is why on January 21, 2020, the Ministry of Digital Transformation launched courses on digital education.

Goals of the Ministry until 2024 (“Міністерство та комітет”, n. d.):

- transfer 100% of all public services for citizens and businesses online;

- provide 95% of transport infrastructure, settlements and their social facilities with access to high-speed Internet;
- teach 6 million Ukrainians digital skills;
- increase the share of IT in the country's GDP to 10%.

Diya portal, which is the unified state web portal of electronic services, is another example of achievements in the digital transformation. The owner of “Portal Diya” is the Ministry of Digital Transformation. The creation and implementation of the portal takes place following the plan approved by the Ministry, considering the readiness of the software and technical means of the web portal. On the portal, you can get a reference online, check registers, and open your own business. The goal is to digitize 100% of all public services provided by the state.

The functions of the portal are regulated by the Resolution of the Government on “Issues of the Unified State Web Portal of Electronic Services and the Unified State Portal of Administrative Services” and the relevant regulations.

“Diya” is a mobile application that will have all the functionality of diia.gov.ua and will allow you to get any state service without getting up from the couch. The official release of the mobile application took place on February 6, 2020. The application is now available for download on Google Play and the App Store (as of 2022, the number of users is more than 16 million) (“Понад 16 мільйонів”, 2022).

Electronic driver's licenses and electronic vehicle registration certificates were the first to be available, and other services and digital documents will be added later.

It is necessary to distinguish the impact of digitalization on society and the state as an institutional component. On the part of citizens, digitalization has both positive and negative aspects. On the one hand, citizens receive quality services much faster, avoiding contact with officials. This minimizes corruption and speeds up bureaucratic mechanisms. On the other hand, citizens’ data are in the hands of the state, which can become a threat to privacy, but this is currently being solved by implementing information encryption protocols in cryptographic libraries.

From the point of view of state institutions, digitalization allows it to minimize the costs of maintaining administrative personnel, increases the state’s competitiveness and image on the world stage, but at the same time, a digitalized society becomes vulnerable to possible cyberattacks.

Nevertheless, the benefits of digital transformation undeniably overweigh possible risks. What is more, the implementation of digital projects not only facilitates the daily life and work of citizens particularly in wartime, but also reinforces military defense of the country. Let’s consider already available Diya services in detail.

## 3. The range of available electronic services

We will consider the most important projects that bring Ukraine closer to the digitalization of public services.

Project “Diya. Digital Education” in just a day became the most anticipated release of the winter season 2020. It is a national online platform with educational courses in the format of serials.

Every Ukrainian will have the opportunity and free access to digital literacy knowledge. The national online platform will allow you to take courses in five different categories for free (“Дія”, n. d.):

- basic courses (system basic courses, basic courses on specific tools);
- basic and advanced courses in digital literacy for people of various specializations (doctors, teachers, civil servants);
- courses for entrepreneurs and switchers (people looking for new professions at the intersection with IT);
- courses of new digital professions;
- lifestyle courses.

E-residency is a special status, according to which foreigners will be able to open their business and pay taxes without a physical presence in the country.

After the adoption of the draft law, foreigners will be able to:

- get e-resident status;
- register as an individual entrepreneur of group 3 without a physical presence in Ukraine;
- pay a single tax in the amount of 5% of the amount of income;
- open an online bank account for business activities.

Taxation and reporting for e-residents are automated, which is convenient. Moreover, this will contribute to the filling of the state budget of Ukraine and the development of the state's digital brand (“Мінцифра”, n. d.).

In the conditions of large-scale aggression, digitalization also makes it possible to effectively fight the enemy. The Ministry of Digital Transformation has developed the “eVoroh” chatbot. Through this new chatbot, it is possible to inform the Armed Forces about the movement of

Russian troops or enemy equipment. This bot is protected – you can send materials only after authorization through the “Action” program (“Урядовий портал”, n. d.).

Another project in the digital sphere was the electronic registration of an internally displaced person's certificate and receipt of financial assistance. Registration takes up to 5 minutes maximum, and both the identity and geolocation of the citizen are confirmed (“Дія”, n. d.).

Another application developed in wartime is “ePPO”. It was developed by a team of programmers from Odesa. Enemy missiles often fly so low that radars simply cannot detect them. And this is where ordinary Ukrainians can help. It is enough to take out a smartphone, indicate the direction of movement of the target – and in a few seconds this information will be on the monitor of air defense fighters (“Українці через застосунок єППО”, 2022).

Therefore, since 2019, Ukraine has been working on creating the image of a digital state and aims to digitize 100% of public services, thus simplifying procedures. The Ministry of Digital Transformation of Ukraine is constantly working on the introduction of new electronic services, and the number of users is growing. Currently, our experience is being expanded to other countries, for example, the USA plans to add an electronic passport to the “Wallet” application for smartphones in the near future.

## 4. Conclusions

Humanity is moving towards simplification and reduction of the number of paper documents, and Ukraine is a recognized world leader in this field. Electronic document management ensures fast and efficient work. Electronic services in Ukraine make it possible to speed up the receipt of administrative services, digital education is developing, more and more documents are becoming easily available on the phone in electronic format and are accepted and considered as trustworthy as paper documents. We are effectively fighting the terrorist state during the war thanks to the projects of the Ministry of Digital Transformation and volunteer programmers. Other states adopt our experience and promise to introduce similar applications that have proven their effectiveness in Ukraine. The goals of the Ministry are ambitious, but achievable, so Ukraine is confidently moving towards the status of a digital state, adopting the experience of developed countries and implementing its own innovative solutions.

Apart from that, in the conditions of martial law, digitalization allows for the fastest possible issuance of benefits, protects a person in case of loss of documents and helps to fight the enemy with the help of chatbots and applications. This topic is interesting for further understanding of the effectiveness of the introduction of digital technologies and the movement towards the "State in a smartphone" which could be the prospect for further research.

**REFERENCES**


1. Бігняк П. І., Михальчук В. М. Реформування державного управління: цифровізація. *Інвестиції: практика та досвід*. 2021. № 15. С. 107-113. DOI: 10.32702/2306-6814.2021.15.107.
2. Дія. Цифрова освіта. URL: https://osvita.diia.gov.ua/ (дата доступу: 22.12.2022).
3. Лісова К. М. Тенденції розвитку цифровізації в Україні. *Розвиток економіки та бізнес-адміністрування: наукові течії та рішення:* матеріали наукової конференції, 21 жовтня 2021 р. Київ, 2021. С. 79-80. URL: https://dspace.nau.edu.ua/bitstream/NAU/53801/1/79-80.pdf (Дата доступу: 22.12.2022).
4. Маркевич К. Цифровізація: переваги та шляхи подолання викликів. *Раумков центр.* 09 вересня 2021.URL: https://razumkov.org.ua/statti/tsyfrovizatsiia-perevagy-ta-shliakhy-podolannia-vyklykiv
5. Міністерство та комітет цифрової трансформації України. URL: https://thedigital.gov.ua/ (Дата доступу: 22.12.2022).
6. Мінцифра. URL: https://t.me/mintsyfra/3452 (Дата доступу: 22.12.2022).
7. Міхровська М. С. Цифровізація адміністративної реформи в Україні. *Theoretical and practical scientific achievements: research and results of their implementation:* мат-ли наук. конф., 30 вересня 2022 р. Піза, 2022. С. 32-34. URL: https://previous.scientia.report/index.php/archive/article/view/461 (дата доступу: 22.12.2022).
8. Понад 16 мільйонів – кількість користувачів додатку «Дія». *The village*. URL:

https://www.the-village.com.ua/village/business/news/324691-ponad-16-milyoniv-perevischila-kilkist-koristuvachiv-dodatku-diya (Дата доступу: 22.12.2022).
9. Статус внутрішньо переміщеної особи та довідка переселенця. *Портал "Дія"*. URL: https://guide.diia.gov.ua/view/vydacha-dovidky-pro-vziattia-na-oblik-vnutrishno-peremishchenoi-osoby-e0d66712-cab9-43a2-8f11-2daa4b395bc6 (Дата доступу: 22.12.2022).
10. Українці через застосунок єППО можуть допомогти зенітникам збивати ворожі дрони та ракети. *ГУР Міністерства оборони України*. URL: https://gur.gov.ua/content/ukraintsi-cherez-zastosunok-ieppo-mozhut-dopomohty-zenitnykam-zbyvaty-vorozhi-drony-ta-rakety.html (Дата доступу: 22.12.2022).
11. Урядовий портал. URL: https://www.kmu.gov.ua/news/mincifri-znishchujte-okupantiv-u-kilka-klikiv-u-yevorog (Дата доступу: 22.12.2022).
12. Estonia. *Digital nations.* URL: https://www.leadingdigitalgovs.org/estonia (Дата доступу: 22.12.2022).
13. Strategia Națională de Cercetare, Inovare și Specializare Inteligentă. *MINISTERUL CERCETĂRII, INOVĂRII ŞI DIGITALIZĂRII.* URL: https://www.research.gov.ro/ (Дата доступу: 22.12.2022).
14. UK Digital strategy. URL: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1089103/UK_Digital_Strategy_web_accessible.pdf (Дата доступу: 22.12.2022).

# THE CURRENT STATE OF THE TOURISM INDUSTRY IN JAPAN

*M.A. Honcharenko,*
*Y. M. Litovchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Honcharenko M. A., Litovchenko Y. M. The current state of the tourism industry in Japan.** The article provides an analysis of the main problems and prospects of development of the tourism industry in Japan. Interest in Japan is due not only to exotic nature and unique cultural heritage, but also to the rapid development of the tourism industry. The country, which for many years was isolated from the whole world, now occupies a leading position in the international tourism market, was able to overcome a large negative balance of tourist flows and began to receive significant revenues from the development of inbound tourism.

**Keywords:** domestic tourism, inbound tourism, tourist flows, tourism industry.

**Гончаренко М. А., Литовченко Я. М. Сучасний стан туристичної індустрії Японії.** У статті наведено аналіз основних проблем та перспектив розвитку туристичної галузі Японії. Інтерес до Японії обумовлений не тільки екзотичною природою та унікальною культурною спадщиною, але й стрімким розвитком туристичної індустрії. Країна, яка довгі роки була ізольована від усього світу, зараз займає лідируючі позиції на міжнародному туристичному ринку, змогла подолати велике негативне сальдо туристичних потоків і почала отримувати значні доходи від розвитку в'їзного туризму.

**Ключові слова:** в'їзний туризм, внутрішній туризм, туристична індустрія, туристичні потоки.

## 1. Introduction

The o b j e c t of the article is Japan. The s u b j e c t is the current state of the tourism industry in the country. The p u r p o s e of the study is to analyze and assess the current state of tourism in Japan. To achieve this, it is crucial to to analyze tourist flows to Japan in recent years and assess the level of economic and tourism development in the country.

## 2. The structure of tourist flows

Japan started as an international tourism market in 1964, when the Tourism Law came into force, which defined the main goals: on the one hand, to attract foreign tourists, and on the other – to support the desire of the

Japanese to explore the world. The sphere of tourism in Japan is under the jurisdiction of the Ministry of Land, Infrastructure, Transport and Tourism, within which operates the Japan Tourism Agency (JTA), which has been acting as the national tourism administration of Japan since 2008.

The main tasks of the National Tourism Administration of Japan are definition of tourism as a priority direction of economic and cultural development of the country; the need to achieve a balance in the development of tourism and other sectors of the economy; wide advertising of the country as the most popular tourist destination in foreign tourist markets.

*Table 1*

**Structure of tourist flows in Japan**

| Indicators | Years | | | | | Measurement units |
|---|---|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2018 | 2019 | |
| Inbound tourism | 19,737 | 24,04 | 28,691 | 31,192 | 31,882 | million people |
| Outbound tourism | 16,214 | 17,116 | 17,889 | 18,954 | 20,08 | million people |

*Source:* (“International Tourism”, 2019; “International Tourism”, 2020)

The analysis of the table shows the successful tourism policy of Japan:

1. The number of foreign tourist arrivals over the past 5 years has increased by almost one and a half times, which allowed Japan to move from 16th place in the world ranking in 2015 to 11th place in 2019.

2. The number of Japanese departures to other countries of the world for tourism purposes from 2015 to 2019 increased by only 4 million, which indicates a not very high interest of the Japanese in traveling abroad.

3. Japan's tourist flows are steadily growing every year.

As for inbound tourism, the largest tourist flows to Japan come from Asia. In the ranking of Asia-Pacific countries by the number of visitors, Japan consistently ranks 3rd, behind China and Thailand (Japan Tourism Agency, n. d.).

Most foreign tourists arrive in Japan in July, because in this month most people plan their vacations. The second most popular month is April, when people come to the country to observe the cherry blossoms. The month in which Japan receives the least number of tourists from abroad is September. In fact, 89% of tourists come to Japan for cultural and educational purposes, and the remaining 11% – for business purposes. On average, tourists spend 7 days in Japan.

Domestic tourism is very popular among the Japanese. If in 2019 only 20 million people went abroad, then 75.4 million Japanese traveled within the country. The Japanese travel around the country for different purposes. According to social surveys, about half of them aim to contemplate the beautiful, 45% want to relax, more than 40% of residents travel for shopping (Japan Tourism Agency, n. d.).

Domestic tourism in Japan has a pronounced seasonal character. The peak of tourist activity is in August, the summer vacation season. In addition, August is usually the hottest month and at this time the citizens like to go to nature. The second peak of departures is in May, the so-called "golden week" – in the countries of East Asia. This is the name of several holidays combined with weekends. The third – during the New Year holidays in January. The decline in domestic tourism occurs in June – this is the rainy season in Japan and February – one of the coldest months of the Japanese calendar.

**3. Level of development of tourism industry and economy.**

According to the UNWTO for 2019, Japan ranks 11th in the world ranking of countries by the number of tourist arrivals. This indicates that the tourism industry in Japan is one of the most developed in the world. The Japanese government pays great attention to tourism as a priority sector in the country's economy, which makes it possible to increase the number of jobs and replenish GDP with revenues from the sector.

Japan can be called a unique tourist destination, which has many advantages: favorable natural and climatic conditions, unique original culture with a large number of historical and architectural monuments, the political situation of the country is quite stable, and economic policy is aimed at developing tourism infrastructure. All these factors have a positive impact on building an attractive tourist image of the country.

In terms of GDP, Japan ranks third in the world after the United States and China. Japan's GDP is 5.634 trillion dollars. The GDP of Japan is 5.634 trillion dollars. The share of the service sector in the country's GDP is the largest and amounts to 68.7% ("WTTC", 2020).

For the leading economies of the world, the direct contribution of the tourism sector to GDP is 3-5%, and the total – 8-10%. As we can see, the total contribution of tourism to Japan's GDP is 7.5%. As for the direct contribution – the amount of direct tourist spending by residents or non-residents in the country – in 2019 it amounted to only 2.41%. This indicates the maximum proximity of Japan to the most developed tourist countries in the world.

The economically active population of Japan is 68.680 million people. Employment in the service sector of the country is 70.9%, of which the total contribution of tourism to employment is 4.656 million people, which is 7%. And the population directly employed in tourism is 1.238 million people, which is only 1.9% in 2019 (Japan Tourism Agency, n. d.).

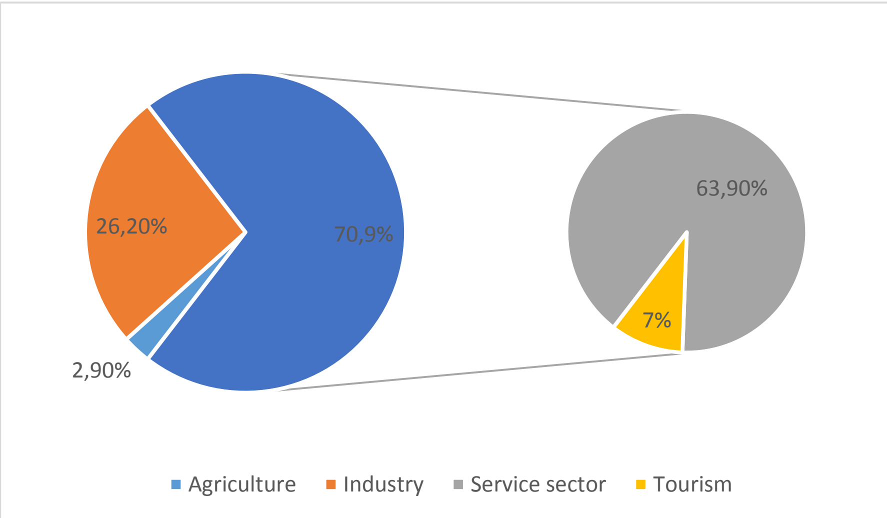



Fig. 1. Structure of employment in Japan by sector, 2019

The total investment in the tourism sector of the country for 2019 is 29.145 billion dollars. USD, which is 3.2% of total imports.

Revenues from international tourism for 2019 amount to about 49.206 billion dollars. USA, which is 5.4 % of the country's total exports ("International Tourism", 2019).

In summary, the development of the tourism industry in Japan is at a fairly high level, the indicators of inbound and outbound tourism, the share of tourism in GDP and employment in the country have a steady upward trend.

## 5. Conclusions

The article analyzes the current state of the tourism industry and the level of development of the economy and tourism in Japan. So, summarizing all of the above, we can say that the tourism industry in Japan is at a fairly high level, in particular due to the large number of natural and historical and cultural monuments, stable political situation and the focus of government policy on promoting the development of the tourism industry in the country.

**REFERENCES**


1. International Tourism Highlights UNWTO. 2019. URL: https://tourlib.net/wto/WTO_highlights_2019.pdf.
2. International Tourism Highlights UNWTO. 2020. URL: https://tourlib.net/wto/WTO_highlights_2020.pdf.
3. Japan Tourism Agency (JTA). URL: http://www.mlit.go.jp.
4. JTB Tourism Research. URL: https://www.tourism.jp/en/tourism-database/stats/inbound/.
5. WTTC research reveals Travel & Tourism sector's contribution to Japan's GDP. *WTTC*. 2020.

# STATE POLICY OF UKRAINE IN THE FIELD OF INFORMATION ACTIVITY

*A. V. Ivanova,*
*Y. M. Broslavska (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Ivanova A. V., Broslavska Y. M. State policy of Ukraine in the field of information activity.** The article is devoted to the study of the state policy of Ukraine in the field of information activity. The study reveals the essence of Ukrainian information policy and determines that if the necessary level of information security is fully ensured, Ukraine will be able to take its rightful place in the globalized world.

**Keywords:** European standards, information, information policy, information society, legislation.

**Іванова А. В., Брославська Є. М. Державна політика України у сфері інформаційної діяльності.** Статтю присвячено дослідженню державної політики України у галузі інформаційної діяльності. В роботі розкривається сутність української інформаційної політики. Визначено, що за умови повного забезпечення необхідного рівня інформаційної безпеки Україна зможе посісти належне місце у глобалізованому світі.

**Ключові слова:** європейські стандарти, законодавство, інформаційна політика, інформаційне суспільство, інформація.

## 1. Intoduction

The o b j e c t of research is the legal framework of Ukraine in the field of information activities. The s u b j e c t of the study is the legal regulation of the information sphere in Ukraine, the priority directions of state policy in this area. The p u r p o s e of the study is to analyze the system of legislative support of information and analytical activities in Ukraine and to assess its current state. To achieve this, it is important to analyze the legal regulation of the information sphere in Ukraine, to study the priority directions of the state policy in this area and ways of its implementation. The practical significance lies in the analysis of the legal framework of Ukraine in the field of information activities.

## 2. The current state of the information sphere in Ukraine

During the recent decades in Ukraine there has been a gradual establishment of the information sphere as a unique system of social relations in all spheres of life and activity of society and the state. This occurred due to receiving, using, disseminating and storing information, in particular in the sphere of legislative consolidation of the right of a person to receive and freely disseminate information in Ukraine and abroad, as well as the transformation of the model of relations between the authorities and the public, creation of national information systems and networks.

The internal information market in Ukraine is steadily developing, being organized as a system of economic, organizational and legal interactions concerning the production, sale and purchase of information resources, technologies, goods and services.

Therefore, the formation of a well-developed information environment, modernization of the information infrastructure, development of information and telecommunication technologies, effective development and use of national information resources and ensuring free access to them, development of independent mass media and dissemination of socially significant information among citizens, promotion of cooperation with the world community are the main tasks of the state information policy (Ткачук, 2019, с. 62).

However, there are also the following “stumbling blocks”:

➢ there are facts of violation of professional rights of journalists, interference of media owners in editorial decisions, administrative pressure on journalists by public authorities and local self-government, persecution for publishing critical materials, etc. (Закон України, 1994, № 31, ст. 286);

➢ insufficient state support for the creation and distribution of domestic information products;

➢ a tendency towards monopolization and concentration of ownership in certain segments of the domestic information market, particularly in television and radio broadcasting;

➢ the existence of a significant number of information outlets that do not meet legal criteria and have a detrimental impact on the system of social values, physical, mental, intellectual and moral development of the individual, due to which society degrades (Конституція України, 1996, розділ II);

➢ abuse of the right to freely receive and impart information, which leads to violations of other fundamental human rights and freedoms protected by the Constitution of Ukraine and the European Convention for the Protection of Human Rights and Fundamental Freedoms (Європейська конвенція з прав людини, 1997, статті 9-10);

- ➢ lack of an adequate organizational, financial and material base for the creation of a public broadcasting system of television and radio;
- ➢ Ukraine relies heavily on foreign sources of information;
- ➢ inadequate use of the Ukrainian language in print, online and audiovisual (electronic) media.

To address these and other information issues, it is necessary to improve the state information policy. Improvement of the state information policy, in particular with regard to defining the mechanism of state regulation of relations in the sphere of ensuring the realization of the right of everyone to access information without discrimination on ethnic, language, gender and other grounds, strengthening the material and technical, financial, organizational, legal and scientific base are the necessary conditions for solving these and other problems in the information sphere.

**3. Practical steps to improve the state information policy.**

Therefore, we can conclude that the state information policy of Ukraine should be aimed at solving the following tasks:

— ensuring the development of the national information sector in order to strengthen the Ukrainian nation, strengthening the integrity of Ukraine on the basis of public values, tasks, ideas;

— protection of the constitutional right of everyone to freely collect, use, disseminate and store information, as well as to freely express their views and beliefs, including in the media;

— promoting the development of democratic institutions and civil society, open and unhindered activity of the mass media, creation of a public broadcasting system, encouraging the establishment of socially responsible journalism;

— to form public consciousness of democratic orientation, to develop spiritual, cultural, educational and national-moral foundations, to meet the intellectual capabilities of the Ukrainian people, to ensure the preservation of the state and cultural identity of the Ukrainian nation;

— strengthening the protection of information rights, copyright and other similar rights that do not impede the free expression of ideas, the growth of creativity, and the pursuit of knowledge;

— ensuring the preservation of people's rights to protection from information harmful to their moral, intellectual, physical and mental development;

— resolving issues of protection of Ukraine's interests in Europe and the world;

— preservation of information independence of Ukraine (Чукут, 2016, c. 6-9).

The implementation of the state policy can be expressed in amendments to the legislation to prevent monopolization of the domestic information market (submarkets), particularly in the areas of television and radio broadcasting, and concentration of ownership in the media. Moreover, to guarantee the openness of ownership relations in relation to the media in order to stop the manipulation of public opinion and consciousness; streamlining the process of registration and re-registration of print media, especially in terms of preventing the abuse of the right to establish periodicals and cloning their names.

Another important aspect is the strengthening of responsibility for violations of information legislation and the protection of public morality.

## 4. Conclusions

Thus, an integral condition for the existence of human society or state is security, which is the foundation of civilization and statehood. The further development of Ukraine as a sovereign, democratic, legal and economically stable state is possible only if the necessary level of information security is fully ensured. Based on the unique geopolitical location of our country, the richness of spiritual and historical heritage of the Ukrainian people, guided by the ideas of national consciousness and civilizational unity, Ukraine must become a strong, unshakable, democratic, informationally developed state, a full-fledged and influential participant of European life, take its rightful place in the globalized world.

Implementation in practice of the basic principles of the state information policy will create political, legal, economic, organizational, material and technical preconditions for the development of a modern model of the state information policy with the aim of:

— ensuring the protection of the freedom of everyone to receive, use, store and disseminate information from any source and at the international level

— ensuring priority development of national information resources; promoting the development of a developed information society in Ukraine as an integral part of the world information infrastructure;

— promoting the introduction of the latest information and communication technologies;

— protection of national cultural values (Біленчук, 2018, с. 71).

In addition, in order to accelerate Ukraine's integration into the world information space, it is necessary to identify and implement measures for deep computerization, especially of educational institutions, to facilitate their access to domestic and international information resources. It is necessary to significantly accelerate the process of informing the public authorities, the financial sector of the economy and monetary circulation, accounting, transition to electronic document management, computerization of archival funds, statistical data, and strengthening communication of public authorities with the population through electronic communication channels. The immediate task is to bring the national legislation in the field of communications in line with the legal standards adopted in the EU member states.

**REFERENCES**


1. Біленчук П. Д. Правові засади інформаційної безпеки України: монографія. Харків, 2018. 289 с.
2. Конвенція про захист прав людини і основоположних свобод. URL : https://zakon.rada.gov.ua/laws/show/995_004#Text
3. Права, свободи та обов’язки людини і громадянина. URL: https://www.president.gov.ua/ua/documents/constitution/konstituciya-ukrayini-rozdil-ii
4. Про захист інформації в інформаційно-телекомунікаційних системах: Закон України від 05.07.1994 р. №80/94-ВР. URL: https://zakon.rada.gov.ua/laws/show/80/94-%D0%B2%D1%80.
5. Про Основні засади державної інформаційної політики. URL: https://zakon.rada.gov.ua/laws/show/794-18#Text
6. Ткачук Т. Ю. Забезпечення інформаційної безпеки в умовах євроінтеграції України : дис. ... докт. юрид. наук : 12.00.07. Ужгород, 2019. 487 с.
7. Чукут С. А. Державна інформаційна політика України. URL: https://ktpu.kpi.ua/wp-content/uploads/2016/02/Derzhavna-informatsijna-politika-Ukrayini.pdf

# VENTURE BUSINESS IN UKRAINE: CHALLENGES AND DEVELOPMENT OPPORTUNITIES

*K. Y. Ivanova,*
*M. V. Karpusenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Ivanova K. Y., Karpusenko M. V. Venture business in Ukraine: challenges and development opportunities.** The article analyzes the main challenges and prospects of venture business in Ukraine. The study of this industry is now especially relevant because experts predict its potential high profitability. However, this is a risky business. As a result, the author analyzes the functioning of the venture business, its challenges, and its current state in Ukraine, and makes recommendations for its improvement.

**Keywords:** investment, venture capital, venture business.

**Іванова К. Ю., Карпусенко М. В. Венчурний бізнес в Україні: виклики та можливості розвитку.** У статті аналізуються основні виклики та перспективи розвитку венчурного бізнесу в Україні. Вивчення цієї галузі зараз особливо актуальне, оскільки експерти прогнозують її потенційну високу прибутковість. В той же час, це ризикований бізнес. У результаті автор аналізує функціонування венчурного бізнесу, виклики та сучасний стан в Україні, надає рекомендації щодо його вдосконалення.

**Ключові слова:** інвестиції, венчурний капітал, венчурний бізнес.

## 1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of venture business in Ukraine. The s u b j e c t is challenges and opportunities for the development of venture business. The p u r p o s e of the research is to examine the development of venture businesses in Ukraine and its current state. To achieve this, it is crucial to define the concept of venture business, and the peculiarities of its functioning; analyze the dynamics of development and the current state of venture business in Ukraine, and identify ways to improve them.

The r e l e v a n c e of international venture business lies in the fact that at the current stage of economic development, under the conditions of globalization, fierce competition, and saturated markets, issues of development and implementation of innovations occupy a significant place. In today’s conditions of constant changes, it is impossible to limit yourself only to long-known, time-tested economic mechanisms. The venture business is precisely the mechanism that shortens the time of money appearance for companies' development, in connection with which, the study of risky investments is becoming more and more relevant in the world and in Ukraine.

**2. The way of functioning**

The venture business is risky and is the main form of technological innovation. It is characteristic of scientific research commercialization in science-intensive industries, increasing the risk degree of capital investments in innovative areas. This business is carried out by relevant firms that ensure the creation of a product. They are engaged in the search and development of scientific or technical ideas, their approbation, and the creation of samples and models for their transfer to the production stage. In international practice, a venture firm, as a rule, ceases to exist upon completion of work related to the creation of a product. Venture business means a scientific, technical, or technological project, the implementation of which is associated with a large share of risk. It is a connecting link between science and production since the results of scientific research in the field of innovative technologies are tested in practice with its help (Волохов, 2014). The essence of venture business, according to the meaning of the word "venture", is that a certain amount of funds is invested in a new, unknown, unproven enterprise, which is naturally a very risky step. At the same time, to finance a new firm, capital is drawn not from the state budget, but from private sources. A significant share of risk in venture business is connected with the fact that scientific research is not always successful (Войтов, Анищик, Гришанович, Толочко, 2011, с. 25). Venture enterprises are most common in science-intensive sectors of the economy, where they specialize in scientific research and engineering development.

The venture financing process involves several (conditionally separated) stages:

1. Stage of the initial investment. At this stage, the development of the declared idea is financed. Here the investment risk and consequences uncertainty are considerable. As a result, funding is limited and generally short-term.
2. The stage of industrial development, during which all activities related to the organization of this process are financed.
3. The stage of commercial use. After the obtained results, the innovation is either sold to a third-party organization or used independently (Васюк, n. d.).

So, the following features of venture business were identified, which most characteristically distinguish it from other types of investment activity:

1. venture capital focuses on small high-tech companies focused on the development and production of science-intensive products;
2. venture capital is invested in new high-tech companies for the medium and long term and is usually not withdrawn by the venture investor at his own will until the end of the company's life cycle;
3. venture capital is aimed at supporting non-traditional companies, which, on the one hand, increases the risk, and on the other – makes it possible to obtain extremely high profits;
4. venture financing is a kind of loan to companies of a certain amount of funds. A long-term loan without receiving appropriate guarantees, but at a higher interest rate than in banks;
5. the mutual interest of the founders of the company and investors in the successful and dynamic development of a new business is connected not only with the probability of receiving high incomes but also with the opportunity to become a participant in the creation of a new progressive technology that stimulates scientific and technical progress.
6. venture capital is mostly concentrated in fast-developing or science-intensive industries.

Venture activities and innovative entrepreneurship organically complement each other, as new solutions open a great perspective and provide competitive advantages to more advanced goods and services (Волохов, 2014).

## 3. Venture business in Ukraine

Ukraine lags far behind in the development of venture capital investment, but today it is moving in this direction very quickly. This is primarily influenced by the globalization of the economy and the development of information technologies.

Unexpectedly for the whole world, Ukraine took the first positions in the field of training IT specialists. Currently, Ukraine ranks first in Europe in terms of IT services export volume. More than 110 R&D centers of well-known international companies are located, and 21 companies of Ukrainian origin with development offices in Ukraine are included in the Global Outsourcing 100 list (Венчурні інвестиції, n. d.).

The IT sector became the driving force for Ukraine to join the global venture market, but the country has a rich potential for the development of innovations in other areas of the economy. This requires a modern venture investment system, which is developed on the basis of modern practices and is fully integrated into the global system. Innovators can attract investment from different sources (Токарев, 2021).

In Ukraine, the priority directions of Ukrainian venture capital funds should include:

- IT, AR/VR, cyber security, and machine learning;
- marketplaces;
- medicine;
- mobile applications;
- education;
- e-commerce;
- fintech ("Ukrainian Venture Capital", n. d.).

At the same time, domestic venture funds often expect that a startup already has a strong team, the ability to manage it, good business indicators, a strategy for business development in the coming years, and an understanding of how to market operates. That investor does not need to change anything in the internal organization of the enterprise – it already has everything, except money, for the project to gain recognition (Огляд ринків, 2021).

There are approximately ten venture capital funds operating in Ukraine, despite the complexity of taxation and the imperfection of the legislative framework. According to the website 360 Tech Ecosystem Overview, supported by the Ministry of Digital Transformation of Ukraine, companies, and startups that use venture capital are as follows:

- 1,589 companies producing goods,
- 763 companies providing services.

The fact that most companies that attract venture capital in Ukraine are related to production is positive. This indicates the significant production potential of our country.

Over the past 4 years, the dynamics of venture capital investments in Ukraine has been unstable. A two-fold increase was observed in 2019, but in 2020 and 2021 the volume of investment decreased. It is difficult to imagine what this value will be according to the results of 2022 as the Russian invasion of Ukraine naturally affected the venture business, as well as all spheres of people's lives, see Fig. 1.

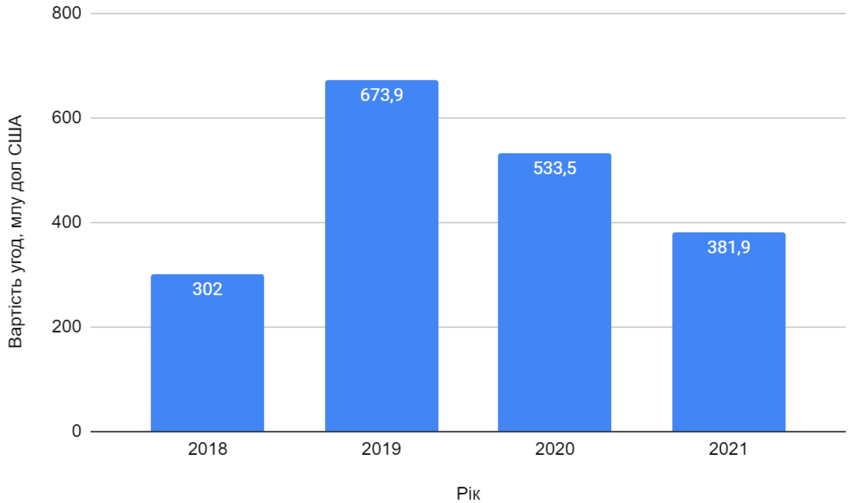



Fig. 1 Dynamics of investments in venture capital of Ukraine in 2018-2021, million US dollars (Огляд ринків, 2021).

The fewest number of deals in 2019 was concluded by companies operating in the field of cyber technologies – namely 54 deals – the lowest figure among all presented. Experts determine that Ukrainian venture capital funds are ready to invest up to 5 million dollars in startups. Ukrainian innovative companies are also interested in foreign venture capital funds that invest in young Ukrainian hi-tech companies. They are ready to invest up to 400 million dollars in venture investments in the domestic IT market. They are also interested in startups that work in the areas of mechanical engineering, telecommunications, retailers, and e-commerce (Гребенник, Науменко, Чебикіна, 2021, с. 124-140).

According to the results of 2020, Ukrainian technology companies and their investors concluded 188 agreements with investors, worth 533.5 million dollars. About 50% of the deals are small grants ($25,000 and $50,000) from the Ukrainian Startup Fund. For 2020-2021, it invested $5.3 million in Ukrainian projects.

Startups worth over $1 billion are called unicorns because they are so rare. These companies often have skyrocketing success or market traction, which launches them into almost a mythical category, since they are so rare. Just three years ago, Ukraine did not have a single unicorn among startups.

Currently, as many as five of them – Gitlab, Grammarly, Bitfury, People.ai, and Ring – have raised $1.3 billion in funding and dominate the global market.

In general, all market players are unanimous in their views and are quite optimistic about the further development of the market. According to 81% of surveyed venture capital and 67% of private investors, all quantitative indicators are likely to increase, and high-tech industries are traditionally the most promising.

Among the key factors for accepting investment solutions Ukrainian investors primarily point to the experience and qualifications of the team (according to 94% of surveyed venture capitalists and 17% of private investors) and the business idea market potential (according to 82% of surveyed venture capitalists and 83% of private investors). On the other hand, when choosing an investor, startups take into account their industry experience and investment conditions.

The results of the study show that Ukrainian companies offer attractive, relevant, and globally competitive solutions and demonstrate resilience and adaptability in the face of COVID-19. Ukraine is gradually transforming from an exporter of talents and ideas into a major international player in the venture capital market (Огляд ринків, 2021).

The given data testify to the compliance of the Ukrainian venture capital investment market with global trends. Today it is important not to slow down and introduce global practices of developed innovative ecosystems into the Ukrainian environment, of course taking into account the current realities of war.

## 4. Conclusions

To sum up, the development of venture capital investment in Ukraine at this stage requires:

- raising the awareness of potential innovators and startups about venture investment opportunities in Ukraine;
- development of the innovative ecosystem in accordance with leading world trends;
- building a system of protecting intellectual property and protecting the rights of owners and investors;
- forming a modern securities market for start-ups going on IPO;

- improvement of the legislative framework for obtaining the status of a country attractive to investors, including venture capitalists (Гребенник, Науменко, Чебикіна, 2021, с. 124-140);
- support from the world commuting regarding the difficulties Ukrainian venture business face due to the Russian invasion of Ukraine.

**REFERENCES**


1. Васюк К. Дев’ять причин пишатися українським IT. *Новини бізнесу*. Дата оновлення: 03.08.2020. URL: https://biz.nv.ua/ukr/experts/ukrajinskiy-it-rinok-obsyag-eksportu-poslug-i-portret-aytishnika-novini-ukrajini-50103851.html (дата звернення: 11.05.2022)
2. Венчурні інвестиції. *Soldis*. URL: http://www.soldis.com.ua/uk/node/78 (дата звернення: 11.05.2022)
3. Войтов И.В., Анищик В.М., Гришанович А.П., Толочко Н.К. Инновационная деятельность и венчурный бизнес: научно-методическое пособие. 2011. С. 25.
4. Волохов О. Венчурний бізнес: сутність та особливості організації. *Економіка та управління*. 2014. URL: http://semperlegal.com/uk/venchurnij-biznes-sutnist-ta-osoblivosti-organizatsiyi/. (дата звернення 03.05.2022).
5. Гребенник Н.Г., Науменко А.В., Чебикіна Д.В. Стан та тенденції розвитку ринку венчурного інвестування // Розвиток методів управління та господарювання на транспорті: зб. наук. праць, 2021. No 4 (77). С. 124-140.
6. Огляд ринків венчурного та приватного капіталу в Україні, 2021/2021 // Новини бізнесу. Дата оновлення : 27.10.2021. URL: https://www.kreston.com/uk/ukraine-venture-capital-private-equity-markets-review-2021-2021/ (дата звернення: 11.05.2022)
7. Токарев С. Венчурный бизнес 2020. Куда и сколько вкладывали инвесторы. 2021. URL: https://biz.nv.ua/experts/kuda-vkladyvayut-venchurnye-investory-vygodnye-rynki-poslednie-novosti-50155183.html (дата звернення: 11.05.2022)
8. Ukrainian Venture Capital and Private Equity Overview 2019. URL: https://www2.deloitte.com/ua/uk/pages/press-room/press-release/2020/invest-ments-into-startups-2019.html (дата звернення: 11.05.2022)

# PERSPECTIVES D'UN HYPOTHÉTIQUE CONFLIT MILITARO-POLITIQUE DANS L'ARCTIQUE AU XXIE SIÈCLE

*M.V. Izotov,*
*L. A. Dudka (superviseur de langue)*
*V. N. Karazin National University, Kharkiv*

**Izotov M. V., Dudka L. A. Perspectives d'un hypothétique conflit militaro-politique dans l'Arctique au XXIe siècle.** L'article analyse la situation internationale actuelle de la région arctique au XXIe siècle. L'importance de la région arctique est déterminée, ainsi que les contradictions et les conditions préalables qui pourraient provoquer un conflit hypothétique sont exposées. Les principaux partis qui sont potentiellement prêts à se battre pour la région arctique et leurs actions pour promouvoir leurs positions sont nommés. Un scénario militaire est projeté, selon lequel la "crise arctique" pourrait se produire en raison de l'échec des mécanismes de règlement diplomatique.

**Mots-clés:** Arctique, "Stratégie arctique", militarisation, conflit, Fédération de Russie, Chine, OTAN.

**Ізотов М. В., Дудка Л. А. Перспективи гіпотетичного військово-політичного конфлікту в Арктиці в 21 столітті.** У статті проаналізовано сучасне міжнародне положення Арктичного регіону в 21-ому столітті. Визначена важливість Арктичного регіону, а також викладені протиріччя та передумови, які могли б стати причиною гіпотетичного конфлікту. Названі основні сторони, які потенційно готові боротися за Арктичний регіон та їх дії задля просування своїх позицій. Зпроєктован військовий сценарій, за яким може розвернутися “Арктична криза” в результаті провалу дипломатичних механізмів врегулювання.

**Ключові слова:** Арктика, “Арктична стратегія”, мілітарізація, конфлікт, Російська Федерація, Китай, НАТО.

## 1. L’ introduction

Le début du 21ème siècle` – est un nouveau cycle de processus politiques mondiaux, qui résulte de l'émergence de nouveaux centres de pouvoir et du renforcement des tendances mondiales du développement humain. L'escalade des menaces et des défis mondiaux est également évidente. Les ressources naturelles limitées, notamment les hydrocarbures, sont considérées comme de tels défis contemporains. La région arctique est reconnue comme la zone la plus prometteuse en termes d'exploration et de développement de nouvelles zones riches en réserves d'hydrocarbures. L'exploitation des ressources naturelles dans la région arctique peut modifier considérablement l'environnement géopolitique régional et Mondial.

L'Arctique, malgré les tensions croissantes entre la Russie et l'Occident, reste une zone de paix et de coopération. Le niveau de coopération interétatique est ici très élevé. La coopération se développe dans les domaines de la recherche, de la protection de l'environnement marin et de la biodiversité, de la réglementation de la pêche, de l'amélioration des efforts de recherche et de sauvetage, de la lutte contre les marées noires et du contrôle de la navigation. Cependant, la concurrence interétatique n'a pas disparu: outre les activités maritimes dans la région, les États membres ont souvent des priorités très différentes et sont prêts à défendre farouchement leurs intérêts nationaux (Арктика 2019–2024, n. d.).

L'objectif de l'étude est d'examiner le statut international de l'Arctique et les activités politico-militaires des principaux acteurs de la région arctique afin d'identifier les scénarios possibles de confrontation dans cette région.

L'objet de l'étude est la région arctique dans le système des relations internationales, et le sujet est les activités politico-militaires des parties potentielles au conflit dans l'Arctique.

Afin d'atteindre cet objectif, les tâches suivantes sont identifiées:

- Décrire les conditions préalables possibles à un conflit dans l'Arctique et l'importance de la région arctique.
- Identifier les principaux acteurs qui pourraient être impliqués dans un hypothétique conflit arctique.
- Analyser les scénarios possibles de conflit dans l'Arctique.

## 2. Conditions préalables possibles à un conflit dans l'Arctique et importance de la région arctique

La lutte pour l'Arctique a commencé dès le XXe siècle, lorsque les États subarctiques ont commencé à affirmer leurs droits sur les territoires arctiques jusqu'au pôle Nord. Ainsi, au milieu des années 1920, l'Arctique était effectivement divisé entre les États-Unis, l'URSS, la Norvège, le Canada et le Danemark selon le principe sectoriel` – le point du pôle Nord étant la frontière des États concernés. Depuis l'époque soviétique, l'Arctique est l'une des régions clés du monde, tant sur le plan économique que sur celui de la sécurité militaire. L'océan Arctique pourrait être le chemin le plus court pour une éventuelle frappe nucléaire sur le territoire de la Russie et des États-Unis. Une telle attaque est particulièrement dangereuse en raison du court temps d'approche des missiles stratégiques depuis les sous-marins. Avec un temps d'approche aussi court, les États-Unis et la Russie espèrent surmonter la parité nucléaire par une destruction rapide. En outre, l'Arctique est en train d'acquérir un potentiel de conflit en raison des différends entre les États arctiques concernant la propriété territoriale des zones de plateau maritime situées en dehors de la zone économique exclusive de l'un ou l'autre des États arctiques. À l'heure actuelle, il n'y a pas de litige frontalier actif entre les États riverains de l'Arctique, bien qu'il y ait quelques désaccords. En 1990, l'URSS et les États-Unis ont signé un accord sur la frontière de la mer de Béring et, en 2010, la Russie et la Norvège ont réglé un différend de quarante ans sur les frontières maritimes de la mer de Barents, divisant en parts égales la zone revendiquée par les deux États. Entre-temps, la petite île de Hansa, entre le Canada et le Groenland (Danemark), la frontière entre les États-Unis et le Canada dans la mer de Beaufort et la frontière dans la mer du Groenland restent contestées. Cependant, la nouvelle division de l'Arctique n'est pas acceptée sans équivoque par tous les États subarctiques. Les États-Unis, par exemple, n'ont jamais adhéré à la convention des Nations unies sur le droit de la mer. Et en 2007, un panneau commémoratif a été érigé au pôle Nord, au fond de l'océan Arctique, sous la forme du drapeau de la Fédération de Russie` – de tels panneaux étaient par le passé perçus comme un acte d'appropriation du territoire. Par conséquent, cette mesure prise par les autorités russes a été accueillie de manière plutôt ambiguë par les États circumpolaires (Богуславская, n. d.; Храмчихін, 2011, c. 15).

L'importance de la région arctique tient au fait qu'elle peut devenir une source de tension internationale en raison de la concurrence pour l'accès à ses ressources. Selon l'US Geological Survey, environ 22 % des ressources mondiales en hydrocarbures non découvertes se trouvent sous la glace de l'Arctique. Dans le même temps, 84 % des ressources se trouvent sur le plateau de l'océan Arctique et seulement 16 % sur les terres des États arctiques situées dans le cercle polaire. Les experts notent que le changement climatique dans l'Arctique se produit deux fois plus vite que la moyenne mondiale. Les États du Priarctique y voient avant tout une opportunité commerciale, car l'Arctique est riche en hydrocarbures et l'extraction des ressources devient de plus en plus rentable (Храмчихін, 2011, c. 15;  “Conflict and geopolitical issues “, n. d.).

### 3. Les acteurs clés d'une future "guerre froide"

Les principaux acteurs de la lutte pour l'Arctique pourraient être (Арктика 2019–2024, n. d.):

1) La Fédération de Russie` – en tant que propriétaire du plus grand littoral arctique, du secteur des eaux arctiques et du plus grand plateau continental. Sa construction navale s'est récemment concentrée sur sa capacité à combattre dans des climats glacials (“Conflict and geopolitical issues”, n. d.; “The History and Future”, n. d.). Récemment, la Russie a commencé à améliorer activement l'armement des unités qui composent le commandement stratégique conjoint de la flotte russe du Nord, que les chercheurs ont déjà tacitement surnommé "les forces arctiques de la Russie" La Russie a récemment démontré sa puissance militaire dans la région lors de l'exercice Ocean Shield en août 2019, démontrant sa capacité à mener des opérations militaires dans la région et à dissuader d'autres pays d'intervenir. Les motivations militaires de la Russie dans la région découlent de son besoin de projeter sa puissance, de ses besoins défensifs perçus et de la protection de ses intérêts économiques dans la region (Богуславская, n. d.; “NATO in the Arctic”, n. d.).

Figure 1. “Les forces arctiques russes” en marche

2) L'OTAN, cette organisation comprend les cinq pays restants (États-Unis, Canada, Norvège, Islande et Danemark) ayant des côtes et des eaux territoriales dans l'Arctique; Le 16 mars 2021, l'armée américaine a publié sa nouvelle stratégie arctique. Le document, intitulé "Rétablir la domination dans l'Arctique", indique que l'armée doit "s'organiser pour gagner dans l'Arctique" et que la région est "une arène de rivalité, une ligne d'attaque dans les conflits, une zone vitale contenant de nombreuses ressources naturelles et une plate-forme pour la projection mondiale de puissance". La stratégie de l'armée américaine fait suite à des publications similaires du gouvernement canadien, des forces armées norvégiennes, de la marine américaine et d'une foule d'autres organismes gouvernementaux arctiques et non arctiques déterminés à renforcer leur présence militaire dans le Nord circumpolaire. Et cette nouvelle politique ambitieuse de sécurité dans l'Arctique ne se limite pas à un simple cliquetis d'armes : l'OTAN a doublé son activité militaire dans l'Arctique de 2015 à 2020, et a commencé à construire et à moderniser de nouvelles bases aériennes militaires` – tout cela au nom de la (ré)instauration de la suprématie dans l'Arctique (“NATO in the Arctic “, n. d.; “The History and Future “, n. d.).

3) La Chine, qui n'a pas de côtes ou d'eaux territoriales dans l'Arctique, mais qui, en renforçant sa puissance économique et, par conséquent, militaire (notamment une grande marine en construction), pourrait tenter de s'engager dans la division du plateau arctique international, très probablement en rejoignant l'une des deux parties (Russie ou OTAN) (“NATO in the Arctic”, n. d.). Par exemple, la Chine participe à la construction de brise-glace et, en 2012, le brise-glace Snow Dragon a été le premier navire chinois à traverser les eaux arctiques pour rejoindre l'Europe. Le gouvernement chinois a qualifié son engagement dans la région arctique de "route de la soie polaire", une allusion aux routes commerciales qu'il entend utiliser après avoir acquis des ressources naturelles. La revendication juridique de la Chine sur la région diffère de celle de nombreux autres pays en raison de l'absence de frontière terrestre avec l'Arctique, ce qui complique leurs efforts (“China’s Arctic Policy”, n. d.).

Figure 2. Brise-glace chinois “Snow Dragon” dans l'Arctique

**4. Scénarios d'un éventuel conflit militaire dans l'Arctique**

Si les pays ne parviennent pas à défendre diplomatiquement leurs eaux contre leurs concurrents et à stopper la militarisation, ils devront recourir à des moyens militaires. Au moins trois scénarios sont envisages (Храмчихін, 2011, c. 15):

1) Le cas le plus improbable est qu'une partie tente de placer une ou plusieurs plateformes d'extraction dans les eaux revendiquées par l'autre partie;

2) Plus vraisemblablement, l'une des parties tentera de déployer des plates-formes d'extraction, mais également sous la protection de la flotte;

3) Une flotte peut être déployée dans les eaux de l'autre partie et sans aucune plateforme de production.

Dans tous ces scénarios, la réponse à l'agression pourrait être une opération de débarquement visant à saisir et à mettre hors d'état de nuire les plates-formes étrangères et à arrêter leur personnel. Dans le cas d'une flotte étrangère, une opération de débarquement sans détruire ou déplacer cette flotte devient impossible. Pour neutraliser la flotte de l'ennemi, le groupement militaire arctique de l'une des parties devrait prendre un certain nombre de mesures:

- Engager les flottilles de l'armée.
- En alternative à la première option, mener une attaque bélier par des navires de surface, comme ce fut déjà le cas lors de la crise des Caraïbes, sans tirer un coup de feu.

En cas d'échec de ce dernier avertissement, l'armée devrait lancer une frappe de missiles contre la flotte` – la première sans armes nucléaires. Si l'une ou l'autre des parties tente d'intensifier le conflit en introduisant de nouvelles forces, y compris celles provenant d'autres régions, et d'intensifier l'échange de frappes de missiles, les militaires pourraient d'abord lancer une frappe nucléaire d'avertissement à quelques dizaines de kilomètres de la flottille ennemie, si cela ne fait pas bonne impression, des armes nucléaires tactiques seraient utilisées dans le conflit, ce qui pourrait conduire aussi bien à une escalade nucléaire qu'à une désescalade du conflit (Храмчихін, 2011, c. 15; “NATO in the Arctic”, n. d.).

## 5. Conclusion

Il est évident que tous les États arctiques ont un intérêt direct à assujettir la région arctique. Sans aucun doute, l'Arctique est une terre riche, capable de fournir à son propriétaire d'énormes réserves de pétrole et de gaz. Les puissances du monde se battront pour obtenir un tel morceau et, si ce n'est pas aujourd'hui et pas maintenant, dans un avenir proche, cette perspective devient de moins en moins vague. L'augmentation constante de la consommation des ressources énergétiques en hydrocarbures et l'épuisement des réserves en Sibérie et au Moyen-Orient pousseront les grandes puissances à chercher de nouvelles terres à exploiter, et il est inévitable que la région arctique devienne cette terre à l'avenir. Les différends territoriaux non résolus pourraient devenir la base de processus conflictuels dans l'Arctique.

Ces dernières années, l'expansionnisme discret dans l'Arctique est en hausse. Les stratégies militaires et économiques des principales puissances mondiales, en particulier les États-Unis, la Fédération de Russie et la Chine, accordent une attention particulière à la région arctique. La militarisation, la modernisation et la reconstruction progressives des aéroports, des forces de missiles, de la marine, des unités de l'armée de terre et, d'une manière générale, l'accumulation de forces autour de l'Arctique indiquent une crise grave, pas encore née, mais à venir, qui fera inévitablement date.

Comment les contemporains appelleront-ils cette crise? Peut-être cette confrontation portera-t-elle le nom de "crise arctique", ressemblant beaucoup, dans sa militarisation, à la crise des Caraïbes de 1962. Une hypothétique escalade de la crise pourrait conduire à un affrontement militaire, puis à un échange de frappes de missiles. Et comme la crise Cubaine, "la crise Arctique" pourrait être un test pour le système international global, car une solution incorrecte pourrait mettre fin à l'existence de l'espèce humaine tout entière.

**LES RÉFÉRENCES**

1. Арктика 2019–2024. *РСМД :: Российский совет по международным делам.* URL : https://russiancouncil.ru/2019-arctic (date de manipulation: 27.12.2022).
2. Богуславская А. Арктика: борьба за ресурсы и влияние. *Deutsche Welle.* URL: https://www.dw.com/ru/арктика-борьба-за-ресурсы-и-влияние/a-48254991 (date de manipulation: 27.12.2022).
3. Храмчихін А. Воєнно-політична ситуація в Арктиці та сценарій можливих конфліктів. *Арктика та Північ.* 2011. № 2. С. 15. URL: https://narfu.ru/upload/iblock/7f9/grjopufvqlvzveqamx.pdf (date de manipulation: 27.12.2022).
4. China's Arctic Policy. *The State Council Information Office of the People's Republic of China*. URL: http://english.www.gov.cn/archive/white_paper/2018/01/26/content_281476026660336.htm (date de manipulation: 28.12.2022).
5. Conflict and geopolitical issues in the Arctic` – Discovering the Arctic. *Discovering the Arctic*. URL: https://discoveringthearctic.org.uk/arctic-people-resources/resources-from-the-edge/conflicts-geopolitical-issues/ (date de manipulation: 29.12.2022).
6. NATO in the Arctic: Keep Its Role Limited, For Now` – War on the Rocks. *War on the Rocks*. URL: https://warontherocks.com/2020/10/nato-in-the-arctic-keep-its-role-limited-for-now/ (date de manipulation: 29.12.2022).
7. The History and Future of Arctic State Conflict: The Arctic Institute Conflict Series. *The Arctic Institute` – Center for Circumpolar Security Studies*. URL: https://www.thearcticinstitute.org/the-history-and-future-of-arctic-state-conflict-the-arctic-institute-conflict-series/ (date de manipulation: 29.12.2022).

# THE EUROPEAN UNION'S GEOPOLITICAL STRATEGY

***M. V. Izotov,***
***D. M. Petrenko (language supervisor),***
***V. N. Karazin National University, Kharkiv***

**Izotov M. V., Petrenko D. M. The European Union`s geopolitical strategy**. The article analyzes the current geopolitical and economic position of the European Union in the system of international relations. The tasks and challenges that have been presented to the European Union, as a political association of European countries, are described. The main provisions of the EU Global Strategy, which is a tool for solving geopolitical problems and preventing the emergence of new problems, are outlined, and the question of finding the place of the European Union in a polycentric world is raised.

**Keywords:** European Union, polycentric world, The EU Global Strategy, geopolitics, “Westlessness”.

**Ізотов М. В., Петренко Д. М. Геополітична стратегія Європейського Союзу.** У статті проаналізовано сучасне геополітичне та економічне становище Європейського Союзу в системі міжнародних відносин. Охарактеризовано завдання та виклики, які постали перед Європейським Союзом, як політичним об'єднанням європейських країн. Викладено основні положення Глобальної стратегії ЄС, яка є інструментом вирішення геополітичних проблем та запобігання виникненню нових, а також порушено питання пошуку місця Європейського Союзу в поліцентричному світі.

**Ключові слова:** Європейський Союз, поліцентричний світ, Глобальна стратегія ЄС, геополітика, “Беззахідність”.

## 1. Introduction

Problem statement. The European Union is a living example of inter-national modeling that has raised the level of general social welfare and coordination of state interaction to the highest level. However, unpredictable transformations of the international political situation have caused numerous challenges to this successful geopolitical project. Europe has been flooded with waves of internally displaced persons from the Middle East, the threat of terrorism has gained new proportions, populist Eurosceptic forces have gained popularity in many countries, the hidden danger of separatism has remained, and the results of the referendum in the UK, the United Kingdom has left the EU. Despite various destructive factors, the European Union has survived, showing remarkable limits of stability and ability to modernize.

European institutions began to work on the development of new approaches to the strategy of the union, the European community consolidated around the basic principles of a common Europe.

R e l e v a n c e . The study of the geopolitical strategy of the European Union can show its main directions of future development, as well as demonstrate all the chances of its existence in spite of Eurosceptic views. The emergence of the Global Strategy has become a new breath and inspiration for the European Union. The question of the future of Europe is more than ever before standing in front of all European nations.

Research o b j e c t i v e is to identify the place of the EU in the geopolitical system of the world and determine its role in the modern system of international relations.

The o b j e c t of study is the European Union as a regional grouping of countries outside Europe, the s u b j e c t is the position of the European Union in the geopolitical system of the world at the present stage of its development.

The following t a s k s are set to achieve the purpose:

1. To examine the state of EU geopolitics today.
2. To identify the properties and challenges for the EU in the geopolitical space.
3. To analyze the actual content of the Global Strategy of Europe and consider it through the polycentric realities of the world.

In this article we use such s c i e n t i f i c m e t h o d s as analysis, synthesis, comparison and content analysis.

## 2. The current geopolitical and economic state of the EU

The European Union is an active actor in the modern geopolitical space. The unification of Europe is one of the most significant geopolitical events of the XX century. Some Western analysts argue, focusing on the ever-increasing geopolitical potential of the EU, that the united Europe is gradually turning into a serious rival of the United States, while others, emphasizing the many problems and contradictions within the EU, believe that these prospects are very controversial. Geopolitical resources of the EU show that the EU is a powerful geopolitical formation: territorial resource – the EU includes 26 countries: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and the Netherlands. Negotiations on accession to the EU should start in the near future for Croatia. Negotiations on Turkey's accession to the EU have been going on for a long time, but this event is complicated by a number of problems.

One of the greatest strengths of the EU among all the factors of geopolitical power is a special model of social structure, which it demonstrates. Its distinctive features are more prominent (compared to the American model) state regulation in the economy and social sphere, as well as the process of regional integration, which allows member states to avoid armed conflicts, increase economic prosperity and reduce internal disparities. At the same time, while preserving national and even local identity, a kind of “all-union” identity of EU citizens is being formed.

Very important is the fact of the strategic retreat of the Western political and economic system under the pressure of other, more powerful and aggressive global (primarily Asian) competitors, which have significantly expanded and strengthened their geopolitical and geo-economic positions.

The reflection of this process was the 56th Munich Security Conference, more precisely – the preliminary report under the expressive title “Westlessness”, prepared for this international forum by its organizers. The document poses four sacramental questions (“Westlessness”, 2020).

- Is the world becoming less Western?
- Is the West itself becoming less Western?
- What will it mean for the world community if the West cedes the palm to other players?
- What strategy will the West choose in the era of great power competition?

Answering these complex questions, the authors of the report acknowledged that in recent years two megatrends have emerged in the system of international relations. On the one hand, there is a “disintegration of the West” as a cohesive geopolitical configuration. On the other hand, on the global map there is a “process of change in the balance of power”, as a result of which Western states are “losing political inspiration” and are increasingly clearly losing the ability to manage global development (“European Commission”, 2019).

The largely artificial term “Westlessness”, put in the title of the analytical report for the Munich Conference 2020, is gradually acquiring concrete geopolitical outlines, verbalizing a new world architecture, within which, as politicians say, "the idea of Europe may disappear as a political project". What is the basis for the weakening of the international positions of the West in general and the European Union in particular? The answer suggests itself: first of all, the reduction of their share in the world economy (Massimo Parenti F., n. d.).

*Table 1*

**Dynamics of world GDP with PPP (change in % to the previous year)**

| Countries | 2018 | 2019 | 2020 | 2021 | 2022 | Share in %, 2006 | Share in %, 2018 |
|---|---|---|---|---|---|---|---|
| World | 3,7 | 3,6 | 2,9 | 3,0 | 3,1 | 100,0 | 100,0 |
| Developed countries | 2,7 | 2,4 | 1,7 | 1,6 | 1,6 | 57,5 | 44,0 |
| USA | 2,4 | 2,9 | 2,3 | 1,8 | 1,6 | 22,3 | 15,2 |
| Japan | 1,9 | 0,8 | 0,9 | 0,4 | 0,6 | 6,9 | 4,1 |
| Canada | 3,0 | 1,9 | 1,6 | 1,7 | 1,7 | 2,0 | 1,4 |
| Developing countries | 4,5 | 4,5 | 3,9 | 4,2 | 4,3 | 42,5 | 56,0 |
| PRC | 6,8 | 6,6 | 6,1 | 5,8 | 5,6 | 10,3 | 18,7 |
| Indis | 6,9 | 7,4 | 5,6 | 6,1 | 6,3 | 4,5 | 7,7 |
| Indonesia | 5,1 | 5,2 | 5,1 | 5,0 | 5,0 | 1,3 | 2,6 |
| *EU* | *2,6* | *2,0* | *1,4* | *1,4* | *1,4* | *22,9* | *16,3* |
| Eurozone | 2,5 | 1,9 | 1,1 | 1,2 | 1,2 | 16,7 | 11,3 |
| FRG | 2,5 | 1,5 | 0,4 | 1,0 | 1,0 | 4,6 | 3,2 |
| France | 2,3 | 1,7 | 1,3 | 1,3 | 1,2 | 3,5 | 2,2 |
| Italy | 1,7 | 0,8 | 0,1 | 0,4 | 0,7 | 2,9 | 1,8 |
| Spain | 2,9 | 2,4 | 1,9 | 1,5 | 1,4 | 1,9 | 1,4 |

The above data of international statistics show that in recent years there has been a relatively weak dynamics of GDP growth in economically developed countries, which was inferior to the growth rate of world GDP and, especially (2 – 2.5 times), the same indicator of developing countries. As a result, in 2006-2018, in the total volume of the world economy, there was a very significant reduction in the share of both all developed countries (from 57.5 to 44%) and the European Union member states (from 22.9 to 16.3%) (Ignacio Torreblanca J., n. d.).

### 3. The main tasks and challenges for the EU geopolitics

The key foreign policy goal of the current leadership of the European Union is to return to this union the place in the system of international relations and within the collective West, which it occupied before the global financial and economic crisis of 2008-2009. The current international agenda of the European Union is formed by three groups of problems: ensuring long-term energy stability of the EU member states, protection of foreign trade interests of the association and increasing the level of military-strategic subjectivity. In the energy sector, the European Union faces a number of challenges. First of all, a complex tangle of problems is formed by the supply of natural gas to Europe, both pipeline and liquefied. The range of significant suppliers is relatively narrow: Russia (about 40%), Norway (26%), Algeria (11%), Qatar (5%), and even Nigeria, Libya, Peru, the USA, Trinidad and Tobago. The EU's dependence on imported supplies is extremely high, as in general, the share of foreign gas sources in total consumption is about 80%, and in 15 EU countries this figure exceeds 90% ("Natural gas", 2019).

In addition to the tight knot of energy problems, the agenda of the current leadership of the European Union includes a changed military-strategic timetable. On the one hand, Washington's tough demands to European NATO allies to increase defense spending and assume a greater share of responsibility in protecting the Western world, on the other – the consequences of Brexit. In both cases, the EU member states have no quick and easy solutions

Recent events, including the results of the Munich International Security Conference, allow us to draw a number of conclusions about the current state and prospects of the United Europe (as part of the collective West) in the rapidly changing global world order. Firstly, the next institutional and political cycle of the evolution of the European Union, associated with the results of the elections to the European Parliament and the arrival of a new "team" of European officials to key leadership positions, begins in an environment of relative weakening of the geo-economic and geopolitical positions of the European Union. This trend is based on the not yet fully realized effects of Brexit, slowdown of economic growth of European countries, reduction of their share in the world economy and trade, disagreements between the EU and the United States on a wide range of international issues, increasingly strong competitive pressure from China and other Asian countries.

Secondly, the “pain point” of the EU's positioning on the world stage is the reduction of the geostrategic potential of the West as a result of the rift that has appeared within the Atlantic alliance. Tense disputes between NATO allies and within the European Union itself (for example, between the countries of the North and South of Europe) concern the fundamental principles on which the collective West was built. In an environment of heightened international instability, such political clashes threaten to have far-reaching consequences in the spheres of economy, trade, military construction and security (Ignacio Torreblanca J., n. d.).

And thirdly, there is an abnormality in the EU's relations with Russia – the closest neighbor, natural trade and economic partner (especially in the key energy sector) and a possible ally in the joint counteraction to common threats and challenges: cross-border terrorism, drug trafficking, organized crime, undesirable environmental changes. In short, the agenda of EU-Russia relations can be full of many topical issues that are of priority interest to both sides (Яковлев, 2019, с. 68-82).

## 4. The EU Global Strategy

The new Global Security Strategy of the European Union, presented at the European Council Summit on 28 June 2016, reflects an important moment in the historical development of the EU's foreign policy and is the first document of its kind since the adoption of the European Security Strategy of 2003 “A Secure Europe in a Better World” (“Глобальная стратегия”, n. d.).

The EU Global Strategy defines the main interests and principles for a wider participation in the affairs of the whole world and gives the European Union a common direction. Its goal is to make Europe stronger, more united and influential on the world stage, as well as able to fully ensure the security of its citizens, respect their interests and uphold their values. To meet new challenges and ensure common security, the EU must combine its internal and external policy instruments. The EU's global strategy should help to increase efficiency in addressing energy security, migration, climate change, extremism and hybrid warfare. Since the EU Member States cannot overcome these problems alone, the EU is taking steps to address them jointly (“Глобальная стратегия”, n. d.).

The task of the EU Global Strategy is to turn the vision into a plan for joint action. In October 2019, EU foreign ministers agreed on the most important strategic priorities for the implementation of the EU Global

Strategy. These include defence and security, building resilience, an integrated approach to conflict and crisis management, internal and external relations, preparing new strategies and strengthening public diplomacy mechanisms. In its orientation, GSS goes beyond the issue of security in a narrow (military) sense. In fact, the GSS is a program document in terms of the development of integration processes in the EU foreign policy and security.

## 5. The EU in a geopolitical polycentric world

The question of whether the European Union will be able to find its place in the modern polycentric world and determine world politics on a par with other centers of power is especially important now, when Europe is facing Russian revisionism aimed against the liberal world and its institutions, and the Chinese government, which is determined to take its place in the world (Laïdi Zaki, 2019).

With all the diversity and contradictions of modern world development, it is still possible to identify the main trends that will shape international relations in the near future, that is, in the next 10-20 years. Strictly speaking, today the only full-fledged center of power is the United States of America, whose economic and military potential guarantees its political influence in world affairs. China is approaching these standards, although the coronavirus epidemic has dealt a serious blow to the country's prestige, from which it is not easy to recover. As for the European Union and Russia, they represent two opposite models. The EU is a center of economic power, while Russia is a center of military power. The relations between these unequal centers play an important role in today's polycentric world, which is influenced by the constantly shifting balance between two opposing trends – the trend towards multilateral cooperation in solving global problems and the trend towards a new bipolarity. This latent bipolarity can be defined as a growing split between liberal and authoritarian capitalism. The multi-vector challenges to the future of the European Union have prompted the leaders of the leading EU countries to soften their previous policy towards the Kremlin and take steps towards the Russian leadership. The main reason why many experts and politicians have become more pragmatic about the resumption of dialogue with Moscow is related to the factor of economic interdependence of the EU and Russia and the realization that the confrontation does not benefit either of them. The EU is still very vulnerable, being dependent on Russian imports of 40% of natural gas and 30% of oil (Natural gas supply statistics. 2019).

The issue of distancing the EU from the United States under President D. Biden has become one of the central issues in the internal European debate. In an interview with the British edition of The Economist, French President Macron said that the military-political bloc is in a state of brain death due to the lack of coordination between the United States and its European allies (“Emmanuel Macron”, 2019). This position is not supported by everyone in the EU, at least not so openly. For example, German Chancellor Angela Merkel called Macron's words “harsh”. Merkel called on Europeans to take Europe's fate into their own hands, as “the era in which we could rely entirely on others is to some extent over” (Rakesh Sood, 2019).

In March 2019, Brussels announced that it views China as a strategic partner, economic competitor and rival at the same time. The EU strategy towards China, according to European analysts, should be based on the principle of “positive reciprocity” by increasing transparency and openness on both sides. This will be an important signal for the United States, which pursues an anti-Chinese policy. They should understand that the European Union will not automatically support Washington's actions against other states, even if they are declared by American adversaries.

For all the importance of the United States, China and Russia for the future of the European Union, today's polycentric world is much more complex and diverse. Countries such as South Korea, Turkey, Mexico, Nigeria, Egypt are actively joining the ranks of regional hegemons fighting for influence and limited resources. It is likely that the G20 format will be replaced by some new model – G30 or G40. Globalization obliges the EU to compete with these rapidly growing economic powers. It is quite obvious that only a strong and united Europe can be a successful competitor and protect its interests in the neighboring regions, social and environmental standards, as well as resist blackmail by regional hegemons.

## 6. Conclusions

Will the European Union become a new full-fledged center of power in world politics? It will depend on many factors, both ideological and material. The European Union has adapted better than most traditional participants of the world system to the most relevant factors of geopolitical power. The grouping occupies a leading position in the sphere of economic penetration into other geopolitical regions of the world. At the same time, certain efforts are being made to reform the armed forces of the EU countries in order to increase their capacity in the field of crisis response.

Due to the numerous challenges in the EU, it is necessary to understand that the European integration project, based on collective sovereignty and liberal democracy, is rejected by many modern states that would like to see it fail. In addition, in order to implement the strategic reorientation of its role in the world based on the Global Strategy, the EU leadership must counteract the emergence of competing factions within itself that undermine the ability of the European Union to play a significant role in world politics. For these reasons, while preserving its traditional values, it must have at its disposal all the tools to protect its development model, including, first and foremost, the power potential. Obviously, if the European integration project is destined to develop further, despite all the crises and problems, it is impossible to stop the formation of the military component of the European project. The European Union has already outlined a strategic reorientation of its policy aimed at gaining an equal role in the "great game" of great powers. However, this is only the beginning of the way – the Global Strategy for European Development is a serious step for the future of the whole Europe.

If the EU manages to cope with these tasks, it will provide itself with the freedom of action that will allow it not only to protect its political, economic and security interests, but also to play a stabilizing role in the relations of other centers of power and regional hegemons in a polycentric world.

**REFERENCES**


1. Глобальная стратегия Европейского Союза по внешней политике и политике безопасности. Краткое изложение. URL: https://eeas.europa.eu/sites/default/files/eu_global_strategy_ru.pdf (дата звернення 20.12.2022)
2. Яковлев П. П. Время европейских тревог: Евросоюз в меняющейся системе координат. *Перспективы*. 2019. С. 68-82. URL: http://www.perspektivy.info/upload/iblock/b40/3_2019_1_68_82.pdf (дата звернення 19.12.2022).
3. Emmanuel Macron warns Europe: NATO is becoming brain-dead. *The Economist*. 2019. URL:

https://www.economist.com/europe/2019/11/07/emmanuel-macron-warns-europe-nato-is-becoming-brain-dead (дата звернення 21.12.2022).

4. European Commission. *European Economic Forecast.* Autumn 2019. Luxembourg : European Union, 2019. С. 168-191, 195-196.
5. Ignacio Torreblanca J. Borrell vuelve: esta es su visión para Europa. URL: ecfr.eu/madrid/post/borrell_vuelve_esta_es_su_vision_para_europa (дата звернення 19.12.2022).
6. Laïdi Zaki. Can Europe learn to play power politics? Center for European Reform. november 2019. URL: https://www.cer.eu/publications/archive/essay/2019/can-europe-learn-play-power-politics (дата звернення 20.12.2022).
7. Massimo Parenti F. Westlessness: riht focus, wrong interpretation – the illness of the West and beyond. URL: globaltimes.en/content/1179655.shtml (дата звернення 08.12.2022).
8. Natural gas supply statistics. May 2019. URL: ec.europa.eu/eurostat/statistics-explained/pdfscache/10590.pdf (дата звернення 19.12.2021).
9. Rakesh Sood. Macron’s wake-up call to EU. The Hindou, december 02, 2019. URL : https://www.thehindu.com/opinion/lead/macrons-wake-up-call-to-eu/article30131700.ece (дата звернення 21.12.2022).
10. “Westlessness”: Munich Security Report 2020. URL: modrndiplomacy.eu/2020/02/17/ (дата звернення 06.12.2022).

# INVESTMENTS IN RECREATION AND TOURISM DEVELOPMENT IN UKRAINE

*O. I. Kaulko,*
*A. Y. Ponikaryova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kaulko O. I., Ponikaryova A. Y. Investments in recreation and tourism development in Ukraine.** The article examines the current state of investments in the tourism and recreation industry, identifies the main problems and prospects for the development of these areas. Tourism is an important sector of the economy, as it affects the development of other industries, has an impact on employment, serves as a tool for improving the image of the country or regions, and most importantly – is a source of foreign currency inflows. Ukraine has significant potential for the development of this industry, but in recent years, a negative trend has been observed. In the future, tourism can take a leading position in the economy of Ukraine, but for this, it is crucial to develop a balanced investment policy for this sector at the state level.

**Keywords**: investment, economy, tourism, recreation, tourist potential, economic activity, activity priorities.

**Каулько О. І., Понікарьова А. Ю. Інвестиції в розвиток рекреації та туризму в Україні.** У статті досліджено сучасний стан інвестицій у галузі туризму та рекреації, визначено основні проблеми та перспективи розвитку цих сфер. Туризм є важливою газуззю економіки, оскільки впливає на розвиток інших галузей, має вплив на зайнятість населення, виступає інструментом для покращення іміджу країни чи окремих її регіонів, та що найголовніше – є джерелом валютних надходжень. Україна має значний потенціал для розвитку цієї галузі, але останні роки прослідковується негативна тенденція. У майбутньому туризм може зайняти провідну позицію в економіці України, але для цього на державному рівні дуже важливо розробити збалансовану інвестиційну політику для цієї галузі.

**Ключові слова**: інвестиції, економіка, туризм, рекреація, туристичний потенціал, економічна активність, пріоритети діяльності.

## 1. Introduction

Tourism is one of the promising areas of socio-economic development, a source of foreign currency income, that determines the development of other industries, affects employment of the population, acts as a factor in the sustainable development of rural areas, creates a positive image of certain regions and the country as a whole.

Ukraine belongs to the countries that have huge potential for attracting investments. Because it is rich in natural resources and has a favorable climate, the tourism sector becomes a promising area for investment. Nowadays, tourism is a part of the daily life of the majority of the population, and it occupies a leading position among the leading industries of the global economy.

The purpose of the work is to study the current state of the investment activity in the tourism industry of Ukraine, to identify existing problems and prospects for the development of tourism, and to study the investment climate in the country.

The article analyzes the current state of the tourism industry in Ukraine, identifies the main problems and prospects for its development. It is also necessary to study the investment climate in the country and the main factors affecting it. The main methods of research are analysis and synthesis, induction and deduction, and comparison. The study is based on statistical data and the analysis of scientific literature.

## 2. Economic essence of investments and their state regulation in Ukraine

Investments can be understood as a set of expenses that are implemented in the form of targeted capital investments for a certain period in various sectors and industries of the economy, in business objects and other types of activities in order to obtain profits and achieve goals (Закон України "Про Інвестиційну діяльність", n. d.).

The legislation of Ukraine establishes a number of concepts that are key to the tourism sector. Thus, tourism is defined as a temporary departure of an individual from their place of residence for health, educational, professional or other purposes without carrying out paid activity (Закон України "Про туризм", n. d.).

The main tasks of the Ministry of Culture of Ukraine in the field of tourism are: ensuring the implementation of state policy in the field of culture and art, state policy on the protection of cultural heritage, national museum policy, export, import and return of cultural values, museum and library affairs, film industry, copyright and related rights, book publishing and book trade, children's and youth literature, science and technology, information and communication, media and information literacy, advertising, applied and decorative art, folk art and traditional crafts, physical culture and sports, tourism, amateur art, and other related areas (Закон України "Про туризм", n. d.).

## 3. Analysis of the current state of tourism and recreation

For most countries in the world, tourism is one of the most prioritized sectors of the economy, as income from the tourism sector accounts for almost 50%. For example, in countries such as France, Spain, Italy, Malaysia, Thailand, the United States, Cyprus and Egypt, tourism is in the top three leading sectors of the state (Поляничко, Кияшко, n. d.).

In these and many other countries, it is developing at a rapid pace and plays a crucial role in economic development, as it creates new jobs, improves the living standards of the population, develops industrial infrastructure and increases foreign currency earnings in the case of foreign investments.

Ukraine, as is well known, has significant tourism potential. In particular, it is one of the leading countries in Europe in terms of the number of objects of historical and cultural heritage. Only on state maintenance, there are 150,000 immovable monuments of history and culture, including 57,206 monuments of archaeology, 51,364 monuments of history, and 16,800 monuments of architecture and urban planning (Державне агентство розвитку туризму, n. d.).

The main types of tourism are: urban tourism; eco (green); ethnic; rural; cultural; event; medical, therapeutic; gastronomic; religious; mountain, sports, cycling; adventure and active; scientific and educational; cruise and yacht; shopping and entertainment; other priority types of tourism (Закон України "Про туризм", n. d.).

Despite its great potential – in 2020, Ukraine's GDP amounted to UAH 4,194,102 million, while the direct contribution of tourism to GDP was only 3.91%, a total of about 12.60%. According to the State Statistics Committee, the total amount of capital investments in Ukraine in 2020 was UAH 508,217.04 million, which was UAH 115,761.9 million less than in 2019. At the same time, the volume of capital investments in the tourism sector is UAH 7,235.03 million, which shows a decrease in their volume by almost half compared to 2019 (Державна Служба Статистики України, n. d.).

The most significant share of capital investments in 2020 is directed towards art, sports, entertainment and leisure, accounting for 38.32%. Sports, leisure organization accounts for 27.72% of capital investments. Temporary accommodation of tourists and the activity of catering establishments accounted for 26.97% of the total volume. Providing other services received about 6.41% of the share of all investments. On the other hand, the least amount of capital investments was directed towards travel agencies and tour operators – only 0.57% of the total (“Національна туристична організація”, n. d.).

## 4. Ways to improve the investment attractiveness of the sphere of recreation and tourism

The main reasons that prevent the attraction of foreign investments include: military actions, interference of state authorities in the private business sector, shadow economy, corruption, instability of the political situation and the taxation sphere, lack of a strategy for the country's economic development.

The government of Ukraine must clearly define the priorities of investment activity of subjects of the tourism industry, and to do this, it is advisable to determine the tools and instruments of state regulation that it will use. Above all, it is necessary to stimulate financial and credit instruments that will be aimed at creating a favorable credit environment; fiscal instruments that will provide for an optimal amount of taxes for enterprises of the recreational and tourist complex; socio-psychological instruments that would form the image of Ukraine as a state conducive to recreation and tourism.

To solve these problems and to develop the tourism sector, it is necessary to stimulate demand for tourist products, which although are often expensive, provide the country with a high profit, increase employment and increase the competitiveness of the country in the world market. In addition, it is necessary to improve the country's transport and hotel infrastructure.

It is worth noting that due to the war unleashed by Russia earlier this year, post-war recovery problems have also been added. Specifically, the survey and demining of the territory (according to the Deputy Minister of Defense of Ukraine, Ganna Maliar, about 300 thousand sq. km. of the country are mined), the restoration of the main infrastructure that has suffered significant losses (according to Andriy Ivko, the First Deputy Head of the State Road Agency, a total of 24,000 kilometers of roads and 305 artificial structures have been damaged in Ukraine).

## 5. Conclusions

The tourism industry has the potential to bring significant profits. On the other hand, it requires significant capital investments, as evidenced by the structure and dynamics of capital investments. The share of capital investments in tourism activity is only 1.42%, while a negative trend in attracting investments in both tourism and the country's economy as a whole is observed.

By identifying the problems and advantages of developing tourism in Ukraine, it can be said that the development of the tourism industry in the country during the studied period can be characterized as negative overall, but with significant prospects. However, at the state level, it is necessary to develop a balanced investment policy in this sector, which will be aimed at national interests of the state and its innovative development, which will increase the competitiveness of Ukraine.

**REFERENCES**

1. Державна Служба Статистики України. URL: http://www.ukrstat.gov.ua/ (Дата звернення: 23.12.2022).
2. Державне агентство розвитку туризму. URL: https://www.tourism.gov.ua/ (Дата звернення: 10.12.2022).
3. Закон України “Про інвестиційну діяльність”. URL: https://zakon.rada.gov.ua/laws/show/1560-12#Text (Дата звернення: 25.12.2022).
4. Закон України “Про туризм”. URL: https://zakon.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80#Text (Дата звернення: 08.12.2022).
5. Національна туристична організація України. URL: https://www.ntoukraine.org/ (Дата звернення: 10.12.2022).
6. Поляничко О. В., Кияшко К. К. Проблеми залучення іноземних інвестицій у сферу туристичного бізнесу України. URL: https://www.sworld.com.ua/konferger7/45.pdf (Дата звернення: 05.12.2022).
7. Шамара І. М., Азарова К. І. Сучасний стан, проблеми та перспективного розвитку ринку туристичних послуг України. *Вісник Харківського національного університету імені В. Н. Каразіна. Серія «Міжнародні відносини. Економіка. Країнознавство. Туризм»*. 2018. Вип. 8. С. 196-203.

# PUBLIC DIPLOMACY AS A FACTOR IN DEEPENING RELATIONS BETWEEN STATES AT THE PRESENT STAGE (THE EXAMPLE OF UKRAINE)

***M. S. Kochi,***
***Y. M. Broslavska (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Kochi M. S., Broslavska Y. M. Public diplomacy as a factor in deepening relations between states at the present stage (the example of Ukraine).** The article analyzes theoretical and applied aspects of the development and formation of public diplomacy, its mechanisms, forms and perspectives. Moreover, the study analyzes the historiography of the issue, offers definitions and outlines prospects for further in-depth study of the topic.

**Keywords :** actors, diplomacy, international relation, public diplomacy, soft power.

**Кочі М. С., Брославська Є. М. Публічна дипломатія як чинник поглиблення відносин між державами на сучасному етапі (на прикладі України).** У статті на прикладі України з’ясовується теоретичні і прикладні аспекти розвитку і становлення публічної дипломатії, її механізмів, форм та перспектив, аналізується історіографія проблематики, пропонуються дефініції, окреслюються перспективи подальшого поглибленого вивчення теми.

**Ключові слова:** актори, дипломатія, міжнародні відносини, публічна дипломатія, м’яка сила.

## 1. Introduction

The o b j e c t of the article is public diplomacy is gaining more and more importance in world politics as an effective tool, the use of which contributes to the formation of so-called "soft power" and its implementation by subjects of their national interests. The s u b j e c t is study of models and forms of public diplomacy in Ukraine. The p u r p o s e of the study is to investigate the phenomenon of public diplomacy as an important tool of international activity of states. The t a s k s of the article are to make a historical excursion into the researched issues; to study the peculiarities of formation and development of Ukrainian public diplomacy. The works of J. Nai, H. Tach, E. Haywood, G. Sondi are focused on the study of theoretical and applied aspects of public diplomacy. Among domestic scientists, it is important to emphasize a significant contribution to the study of the general political influence of information and communication technologies on the political activity of the state made by O. Rozumnaya, D. Kuleba, and T. Peresunka.

## 2. Hard and soft power in public diplomacy

Public diplomacy is gaining more and more importance in world politics as an effective tool, the use of which contributes to the formation of so-called "soft power" and its implementation by subjects of their national interests. The modern system of international relations is characterized by a variety of actors, among which, in addition to national ones states, there are non-state entities (transnational corporations, non-governmental organizations, etc.). Globalization creates significant challenges in the field of foreign policy, which forces the world actors to find new forms and methods of interaction with other participants of international relations. This is what public diplomacy is aimed at, the purpose of which is promotion national interests of the state and ensuring its national security through study governments of countries of foreign public opinion, informing external audiences about their own politics and influence on those who form this opinion (Кулеба, 2015).

The American researcher J. Nye claims that if the "hard power" of states includes economic and military power, then the structure of "soft power" has three main components:

- culture (a set of values that are significant for society, not reduced to modern mass culture);
- political ideology;
- foreign policy.

That is, according to J. Nai, public diplomacy is the ability to persuade, based on an impeccable reputation, as well as on ideological, cultural and institutional attractiveness (Харченко, 2017).

## 3. Formation of public diplomacy in Ukraine

Analyzing the formation of public diplomacy in Ukraine, it is important to admit that our country actually lacks public diplomacy, which is aimed at creating and promoting a positive image of the state in the international arena. After Ukraine's declaration of independence and before the start of the 2004 presidential election campaign, the formation of the country's image took place under the influence of a number of contradictory factors and was not recognized as an independent component of state policy. The

Orange Revolution was to become a powerful incentive and basis for Ukraine's positioning on the international arena. The then government did not use the available opportunities, and the corresponding strategy was never developed (“Державна цільова програма”, 2009).

With the coming to power of a new political team in Ukraine in 2010, a certain interest in the formation of a positive international image of Ukraine was revived. At the same time, in fact, the only documents in the field of forming a favorable image of Ukraine were the State Program for Ensuring a Positive International Image of Ukraine for 2003–2006 (October 2003), which was never implemented, and today it is the Concept of the State Target Program for Forming a Positive International Image of Ukraine for 2008–2011 years (“Концепція Державної цільової програми”, n. d.).

The approved State target program can solve only a limited range of issues, mostly regarding a certain level of informing the world public about Ukraine, but it is not capable of contributing to the creation of a positive international image of our state. Unfortunately, in Ukraine, this issue was not given due attention by the authorities, and information and communication activities abroad were mainly limited to certain actions, but did not have a systemic nature. And even today it is still possible to state the lack of proper state support in this area. Modern development in the field of international relations requires much more complex mechanisms for the successful implementation of foreign policy through public diplomacy in order to occupy a worthy place on the world stage.

## 4. Cultural diplomacy

It is also worth noting that there is a slightly narrower term than public diplomacy, but no less important instrument of foreign policy of states from the arsenal of "soft power" – cultural diplomacy. After all, using it, the state can not only present culture as a component of the formation of the state brand and overcome bias in the attitude towards the country, but also increase the effectiveness of foreign policy and create a positive economic climate for foreign investments. In the case of Ukraine, the priority task under the current conditions is the formation of an effective state cultural policy in a short period of time in order to determine the value priorities of social development in the conditions of economic crisis and external aggression. Besides, it is important to neutralize and counter the spread of destructive ideological attitudes in public consciousness and form identity in current conditions (Гуцал, 2010, с. 106-113).

The image of the state cannot be formed without application communication strategies in the field of cultural diplomacy. Foreign cultural policy and diplomacy should primarily use communicative strategies in the field of information policy to promote national culture abroad. In cultural diplomacy, depending on the goal, such forms of communication strategies can be used as presentation, manipulation and convention. The last form seems to be the most favorable for the formation of the state's image, since it involves not only the promotion of the national cultural product, but also the establishment of a stable dialogue, which is a guarantee of the stability and duration of the development of cooperation (Розумна, n. d.).

Publications by our authors in the world media, English-language media initiatives, for example, the Explaining Ukraine podcast or the PEN Ukraine cycle "Dialogues about the War", as well as educational initiatives such as – this is Timothy Snyder's recent course The Making of Modern Ukraine, available on the Yale Courses YouTube channel. There are also individual foreign residencies of Ukrainian artists, performances of Ukrainian writers at international venues, charity concerts or tours of Ukrainian musicians and performances at festivals, representation of Ukrainian cinema at international meetings, such as in Venice, Toronto or for the first time at the Nordisk Panorama Film Festival (Кулеба, 2015).

## 5. Conclusions

Thus, public diplomacy, the variety of its forms and directions, is an important tool for deepening and improving the foreign policy activities of states in the international arena. The development of public diplomacy in independent Ukraine did not receive adequate organizational and state support and was not sufficiently implemented in the political sphere. At the same time, we can state the promotion of this type of diplomacy in the cultural sphere through the implementation of various projects, funds, international exchanges, festivals, etc. The issues we are investigating require further study, the involvement of a wide range of new documents and sources.

**REFERENCES**

1. Гуцал С. А. Публічна дипломатія як сучасний пріоритет зовнішньої політики держави. Стратегічні пріоритети. 2010. № 4. С. 106–113.
2. Державна цільова програма формування позитивного міжнародного іміджу України на період до 2011 року. Затверджена Постановою КМУ від 3 червня 2009 р. № 554. URL: http://www.kmu.gov.ua
3. Концепція Державної цільової програми формування позитивного міжнародного іміджу України на 2008–2011 роки. Розпорядження Кабінету Міністрів України № 778-р від 28 травня 2016 р.
4. Кулеба Д. Публічна дипломатія – нова зброя України в умовах гібридної війни. Європейська правда. URL: http://www.eurointegration.com.ua/experts/2015/09/23/7038633/.
5. Розумна О. Оптимізація посилення культурної присутності України в Європі. Аналітична записка. Національний інститут стратегічних досліджень при Президентові України. URL: http://www.niss.gov.ua/articles/1522/ .
6. Харченко Ю. Культурна дипломатія як «м’яка сила» та захист національних інтересів. 2017. URL: http://inosmi.ru/politic/20170606/239521389.html.

# CURRENCY MARKET AND THE MECHANISM OF ITS FUNCTIONING

*V. R. Kondratyuk,*
*T. O. Astapova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kondratyuk V. R., Astapova T. O. Currency market and the mechanism of its functioning.** The article analyzes the current state and problems of the foreign exchange market of Ukraine. The essence of the foreign exchange market and the basics of its operationare reviewed. The structural and conjuncture factors that affect the functioning of the foreign exchange market and exchange rate dynamics are analysed. The main subjects of the foreign exchange marketarespecifiedand the specific features of their functioning were determined. Classification of basic operations being realised in the foreign exchange market is stated. The main problems of the currency market are stated.

**Keywords:** currency market, currency operations, world money, currency control, currency politics, currency adjusting, national bank.

**Кондратюк В. Р., Астапова Т. О. Валютний ринок та механізм його функціонування.** У статті аналізується сучасний стан та проблеми валютного ринку України. Розглянуто сутність валютного ринку та основи його функціонування. Проаналізовано структурні та кон'юнктурні чинники, що впливають на функціонування валютного ринку та динаміку валютного курсу. Визначено основні суб'єкти валютного ринку та визначено особливості їх функціонування. Викладено класифікацію основних операцій, що здійснюються на валютному ринку. Викладено основні проблеми валютного ринку.

**Ключові слова:** валютний ринок, валютні операції, світові гроші, валютний контроль, валютна політика, валютне регулювання, національний банк.

## 1. Introduction

From day to day in the economic policy of the state, the currency market and the mechanism of its adjustment takes an increasingly high place, because, with its help the state can restrain or stimulate economic development, to influence the state of individual sectors, industries and enterprises, as well as to the place of the state in the world market.

Thus, issues related to currency and financial system are very relevant, especially after the global currency crisis, because problems arose regarding the improvement of organization and regulation currency market.

The o b j e c t of the article is the currency market of Ukraine as a component global world financial market. The s u b j e c t is organizational and economic principles of the process formation and functioning of the currency market of Ukraine.

The p u r p o s e of the study is to investigate the features the current state of the currency market of Ukraine, to single out its development trends and indicate the priority areas of its further reorganization. To achieve this, it is crucial to analyze the factors that form the problem and generalize the theoretical and methodological approaches and reveal the economic one the essence of the category "currency market" from the point of view of its functionality appointment, institutional construction and organizational and technical software.

**2. Current state of industry**

In modern economic literature, the issue of the transformation of the world currency system, its main elements, is given considerable attention by such outstanding foreign scientists as M. Bordo, C. Kindleberger, J. Keynes, O. Kireev, R. Mackinnon, S. Moiseevai, M. Friedman, A. Schwartz and others ukrainian scientists, it is necessary to note the works of O. Baranovskyi, T. Vakhnenko, A. Galchynskyi, V. Geets, O. Dzyublyuk, V. Kozyuk, D. Lukyanenko, Z. Lutsyshyn, O. Mozgovoi, and others.

Currency market is an institutional formation, where currency values, derivative financial instruments and contracts are traded and prices for them are formed. An indication of the functioning of the foreign exchange market is its uncertainty, as the opposite nature of the motives of its subjects has a multidirectional impact on the dynamics of the exchange rate. Its high volatility causes financial instability in the activities of economic entities and the emergence of financial crises that threaten the functioning of the global and national currency systems. Long periods of currency instability lead to significant losses for national economies, economic entities, households and have a negative This is an impact on their economic security (Лагутін, Журба, 2018, с. 53-56).

The currency market is a system of stable economic and organizational relations related to foreign purchase and sale operations currencies and payment documents in foreign currencies

The largest financial centers where currency transactions are carried out are London, New York, Tokyo, Singapore, Hong Kong, and Frankfurt am Main. For many years, the London currency market has been the leader among all currency markets in the world.

According to the volume of currency transactions, they are divided into: national, regional (international) markets. National currency markets are limited to economic space of a specific country and are regulated by its national currency legislation. Regional (international) currency markets were formed in countries in which restrictions on currency transactions are minimized. This is London, New York, Paris, San Francisco, Toronto, Tokyo, Hong Kong, etc. Development of the latest tools of telecommunications and information technologies makes it possible to combine separate international markets into a single world currency market capable of functioning almost all day and night (Коваленко, 2013).

The foreign exchange market can be classified according to the nature of operations: market conversion operations, the market of deposit and credit operations. On the market conversion transactions of purchase and sale are carried out by exchanging equivalents values represented by different currencies. There are conditions in this market for the formation of the external price of money – its exchange rate. The market of deposit and credit operations – a sector of the foreign exchange market in which the purchase and sale of currency has a conditional character, which is manifested in the attraction of foreign currencies by banks deposits for agreed terms and in the provision of foreign currency loans by banks for different terms. The price of the currency is formed in the form of interest.

As we know, the main participants of the foreign exchange market include central banks, commercial and investment banks, international companies and transnational corporations, investment funds, individual investors and speculators.

The traditional world interbank foreign exchange market consists of dealers, other financial institutions and non-financial buyers.

### 3. Problems of developing

On the state and dynamics of supply and demand in the foreign exchange market are influenced by many factors. They are structural and conjunctural character Among the structural factors, the following are distinguished:

- indicators of economic development;
- amount of money in circulation;
- inflation rate;
- the state and structure of the country's balance of payments;

- volumes of the state budget deficit;
- solvency of the country;
- volumes of internal and external borrowings,
- the place of the country in the world market of goods and services (Мещеряков, Сопотян, 2014, с. 40-45).

The modern currency market of Ukraine functions in extreme conditions adverse external environment and worsening socio-political tension in society, which negatively affects the national economy and not promotes innovative development. In recent years, the hryvnia exchange rate has significantly decreased.

The phenomenon of dollarization is inherent in many countries of the world and is associated with the U.S. dollar acting as national money. More than half of cash US dollars are in circulation outside the US. Ukraine, as well as China and other countries, is a significant recipient of dollars (Грона, 2020, с. 171-177). The level of dollarization of the money supply during 2008–2018 exceeded 30%, except for 2010, 2013, 2018–2021. This means that almost every third UAH equivalent of the money supply is invested in foreign currency. This increases the external dependence of the national economy, contributes to its shadowing, reduces the standard of living of the population, complicates the conditions for small and medium-sized businesses. The existing significant level of dollarization increases the risks of Ukraine's default on foreign debts, which can be assessed using the proposed GDP dollarization indicator.

Having analyzed the currency market of Ukraine and analyzed the dynamics exchange rate of the national currency, it is worth highlighting the main problems that require immediate solution:

- the presence of tendencies to devaluation of the hryvnia relative to foreign currencies, which already negatively affects economic development and inflation rates;

- a wide range of hryvnia exchange rate fluctuations;

- a significant increase in the demand for foreign currencies among the population as a result of the loss confidence in the national currency led to an increase in the level of dollarization;

- the need to stabilize the currency market of Ukraine by improving it currency legislation.

- low effectiveness of the functioning of the state regulators themselves due to the fact that that there is no clear division of currency regulation functions and currency control between state bodies.

## 4. Prospects

The issue and circulation of digital currency may significantly affect the nature of the monetary policy of the National Bank of Ukraine, the conditions of the monetary transmission mechanism and the conduct of fiscal policy (Міщенко, Науменкова, 2021, с. 43-48). The most important tasks of strategic anti-crisis management of currency security of the state on the way of its integration into the global economy are to ensure effective integration of regional and global financial relations, increasing the effectiveness of public administration in terms of neutralizing external and internal threats to financial security, conducting a policy of reasonable protectionism within the framework of generally accepted and effective procedures, as well as maintaining the stability of the national currency and its moderate volatility, etc. (Гетьманенко, 2020, с. 23-28).

An important role in the formation of economic security of the state is currency security of economic entities, the insurance of their currency risks on the basis of hedging, that is, the use of certain countermeasures in response to deteriorating situation on the currency market. The most common are: balancing assets (receivables) and liabilities (payables) by term and amount; derivative financial instruments (futures, forwards, swaps, options).

In Ukraine, the most common financial derivative of the foreign exchange market is the forward instrument, which contributes to strengthening the currency security of business entities through the following mechanisms: forward premium compensates the difference between the interest rates on the dollar deposit and the hryvnia loan, ensuring exchange rate parity; forward contracts allow foreign exchange market participants to keep their currency position closed and bring the exchange rate in settlement closer to the spot rate at the time of payment; the sale or transfer of obligations under forward foreign exchange contracts to other parties, as well as their termination, is carried out only with the mutual consent of the buyer and the seller, which imposes a 100% obligation to fulfill the agreements and disciplines the parties, especially in times of currency crisis.

Therefore, the level of currency security, capable of mitigating currency crises, should become a strategic goal of monetary policy, and its tactical mechanisms should be aimed at balancing consumer prices and stabilizing the national currency (Торопченко, Трохимець, 2021, с. 73-81).

## 5. Conclusions

The article analyzes the main problems and prospects for the development of the currency market. At the current state of development, the currency market is important an element of the global financial market. It plays an important role not only in international trade, but also generally in the reproduction of the global economy scales The main players of the foreign exchange market are commercial banks, corporations, non-bank financial institutions and central banks.

The current state of the Ukrainian currency market is characterized by certain factors problems that prevent it from functioning effectively, breaking and contribute to the stable development of the Ukrainian economy. This is the devaluation of the hryvnia, growing population demand for foreign currencies, increasing level of dollarization Ukrainian economy, etc.

## REFERENCES

1. Гетьманенко О. Формування та обґрунтування антикризової стратегії фінансової безпеки країн з перехідною економікою. *Three Seas Economic Journal*. 2020. 1(3). 23-28. URL: https://doi.org/10.30525/2661-5150/2020-3-4
2. Грона А. Валютне рефінансування як новий елемент стимулювання економічного розвитку країн з перехідною економікою. *Baltic Journal of Economic Studies*. 2020. 6(5). 171-177. URL: https://doi.org/10.30525/2256-0742/2020-6-5-171-177
3. Коваленко Д. І., Венгер В. В. Фінанси, гроші та кредит: теорія та практика : навч. посібник. К. : ЦУЛ, 2013. 578 с.
4. Лагутін В. Д., Журба О. М. Фінансово-інвестиційні ефекти валютної лібералізації в Україні. *Наукові праці НДФІ*. 2018. 2, 53-56.
5. Мещеряков А. А., Сопотян С. В. Проблеми розвитку валютного ринку України в контексті забезпечення фінансової безпеки. *Вестник Академии таможенной службы Украины. Сер. : Экономика*. 2014. № 1. С. 40-45. URL : http://irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/ cgiirbisvamsue_2014_1_8.pdf].
6. Міщенко В., Науменкова С. Вплив цифрової валюти на трансформацію монетарної політики. *Three Seas Economic Journal*. 2021. 2(4). 43–48. URL : https://doi.org/10.30525/2661-5150/2021-4-8
7. Торопченко Н., Трохимець О. Тенденції інвестиційної активності та накопичення інвестиційних диспропорцій в економіці України. *Green, Blue & Digital Economy Journal*. 2021. 2(1). 73-81. URL: https://doi.org/10.30525/2661-5169/2021-1-11

# PROMOTION OF TRAVEL PRODUCT IN SOCIAL NETWORKS

***B. A. Konoval,***
***V. V. Ilchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Konoval B. A., Ilchenko V. V. Promotion of travel product in social networks.** The article explores the role of social networks in the development of travel agencies and the pros and cons of using this type of marketing. Social networks have long been immersed into the daily life of every average person. In recent years, it is also a universal means of running business, expanding the client base and improving the image of the firm. Given this, it can be concluded that introduction of social networks in the activities of a travel company may have a positive impact on the growth of the company's share in the travel services market and its competitiveness.

**Keywords:** competitiveness, image, marketing, social networks, travel product.

**Коновал Б. А. Ільченко В. В. Просування туристичного продукту в соціальних мережах.** У статті досліджено роль соціальних мереж у розвитку туристичних фірм, а також переваги та недоліки використання цього виду маркетингу. Соціальні мережі вже давно вкоренилися в повсякденне життя кожної пересічної людини. В останні роки це ще і універсальний засіб для ведення бізнесу, розширення клієнтської бази та покращення іміджу підприємства. З огляду на це, можна зробити висновок, що впровадження соціальних мереж в діяльність тур-фірми може позитивно вплинути на зростання частки компанії на ринку туристичних послуг та її конкурентоспроможність.

**Ключові слова:** імідж, конкурентоспроможність, маркетинг, соціальні мережі, туристичний продукт.

## 1. Introduction

The o b j e c t of the article is the study of the role of social networks in the activities of a tourist enterprise. The s u b j e c t is the pros and cons of using social networks in the marketing strategy of a travel company. The p u r p o s e of the study is to identify opportunities for promoting a travel product and improving the image of the travel company in social networks. To achieve this goal, it is necessary to determine how social networks help to increase sales of travel services, analyze the existing problems and consider possible solutions since using social networks in activities of a travel company may have a positive impact on the growth of the company's share in the travel services market and its competitiveness.

**2. The current state of Internet marketing of a travel product**

Nowadays, it stands to reason, that when planning an upcoming vacation, people receive the necessary information either from the Internet or from friends. Social networks combine these sources of information. In addition, they are becoming increasingly popular every year (Fig. 1). As of 2021, Facebook had 2.797 billion users, Instagram – 1,287 billion and these numbers continue to grow ("Global digital 2021").

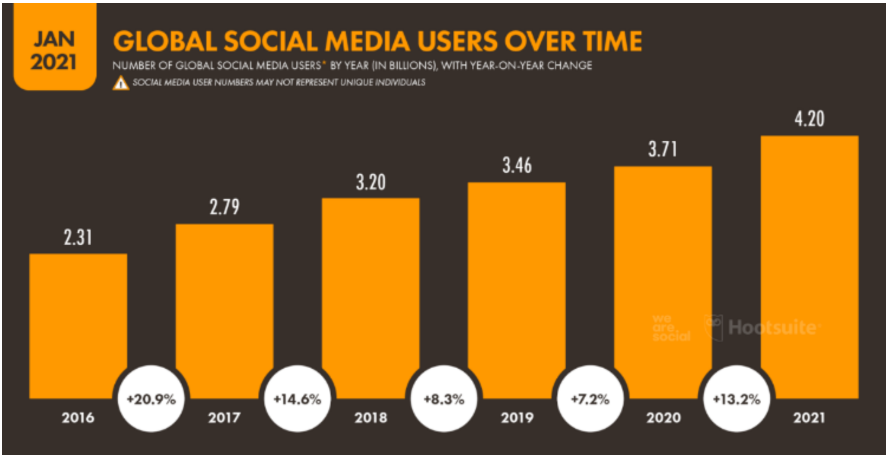



Fig. 1. Global social media users over time
(Digital 2021: global overview report)

On average, each person spends about 2.5 hours a day in social networks (Бондар, 2012, с. 82-87). All these data are indicative of their mass use, and, accordingly, favorable conditions for business development. There even exists a separate type of marketing which is focused exclusively on social networks – Social Media Marketing (SMM) (Грищенко, 2013, с. 86-98). We should also mention the globalization of the market. The Internet provides access to the markets of those countries, access to which with the help of standard tools is impossible or very difficult (Заячковська, 2011, с. 191-198). Also, one of the key advantages of promoting a travel product on social networks is targeted advertising. This is a promotion channel in social networks, aimed at a specific target audience according to clearly defined parameters. Targeting shows advertising messages based on location, age, gender and even interests, that is, only to those users to whom they will be useful (Папп, Бошота, 2018, с. 619-625). That is why, nowadays, this type of advertising is the most effective one. Thus, the use of social networks as a means of promoting a travel product is low-cost and makes it possible to reach a wider audience and form a demand for travel services.

### 3. Difficulties of business development in social networks

At first glance it may seem quite easy to create a page and fill it with content. However, this is not entirely true. Just posting profile information and advertising company services is not be enough. It should be understood that people use social networks mostly in order to relax, unwind and spend their free time but not for the sake of buying something (Саідова, Радченко, 2019, с. 144-149). That is why the content for business promotion is quite specific and if this is not understood, difficulties may arise. The wrong approach to dissemination of information can cause negative consumer feedback, create negative publicity and cause reputational losses (Голишева, Кириченко, Коваленко, 2014). Another problem is that sometimes you have to spend a lot of time monitoring trends as they change too quickly, and in order to have a good image you need to follow them (Кобєлєва, 2019). The unpredictability of advertising tools is another drawback. It is not possible to determine exactly the cost and results of an advertising campaign. To understand which advertising gives better results, it is necessary to test different types of ads for different audiences, which time-consuming and expensive (Тележенко, 2016, с. 89-91). Ignoring these details while using social networks is more likely to cause reputational damage than attract new customers.

### 4. Travel content as a mean of successful marketing

First of all, as it was mentioned above, people use social networks to relax but not to buy. That is why the content of the page should be more entertaining, without emotional stress. Creating a welcoming atmosphere without turning into a travel blog is quite simple. It is enough to properly design your profile, fill it with interesting content and, most importantly, communicate with your followers. Establishing contact with the audience promotes trust, which means that more people will want to use the company’s services (Змисна, Федушко, 2016, с. 149-151).

It should be emphasized that the posting of new content should be on a very regular base. This way a travel company will get the potential customer to give it preference when planning their next trip. Avoiding monotonous page content is also a must. Social networks provide an opportunity to constantly diversify posts by providing interesting facts about different countries worldwide, offering videos with breathtaking views or photos of clients' holidays followed by their favourable reviews etc (Хамініч, Єрамішян, 2020, с. 532-534).

Providing real-time information on client support for holidaymakers in difficult situations while traveling will make potential customers realize that their support is guaranteed whatever circumstances might be. It should be remembered that the content of a tourist enterprise should not aim to sell the product, but cause a desire to buy it (Саідова, Радченко, 2019, с. 144-149).

Using the English language for posts does not pose a serious problem for users since social networks have a function of automatic text translation into the user's language. However, it should be remembered that this feature is not available for photo and video materials, so in this case the language should be customer-friendly.

The next extremely important point is to understand your target audience. It is necessary not only to build up rapport, but also to use advertising tools and targeting more effective. Launching an advertising campaign for the wrong audience will not yield positive results; moreover, the funds allocated for promotion will be spent in vain. For more effective development, it is better to hire an SMM specialist who has all necessary knowledge and skills and will be fully responsible for the image and promotion of the company in social networks (Парцирна, Фадєєва, 2012, с. 264-271).

## 5. Conclusions

Social networks are a favorable environment for business development and promotion of a travel product because people are spending increasingly more and more time online. SMM-marketing is a powerful modern tool for promoting tourist services for both large enterprises and small travel agencies. Build up stable and friendly relations with your audience can significantly improve the image of the company, increase its profits and expand the customer base. With the right approach, advertising tools help to promote a travel product only to the target audience which improves the effectiveness of advertising and reduces costs. The above makes social networks an important tool for improving the performance of the tourism enterprise, monitoring the company's reputation and analyzing competitive marketing strategies.

**REFERENCES**


1. Бондар А. Соціальні мережі як інструмент формування внутрішнього і зовнішнього бренду території. *Політичний менеджмент*. 2012. № 1-2. С. 82-87. URL: https://ipiend.gov.ua/wp-content/uploads/2018/08/bodnar_sotsialni.pdf
2. Голишева Є. О., Кириченко Т. В., Коваленко Я. А. Особливості використання інструментів інтернетмаркетингу на підприємстві. *Молодий вчений*. 2014. № 10. URL: http://nbuv.gov.ua/UJRN/molv_2014_10%2813%29%281%29__13.
3. Грищенко О. Ф. Соціальний медіа маркетинг як інструмент просування продукту підприємства. *Маркетинг і менеджмент інновацій.* 2013. № 4. С. 86-98. URL: https://essuir.sumdu.edu.ua/handle/123456789/33739.
4. Заячковська Г. Соціальні мережі як засіб просування вітчизняного туристичного продукту на світовому ринку. *Проблеми раціонального використання соціальноекономічного та природно-ресурсного потенціалу регіону: фінансова політика та інвестиції* : *збірник наукових праць*. Київ, СЕУ / Рівне, НУВГП. 2011. Вип. XVII, № 1. С. 191-198.
5. Змисна Р. С., Федушко С. С. Соціальні мережі як форма сучасної комунікації: плюси і мінуси. *Актуальні проблеми гуманітарних та природничих наук*: матеріали 3-ої Міжнародної конференції, Київ, 28-29 жовтня 2016 р. С. 149-151. URL: https://www.researchgate.net/publication/317167419_Socialni_merezi_ak_forma_sucasnoi_komunikacii_plusi_i_minusi.
6. Кобєлєва Т. О. Особливості маркетингу послуг туристичного бізнесу. Львів : Національний університет "Львівська політехніка", 2019. URL : https://core.ac.uk/download/pdf/211066527.pdf.
7. Папп В. В., Бошота Н. В. Роль соціальних та бізнес-мереж у діяльності туристичних підприємств. *Економіка та суспільство : електронний науковий фаховий журнал*. Мукачево, 2018. № 14. С. 619-625. URL: https://economyandsociety.in.ua/journals/14_ukr/88.pdf.

8. Парцирна Т. М., Фадєєва Є. С. Інтернет-маркетинг у туризмі. *Економічна стратегія і перспективи розвитку сфери торгівлі та послуг.* 2012. Вип. 2(16). С. 264-271. URL: https://repo.btu.kharkov.ua/handle/123456789/16360.
9. Саідова Г. О., Радченко Г. А. Контент-маркетинг як дієва складова просування бізнесу. *Проблеми системного підходу в економіці*. 2019. Вип. 2. С. 144-149. URL: https://doi.org/10.32782/2520-2200/2019-2-46.
10. Теleженко М. О. SMM – маркетинг соціальних медіа. *Економічні проблеми сталого розвитку*: матеріали Міжнародної науково-практичної конференції імені проф. Балацького О. Ф., м. Суми, 11-12 травня 2016 р.: у 2-х т. 2016 р. С. 89-91. URL: https://essuir.sumdu.edu.ua/handle/123456789/49434.
11. Хамініч С. Ю., Єрамішян М. В. Роль SMM у просуванні туристичних послуг. *Актуальні проблеми сучасного бізнесу: обліково-фінансовий та управлінський аспекти* : матеріали II Міжнародної науково-практичної інтернет-конференції, 18-20 березня 2020 р. Львів : ЛНАУ, 2020. С. 532-534.
12. Global digital 2021: global overview report. URL: https://datareportal.com/reports/digital-2021-global-overview-report

# THE ROLE OF ANALYTICAL CENTERS WITHIN THE FOREIGN POLICY OF THE USA

***S. Yu. Konovalenko,***
***I. V. Davydenko, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Konovalenko S. Yu., Davydenko I. V. The role of analytical centers in the foreign policy of the USA.** The article analyzes the role of information and analytical centers in the USA and their influence on the political, social, economic and other spheres of domestic policy of the USA and the influence of the activity of analytical centers on the foreign policy activities of the USA in the international arena. Today, think tanks are an exceptional component in the formation of the USA foreign policy and the determination of America's role in the outside world. The study of the role of Ukrainian information and analytical centers in the USA is relevant for establishing their role for the development of Ukraine in the spheres of economy, politics and socio-cultural sphere. Analytical centers are a force that exerts a strong influence on the formation of state policy.

**Keywords:** information, analytical centers, non-governmental organization, research institute, think tanks, US foreign policy.

**Коноваленко С. Ю., Давиденко І. В. Роль аналітичних центрів у зовнішній політиці США**. У статті аналізується роль інформаційно-аналітичних центрів в США та їхній вплив на політичну, соціальну, економічну та інші сфери внутрішньої політики США та впливу діяльності аналітичних центрів на зовнішньо-політичну діяльність США на міжнародній арені. Сьогодні аналітичні центри є винятковим складником у формуванні зовнішньої політики США, визначенні ролі Америки в зовнішньому світі. Дослідження ролі українських інформаційно-аналітичні центри в США є актуальним для встановлення їхньої ролі для розвитку України в сферах економіки, політики та соціокультурній сфері. Аналітичні центри є силою, яка справляє сильний вплив на формування державної політики.

**Ключові слова:** дослідницький інститут, зовнішня політика США, інформаційно-аналітичні центри, мозкові центри, неурядова організація.

## 1. Introduction

The o b j e c t of the article is a comprehensive study of think tanks and their influence in the modern world. The s u b j e c t is the influence of analytical centers on the formation of foreign policy activities of the USA in the international arena. The p u r p o s e of the study is to analyze the role of the think tanks in shaping America's role in the outside world and analyzing the role of Ukrainian information and analytical centers in the USA. The t a s k s of the article are to determine the influence of the think tanks on public opinion, to determine the ways of using the think tanks in foreign policy of the USA, to prove that the think tanks influence the formation of the spheres of economy, politics and socio-cultural sphere by analyzing previous studies on this topic. The works of James J., Wagner B., Kent R., Han M., Stepanenko M., Biletskyi V., Baranovskyi O., Kostyuk S., Hrytsenko A. and others are devoted to the consideration of information and analytical centers' role. These works allow us to understand, in more details, the essence of think tanks, their structure, working methods and patterns of creation. The problem of forming the role of information and analytical centers is relevant, because the ability of American think tanks to directly and indirectly participate in policy formation and the willingness of politicians to turn to them for advice is extremely important in the field of international relations.

## 2. The genesis of the emergence, development and current trends of the activities of the leading analytical centers of the USA

For any state in the system of modern international relations, it is extremely important to solve ambitious tasks designed for the long term. In this case, we are talking about the ability to form strategic goals and directions for the development of the state and society. The efforts of the analytical community are aimed at solving these problems.

Analytical centers, also think tanks, are non-governmental research organizations that concentrate and use their own efforts mainly in the field of humanities – politics, economics, sociology, law, etc. Think tanks are classified as the «fifth power» (after the legislative, executive, judicial and mass media). Analytical centers have gained the greatest development precisely in the Western world and, first of all, in the United States of America. According to the dominant target areas of activity, think tanks can be divided into:

- research and publishing;
- lobbying;
- human rights defenders;
- cultural;
- targeted (Білецький, 2002, с. 60-63).

Almost all of them conduct original research and special educational programs aimed at training and influencing politicians and people who shape public opinion on a wide range of economic, political, social, environmental and security issues. In addition, they act as a special tool of social control, and therefore participate in the definition and representation of certain goals and values of society.

The rapid flowering of research and policy institutions in the United States began only after the Second World War, when it became clear that the United States must henceforth be deeply and constantly involved in events that took place abroad, and that it would have to a greater extent how to manage creating and ensuring the effective work of new international institutions (the UN, the World Bank, the International Monetary Fund and the General Agreement on Tariffs and Trade), as well as fending off a growing challenge from the USSR through the unification of democratic states. So the USA needed a detailed global strategy, which determined the meaningful purpose of think tanks – analytical centers (Білецький, 2002, с. 60-63).

Think tanks can also be called an ideological component of the international power of the United States of America. Here, the process of producing strategic ideas is closely combined with an applied orientation to obtaining specific socio-economic and political results. The fact that leading analytical centers are under the direct influence, first of all, of state interests is no secret. It is also no secret that a significant part of research and analytical issues are closely connected with the interests of big American business. All this testifies to the involvement in the process of making foreign policy decisions of various most powerful, most influential and most dynamic social groups of American society.

As of today, one of the most influential think tanks in the USA can safely be called The Heritage Foundation. It is a conservative think tank and strategic research institute dedicated to a wide range of public policy issues: promoting research and analysis of public policy based on free enterprise, limited government, individual liberty, traditional American values, and a strong national defense. The idea of the institute is to build a statistical model of society and provide access to it for the general public. The Heritage Foundation publishes a number of analytical studies, the most famous of which are the annual «Index of Economic Freedom», «Political Experts 2000», «Leadership Mandate» (recommendation materials for US presidential candidates) (The Heritage Foundation, n. d.).

The Center for International Private Enterprise (CIPE) – one of the four main institutes of the National Endowment for the Development of Democracy (NED, USA) and a non-profit branch of the US Chamber of Commerce – conducts and disseminates research on market reform and the development of democracy. For more than 25 years, CIPE has worked with business leaders, politicians and journalists to build civil society institutions that are vital to the existence of a democratic society (Center for International Private Enterprise, n. d.).

An important role among American think tanks is played by The Brookings Institution, a national institute for advanced research, founded in 1916. Its activities combine academic and public strategies The Brookings Institution, n. d.). It is one of the most important analytical centers, specializing in social sciences, municipal administration, foreign policy and world economy.

In the study of international economic policy, The Institute for International Economics has a significant influence – a private, non-commercial, independent research institute in which analysts are engaged in economic analysis, the problem of globalization, and prospective forecasting. The Institute was founded in 1981. Among the famous works of the Institute is the work «Prevention of the Apocalypse (Two Koreas)» (Institute for International Economics, n. d.).

The CATO Institute is one of the leading public policy research organizations and a think tank that creates and promotes libertarian ideas in the political debate in Washington. The mission is to create, share and promote solutions based on the principles of individual freedom, limited government, free markets and peace (CATO-Institute, n. d.).

Another interesting example, given the strengthening of globalization processes in world development, can be defined as the activity of The Urban Institute, founded in 1968. It is a non-profit organization that focuses on the problems of society, in particular, the problem of housing, demography, expert service (The Urban Institute, n. d.).

### 3. Ukrainian information and analytical centers in the USA

Ukrainian Analytical Centers have been also created in America and play a significant role in the political and economic life of the country today. These are, first of all, the National Information Service of Ukraine and the USA-Ukraine Foundation.

Ukrainian National Information Service (UNIS) is a non-governmental, non-commercial organization founded in the USA, the purpose of which is to collect information, conducting research and disseminating information about Ukraine in the USA. UNIS was founded in 1977, and is the Washington office of the Ukrainian Congressional Committee of America for public relations. UNIS works to maintain connections between the Ukrainian community and members of Congress, government officials, mass media and scientific organizations. Working to increase the participation and visibility of the Ukrainian community in the US political processes and government activities related to Ukraine, UNIS cooperates with such groups as, among others, the Congressional Ukrainian Caucus, which was founded in 1997 thanks to the efforts of the Ukrainian National Information Service. An example of the service's activity is the organization and holding of the 2000 conference «Ukraine's Striving for Mature Statehood» (80 reports) (Ukrainian National Information Service, n. d.).

The USA-Ukraine Foundation (USUF) is a non-governmental non-profit organization founded in 1991 with the aim of supporting Ukraine in its development of democracy, free market economy, human rights and strategic partnership with the USA.

USUF quickly adapted and expanded humanitarian assistance capabilities following Russia's full-scale invasion of Ukraine on February 24th, 2022, launching Operation Ukraine Airlift to deliver emergency medical supplies to hospitals in Ukraine. USA-Ukraine Foundation programs are establishment and support of the Institute named after P. Orlyk (Kyiv), development of NGOs in Ukraine (community partnership program). USUF also plans to support credit unions in Ukraine (“Зовнішня та безпекова політика України”, 2001, с. 15).

Maintaining a permanent presence in Kyiv since its founding in 1991, USUF prioritizes the prominent role of civil society in Ukraine through innovative programs in civic education, economic development and cultural exchange. An extensive network of partners allows USUF to understand and solve unsatisfied or insufficiently satisfied needs and urgent problems in Ukraine. From the very beginning, the driving principles of USUF's programs have been to strengthen, and in some cases create, institutional structures that can implement and support the necessary changes in Ukrainian society, both public and private.

### 4. Conclusion

The formation of strategic perspectives for the future is a complex and controversial process. Analytical research centers of the USA, a kind of «walking information», capable of producing informational and analytical material on a given topic, which serves to optimize the process of making a strategic decision, arose as a result of the accumulation of special knowledge of an expert nature.

What really distinguishes think tanks in the USA, apart from their sheer number, is the degree to which many of them are actively involved in the political process. From similar structures in other parts of the world, American think tanks differ not only in the high level of funding of some of them, but also in the ability of American think tanks to directly and indirectly participate in policy formation and the willingness of politicians to turn to them for advice. This fact leads some researchers to the conclusion that these structures exert a strong influence on the formation of state policy.

### REFERENCES


1. Білецький В. С. Аналітичні центри в сучасному світі. *Науково-технічна інформація*. 2002. № 2. С. 60-63.
2. Зовнішня та безпекова політика України: річна аналітична доповідь Центру миру, конверсії та зовнішньої політики України. К., 2001. С. 15.
3. CATO-Institute. URL: https://www.cato.org/
4. Center for International Private Enterprise. URL: https://www.cipe.org/
5. Institute for International Economics. URL: https://www.piie.com/
6. The Brookings Institution. URL: https://www.brookings.edu/
7. The Heritage Foundation. URL: https://www.heritage.org/
8. The Urban Institute. URL: https://www.urban.org/
9. Ukrainian National Information Service. URL: https://ucca.org/unis/

# SOCIAL NETWORKING SITES AS A TOOL OF MODERN INFORMATION WARS

*U. V. Koshuba,*
*I. V. Davydenko, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Koshuba U. V., Davydenko I. V. Social networking websites as a tool of modern information wars.** The article investigates the role of social networking sites as a tool to conduct modern information wars. Changes in the political and geopolitical spheres make scientists pay attention to new means of influencing people's attitude. With the development of the modern Internet network, new opportunities for conveying messages and influencing the world community have appeared. The general trend towards globalization makes informational isolation of a certain country or group of countries impossible. Communication on the basis of social networking sites provides an opportunity to exchange thoughts and feelings with the involvement of the whole world and all countries in this process. We draw attention to new means of information influence, which are increasingly competing with classic mass media. Therefore, censorship is becoming less possible. Information war unfolds in different light. It becomes impossible to hide the event from people in the modern world, as it happened long time ago.

**Keywords:** information society, information war, Internet, globalization, mass media, messages, social networking sites.

**Кошуба У. В., Давиденко І. В. Соціальні мережі як інструмент сучасної інформаційної війни**. Досліджено роль соціальних мереж як інструменту ведення сучасних інформаційних війн. Зміни в політичній та геополітичній сферах привертають увагу вчених до нових засобів впливу на масові настрої. З розвитком сучасної мережі Інтернет з'явилися нові можливості для передачі повідомлень і впливу на світову спільноту. Загальна тенденція до глобалізації унеможливлює інформаційну ізоляцію окремої країни або групи країн. Комунікація на основі соціальних мереж дає можливість обмінюватися думками та почуттями із залученням до цього процесу всього світу та всіх країн. Ми прагнемо привернути увагу до нових засобів інформаційного впливу, які все більше конкурують з традиційними ЗМІ. Завдяки цьому цензура стає все менш можливою. Інформаційна війна розгортається в площині предмета освітлення з різних сторін і при різних умовах освітлення. Виявляється, що приховати подію від широких мас у сучасному світі, як це було тривалий час, стає неможливо.

**Ключові слова:** глобалізація, Інтернет, інформаційна війна, інформаційне суспільство, ЗМІ, повідомлення, сайти соціальних мереж.

## 1. Introduction

The modern world has reached the level of civilizational development that ensures the flow of information in a single global information space. The development of state-of-the-art tools for informational influence on the masses is not slowing down, but on the contrary, it is expanding, which leads to the transformation of an informational message as a unit of communications into a tool for waging information wars.

Considering the role of information in the modern world, the American researcher M. McLuhan derives an interesting thesis, which sounds the following way: “A truly total war is a war with the help of information.” Most researchers agree that the goal of information war is to weaken the moral and material strength of an adversary or competitor and to strengthen their own. It provides measures of propagandistic influence on human consciousness in the ideological and emotional spheres. It is obvious that the information war is an integral part of the ideological struggle. Such wars do not directly lead to bloodshed and destruction, during their conduct there are no victims, no one is deprived of food or shelter. This creates a dangerous frivolity in their attitude. At the same time, the destruction caused by information wars in social psychology and the psychology of a person is quite commensurate in scale and significance, and sometimes even exceeds the consequences of armed wars.

Many scientists investigate the problem of information war from different points of view: M. Holovaty, I. Horbenko, T. Grinenko, S. Kara-Murzy, O. Lytvynenko, H. Pocheptsov, M. Senchenko, H. Shchokin, S. Chukut.

The p u r p o s e of this work is to draw attention to those features of the information war, which are caused by the growing popularity of such a method of communication as social networks.

## 2. New media as a tool of information war

Information war views information as a separate object or as a potential weapon and profitable target. Information war can be considered as a qualitatively new type of combat, active countermeasures in the information space (Leont’jeva, n. d.). Information war is an information-oriented attack, regardless of the means used. Specific weapons are used in conducting strategic information wars. This weapon does not cause physical damage, but can lead to real wars. Information weapons are a set of specialized (physical, informational, software, radio-electronic) methods and means of temporarily or permanently disabling the functions or services of the information infrastructure as a whole, or its individual elements. Communication channels and information carriers are the conductors of information messages. The choice of means of dissemination of informational messages is determined by the number of contacts of the target audience. Mass media is one of the main channels of communication. Recently, increased attention has been paid to electronic communication, which provides access to some virtual audience.

The information civilization to which humanity has arrived changes not only the status of information, but also dramatically expands its negative possibilities. We are facing a powerful tool for which there are no boundaries and limitations.

In the past, states existed by absorbing the information they independently produced, so it could not cause them a fundamentally destructive effect. Modern information technologies have brought completely different messages to which the mass consciousness has not been able to adapt yet.

The trend of the world globalization at a certain stage made it necessary to influence not only the internal mood of a certain country, but also the global world society.

Therefore, the mass media struggled until a certain time to attract a larger number of recipients of messages produced in domestic markets. Newspapers, television, and radio broadcasts were limited to a certain geographical and political space of their influence. A turning point in the formation of mass media as a tool of mass influence was the creation of the Internet space, which covered the entire world in terms of its sphere of influence.

The Internet space was segmented on the basis of language distribution, which we can observe on the example of the phenomenon of “Runet”, which means the Russian-speaking segment of the Internet. A characteristic feature of a certain segment of the Internet space is the internal isolation of information sources. Until a certain stage of the development of the Internet, there was no clear network of communication using the virtual space except for the use of e-mail.

The informational influence on the masses mostly duplicated the information products produced by the classical mass media. Therefore, information wars did not acquire a completely unique and new tool of influence on the masses until another technological revolution took place – the creation of unique virtual platforms of social networks.

Researchers show a rapid increase in the number of users of social networking sites, based on such growth and further increase not only by age, but also by geography. These indicators lead to the conclusion that social networking sites are one of the main tools of influence on world society, due to the comprehensive involvement of a socially active segment of the population.

Scientists pay attention to research on the relationship between network interaction and political activity. The American sociologist M. Castells in his network theory emphasizes that communication through social networking platforms promotes anonymity (Castells, 1996, p. 127). And it is the factor of anonymity that facilitates the expression of any opinion, because even the most radical appeals are unlikely to be punished.

## 3. Social networks as a catalyzation of change in the political situation

The integration of the Internet into the political sphere with the help of social networks has made it possible to catalyze public opinion and conduct quite effective political mass actions. An example was a radical change in the political situation in some states. The protest model developed during the events of 2011-2012 in the countries of the Middle East and North Africa became a model for protesters in many regions of the world. The main factor in the high popularity of social networks as a source of news is their freeness. It was this reason that contributed to the involvement of almost all sections of the population in this tool of influence.

The emergence of mobile versions of social networks played an important role in the Arab Spring revolutions. It is thanks to modern technological devices – mobile phones, with the possibility of accessing the Internet that it is possible to get the latest information faster and more accessible. Therefore, according to the research, people use mobile phones more often than personal computers ("Arab Media", 2006, pp. 3-4).

Thus, the era of local TV, radio and newspapers, which are under the direct control of a certain state and are used to build national policy, as well as the period of media monopoly on the distribution of news, are in the past. This has been proven by recent world revolutions. Moreover, the reliability and impartiality of information has become one of the main conflict factors in the field of confrontation between traditional and new mass media.

## 4. Conclusion

The most effective weapon in the conduct of wars is the one that has the possibility of causing the greatest mass damage. Such a modern weapon of mass destruction in the modern world is mass media, and in particular, new virtual tools of informational influence on the masses – social networking sites. Their effectiveness lies in the ability to spread the message, receive a response and monitor the mood of the target audience.

Recent world revolutions have shown a high level of effectiveness in influencing the masses precisely with the help of new virtual mass media, which are a serious competition to traditional mass media.

Modern society is at the stage of development of information civilization, and therefore information will be the highest value in society until humanity moves to a new stage of its development. The modern world has moved to the stage of development when the main form of war is information war. And it should be noted that the world information war has already begun and each of us has already joined it and even armed ourselves. After all, the main means of attack and defense in the information war is the word and access to the modern Internet.

## REFERENCES


1. Arab Media in the Information Age. Abu Dhabi : The Emirates Center for Strategic Studies and Research, 2006. P. 3-4.
2. Castells, Manuel. The Rise of the Network Society. Oxford : Blackwells, 1996. 388 p.
3. Leont'jeva L. Informacijna vijna v epohu globalizacii'. URL: http://www.ji–magazine.lviv.ua/seminary/2000 /sem13–04.htm

# CHARACTERISTICS OF TOURISM RESOURCES OF THE USA

*I. D. Kovalenko,*
*Ye. H. Makarska (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kovalenko I. D. Makarska Ye. H. Characteristics of tourism resources of the USA.** The article provides a brief description of the tourism resources of the United States, namely the analysis of natural and climatic, cultural and historical resources of the United States. The USA is far behind Europe in the development of international tourism, but 30-40 million people visit the country every year. Domestic tourism is very well developed and the "hospitality industry" is highly developed.

**Keywords:** inbound tourism, resources, sights, tourism industry.

**Коваленко І. Д., Макарська Є. Г. Характеристика туристичних ресурсів США.** У статті наведено коротку характеристику туристичних ресурсів США, а саме аналіз природно-кліматичних та культурно-історичних ресурсів США. За розвитком міжнародного туризму США значно поступаються Європі, проте щорічно країну відвідують 30-40 млн. чоловік. Дуже великий розвиток одержав внутрішній туризм і сильно розвинена "індустрія гостинності".

**Ключові слова:** в'їзний туризм, ресурси, пам'ятки, туристична галузь.

## 1. Introduction

The o b j e c t of the article is tourism of the USA. The s u b j e c t is the characteristic of tourism resources of the USA. The p u r p o s e of the article is to analyze the main and the most profitable resources of tourism.

Tourists visit the United States to see the natural wonders, cities, places of interest and entertainment. The same objects attract Native Americans, but they are also interested in vacation and recreational areas. During the second half of the nineteenth and early twentieth centuries, forms of urban tourism developed rapidly in the United States. Already in 1850 New York, Chicago, Washington, San Francisco became tourist centers. America has it all – from the abundance of beaches along two oceans to the highest mountain peaks on the continent, as well as the largest capitals and metropolises in the world. That is why you can choose among countless destinations while enjoying an unforgettable vacation in the USA. In addition, the amazing biodiversity and spectacular natural scenery create an incredible fusion with historical and architectural monuments.

The representatives of the list of Natural Wonders of the World, the tallest buildings are just a few examples. And excellent infrastructure offers the best opportunities for accommodation and excursions.

**2. Characteristic of tourism resources of the USA**

Natural conditions of the United States are marked by great diversity. Most of the main territory of the country is occupied by plains and lowlands and low Appalachian Mountains. As you move to the west, the relief gradually changes and in the very west of the United States and Alaska are the Cordillera Mountains (up to 3-5 thousand m). Therefore, the western part of the country is the least suitable for human economic activity. And only on the Pacific coast, especially in the southwestern part, there are favorable conditions for human life and economic activity. Here is located one of the most developed and populated states – California.

Almost all climatic zones are represented on the territory of the USA. The main part of the country is located in two of them (the northern part – in the temperate climate zone, the southern part – in the subtropical climate zone, where there are prerequisites for growing two crops during the year). It is mostly well moistened (precipitation is brought here by the eastern monsoons from the Atlantic Ocean). On the east coast of the United States from 1000 to 2000 mm of precipitation falls per year. In general, the agro-climatic conditions of the main part of the country are quite favorable for the development of agriculture. The presence of picturesque places contributes to the development of tourism, focused on the use of natural resources – the country has more than 350 national parks and reserves with a total area of more than 30 million hectares, which are world famous and receive up to 300 million tourists a year. There are always a lot of visitors in Yellowstone, Grand Canyon, Canyon lands, Aches, Titan, Glacier, Olympic, Yosemite, Mammoth Cave and many other interesting sites.

It is easy to see that most of them are concentrated in the west of the country in the Mountain and Pacific states.

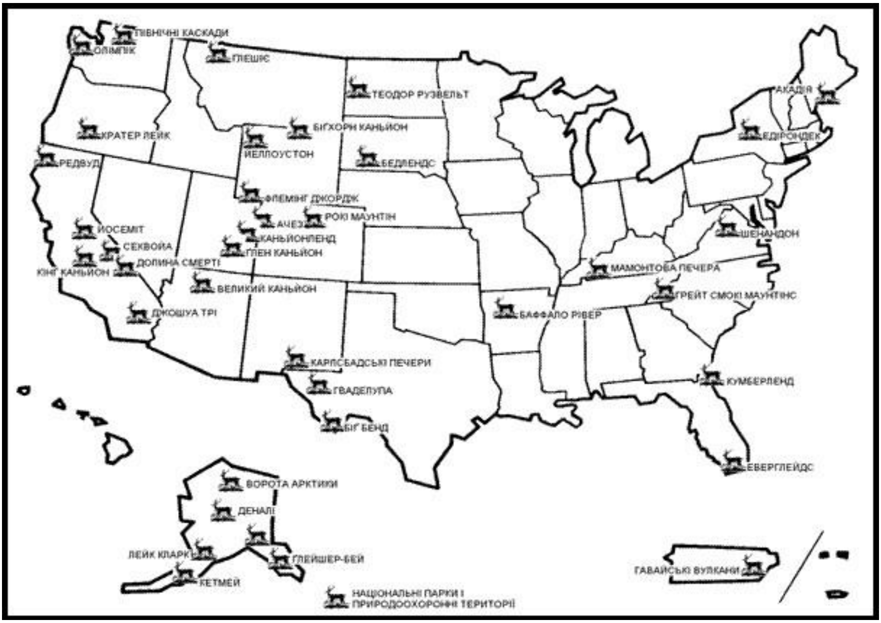



Figure. 1. Location of the national parks of the USA

The United States cannot boast of the richness and diversity of historical potential, as it is a relatively young country with a monotonous and quite successful past. But recently, the country has seen an increase in interest in educational tours. According to available estimates, "historical" tourism occupies about 10% of the US tourism market and is developing more actively than other types. The main cultural and historical potential is concentrated in large cities with their modern architecture, rich museum collections, developed entertainment industry. Washington and New York have significant volumes of tourist visits (about 20 million annually). Among the sights of Washington are the White House, the Capitol, the Library of Congress, the National Gallery of Art, the monuments to Lincoln and Washington, famous museums and galleries, as well as the Arlington Memorial, where the graves of prominent American figures are located.

The "visiting card" of New York is the Statue of Liberty, as well as the complex of buildings of the UN Headquarters, Rockefeller Center, Manhattan, Roosevelt House, Brooklyn Bridge, 500-meter skyscraper Empire State Building, and Broadway Theatre. Rich cultural and historical potential is presented in the museums of the United States. There are museums in every state, in some areas of the country they are historically concentrated (New York, New England, Mid-Atlantic States, the center of the Midwest). American art museums emerged and exist largely due to private financial support. In the mid-80s of the XX century, private donations accounted for 47% of their income. A special category of museums are private collections bequeathed to the city along with the mansions of their former owners (Frick Collection in New York, Phillips Collection in Washington). Temporary exhibitions of works of art (more than 1200 annually) are very popular.

## 3. Prospects

To attract foreign tourists in the U.S. there are many popular shows, contests, sports competitions. Many resorts can offer a wide cultural program – from the Hemingway Museum in Key West to casinos in Las Vegas. Newport is famous for its annual jazz music festivals, and Saratoga Springs and Miami – racetracks. In Atlantic City there are national beauty pageants, as well as business forums in the world's largest convention center. But the cultural and historical potential cannot be compared with the potential of the entertainment industry. The USA is the world leader in the number and variety of theme parks: Disney Land (California), Disney world, Universal Studios, Sea World (Florida). Amusement parks annually receive tens of millions of visitors, and their total revenue in 1997 exceeded 7.3 billion US dollars.

The list of UNESCO World Heritage Sites in the United States includes 23 sites (as of 2015). In 2017, Israel and the United States announced their withdrawal from the organization. Travel and tourism's contribution to GDP could rise by 40.9 percent (more than $450 billion) by the end of this year, followed by a year-over-year increase of a further 30.9 percent ($480 billion) in 2022 (Tourism Statistic Database UNWTO , n. d.).

## 4. Conclusions

Having analyzed the tourism resources, we can conclude that the United States of America is one of the most attractive and most visited countries in the world, which does not slow down and increases its tourist potential. The country does not have a lot of historical resources due to its relatively young age. But the USA has managed to compensate for this lack of historical heritage with an abundance of modern architecture and entertainment.

The USA is a leader in entertainment tourism with centers in New York, Chicago, Los Angeles and Las Vegas where people come for entertainment.

Also, natural resources, namely numerous National Parks attract tourists from all over the world with their natural beauty. These entertainment and nature tourism are the leading tourism categories.

As for the economy, the tourism industry is so important for the US economy that it accounts for 7.1% of the country's private sector employment. Overall, last year, the tourism industry supported 15.7 million jobs in the United States, making one in eight non-farm jobs depend to some degree, directly or indirectly, on it. The trend continues to grow: 15.7 million US jobs in the tourism industry increased by 1.3% from the previous year. Jobs in which workers supply goods or services directly to visitors would be classified as "direct" – this accounted for 8.9 million US travel-related jobs. Another 6.8 million jobs were classified as indirect, these would include areas in which workers create goods or services that help make goods or services (sold or used by the 8.9 million direct jobs).

The tourism industry is known for its extremely labor-intensive activities, and its upward trends allow for new career opportunities to open up much faster than in any other niche. If we exclude the agricultural sector, one in ten jobs will depend on the tourism industry – for example, one in five jobs in the non-agricultural sector will be created by sales of $1 million, but the same value in the tourism industry will create one in eight.

Thus, we can conclude that tourism is a leading industry in the U.S. economy and the country is one of the world's major tourism centers.

**REFERENCES**

1. Tourism Statistic Database UNWTO. URL: https://www.unwto.org/tourism-statistics/key-tourism-statistics
2. The most important historical sights of the USA. URL: https://uk.theplanetsworld.com/5382-the-usa-s-top-historical-sights-uk.
3. 24 Most Famous Historical Landmarks in the USA. URL: https://www.outdoorsy.com/blog/popular-historic-sites-america
4. The Most Iconic Landmark in Every State. URL: https://wealthofgeeks.com/the-most-iconic-landmark-in-every-state/.
5. WTTC research reveals Travel & Tourism sector's contribution to USA GDP. *WTTC*. 2020.

# VENTURE INVESTMENTS IN EUROPE AND THEIR INDICATORS IN THE 1ST AND 2ND QUARTERS OF 2022

*A. D. Kovalova,*
*T. O. Astapova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kovalova A. D.**, **Astapova T. O. Venture investments in Europe and their indicators in the 1st and 2nd quarters of 2022.** The purpose of the article is to analyze the current state of venture investing in Europe, as well as to substantiate the problematic aspects and prospects of the Ukrainian venture industry.

**Key words**: venture capital, venture investments, investor, investments, interest rate, inflation, fundraising.

**Ковальова А. D., Астапова Т. О. Венчурне інвестування в Європі та його показники у 1 та 2 кварталах 2022 р.** Метою статті є аналіз сучасного стану венчурного інвестування в Європі, а також обґрунтування проблемних аспектів та перспектив української венчурної індустрії.

**Ключові слова**: венчурний капітал, венчурні інвестиції, інвестор, інвестиції, процентна ставка, інфляція, фандрайзинг.

## 1. Introduction

In today's conditions of intensified competition on the international market, the main source of economic growth and the key to success have become the ability to implement risky and innovative ideas, open support for the latest projects. The experience of economically developed countries shows that the use and improvement of non - traditional sources of investment become an effective mechanism for the creation of new and modernization of existing industries based on the use of achievements of scientific and technical progress. One of these directions is venture investing, which contributes to solving the problem of lack of financial funds in the high-tech sector and expanding promising areas of activity.

## 2. Current state of the problem

World experience has proven that the Institute of Venture Investments plays an important role in activating innovative processes and accelerating structural transformations of the economy, creating favorable conditions for the implementation of promising high-tech projects (Кузнєцова, 2007, с. 40-43).

Venture capital, as defined by the European Association of Direct Private Investments and Venture Capital, is the funds of professional market participants invested together with entrepreneurial funds to finance the initial stages of the enterprise's activity or at the stage of its development.

Therefore, venture entrepreneurship is a risky activity in the process of which new goods, technologies, services, results of scientific achievements, technical innovations, etc. are created and introduced into production (Краус, Копиця, 2013, с. 114).

Academics and practitioners have effectively articulated the strengths of the venture model. These include its strong emphasis on governance by venture capital investors through staged financing, contractual provisions, and active involvement with their portfolio companies. Indeed, Kenneth Arrow (1995) once opined that “venture capital has done much more, I think, to improve efficiency than anything.”

Over the last decade, the amount of capital deployed worldwide by venture capital investors and the number of startups receiving funding have grown substantially. Entirely new financial intermediaries such as accelerators, crowdfunding platforms, and “super angels” have emerged at the early stage of new venture finance (Lerner & Nanda, 2020, pp. 237-238).

Venture capital in Europe was strong in Q1 2022, driven by a large funding round for Checkout.com in the UK – a digital payment platform for global business ($1 billion). Other countries also raised significant funding, including Estonia (“Bolt”: creator of a mobile application for calling a taxi and other services – $710M), Finland (“Relex”: a supply chain and retail planning platform – $566M), France (“Doctolib”: medical site – $571M, “Qonto”: online payment system for freelancers and small and medium businesses - $549M, “Back Market”: the leading market for refurbished devices – $541), Turkey (“Getir”: grocery delivery services on request and courier service for food delivery from restaurants – $768), Italy (“Scalapay”: is a payment solution provider that allows customers to buy and pay in three installments without any additional interest – $497) and Austria (“GoStudent”: online tutoring platform – $339). The geographical diversity testifies both to the breadth of the European innovation ecosystem and to the rapid development of startups throughout the region (Тренди венчурного капіталу в I кварталі 2022 року в Європі, 2022).

In the II quarter of 2022, a decrease in the volume of venture investments and the number of deals using venture capital was recorded in Europe. The fall was caused by the war in Ukraine, growing awareness of dependence on certain types of raw materials, and concerns about inflation. In Q2 2022, the European Central Bank also announced that it will raise interest rates for the first time in eleven years on July 1, 2022, with an additional increase in September (Тренди венчурного капіталу в II кварталі 2022 року в Європі, 2022).

UK venture capital hit new high in Q1 2022, boosted by Checkout.com's $1 billion deal, private investment funds seek higher returns, and leveraged funds that focus on earlier-stage companies to achieve higher returns. Although interest rates are currently on the rise, the large amount of funds already raised will likely keep investment levels relatively stable in Q2 2022.

Given the uncertain geopolitical and macroeconomic environment, some UK VCs are feeling pressure to close deals quickly as the 'window of opportunity' may be closing. During the 1st quarter of 2022, “FINTECH” was a very relevant area of investment in addition to B2B-oriented services and health technology (“HEALTHTECH”), and interest in solutions focused on cybersecurity and protection increased significantly (Тренди венчурного капіталу в I кварталі 2022 року в Європі, 2022).

In the second quarter of 2022, the level of venture capital investment in the UK remained high for the sixth quarter in a row. FINTECH remained unattractive direction for investments – the “SumUp” a global financial technology company attracted $626 million. USA and “GoCardless” – an online payment processing company attaracted $312 million. Healthcare and biotech also continued to be in the spotlight, in part because of their resilience to inflation compared to other industries. The sector of educational technologies also attracted some attention – the online educational platform ” Multiverse” attracted $220 million, which earned this company the status of a unicorn company (Тренди венчурного капіталу в II кварталі 2022 року в Європі, 2022).

The volume of venture capital investment in Germany declined from the record level set in the fourth quarter of 2021, although the total investment volume remained stable compared to past trends. A number of healthtech companies have raised significant funding, including digital medical platforms “Patient21” ($142 million) and “Ada Health” ($120 million). Venture capital activity in Germany was also very strong in Q1 2022, well ahead of the pace set in 2021. Corporations continued to show interest in the venture capital market, especially players in the automotive industry seeking to expand their businesses through startup development (Тренди венчурного капіталу в I кварталі 2022 року в Європі, 2022).

Venture capital investment in Germany remained stable in the second quarter of 2022, although the number of venture capital deals decreased significantly. The high level of venture capital investments by German companies remains high, including deals by the following companies: “Trade Republic” – an online broker website where you can trade stocks, derivatives and cryptocurrencies in a mobile application ($1.15 billion), “Personio” – HR software provider for small and medium sized companies ($470 million), “Onefootball” – football app to keep up to date with all the latest football news, live scores, scores, etc. ($316 million), “Taxfix” – software development company ($220 million) and “1Komma5” – company for the development and installation of energy storage devices, solar panels and charging stations for electric vehicles ($219 million) (Тренди венчурного капіталу в II кварталі 2022 року в Європі, 2022).

Despite the strengths of the Nordic startup ecosystem, public market volatility, rising inflation and interest rates, and concerns about the crisis in Ukraine may face some challenges for late-stage deals in Q2 2022. While capital availability remains at a record high, late-stage venture deals by international investors may take longer to compete with higher levels of uncertainty, increased due diligence and valuation compared to 2021 (Тренди венчурного капіталу в I кварталі 2022 року в Європі, 2022).

In the II quarter of 2022, the Scandinavian countries begin to notice the consequences of the global decrease in the volume of venture investments and the number of deals. For many companies, it appears that maintaining momentum, capital efficiency, a healthy economy and a path to profitability are the top priorities, along with rejecting valuation proposals. Some companies seeking to raise financing from international investors for business expansion are now turning to temporary financial instruments such as convertible funds from existing investors or government-guaranteed financing, and in order to survive, try to achieve better terms and valuation ratios when market indicators or the efficiency of companies improve. The B2B software development sector has seen stability compared to the consumer goods retail sector, thanks in particular to $210 billion in funding. USA by the Finnish company Aiven, which allows enterprises to manage an open source data infrastructure in the cloud (Тренди венчурного капіталу в II кварталі 2022 року в Європі, 2022).

European venture capital investment in ESG (Environmental, Social, and Corporate Governance) and climatetech increased during Q1 2022, thanks in part to the COP26 summit held in Q4 2021. The full-scale war in Ukraine has also drawn attention to the dependence of some European countries on russian gas. As a result, Germany stopped the certification process of the completed Nord Stream 2 gas pipeline project from russia in the first quarter of 2022. The combination of geopolitical uncertainty and climate-related change pressures may spur additional investment in climatetech and alternative energy sources and related systems. It could also increase interest in additional startups, such as fintech, focused on energy and carbon reduction (Тренди венчурного капіталу в I кварталі 2022 року в Європі, 2022).

In the second quarter of 2022, interest in ESG (Environmental, Social, and Corporate Governance) issues and solutions in the field of sustainable development increased among venture capital investors in Europe after the revival of the discussion of Europe's dependence on fossil fuels after the russian federation's full-scale invasion of Ukraine. In particular, there is growing interest in business models based on renewable energy sources and ESG (Environmental, Social, and Corporate Governance) more broadly, including areas such as mobility and green technologies. One of the largest deals in Europe in the 1st quarter of 2022 was the raising of capital in the amount of 650 million dollars USA by the Swiss company “Climeworks”, which specializes in technologies for direct capture of carbon from the air.

Taking into account rising inflation, rising interest rates and other macroeconomic factors, venture capital interest in consumer-facing companies is expected to decline in Europe, especially in areas such as shipping, marketplaces and e-commerce. While leading startups across sectors are likely to continue to attract investor attention, remaining startups may face challenges. This can contribute to the unification of startups, as well as interest from private equity investors who are looking for troubled companies (Тренди венчурного капіталу в II кварталі 2022 року в Європі, 2022).

### 3. Conclusions

Analysis of the main trends of venture capital investment, as well as a study of the current state of venture capital processes in Ukraine and in the world, makes it possible to draw meaningful conclusions. Venture investment plays a special role, ensuring the attraction of long-term, high-risk capital, which has a predominant focus on the activation of scientific, technical and innovative activities, which is a guarantee of economic development of the country. Scales of global venture capital investment every year grow and are directed to nanotechnology, the IT sector and the startup industry. The main source of overcoming the existing barriers should become state support and initiative, as well as encouraging venture capital investment both in the early stages and during further development promising ideas.

### REFERENCES


1. Краус Н. М., Копиця Я. О. Венчурне інвестування як пріоритетний напрям інноваційного розвитку економіки країни. *Економічний простір*. 2013. № 74. С. 114.
2. Кузнєцова І. С. Венчурні інвестиції: сутність, форми, контрагенти. *Науково-технічна інформація*. 2007. № 1. С. 40-43.
3. Тренди венчурного капіталу в I кварталі 2022 року в Європі. URL: https://home.kpmg/ua/uk/home/media/press-releases/2022/05/trendy-venchurnoho-kapitalu-v-pershomy-kvartali-2022-roky-v-yevropi.html
4. Тренди венчурного капіталу в II кварталі 2022 року в Європі. URL: https://home.kpmg/ua/uk/home/media/press-releases/2022/07/trendy-venchurnoho-kapitalu-v-druhomu-kvartali-2022-roku-v-yevropi.html
5. Josh Lerner and Ramana Nanda. Venture Capital’s Role in Financing Innovation: What We Know and How Much We Still Need to Learn. *Journal of Economic Perspectives.* Volume 34, Number 3. Summer 2020. Pp. 237-238.

# L'ORIENTATION VERS L'EXPORTATION EN TANT QUE PHÉNOMÈNE ÈCONOMIQUE DANS LE MONDE ET EN CHINE

*D. Kovtun,*
*N. T. Bezvesilna (consultante linguistique)*
*Université nationale V. N. Karazin, Kharkiv*

**Kovtun D., Bezvesilna N. T. L'orientation vers l'exportation en tant que phénomène économique dans le monde et en Chine.** L'article traite des caractéristiques sur le développement des particularités spéciales et directement sur l'importance de la politique économique pour la Chine.

**Mots-clés :** politique économique étrangère, exportations, importations, Chine, relations avec les pays.

**Ковтун Д., Безвесільна Н. Т. Експортоорієнтованість як економічне явище у світі та КНР.** У статті іде мова про розвиток особливостей та напрямків зовнішньої економічної політики Китаю.

**Ключові слова:** зовнішня економічна політика, експорт, імпорт, Китай, стосунки з країнами.

## 1. Introduction

La République Populaire de Chine, ou RPC, est un fournisseur de la part du lion des biens et services dans le monde. Il est considéré à juste titre comme un pays orienté vers l'exportation – non seulement en raison de la part des exportations dans l'économie de l'État, mais aussi en raison de l'influence significative des exportations chinoises sur les marchés mondiaux et de la position géopolitique de régions entières. La politique d'exportation de chaque État est déterminée et mise en œuvre conformément aux objectifs et aux programmes et est menée en tenant compte des actions et des objectifs des autres participants aux relations internationales. La Chine est le leader en termes d'exportations et d'importations de biens et le plus grand bénéficiaire d'investissements étrangers. Le pays joue également un rôle influent dans le développement de la science et des biens et services de haute technologie, car il dispose d'un grand potentiel humain et d'un haut niveau de développement scientifique.

## 2. L’orientation vers l'exportation en tant que politique économique étrangère de la RPC

Dans le contexte de la mondialisation, l’un des éléments les plus importants de la sécurité économique du pays est une politique d’exportation active et un potentiel d’exportation croissant. L’expérience des principaux pays montre que les exportations compétitives sont le résultat d’une politique d’État ciblée, axée sur le soutien des principaux secteurs de l’économie nationale, créant des conditions favorables à leur entrée sur les marchés mondiaux.

La politique économique extérieure est une politique d’État menée pour régler la balance des paiements par la politique commerciale, qui se déroule sous deux formes: le protectionnisme et le libéralisme. La politique commerciale influe sur le volume du commerce extérieur par le biais de taxes, de subventions et de restrictions à l’exportation et à l’importation.

Le but de la politique de protectionnisme est de protéger les producteurs nationaux. Ces instruments sont les tarifs douaniers, les licences, les contingents, les embargos, les normes techniques et sanitaires, la certification, l’établissement de normes de sécurité, etc.

Le libéralisme, en revanche, signifie une politique de commerce extérieur ouverte sans barrières commerciales.

Le choix de la politique est déterminé principalement par le degré de compétitivité des produits nationaux, ainsi que par l’état de l’équilibre économique extérieur. Le gouvernement de tout pays devrait mettre en œuvre avec soin la politique économique étrangère, promouvoir la fabrication de produits par les producteurs nationaux, en particulier soigneusement sur le marché de consommation.Jusque dans les années 1960, tout le commerce extérieur chinois, à quelques exceptions près, se faisait avec l’URSS et ses alliés européens (principalement avec la Tchécoslovaquie, la Pologne et l’Allemagne de l’Est). Pendant la période de détérioration des relations entre la RPC et l’URSS, la Chine achète des céréales au Canada et en Australie, importe du Japon et d’Europe occidentale du matériel pour les entreprises industrielles (“Asian Development Outlook”, 2020, pp. 192-195).

Le développement du commerce extérieur a repris au début des années 1970. Après que la Chine a annoncé une politique de « porte ouverte » envers les pays occidentaux en 1971, son chiffre d’affaires du commerce extérieur a triplé seulement en 4 ans. En 1980, il avait encore augmenté et a continué à croître, bien que beaucoup plus lentement, jusqu'en 1988, franchissant la barre des 100 milliards Usd. La grande importance du commerce extérieur pour le développement économique de la Chine est illustrée par la part des exportations dans le PIB total : en 1980, elle était d'environ 13 % et en 1992 elle atteignait 35 %, c'est-à-dire qu'elle était supérieure à la part des exportations dans l'économie japonaise ("National Bureau", n. d.).

La Chine est un exportateur de produits à forte intensité de main-d'œuvre en raison de la possibilité d'utiliser une main-d'œuvre bon marché. La première place dans les exportations est occupée par les vêtements et les textiles (bon marché, à partir de matières premières naturelles.. L'exportation de biens de consommation: jouets, chaussures, articles de sport est importante. Une place importante dans la structure des exportations appartient aux machines et équipements techniques (25% du coût des exportations). Il s'agit de machines pour petits ateliers de réparation, de machines à coudre, et plus récemment, d'équipements électroniques simples (magnétophones, vidéos, etc ("Річна статистика", 2021).

Avec la croissance du niveau de développement économique du pays, le rôle de la Chine sur le marché mondial et la structure des produits de base du commerce extérieur changent. La Chine reste le premier exportateur mondial de matières premières (charbon, métaux ferreux et non ferreux, coton, soie, etc.), mais la part des produits finis (plus de 80% des exportations) augmente et la part des matières premières et des produits agricoles diminue.

Le modèle de développement économique axé sur l'exportation a été adapté par de nombreux pays, après que les « quatre tigres asiatiques » (Hong Kong, Singapour, Corée du Sud et Taiwan) ont gagné en popularité économique grâce à leurs politiques économiques axées sur l'exportation. Les produits manufacturés ont été à la base du succès de ces « quatre tigres asiatiques ». Cependant, aujourd'hui, pour que cette stratégie fonctionne, le pays doit avoir une exportation diversifiée de biens et de services qui pourrait concurrencer avec succès et à moindre coût les économies industrialisées. La principale raison pour laquelle les pays en développement préfèrent cette stratégie réside dans les subventions que leurs industries peuvent recevoir du gouvernement. Ces subventions, par exemple, sont offertes par le gouvernement de la République populaire de Chine (Борох, Ломанов, 2020, с. 72).

Les économistes et autres experts ont critiqué à plusieurs reprises l'industrialisation orientée vers l'exportation (EOI) en tant que stratégie. L'un des inconvénients est que la déclaration d'intérêt peut ne pas profiter à l'économie si ses prix à l'exportation ne dépassent pas les coûts d'importation. Un autre aspect négatif est la dépendance excessive du pays à l'égard de sa spécialisation à l'exportation, ce qui compromettra les avantages si les prix de ces spécialisations diminuent. La variété des produits est une autre raison de l'échec de l'EOI pendant la crise financière asiatique de 1997. Ces pays ont utilisé leurs avantages comparatifs pour maximiser les avantages de la DI (Мокрецький, 2019, с. 29-48).

Ces dernières années, à partir de l'annonce en 2013 de l'initiative « One Belt – One Road », la Chine a fait un chemin sérieux dans la direction du leadership mondial, non seulement économique mais aussi politique (Новоселова, 2020, с. 76-77).

L'arrivée au pouvoir de Xi Jinping en 2013 a marqué la transition de la Chine vers une nouvelle politique étrangère et une nouvelle doctrine économique étrangère. En relation avec le déclin attendu de la croissance du PIB et l'émergence de moteurs traditionnels de la croissance économique de la Chine, l'objectif principal fixé par Xi Jinping était d'accroître la science de la production et d'accroître la fabricabilité. La Chine ne peut plus rivaliser avec succès avec les pays moins développés dans le domaine de la production bon marché, elle doit donc commencer à concurrencer avec ceux développés dans le domaine de la production de haute technologie. En outre, le pari a été fait d'augmenter le pouvoir d'achat de la population et, par conséquent, le développement du marché intérieur. Avec l'arrivée au pouvoir de Xi Jinping, les ambitions de politique étrangère de la RPC augmentent également de manière significative : ayant abandonné le principe de « rester dans l'ombre » mis en avant par Deng Xiaping, la Chine commence à mener une politique active d'établissement de sa propre influence économique sur tous les continents de l'Eurasie (Борох, Ломанов, 2020, с. 72).

Le développement du commerce extérieur a repris au début des années 1970. Après que la Chine a annoncé une politique de « porte ouverte » envers les pays occidentaux en 1971, son chiffre d'affaires du commerce extérieur a triplé en seulement 4 ans. En 1980, il avait encore augmenté et a continué à croître, bien que beaucoup plus lentement, jusqu'en 1988, franchissant la barre des 100 milliards Usd. La grande importance du commerce extérieur pour le développement économique de la Chine est illustrée par la part des exportations dans le PIB total : en 1980 elle était d'environ 13 % et en 1992 elle atteignait 35 %, c'est-à-dire qu'elle était supérieure à la part des exportations dans l'économie japonaise (Мокрецький, 2019, с. 29-48).

Taux de croissance du PIB de la Chine pour 2010-2018 s'élevait à 105,0 % en 2015-2019. – 109,5%. En 2015-2019 le PIB de la Chine a une tendance stable à la hausse. En 2019, ce chiffre a atteint 99 500 milliards de yuans, soit plus du double en 10 ans. Si nous comparons le taux de croissance du PIB de la Chine par rapport aux années précédentes, nous pouvons noter un ralentissement de la croissance. Cependant, le gouvernement chinois a vu le ralentissement comme une transition vers un nouveau modèle d'économie, qui implique non pas une expansion extensive de la production et des exportations, mais un développement économique intensif, qui implique l'expansion de la croissance économique, qui implique l'expansion de la consommation intérieure et le recours à l'innovation. De telles réformes sont nécessaires pour éviter que la Chine ne tombe dans le « piège du revenu intermédiaire » lorsque les pays atteignent un certain niveau économique, mais commencent à connaître une forte baisse de la croissance économique, car ils ne peuvent pas identifier de nouvelles sources de croissance économique. La mise en œuvre d'un nouveau modèle de croissance est un défi. De nombreux économistes avertissent que la croissance économique de la Chine pourrait ralentir encore plus si les États-Unis et la Chine continuent d'appliquer des mesures économiques punitives l'un contre l'autre (Борох, Ломанов, 2020, с. 72).

## 3. Conclusion

La Chine est le plus grand acteur commercial mondial et une figure influente importante sur l'état mondial de l'économie mondiale et d'autres pays. Mais il est également important pour la Chine de surveiller les tendances économiques de ses voisins des « quatre tigres asiatiques » et de ses rivaux les plus puissants du monde occidental, afin que le modèle d'orientation vers l'exportation reste rentable et ait un impact positif sur le développement de l'économie du pays. Étant donné que le pays a un haut niveau d'influence sur l'état mondial de l'économie mondiale et d'autres pays, la question de son orientation vers l'exportation et de sa politique économique étrangère suscite non seulement de l'intérêt, mais constitue également une question urgente pour tous les acteurs mondiaux sans exception.

**LITTÉRATURE**

1. Борох О., Ломанов А. Китайський шлях реформ за умов глобалізації. *Світова економіка та міжнародні відносини*. 2020. Т. 1. С. 72.
2. Мокрецький О. Ч. Китайська дипломатія в епоху Сі Цзіньпіна. *Міжнародне життя*. 2019, № 3. С. 29-48.
3. Новоселова Л. Економіка КНР в умовах торгової війни. *Світова економіка та міжнародні відносини*. 2020. Т. 64. № 6. С. 76-77.
4. Річна статистика міжнародної торгівлі товарами (HS02). 2021. URL: https://trendeconomy.ru/data/h2/China (дата звернення: 30.04.2022).
5. Asian Development Outlook 2020, April 2020 / Asian Development Bank. Manila 2020. Pp. 192-195.
6. National Bureau of Statistics of China. Press Release. URL: http://www.stats.gov.cn/english/pressrelease/index_12.html (дата звернення 01.05.2022).

# INFORMATION WAR AS A FORM OF HYBRID THREAT IN THE UKRAINIAN-RUSSIAN ISSUE

***K. V. Kovtun,***
***D. M. Petrenko (language supervisor),***
***V. N. Karazin National University, Kharkiv, Ukraine***

**Kovtun K. V., Petrenko D. M. Information war as a form of hybrid threat in the Ukrainian-russian issue.** The article reveals the history of the origin of the term “information warfare” and briefly lists the options for conducting such wars and information weapons. Also, this phenomenon is reflected on the example of the Ukrainian-russian situation, the key intentions and positions of russia towards Ukraine are described, the main news agencies that actively conduct disinformation and spread fake news and facts are considered. The method of counteraction by Ukraine to the actions of the enemy is considered on the example of the English-language podcast “Explaining Ukraine”, which covers the realities of the Ukrainian present in the international arena with the participation of foreign scientists, experts, researchers, etc.

**Keywords:** information warfare, media, disinformation, Ukraine, news agencies.

**Ковтун К. В., Петренко. Інформаційна війна як форма гібридної загрози в українсько-російському питанні.** У статті розкривається історія походження терміну «інформаційна війна» та стисло перераховуються варіанти проведення такого роду війн та інформаційна зброя. Також, цей феномен відображається на прикладі українсько-російської ситуації, описуються ключові наміри та позиції росії по відношенню до України, розглядаються основні інформаційні агентства, що активно проводять дезінформацію та розповсюджують фейкові новини й факти. Розглядається метод протидії з боку України щодо дій ворога на прикладі англомовного подкасту «Explaining Ukraine», де висвітлюються реалії українського сьогодення на міжнародній арені із участю зарубіжних вчених, експертів, дослідників тощо.

**Ключові слова:** інформаційна війна, медіа, дезінформація, Україна, інформаційні агентства.

## 1. Introduction

P r o b l e m s t a t e m e n t . Analysis of the current geopolitical situation gives us every reason to conclude that large-scale information campaigns are being carried out against Ukraine, aimed at discrediting, disorganizing, undermining the image and destabilizing our state.

Informational influence on Ukraine is carried out by various actors, but the main place among them is the psychological and informational war of the russian federation. Russia assumed the role of successor and heir of the Soviet Union, and inherited from the predecessor state very small shares of former Soviet positions in various regions of the world.

Moreover, the unscrupulous use of the information space within the state leads to a decrease in the level of internal information security of Ukraine, the direct consequence of which is the destabilization of the socio-political situation, the conduct of actions of resistance to the adoption of certain state decisions, and the deterioration of the situation with the preservation of state secrets.

R e l e v a n c e .  As of the end of the XX century. a rather powerful toolkit was formed for the introduction of information wars. The deployment operations and methods used since then and during the wars in Chechnya, Georgia, and now Ukraine. Later, in the military field, information warfare acquires new meanings, such as propaganda, psychological warfare, psychological operation, but in the 21st century. gave grounds for the greatest influence of the information war on the universe.

Threats of conducting an information war by the russian federation caused the appearance of serious challenges for Ukraine as an integral, independent state.

Analyzing the latest events taking place in Ukraine, domestic analysts agree that the information war has invaded the media space. Its methodology is quite unique and is aimed at destroying the entire information infrastructure or individual elements. The source and potential weapon are information itself. In the conduct of this kind of war, in most cases, these consequences are equivalent.

Research o b j e c t i v e  is to reveal the main methods and causes of russian information warfare against Ukraine, and to consider an example of the Ukrainian side's struggle against this not only on its territory, but also counteraction abroad.

The o b j e c t  of study is the information war as a form of hybrid threat, the s u b j e c t  is the effectiveness of the application of informational and psychological methods and ways of countering them.

The following t a s k s  are set to achieve the purpose:

1) to reveal the concept of "information war" and consider the methods of conducting these wars;

2) to investigate the Ukrainian-russian situation: causes, main appeal, weak points and information agencies of the enemy;
3) to consider the issue of understanding the Ukrainian-russian war in the international community;
4) to emphasize the importance of the English language.

Leading domestic and foreign scientists such as: E. Magda, V. Domarev, O. Lytvynenko, G. Perepelytsia, P. Drucker, D. Risman, T. Ron and other authors. In these works, the issues of information warfare and related weapons are fragmentarily considered, the scientific and methodological basis of research in this area is not fully covered, which to some extent can be explained by the prohibition of disclosure of data on the development and use of new technologies.

In this article we use such s c i e n t i f i c m e t h o d s as analysis, comparison, content analysis and synthesis.

## 2. The emergence of the term "information warfare" and ways of implementation

The first who wrote about the phenomenon of information warfare in the open press was M. McLuhan back in 1960. At that time, it was already known that the "cold war" was conducted with the help of information technology, and earlier only wars were conducted with the help of advanced technologies. The scientist noted that if the "hot" wars in the past grabbed for weapons, destroying all enemies, villages, cities and other communication, the information weapon immerses the population in a certain world of imagination (Олександренко, 2022, с. 21-37).

The term "information warfare" was more widely used in the late 80s of the twentieth century. It was the result of the fruitful work of theorists of the US armed forces and became used after the successful work on the destruction of the USSR. This term was actively used during the US military campaign in Iraq in 1991, where for the first time not only information technologies were used, but it was openly emphasized, which caused even greater resonance.

The reality of today is the use of information weapons and information wars. Harmful informational influence on society is mainly carried out through the media, including electronic communications, by creating and implementing clichés that are accessible to human understanding, playing on feelings of fear, hope, irritation, etc., which cause hopelessness or a state of aggression, the desire to avoid the real world, to replace it with traditional artificial (alcoholism or involvement in destructive sects) or virtual (television, computer), which leads to an increase in psychological tension in society, a decrease in self-control, especially in the environment (Шевчук, n. d.).

### 3. The use of information weapons by Russia against Ukraine

Since the proclamation of Ukraine's independence, an information war has been waged against us, but since 2014, an active information war has begun, the main means of which are the methods of propaganda of russian traditional and electronic media. The most influential among them are: Internet television, social networks, which spread disinformation on a large scale, programming their audience with distorted messages to control the minds of people, etc (Кудренко, 2018, с. 8-10).

Moreover, the unfair use of the information space within the state leads to a decrease in the level of internal information security of Ukraine, a direct consequence of which is the destabilization of the socio-political situation, actions of resistance to the adoption of certain state decisions, the deterioration of the situation with the preservation of state secrets.

The russian federation and its authors are trying to create an image of importance for russia, and for President Putin – an image symbolizing the "truth in the last instance". They try to impose on the ordinary population the idea that without the participation of the russian federation any sphere will not be successful and will not bring positive results (Шевчук, n. d.).

The vulnerability of Ukraine and its media space to information warfare by the russian federation is caused by the following reasons:

- uncontrolled emergence of new electronic resources;
- free and quite active penetration into satellite media and others
- inability to fully resist viruses and malicious software spread by russian hackers;
- inadequate training of specialists to conduct information warfare in the media (Магда, 2017, с. 101).

The information war of the russian federation against Ukraine is conducted by the main information agencies. In the russian federation there is a sufficient number of them, only in Nizhny Novgorod region there are more than a dozen regional agencies (NIA "Nizhny Novgorod", "Novy Nizhny", etc.) and district branches of federal agencies (TASSVolga, "Interfax-Povolzhye", RIA, "Regnum" and others) (Олександренко, 2022, с. 21-37).

Having grouped the information agencies of the russian federation, it is clear that their number is quite significant and almost all of them carry out their activities both at the state and at the federal level, or simply created on the tacit decree of the president of russia. After all, these are the russian news agencies that massively produce false, lying and propaganda "news" of anti-Ukrainian orientation, or simply distort the facts ("Disinformation and Russia's war", 2022).

Since the war began in 2022, disinformation efforts have continued to focus on exploiting divisions within Ukraine and between other governments. An analysis of the activities of the russian government and state-supported media during the war shows that current narratives revolve around several key themes. These include conspiracy theories about Ukrainian and American biological weapons research and so-called false flag operations, where russia claimed that the actions it took were actually carried out by Ukraine with the intention of concealing the actual source of responsibility.

### 4. Lack of deep understanding of the Russian-Ukrainian war in the international arena

During the Revolution of Dignity in 2013-2014, the English-language media UkraineWorld was founded. The media team focused on telling stories about Ukraine and its culture, covering the most important events in and around the country, and countering anti-Western propaganda and disinformation. One of the products of the media platform is the English-language podcast "Explaining Ukraine", which has been explaining Ukrainian politics, society and culture since 2017.

After the full-scale russian invasion on February 24, 2022, the need of the international audience for truthful information about Ukraine became even more acute (Англомовний подкаст «Explaining Ukraine», 2022).

In response to the world's interest in the events in Ukraine, the podcast has evolved into a "war diary", providing first-hand accounts of the horrors of russian aggression and occupation, stunning human stories from Ukrainian cities destroyed by war, russian nuclear terrorism, humanitarian disasters and the historical context of russia's attack on Ukraine.

The podcast is based on a conversation between Volodymyr Yermolenko, editor-in-chief of UkraineWorld, and Tetyana Ogarkova, who develops international relations at Ukraine Crisis Media Center. Staying in Ukraine, the podcast hosts share what they saw and experienced in their homeland during its struggle for freedom and independence.

In some podcasts the hosts invite special guests. Among them:

- British journalist, writer and TV producer Peter Pomerantsev;
- American historian Timothy Snyder;
- one of the best Ukrainian reporters Natalia Humeniuk;
- Columbia University research fellow Christopher Atwood (Англомовний подкаст «Explaining Ukraine», 2022).

The podcast “Explaining Ukraine” received positive feedback from the international community of journalists, analysts and those who follow the tragic events in Ukraine and sympathize with Ukrainians. The podcast was included in:

1. Top 6 English-language podcasts about Ukraine (according to The Guardian, 19.03.2022);
2. Top 20 radio shows and podcasts about Ukraine (according to The Times, 15.03.2022);
3. Useful resources for understanding the Ukrainian war: streams and podcasts (University of St. Thomas, April 25, 2022).

The Explaining Ukraine podcast has received over 784,000 plays on SoundCloud and over 546,000 views on YouTube. It is also available on Google and Apple. Most of the podcast's listeners come from the US, Germany, the Netherlands, France and Belgium (Англомовний подкаст «Explaining Ukraine», 2022).

“Explaining Ukraine” is regularly mentioned in The New York Times, Verge, CNN and other well-known international media.

## 5. Conclusions

S u m m a r i z i n g the above, it should be said that the russian federation began to manipulate public opinion of the residents of Crimea and Sevastopol long before the referendum. Russian journalists today cover information about Ukraine, ignoring the principles and ethical principles of journalism, as they use methods of disinformation and distortion of information.

Today, in the information space of Ukraine there is a continuous struggle for the management of resources, influence and control on the territory of our state. The events of 2013-2014 and 2022 were dramatic for Ukraine. As a result of the so-called "information war", the geopolitical situation has changed not only in Europe, but also throughout the world.

In the bloody struggle with russia, Ukraine's information warfare has become critical. By telling the truth about the war in Ukraine, we persuade the world to support us and bring our common victory over the enemy closer.

In addition, for our partners and allies to hear and understand us better, we must create joint projects and platforms where we can speak the truth in different languages of the world. As Goethe said: “As many languages you know, so many times you are human”.

**REFERENCES**


1. Англомовний подкаст «Explaining Ukraine». *Інтерньюз Україна.* Київ. 2022. URL: https://internews.ua/project/explaining-ukraine (дата звернення: 20.12.2022)
2. Кудренко О. В. Інформаційна війна як складова гібридної війни. *Науковий семінар ХНУ ПС ім. І. Кожедуба*. 2018. 25 жовтня. С. 8-10.
3. Магда Є. В. Гібридна агресія Росії: уроки для Європи. Київ : Каламар, 2017. С. 101.
4. Озюменко Ю. А. Методи і засоби сучасної російської пропаганди у гібридній російсько-українській війні: вплив медіа. *Міжнародні відносини Серія «Політичні науки»: матеріали конференції.* 2019. №21. URL: http://journals.iir.kiev.ua/index.php/pol_n/issue/current (дата звернення: 21.12.2022)
5. Олександренко А. А. Інформаційна війна російської федерації проти України.. Вінниця : Донецький національний університет імені Василя Стуса, 2022. С. 21-37.
6. Шевчук П. І. Інформаційно-психологічна війна росії проти України: як їй протидіяти. URL: https://science.lpnu.ua/uk/dg/vsi-vypusky/vypusk-13-2014/informaciyno-psyhologichna-viyna-rosiyi-proty-ukrayiny-yak-yiy (дата звернення: 20.12.2022)
7. Disinformation and Russia’s war of aggression against Ukraine (Threats and governance responses). OECD.org. 3 November 2022. URL: https://www.oecd.org/ukraine-hub/policy-responses/disinformation-and-russia-s-war-of-aggression-against-ukraine-37186bde/ (дата звернення: 21.12.2022)

# CHARACTERISTICS OF TOURIST RESOURCES OF THE BALTIC COUNTRIES

*A. S. Kozmenko,*
*Y. M. Litovchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kozmenko A. S., Litovchenko Y. M. Characteristics of tourist resources of the Baltic countries.** The article analyzes natural, anthropogenic and cultural resources of the Baltic countries. The article shows that the study of the tourist resources of this region is relevant as the resources of the Baltic region are not sufficiently explored to date. However, this region is actively gaining positions in the European tourism market, as evidenced by the growing interest of foreign tourists, as well as the increase in the number of foreign tourists and tourist income in recent years. The author makes a conclusion that the Baltic States are developing beach, ecotourism, cultural, religious, recreational and wellness, and event tourism.

**Keywords:** Baltic countries, Estonia, Latvia, Lithuania, tourism resources.

**Козьменко А. С., Літовченко Я. М. Характеристика туристичних ресурсів у країнах Балтики**. У статті аналізуються природні, антропогенні та культурні ресурси країн Балтії. Дослідження туристичних ресурсів цього регіону є актуальним, оскільки ресурси Балтійського регіону на сьогоднішній день є недостатньо дослідженими. Однак цей регіон активно завойовує позиції на європейському туристичному ринку, про що свідчить зростаючий інтерес іноземних туристів, а також збільшення кількості іноземних туристів і туристичних доходів за останні роки. Автор робить висновок, що у країнах Балтики розвивається пляжний, екотуризм, культурний, релігійний, лікувально-оздоровчий, подієвий туризм.

**Ключові слова:** Естонія, країни Балтії, Латвія, Литва, ресурси, туризм.

## 1. Introduction

The object of the article is the geography of tourism (natural, anthropogenic and cultural resources). The subject is the geography of tourism of the Baltic countries (natural, anthropogenic and cultural resources of Latvia, Lithuania and Estonia). The purpose of the study is to analyze natural, anthropogenic and historical resources and identify the peculiarities of tourism in the Baltic States. The tasksof the article are to determine general information about tourist resources of Latvia, Lithuania and Estonia, to analyze the types of tourism that are developing in this region. The works of Smal I., Monastyrskyy V., Doroshko M. and others are devoted to the consideration of the tourism resources of the world. These works allow us to understand in more detail tourist and recreational potential of different countries of the world.

## 2. Natural, anthropogenic and cultural resources of Latvia

Latvia (64 589 km$^2$) is located in the western part of the Eastern European Plain. The highest point of the country is the Gaizinkalns Mountains (312 m), where people ski all winter. Latvians are very fond of skiing. There are more than 30 ski resorts in Latvia. Especially popular are Sauleskalns, Baili. On the outskirts of Sigulda is one of the best bobsleigh tracks in the world.

Latvia is located on the eastern shore of the Baltic Sea. The country has many lakes (about 3 thousand), swamps, rivers. Rivers in combination with considerable forestry, create conditions for the development of water sports, cycling, horseback riding and outdoor recreation. The Riga coast and Jurmala offer Spa-rest with Spa and wellness centres. Available sources of mineral water and therapeutic mud ensure the functioning of balneological and mud resorts: Baldone, Sigulda, Cesis, Liepāja, Mežciems (Смаль, 2010).

Ecotourism is promoted by the presence in the country of 4 nature reserves, 21 nature parks, 4 national nature parks and 1 biosphere reserve. Latvia is among the ten cleanest and greenest countries in the world. Many health resorts and sanatoriums have been built and are functioning.

The basis for the development of cultural and cognitive tourism is 200 Latvian castles, as well as a unique urban medieval architecture. The most famous castles in Latvia are the Order castle in Riga; Sigulda, Turaida, Krimulda castles near Sigulda; Order and New castles in Cesis; Dundaga castle in Talsi; Livonian Order castle in Ventspils. Some of the palaces and fortresses – Mežotne, Birni, Igate – have been transformed into luxury hotels. Riga has many architectural ensembles and monuments.

An important pilgrimage center for Catholics is Aglona. Religious tourism develops mainly due to mass visits to the Mount of Jesus Cross and Aglona Basilica.

Sigulda resort, which is called “Latvian Switzerland”, is one of the most visited places in the country.

In addition, Latvia is a country for business tourism, MICE-trips, business meetings. Convenient and fast communication with Russia, CIS countries and Europe makes it possible to hold international meetings. Riga has already hosted world-class events: Eurovision Song Contest Final, Ice Hockey World Championship, NATO Summit. The capital is sufficiently provided with tourist infrastructure to host such events (Смаль, 2010).

## 3. Natural, anthropogenic and cultural resources of Lithuania

Lithuania (65 300 km$^2$) is located on the spurs of the Eastern European Plain. Clean snowy winters in Lithuania have led to the creation of ski resorts: Aniksiai, Ignalina. Typical for the landscape of the Baltic coast are sand dunes – a unique place for walking, cycling, cognitive, ecological tourism.

The country is rich in water resources. Lithuania is located along the southeastern coast of the Baltic Sea. Popular resorts are Palanga and Neringa. Lithuania is actively introducing new water tourist routes along rivers. The settlement of Nida (Neringa) has excellent opportunities for paragliding, yachting and kite surfing.

In the Baltic States, the greatest development of health tourism is in Lithuania. The country is famous for its balneological and climatic resorts: Birštonas resort, Druskininkai (Heat) and others.

Specially protected natural areas make up a network of 6 national parks: Lithuanian, Aukštaitija, Dzūkija, Žemaitija, Curonian Spit, Trakai; 3 nature reserves (Žuvintas, Čapkiai, Kamanos); 30 regional parks. Ecological tourism is developing on the basis of these resources.

Lithuania is famous for its medieval architecture. The most important tourist centers of the country include: Vilnius, Trakai, Kaunas, Šiauliai, Kernavė, Klaipėda. Vilnius is called the city of Baroque. The main sights of the capital are the remains of the Upper Castle, Gediminas Square with the statue of the founder of the city, Gediminas Tower, Cathedral Square, the remains of the city wall with the Ausros gate, the Artillery Bastion, the bell tower of St. John's Church, the City Hall, the Bishop's Palace, the Three Crosses Mountain, the Presidential Palace, etc.

Churches and chapels are a real visiting card of Vilnius. Vilnius is considered one of the largest exhibition and museum centers in Europe.

Kaunas is famous for its medieval architecture, concerts of bell ringers, museums of devils, ceramics, aviation, medicine and Čiurlionis.

Among the historical and cultural component of Lithuania stands out its material and spiritual culture, on the basis of which cognitive tourism is developing. Folk art is represented by amber and bronze jewelry, wooden carvings, wood engraving, baroque sculpture and painting.

Event tourism resources are represented by song and dance festivals: National Song Festival, International Jazz Festival, Vilnius Live Theatre Festival, Summer Music Festival, etc.

The basis for the development of cultural tourism are numerous museums, galleries, theaters, philharmonic societies, art complexes of the country.

The development of religious tourism is due to the presence of numerous churches, monasteries and churches. Only in the capital of Lithuania there are more than 60 objects of sacred architecture (Чир, 2015, с. 133-138).

**4. Natural, anthropogenic and cultural resources of Estonia**

The area of Estonia is 45 227 km$^2$. Otepää and Kuutsemäe are the centers of winter sports. Hiking and cross-country skiing are the national passion of Estonians.

Due to the predominance of flat landscapes, ski tourism in Estonia is limited to amateur level.

The recreational wealth of the country is access to the Baltic Sea (Gulf of Finland and the Gulf of Riga). More than 1500 islands are scattered along the coast. Very picturesque is the rocky coast of Ontika near Narva. Among the largest resorts in Estonia are Pärnu, Haapsalu, Kuressaare, Paldiski, Käsmu, Vosu. Of interest are Drumlin landscapes of Vooremaa and Kirvemaa, waterfalls on the rivers Jagala, Keila, Narova and karst springs.

In Estonia, beach tourism is popular, Estonian beaches are a great place for family holidays with children, because they are completely safe.

Estonia has all the resources for the development of active tourism. Water sports tourism is developing thanks to numerous rivers and lakes. Estonia with its diverse landscapes is an ideal place for cycling.

"Baltic Karlovy Vary" is how Estonia is often called. Healing sea and lake muds and mineral water springs have been found in many places in the country ("Характеристика туристичних ресурсів", n. d.). Health tourism is developing in Pärnu, Haapsalu, Saaremaa, etc.

The great wealth of Estonia is forests, which cover about 40% of the territory. Thanks to this, the country is famous for its climate therapy. There are 4 nature reserves in Estonia (Vaidumäe, Vilsandi, Matsalu, Nigula) and 30 wildlife sanctuaries. This is the basis for the development of ecological tourism.

Estonia is rich in historical monuments: castles, religious buildings, fortresses, settlements, monuments to prominent figures. The capital of Estonia, Tallinn is included in the UNESCO World Heritage List. Tallinn is one of the best preserved medieval cities in Europe. Kuressaare is famous for the Bishop's Castle, the only fully preserved medieval castle in the Baltic States.

The country is rich in history, architectural monuments, museums and other attractions. The centers of cognitive tourism are Tallinn, Narva, Tartu.

Estonia hosts many festivals that have become the basis of event tourism: Baltic Folk Festival, All-Estonian Song Festival, Estonian Film Week, Estonian Music Days, the largest jazz festival in the Baltic States – “Jazkaar”, the largest beer festival in the country "Olesummer", International Organ Music Festival, International Street Theatre Festival, etc. (Рекреаційні ресурси Естонії, n. d.).

## 5. Conclusions

Baltic countries are located on the coast of the Baltic Sea, so they develop beach tourism. The available sources of mineral waters and therapeutic muds ensure the functioning of balneological and mud resorts. Ecotourism is promoted by the presence of nature reserves and natural parks. Ski tourism is represented at the amateur level in the countries. There are all conditions for the development of sports tourism. The countries have a huge number of architectural monuments, museums, which allows to develop cultural and educational tourism. Religious tourism is also developing in the Baltic States. Many festivals are held in Latvia, Lithuania and Estonia, which creates conditions for event tourism. The basis for the development of cultural tourism is numerous museums, galleries, theaters, philharmonic societies, art complexes of the Baltic States.

## REFERENCES


1. Рекреаційні ресурси Естонії. URL : https://referat.me/sport/345430-rekreacionnye-resursy-estonii
2. Смаль І. В. Туристичні ресурси світу. Центрально-Східноєвропейський туристичний район. Ніжин : НДУ ім. М. Гоголя, 2010. 336 с.
3. Характеристика туристичних ресурсів Прибалтійських країн. URL: http://megalib.com.ua/content/10369_Harakteristika_tyristichnih_resyrsiv_Pribaltiiskih_krain.html
4. Чир Н. В. Сучасні тенденції розвитку міжнародного туризму в Балтійському регіоні (на прикладі Латвії). *Актуальні проблеми країнознавчої науки: матеріали ІІ Міжнар. наук.-практ. Інтернет-конференції* (Луцьк, 14-15 травня 2015 р.) / під ред. В. И. Лажника. Луцьк : Башня-Друк, 2015. С. 133-138.

# LEGAL SUPPORT OF THE INFORMATION AND ANALYTICAL ACTIVITIES IN UKRAINE

*K. E. Krasovska,*
*I. V. Davydenko, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Krasovska K. E., Davydenko I. V. Legal support of the information and analytical activities in Ukraine.** The article analyzes the nature of regulatory and legal control of the information sphere, considers the principles of information law and objects of analytical activity in the field of information relations. The article shows that the socio-political significance of information relations dictates the need for legislative regulation. The effective organization of information and analytical activity is possible only under the condition of its appropriate regulatory and legal support. Given the spontaneity and situational nature of the adoption of legal regulation of information relations. The effectiveness of national information legislation is absent. Thus, the issue of reforming the information legislation of Ukraine in accordance with modern needs and challenges is currently relevant.

**Keywords:** analytics, information law, international relations, legal regulation, regulatory and legal support.

**Красовська К. Є., Давиденко І. В. Правове забезпечення інформаційно-аналітичної діяльності в Україні.** У статті аналізується сутність нормативно-правового регулювання інформаційної сфери, розглянуто принципи інформаційного права та об'єкти аналітичної діяльності у сфері інформаційних відносин. Стаття визначає, що суспільно-політичне значення інформаційних відносин диктує необхідність їх законодавчого регулювання. Ефективна організація інформаційно-аналітичної діяльності можлива лише за умови її відповідного нормативно-правового забезпечення. Враховуючи стихійність та ситуативний характер ухвалення нормативно-правових актів з регулювання інформаційних відносин, можна зробити висновок про відсутність ефективності національного інформаційного законодавства. Отже, на сьогодні актуальним є питання реформування інформаційного законодавства України відповідно до сучасних потреб і викликів.

**Ключові слова:** аналітика, інформаційне право, міжнародні відносини, нормативно-правове забезпечення, правове регулювання.

## 1. Introduction

The o b j e c t of the article is legal support of the information and analytical activities in international relations. The s u b j e c t is the system of information law, the legislation of Ukraine on the regulation of information relations, the current state and prospects for reforming information legislation. The p u r p o s e of the study is to analyze the current state of legislative support of social relations in the information sphere, justify the need to reform the system of legal regulation of the information law of Ukraine. The t a s k s of the article are to define the concept of information and analytical activity, to determine the system of information law, analyze the legal support of the information and analytical activity in Ukraine and development prospects. The works of Mandzyuk O., Tsimbalyuk V., Varenka V. and others are devoted to the research of the legal regulation of information and analytical activity. These works allow us to understand in more detail the essence of information law. The relevance of the work lies in the need to analyze the current state and prospects of reforming information legislation, since one of the main priorities of Ukraine is the desire to build an information society in which everyone would have the opportunity to freely create and accumulate knowledge and information, have access to them, exchange them, realize their potential, contributing to the individual development of the personality and raising the standard of living of society.

## 2. The current state of information legislation

The beginning of the 21st century is characterized by a new political and economic situation in Ukraine, which actively and consistently defends its national interests in the global world. These interests are part of Ukraine's participation in information processes that are closely related to the security of the state, society, business entities, and every person in the information field.

Information law is a relatively new branch of law both for the national legislation of Ukraine and for the legal systems of other countries. Undoubtedly, the formation of information law, as well as the development of information legislation, is the result of the development of the information society, which leads to a multiple quantitative and qualitative growth of social relations regarding information, information resources and information services. The growth of social significance of a certain group of social relations causes the need for state intervention in order to establish proper order in such relations and, as a result, leads to the formation of the appropriate legislative framework. In fact, this process goes both ways. On the one hand, the development of information relations leads to the emergence of new techniques and methods of legal regulation, on the other hand, the establishment of new legal norms aimed at the implementation of state information policy often initiates the emergence of new types of information relations (Кафтя, 2015, с. 91-95).

The state acts as the main guarantor of the constitutional right to information, which is possible only under the conditions of a democratic society. Usually, the weakening of democracy always begins with restrictions on the right to freedom of speech and free access to complete, unbiased information necessary for conscious actions and decision-making. Insufficient legal awareness and informational and legal culture of citizens is also a negative factor that endangers the right to information (Варенко, 2014).

Analysis of the legislative space of Ukraine shows that the state has a number of laws aimed at regulation, protection and development of information relations. The examination carried out by the OSCE representatives confirmed that the legal framework for the support of the information sphere of Ukraine generally meets European standards. That is, the basics of information law are already functioning in Ukraine today (Кафтя, 2015, с. 91-95).

However, the lack of a certain system of legal activity in the information sphere remains an important problem. Even more, a significant part of informational issues is fixed by subordinate normative legal acts, and in some cases by departmental normative acts (Кафтя, 2015, с. 91-95). Thus, issues of infrastructure, media activities, information and analytical units and centers remain insufficiently regulated at the legislative level.

It is worth noting that there are shortcomings in the legislation itself: some provisions of the information legislation are outdated, do not meet the challenges of modern society, the legal mechanisms for the realization and protection of the right to information are not sufficiently developed, the conceptual apparatus is unsystematic and unorganized, there are contradictions in the regulation of certain information relations in various normative legal acts, which leads to ambiguous understanding of their norms and creates problems of their application (Захарова, Філіпова, 2013).

Such problems exist in the field of citizens' access to information of state authorities and local self-government bodies, which illegally refuse to provide information, claiming that it refers to information with a limited access regime.

Therefore, the following main problems of the information legislation of Ukraine can be singled out (Кафтя, 2015, с. 91-95): 1. lack of a clear, systematic, hierarchical unity of laws, which leads to contradictory interpretation and application of information norms in practice; 2. laws regulating social relations in the information space were adopted at different times and without coordination of terminology. Such regulatory and legal acts do not have a specific content. Terminological disagreements, different interpretations of definitions identical in name and form lead to difficulties in the application of norms in practice. Researchers emphasize a large number of abstract, subjective concepts that require a clear definition and official interpretation, and especially the lack of approval of fundamental, basic definitions. Such a situation can become a source of threat to the information security of Ukraine, since there is no clearly formulated list of offenses in the information legislation, and their features are not highlighted (Кафтя, 2015, с. 91-95); 3. the presence of a large number of laws and legal acts on the regulation of the information sphere complicates their search, analysis and coordination for implementation in practical activities; 4. new regulatory and legal acts on the regulation of information relations when approved are often conceptually inconsistent with previously adopted laws; 5. a characteristic feature of information legislation is the declarative nature of norms without indications of the principles and directions of their implementation, as a result of which these legal norms are not properly implemented and do not satisfy the need for information security (Кафтя, 2015, с. 91-95).

The mentioned problems affect the information security of Ukraine. The key to effective protection of information security is ensuring a balance between freedom of information and the need for state intervention in public information relations. The solution to this problem lies in the creation of effective mechanisms for citizens to protect their rights and mechanisms of control by civil society. Therefore, in a democratic society, state regulation of the information sphere is possible only through the establishment of legislative norms that do not contradict human rights and ensure optimal interaction between state and non-state institutions.

There is a need to intensify analytical activity, which is possible only under the conditions of a formed state policy in the field of analytics. Certain steps in this direction have already been taken. Thus, analytical centers were created, analytical activity was singled out as an independent type of activity in the information space (Мандзюк, 2016, с. 123-128).

And therefore, there is a need for the development of new directions of the state information policy, in particular, regarding the reform of the information legislation, which should be systematic and take into account national features and international standards (Мандзюк, 2016, с. 123-128).

### 3. Ways of reforming information legislation

In order to solve the current problems, it is necessary to make changes to the main document in the system of regulation of information and analytical activity in Ukraine — the Law of Ukraine "On Information". The law requires a clear definition of the procedure for ensuring access to information, as well as criteria for determining information and data, access to which cannot be restricted. In this way, it is possible to stop the illegal concealment of information (Про інформацію : Закон України від 13 січ. 2011 р.).

Since the Law of Ukraine "On Information" entered into force before the adoption of the Constitution of Ukraine, even together with significant additions and a number of normative legal acts, it does not correspond to the current level of development of information relations and is not capable to fully solve the problems of the information society and meet the today’s needs (Про інформацію : Закон України від 13 січ. 2011 р.).

The absence of an exhaustive list of criteria for confidential information in the legislation allows subjects of information activity to limit access to certain information and data at their own discretion, which is a serious obstacle for citizens to exercise their rights to access to information (Мандзюк, 2016, с. 123-128). Therefore, despite the fact that the legislation provides the guarantee of the rights to information, the mechanism of access to it requires reforms. Thus, one of the important aspects of improving the state administration in the field of information is ensuring everyone's right to access to information (Мандзюк, 2018, с. 158-164).

In addition to the problem of citizens' access to information, there is a problem of the influence of state authorities and local self-government bodies on the media. Mass media in a state that declares the rule of law should not act as a tool of state authorities. One of the main principles of democratic policy in the field of media is that mass media should be clearly and effectively separated from political power. Authorities have the right to use mass media for the purpose of publishing information about their decisions and activities that are of public interest. However, the authorities do not have any special rights to coordinate and regulate their information content. State authorities can use the mass media to convey their point of view to the public, but it should be done by providing access to information, as well as holding briefings, conferences and other events involving the media (Красноступ, n. d.).

According to the statements of leading international experts in the field of information relations, the 21st century is the century of intellectual property and information technologies. Therefore, it is worth including the issue of IT development of Ukraine, the development and implementation of new legislative acts aimed at regulating the status of subjects of information relations on the Internet in the agenda when considering directions for reforming information legislation of Ukraine (Красноступ, n. d.).

In addition to the already mentioned problems, the issue of inconsistency of terminology in the information legislation remains open. Currently, a number of terms are used that do not have a clear definition of their meaning or have different interpretations in various normative legal acts, which allows them to be used arbitrarily and complicates the legal process (Конах, n. d.).

In order to ensure coordinated information and analytical activity, it is proposed to adopt the law "On analytical activity" in order to introduce analytical centers into the legal field, direct their activities, form methods of providing analytics, create favorable social conditions for it, lay the foundations of its infrastructure, which would include close interaction state and non-state analytical centers, a system of financing, personnel training, methodological base, official statistics, archives of analytical information (Мандзюк, 2016, с. 123-128).

## 4. Conclusion

Information legislation plays an important role in the legal system of Ukraine. The effective organization of information and analytical activity is possible only under the condition of its appropriate regulatory and legal support. Given the spontaneity and situational nature of the adoption of normative legal acts on the regulation of information relations, it can be concluded that the effectiveness of national information legislation is absent. That is why many scientists propose professional systematization of the information sphere, taking into account the trends of international legal regulation of information relations. Analyzing the above, we can conclude that the question of reforming the information legislation of Ukraine in accordance with modern needs and challenges is relevant. In my opinion, the problems mentioned above and ways to solve them must be taken into account during legislative activity and reforms of information legislation, which will further contribute to the improvement of information relations in Ukraine.

**REFERENCES**


1. Варенко В. М. Інформаційно-аналітична діяльність : навч. посіб. К : Талком, 2014. 416 с.
2. Захарова В. І., Філіпова Л. Я. Основи інформаційно-аналітичної діяльності. К : Центр учбової літератури, 2013. 336 с.
3. Кафтя А. А. Інформаційне законодавство України: стан і тенденції розвитку. *Науковий вісник Херсонського державного університету. Серія «Юридичні науки»*. Херсон. 2015. Вип. 3. Т. 2. С. 91-95.
4. Конах В. К. Проблеми інформаційного законодавства України в сфері створення, поширення та використання інформації та шляхи їх вирішення. Аналітична записка. Національний інститут стратегічних досліджень. URL: https://niss.gov.ua/doslidzhennya/informaciyni-strategii/problemi-informaciynogo-zakonodavstva-ukraini-v-sferi (дата звернення: 27.11.2022).
5. Красноступ Г. М. Сучасний стан та необхідність реформування інформаційного законодавства. Міністерство юстиції. Відділ законодавства про інформацію Департаменту соціального, трудового та гуманітарного законодавства. URL: https://minjust.gov.ua/m/str_9249 (дата звернення: 27.11.2022).
6. Мандзюк О. А. Нормативно-правове забезпечення аналітичної діяльності. *Право і суспільство.* Київ. 2018. Част. 2, № 1. С. 158-164.
7. Мандзюк О. А. Правова природа аналітичної діяльності. *Підприємництво, господарство і право*. Київ. 2016. С. 123-128.
8. Про інформацію : Закон України від 13 січ. 2011 р. № 2938-VI. URL: htth: // www.rada.gov.ua (дата звернення: 23.11.2022).

# TRADITIONS, CUSTOMS AND HOSPITALITY

*O. A. Kravchenko,*
*N. M. Startseva, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kravchenko O. A., Startseva N. M. Traditions, customs and hospitality.** The knowledge of customs and traditions of the countries the tourists visit is of fundamental importance for the hospitality industry which goes back to biblical times and the times of taverns and innkeepers. Leisure travel and wellness tourism led to innovations and technology development in hospitality. Hotel management schools award degrees to graduates in various professions in hospitality business. A close link between traditions of eastern and western countries and hospitality business which implements and promotes them encourages further tourism and travel development which goes global.

**Keywords:** customs, hospitality, innovations, leisure travel, traditions, wellness tourism.

**Кравченко О. А., Старцева Н. М. Традиції, звичаї та гостинність.** Знання звичаїв та традицій країн, які відвідують туристи, має важливе значення для індустрії гостинності, яка сягає своїм корінням у біблійні часи, часи шинків і шинкарів. Розважальні подорожі та оздоровчий туризм призвели до інновацій та розвитку технологій у сфері гостинності. Школи готельного менеджменту присуджують дипломи випускникам з різних професій у сфері готельного бізнесу. Тісний зв'язок між традиціями східних та західних країн та готельним бізнесом, що реалізує та просуває їх, сприяє подальшому розвитку туризму та подорожей, що виходить на глобальний рівень.

**Ключові слова:** відпочинок, гостинність, звичаї, інновації, мандрівки, оздоровчий туризм, традиції.

## 1. Introduction

Hospitality is one of the fundamental concepts of humanity. People as biological beings have always experienced difficulties trying to survive on the planet. Sometimes, in order to live, they have had to move, to leave the house, the place of permanent residence. The time of their absence may have stretched for days, weeks, months. Therefore, travelers have been in need of support and help from "foreign" people in exchange for a guarantee of the same attitude towards them when they have found themselves on the foreign territory as well. This all is about hospitality. The hospitality industry is that area of business, which offers different types of services based on the principles of hospitality, characterized by generosity and friendliness towards guests. Hospitality is what gives the guest a general idea of the enterprise, i.e., hotel, travel agency, restaurant, cafe, etc. The o b j e c t of the article is a comprehensive study of traditions and customs in the field of hospitality among different peoples. The s u b j e c t is the difference between generally accepted customs and cultures in different countries. The p u r p o s e of the article is to consider examples of hospitality patterns used in different parts of the world, compare them with Ukrainian traditions and customs, find unusual and interesting facts which can be rather surprising.

## 2. Hospitality, traditions and customs

Hospitality is one of the oldest businesses, going way back to the innkeepers and taverns of biblical times. Tourism, on the other hand, is a more recent invention which began in Europe, with Switzerland being one of the first countries to develop special accommodation and services for travelers. In the late 1800's, the concept of leisure tourism and hospitality spread across Europe, bringing flocks of wealthy travelers to Switzerland. It all started with visitors looking for cultural and natural attractions on guided tours in the Swiss Alps, train rides and wellness tourism. Palace-style hotels, thermal baths and ski resorts became icons of luxury tourism in Switzerland. The new generation of wealthy guests had higher expectations for comfortable accommodations, convenient services and fine dining.

The leisure travel phenomenon gave birth to hospitality management schools among which EHL (Hospitality Management Courses & Degrees.). Students who want to make a career as managers in the hotel and restaurant business as well as in other industries related to the reception of guests – luxury industry, cleaning, consulting, banking, real estate, etc. study here. It was founded as the first hotel management school in 1893 in Lausanne, and it has pioneered in hospitality education since then. Hospitality management is a broad career field that provides many opportunities for international career progression. In the core of the hospitality industry – hotels, restaurants, events– are the graduates with a hospitality degree who can become managers in a variety of departments and sectors or choose to specialize in one area. The career paths are as diverse as the industry, and with so many new hospitality concepts and innovations changing the industry, the career paths will continue to grow and evolve with technology and trends of the 21st century. The restaurant business has such a rich history that it seems that there can no longer be any innovations in this area, but this is a delusion. Each era generously endows this type of activity with innovations. Almost all of them require serious financial investments, but pay off very quickly. Investments in automation turn into investments in the bright future of a hospitality establishment. You won't surprise anyone offering establishments that have Internet and robots, but you can still use augmented reality. This is not yet well-developed, but an extremely interesting technology. Just imagine that you point the camera of your smartphone at a certain mark and see a 3D model of any dish from the menu. This makes it possible to consider it in detail and decide whether to place an order. I would like to note that in each country hospitality has been a little different and the influence of traditions and customs of peoples on the hospitality business also differs. However, certain standards have remained unchanged.

Culture is the combination of a particular society or people's ideas, beliefs, cultural customs, arts, and social behaviors. It is the essence of that society – something that is deeply ingrained and that is unique to its population. A tradition is also deeply ingrained. It relates to a specific activity, event or behavior that has been repeated over and again from generation to generation. It is interesting that a tradition differs from a custom. The difference between customs and traditions is that the former refers to collective behavior that has not been taking place long enough to become a tradition, though it could well become one if a sufficient number of people repeat it for a long enough duration of time. Our different traditions are an intrinsic part of our different cultures. These unique cultures often serve to help define our understanding of who we are and where we belong. This is the case regardless of whether or not we practice some tradition, it is still a part of our cultural heritage and the fact if we are engaged in it or not says something about both who we are and who we aspire to be.

**3. Four hospitality customs you won't find at home**

1. Polterabend in Germany

It is customary in Germany for wedding guests to participate in a tradition known as "Polterabend" the night before a wedding. This involves close friends and family of the bride and groom breaking things such as vases, crockery and other items of porcelain, which the couple must then endeavor to clear away as a sign of unity and hard work. This has led many hotels, spas and casinos to offer “Polta-packages” or specials incorporating this tradition into tourism. Some now open their doors to “stag and hen” parties. Travelers venturing to Germany should be prepared for a noisy stay if they see a wedding party checking in!

2. Funeral Tourism in Indonesia

Indonesia is considered the second favorite tourist spot after Bali and its southern province of Sulawesi Toraja is known for its elaborate funeral proceedings. These grand ceremonies are sometimes held months or years after the passing of one of their tribesmen. They are also entirely open to the public for a small charge. When visiting between the months of June and August which are considered Indonesian “funeral season”, travelers may be privy to the ritualistic sacrifice of anywhere between 3 and 100 water buffalos over the course of a few days. Sulawesian funerals are so in demand with tourists now that Torajans have begun providing VIP guest pavilions for observers.

3. Not tipping in South Korea

Tipping for good service is part of the hospitality fabric the world over. In the United States it is not even an ‘optional extra’, but frequently a vital part of your server’s income. So, travelers to South Korea could be forgiven for offering tips freely in restaurants and bars. The problem is that they’re almost certainly insulting their hosts by doing so. Hospitality workers in Korea are generally well paid and take pride in their work, so they consider the ‘charity’ of a tip to be an insult. Even hotel porters and bellboys don’t expect a tip.

4. Numerology in China

Travelers might notice a certain unease surrounding the number 4 in many East Asian cultures. In fact, it isn’t unusual for hoteliers and other customer-facing businesses to omit the use of this number altogether. This is because in Chinese culture, the number 4 is believed to be inauspicious due to the pronunciation being nearly identical to that of the Chinese word “death” (死 pinyin sǐ). This may mean that buttons in an elevator jump from floor 3 straight to 5, or a corridor of hotel rooms from 39 to 50 – even hospital beds have been known to forgo the number 4 entirely. In the interest of being hospitable, in 2015 14 Spanish hotels also adopted this custom to meet the needs of a spike in Asian travelers (“10 of the Strangest Traditions”, 2019).

## 4. Hospitality in Ukraine

Meeting guests with bread and salt is considered a hallmark of Ukrainians, and the traditions of Ukrainian hospitality are a vivid manifestation of the cordiality and kindness of our people. In Ukraine, they try to surround the guest with care and respect, and they always generously treat them to the best that is in the house (“Українська культура”, 2001).

Traditions in Ukraine cover all spheres of life. Wedding customs, wedding ceremonies and christening of a child, which are carefully observed, are very important. Before the wedding, a courtship ceremony takes place. The groom sends elders to the bride's house, who must ask for marriage. In case of consent, the girl takes out an embroidered towel, and if not, a pumpkin. It is also obligatory to bake a loaf – ceremonial bread. Celebrations, festivities and songs sometimes last more than one day (“Українська культура”, 2003). An important event in the family is the birth of a child. Here, among the customs, signs and superstitions can be distinguished. For example, a future mother should not be scolded. She cannot see the sick, have a haircut, look at snakes, and buy something for the child in advance. In general, it is better that fewer people know about pregnancy. The rite of baptism of an infant is very important. One of the great sins is the refusal to become a godfather. Baptism itself takes place according to the traditions of Orthodoxy (“Історія культури”, 2001).

At Christmas, the tradition of carols is very popular. Caroling is when children go from house to house, sing Christmas songs and wish the owners well, good luck and peace. They throw grains of wheat or barley on the floor, which brings prosperity and happiness to the house. The owners, in return, give the children various sweets and money for good luck. On holidays, there are traditional dishes on the table. These are kutya, fresh bread, uzvar and dumplings, where housewives hide coins. Whoever gets a coin will be lucky in the new year (“Різдво”, 1994).

Before Lent, Ukrainians celebrate Maslenitsa. This is a pagan holiday, when the farewell to winter and the meeting of spring take place. The main dish on the table is pancakes. They symbolize the sun, which begins to burn brighter, thereby lengthening the days. In addition to delicious pancakes, dumplings with cottage cheese are also prepared. On Sunday, you can relax on mass festivities (Дідух, 1995).

Fig. 1. Folk celebration of Maslenitsa in Ukraine [Maslenitsa, 2018]

Then the most important holiday in Orthodoxy is celebrated – Easter. On this day, the resurrection of Christ is celebrated and the hearts of people are filled with bright joy. On Easter, believers do not sleep, but go to church and stand in the service. Before that, everyone bakes Easter cakes and paints eggs. When the service is over and the food is consecrated, you can eat a piece of the consecrated Easter cake. Orthodox Christians greet everyone with the words: "Christ is Risen." In summer, the holiday of Ivan Kupala is celebrated. It was celebrated by the ancient Slavs. Customs are very beautiful and original. Girls on this day weave wreaths and lower them into the river. If the wreath suddenly sank, then she was not destined to get married this year. A fire is also kindled, and those who wish, jump over it. And at midnight, the girls and boys go to the forest to look for a fern flower. Such a romantic walk can be the beginning of a new relationship ("Українська культура ", 2005).

For each holiday, restaurants and hotels prepare a special menu with festive dishes, and the decor of the establishments immediately changes. They always serve the visitor as a guest with a smile and joy, very often they can bring a compliment from the Chef in the form of a free tincture or lard.

## 5. Conclusions

In the article we have considered such concepts as hospitality, traditions, customs and deepened into the traditions and customs of Asia and Europe. As it turned out, each country has something special, distinctive from others. Therefore, I would recommend before a trip or visit to a new country to look at the Internet or a travel guide, or watch a video about the culture of the new country so as not to look ridiculous and not to get into unpleasant situations. Everyone is different and can relate to your ignorance differently. But again, you are guests in this country, so behave accordingly. Having analyzed and compared the concepts, I can say for sure that before visiting a new country, you need to get acquainted with the customs and traditions of this country. Since the customs of our country are significantly different from the traditions of Europe or Asia, your ignorance of something may offend a hospitality employee.

**REFERENCES**

1. Історія культури давнього населення України / Ю. С. Асєєв [та ін.] ; редкол.: П. П. Толочко (голов. ред.) [та ін.]. 2001. 1134 с. : іл.
2. Різдво – Коляда і Щедрий Вечір: культурологічна оповідь. К. : Укр. письменник, 1994. 286 с.
3. Скуратівський В. Т. Дідух: Свята українського народу. К. : Освіта, 1995. 272 с.
4. Українська культура XIII – першої половини XVII століть / В. С. Александрович [та ін.] ; редкол.: Я. Д. Ісаєвич (голов. ред.) [та ін.]. 2001. 848 с. : іл.
5. Українська культура другої половини XVII–XVIII століть / В. С. Александрович [та ін.] ; редкол.: В. А. Смолій (голов. ред.) [та ін.]. 2003. 1246 с : іл. Бібліогр.: С. 1202-1225.
6. Українська культура другої половини XIX століття. Кн. 1 / М. П. Бондар [та ін.] ; редкол.: Г. А. Скрипник (голов. ред.) [та ін.]. 2005. 1007 с. : іл. – Бібліогр.: С. 969-990.
7. 10 of the Strangest Traditions from Around the World. 2019. URL: https://www.expatriatehealthcare.com/10-of-the-strangest-traditions-from-around-the-world/ (Date of the application 19.06.2019).

# SYSTÈME FISCAL DE L'UKRAINE DANS LE CONTEXTE DES AFFAIRES INTERNATIONALES

*Ye. Krez,*
*N. T. Bezvesilna (consultante linguistique)*
*Université nationale V. N. Karazin, Kharkiv*

**Krez Te., Bezvesilna N. T. Système fiscal de l'Ukraine dans le contexte des affaires internationales.** L'article présente une analyse du système fiscal de l'Ukraine, l'aggravation de ce problème de la formation et du développement du système fiscal au cours des 20 dernières années.

**Mots-clés:** système fiscal, législation fiscale, développement socio-économique de l'État, un niveau du système fiscal.

**Крез Є., Безвесільна Н. Т. Податкова система України в контексті міжнародного бізнесу.** У статті представлений аналіз податкової системи України, загострення проблеми становлення та розвитку податкової системи протягом останніх 20 років.

**Ключові слова:** податкова система, податкове законодавство, соціально-економічний розвиток держави, рівень податкової системи.

## 1. Introduction

Au cours des 20 années de formation et de développement du système fiscal en Ukraine, ce problème a été exacerbé par l'augmentation du nombre d'actes juridiques réglementaires, ce qui a rendu impossible leur traitement et leur compréhension qualitatives et, surtout, leur application correcte dans le processus de respect des obligations fiscales.

Le système fiscal de l'Ukraine se développe de manière dynamique. Cela s'accompagne de modifications pertinentes de la législation régissant la perception des taxes, des frais et autres paiements obligatoires. L'instabilité de la législation fiscale peut s'expliquer par le fait que le développement socio-économique de l'État nécessite une amélioration constante des mécanismes fiscaux, la recherche des formes qui correspondent le mieux à la psychologie fiscale en tenant compte de leur solvabilité et de la taille des bases d'imposition aussi complètement que possible. Cependant, les changements fréquents dans la législation compliquent le processus de gestion fiscale (Барткова, 2018, с. 106-111).

Les dispositions contradictoires, la double interprétation des normes, l'incertitude des termes et des concepts sont devenus des attributs constants de la législation fiscale. Cela a conduit à de nombreuses erreurs dans le calcul des impôts, la recherche de stratagèmes d'évasion fiscale, à la suite de quoi le budget a perdu les fonds dont l'État avait désespérément besoin pour financer des programmes socio-économiques.

## 2. L'essence et la structure du régime fiscal

Le régime fiscal est une structure complexe à plusieurs niveaux. L'essence du système est la relation entre ses éléments. Les éléments du régime fiscal sont les taxes, les frais et autres paiements obligatoires. Selon le contenu économique, les impôts reflètent la relation entre les payeurs et l'État concernant le retrait d'une partie du PIB créé afin de former un fonds centralisé de l'État, nécessaire pour remplir les fonctions qui lui sont assignées. Selon la forme de manifestation, les impôts sont des paiements obligatoires des personnes morales et des particuliers au budget.

En combinant différentes approches pour comprendre le contenu du système fiscal, nous avons la définition généralisée suivante du système fiscal: il s'agit d'un ensemble de taxes, de frais et de paiements légalement inscrits dans l'État, les procédures pour leur établissement, leur modification ou leur annulation; les actions qui assurent leur paiement, leur contrôle et leur responsabilité en cas de violation de la législation fiscale.

## 3. Problèmes du système fiscal de l'Ukraine

En 2014, l'Ukraine a choisi la voie de l'intégration dans l'UE, qui a mis l'accent sur les tentatives de transformation de l'organisation socio-économique en général et a identifié les principales priorités pour le développement du système de régulation macroéconomique en particulier. L'Ukraine doit créer des conditions favorables à l'entrée de l'État sur la scène internationale en adaptant les normes et la législation ukrainiennes aux normes juridiques de l'Union européenne, qui comprennent des principes, des valeurs et une culture communs (Богатирьова, 2015, c. 28-38).

L'adaptation de la législation fiscale est la première étape d'une longue démarche de l'Ukraine vis-à-vis de l'Union européenne conformément aux critères proposés par rapport aux États qui ont l'intention d'y adhérer (Самусевич, 2015, c. 13-77).

Le processus d'adaptation a commencé en mars 1998, mais c'est en 2018 que ce processus a nécessité des incitations supplémentaires. Ayant acquis une certaine expérience du fonctionnement selon les règles internationales, des marchés pour les investisseurs étrangers ont été ouverts en Ukraine ainsi que des réformes ont été introduites qui ont offert des opportunités et des avantages pour le développement socio-économique, et pour créer un environnement réglementaire Puisque c'est cette adaptation qui influence la création de la base de la réforme administrative en Ukraine, la création d'une incitation aux réformes économiques, l'élévation du niveau de vie de la population, la promotion de l'attraction des investissements étrangers et le développement du commerce extérieur entre l'Ukraine et l'UE, il est clair pourquoi elle est si importante pour un pays en développement (Самусевич, 2015, с. 13-77.).

En 2021, l'Ukraine, représentée par les autorités législatives, exécutives et judiciaires, devrait compter non seulement sur l'assistance technique et monétaire de l'UE, qui est nécessaire et utile, mais aussi, surtout, sur ses propres forces, ses ressources financières et matérielles, sa volonté politique et sa responsabilité.

Pour atteindre la voie choisie, il est nécessaire de surmonter les principaux problèmes du système fiscal, qui barrent tous les résultats positifs du fonctionnement, tels que: l'incohérence et l'imperfection de la législation fiscale; système irrationnel d'avantages fiscaux; faible niveau de culture fiscale; évasion fiscale et des frais; contrebande.

Le premier problème existe depuis l'accession de l'Ukraine à l'indépendance, à savoir depuis 1991, et, malheureusement, reste actuel. Cela s'explique par le fait qu'à cette époque, il existait de nombreux règlements, lois et règlements qui, d'une part, compliquaient le développement du système fiscal et, d'autre part, ne réglementaient pas les relations fiscales (Слатвінська, 2013, с. 179-185).

Le principal acte juridique du système fiscal dans son ensemble est le Code des impôts de l'Ukraine, qui est en vigueur depuis le 31 décembre 2010. Il a nivelé le conflit d'intérêts de l'État, des entités commerciales et de la population (Вахновська, 2011, с. 1-7).

En 2011-2017 des changements ont déjà été apportés plus de 110 fois, c'est-à-dire que le principe de base de la stabilité est resté déclaratif. Ces modifications concernaient une augmentation ou une diminution des taux d'imposition, des mécanismes de règlement, l'élargissement de l'assiette fiscale et d'autres actions dans le domaine de la fiscalité. La plupart des changements ont été introduits plus tôt que la période réglementée, violant ainsi toutes les normes établies et les limites de la législation.

Un problème assez courant est la présence d'un système irrationnel d'avantages fiscaux. En 2010-2017. a été fourni environ 2 mille avantages.

qui ont entraîné des milliards de dollars de pertes budgétaires. C'est leur présence qui crée certains avantages concurrentiels pour des secteurs individuels de l'économie, des personnes morales ou des particuliers, tout en violant le principe d'égalité fiscale, en augmentant la charge fiscale pesant sur les contribuables respectueux des lois et en stimulant également le développement de l'ombrage, qui s'élevait en 2018 à 32 % du PIB (Сідельникова, 2015).

Le problème suivant est le faible niveau de culture fiscale de la population. Il convient de noter qu'il s'agit là d'une conséquence de tous les problèmes susmentionnés qui suscitent la méfiance des contribuables, ce qui, par conséquent, ne crée pas les conditions pour inciter les entités commerciales et la population à payer des impôts et des redevances. Au contraire, cela affecte la croissance du secteur parallèle de l'économie, la dette fiscale et contribue à des pertes budgétaires importantes (Соколовська, 2015).

La raison du problème suivant est ce que les contribuables ne sont pas conscients des avantages de consommer tous les avantages qui sont financés par les recettes fiscales, et de l'instabilité de la situation économique et politique du pays. L'évasion fiscale est causée par la charge fiscale inégale et l'instabilité de la législation ukrainienne (Тамбовцев, 2009).

L'Ukraine a été confrontée à un autre problème en 1991. Il s'agit d'un problème de contrebande, en particulier dans les zones frontalières et les ports. La propagation de ce transport illégal est affectée par la différence de développement économique et la situation économique et politique de l'Ukraine et des pays européens voisins, ainsi que par la corruption des organes de l'État ukrainien et les actions inefficaces des organismes compétents pour lutter contre la contrebande.

On estime que pour éliminer les problèmes existants de fonctionnement du système fiscal, il est souhaitable de prendre des mesures pour améliorer la culture fiscale tout en réduisant l'ampleur de la fraude fiscale. Pour ce faire, il est nécessaire, dans notre conviction profonde, de se transformer en gestion électronique des documents, d'assurer des règles fiscales transparentes et compréhensibles, d'améliorer la forme d'un cabinet électronique pour tous les types d'impôts pour les contribuables et de simplifier les formes de déclaration fiscale. Cependant, le plus important est l'adaptation et l'amélioration de la législation fiscale, car sans cela, toutes les solutions mentionnées ci-dessus seront inefficaces.

### 4. Réformer du système fiscal ukrainien dans le contexte de l'intégration internationale

La réforme du système fiscal est une transformation progressive et dynamique du système fiscal, qui consiste à éliminer les raisons qui contribuent à l'ombrage de l'économie, à réduire le nombre d'impôts, à assurer la transparence, à réduire le coût du mécanisme de perception des impôts et des redevances et à simplifier le système fiscal lui-même.

On pense que le système fiscal de l'Ukraine est l'un des plus défavorables aux entreprises. Les scientifiques et les praticiens nationaux et étrangers, caractérisant le système fiscal actuel, soulignent les inconvénients suivants: forte pression fiscale sur les structures des entreprises; l'inégalité et l'injustice de la répartition de la charge fiscale; un grand nombre d'impôts inefficaces qui nécessitent des dépenses administratives importantes dépassant les recettes budgétaires; transformation du système fiscal en un facteur de suppression de la croissance économique et de l'activité d'investissement, de stimulation de l'évasion fiscale et de sortie de capitaux à l'étranger; l'incohérence et la contradiction de certaines normes des lois fiscales, leur instabilité; la fourniture aléatoire et déraisonnable de prestations; garanties juridiques non réglées pour les participants aux relations fiscales, absence de mécanismes transparents et efficaces pour protéger les droits des contribuables; le problème de la double imposition (Брант, Шаповал, Київ, 1997).

À l'heure actuelle, la tâche principale consiste à réduire les charges fiscales directes et indirectes. Le système fiscal national actuel est surchargé d'impôts indirects. Le montant total des impôts indirects atteint les 3/4 de tous les paiements d'impôts des citoyens de l'Ukraine. L'expérience mondiale montre que le ratio des impôts directs et indirects dépend du niveau de vie de la majorité de la population, du perfectionnement du mécanisme de collecte des impôts, du niveau de culture fiscale, de l'orientation générale de la société pour résoudre les problèmes sociaux. Ainsi, dans les pays européens développés, il y a une prédominance des impôts directs sur les impôts indirects, ce qui est une conséquence de la croissance de l'orientation sociale des États occidentaux.

### 5. Conclusion

À la suite de l'étude de l'essence et de la structure du système fiscal, de l'histoire du système fiscal de l'Ukraine et de sa réforme dans le contexte de l'intégration internationale, on peut faire les conclusions suivantes: 1) Le système fiscal est un ensemble de taxes, de frais et de paiements légalement inscrits dans l'État, les procédures pour leur établissement, leur modification ou leur annulation; les actions qui assurent leur paiement, leur contrôle et leur responsabilité en cas de violation de la législation fiscale. 2) Le système fiscal de l'Ukraine est loin d'être parfait, sa formation se poursuit – la recherche d'une nouvelle amélioration de la législation fiscale se poursuit. 3) Le système fiscal de l'Ukraine est l'un des plus défavorables pour les entreprises.

**LITTÉRATURE**


1. Барткова К. М Національне планування: чому українська стратегія сталого розвитку не є дієвою? *Формування ринкових відносин в Україні*: збірник наукових праць. 2018. Вип. 9 (208). С. 106-111.
2. Богатирьова Є. М. Податкові реформи в Україні: етапи проведення. *Науковий вісник ОНЕУ*. Одеса, 2015. С. 28-38.
3. Брант М., Шаповал С. Бизнес в Украине и за ее пределами. К.: Видавничий центр «Просвіта», 1997. 256 с.
4. Вахновська Н. А. Податковий кодекс в контексті реформування податкової системи України. Луцьк: Економічний форум, 2011. С. 1-7.
5. Самусевич Я. В. Реформування податкової системи України в умовах податкової конкуренції: дис. … докт. економ. наук: 08.00.08. Суми, 2015. С. 13-77.
6. Слатвінська М. О. Актуальні проблеми податкової політики України. Свіштов: Економічна академія "Д.А. Ценов", 2013. С. 179-185.
7. Сідельникова Л. П. Податково-боргові стратегії формування бюджетних ресурсів держави: дис. докт. економ. наук: 08.00.08. Тернопіль, 2015. 620 с.
8. Соколовська А. М. Податкова політика в контексті стратегії Євроінтеграційного розвитку України. *Фінанси України*. 2015. № 3. С. 66. URL: http://www.irbisnbuv.gov.ua/cgibin/irbis_nbuv/cgiirbis_64.exe (дата звернення 10.11.2021)
9. Тамбовцев В. Є. Поняття і зміст ухилення від сплати податку на додану вартість в Україні. URL: http://www.nbuv.gov.ua/old_jrn/Soc_Gum/Nashp/2009_4/Tambovc.Pdf

# GREEN TOURISM IN UKRAINE: CURRENT STATE AND PROSPECTS

***K. I. Krutko,***
***V. V. Ilchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Krutko K. I., Ilchenko V. V. Green tourism in Ukraine: current state and prospects.** The current state of development of green tourism in Ukraine, its kinds and territorial organization are analyzed in this article. The prospects for the development of this type of tourism, the benefits for the state and the population, and the problems that impede the development of green tourism are considered. The importance of foreign languages in popularizing nature recreation and the impact of the warfare on the territory of Ukraine on the future of green tourism are determined.

**Keywords:** foreign language, green tourism, nature recreation, tourism, warfare.

**Крутько К. І., Ільченко В. В. Зелений туризм в Україні: сучасний стан і перспективи.** У статті аналізується сучасний стан розвитку зеленого туризму в Україні, його напрямки та територіальна організація. Розглядаються перспективи розвитку даного виду туризму, вигоди, які отримують держава та населення завдяки цьому, та проблеми, які стають на заваді розвитку зеленого туризму. Визначається важливість іноземних мов у популяризації природничого відпочинку, а також вплив військових дій на території України на майбутнє зеленого туризму.

**Ключові слова:** військові дії, зелений туризм, іноземна мова, природничий відпочинок, туризм.

## 1. Introduction

Nowadays, tourism is a rapidly growing industry worldwide. In 2019, before the COVID-19 pandemic, international tourism industry accounted for about 10% of global GDP. Green tourism occupies a special niche in tourism due to increased attention to environmental problems, economical use of natural resources and preservation of cultural heritage, dictated by the modern paradigm of sustainable development of the world economy. In its turn, green tourism in Ukraine has wide prospects for development because of rich natural resources, diversity of landscapes and uniqueness of cultural customs and traditions. The issue of the development of green tourism in Ukraine is becoming especially significant in light of the events of recent years, in particular the war that Russia started in Ukraine. All these factors determine the r e l e v a n c e of this study.

This topic has been actively researched in recent years by many Ukrainian scientists including V. I. Vyshnevskyj, H. I. Arhipova, S. M. Yarova, V. O. Bojko, A. A. Dyuk, O. M. Mozolev, S. P. Sonko, V. A. Khudaeverdiyeva, I. O. Berezhna, and others, but there are many aspects that require further study.

The o b j e c t of this study is international and domestic tourism. The s u b j e c t of the research is green tourism in Ukraine. The p u r p o s e of the article is to study the current state of development of green tourism in Ukraine and to highlight the prospects that can be provided by subsequent development.

## 2. Green tourism in Ukraine

### 2.1. The current state

The concept of "green tourism" or "ecotourism" appeared in the 80s of the 20th century and since then it has become increasingly common. Nowadays, there are many definitions of green tourism. Summarizing them, it is possible to define green tourism as tourism to places of wilderness or valuable natural objects, with the aim of getting pleasure from being in nature, expanding knowledge about it, and improving health (Вишневський, 2015, с. 4).

According to Articles 4 and 6 of the Law of Ukraine "On Tourism", rural green tourism is recognized as a separate type of tourism, the development of which is a priority direction of state policy. Also, certain aspects of rural green tourism are regulated by the Laws of Ukraine "On Personal Peasant Farming" and "On Entrepreneurship".

The most favorable conditions for the development of green tourism exist in national and regional natural and landscape parks, where the opportunities for recreation and learning about the natural, historical, ethnographic and cultural potential of the region are combined (Сонько, 2012, с. 181).

In Ukraine, green tourism is carried out in the following ways: excursions and short-term rest in specially equipped places, educational hiking, ski trips and walks, bicycle tours, equestrian tourism, rafting, speleotourism (cave excursions), ornithological tourism (bird-watching), ethnographic tourism, sports hunting and fishing, paragliding, rock climbing, extreme tourism (jumping with a rope) (Архіпова, Ярова, 2009, с. 103).

Priority importance is given to green tourism, which is developed in nature-reserved territories with joint recreational activities of farmers and administrations of Nature Reserve Fund institutions. Thus, within the boundaries of the Carpathian National Nature Park, around 80 farmsteads are successfully operating in the area and providing eco-tourists with high-quality services both in summer and in winter (Архіпова, Ярова, 2009, с. 103).

In general, the regions of the western part of Ukraine (Ivano-Frankivsk, Lviv, Zakarpattia and Chernivtsi regions) are leading in the provision of accommodation services for ecotourists. According to online edition *Radio Svoboda* (2018), nowadays, there exist from 100 to 400 estates in each region that receive tourists due to their favourable natural conditions and border location. However, there are interesting attractions in many other regions of Ukraine. Most of the objects of the Nature Reserve Fund are located in Chernihiv, Ternopil, Cherkasy and Khmelnytskyi regions (Bojko, 2020, p. 60). Cultural heritage is rich in Kyiv region (trails of the Trypil civilization), Zaporizhzhia region (places of Cossack glory on Khortytsia Island), Dnipropetrovsk region (Petrikyvka village), Poltava region (pottery center in the village of Opishne), and Odesa region (bessarabian monuments).

### 2.2. Prospects for the development

Development of green tourism offer numerous economic, environmental and social benefits: creating competitive national tourist product on domestic and foreign markets which is able to meet the needs of both national and foreign consumers; ensuring integrated development of recreational areas and tourist centers; preserving and restoring the natural environment and historical and cultural heritage; replenishing state and local budgets (Худавердієва, 2020, с. 130).

The development of green tourism in Ukraine also provides an economic component for locals. Ukrainian villagers can receive income from the green tourism sector through such types of activities as organization of eco-tourist trails, operation of car parks for tourists, work as tour guides, provision of tourist transport services, organization of hunting activities (hunting, amateur and sport fishing), provision of rental services of tourist equipment and accommodation services, organization of meals, creation of an entertainment program, local crafts, production and sale of ecologically clean food for tourists (Мозолев, 2022, с. 578).

### 2.3. Development problems

Despite the abovementioned availability of a significant amount of resources for green tourism and its board prospects, there are several considerable problems that restrain unfolding of green tourism in Ukraine at the international level and reduce its competitiveness. The most serious issues are non-compliance of tourist infrastructure with international standards, gaps in the taxation system, low-quality advertising materials and service, including the issue of improving the quality of training of professional personnel and learning a foreign language (Dyuk, 2018, p. 4).

Specifically, shortage of informational materials of an appropriate level directed at a foreign audience, as well as knowledge of foreign languages by employees of accommodation facilities, restaurant business and nature-reserved territories do not contribute to the demand from inbound tourists for green tourism services in Ukraine. For instance, according to Yarmolovich (2011), *"20% of owners of farmsteads do not speak any of the foreign languages, and it is almost impossible to determine the level of knowledge of other owners"* (p. 100).

This also indicates a low level of creation and improvement of Ukraine's image on the international tourist market. That is why, for the successful functioning of green tourism, it is necessary to pay attention to the education of personnel, conduct activities for improving their qualifications as well as seminars and workshops.

In addition to systemic problems of green tourism in Ukraine, nowadays it has faced with the problems caused by the full-scale Russian invasion of Ukraine, such as mining of the territory and destruction of natural landscapes in the occupied regions. For instance, *News channel 24* (2022) reports that *"in Ukraine, as of November 18, 30% of the territory is mined, which is approximately 2 times the size of Austria"*.

What is more, according to online edition *Kavun.City* (2022):

> *In particular, several historic lighthouses have already been destroyed, as well as the Stanislavsky Mountains, known throughout Ukraine. Information about this comes from local residents, it is also confirmed by representatives of local Ukrainian authorities. (...) In addition, constant fires are currently recorded in the Kherson floodplains and the largest human-made forest in Europe – Oleshkivskyi.*

However, despite the seriousness of the problems, most of them can be solved quite effectively under the condition of a planned policy of green tourism, attraction of foreign investments and work with the country's population.

**3. Conclusions**

Green tourism in Ukraine has board prospects for development due to natural treasures, diversity of landscapes and the uniqueness of cultural customs and traditions of the country. The most advantageous conditions for green tourism exist in the nature-reserved territories. Priority is given to green tourism, which is carried out with the joint efforts of local residents and administrations of institutions of the Nature Reserve Fund.

The development of green tourism can help create a competitive national tourist product on domestic and foreign markets, ensure integrated development of recreational areas and tourist centers, preserve and restore the natural environment and historical and cultural heritage, as well as bring economic benefits to the state, local administration and residents. However, in order to achieve these goals, the cooperation of the authorities and the local population is necessary, which should solve the systemic problems of the green tourism industry in Ukraine with joint actions, including the low level of tourist infrastructure, service, advertising materials, etc.

**REFERENCES**

1. Архіпова Г. І., Ярова С. М. Ecotourism in the territories and objects protected area. *Advances in Aerospace Technology*. 2009. № 39. С. 100-104. URL: https://doi.org/10.18372/2306-1472.39.1720
2. Бойко В. О. Сільський зелений туризм в Україні: проблеми та перспективи. *Агросвіт.* 2020. № 22. С. 58-65. URL: https://doi.org/10.32702/2306-6792.2020.22.58
3. Вишневський В. І. Екологічний туризм : навчальний посібник. Київ: Інтерпрес ЛТД, 2015. 140 с.
4. Дюк А. А., Бурлака Н. І. Розвиток зеленого туризму в Україні. *Ефективна економіка*. 2018. № 12. URL: http://www.economy.nayka.com.ua/?op=1&z=6795
5. Котів О. Скільки території України досі заміновано: в ДСНС вразили відповіддю. *24 канал*. 2022. URL: https://24tv.ua/skilki-teritoriyi-ukrayini-zaminovano-dsns-rozpovili-yak-trivaye_n2200746

6. Мозолев О. М. Сучасний стан та перспективи розвитку сільського зеленого туризму в Україні. *The VI International Scientific and Practical Conference «Innovations technologies in science and practice*. Haifa, 2022. С. 576-579. URL: https://doi.org/10.46299/ISG.2022.I.VI
7. Окупанти знищують культурні та природні пам'ятки Херсонщини. *Кавун.City*. 2022. URL: https://kavun.city/articles/228863/naciya-varvariv-okupanti-znischuyut-kulturni-ta-prirodni-pamyatki-hersonschini
8. Про туризм: Закон України від 15.09.1995 № 324/95-ВР. URL : https://zakon.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80
9. Сонько С. П. Екологічний туризм в Україні: сучасний стан та перспективи розвитку. *Матеріали міжнародної науково-практичної інтернет-конференції «Фінансово-економічні проблеми інноваційного розвитку»*. Умань : УДПУ, 2012. С. 279-281. URL: https://www.researchgate.net/publication/327281264_Ekologicnij_turizm_v_Ukraini_sucasnij_stan_ta_perspektivi_rozvitkuMateriali_miznarodnoi_naukovo-prakticnoi_internet-konferencii_Finansovo-ekonomicni_problemi_innovacijnogo_rozvitku_18052012_UDPU-_Uman
10. Туристи на селі: приховані можливості України. *Радіо Свобода.* 2018. URL: https://www.radiosvoboda.org/a/svoboda-v-detalyah/29374595.html.
11. Худавердієва В. А., Бережна І. О. Проблеми і перспективи розвитку сільського зеленого туризму в Україні. *«Освітні і наукові виміри географії та туризму».* Збірник наукових праць ПНПУ імені В. Г. Короленка. Полтава. 2020. Т. 1. С. 126-131.
12. Ярмолович К. Можливості сільського зеленого туризму в Україні. *Реалії, проблеми та перспективи розвитку географії в Україні* : Матеріали XII-ої студентської наукової конференції. Львів : Видавничий центр ЛНУ імені Івана Франка, 2011. С. 96-102. URL: https://geography.lnu.edu.ua/wp-content/uploads/2017/10/42863629.pdf#page=96
13. Share of the total gross domestic product (GDP) generated by travel and tourism worldwide from 2000 to 2021. *STATISTA*. 2022. URL: https://www.statista.com/statistics/1099933/travel-and-tourism-share-of-gdp/.

# LEGAL ANALYSIS OF THE DISPUTE BETWEEN UKRAINE AND ROMANIA REGARDING THE SERPENT'S ISLAND

*O. V. Kryvoruchko,*
*D. M. Petrenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kryvoruchko O. V., Petrenko D. M. Legal analysis of the dispute between Ukraine and Romania regarding the Serpent's island.** The article is devoted to the analysis of the dispute between Romania and Ukraine regarding the delimitation of the maritime spaces of the Black Sea. The positions of both parties to the dispute are considered, as well as the decision of the International Court of Justice on this dispute is analyzed.

**Key words:** delimitation, maritime spaces, continental shelf, International Court of Justice.

**Криворучко О. В., Петренко. Правовий аналіз спору між Україною та Румунією щодо острова Зміїний.** Стаття присвячена аналізу суперечки між Україною та Румунією щодо делімітації морських просторів Чорного моря. Розглянуто позиції обох сторін спору, а також проаналізовано рішення Міжнародного Суду ООН з цього спору.

**Ключові слова:** делімітація, морські простори, континентальний шельф, Міжнародний суд ООН.

## 1. Introduction

The r e l e v a n c e of the topic of this study is determined by the fact that the sea spaces of the Black Sea are a storehouse of useful environmental resources, moreover, there has always been an increased political interest in this object. For these reasons, there are many legal disputes regarding the territory of the Black Sea. Following the consideration of the analyzed dispute between Romania and Ukraine regarding the delimitation of the Black Sea, there is already a decision of the International Court of Justice.

The p u r p o s e of the article is to analyze the peculiarities of resolving interstate territorial disputes in accordance with the norms of international law on the example of a territorial dispute between our state and Romania.

The o b j e c t of study is the dispute between Ukraine and Romania regarding the Serpent's island, the s u b j e c t is the analysis of the peculiarities of the dispute regarding Serpent's island, the features of the legal process of border delimitation.

The following t a s k s are set to achieve the purpose:

1. To consider the history of the dispute resolution process between Ukraine and Romania.
2. To analyze the snake island dispute.
3. To investigate the position of the International Court of Justice.

This i s s u e was considered by a number of scientists, in particular, O. M. Romanukha in the article "Delimitation of the modern border of Ukraine", D. Denkov, V. Selyk, E. D. Burova Yu.V.Shchokin in the work "Analytical conclusion on the problem of Serpent's island in the decision of the International Court of the United Nations on the dispute between Ukraine and Romania", in which the author notes that it is impossible to focus exclusively on the practice of the ICJ and other international maritime tribunals. because this practice is insufficiently regulated and generally contradictory.

In this article we use such scientific methods as analysis, synthesis, comparison and content analysis.

## 2. Discussions on the dispute between Ukraine and Romania

The dispute over the delimitation of the Black Sea between Ukraine and Romania received wide publicity in the media, respectively, a large number of comments were published, including from political figures.

After the defeat of Romania in World War II, until 1946, Soviet and Romanian military personnel were stationed on Serpent's island. In 1947, the Paris Conference was held, it fixed the territorial delimitation in Europe and concluded a peace treaty, according to which in 1948 Romania and the USSR signed a protocol on clarifying the line of the Soviet-Romanian border, according to which, the island finally became part of USSR. These provisions of the protocol were confirmed in the Soviet-Romanian agreement on the state border of 1949 and the agreement on the regime of the state border of 1961.

In 1975, Romania put its signature under the final act of the All-European Conference on Security and Cooperation, which finally fixed the belonging of the island to the Ukrainian SSR as a part of the USSR. Since 1991, after the collapse of the Soviet Union, the island has been part of independent Ukraine. In the late 1990s Romania faced the issue of joining NATO and the EU, but the unresolved dispute with Ukraine over the line of the maritime border prevented integration. The dispute was as follows: the Ukrainian canal at the mouth of the Prorva River was created back in the late 1950s and functioned until 1994, with a throughput capacity of up to 4,000 ships per year. However, due to engineering shortcomings, the canal was constantly silted up, which forced continuous work to clean it up. (“Міжнародно-правові питання”, n. d.).

Subsequently, traffic volumes dropped sharply, all work on cleaning the canal was stopped, which led to the final siltation of the mouth of the Prorva River. As a result, Ukrainian carriers were practically forced out of this region, and the main cargo flows began to be carried out through the Romanian Sulina Canal, which turned Romania into a shipping monopoly in the Danube Delta.

Before Ukraine there was an urgent need for the resumption of its own navigation at the mouth of the Bistre. However, the Romanian side strongly protested against the construction of the canal, noting that this would lead to a rise in the water level and harm the ecology of the Danube basin, and announced its intention to apply to the International Court of Justice in The Hague, while simultaneously deploying the construction of a dam in the Danube Delta, which diverted about a third of the water flow to the Romanian territory.

As a result, the Romanian side and Kyiv signed the Ukrainian-Romanian agreement on relations of good neighborliness and cooperation, which was concluded on June 2, 1997 in Constanta. The Treaty laid the legal foundation for the development of bilateral relations. In parallel, an additional Agreement on the delimitation of the continental shelf and exclusive economic zones was concluded. According to this agreement. An agreement was also signed between Ukraine and Romania on the regime of the Ukrainian-Romanian state border, cooperation and mutual assistance on border issues dated June 17, 2003 (“Договір між Україною та Румунією”, n. d.).

### 3. Continuation of the dispute

On September 16, 2004, Romania filed a complaint against Ukraine with the International Court of Justice, in which it recognized that Serpents' Island and 12 miles of its territorial sea belonged to Ukraine. The main issue submitted to the International Court of Justice for consideration was the question of determining the status of such an object as “Serpent's island”.

Romania asked the Court, according to the Application, “to draw, in accordance with international law and especially in accordance with the criterion specified in Article 4 of the Additional Agreement, a single maritime boundary between the continental shelf and the exclusive economic zones of the Two States in the Black Sea.” The delimitation line was supposed to run, according to Romania, from the junction of the Ukrainian-Romanian border along the territorial sea to a conditional point, which, according to the applicant, was established back in 1949, then - equidistant lines from both countries. ("Сучасна практика", n. d.).

The International Court of Justice has summarized Romania's position on the status of Snake Island in par. 180-182 solutions. The Court noted that Romania is categorically opposed to Serpent's Island being used as a base point (ie, taken into account at all) when drawing the delimitation line. She explained her position by saying that Serpentine is not an island, but "a rock incompatible with long-term human existence or its own economic life, and, therefore, does not have an exclusive economic zone or continental shelf in accordance with Art. 121 of the UN Convention on the Law of the Sea". ("Міжнародний суд ухвалив компроміс", n. d.).

Ukraine insisted that Serpent's Island be taken into account in the delimitation process: "The coast of the island forms part of the corresponding Ukrainian coasts for the purposes of delimitation" (par. 183). She disagreed with the interpretation of the Serpent as a rock, since he "can sustain his own economic life in a stable manner. Delimitation, according to Ukraine, should be carried out as follows: Serpent's Island (exclusive economic zone and continental shelf) is included in the coastal line.

**4. Position of the International Court of Justice**

In detailing its position in subsection 9.3, the International Court of Justice began by stating that there is no delimitation agreement between the parties within the meaning of Articles 74 and 83 of the UNCLOS, but it "must suggest the appropriate circumstances to establish a conditional line equal removal to ensure a fair result" (par. 185). And then he made the following statement, which determined the further course of his reasoning: "In this phase, the Court may be called upon to decide whether this line should be established in connection with the presence of small islands nearby it. As jurisprudence shows, the Court may in individual cases decide not to take into account very small islands, or decide not to give them their full potential maritime area limits, and whether such an approach should have a disproportionate effect on the delimitation line in question" (par. 185). In view of the foregoing, the Court does not need to consider whether Snake Island falls under paragraphs 2 or 3 of Article 121 of the United Nations Convention on the Law of the Sea and its relevance to this case" (Конвенція ООН з морського права 1982 р.).

Steam. 188 of the judgment, concluding subsection 9.3, determined the attitude of the Court to the problem of territorial waters around Serpents' Island: "188. The Court further states that the 12-mile territorial sea belongs to Serpent

Island as a result of agreements between the Parties. It concludes that, in the context of the present case, Serpent Island should not have any other influence on the delimitation in this case than that determined by the role of the 12-mile arc of its territorial sea." ("Міжнародний суд ухвалив компроміс", n. d.).

In the UN Convention on the Law of the Sea of 1982, Part VIII "The Regime of the Islands" is devoted to the issue of legal regulation of the islands, which includes a single article 121 with the same title:

"1. An island is a naturally formed expanse of land surrounded by water that is above the water level at high tide. 2. Except as provided in paragraph 3, the territorial sea, contiguous zone, exclusive economic zone and continental shelf of an island shall be determined in accordance with the provisions of this Convention applicable to other land territories. 3. Rocks that are not suitable for supporting human life or for independent economic activity have neither an exclusive economic zone nor a continental shelf.

The content of Article 121 gives a clear understanding of the reasons for the interest of the Romanian side in recognizing Snake Island as a rock, and not an island. Only rocks cannot have either a maritime economic zone or a continental shelf. And although the Court has refrained from considering the arguments of the parties regarding the interpretation of paragraphs 2 and 3 of this article, the constant use of the word "island" in the text of the decision leaves no doubt that, in the opinion of the Court, Serpents is precisely an island." (Конвенція ООН з морського права 1982 р.).

This conclusion is of no small importance, since it allows us to qualify Serpent's island precisely as "land" or "land territory". After all, according to paragraph 1 of Art. 2 of the 1982 Convention "the sovereignty of a coastal state extends beyond its land territory and internal waters." That is, if there is no land territory, sovereignty cannot extend beyond its borders. The Convention itself does not contain definitions of the concepts "land" or "land territory".

The court confirmed the Ukrainian ownership of the island itself and the presence of Ukrainian territorial waters around the island, but at the same time decided that this island is not an integral part of the coastline. The court assumed that the Snake Island is located relatively far from the coast and is very small.

## 6. Conclusions

Having studied the arguments of the parties and the history of the issue, as well as possible precedents, on February 3, 2009, the court made a unanimous decision, which is extremely rare in the practice of the International Court of Justice.

The court concluded that Serpent's island “should not affect the delimitation in this case, except for a 12-mile strip of territorial waters around the island” (paragraph 188).

Ukraine received 12 miles of territorial sea around the Serpent Island, as well as a 2.3 thousand sq. About 80% of the disputed territories of the Black Sea shelf and the oil and gas reserves available in this territory departed to Romania.

The court made a unanimous decision regarding Serpent's island and thereby confirmed the Ukrainian ownership of the island itself and the presence of Ukrainian territorial waters around it, but noted that this island is not an integral part of the coastline, and Serpent's island should not affect the delimitation in this court case. With the resolution of the territorial dispute around the Snake Island, Ukraine partially ceded its economic interests, which, on the other hand, contributed to the establishment of a new format of relations between Ukraine and Romania at the political level. (“Рішення Міжнародного суду”, 2009).

**REFERENCES**

1. Договір між Україною та Румунією про режим українсько-румунського державного кордону. URL: https://zakon.rada.gov.ua/laws/show/642_022#Text
2. Конвенція ООН з морського права 1982 р. URL : https://ips.ligazakon.net/document/MU82K23R (Дата звернення: 11.11.2022)
3. Міжнародний суд ухвалив компроміс щодо шельфу біля Зміїного. URL: https://www.radiosvoboda.org/a/1378426.html (Дата звернення: 13.11.2022)
4. Міжнародно-правові питання делімітації о. Зміїний. URL: http://dspace.onua.edu.ua/bitstream/handle/11300/6343/Yakimov%20Mezdunar.pdf?sequence=1&isAllowed=y (Дата звернення: 14.11.2022)
5. Рішення Міжнародного суду від 3 лютого 2009 року. *Збірки рішень, консультативних висновків та наказів щодо морського обмеження в чорному морі (Румунія проти України*). URL : https://web.archive.org/web/20171031115513/http://www.icj-cij.org/files/case-related/132/132-20090203-JUD-01-00-EN.pdf (Дата звернення: 21.11.2022)
6. Сучасна практика вирішення територіальних спорів між державами. URL: https://dspace.nlu.edu.ua/bitstream/123456789/14085/1/Smirnov_315-319.pdf

# STATE AND PERFORMANCE OF THE GLOBAL AIRLINE INDUSTRY UNDER THE INFLUENCE OF THE COVID-19 PANDEMIC

***O. V. Kryvtsov***
***T. I. Skrypnyk (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Kryvtsov O. V., Skrypnyk T. I. State and performance of the global airline industry under the influence of the COVID-19 pandemic.** This article studies the global airline industry by analyzing its performance and how it was affected by the COVID-19 pandemic. The research includes classification and market share of airlines by their specialization, studying their contribution to the profitability of the aviation value chain. Among the prospects for the airline industry, the following are highlighted: expected return to profitability in 2023, workforce shortage and the need for enhanced industry data collection and processing.

**Keywords:** airline industry, airlines specialization, aviation value chain, COVID-19, profitability.

**Кривцов О. В., Скрипник Т. І. Стан та результати діяльності світової галузі авіакомпаній під впливом пандемії COVID-19.** Ця стаття досліджує світову галузь авіакомпаній, аналізуючи її стан та вплив пандемії COVID-19 на її діяльність. Дослідження містить класифікацію та частку ринку авіакомпаній за їхньою спеціалізацією, охарактеризовано їхній внесок у прибутковість ланцюга вартості авіаційної галузі. Серед перспектив сектору авіакомпаній виділено наступні: очікуване повернення до прибутковості у 2023 році, дефіцит робочої сили та необхідність удосконалення збору та обробки галузевих даних.

**Ключові слова**: Авіакомпанії, ланцюг вартості авіаційної галузі, прибутковість, спеціалізація авіакомпаній, COVID-19.

## 1. Introduction

The airline industry is an essential part of the global economy whose speed and safeness of transportation incredibly assist in doing international business. The COVID-19 pandemic amid worldwide quarantine restrictions led to a sharp decrease in both domestic and international air traffic causing a severe challenge for the worldwide airline sector. Consequently, studying the state and performance of the global airline industry under the influence of the ongoing pandemic is crucial for determining industry's prospects and possible actions required for further recovery of this sector.

M a t e r i a l s and m e t h o d s . The studies of Ahlgren, Beers, Bowen, Chui, Curran, Dube, Hayward, Lavri, Rodrigue, Singh and Tan are devoted to analyzing the state of the airline industry. Researches of Aerotime Advisory Team, AltexSoft, Joint Transportation Committee and TradeArabia largely contribute to the analysis of the airline industry. IATA and ICAO provide colossal aviation data collection and processing. Statistical analysis and data utilization are the main methods among the ones used in this article.

The o b j e c t of the article is the comprehensive research of the state and performance of the global airline industry. The s u b j e c t is the state and performance of the global airline industry. The p u r p o s e of this study is to examine the state and performance of the global airline industry and to identify prospects for its further development.

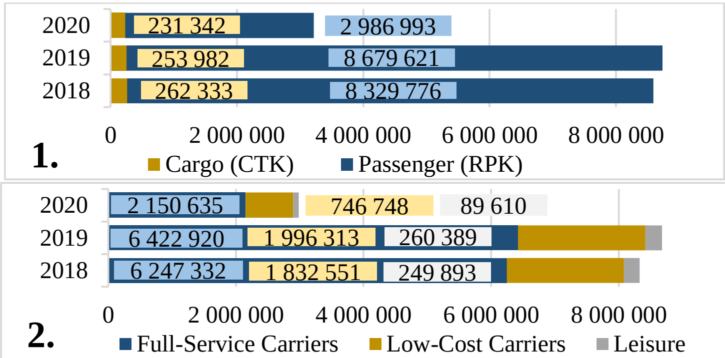
## 2. Current state of the global airline industry

The global airline industry is an element of the aviation sector which specializes in providing passenger and cargo air transportation services. Being one of the main sectors of transport infrastructure, it serves the economic operations all over the globe, uniting the global economy. Although the share of air transport in the world merchandise trade is below 1% by weight, it is above 35% by value (Bowen & Rodrigue, 2020). Airlines are key economic agents in this market and require a license and air operator's certificate allowing them to perform air commercial operations (ICAO, 2020, p. 21). The global commercial airline industry is divided into two major sectors: passenger and freight transportation. The former is subdivided into full-service carriers (FSC) and low-cost carriers (LCC) – the two main types of airline business models. The most crucial difference between full-service (British Airways, Air France, United Airlines, Lufthansa) and low-cost carriers (Ryanair, SkyUp, EasyJet, Eurowings) is the different price brackets of their services which determines the ways they operate.

Full-service carriers tend to diversify their revenue sources, often engage in passenger and cargo operations and invest in subsidiary airlines. FSCs consider their routes as a whole network and focus on the overall profitability of it. This approach allows airlines to compensate for the lack of profitability of a particular route at the expense of other ones, so they can maintain low-profit routes that significantly contribute to the general traffic volume of the network. FSCs prefer major hub airports to operate with and use a wide range of aircraft to provide various routes.

Low-cost carriers rely on a cost-saving strategy as a key to gaining profit. They consider their routes as individual elements not linked into one network and focus on the profitability of every particular route. They standardize their fleets to reduce maintenance and staff training costs and prefer secondary airports with lower charges and point-to-point transit systems. While full-service carriers include most of the basic onboard services in their ticket price, low-cost carriers do not and rely on additional services not included in the basic ticket, such as baggage fees and meals. The other differences between FSC and LCC are the respective presence and absence of aircraft seat types differentiation, quality of service provided, and size of ticket distribution channels (Curran, 2022). However, many airlines are using a hybrid model, mixing FGC and FCC features (AltexSoft, 2020).

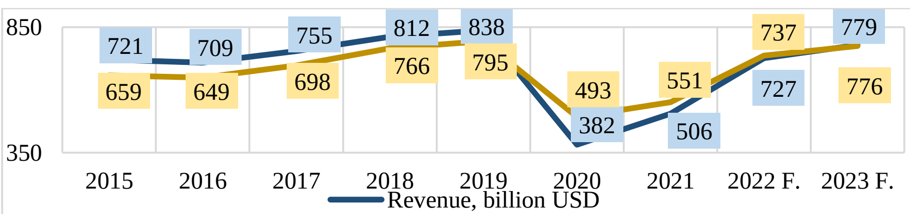
Cargo airlines perform air freight transportation, being either independent enterprises or subsidiary companies of passenger airlines. They can be grouped into traditional all-cargo airlines (Atlas Air) and air freight integrators (FedEx, DHL). The former specialize in airport-to-airport cargo transportation using a network of freight forwarders and cargo terminals. The latter provide door-to-door transportation with their own multimodal system. Numerous airlines provide both passenger and cargo services with specialized fleets for these tasks. Airlines often convert decommissioned passenger planes into cargo aircraft to extend their service life, which is also cheaper than buying a brand-new cargo aircraft (Tan, 2022). Combining passenger and cargo transportation by using the cargo hold of their passenger aircraft is known as belly cargo (Joint Transportation Committee, 2018, p. 13) Full-service carriers consider cargo operations a secondary revenue source. Consequently, they tend to use holds of their passenger planes for transporting freight. In contrast, low-cost carriers usually do not provide cargo services since they focus on fast aircraft rotation and secondary airports not generating significant cargo traffic (Bowen & Rodrigue, 2020).




*Source:* compiled by the author based on IATA WATS 2019, 2020 and 2021 editions.

Fig. 1. Worldwide passenger and cargo traffic structure, 2020.
1. Global passenger and cargo volumes ratio.
2. Passenger traffic share by airline type (RPK).

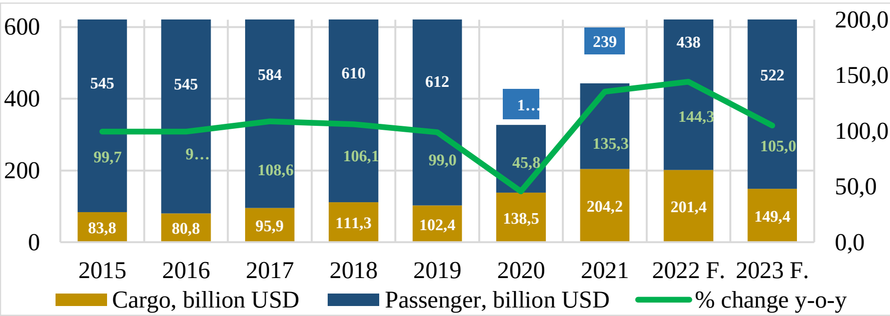
The volume of passenger air transportation, expressed in Revenue passenger-kilometres (RPK), dominated the amount of Cargo tonne-kilometres (CTK) – an analogous of RPK for freight – before 2020. Despite a dramatic reduction in passenger traffic due to the COVID-19 pandemic, RPKs still prevailed over CTKs in 2020. Total passenger traffic was distributed between FSCs and LCCs in the approximate range of three quarters and one quarter, respectively, with a slight increase in favor of LCCs over the studied years: from 22% in 2018 to 23% in 2019 and 25% in 2020. FSCs' share decreased by 3%: from 75% to 74% and 72%, respectively.




*Source:* compiled by the author based on IATA Industry Statistics Fact Sheets 2019, 2020 and 2022c.

Fig. 2. Total global airline industry revenues
and expenses 2015-2021, 2022-2023 forecast

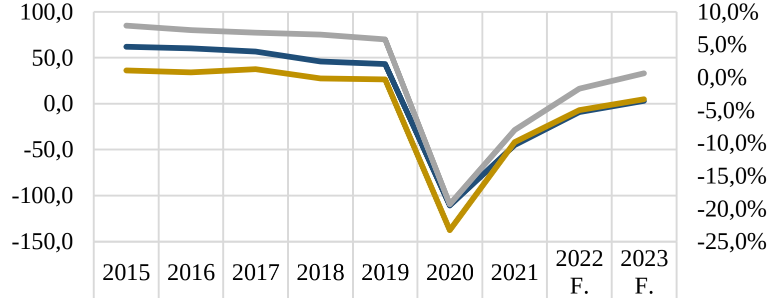
The rapid decline in passenger traffic in 2020 has led to a decrease in airline revenues. The high share of fixed costs (Beers & Scott, 2021) – which include aircraft depreciation, rental, insurance, reservation, staff and management costs (Hayward & Linnea, 2022) – in the total cost structure of airlines and market volatility led to an excess of costs over revenues. A large number of airlines worldwide were forced to take unpopular measures like staff and fleet reduction to ensure survival in the market (Dube, 2022). As the industry recovers, airlines are increasing their revenues, gradually approaching a return to profitability in 2023.




*Source:* compiled by the author based on IATA Industry Statistics Fact Sheets 2019, 2020 and 2022c.

Fig. 3. Global airline industry passenger and cargo revenues 2015-2021, 2022-2023 forecast

According to the figure, the COVID-19 pandemic significantly reduced airline passenger revenues in 2020. At the same time, the growth of e-commerce has provided both sustainability and an increase in demand for cargo transportation (Mishra, 2022). This led to a significant increase in cargo's share in the structure of passenger and cargo airline revenues: from 14.33% in 2020 to 42.24% and 46.07% in 2021 and 2022, respectively. In 2021 seven of the nine value-creating airlines studied by IATA were significantly or purely engaged in cargo operations (IATA & McKinsey & Company, 2022, p. 8). However, IATA expects a recovery of passenger revenue volume with a gradual decrease in cargo traffic over the next two years. As a result, the ratio of cargo and passenger revenue will also return to the pre-pandemic state with a confident predominance of passenger revenue.




| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 F. | 2023 F. |
|---|---|---|---|---|---|---|---|---|---|
| Operating profit | 62,0 | 60,1 | 56,6 | 45,9 | 43,2 | -110,8 | -45,1 | -9,3 | 3,2 |
| Net profit | 36 | 34,2 | 37,6 | 27,3 | 26,4 | -137,7 | -42 | -6,9 | 4,7 |
| ROIC, % | 7,9% | 7,2% | 6,8% | 6,5% | 5,8% | -19,3% | -8,0% | -1,7% | 0,6% |

*Source:* compiled by the author based on IATA Industry Statistics Fact Sheets 2019, 2020 and 2022c.

Fig. 4. Total global airline industry operating profit, net profit and return on invested capital 2015-2021, forecast for 2022-2023, billion USD

Quarantine restrictions and the resulting decline in global passenger traffic caused losses in the air travel industry. Freight transportation made it possible to compensate for part of the costs (TradeArabia, 2022). IATA expects the industry to become profitable again in 2023 for the first time since 2019. However, despite constant operating profits until the COVID-19 pandemic, the airline industry did not generate economic return since its return on invested capital (ROIC) was lower than its weighted average cost of capital (WACC). (IATA & McKinsey & Company, 2022. p. 5). Moreover, airlines, participating in the aviation value chain, are the weakest link of it. With chain's total economic loss of approximately 5 billion USD per year, airlines generated 18 billion USD economic loss per year before 2020. The COVID-19 pandemic worsened the performance of the whole value chain including airlines which suffered 175 and 104 billion USD of economic losses in 2020 and 2021, respectively – the worst result among the other elements of the value chain. (IATA & McKinsey & Company, 2022, p. 4).

The 2022 full-scale Russian invasion of Ukraine has significantly affected the global airline industry. The sanctions on Russia as the aggressor country imposed by the international community increased the volatility of the oil products market (IATA, 2022d). With fuel having a share closer to 25% in the total operating expenses of airlines, excessive fluctuations in the price of crude oil intricate the economic performance of the airline industry. The ongoing all-arms warfare in the middle of Eastern Europe results in the closed airspace of Ukraine and adjacent territories of Russia with severe sanctions regarding the use of the entire airspace of the aggressor country. This conjuncture forced airlines to change their routes to avoid restricted areas that increased the range and duration of flights. In total, 6,8% of global air passenger traffic was affected with the biggest influence on Europe-Asia and Asia-North America air markets. As to the cargo, 0,9% of the global air cargo traffic in general and 2,5% of dedicated cargo flights were impacted by the escalation of the Russo-Ukrainian war. The most affected air cargo transportation markets were Europe-Asia, Europe-Asia Pacific and Europe-Middle East (IATA, 2022b). These hurdles complicate the recovery of the aviation industry from the consequences of the COVID-19 pandemic.

## 3. Prospects for the global airline industry

After two years of tremendous challenges, the airline industry is expected to become profitable again in 2023. The main driver for this is the increasing number of passengers traveling by air, which, as estimated by IATA, will reach 85.5% of the 2019 level. However, the expected net profit volume will be significantly lower than the pre-pandemic level of 2019 (IATA, 2022a). Airlines will have to deal with growing economic uncertainties and the risk of recession in several countries, which could reduce demand for air travel in these markets. Nevertheless, the vulnerability of air market conditions allowed airlines to accumulate sufficient experience in crisis management to maintain the stability of the enterprise under stress (Chui, 2022). Forced staff cuts during the pandemic have led to a labor shortage in the airline industry. The long-duration process of recruiting and training new employees increases the burden on already employed workers (Singh, 2022). The imbalance in the demand and supply of labor in the industry is expected to continue until 2027 due to low interest in aviation among the younger generation and the aging of specialists, which creates a gap in the workforce. As a result, it is crucial for airlines to develop strategic workforce planning based on scenario planning and a thorough analysis of the labor market. Otherwise, the personnel shortage is bound to impede dealing with growing passenger traffic thereby hindering the development of the industry (Lavri, 2022).

IATA considers it vital to enhance cooperation between participants in the value chain of the aviation sector in collecting and processing data. Prompt exchange of information about the state of the market between airlines and airports will improve the accuracy of forecasting and calculating business operations. (IATA & McKinsey & Company, 2022, p. 20).

## 4. Conclusion

The airline industry has faced severe challenges in recent years. The COVID-19 pandemic and quarantine restrictions have critically reduced global passenger traffic, causing massive losses for airlines, except for the cargo sector. As a result, freight transportation turned out to be a "lifeline" for many passenger airlines refocusing their operations on cargo. Since Full-service carriers tend to operate both in passenger and cargo sectors, unlike low-cost carriers, supporting enterprises by freight was limited for LCCs. However, advanced crisis management amid world air traffic recovery ensured airlines' return to profitability in the foreseeable future.

Despite expected net profits in 2023, airlines are still to overcome the consequences of the pandemic in a market condition that has changed forever.

## REFERENCES

1. AEROTIME ADVISORY TEAM. (2022). Airport operators anticipate better times. *Aerotime Hub.* URL: https://www.aerotime.aero/articles/31401-exclusive-airport-operators-anticipate-better-times [Accessed 31 Dec. 2022].
2. ALTEXSOFT. (2020). What is a low-cost carrier (LCC): budget airline model overview. *Amadeus.* URL: https://developers.amadeus.com/blog/low-cost-carrier-business-model-overview [Accessed 31 Dec. 2022].
3. BEERS, B. (2021). Which Major Expenses Affect Airline Companies? In: G. SCOTT, ed*., *Investopedia.* URL: https://www.investopedia.com/ask/answers/040715/what-are-major-expenses-affect-companies-airline-industry.asp [Accessed 31 Dec. 2022].
4. BOWEN, J., RODRIGUE J.-P. (2020). 5.5 – Air Transportation. *The Geography of Transport Systems. 5th edition.* New York: Routledge, 456 pages. ISBN 978-0-367-36463-2. DOI: doi.org/10.4324/9780429346323.
5. CHUI, S. (2022) IATA: AIRLINES CUT LOSSES IN 2022; RETURN TO PROFIT IN 2023. *Sam Chui Aviation & Travel.* URL: https://samchui.com/2022/12/08/iata-airlines-cut-losses-in-2022-return-to-profit-in-2023/#.Y7AK_HbP0uX [Accessed 31 Dec. 2022].

6. CURRAN, A. (2022) The Difference Between Full Service & Low Cost Carriers. *Simple Flying*. URL: https://simpleflying.com/full-service-vs-low-cost/ [Accessed 31 Dec. 2022].
7. DUBE, K. (2022) Emerging from the COVID-19 Pandemic: Aviation Recovery, Challenges and Opportunities. In: *The Special Issue Selected Papers from the 4th International Aviation Management Conference. DOI: https://doi.org/10.3390/aerospace10010019* [Accessed 31 Dec. 2022].
8. HAYWARD, J. & AHLGREN, L. (2022) The Cost Of Flying: What Airlines Have To Pay To Get You In The Air. *Simple Flying*. URL: https://simpleflying.com/the-cost-of-flying/ [Accessed 31 Dec. 2022].
9. INTERNATIONAL AIR TRANSPORT ASSOCIATION & MCKINSEY & COMPANY (2022) Understanding the pandemic's impact on the aviation value chain. URL: https://www.iata.org/en/iata-repository/publications/economic-reports/understanding-the-pandemics-impact-on-the-aviation-value-chain/ [Accessed 31 Dec. 2022].
10. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2019) Industry Statistics Fact Sheet December 2019. URL: https://www.iata.org/en/iata-repository/publications/economic-reports/fact-sheet-industry-statistics-dec19.pdf [Accessed 31 Dec. 2022].
11. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2019) WATS World Air Transport Statistics 2019. ISBN 978-92-9229-968-2.
12. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2020) Industry Statistics Fact Sheet November 2020. URL: https://www.iata.org/en/iata-repository/publications/economic-reports/airline-industry-economic-performance---november-2020---data-tables/ [Accessed 31 Dec. 2022].
13. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2020) WATS World Air Transport Statistics 2020. ISBN 978-92-9264-121-4.
14. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2021) WATS World Air Transport Statistics 2021. ISBN 978-92-9264-350-8. URL: https://www.avionews.it/resources/15fefc1b67f2b584c6390a00227ff63b.pdf [Accessed 31 Dec. 2022].
15. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2022a) Airlines reduce losses and expect profit in 2023. *Airlines.IATA*. URL: https://www.airlines.iata.org/analysis/airlines-reduce-losses-and-expect-profit-in-2023 [Accessed 31 Dec. 2022].

16. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2022b) IATA Factsheet The impact of the war in Ukraine on the aviation industry. URL: https://www.iata.org/en/iata-repository/publications/economic-reports/the-impact-of-the-conflict-between-russia-and-ukraine-on-aviation/ [Accessed 31 Dec. 2022].
17. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2022c) Industry Statistics Fact Sheet December 2022. URL: https://www.iata.org/en/iata-repository/pressroom/fact-sheets/industry-statistics/ [Accessed 31 Dec. 2022].
18. INTERNATIONAL AIR TRANSPORT ASSOCIATION (2022d) War in Ukraine and air transport. *Airlines.IATA*. URL: https://airlines.iata.org/analysis/war-in-ukraine-and-air-transport [Accessed 31 Dec. 2022].
19. INTERNATIONAL CIVIL AVIATION ORGANIZATION (2020). Doc 9760. Airworthiness Manual. 4th Edition. ISBN 978-92-9265-135-0. URL: https://aviation-insight.aero/wp-content/uploads/2021/05/ICAO-9760-docs-4thEdition.pdf [Accessed 31 Dec. 2022].
20. JOINT TRANSPORTATION COMMITTEE (2018) Washington State Air Cargo Movement Study. Final Report. URL: https://leg.wa.gov/JTC/Documents/Studies/AirCargo/JTCAirCargoMovementStudy_FinalReport.pdf [Accessed 31 Dec. 2022].
21. LAVRI, O. (2022) Employee and skills shortages in the aviation industry: How can SWP help prevent and fight it? *HR Forecast*. UR : https://hrforecast.com/employee-and-skills-shortages-in-the-aviation-industry-how-can-strategic-workforce-planning-prevent-and-fight-them/#title-2-1 [Accessed 31 Dec. 2022].
22. SINGH, P. (2022) Top 8 Challenges for the Aviation Industry in the Post-COVID 19 Era. *Global Market Insights*. URL: https://www.gminsights.com/blogs/top-challenges-of-aviation-industry [Accessed 31 Dec. 2022].
23. TAN, H. (2022) Passenger planes are being converted to cargo planes at record levels to make up for disrupted ocean freight — but even as it solves one problem, it's feeding into another. *Insider*. URL: https://www.businessinsider.com/passenger-planes-converted-cargo-planes-record-high-levels-inflation-2022-3 [Accessed 31 Dec. 2022].
24. TRADEARABIA (2022) Airlines cut losses in 2022; return to profit in 2023: IATA. *ZAWYA*. URL: https://www.zawya.com/en/economy/global/airlines-cut-losses-in-2022-return-to-profit-in-2023-iata-a28lbgn7 [Accessed 31 Dec. 2022].

# IS CREDIT AN AGGRAVATING DEBT FOR THE COUNTRY OR AN OPPORTUNITY FOR DEVELOPMENT?

*D. Y. Kucher,*
*D. M. Petrenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Kucher D. Y., Petrenko D. M. Is credit an aggravating debt for the country or an opportunity for development?** This article discusses the functions and consequences of the state loan, including its negative and positive aspects, ways of obtaining this loan and repayment terms. The author analyses the activities of organizations and structures that provide international loans. The author substantiates the position that an economy which abuses this financial tool becomes inherently debt-ridden, which negatively affects the entire social life of the country. The use of public credit within reasonable, controlled limits contributes to the development of economic relations and helps to overcome temporary financial difficulties.

**Keywords:** loan, IMF, public debt, money, bank.

**Кучер Д. Ю., Петренко Д. М. Кредит – це обтяжливий борг для країни чи можливість для розвитку?** У статті розглядаються функції та наслідки державних позик, у тому числі їх негативні та позитивні сторони, способи отримання цієї позики та умови погашення. Проаналізовано діяльність організацій та структур, що надають міжнародні позики. Висувається цілком обґрунтоване твердження, що економіка, яка зловживає цим фінансовим інструментом, сама має великі борги, що негативно впливають на все суспільне життя країни. Розумне і контрольоване використання державного кредиту сприяє розвитку економічних відносин і допомагає подолати тимчасові фінансові труднощі.

**Ключові слова:** кредит, МВФ, державний борг, гроші, банк.

## 1. Introduction

The o b j e c t of the article is international credit. The s u b j e c t is effectiveness and objectives of countries` usage of international loans and their impact on the economy. The a i m of the article is to consider in detail the impact of the development of the economy or plunge countries into an even greater crisis as a result of obtaining an international loan.

Nowadays, more and more frequently we read the news about the debts of various countries to the IMF and other creditors. However, not everyone understands how countries manage this money and how credit affects the economy. The relevance of this article is based on the development of financial literacy of mankind, and will help to understand how credit not only affects the financial component of the state but also has power over the entire political system.

To make the information in the article clear, here is basic terminology on the subject below.

Credit is a contract agreement in which a borrower receives a sum of money or something of value and repays the lender at a later date, generally with interest (International monetary fund, n. d.).

International credit is one of the forms of the movement of monetary and material means in international economic relations. It is based on the temporary provision of financial and commodity resources by a creditor to a borrower on condition of repayment at a set time and with interest (European central bank , n. d.).

A central bank is a public institution that manages the currency of a country or group of countries and controls the money supply – literally, the amount of money in circulation (European central bank , n. d.).

The International Monetary Fund (IMF) is an international organization that promotes global economic growth and financial stability, encourages international trade, and reduces poverty (International monetary fund, n. d.).

## 2. Discussions on the features/origin of the loan

When buying an expensive item or starting a business, many people think about credit because credit is already well established and used in everyday life. Loans are taken out very frequently, ranging from large countries taking on debt for their development to people taking out loans to buy a new smartphone. Because of the relevance and widespread use of the concept, we should first consider how credit works in general.

Most people think that one person puts a deposit in the bank first and only when the bank has the deposit, it lends it to a second person the amount of the deposit. But, fortunately, this is a misconception. In fact, the banking credit system is set up so that it only has the right to lend out 90% of the deposited money and keeps 10% as a reserve in case of force majeure.

A social relationship between a creditor (lender) and a borrower (debtor) is the fundamental component of credit. Debtor agrees to return money to the lender, frequently with interest or risk financial or legal penalties. Extending credit is a practice that dates back to the beginning of human civilization, thousands of years ago. Nowadays, a definition of credit that is frequently used still relates to an agreement to buy something with the explicit promise to pay for it later. It is a credit purchase. Credit cards are currently the most popular way to make purchases on credit. This introduces an intermediary to the credit agreement: The bank that issued the card repays the merchant in full and extends credit to the buyer, who may repay the bank over time while incurring interest charges in the meantime (International monetary fund, n. d.).

If we look at loans globally, it would be international lending, as a result of which the debtor state has an external debt. Having an external debt is an ordinary world practice, as it helps to trigger the mechanism of economic development. External debt is a debt owed by all residents (companies, banks and government agencies) of a country to foreign creditors (foreign banks/businesses, international financial institutions). External debt helps speed up economic development, smoothes economic cycles, however, if it is used ineffectively, it can only cover a country's budgetary holes and have no positive impact on its economic development. In the latter case, the external debt will weigh on the economy, and if the country is unable to service this debt, it will default and be downgraded. The rating is based on the ratio of GDP to external debt.

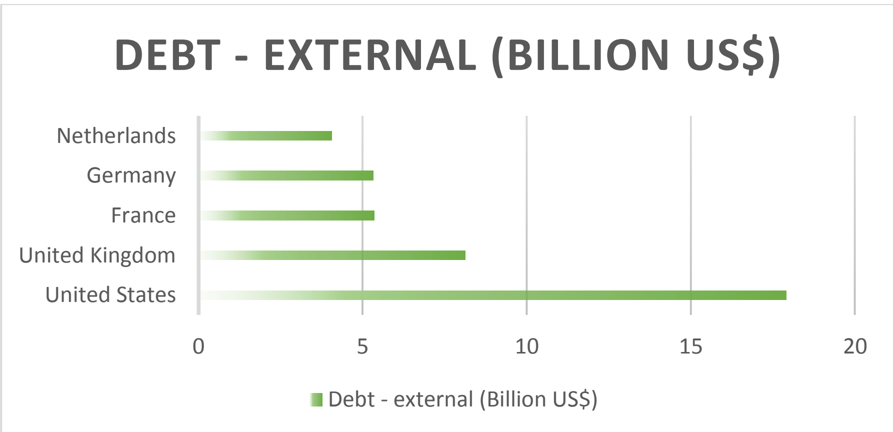



Fig. 1. Top 5 countries with the highest external debt
(“Central Intelligence Agency’, n. d.)

The total external debt of all countries currently exceeds USD 70 trillion. In the graph we can see that the countries that have the largest external debt are highly developed, which means that they are able to manage the credit properly and are using it to develop their economies to be world leaders.

This raises a logical question. Where do countries get credits from and who can be a creditor in international credit? Mainly, in international lending, lenders can be:

- banks (state and commercial);
- companies;
- states;
- International financial institutions and organisations.

Most of the money in a state is issued by the Central Bank, which influences the amount of money in circulation, the printing of monetary units, the distribution of money to institutions, inflation, and the exchange rate. In the case of an economic crisis, the central bank takes measures to restore the economy (it raises/lowers the interest rate, buys bonds). Also the central bank of the majority of states has a direct connection to the main creditor in the international economy – the International Monetary Fund.

The International Monetary Fund is a special institution that is directly linked to the United Nations Organisation. It is the connection that ensures the IMF's independent status. The IMF was originally created in 1945 as part of the Bretton Woods Agreement, which attempted to encourage international financial cooperation by introducing a system of convertible currencies at fixed exchange rates. The first state to receive a loan from the IMF in 1947 was France (funds for economic reconstruction after the Second World War).

190 nations currently make up the organisation, and each one is represented on the IMF's executive board in proportion to its financial weight. One important factor affecting the voting power in IMF decisions is quotas. Votes consist of basic votes + one vote for every SDR 100,000 of quota (same for all members).

The IMF receives funding from its member nations through quotas and subscriptions. Based on the size of each nation's GDP, the United States, which has the largest economy in the world, makes the largest contribution (International monetary fund, n. d.).

The IMF has three crucial responsibilities: advancing global monetary cooperation, promoting trade and economic growth, and discouraging unfavorable policies. IMF member nations collaborate with one another and with other international organizations to carry out these missions.

The IMF fosters international financial stability by:

- POLICY ADVICE (monitoring economic and financial developments and advising countries)
- FINANCIAL ASSISTANCE (loans and other financial aid to member countries)
- CAPACITY DEVELOPMENT (technical assistance and training to help governments to implement sound economic policies) (International monetary fund, n. d.).


Fig. 2. IMF annual report, 2021

In its annual report, the IMF shows how much money they lend to different countries, how countries manage the money and other information. In the picture 2 we can see the IMF's performance in 2021.

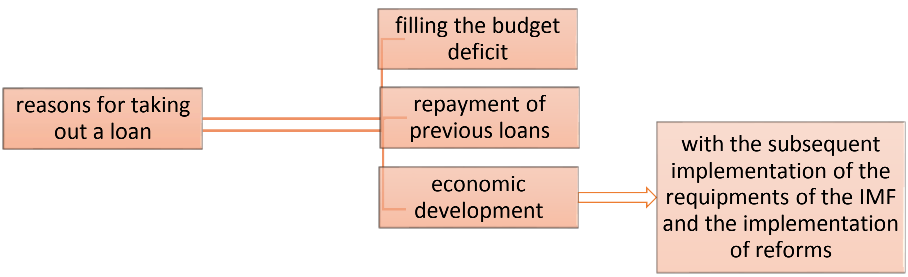



Fig. 3. Reasons for taking out a loan

The main condition for the IMF to approve a loan is that the country complies with the IMF's recommendations for reforms. If these arrangements are breached, the debtor country will not be able to receive the next tranche from the IMF fully. If the loan is not repaid, it will also have a negative impact on the value of bonds, currency, and corporate loans. Also, some loans are taken out so that part of the money is invested in the development of the state, and the other part goes to repay the previous loan, thereby creating a credit crunch.

### 3. Impact of international credit

After researching this topic, it is worth examining the arguments and coming to a conclusion whether credit is indeed an aggravating debt for a country or whether it is still an opportunity for development.

On the one hand, the external debt of a country tends to accumulate and in most cases it is only possible to repay the external debt by taking out a new loan, thus, the amount of the country's external debt is always increasing. On the other hand, international loans are given in order to invest the money in the development of the country, introducing reforms that will lead to economic growth and development. If this international credit is given by the IMF, it is designing the reforms itself which the debtor countries must implement in order to be able to get another loan for economic development.

Based on the growing relevance of this issue, I had the idea of conducting a survey among the students of my department (international economic relations) and asking them how they see the impact of international credit on the economy of a country.


Fig. 4. What impact does an international credit have on the country that takes this loan?

Most of the respondents (42.1%) believe that government borrowing has absolutely no impact on the economy. But comparing the rest of the answers, we conclude that the opinion about the positive impact of credit prevails over the negative one.

Taking into consideration the above mentioned, we can conclude that international credit brings more positive aspects to the development of countries than negative ones.

## 4. Conclusions

Taking into account all mentioned before it is clear that external debt has both negative and positive effects on the state's economic health. Most countries manage their debt in order to either repay previous debts, which leads them into a debt crisis, or to develop culture, healthcare systems, etc., which is the positive side of the issue.

It is up to the state to choose how to deal with external debt and, as a consequence, to choose between debt distress and economic development.

**REFWRENCES**


1. Central Intelligence Agency: The World Factbook (Digital resource). URL: https://www.cia.gov/the-world-factbook/field/debt-external/
2. European central bank (Digital resource). URL: https://www.ecb.europa.eu/ecb/educational/explainers/tell-me/html/what-is-a-central-bank.en.html
3. IMF annual report. (2021), “Build forward better” (Digital resource). URL: https://www.imf.org/external/pubs/ft/ar/2021/eng/downloads/imf-annual-report-2021.pdf
4. International monetary fund (Digital resource). URL: https://www.imf.org/en/
5. Investopedia (Digital resource). URL: https://www.investopedia.com
6. The free dictionary, International credit (Digital resource). URL: http://surl.li/djlty

# TOOLS UND PLATTFORMEN FÜR DIE UMSETZUNG DER DIGITALEN DIPLOMATIE IN DEN USA

*V. S. Kulyk,*
*T. V. Krupkina, PhD (Sprachbetreuerin)*
*V. N. Karazin National University, Kharkiv*

**Kulyk V. S., Krupkina T. V. Tools und Plattformen für die Umsetzung der Digitalen Diplomatie in den USA.** Der Artikel untersucht den Ansatz der US-Regierung zur Nutzung des Internetraums zum Zwecke der Durchführung digitaler Diplomatie. Besonderes Augenmerk wird auf Plattformen, Dienste und Tools gelegt, auf denen Spezialisten für internationale Beziehungen tätig sind.

**Schlüsselwörter**: Außenpolitik, digitale Diplomatie, Information, Soft Power, USA.

**Кулик В. С., Крупкіна Т. В. Інструменти та платформи реалізації цифрової дипломатії в США.** У статті розглядається підхід уряду США до використання інтернет-простору з метою реалізації цифрової дипломатії. Особлива увага приділяється платформам, сервісам та інструментам, на яких працюють фахівці з міжнародних відносин.

**Ключові слова:** зовнішня політика, цифрова дипломатія, інформація, м'яка сила, США.

## 1. Einführung

O b j e k t des Artikels ist die digitale Diplomatie der USA. G e g e n s t a n d des Artikels sind die Regulierungsinstrumente der US-Außenpolitik und die digitalen Interaktionsdienste der in diesem Bereich tätigen Gruppen. Z i e l des Artikels ist es, die Prinzipien der US-Außenpolitik und die Ziele ihrer digitalen Diplomatie im Internetumfeld zu betrachten sowie die professionellen Netzwerkplattformen des US-Außenministeriums zu beschreiben, die von Mitarbeitern zum Informationsaustausch genutzt werden. Die Relevanz der Forschung beruht auf der Tatsache, dass die Untersuchung der Prinzipien der Nutzung effektiver Instrumente der Interaktion verschiedener US-Strukturen im Bereich der außenpolitischen Regulierung als Beispiel für die Ukraine dienen kann.

Die US-Digitaldiplomatie ist ein Instrument zur Umsetzung der öffentlichen diplomatischen Mission des Staates. Sie zielt darauf ab, die Erreichung außenpolitischer Ziele zu unterstützen, nationale Interessen zu stärken und Maßnahmen zum Schutz der nationalen Sicherheit umzusetzen, indem sie die breite Weltöffentlichkeit informiert und beeinflusst, Beziehungen ausbaut und stärkt zwischen der Bevölkerung, der US-Regierung und dem Rest der Welt.

Experten sagen, dass die wichtigste geopolitische Komponente der Strategie zur Stärkung der US-Weltführerschaft die Umwandlung eines tatsächlich oder potenziell feindlichen Staates oder eines regionalen Staatenbundes in einen Verbündeten oder Partner der westlichen Gemeinschaft ist. Der Grad der Ausgewogenheit der außenpolitischen Doktrinen und Strategien der USA im Zusammenhang mit der Aufrechterhaltung der globalen Dominanz hängt weitgehend von der Wahl der Mechanismen zur Sicherung dauerhafter und aktueller außenpolitischer Ziele ab. Die Strategie der Stärkung der Weltführerschaft der Vereinigten Staaten weist auf die Priorität der Politik der "weichen" Macht hin, die derzeit durch digitale Diplomatie verkörpert wird, insbesondere werden die neuesten Internet-Tools verwendet, um die amerikanische Weltführerschaft auszubauen und die Beteiligung zu vertiefen in internationalen politischen Prozessen und der Bildung eines solchen internationalen Systems, in dem die USA weiterhin die Führung behalten würden (Піпченко, 2015, с. 15-26).

## 2. Heutige Situation

Die erste Arbeitsgruppe zur digitalen Diplomatie wurde 2002 im US-Außenministerium gegründet. Die Umsetzung der US-Digital-Diplomatie-Programme erfolgt mit Unterstützung großer Unternehmen der Internetbranche, unter denen die Google Corporation eine führende Position einnimmt. Der Ausgangspunkt für die Aktivierung der Politik des Außenministeriums im digitalen Bereich war die Erkenntnis der potenziellen Auswirkungen des Internets auf eine beträchtliche Anzahl von PC-Benutzern und Mobiltelefonbesitzern in der Welt. Tatsächlich sind heute mehr als 30 % der Weltbevölkerung aktive Internetnutzer, und diese Zahl wächst ständig.

In kurzer Zeit erreichte diese Richtung eine rasante Entwicklung. Derzeit folgen mehr als 2,6 Millionen Menschen dem Außenministerium im Internet auf 300 offiziellen Twitter-Seiten, die in 11 Sprachen unterhalten werden. Die Zahl der Follower bei Facebook beträgt 15,5 Millionen Menschen auf 408 Seiten im Netzwerk. Auf verschiedenen Social-Media-Plattformen finden täglich Diskussionen und Diskussionen mit Millionen von Lesern statt. Wenn wir alle Plattformen zusammenfassen, können wir feststellen, dass sich täglich etwa 20 Millionen Menschen an der Diskussion beteiligen (21st Century Statecraft, n. d.).

Eine wichtige Rolle bei der Umsetzung der US-Digitaldiplomatie in den Ländern des Nahen Ostens spielt das 2006 gegründete Digital Outreach Team. Zu den Aufgaben des Teams gehört die Teilnahme an Diskussionen über die US-Außenpolitik mit Nutzern populärer Seiten auf Arabisch und Persisch sowie auf Urdu (Al-Rawi, n. d., S. 2). Bis Mitte der 1990er Jahre wurde die US-Public Diplomacy hauptsächlich durch den US-Geheimdienst betrieben, dessen Arbeitsmethoden nur von einer einseitigen Interaktion ausgingen. Nach dem Beginn des Irak-Krieges 2003 begann die Regierung von George W. Bush, Radio und Fernsehen als Instrumente der öffentlichen Diplomatie einzusetzen: Voice of America (VOA) und Radio Free Europe wurden hauptsächlich verwendet, um die Ansichten der US-Regierung zu präsentieren verschiedene Zielgruppen im Nahen Osten und auf der ganzen Welt (Al-Rawi, n. d., S. 2). Die Bevölkerung des Nahen Ostens begegnete den bereitgestellten Informationen jedoch zunächst mit Misstrauen. Unter diesen Bedingungen wurde die Notwendigkeit des Dialogs und der interaktiven Interaktion offensichtlich, was zum Ziel der Schaffung des Teams für digitale externe Kontakte wurde.

### 3. Programme für digitale Diplomatie

Derzeit werden amerikanische Programme für digitale Diplomatie in verschiedenen Behörden implementiert, darunter das Außenministerium, die CIA, das Verteidigungsministerium und die US-Agentur für internationale Entwicklung. Sie werden auch für das Informationsmanagement im Rahmen der konsularischen Arbeit, der Katastrophenhilfe, der Nutzung externer Ressourcen und der politischen Planung verwendet. In einigen Bereichen verändert die Diplomatie die Art und Weise, wie Geschäfte gemacht werden. Jeder Staat betreibt heute ein globales Medienimperium, das mehr direktes Publikumsengagement erzielt als die verkaufte Auflage der zehn größten Zeitungen.

Die wesentlichen Bestimmungen der US-Digitaldiplomatie spiegeln sich im Dokument des US-Außenministeriums „21st Century Statehood“ wider. Dem Dokument zufolge erfordern die rasante Entwicklung der Informationstechnologien und das erhebliche Wachstum der Internetnutzer in Entwicklungsländern von den Vereinigten Staaten, die Methoden der Außenpolitik zu ändern und sie an den Möglichkeiten moderner Informations- und Kommunikationstechnologien neu auszurichten. Wenn wir die Bestimmungen des Dokuments zusammenfassen, können wir schlussfolgern, dass alle US-Digitaldiplomatie-Projekte in zwei Kategorien unterteilt sind, die durch die Hauptfunktionen für ihre Verwendung gekennzeichnet sind: als Instrument zur Steigerung der Effizienz und als Kanal zur außenpolitischen Einflussnahme.

Die Hauptkomponenten der ersten Kategorie stellen Dienste wie „Zivilgesellschaft 2.0“ dar, die darauf abzielt, technische Kapazitäten durch den Einsatz neuester Technologien aufzubauen. Der Dienst schafft eine Plattform für die Interaktion zwischen verschiedenen Organisationen und Spezialisten mit ausreichendem Wissen und Erfahrung auf dem Gebiet der Informationstechnologien, um die digitale Kompetenz zu erhöhen, das Informations- und Kommunikationsnetzwerk von Nichtregierungsorganisationen zu verbessern und das Potenzial der treibenden Kraft der zu stärken Öffentlichkeit. Die technologische Komponente ist ein Katalysator für die Entwicklung sozialer Gruppen und der Gesellschaft insgesamt. Um ein stabiles und langlebiges System aufzubauen, werden laufend Schulungen für die Zusammenarbeit mit Vertretern von Nichtregierungsorganisationen organisiert, um eine Strategie zur Lösung bestehender Probleme mit Hilfe von Informations- und Kommunikationstechnologien zu entwickeln. Es wurden bereits 17 sogenannte “TechCamps” organisiert, die 1.130 Organisationen aus 81 Ländern zusammenbringen (21st Century Statecraft, n. d.).

Darüber hinaus übernehmen solche Dienste die Funktion, die Effektivität der US-Außenpolitik zu erhöhen, deren Hauptaufgabe es ist, die Effizienz und das Potenzial innerhalb des US-amerikanischen politischen Systems zu stärken, und die darauf abzielen, das Bewusstsein und die Mobilität des Personals sicherzustellen , Verbesserung der Interaktion zwischen Einheiten (21st Century Statecraft, n. d.). Diese Tools wurden als Teil der Knowledge Leadership Strategy (genehmigt im August 2003) entwickelt, das Folgendes erforderte:

- Nutzung von Online-Communities zum Teilen von Wissen über organisatorische und geografische Grenzen hinweg;
- Bestimmung der besten Wege, Wissen zu finden und zu fördern;
- Auswahl der besten Wege, um Erfahrungen zu sammeln und mit Kollegen auszutauschen;
- Verwendung von Technologie, die den Wissensaustausch einfach und Teil des täglichen Arbeitsprozesses macht.

Einer dieser Dienste ist das soziale Netzwerk “Corridor”. “Corridor” ist die interne professionelle Networking-Plattform der Abteilung mit dem Look and Feel von Facebook, die es den Mitarbeitern erleichtert, sich mit der

Plattform vertraut zu machen und sie zu nutzen. Ähnlich wie externe Netzwerkseiten richtet sich “Corridor” a Spezialisten der Außenpolitik und Mitarbeiter anderer Behörden, die das Netzwerk nutzen. Es ermöglicht den Mitgliedern der Abteilung, Informationen über ihre beruflichen Erfolge und Erfahrungen zu veröffentlichen, ihr berufliches Beziehungsnetz zu erweitern, die Erfahrungen von Kollegen auf der ganzen Welt zu finden und zu nutzen und Gruppen für die Kommunikation und Zusammenarbeit auf der Grundlage gemeinsamer beruflicher und persönlicher Interessen zu bilden. Im Gegensatz zu Facebook sind alle Informationen auf “Corridor” allen Regierungsbeamten öffentlich zugänglich („Major Programs”, n. d.).

Die Vorteile der Corridor-Plattform sind:

- Fähigkeit zur Bildung von Gruppen.
- Möglichkeit, nach Kollegen mit bestimmten Fähigkeiten (z. B. Sprachkenntnissen oder anderen Erfahrungen) zu suchen.
- Fähigkeit, mit Mitarbeitern informeller zu kommunizieren (und oft mit einer schnellen Antwort).
- Möglichkeit, Wissen und Informationen zu teilen, beispielsweise durch Links (sowohl zu internen Dokumenten als auch zum Internet) (Hanson, n. d., S. 11).

Diplopedia ist die interne gemeinsame Online-Wiki-Enzyklopädie des Außenministeriums der Vereinigten Staaten, die wie Wikipedia aussieht und dieselbe Software verwendet (MediaWiki). So wie Menschen Artikel in öffentlichen Wikis im Internet erstellen und bearbeiten, verwenden die Mitarbeiter des Ministeriums Diplopedia, um ein breites, informatives Nachschlagewerk für den Austausch von Wissen über das Ministerium, seine Programme und andere Themen der internationalen Beziehungen zu erstellen. Die vertrauliche Version von Diplopia wird verwendet, um auf Informationen über das geheime Netzwerk der Abteilung zuzugreifen („Major Programs”, n. d.).

Der interne Blog des Sounding Board dient als Plattform für Mitarbeiter des Außenministeriums, um Innovationen in der diplomatischen Praxis zu diskutieren und umzusetzen, mit der Möglichkeit, gezielte Fördermittel zu erhalten. Mitarbeiter posten Ideen oder Kommentare oft nur, um andere Benutzer darüber zu informieren, dass es bereits eine Lösung für ihre Anfrage gibt (7, S.334). Beispielsweise unterstützte der Blog die Greening Diplomacy Initiative, die Benutzerbeiträge zu bewährten Verfahren zur Erzielung von Umweltverbesserungen in US-Missionen enthielt. Die meisten Ideen, die bisher innerhalb des Blogs diskutiert wurden, beziehen sich in der Regel auf relativ kleine Verbesserungen (Installation von Lichtern am Fußgängerüberweg oder Duschen für Radfahrer und Läufer an ihren Bewegungsplätzen). Es gibt jedoch Pläne, dass die beliebtesten Ideen direkt an Manager gehen, die dann der Community einen Plan zur Umsetzung der Idee oder eine Erklärung vorlegen müssen, warum dies nicht möglich ist (Hanson, n. d., S. 16).

Als weiterer funktionaler Schwerpunkt der US-Digitaldiplomatie kann die außenpolitische Einflussnahme angesehen werden. Die USA erkannten als eines der ersten Länder die Bedeutung neuester Informations- und Kommunikationstechnologien für die Durchsetzung eigener Interessen im Ausland. 1994 startete der Radiosender Voice of America eine eigene Website, die Audioaufnahmen von Programmen in 15 Fremdsprachen ausstrahlte und von jedermann heruntergeladen werden konnte. Ein Jahr später erstellte die US-Informationsagentur auch eine offizielle Seite im Internet, deren Inhalt darauf abzielte, die Außenpolitik der amerikanischen Regierung zu erklären, die globalen Probleme der Weltpolitik zu verstehen, wirtschaftliche Veränderungen in der Welt zu bewerten und zu verstehen mit den Besonderheiten der amerikanischen Gesellschaft vertraut gemacht (Гринчук, 2016, с. 334).

Die digitale Propaganda im Rahmen dieser Ausgabe beruht auf der Schaffung und ständigen Aktualisierung eines Netzwerks von Websites und offiziellen Konten in beliebten sozialen Netzwerken (Twitter, Facebook, YouTube, Flickr, Instagram, Tumblr, Pinterest, Google). Besondere Aufmerksamkeit sollte virtuellen Missionen in Ländern geschenkt werden, in denen die USA keine offizielle Vertretung haben (Iran, Somalia), die Webseiten mit relevanten diplomatischen Informationen sind (Гринчук, 2016, с. 334).

Das US-Außenministerium führt aktiv Innovationen ein, um effektive außenpolitische Aktivitäten umzusetzen, was sich im strategischen Entwicklungsplan des Ministeriums widerspiegelt. So legt das Dokument die Ziele der Aktivitäten der Institution im Hinblick auf den Einsatz digitaler Diplomatie zur Unterstützung des positiven Images des Staates fest, nämlich: Die Nutzung sozialer Medien ermöglicht den Ausbau der Zusammenarbeit und den Informationsaustausch zwischen internen und externen Zielgruppen; die Verwendung von "Cloud"-Technologien bietet allen im Ausland tätigen US-Behörden globalen Zugriff auf Informationen über eine zuverlässige Web-Infrastruktur; die Verwaltung interner und externer IT-Ressourcen trägt zur effektiven Betreuung der Außenpolitikabteilung und der diplomatischen Vertretungen des Staates im Ausland bei („IT Strategic Plan”, n. d.).

Im Rahmen der digitalen Diplomatie betreiben die Vereinigten Staaten eine aktive Arbeit mit virtuellen Gemeinschaften. Im Jahr 2009 identifizierten die Vereinigten Staaten Jugendgruppen, die Protestgefühle online zum Ausdruck bringen. Nachdem die US-Regierung viele Gruppen auf dem Portal „Union of Youth Movements“ vereint hatte, lud sie die aktivsten Jugendvertreter nach Washington zum ersten „Union“-Gipfel ein, dessen Hauptergebnis die Identifizierung von Anführern lokaler Protestbewegungen war. "Union of Youth Movements" erklärt sein Ziel, die Jugendarbeit im Netzwerk zu nutzen, um die politische Situation in verschiedenen Ländern zu verändern. Das Ergebnis des Projekts war die Mobilisierung ganzer Gruppen von Dissidenten, die von der US-Regierung Cyberdissidenten genannt werden. Über soziale Netzwerke wählten Experten des Außenministeriums die aktivsten Blogger aus und luden sie in die USA zu einer Konferenz im Bundesstaat Texas ein, auf der Syrien, Venezuela, Kuba, Iran, Russland, China und Kolumbien vertreten waren. Diese Konferenz weitete die Unterstützung der US-Regierung auf mehrere Dissidentenorganisationen aus, die im Nahen Osten und in China tätig sind (Вербицька, 2016, c. 146).

## 4. Schlussfolgerungen

Nach Betrachtung der bestehenden Mittel zur Umsetzung digitaler Diplomatie und dem Kennenlernen des amerikanischen Ansatzes zur Nutzung dieses Instruments der "Soft Power" kann argumentiert werden, dass die Weltkommunikation immer vielschichtiger und vielschichtiger wird jeden Tag. Insbesondere die Erfahrung Amerikas zeigt, dass der staatliche Ansatz zur Nutzung des Internetraums sowohl die Ebene der massenpopulären sozialen Netzwerke als auch staatliche Strukturen berücksichtigt, die auf die Übermittlung von Informationen über speziell geschaffene Kommunikationskanäle ausgerichtet sind. Die Vorrangstellung amerikanischer Politiker in Fragen der effektiven Nutzung des elektronischen Raums ist darauf zurückzuführen, dass die USA als erste die Chance sahen, die sich ihrer Politik durch die Entwicklung der Gesellschaft und den Eintritt der Welt in das Informationszeitalter versprach. Aber jetzt stehen diese Möglichkeiten auch anderen Ländern offen, und auch wenn das Konzept der digitalen Diplomatie immer noch umstritten erscheint und Bedenken hinsichtlich der Wahrung der Sicherheit aufwirft, kann dieses

Phänomen nicht mehr vermieden werden, da das digitale Umfeld die ganze Welt erfasst hat. Es sind die Länder mit den stärksten und umfassendsten Kommunikationskanälen, die in der Lage sein werden, ihre politischen Szenarien noch effektiver umzusetzen als diejenigen mit einer mächtigen Armee, und wir können heute ständig Beweise für diese Aussage finden.

Es ist davon auszugehen, dass der Einfluss von Staaten auf globale digitale Ströme in Zukunft zunehmen wird: Neue Instrumente zur Umsetzung digitaler Sanktionen, Handelsblockaden, Information und Kommunikation werden zu entwickeln beginnen. Das Konzept der “Digital Soft Power” kann erheblich erweitert werden, und diese Möglichkeit wird die Forschung zu diesem Thema auch in Zukunft relevant halten.

**LITERATUR**


1. Вербицька В. В. Віртуальна дипломатія: аналіз структури цільових аудиторій. *Грані.* 2016. № 4. С. 143-148.
2. Гринчук М. Цифрова дипломатія США. *«Гілея: науковий вісник»: Збірник наукових праць.* К., 2016. Випуск 112. URL: http://gileya.org/index.php?ng=library&cont=long&id=136.
3. Піпченко Н. Цифрова дипломатія як інструмент зовнішньополітичної діяльності США. *Міжнародні відносини. Серія «Політичні науки»*. 2015. № 5. С. 15-26.
4. 21st Century Statecraft. *U. S. Department of State*. URL: https://www.state.gov/documents/organization/153108.pdf
5. Al-Rawi, A. (2019). US Public Diplomacy in the Middle East & the Digital Outreach Team. *Place Branding & Public Diplomacy*, 1-25. URL: https://www.researchgate.net/publication/331959638_US_Public_Diplomacy_in_the_Middle_East_the_Digital_Outreach_Team.
6. Hanson F. Revolution @State: The Spread of Ediplomacy. URL: https://www.brookings.edu/wp-content/uploads/2016/06/03_ediplomacy_hanson.pdf.
7. IT Strategic Plan: Fiscal Years 2011-2013 – Digital Diplomacy. URL: https://2009-2017.state.gov/documents/organization/147678.pdf.
8. Major Programs of IRM's Office of eDiplomacy. *U. S. Department of State*. URL : https://www.state.gov/m/irm/ediplomacy/c23840.htm.

# DIE TWITTER-REVOLUTION IM MODERNEN POLITISCHEN PROZESS

*K. A. Kuryachenko,*
*T. V. Krupkina, PhD (Sprachbetreuerin)*
*V. N. Karazin National University, Kharkiv*

**Kuryachenko K. A., Krupkina T. V. Die Twitter-Revolutionen im modernen politischen Prozess.** Der Artikel untersucht die rückblickende Entwicklung und das Konzept der Twitter-Revolutionen in der in- und ausländischen Literatur. Wir analysieren dieses Phänomen als eine neue Form des politischen Prozesses. Soziale Netzwerke und Mikroblogs gelten als politisches Machtinstrument und als Möglichkeit, die öffentliche Meinung zum Ausdruck zu bringen.

**Schlüsselwörter:** Microblog, Phänomen, Politik, politischer Raum, soziale Netzwerke, Twitter, Twitter-Revolution.

**Куряченко К. А., Крупкіна Т. В. Твіттер-революції в сучасному політичному процесі.** У статті розглядається ретроспективний розвиток та поняття Твіттер-революцій у вітчизняній і зарубіжній літературі. Аналізуємо цей феномен як нову форму політичного процесу. Соціальні мережі та мікроблоги розглядаються як інструмент політичної влади та спосіб вираження настроїв суспільства.

**Ключові слова:** мікроблог, політика, політичний простір, соціальні мережі, Твіттер, Твіттер-революції, феномен.

## 1. Einführung

Der Zweck dieses Artikels ist es, die Rolle und Bedeutung von Twitter-Revolutionen im modernen politischen Prozess zu ermitteln. Gegenstand des Artikels ist die Rolle der Twitter-Revolutionen im modernen politischen Prozess und bei der Herausbildung der bürgerlichen Position. Relevanz des Artikels. Dies ist darauf zurückzuführen, dass die sozialen Netzwerke neue Möglichkeiten für die Beteiligung der Öffentlichkeit, für Oppositions- und Protestbewegungen und für die Kontrolle der öffentlichen Politik im Allgemeinen eröffnen. Soziale Netzwerke, insbesondere Twitter, sind für Politiker eine der effektivsten Methoden, um mit der Bevölkerung zu kommunizieren. Sie bieten die Möglichkeit, schnell ein Feedback von der Bevölkerung zu erhalten und ihre Reaktionen und Stimmungen auf verschiedene soziale, politische und kampagnenbezogene Aktionen und Entscheidungen so transparent wie möglich zu beobachten (Якушик, 2006, c. 19-36). In diesem Zusammenhang erschienen Begriffe wie "Twitter-

Revolution" und "Twitter-Diplomatie" im begrifflichen und kategorialen Apparat der modernen Politikwissenschaft.

## 2. Die heutige Situation

In der heutigen Welt sind die sozialen Medien zu einem festen Bestandteil des gesellschaftlichen Lebens geworden. Sie dienen der Arbeit, der Kommunikation, der Unterhaltung, der Freizeitgestaltung und der öffentlichen Meinungsbildung. Die Bedeutung der sozialen Medien in der Gesellschaft ist auf ihre Interaktivität zurückzuführen, die es den Nutzern ermöglicht, sich über die neuesten Nachrichten zu informieren und ständig mit der Welt um sie herum in Kontakt zu bleiben. Darüber hinaus sind die sozialen Netzwerke tief in den politischen Prozess eingedrungen und zu einem ihrer Schlüsselelemente geworden.

Eines der beliebtesten sozialen Netzwerke mit internationaler Reichweite ist heute Twitter. In der Regel ist die Twitter-Kommunikation interaktiv, d. h. das Feedback der Nutzer soll ein gewünschtes Element des Kommunikationsprozesses sein.

Die moderne Entwicklungsstufe der Gesellschaft und der Informationstechnologie hat zu einem Phänomen wie der Twitter-Revolution geführt. Dazu gehören traditionell Proteste, Demarchen und Aufstände, die über beliebte soziale Netzwerke, insbesondere Twitter, gesteuert werden.

## 3. Begfriff „Revolution“

Traditionell bezeichnet der Begriff "Revolution" Veränderungen, die hauptsächlich durch Aufstände und Kundgebungen erreicht werden und auf die Wiederherstellung der usurpierten Rechte und Freiheiten der Bürger abzielen (3, S. 45). Der ukrainische Politologe V. Yakushyk ist der Ansicht, dass die Revolution eine Bewegung ist, die an Tempo gewonnen hat. Sie provoziert qualitative Transformationen, einen Entwicklungssprung, der im Gegensatz zu einfachen quantitativen Veränderungen und einer allmählichen Akkumulation von Verbesserungen steht (Малишенко Л. О., Голка, 2018, с. 83).

Was sind die Merkmale der retrospektiven Entwicklung des Paradoxons der Twitter-Revolutionen? Dies ist ein neues Konzept in der Innenpolitik und im zeitgenössischen politischen Prozess, der als eine Reihe von öffentlichen Aufständen verstanden werden sollte, die durch soziale Medien koordiniert werden. Eine Analyse ausländischer wissenschaftlicher

Literatur hat gezeigt, dass Twitter-Revolutionen als eine Form des Aktivismus, der Vereinigung der Bürger und als Mittel des Protests fungieren können. Wir haben unsere eigene Definition des Begriffs "Twitter-Revolution" abgeleitet – es handelt sich um eine Technologie, bei der moderne Online- und politische Ressourcen kombiniert werden, um bürgerliche Positionen durch die Organisation von Protesten und öffentlichen Aufrufen zu bestimmten Aktionen auf Twitter zum Ausdruck zu bringen.

Die wesentlichen Merkmale der Twitter-Revolution sind das Fehlen eines eindeutigen Anführers, die Verlagerung der Ereignisse in das reale Leben, der massenhafte und internationale Charakter, die Anonymität und die Möglichkeit, mit Vertretern der Behörden zu kommunizieren.

Soziale Netzwerke und Mikroblogging spielen eine Schlüsselrolle beim Ausdruck der öffentlichen Meinung und sind ein wichtiges Instrument der politischen Macht, da sie die Nutzer mobilisieren, verschiedene Arten von Informationen verbreiten und die Position der Nutzer zu einem bestimmten Dilemma bestimmen. Twitter selbst kann als Kommunikationsmittel mit einer horizontalen Art der Kommunikation fungieren, ein wirksames Instrument zur Verbreitung von Nachrichten und Ereignissen mit der Möglichkeit, darauf zu reagieren. Die Aktivitäten der Nutzer in den sozialen Netzwerken können zu einem Auslöser für die Entstehung von Protest- und Oppositionsgefühlen werden, die sich von "online" auf das reale Leben übertragen.

In den sozialen Medien findet der Prozess der Informationsverbreitung und Kommunikation von unten nach oben statt und ist durch das Fehlen vertikaler Verbindungen gekennzeichnet, was es den Nutzern ermöglicht, unabhängig von ihrem sozioökonomischen Status gleichberechtigt zu interagieren.

Die Entwicklung des Phänomens der Twitter-Revolution begann im Jahr 2009, als sich die Öffentlichkeit über die sozialen Medien mobilisierte und das amtierende politische Regime stürzte. Twitter ist ein Kommunikationsmittel, ein Instrument zur Verbreitung von Nachrichten und Informationen, zur Meinungsbildung und zur Zusammenführung der Nutzer. In der heimischen Wissenschaft sind Twitter-Revolutionen noch nicht untersucht worden – bisher gibt es nur wenige Arbeiten von ausländischen Wissenschaftlern, die die Twitter-Revolution als eine Form des Aktivismus, eine Art der Vereinigung der Bürger und ein Mittel zur Durchführung von Protesten durch die Nutzung sozialer Medien definieren.

## 4. Das Phänomen der Twitter-Revolution

Das Phänomen der Twitter-Revolution ist wiederholt kritisiert worden. Viele Wissenschaftler und Experten betrachten sie nicht als abgewandelte Form der Revolution und verweisen auf ihren Hilfscharakter. Twitter ist nur ein Instrument zur Mobilisierung, zur Aktivierung von Menschen. Sie ist nur eine Möglichkeit, eine Revolution zu schaffen, aber nur in Kombination mit anderen Methoden. In sozialen Netzwerken und im Mikroblogging ist es nicht möglich, eine disziplinierte Organisation mit wohlwollenden Teilnehmern zu schaffen und daher ist es auch nicht möglich, die Revolution zu steuern.

Soziale Netzwerke und Blogs haben heute einen erheblichen Einfluss auf das Informationsbild des Tages und beeinflussen die Arbeit der traditionellen Medien erheblich, indem sie zu einer alternativen Quelle für den Erhalt und die Verbreitung von Informationen und Nachrichten werden.

Die sozialen Medien sind auch eine Plattform für das Wachstum und die Aufrechterhaltung des öffentlichen Aktivismus. Die Verbreitung bestimmter Interessen in sozialen Netzwerken trägt zum Wachstum des Informationsflusses bei. Daher besteht ein hohes Risiko, dass soziale Netzwerke als Instrument zur Manipulation der öffentlichen Meinung und zur Beeinflussung der öffentlichen Stimmung genutzt werden können (Еганян, 2021, с. 281).

Erstens haben die sozialen Medien eine Reihe von Vorteilen, darunter die einfache Interaktion in Echtzeit. Dies ermöglicht es dem Politiker, die neuesten Entwicklungen zu verfolgen und die Reaktionen der Öffentlichkeit darauf zu erkennen. In ähnlicher Weise kann die Öffentlichkeit das Verhalten der anderen beobachten und ihre eigenen Muster des Online-Verhaltens entwickeln.

Zweitens ist ein großer Prozentsatz der Nutzer sozialer Medien junge Menschen, die dazu neigen, mit unbekannten Menschen aktiv zu sein und immer bereit sind, neue Bekanntschaften zu schließen und neue Informationen zu erhalten. In diesem Fall werden diese Informationen zu einem Faktor bei der Bildung der öffentlichen Meinung und der politischen Position eines jungen Menschen.

Drittens können kreative, sozial sinnvolle Entscheidungen in sozialen Netzwerken sehr schnell getroffen werden. Dies ist auf das Fehlen vertikaler Verbindungen zurückzuführen, die es absolut jedem ermöglichen, auf gleicher Augenhöhe zu kommunizieren (Априянц, 2014, с. 56).

Trotz des Mangels an Forschung über Twitter-Revolutionen und der theoretischen und methodischen Rechtfertigung dieser Kategorie gibt es bereits viele Kritiker dieses Phänomens in akademischen und politischen Kreisen.

Ja, S. Rachinsky, ein bekannter Internet-Experte im postsowjetischen Raum, glaubt nicht an das Phänomen der Twitter-Revolution. Seiner Meinung nach suchen die Menschen in den sozialen Netzwerken nur nach Informationen, die sie in den traditionellen Medien nicht finden. Sie interessieren sich für das, was in der Welt passiert – sie kommentieren es und teilen es mit anderen Nutzern. Manchmal kommt es online zu Meinungsverschiedenheiten und Diskussionen, an denen viele Nutzer aus verschiedenen Teilen der Welt beteiligt sind. In diesem Fall können soziale Medien nur ein Weg sein, eine Revolution zu schaffen, aber nur in Kombination mit anderen Methoden (Онищенко, Горовий, Попик, 2014).

Es ist erwähnenswert, dass E. Morozov, der Autor des Konzepts der "Twitter-Revolution", der sich mehrere Jahre lang mit der Untersuchung des Einflusses des Internets auf demokratische Prozesse beschäftigt hat, diesem Konzept eher skeptisch gegenübersteht. Er bestreitet die Ansicht, dass das globale Netzwerk immer ein Förderer der Demokratie ist. Das Internet kann eine wichtige Rolle bei der raschen Verbreitung von Informationen spielen, ein Instrument für die Zusammenarbeit und die Mobilisierung sozialer Kräfte sein, aber es reicht nicht aus, um bedeutende, revolutionäre Veränderungen in der Gesellschaft zu bewirken (Козирєва, 2015, с. 56-59).

Ein anderer Forscher, M. Gladwell, wies am Beispiel der Proteste im Iran und in Moldawien nach, dass ein erheblicher Teil der Nachrichten in den sozialen Netzwerken von Aktivisten im Ausland stammt. Er argumentiert auch, dass es unmöglich ist, eine disziplinierte Organisation mit sympathischen Teilnehmern online zu schaffen, was bedeutet, dass es unmöglich ist, eine Revolution auf Twitter zu führen. Daraus folgt, dass ein systemischer und ernsthafter Wandel eine klarere Hierarchie und eine engere Interaktion zwischen Individuen erfordert, als es die sozialen Medien bieten können (Кольцова О. Ю., Кіркіж, 2016, с. 90-110).

Die meisten Prozesse des Informationszeitalters sind zunehmend über soziale Medien organisiert. Nachdem sie den Wert von internetbasierten Social-Media-Plattformen als potenzielle Instrumente für den politischen Wandel erkannt haben, haben Aktivisten aus aller Welt begonnen, sie zu ihrem Vorteil zu nutzen.

Soziale Medien sind zu einem wichtigen Mittel der Kommunikation mit Gleichgesinnten und zu einem praktischen Instrument für die Verbreitung von Informationen geworden. Sie motivieren die Öffentlichkeit, auf informierte und koordinierte Weise zu protestieren. Im ersten Fall geht es darum, die Art des Protests zu erklären, Ankündigungen zu machen und Informationen zu verbreiten. Der koordinierte Ansatz besteht darin, dass soziale Netzwerke auf nutzergenerierten Inhalten beruhen und somit den horizontalen Informationsfluss erleichtern.

Es sei darauf hingewiesen, dass Twitter bei revolutionären Ereignissen sowohl die Rolle des Organisators des Aufstands als auch die des Informanten und Verbreiters von Erschütterungen und extremistischen Ansichten spielen kann (Павлютенкова, 2015, с. 71-81).

Heute koordinieren Facebook, Twitter und Telegram nicht nur die Proteste während einer Revolution und tragen zur Bildung der öffentlichen Meinung bei, sondern bilden auch neue gesellschaftliche Führer.

## 5. Schlussfolgerungen

Letztendlich bleiben die sozialen Medien ein wichtiges Instrument für den Wandel, aber dieses Gemeinschaftsgefühl geht über die Retweets hinaus, die für jede Aktivistenbewegung wichtig sind. Aktivismus, der online beginnt, setzt sich immer auf der Straße fort, was ein wichtiges Merkmal von Twitter-Revolutionen ist.

So sind der Online-Aktivismus der Nutzer und die Twitter-Aufrufe der Katalysator für die Revolution, der Mechanismus für ihren Start und die Art und Weise, wie sie bekannt gemacht wird.

Um eine Twitter-Revolution zu organisieren, müssen gleichgesinnte Nutzer durch Informations- und Koordinationskanäle zusammengebracht und motiviert werden (Хацеліус, 2019, с. 73-82). So entstanden die Twitter-Revolutionen in den arabischen Ländern, Frankreich, der Ukraine und den Vereinigten Staaten.

Zusammenfassend lässt sich sagen, dass die Twitter-Revolution nicht nur ein Instrument für die Entstehung und den Einsatz von Protesten ist, sondern eine Technologie zur Kombination moderner Online- und politischer Ressourcen, um bürgerliche Positionen zum Ausdruck zu bringen.

**LITERATUR**

1. Априянц К. В. "Твіттер-революції": мікроблоги як інструмент вираження протестних настроїв громадськості. *Вісник ВДУ*. 2014. № 1. С. 118-121.
2. Еганян О. К. Феномен «твіттер-революції» в політичному просторі. *Молодий вчений*. 2021. № 52. С. 205-207.
3. Козирєва А. А. Чому соціальні мережі являються інструментом політичної влади? *Політичні науки і соціологія*. 2015. № 2. С. 56-59.
4. Кольцова О. Ю., Кіркіж Є. А. Вплив Інтернету на участь у протестах. *Політія*. 2016. № 1. С. 90-110.
5. Малишенко Л. О., Голка В. Є. Громадсько-політичні мережи як нові принципи відносин у сучасних суспільствах. *Політичні інститути та процеси*. 2018. № 2. С. 61-67.
6. Онищенко О. С., Горовий В. М., Попик В. І. Соціальні мережі як інструмент взаємовпливу влади та громадянського суспільства. Київ : НАН України, 2014. 295 с.
7. Павлютенкова М. Ю. Роль і місце соціальних мереж у публічній політиці. *Вісник РУДН*. 2015. № 3. С. 71-81.
8. Хацеліус В. Є. Роль соціальних медіа в сучасних політичних процесах. *Комунікологія*: електронний науковий журнал. 2019. С. 73-82.
9. Якушик В. М. Українська революція 2004 – 2005 років. Спроба теоретичного аналізу. *Політичний менеджмент*. 2006. № 2 (17). С. 19-36.

# IMAGE OF UKRAINE IN THE INTERNATIONAL ARENA: PROBLEMS AND PROSPECTS OF UKRAINE'S IMAGE

***A. Y. Lapkova,***
***N. O. Marchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Lapkova A. Y., Marchenko N. O. Image of Ukraine in the international arena: problems and prospects of Ukraine's image.** This article analyzes the main problems and prospects of Ukraine's image in the international arena. Ukraine is a European country with rich cultural traditions and a bright future. In the short period of time after gaining independence, Ukraine has become only an object of action for other states and an equal subject in international law. Understanding the importance of the internal and external aspects of Ukraine's image, as well as successfully combining these two aspects in state policy, can lead to tangible positive results. The image of Ukraine is largely determined by the content, nature and coordination of actions of state bodies in the international arena.

**Keywords:** informational image, Ukraine, image of Ukraine, foreign policy of Ukraine.

**Лапкова А. Ю., Марченко Н. О. Імідж України на міжнародній арені: проблеми та перспективи іміджу України.** У цій статті проаналізовано основні проблеми та перспективи іміджу України на міжнародній арені. Україна - європейська країна з багатими культурними традиціями та світлим майбутнім. За короткий проміжок часу після здобуття незалежності Україна стала лише об'єктом дії для інших держав і рівноправним суб'єктом у міжнародному праві. Розуміння важливості внутрішнього та зовнішнього аспектів іміджу України, а також вдале поєднання цих двох аспектів у політиці держави може призвести до відчутних позитивних результатів. Імідж України значною мірою визначається змістом, характером і координацією дій державних органів на міжнародній арені.

**Ключові слова**: інформаційний імідж, Україна, імідж України, зовнішня політика України.

## 1. Introduction

Information leadership and promotion of a positive image of Ukraine enhances the effect of foreign and domestic policy of the state, as it has a direct connection with strategic opportunities, which determines its place and significance in the world ranking, as well as contributes to ensuring and protecting national interests. At the same time, it is important to emphasize that information and propaganda activities aimed at improving the international image of Ukraine should be supported by real changes for the better in all spheres, both in the economy and in the political and public life of our country.

Thus, the internal image of Ukraine should improve, which in turn will affect the population of the state and the world community.

**2. Vision of Ukraine in international media**

Modern priorities of Ukraine's foreign policy have gone through a long process of formation in rather difficult international conditions, when our state at the dawn of independence was forced to prove its ability to be a worthy player in the international arena, gain credibility in international organizations, and protect its own interests in the foreign policy sphere.

It is worth paying attention to how other states see us in the international arena. To answer this question, Ukrainian experts conducted and continue to conduct a lot of monitoring of publications of foreign media. In particular, the Razumkov Ukrainian Center for economic and political research, as a result of such a fairly thorough monitoring, came to the conclusion that the ideas of foreign journalists about us are superficial and fragmented. Of course, there are also more pleasant messages for us that relate mainly to successful scientific and technical developments, sports achievements, or art projects (Дергачов, 2000, с. 92-110).

In turn, the Western European media pay a little more attention to the design developments of Ukrainian scientists, which can compete with American projects.

So, although the Foreign Press sees a significant scientific and technical potential of Ukraine, considers us a country with rich resources (both natural and human), but we seem unable to properly manage our resources.

It should also be noted that the mirror of our foreign image is not one, there are many of them, because for each country we are interested in something else. It is clear why the Americans show increased interest in our military-industrial complex and piracy of video and audio products, the Germans – in the fate of compensation to Ukrainian ostarbeiters from the Second World War, , and the poles – to Ukrainian workers in Poland.

### 3. Prospects for creating and spreading the image of Ukraine

To create, change and spread an effective image of the country, it is necessary to spend 15-20 years on purposeful and coordinated activities in this direction:

- Establish cooperation and involvement of representatives of government agencies, business circles, representatives of culture, education and Mass Communication;
- Study the perception of the country by its own population and the international community (which is the main object of image), using quantitative and qualitative research methods;
- Consult with opinion leaders about the country's weak and strong national traits and compare them with the results of the study;
- Create a system that connects organizations and departments that can be part of the image;
- Build a strategy that should include a professional image model and types of communication, while providing for different communication paths for different target groups (potential tourists are usually slightly different from investors, although they are related) (Губернський, 2002, с. 34-45.).

One of the components of the national PR program should be the activation of Ukraine's information policy. It is necessary to convey to the international community the truth about our country, to promote its heritage and value. The main emphasis should be placed on the fact that Ukraine is a European state with a rich raw material potential, fertile land, favorable climatic conditions and high intellectual potential. Ukrainian society has a significant market for skilled labor. There are promising areas of international cooperation in the economy – these are industries that are able to produce high-tech products to conquer international markets.

### 4. Conclusions

Therefore, the international image of Ukraine is twofold. On the one hand, today Ukraine is perceived in the world as a state that is gradually being established as democratic, European and independent. These aspects can be characterized as elements of a positive image of a country of Democratic transit. At the same time, there are also elements of a negative image. Now it is the only state in Europe where military operations are being conducted, a country with a vaguely defined and unacceptable national idea for a part of society, a country with a high level of poverty of the population and sometimes incomprehensible and outdated values for Europeans among representatives of the political elite (Центр Разумкова, 2001).

The conclusion is that improving the image of our state and raising the prestige of Ukraine in the international arena and in the eyes of Ukrainians depends not only on the state, but also on the average citizen who considers Ukraine a "land of dreams" or "a country with war and complete corruption". Focusing the attention of Ukrainians, especially journalists, what message we send to the world and how this can affect the image of Ukraine is a key issue.

**REFERENCES**

1. Губернський Л. На чому ґрунтується міжнародний авторитет. *Політика і час*. 2002. № 4. С. 34-45.
2. Дергачов О. Міжнародне становище України. *Політична думка*. 2000. № 2. С. 92-110.
3. Міжнародний імідж України: міфи і реалії. Аналітична доповідь УЦЕПД. – Центр Разумкова, 2000. Київ, 2001. 257 с.
4. Почепцов Г. Г. Имиджелогия. К. : Ваклер, 2000. 768 с.

# PECULIARITIES OF THE ECONOMIC MODEL OF THE DEVELOPMENT OF GREAT BRITAIN

***A. M. Levchuk,***
***N. O. Marchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Levchuk A. M., Marchenko N. O. Peculiarities of the economic model of the development of Great Britain.** The article analyzes the development of the economic breakthrough of Great Britain since 1700 considering not only the economic factor, but also the geographical and institutional influence. And attention is also paid to the competition that arose between the American and English economies, which lies in the competition from progress. All this affects the GDP of industrial production per capita. This topic is relevant because the Kingdom of Great Britain is a fairly independent state, even from the EU. Its big breakthrough in the field of the new growth economy can change its influence both on the international market and on the domestic one. In the conclusion, the author provides information that although the first industrial revolution took place in the country in the 19th century, one should not forget that both the decline and the rise of the economy of the state and its partners are currently possible. For now, it is worth understanding that the industrial revolution is only the beginning of "modern economic growth", it is important to understand as clearly as possible what it includes.

**Key words:** Great Britain, economic, economic growth, industrial revolution.

**Левчук А. М., Марченко Н. О. Особливості економічної моделі розвитку Великої Британії.** В статті аналізується розвиток економічного прориву Великої Британії з 1700 років розглядаючи не лише кономічний фактор, а також географічний та інституційний вплив. А також приділяється увага конкуренції, що виникала між американською та англфйською економікою, що лежить у конкуренції від прогрессів. Все це впливає на ВВП промислового виробництва на душу населення. Ця тема є актуальною адже Королівство Велика Британія є досить незалежною державою, навіть від ЄС. Її великий прорив у галузі економіки нового зростання можуть змінити її вплив як на міжнародному ринку та і на внутрішньому. У висновку автор подає інфорацію, що хоча у 19 столітті у країні сталась перша промислова революція, не слід забувати, що наразі можливий як занепад так і піднесіння економіки держаави та її партнерів. Наразі варто розуміти, що промислова революція це лише початок «сучасного економічного зростання», важливо якомога чіткіше зрозуміти, що воно в себе включає.

**Ключові слова:** Велика Британія, економіка, економічне зростання, промислова революція.

## 1. Introduction

The British Industrial Revolution ushered in the modern economic breakthrough. This growth was based on previous episodes of GDP per capita growth where the economy remained flat between episodes. The growth was accompanied by changes in the structure when the decrease in the share of agriculture corresponded to the growth of the service sector and industry. As a result, Britain improved its position vis-à-vis the rest of Europe and also improved its position vis-à-vis leading Asian economies. Economic growth in Great Britain during the years 1700–1870, including investment and growth in the number of workers and the accumulation of human capital, accounted for about two-thirds of the increase in output, leaving the other third to exist with increases in total factor productivity ("N. F. R.", 1995, c. 592). However, the main sources of British economic growth lie much deeper: in geography and institutions.

## 2. Current state of industry

The rise and relative decline of the first industrial nation has become more accurate with the research done. This points both to the limitations of what Britain actually achieved during the Industrial Revolution and to the demonstration that the sources of America's later productivity gains were not available to Britain in the early 19th century ("Patrick Joyce Society", n. d.). The central factors of this story do not conform to the assumptions of most conventional neoclassical growth models. Such models can explain how a follower country catches up with a leader, but it is quite difficult to explain how a follower overcomes a leader and subsequently even increases its advantage. In this case, the importance of natural resources and hands-on learning in a world where technology has been difficult to transfer seem to be fundamental reasons why traditional neoclassical predictions fail.

Aspects of Economic Growth during British Industrialization ("Nicholas Crafts", 1998, pp. 193-210).

*Table 1*

| | 1780 (%) | 1820 (%) | 1870 (%) | 1913 (%) |
|---|---|---|---|---|
| GDP | 15.2 | 29.6 | 95.6 | 214.5 |
| GDP/Person | 1787 | 2099 | 3263 | 5032 |
| GDP Growth Rate | 1.0 | 1.9 | 2.4 | 1.4 |
| TFP Growth Rate | 0.05 | 0.40 | 0.75 | 0.45 |
| Life Expectancy at Birth | 34.7 | 39.2 | 41.3 | 53.4 |
| Adult Literacy | 50 | 54 | 76 | 96 |
| Primary School Enrollment | | 0.36 | 0.76 | 1.00 |
| Secondary School Enrollment | | | 0.017 | 0.055 |
| R & D Expenditure/GDP | | | | 0.02 |
| Investment/GDP | 6.0 | 8.3 | 8.7 | 8.7 |
| Agricultural Employment Share | 45 | 35 | 22.7 | 11.8 |
| US/UK Manufacturing Productivity | | 1.49 | 2.04 | 2.13 |

## 3. Problems of developing

Insights from internal innovation models do help to understand these episodes of British economic development, but a number of mysteries and challenges remain open. It is difficult to explain the 'macro-inventions' of the British Industrial Revolution on the basis of models of endogenous innovation, but such models are very helpful in understanding the limits of growth in Britain at this time (Crafts, Mills, 2017, p. 143). Britain's initial pre-emption by the Americans appears to be largely the result of differences in non-transferable natural resources and technology rather than the types of knowledge-based investment emphasized in the new growth theory, but by the 1920s they mattered, and the different growth paths that resulted were based on factors such as market size and the supply of scientifically trained labor that the new growth economy would emphasize.

## 4. Prospects

Therefore, rather than viewing this economic growth as occurring within an essentially closed model, it seems important to incorporate insights from the international economy into the consideration of the American overtaking of Britain, given the important role played by comparative advantage, factor flows, and structural change. These experiences and factors should play a role in the development of improved models of the determinants of growth.

## 5. Conclusions

The nature of the "Industrial Revolution" led to economically and statistically significant increases in trend growth in real GDP per capita and in industrial output per capita, but this was accompanied by an even more impressive increase in trend growth in industrial production (“Stephen Broadberry Britain”, 2021). However, the industrial revolution should not be characterized as a separate macroeconomic epoch during which the growth of production was a distinct stationary process. The growth trend of both GDP and industrial production shows an inverted U-shape during the nineteenth century, which seems best described as a cubic segmented trend. This discovery is of great interest because it relates to the British experience of the first industrial revolution. Since this was the beginning of "modern economic growth," it is important to understand as clearly as possible what it involved.

## REFERENCES


1. N. F. R. Crafts Macroinventions, Economic Growth, and `Industrial Revolution' in Britain and France. New Series. Vol. 48, No. 3 (Aug. 1995). Pp. 591-598. URL: https://www.jstor.org/stable/2598183
2. Nicholas Crafts Forging Ahead and Falling Behind: The Rise and Relative Decline of the First Industrial Nation. *Journal of Economic Perspectives.* Vol. 12, Number 2. Spring 1998. Pp. 193-210. URL: https://pubs.aeaweb.org/doi/pdf/10.1257/jep.12.2.193
3. Nicholas Crafts, Terence C. Mills. Six centuries of British economic growth: a time-series perspective. *European Review of Economic History*. Vol. 21, Issue 2, May 2017. Pp. 141-158. URL: https://academic.oup.com/ereh/article/21/2/141/3044162
4. Patrick Joyce Society, state, and economy. URL: https://www.britannica.com/topic/Bewcastle-Cross
5. Stephen Broadberry Britain, the Industrial Revolution, and Modern Economic Growth from. Part I – Regional Developments. Published online by Cambridge University Press: 03 June 2021. URL: https://www.cambridge.org/

# VERBALIZATION OF AGGRESSION IN MODERN ENGLISH: LEXICO-SEMANTIC ANALYSIS

***O. Y. Levin,***
***I. S. Shevchenko, Doctor of Sci. (language superviser)***
***V. N. Karazin National University, Kharkiv***

**Levin O. Y.**, **Shevchenko I. S. Verbalization of aggression in the modern English language: a lexical-semantic analysis.** This paper focuses on the study of the lexical-semantic field of "Aggression" in the modern English language based on the material of the English-language print media. The paper presents results of a detailed examination of the means of nomination of Russia's armed aggression against Ukraine (2014-2022) and conducts an in-depth analysis of lexemes denoting aggression using the method of step-by-step modeling of the lexical-semantic field. The research resulted in constructing the lexical-semantic field of “Aggression" and drawing thorough conclusions regarding its structure and content in modern English.

**Key words:** aggression, field, lexeme, mass media, modeling.

**Левін О. Є., Шевченко І.С. Вербалізація агресії в сучасній англійській мові: лексико-семантичний аналіз**. Ця стаття присвячена дослідженню лексико-семантичного поля «aggression» в сучасній англійській мові на матеріалі англомовних друкованих ЗМІ. У статті подано результати детального вивчення засобів номінації збройної агресії Росії проти України (2014-2022) і проведено глибокий аналіз лексем на позначення агресії з використанням методики покрокового моделювання лексико-семантичного поля. В результаті побудовано лексико-семантичне поле “Aggression” і зроблено ґрунтовні висновки щодо його структури і наповнення в сучасній англійській мові.

**Ключові слова**: агресія, ЗМІ, лексема, моделювання, поле.

## 1. Introduction

The concept of AGGRESSION has long been one of the most relevant in human consciousness and language (Онищак, 2012; Шевченко, et al., 2012). The modern brutal war waged by the Russian Federation against Ukraine makes this linguistic study of this concept particularly important and motivated in view of Ukraine's widespread support in the world.

The r e l e v a n c e of this study lies in the need to model the lexical-semantic field “Aggression”, identify the inventory of nominations of aggression against Ukraine in modern English-language mass media, describe their semantic connections and structure this field in the modern English language.

The o b j e c t of the study is modern English lexemes denoting military aggression, which contain relevant semantic components and function in media texts.

This study a i m s at finding out the structure and content of the lexical-semantic field “Aggression” in modern English.

The p u r p o s e of the study is to single out nominations of the Russian aggression against Ukraine in modern English-language mass media, establish their semantic connections and structure the corresponding lexical-semantic field (hereinafter – LSP) in modern English.

To achieve this aim, the research will solve the following t a s k s :

- clarify the definition of the concept of "lexical-semantic field";
- identify and describe the units that serve as nominations of the Russian aggression against Ukraine in modern English mass media;
- model LSP “Aggression” as a core – periphery structure.

The m a t e r i a l of this research is 416 word usages of lexemes-nominations of aggression extracted from 40 English-language articles about the military aggression of the Russian Federation against Ukraine (2014-2022) from 4 newspapers (The New York Times, The Washington Post, The Guardian, The Wall Street Journal).

The following m e t h o d s were used in the research: descriptive-analytical method of classification and word grouping, component semantic analysis, field modeling, elements of quantitive analysis.

The s c i e n t i f i c n o v e l t y of the work lies in the fact that its results contribute to the development of lexical semantics in general and field theory in particular.

The p r a c t i c a l v a l u e of findings results and conclusions is determined by the possibility of their use in lexicography, translation studies, teaching English, in media linguistics, and PR.

## 2. Methodology and framework

In the lexical system of the language, the word is not isolated; as A. Lerer puts it, understanding the meaning of a word requires contrasting it with a set of semantically related words (Lehrer, 1970). The lexical meaning of a word does not exist/function separately. It is always connected by semantic relations (of identity and differentiation) with the lexical meaning of another word or the lexical meanings of several (many) words (Бацевич, 1980, c. 30], i.e., it is a component of a set of interconnected and interdependent field components.

The term "field" is not new for modern linguistics, it comes from other sciences such as physics, biology, sociology, philosophy, etc. The idea of a linguistic field arose in the second first half of the 20th century in the works of J. Trier and H. Ibsen (Онищак, 2012, c. 175). Linguistic fields form an intermediate link between the atomicity of a single word and the entire language. J. Lyons emphasizes that the field theory is related to the analysis of meaning; he defines the field (LSP) as a set of lexemes of a language that cover a certain conceptual sphere and are paradigmatically and syntagmatically structured (Lyons, 1977, pp. 252-254).

Scholars distinguish between functional-semantic and lexical-semantic fields, where the former cover monocentric and polycentric varieties. In a monocentric field, its core consists of elements united by a certain grammatical category; its central part unites several interrelated elements that belong to different levels of language (morphological, syntactic, lexico-grammatical means of language means).

Fields of polycentric type are characterized by the absence of a single system of grammatical forms and the plurality of various linguistic means in the center of the field.

Obviously, the lexico-semantic field theory proves to be the most effective to reach the aim of this present study of lexemes and semantic space of aggression. The lexical-semantic field (LSF) is a set of linguistic units that are connected by the common meaning and indicate the conceptual or functional similarity of the issues, which they denote. According to the definition of M.P. Kochergan, LSP "is a set of lexical units that are united by the common content (and sometimes by the common formal indicators) and reflect the conceptual, substantive or functional similarity of the indicated issues" (Кочерган, 2006, c. 265). The most important characteristics of LSP include:

- semantic relations between the words that make up the field (synonymy, hyper- and hyponymy, antonymy, etc.);
- systemic nature of relations within the field;
- interdependence and mutual determination of lexical units that are part of a certain lexical-semantic field;
- interrelations of semantic fields within the entire lexical system of a certain language [ibid.].

Accordingly, the LSP structure includes:

- the core of the field, which is represented by the generic sema, i,e. the component around which the field unfolds. The core is a lexical representation of meanings, or semantic features; it can replace any member of the paradigm being a representative of the entire paradigm;
- the center of the field consists of units that have an integral meaning, common to the core and to each other;
- the field periphery consists of units that are semantically the furthest from the core. They bear elements of the basic meaning of the field;
- field elements are vertically organized and have center-periphery structured; according to their semantics, they form separate hyper-hyponymous structures of various types (Lehrer A., 1970, p. 59).

Each field has a component that unites all units of the field; it bears the common element or archiseme, realized by a lexeme with a generalized meaning. At the same time, the components of the lexical-semantic field differ from other elements by at least one differentiating feature (Lehrer A., Lehrer K., 1994, p. 17).

The framework of this present analysis of the LSP "Aggression" presupposes several stages.

The first stage of mass-media analysis serves to single out lexemes of semantic space "Aggression". Their component analysis of their meanings proves that they belong to the common semantic space.

The second stage aims to clarify the structure of individual parts of the LSP "Aggression": its center, core, periphery; in particular, to find out the quantitative and qualitative composition of each part of the field.

The third stage clarifies the properties of the structure of each group within the field by characterizing their constituents, considering the nominations in the projection of the linguistic construal world, identifying the peculiarities of the semantic categorization of reality viewed against mentality and national character.

## 3. Findings and discussion

Taking into account the fact that the research material is drawn out of English-language newspapers, the concept of AGGRESSION is limited to the meaning of armed aggression or military actions.

The database of this research of aggression nominations from four English-language newspapers contains the following most frequent lexemes: *aggression, war, invasion, attack, military, fire*. In different

American mass media, their frequency varies: *war* (28%), *military* (30%), *attack* (18%), *invasion* (10%), *aggression* (6%); other field elements (8%).

According to lexicographic definitions, the core of the lexical-semantic field, lexeme *aggression,* contains the following semes: (1) “a forceful action or procedure (such as an unprovoked attack) especially when intended to dominate or master”, “the act of initiating hostilities”, **“**unprovoked violation by one country of the territorial integrity of another”; (2) “hostile, injurious, or destructive behavior or outlook especially when caused by frustration”; (3) “feelings of anger and hate that may result in threatening or violent behavior”, for example:

> *Russia’s* ***aggressive behavior*** *and its nuclear arsenal make it the single greatest national security threat faced by the United States ….*[The New York Times. 09.07.2015].

In similar contexts, lexemes *war* and *invasion* possess the closest meaning. Lexeme *war* (1) bares the meanings: “armed fighting between two or more countries or groups, or a particular example of this (nuclear war)”; (2)“a legal state created by a declaration of war and ended by official declaration during which the international rules of war apply (war was declared); (3) “any situation in which there is strong competition between opposing sides (war on drugs)”; (4) “a situation in which businesses, countries, etc. compete against each other very strongly, e.g. *The Kremlin decree also puts Russia on a stronger economic* ***war*** *footing* [The Guardian. 18.10.22].

Both *war* and *invasion* are located in the central zone.

The field periphery includes lexemes that are more distant from the core lexeme. In this study, these are lexemes *attack* and *military* and other synonyms of *aggression*: *assaultiveness, bellicosity, belligerence, belligerency, combativeness, contentiousness, defiance, disputatiousness, feistiness, fight, militancy, quarrelsomeness, scrappiness*.

These findings make it possible to structure the field of “Aggression” according to the hyper-hyponymic principle in the form of a core – center – periphery (Fig. 1).


Figure 1. The lexico-semantic field "Aggression"

As figure 1 shows, the LSP "Aggression" covers the core, the central zone and the periphery. The core of the field is formed by the polysemantic lexeme *aggression* that contains the integral archiseme "violent unprovoked action aimed at capturing territory and dominance", which unites all the components of the field.

The central zone of LSP "Aggression" is formed by the lexemes *war* and *invasion* connected by an integral archiseme and differentiated by the meanings "armed struggle between countries or groups" and "legal state created by the declaration of war".

The periphery of LSP "Aggression" includes lexemes *attack, military, warfare, conflict, fight,* etc. According to their semantic structures, integrated by a common archiseme, they mostly serve as partial meronyms of the components of the center and periphery of the field.

## 4. Conclusions

This research focuses on the study of verbal presentation of the Russian armed aggression against Ukraine (2014-2022) in American print media. This paper presents results of a detailed examination of nomination of "Aggression" structures as the lexical-semantic field.

The findings show that the concept of AGGRESSION is nominated by the LSP “Aggression”. It is a core and-periphery structure with elements, combined by the archiseme “aggression” and having differential meanings peculiar for each element. In particular, in modern American media texts, the core of the field if formed by the lexeme *aggression*; the central zone by the lexemes *invasion*, *war*, and the periphery by *attack*, *military*, *fire*.

Hopefully, this research findings and conclusions may open perspectives of further analysis of the nominations of aggression in the English language from cognitive linguistic, psycholinguistic, and pragmatic vantage points.

**REFERENCES**

1. Бацевич Ф. С. Процес неологізації та динаміка структури семантичного поля. *Мовознавство.* 1980. № 3. С. 54-80.
2. Кочерган М. П. Мовознавство : підручник. Вид. 2-ге. К. : «Академія», 2006. 368 с.
3. Онищак Г. Моносемантичні елементи лексико-семантичної групи «зло» у сучасній англійській та українській мовах. *Вісник НАН України*. 2012. № 6. С. 62-67.
4. Шевченко І. С., Морозова І. І., Шевченко В. О. (2022). Номінації агресії Росії проти України в англомовних медіа: когнітивно-прагматичний аналіз. *Вісник Харківського національного університету імені В. Н. Каразіна. Серія: Іноземна філологія. Методика викладання іноземних мов.* 2022, # 95. С. 70-77. DOI: 10.26565/2227-8877-2022-95-09
5. Lehrer A. J. Meaning in linguistics. In A. Lehrer and K. Lehrer (Eds.). *Theory of meaning*. New Jersey: Prentice-Hall, Inc., Engewood, 1970. 216 p.
6. Lehrer A. J., Lehrer K. Networks, fields, and vectors. In F. Palmer (Ed.). *Grammar and Meaning: Essays in honor of Sir John Lyons*. Cambridge : Cambridge University Press, 1994.
7. Lyons J. *Semantics*. Vol. I. London, New-York, Melbourne: Cambridge University Press, 1977. 371 p.

# MECHANISM FOR ATTRACTING FOREIGN INVESTMENTS IN THE ECONOMY OF UKRAINE

*V. S. Litvinova,*
*T. A. Astapova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Litvinova V. S., Astapova T. A. Mechanism for attracting foreign investments in the economy of Ukraine.** The article analyzes the main mechanisms of attracting foreign investments, reveals the essence of foreign investments as an element of increasing the competitiveness of the real sector of the economy, determines the importance of foreign investments for the economy of Ukraine. At the end of the work, appropriate conclusions are drawn.

**Keywords:** investment activity, investment attractiveness, state regulation, investment policy, investment attraction mechanism.

**Літвінова В. С., Астапова Т. О. Механізм залучення іноземних інвестицій в економіку України.** У статті проаналізовано основні механізми залучення іноземних інвестицій, розкривається сутність іноземних інвестицій як елемента підвищення конкурентоспроможності реального сектору економіки, визначається значущість іноземних інвестицій для економіки України. Наприкінці роботи зроблено відповідні висновки.

**Ключові слова:** інвестиційна діяльність, інвестиційна привабливість, державне регулювання, інвестиційна політика, механізм залучення інвестицій.

## 1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of space foreign investments. The s u b j e c t is the mechanism for attracting foreign investments in the economy of Ukraine. The p u r p o s e of the study is to substantiate the importance of investment attraction, clarify the meaning of the state investment policy and the mechanism of state regulation of investment processes, and formulate the constituent parts of this mechanism.

Current trends in the development of the world economy indicate that foreign investments is one of the main factors for sustainable, high-quality and balanced economic development, as well as increasing international competitiveness for most countries. Currently, Ukraine is largely interested in the active inflow of foreign investments due to the limited internal sources of support for further sustainable economic development. At the same time, in general, it cannot yet be argued that an effective process of attracting foreign investments has been formed in the country, which ensures the progressive development of the national economy. The actual practice of attracting foreign investments in Ukraine does not meet the country's needs for its modernization and emphasizes the need to improve the national investment and industrial policy and develop more effective mechanisms in the field of attracting foreign capital.

## 2. Mechanism of state regulation of investment processes

Mechanisms for attracting foreign investments can be conditionally divided into direct and indirect. In general, direct mechanisms are designed to ensure a selective approach in the formation of an investment climate for direct investment, mainly by sectors of the economy and territorial entities of the host country, and represent direct mechanisms for attracting foreign investments (fiscal, financial, non-financial). They have a direct impact on the scale and direction of direct investment inflows into the national economy. Indirect mechanisms for attracting foreign investments regulate general economic and institutional conditions and have an indirect impact on attracting foreign investments (Турлай, 2011, с. 23).

Indirect mechanisms include regulation of economic conditions and the economy as a whole; general legal conditions; regulation of the political situation; regulation of entrepreneurial activity; regulation of infrastructure development; administrative conditions, etc. At the same time, as many experts note, indirect mechanisms are often more important in terms of attracting foreign investors, since a stable macroeconomic and institutional environment helps to minimize risks when investing.

Taking into account the specifics of the national economy and the main problems in the way of foreign investors, the mechanism for attracting foreign investments in Ukraine should be considered as a set of measures and tools aimed not only at stimulating the inflow of foreign investments into the country, but also at optimizing this process – streamlining the structure, forms and focus of foreign direct investments in accordance with the needs and strategic interests of the republic, as well as to ensure a favorable economic and institutional environment for the arrival of investors. The most important area for improving direct mechanisms for attracting foreign investments is the optimization of existing benefits and preferences for foreign investors. This aspect must be taken into account when developing a policy to attract foreign investments in Ukraine, especially in the long term (Верхоляк, Машлій, 2018, c. 310-311).

A significant place in the management of the innovation process is occupied by the government, taking into account the priorities of innovative development in solving urgent problems. The mechanism of such regulation should combine forms of regulation that have a stimulating nature (Fig. 1).

### 3. Improvement of investment mechanisms

The main entity on which the investment-attractive environment depends is the state. In accordance with its powers and omnipotence on the inner part of the border, it combines state forms and methods of influence on the effectiveness of investment attraction. In order to develop a win-win model of implementation of the investment policy of economic growth, generally accepted elements should be applied, which will allow us to consider the investment policy as a combination of the goal, the constraints that exist in this region, and the expected results. The general principles of investment activity should be considered the appropriate number of rules that are recognized and known in most countries, followed by all participants in international economic relations. It should be noted that they may vary in different countries of the world, but the three main principles remain unchanged (Voynarenko, Varnalii, Hurochkina, & Menchynska, 2019, pp. 161-162).

1) The scientific nature of investment activity, that is, understanding all the features of investment activity, which will enable entrepreneurs to find directions for effective use of investment potential both inside and outside the state.

2) Systematicity of investment activity. It is believed that there are ‘direct’ and ‘reverse’ relationships between its individual elements. Components of investment activity differ in their own characteristics. For example, one of these elements is foreign investment. Relations at the state level play one of the most important roles in this case.

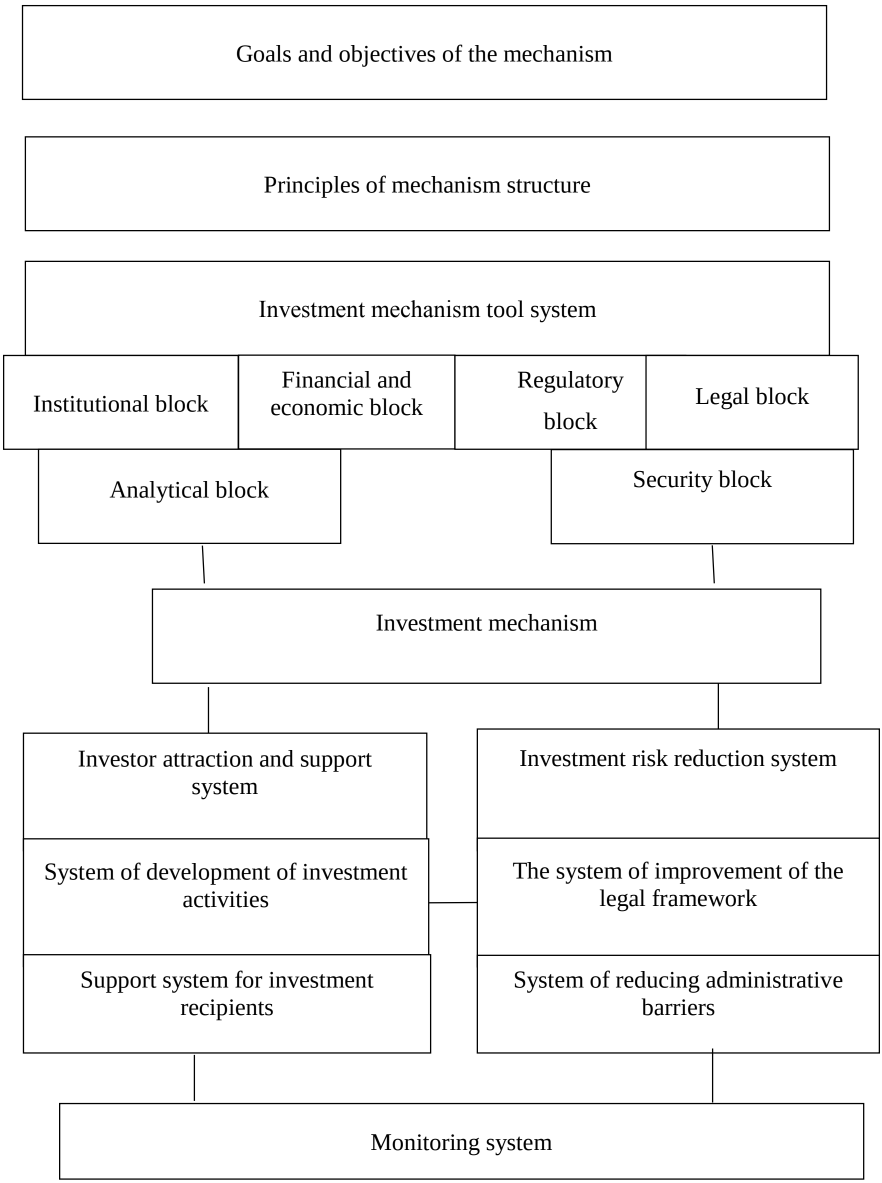



Fig. 1. Mechanism of state regulation of investment processes (Верхоляк, Машлій, 2018, с. 310-311)

3) The principle of mutual benefit of investment activity. As everyone understands, the main purpose of the enterprise's activity is to obtain economic benefits. If we consider foreign investments, then the country that has included investments receives economic benefits in the form of income tax and deductions from the wages of workers who work in these enterprises, companies, etc. If the investment went into the development of a previously established enterprise, the benefit of the party receiving the investment is in the development of the enterprise and exit from the crisis. The investor (the one who provides the investment) receives a profit if he directly created an enterprise in another country, and if he invested funds in an already established enterprise / company, then he receives dividends (Каленчук, 2020, pp. 38-40).

In order to increase investment attractiveness, the following conditions must be met at the state level in countries, including Ukraine:

– stability and reliability of the national monetary system;
– a taxation system that would promote and help the rapid inflow of funds into the business sphere;
– a system of supporting the activities of enterprises, which would insure and help enterprises to carry out their activities (examples of such a system can be agreements with commercial banks for assistance; insurance companies that would qualitatively fulfill the terms of the contract without looking for clues to evade the execution of the contract; advisory centers that would contributed to the improvement of understanding of national and foreign markets; high level of marketing and management);
– state support to newly created enterprises and enterprises with small capital (crediting to such enterprises on more favorable terms, insurance, etc.).
– reliable protection of developments and intellectual property, patenting of innovations;
– a legal and tax system for regulating business activities accessible to foreign investors;
– protection of the interests of enterprises by the state. The need to create a mechanism for regulating investment processes requires the participation and strengthening of the role of regional authorities in ensuring innovative development.

It is important to note that the investment regulation mechanism must take into account the specifics of the specific region to which the investment will be directed. At the same time, the model of innovative development and the mechanism of regulation of investment processes in each region should be formed taking into account the specifics of the development of a particular region, the competitive environment, etc. Taking into account all factors of regional characteristics and justifying the identified differences from competitors at the state level, we can count on the successful attraction of a new investment project (Sviridova, 2014, pp. 88-90).

In the future, the task should be the phased elimination of such benefits and preferences. Benefits and preferences should remain only for high-tech and innovative investment projects (including those that contribute to the creation of high-tech jobs), export and import-substituting orientation, and for investors creating high value-added industries.

Along with the application of the principle of national treatment, the investment policy of Ukraine needs the implementation of other principles of legal regulation of foreign investments accepted in international practice. First of all, we are talking about the most favored nation treatment, which is provided by many foreign countries to investors, so that there is no discrimination against investors from any countries. Meanwhile, in bilateral and multilateral agreements on the promotion and protection of investments concluded by Ukraine with foreign countries, this legal norm is enshrined (Михайленко, Красникова, 2020).

Moreover, many such agreements provide for the granting of national treatment to foreign investments or the most favored nation treatment, depending on which of them is more favorable for the foreign investor. This wording is contained in more than the bilateral agreements concluded by Ukraine on the promotion and mutual protection of investments.

## 4. Conclusions

As a result of the analysis of the principles, methods and elements of the investment attraction mechanism, we note that they are inherent in many requirements put forward by international financial organizations and lead to the improvement of the state's activities in general. If Ukraine solves the issue of corruption, it will increase the flow of funds to the state budget and improve the financial and economic situation. A reduction in the tax rate will contribute to reducing the amount of ‘laundering’ of money through offshore zones and reducing the number of enterprises that issue wages to employees ‘in envelopes’. As a result of solving these important problems, Ukraine will receive another reward, namely investment attractiveness. Investments are an important factor of economic growth, which will bring Ukraine to a new level of economically developed countries of the world, therefore the most important task for a country that has focused its way on the inflow of investments into the state is the improvement of state regulation of the formation of mechanisms for the activation of investment processes at the state and regional levels.

**REFERENCES**


1. Верхоляк З., Машлій Г. Проблеми залучення іноземних інвестицій в Україну як засобу фінансування впровадження нових технологій. Тернопіль: Тернопіл. нац. тех. ун-т ім. І. Пулюя, 2018. С. 310-311. URL: https://core.ac.uk/download/pdf/161835132.pdf
2. Каленчук Л. В. Способи залучення іноземних інвестицій в умовах євроінтеграційних процесів в Україні. *Проблеми системного підходу в економіці*. 2020. № 4(78). С. 38-44.
3. Михайленко О. Г., Красникова Н. А. Вплив іноземних інвестицій на розвиток економіки України в умовах глобалізації. *Ефективна економіка.* 2020. № 7. URL: http://www.economy.nayka.com.ua/?op=1&z=8046
4. Малахова Ю. А., Хобта М. О., Гончар Т. М. Зарубіжний досвід стимулювання інвестиційної активності підприємств. *Ефективна економіка.* 2021. № 2. URL: http://www.economy.nayka.com.ua/?op=1&z=8655
5. Турлай І. В. Вплив регіональної інтеграції на процеси. *Журнал міжнародного права та міжнародних відносин.* 2011. № 2. URL: http://evolutio.info/content/view/1839/232
6. Чернишова Л. О. Особливості залучення та стимулювання іноземного інвестування в Україні. *Бізнес-Інформ.* 2016. № 4. С. 87-90.
7. Sviridova, N. (2014). Foreign direct investments: world experience and strategy of involvement in the economy of Ukraine: monograph. Luhansk: SNU after V. Dalya.164 p.
8. Voynarenko, M., Varnalii, Z., Hurochkina, V. & Menchynska, O. (2019) Estimation of Innovative Business Processes of the Enterprises in Conditions of Emergence Economics. 6th International Conference on Strategies, Models and Technologies of Economic Systems Management (SMTESM 2019), *Advances in Economics, Business and Management Research.* (95). Pp. 161-166. URL: https://www.atlantis-press.com/article/125917640.

# THE IMPACT OF MIGRATION FLOWS ON THE ECONOMIC COMPONENT OF THE STATE

*V. V. Lotkina,*
*T. I. Skrypnyk (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Lotkina V. V., Skrypnyk, T. I. The impact of migration flows on the economic component of the state.** In the context of globalization, there is a rapid movement of people around the planet. In the last few decades, there has been a distinct deepening of the degree of integration of the world economy, accompanied by an unprecedented growth in trade, capital flows, movements of human masses, as well as the involvement of national economies in a single global reproductive process. The effective development of national economic complexes becomes possible mainly as a result of taking advantage of the global division of labor and the overflow of labor from one country to another.

**Keywords:** world economy, integration, labor resources, productive forces, economic efficiency, labor force, migration policy, labor market, economic development.

**Льоткіна В. В., Скрипник Т. І. Вплив міграційних потоків на економічну складову держави.** В умовах глобалізації відбувається швидке переміщення людей по планеті. В останні кілька десятиліть відбулося помітне поглиблення ступеня інтеграції світової економіки, що супроводжувалося безпрецедентним зростанням торгівлі, потоків капіталу, переміщення людських мас, а також залученням національних економік до єдиної глобальної репродуктивний процес. Ефективний розвиток народногосподарських комплексів стає можливим переважно в результаті використання переваг світового поділу праці та перетікання робочої сили з однієї країни в іншу.

**Ключові слова:** світове господарство, інтеграція, трудові ресурси, продуктивні сили, економічна ефективність, робоча сила, міграційна політика, ринок праці, економічний розвиток.

## 1. Introduction

In the context of globalization, there is a change in the functions of the state associated with the adaptation of the national economy to the requirements of the world economic system. This circumstance forces us to focus on the problems of ensuring the economic security of the state, preserving its economic sovereignty.

Scientific research. Scientists and experts – Castles S., Haas H., Miller M., Czaika M., Flahaux M., Mahandra E., Natter K., Zelinsky W., Clemens A., – we studied and analyzed the topic of migration flows.

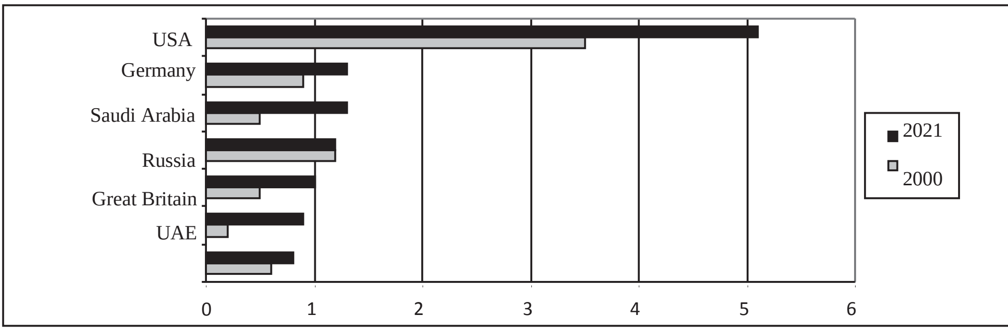
The need to expand research in this area is compounded by the recent revision of the attitude towards the consequences of liberalization of cross-country movements of factors of production (primarily capital and labor), changing from enthusiastically positive to cautiously neutral.

P u r p o s e . To consider and analyze the impact of migration flows on the economies of countries.

**2. Current state of industry**

In 2022, the number of migrants in the world reached approximately 281 million people, which accounted for 3.6% of the world population. In recent decades, the United States and Germany have been the most attractive countries for migrants. In 1970, there were 12 million international migrants in the United States, and today there are more than 51 million (Zelinsky, 1971, pp. 219-249).

In Germany, the number of international migrants has increased from 8.9 million to 16 million in the last 10 years alone. France, Russia, the United Arab Emirates and Saudi Arabia are also attractive countries for migrants. In the United Arab Emirates, 88 percent of the population are international migrant workers (Mahendra, 2020).




*Source:* United Nations Organization. Department of Economic and Social Affairs. International Migration Report 2022.

Fig. 1. Countries with the largest number of international migrants, 2000 and 2021, million people

In general, more than 60% of people go to Europe and Asia in search of earnings and a better life. 87 million foreign workers live in Europe, and 86 million in Asian countries. They are followed by North America, where 59 million international migrants work, which accounts for 21% of all global migration flows. 9% of migrants come from Africa and 3% from Oceania.

*Table 1*

**Number of international migrants and their share in world population, 1970–2021**

| Year | Number of migrants | Share of migrants in the world population, % |
|---|---|---|
| 1970 | 84,460,150 | 2,3 |
| 1980 | 101,983,149 | 2,3 |
| 1990 | 153,011,473 | 2,9 |
| 2000 | 173,588,441 | 2,8 |
| 2010 | 220,781,909 | 3,2 |
| 2020 | 271,642,105 | 3,5 |

*Source:* International Organization for Migration. World Migration Report 2020. Geneva, 2021. P. 21.

This does not mean that migration is a new phenomenon – people have always moved in search of new opportunities, and the cross-country movement of the population and labor resources has always been accompanied by large-scale changes in the global economy. They were associated with changes in productive forces and industrial relations, as well as with the processes of colonization, industrialization, world wars or crises.

The mainstream of modern economic theory stands in general for providing conditions for the unhindered movement of factors of production, which, among others, include labor resources (Clemens, 2022). As a justification for this thesis, narrow economic arguments are given, operating with the concepts of economic efficiency, promotion of economic growth, cost of labor, employment, reduction of unemployment, etc.

At the same time, such a highly specialized approach does not allow us to take into account the negative aspects of the impact of migration flows on the economy of host countries (the development of shadow activities, the growth of criminality in the economy, economic losses from terrorist acts, etc.), although the interests of national and economic security force us to do (Patz et al., 2017, pp. 391-402).

The internationalization of the economies of various countries is accompanied by the intensive development of the international labor market, which has an increasingly significant impact not only on the economies of different countries, but also on the world economy as a whole. Developed countries have a pronounced migration policy focused on attracting foreign labor, mainly skilled.

One can even talk about a certain circle of states, as if "specializing" in this type of foreign economic activity. The leading place among them is occupied by the USA, Canada, Great Britain and other advanced states. Recently, Poland and Israel have joined them.

The most important thing is that the export of labor brings considerable income to exporting states from the transfer of migrants' funds to their homeland (Patz et al., 2017, pp. 391-402). After all, the amount of transfers can reach several billion dollars. Suffice it to say that of the 80 countries that provide information about their balance of payments to the International Monetary Fund, 52 countries have income from the export of labor.

The impact of labor migration on the world economy is largely determined by the qualitative and quantitative parameters of foreign labor flows, as well as supply and demand in national labor markets (Angenendt, 2020, p. 15). In order for the attraction of foreign labor to have a favorable effect on the economic situation in a particular country, its dynamic and structural parameters must correspond to the immigration capacity of the host country.

Traditionally, the overwhelming majority of external migrants are employed in jobs that are not attractive to local residents, who, even when they find themselves "on the street", prefer not to engage in such work and live on benefits provided by the social security system.

There are two sectors in the labor market, one is traditionally assigned to foreign workers, the other to domestic workers. Thus, there is no competition in the field of labor – everyone is fighting for a place in "their" sector. Therefore, despite the existing unemployment in developed countries, migration flows – both legal and illegal – do not dry up. With the modern structure of the economy, unemployment among the indigenous population has little to do with lower-level vacancies (service personnel, janitors, handymen).

Labor migration also depends on the socio-economic situation in the country, the structural and dynamic characteristics of its economic system (Castelli, 2018, p. 4). There has long been an acute struggle between developed countries for highly qualified specialists and investors. Various programs are being implemented to attract permanent residence. The leaders of such programs are the USA, Canada and the UK (Castelli, 2018, p. 4).

It should also be noted that entrepreneurial activity and self-realization among migrant workers are more widespread than among the local population. It is believed that highly skilled labor migrants have, as a rule, a positive long-term impact on economic development, whereas the impact of unskilled labor migrants.

In fact, it is the middle-income countries that are the donor countries of international migrants, and international migrants mainly come from relatively more affluent segments of the population, which is consistent with the theory of migration transition, according to which demographic shifts and economic development lead to an increase in internal migration, and then with an increase in welfare – international. Economic inequality can have different effects on short-term and long-term migration. For example, in Indonesia, poverty does not allow the population to participate in long-distance international migration.

An important reason affecting migration is the factor of unemployment, which is more or less characteristic of both developed and developing countries. Globalization, which has led to an increase in inequality in employment opportunities, income and living standards, plays a major role in exacerbating the problem of unemployment in many countries today. In some countries, it has led to a reduction in the number of jobs and, as a result, the means of subsistence for workers in the traditional sectors of the economy for these countries (Castles, Haas and Miller, 2018, p. 5).

The inability of globalization to create new jobs where people live is the main factor in increasing migration pressure. The global financial and economic crisis of 2007-2009 only exacerbated these imbalances, contributing to a reduction in the number of jobs in both developing and developed countries (Koser, 2016).

An important factor influencing migration is the demographic processes of the modern world and the aggravation of financial problems associated with the decline in the birth rate and the aging of the population in industrialized countries. The imbalance in population growth in the world is expressed in the acceleration of population growth in developing countries and a decrease in the birth rate below the level of natural reproduction in developed countries (Koser, 2016).

Over the past two centuries, the world's population has increased from 1 billion in 1800 to 8 billion people in 2022. It is expected that by 2030 the world's population may grow to about 8.5 billion, in 2050 to 9.7 billion, and in 2100 to 10.9 billion people. The bulk of this increase is in Asia and Africa, where high fertility rates due to child mortality and poor birth control programs lead to high annual population growth rates.

On the contrary, the birth rate in Western industrialized countries is declining. According to the World Bank, in 2020, the average birth rate in high–income countries was 1.7 children per woman, while in low-income countries it was 4.8 children per woman. As a result, the population of Western industrialized countries is shrinking in size and gradually aging, while the young working-age population of developing countries is rapidly increasing. Increasing the demographic significance of international migration in the demographic development of economically developed countries.

A striking example of this is the African continent, whose population has grown from 493 million in 1990 to 1 billion in 2015 and is expected to grow to 4 billion people in 2100.

The opposite trend is characteristic of the industrialized countries of the world, which are characterized by a decrease in the birth rate below the level of natural reproduction. If current trends continue, the population of Italy is projected to decline by 22% between 2000 and 2050, Latvia by 44% and Estonia by 52%.

An increase in life expectancy and a decrease in the birth rate are already contributing to an increase in pension costs. Therefore, the financial problems associated with the decline in the birth rate and the aging of the population can be solved only with the help of migration policy measures that provide for an increase in migration to ease tax pressure on aging societies.

The decline in the birth rate in a number of industrialized countries contributes to an increase in the demand for migrant labor in low-paid jobs. This is due to the fact that as incomes and living standards in these countries grow, local workers try to avoid poorly paid and low-skilled jobs, which makes them dependent on migrant workers.

In sectors such as agriculture, construction, cleaning, catering, hotel services, tourism, child care, consumer services and entertainment, there are many jobs that indigenous people are reluctant to take (Czaika and Haas, 2019, pp. 407-448).

There is a shortage of personnel in the field of health and education. The maintenance of health and education systems, carried out mainly at the expense of budgetary funds, is not always sufficient to meet the need for personnel at the expense of national labor resources. So, today about 11% of nurses and 18% of doctors working in OECD countries are foreigners. Half of these foreign–born doctors and nurses work in the United States, 40% in Europe, and the rest in Australia and Canada. The shortage of personnel in the field of health care is increasing as the population ages. For example, Spain already needs twice as many therapists, pediatricians, anesthesiologists and radiologists, and over time the shortage of these professions will reach even greater proportions, since half of the specialists are over 45 years old (Czaika, 2019, pp. 121-144). Therefore, in the face of a growing shortage of healthcare professionals, developed countries are making adjustments to their immigration policies in order to facilitate the immigration of healthcare workers. The education system is experiencing the same shortage of qualified personnel. Thus, in the USA, the share of foreign teachers among all teachers is 13.8%, and in Switzerland 13%.

Globalization and increased competition have caused segmentation of labor markets in many countries of immigration (Giulietti, 2014, pp. 1-10). This has led to the fact that highly skilled jobs depend on the knowledge and skills of skilled workers, and jobs requiring low qualifications in the informal sector and in small enterprises depend on low-skilled migrant labor, often with illegal status (Giulietti, 2014, pp. 1-10).

Small and medium-sized enterprises, as well as some labor-intensive sectors of the economy, do not have the opportunity to move their activities abroad to reduce costs and instead resort to reducing the quality of production processes and flexible employment regulation, paying increased attention to cost-cutting measures and hiring migrant workers (Le Goff, 2016). Demographic trends leading to the aging of the workforce and an increase in the share of pensioners in developed countries significantly increase the demand for low-skilled individual services, including domestic workers, care for the elderly, the disabled at home and in hospitals. Given the growing reluctance of local workers to take on these, as a rule, labor-intensive and low-paid jobs, the growing demand can only be met by turning to migrant workers.

## 3. Conclusions

Some aspects of the topic under consideration were considered. The study showed that globalization and increased competition have caused the segmentation of labor markets in many countries of the world.

The inability of globalization to create new jobs where people live is the main factor in increasing migration pressure.

The development of national economic complexes becomes possible mainly as a result of taking advantage of the worldwide division of labor and the overflow of labor from one country to another.

Modern economic theories generally advocate the provision of conditions for the unhindered movement of factors of production, which, among others, include labor resources.

The internationalization of the economies of various countries is accompanied by the intensive development of the international labor market, which has an increasingly significant impact not only on the economies of different countries, but also on the world economy as a whole. Developed countries pursue a pronounced migration policy focused on attracting foreign labor, mainly skilled.

Labor migration also depends on the socio-economic situation in the country, the structural and dynamic characteristics of its economic system. There is a struggle between developed countries for highly qualified specialists and investors.

Demographic processes of the modern world are an important factor influencing migration.

An important reason affecting migration is the factor of unemployment, which is more or less characteristic of both developed and developing countries.

The export of labor brings considerable income to exporting States from the transfer of migrants' funds to their homeland. The transfer amounts can reach several billion dollars.

The following concepts become important: economic efficiency, promotion of economic growth, labor costs, employment, reduction of unemployment.

The UN has repeatedly stressed that migrants make an important contribution to the economy of both their host countries and their countries of origin. In the receiving countries, migrants contribute to solving the problem of labor shortages, especially in the manufacturing sector and in healthcare, and send money transfers to their homeland.

The economic consequences of the impact of international labor migration on the economies of exporting and importing countries of labor resources are controversial and difficult enough for an unambiguous assessment. It is believed that in the long term, international migration has a positive impact on the development of the world economy, but in a narrower time frame it is quite difficult to determine the balance of positive and negative consequences of this phenomenon, especially since many countries are both countries of origin and destination of international migrants.

**REFERENCES**


1. Angenendt S. Irregular migration as an international problem. *SWP Research Paper*. Berlin : Stiftung Wissenschaft und Politik. 2020: 15.
2. Castelli F. Drivers of migration: why do people move? *Journal of Travel Medicine.* 2018; Vol. 25. Issue 1: 4.
3. Castles S., Haas H., Miller M. The Age of Migration. London : Palgrave Macmillan. 2018: 5.
4. Clemens A. Does Development Reduce Migration? Washington, DC: Center for Global Development. 2022.
5. Czaika M. Internal versus international migration and the role of multiple deprivation. *Asian Population Studies*. 2019; 7(2): 121-144.
6. Czaika M., Haas H. The Role of Internal and International Relative Deprivation in Global Migration. Oxford Development Studies. 2019; 40(4): 407-448.
7. Giulietti C. The welfare magnet hypothesis and the welfare take-up of migrants. *IZA World of Labor*. 2014; 37: 1-10.
8. Haas H., Czaika M., Flahaux M., Mahandra E., Natter K. International Migration : Trends, Determinants, and Policy Effects. *Population and Development Review*. 2019. Vol. 45. Issue 4: 896.
9. Koser K. International migration. A very short introduction. New York : Oxford University Press. 2016. 136 p.
10. Le Goff M. Feminization of migration and trends in remittances. Bonn: Institute for the Study of Labor (IZA). 2016; Issue 220:3.
11. Mahendra E. Financial Constraints, Social Policy and Migration: Evidence from Indonesia. *IMI/DEMIG Working Paper 101*. Oxford : International Migration Institute, 2020.
12. Patz J., Gibbs U., Foley J., Rogers J., Smith K. Climatic change and global health: quantifying a growing ethical crises. *EcoHealth.* 2017; (4): 391-402.
13. Zelinsky W. The Hypothesis of the Mobility Transition. *Geographical Review*. 1971; 61(2): 219-249.

# THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM BUSINES AND INTERNATIONAL INFORMATION

*Y. V. Lukyanov,*
*V. V. Ilchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Lukyanov Y. V., Ilchenko V. V. The role of foreign languages in the development of tourism business and international information.** The article analyzes the importance of the role of foreign languages in the development of tourism business and international information. The tourism industry is constantly developing and expanding its borders, and, therefore, is closely related to foreign languages to establish a relationship with its target audience. Language skills improve tourism organizations' coordination skills, help them master new technologies and effectively manage tourism business.

**Keywords:** foreign languages, international information, language skills, target audience, tourism business, tourism industry.

**Лук'янов Є. В., Ільченко В. В. Роль іноземних мов у розвитку туристичного бізнесу та міжнародної інформації.** В статті проаналізоване значення ролі іноземних мов у розвитку туристичного бізнесу та міжнародної інформації. Туристична галузь невпинно розвивається та щодалі розширює свої кордони, а отже, тісно пов'язана з іноземними мовами для встановлення взаємозв'язку зі своєю цільовою аудиторією. Знання мови поліпшують туристичним організаціям координаційні навички, допомагають освоювати нові технології та ефективно керувати туристичним бізнесом.

**Ключові слова:** знання мови, іноземні мови, міжнародна інформація, туристична галузь, туристичний бізнес, цільова аудиторія.

## 1. Introduction

The o b j e c t of the article is foreign languages. The s u b j e c t is foreign language education and its importance in the development of the tourism industry. The p u r p o s e of the research is to analyze the use of foreign languages in modern society and its importance in the tourism business.

Tourism, including international tourism, is one of the most important sectors of economy. Specialists in this field are faced every day with solving communicative tasks not only in their native but also in a foreign language. Business meetings, the work of tour guides and hospitality workers require sufficient knowledge of a foreign language and the culture, history, customs and language etiquette accepted in a destination. Highlighting the importance of foreign languages and analyzing their role in the development of tourism business constitute the a c t u a l v a l u e of the study.

The o b j e c t i v e s of the article are establishing the reasons for the importance for foreign language education, considering the features of learning and using foreign languages, determining the role of foreign languages in the development of tourism business and professional competence of tourism profession. To solve these problems, the analysis of printed publications and Internet resources on this topic was carried out.

## 2. The role of foreign languages in the development of the tourism industry

### 2.1. Theoretical foundations

According to the famous French ethnologist and anthropologist Claude Lévi-Strauss "language is both a product of culture and its important part, and a condition for the existence of culture. Moreover, language is a specific way of existence of culture, a factor in the formation of cultural codes" (Lévi-Strauss, 1970, p. 67]. Intercultural communication has brought up interconnection with representatives of different communities in the exchange of information, experience and spiritual values of their cultures (Парфіненко, 2009, с. 165].

According to scientific experts, the linguistic diversity of the world reaches about 6 thousand languages, which is an important guarantee of polyphony of cultural life on the planet. The era of globalization characteristic of modernity adds a significant impact on linguistic diversity.

Foreign languages are one of the most important factors in the development of tourism business, and learning a foreign language in the present-day world is one of the most important components of a modern, successful person. According to Frank Smith, knowledge of one language allows you to enter the corridor of life, knowledge of two languages opens all the doors in this corridor. The concepts of "foreign languages" and "tourism" are closely related, influence mutual development and are impossible without each other.

Specialists in the tourism industry daily solve communication tasks not only in their native language, but also in a foreign language: business negotiations with foreign partners, marketing tourist products and promotional tours, representation of the company at international exhibitions, interaction with airlines, providing hospitality services and support to foreign tourists, filling out forms and other professional documentation, etc. Coverage of linguistic differences of the country's population is a mandatory component of the general characteristics of its tourist conditions. Awareness of the linguistic and cultural specifics of other countries is due not only to educational considerations, but also to purely technical aspects of the provision of tourist services: ignorance of some features of the linguistic and cultural environment of other countries leads to many misunderstandings and even interethnic clashes (Парфіненко, 2009, с. 170].

**2.2. The most common world languages**

If the main criterion for assessing the prevalence is the number of people who consider a particular language as their native, the top 10 most common languages in the world are the countries shown in the diagram below ("Топ-10", n. d.):

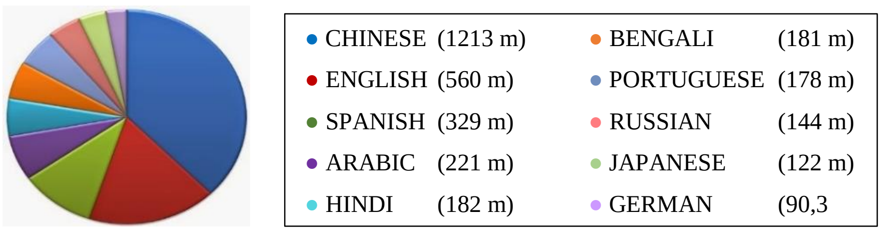



Diagram 1. The most common languages in the world

Taking into account such a significant linguistic diversity, the so-called international languages have been historically defined for intercultural communication: English, German, and French.

Undoubtedly, English holds a special position in the modern world, turning into a lingua franca – the global language of the world community, the international equivalent of communication. It is used by more than 1 billion people in the world; it accounts for 80% of the business language space; almost 57% of Internet websites are written in English; it is the official and working language of the United Nations. It is the official language of international business and trade, the Internet and technology, science and art. English is considered the main language of tourism (Кудрик, 2015, с. 75-77].

The spread of English in the global intercultural and tourist space is commonly attributed to inbound and outbound mobility which promoted the development of tourism and tourism-related industries and services; the growing role of Internet services in the tourism business; tourism-related business communication which is conducted in English; the marketing of audiovisual tourism-related products through satellite media; technological convergence; the exchange of ideas and ideologies.

The second place among international languages is traditionally occupied by French. It is one of the official languages of the UN, UNESCO and the International Court of Justice. French remains one of the most widely used languages in culture, art, education, trade and communication.

Over the past five years, the demand for the German language has grown significantly, and it is becoming increasingly important in Central and Eastern Europe (German partners and investors; representative offices in German banks). German is the language of technology and finance, the key language in the European Union.

Chinese (Mandarin) language ranks second in the world by the number of users.

### 2.3. The importance of foreign language education in the tourism industry

Tourist routes reach every part of the world, the number of jobs is increasing, trade and transportation are expanding, new tourist infrastructure is being built, new market relations and international cooperation are being formed [3, p. 72]. According to the World Tourism Organization (UNWTO) for 2014 (Table 1), the number of international tourist arrivals amounted to more than 1028 million people, which is 353 million more than in 2000.

*Table 1*

**Dynamics of international tourist arrivals [7]**

| Region | Per year (million people) | | | | Proportion % | Deviation % |
|---|---|---|---|---|---|---|
| | **2000** | **2005** | **2010** | **2014** | | |
| World | 675 | 795 | 935 | 1028,4 | 100 | + 52,3 |
| Europe | 385 | 435 | 472 | 512,4 | 49,8 | + 33,0 |
| Asia-Pacific | 112 | 151 | 205 | 219 | 21,2 | + 95,5 |
| America | 128 | 133 | 150 | 165 | 16,0 | + 28,9 |
| Africa | 26 | 35 | 48 | 51 | 4,9 | + 95,1 |
| Middle East | 24 | 37 | 59 | 81 | 8,1 | + 237,5 |

As can be seen from the table above, for the period from 2000 to 2014, against the background of the overall growth of international tourist flow in the world, the interest of tourists in the Middle East (+ 237.5%), Asia-Pacific (+ 95.5%) and Africa (+ 95.1%) has significantly increased. Top 10 countries by dynamics of inbound tourism are given below (Table 2).

*Table 2*

**Top 10 countries by inbound tourism dynamics [7]**

| Country | Visitors per year (million) | | | |
|---|---|---|---|---|
| | 2000 | 2005 | 2010 | 2014 |
| France | 77,2 | 75,0 | 77,9 | 80,5 |
| USA | 51,2 | 49,2 | 56,2 | 59,3 |
| China | 31,2 | 46,8 | 55,7 | 59,1 |
| Spain | 46,4 | 55,9 | 52,7 | 55,4 |
| Italy | 41,2 | 36,5 | 45,3 | 50,2 |
| Great Britain | 23,2 | 28,0 | 30,1 | 34,7 |
| Turkey | 9,6 | 20,3 | 27,0 | 32,8 |
| Germany | 19,0 | 21,5 | 26,9 | 30,6 |
| Malaysia | 10,2 | 16,4 | 24,6 | 29,5 |
| Mexico | 20,6 | 21,9 | 22,4 | 35,4 |

These statistics show that for many years France has been the leader in inbound tourism, far ahead of all other countries (77.2 million in 2000 and 80.5 million in 2014). The second place for the same period is held by the USA (51.2 million – 59.3 million). It is noteworthy that the growth of inbound tourism to China almost doubled (31.2 million – 59.1 million), the figure of which in 2014 was catching up with the US. The development of international tourism is facilitated by the increase in the total population and life expectancy, changes in the age structure, growth of prosperity. People have more free time and desire to travel. In addition, the processes of urbanization and globalization of the world, the introduction of new technologies, the increase of services in the share of countries' GDP (including tourism), the growth of the cultural level of the population have significantly accelerated the growth of international tourism.

## 3. Conclusion

Tourism is a process of intercultural communication, so a foreign language for a manager of the tourism industry is one of the tools not only to act, make decisions, but also to create a favorable business atmosphere, to understand the culture and mentality of representatives of other nationalities. Awareness of the peculiarities of communication processes, mastery of techniques and strategies of communication using a foreign language should become the main criteria of professional competence of tourism professionals.

**REFERENCES**

1. Гринько С. А. Ринок підготовки туристичних кадрів: реалії та перспективи розвитку. *Слобожанський науковий вісник*: збірка наукових праць. 2006. № 1. 243 с.
2. Кобзар Н. В. Роль міжкультурної комунікації в діяльності менеджерів туризму. *Вісник ЛНУ ім. Т. Шевченка.* 2011. № 14(225). С. 48-53.
3. Кудрик К. О. Англійська мова та міжнародний туризм: сучасні тенденції розвитку та взаємодії: збірник наукових праць. Педагогічні науки. 2015. Вип. 125. С. 71-80.
4. Парфіненко А. Ю. Туристичне країнознавство: навчальний посібник. Харків : Бурун-книга, 2009. 288 с.
5. Топ-10 найбільш поширених мов світу. URL: https://sites.google.com/site/profesiaperekladaca/home/top-10-najbils-posirenih-mov-svitu
6. Lévi-Strauss C. Structural anthropology. Warszawa, 1970. 456 p.
7. UNWTO Annual Report 2014. URL: http://www2.unwto.org/publication/unwto-annual-report-2014

# LOGISTICS SYSTEM MANAGEMENT BASED ON BUDGETING

*M. A. Lytvyshko,*
*I. M. Lavrinenko, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Lytvyshko M. A., Lavrinenko I. M. Logistics system management based on budgeting.** The article deals with the features of the budgeting process as one of the types of financial planning at the enterprise and its step-by-step implementation for effective logistics system management. It analyzes two approaches to budgeting: by financial responsibility centers and allocation of business processes, as well as the principles of forming the budget system using the "from top to bottom" and "from the bottom up" methods. The article describes the classification of budgets according to their functions in planning management decisions, and the advantages of logistics budgeting for financial flows management at the enterprise.

**Keywords:** budgeting, enterprise, financial planning, logistics budgeting, logistics system management.

**Литвишко М. А., Лавріненко І. М. Управління логістичною системою на засадах бюджетування.** У статті розглянуто особливості процесу бюджетування як одного із видів фінансового планування на підприємстві та його поетапне впровадження для ефективного управління логістичною системою. Наведено два підходи до бюджетування: по центрах фінансової відповідальності і на основі виділення бізнес-процесів, а також принципи формування системи бюджетів за методикою «зверху вниз» і «знизу вгору». У статті описано класифікацію бюджетів за їхніми функціями при плануванні управлінських рішень, і переваги логістичного бюджетування для управління фінансовими потоками на підприємстві.

**Ключові слова:** бюджетування, підприємство, фінансове планування, логістичне бюджетування, управління логістичною системою.

## 1. Introduction

The o b j e c t of the article is the features of the budgeting process in the financial planning system at the enterprise. The s u b j e c t of the work is methods and components of budgeting at the enterprise, the stages of developing enterprise budgets. The p u r p o s e is to study the essence of the effective mechanism of the logistics system management on the basis of budgeting, as well as to justify the importance of using this type of financial planning at enterprises.

The development of logistics processes makes adjustments to methodical approaches to the development of financial plans of enterprises and control of the implementation of budget indicators, that complicates the mechanism of their functioning and determines the importance to build an effective budgeting system that will correspond to the specifics of the logistics system operation of industrial enterprise. Its competitive advantages and ability to be mobile, i.e. to quickly respond to changes, and therefore to be competitive in the market, depend on the efficiency of the logistics system in terms of planning and controlling its own budget. The choice of the budget development scheme depends on the size of the logistics system and its organizational structure (Левкович, 2018).

## 2. The essence and features of the budgeting process in the logistics system management

Budgeting, as one of the types of financial planning, successfully combines the interests of units and the system as a whole, and also takes into account the specifics of each of them through the system of expenses and incomes, characteristic only for a certain unit. Comparing the actual costs with the standard ones according to the budget makes it possible to control the extent of deviation. For this purpose, it is necessary that the relevant information reaches each level of management within the sphere of responsibility. This requires the development of a system of budgets with varying degrees of detail (Бень, 2005, с. 48-55).

The budget is a working financial planning tool that facilitates the implementation of planned projects and makes their adjustments more reasonable. A budget is a financial document related to a specific activity, in which the cash inflows and outflows, incomes and expenditures of a structural unit or the logistics system as a whole are agreed upon and fixed by volume and time.

Budgeting is the process of preparing, drafting and approving a system of interconnected budgets, agreed upon by terms, areas of activity, departments or responsibility centers. It encompasses all spheres of financial and economic activities of the enterprise (production, sale of products, financial flows management) and coordinates the performance of all divisions.

The main principles of budgeting include: completeness – budgeting covers all types of activities and, in particular, the logistics activities of the enterprise; reality – substantiation of budgets by sales forecasts, resource limits, norms and standards of logistics costs; integration – a close connection between the budgets of higher and lower levels; profitability – the ratio of income and expenses in the process of budgeting logistics costs (Матвієнко-Біляєва, 2016, с. 343-345).

Building a budgeting system, it is crucial to provide for its performance of such functions as planning, organization, coordination, control, and motivation. In the process of budgeting, planned financial indicators are specified and supplementary ones are calculated, as well as the sequence of actions aimed at their achievement is determined, the activities of various divisions and diverse types of its production and economic activities are coordinated. It is the budget process that allows promptly to detect inconsistencies in the activities of individual subsystems, inefficient use of resources, and a low level of stocks or funds management (Основи бюджетування, 2010).

Currently, there are two principled methodological approaches to budgeting:

- based on the financial structuring of the enterprise – includes drafting and consolidation of the company's budgets for all divisions – financial responsibility centers – with the establishment of appropriate responsibilities and competence for their managers;

- ABB-approach (activity-based budgeting) – building budgets based on the allocation of business processes of the enterprise, the owners of these processes, giving them power and responsibility for the consumption of relevant resources by these processes and obtaining results (Матвієнко-Біляєва, 2016, с. 343-345).

Budgeting, as well as the current planning in general, is aimed at the step-by-step transformation of the strategic financial plan into a system of current plans, their consistent implementation in order to achieve the strategic goals of the logistics system. Mandatory stages of budgeting are shown in Fig. 1.

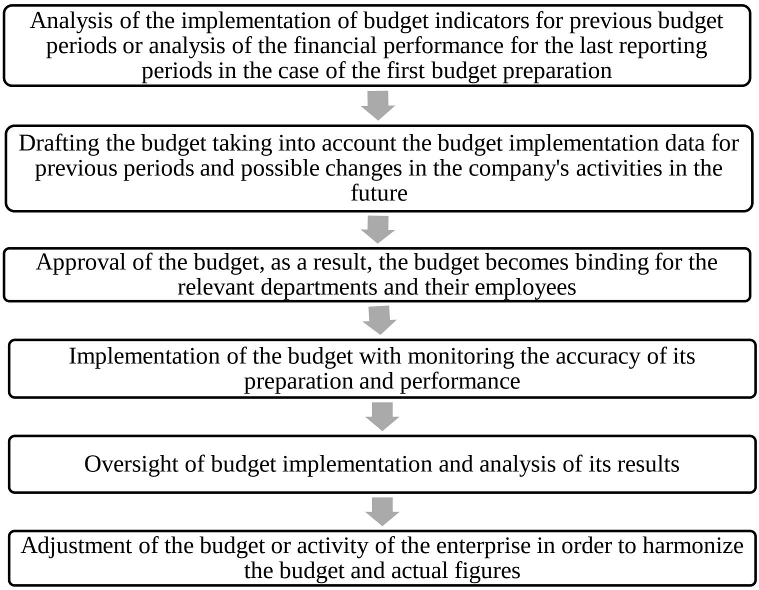



Fig. 1. Stages of budgeting (Мельникова, 2015)

The iterative nature of budgeting implies that budgets drawn up at the beginning can be reviewed and refined several times before their final approval. At the same time, it is important to remember that planning, as a rule, is carried out in two directions: "from top to bottom" – when the management conveys to the structural units the targets and tasks that form the basis of their budgets, or their comments on the proposals of the departments, and "from the bottom up" – when divisions develop and submit their proposals and budgets or improved budget plans to the highest level of management after their preliminary review by senior managers (Основи бюджетування, 2010).

Internal financial planning is based on a system of interconnected budgets:

• the operating budget is a planning document that reflects income and expenditures for economic operations, for example, the budget for the sale of products, the budget for stocks of raw materials, and the budget for labor costs, etc.;

• the functional budget is the budget planning of income and expenses of structural subdivisions (workshops, departments);

• the consolidated budget is a system of separate operating and functional budgets, which is an important tool for making tactical and strategic decisions for the enterprise.

As required, in parallel with the development of basic operating budgets, the company drafts:

• the additional budget – to justify basic investments and amounts of external financing: enterprise development budget; credit plan; payment calendar, etc.;

• the special budget – has a specific target purpose, is drawn up for a certain enterprise development project, or justifies a separate management decision; for example, the tax budget; R&D budget; budget of depreciation deductions, etc. (Мельникова, 2015).

The logistics budget is a complex system of financial components that is developed within one year and reflects the scope and terms of providing the organization with the necessary material and financial resources in all areas of the logistics chain.

The logistics budgeting system sets resource spending limits and profitability or efficiency standards throughout the logistics chain and individual structural divisions. Exceeding the established limits signals the need to understand the current state of affairs in a specific area and determine ways to solve existing problems caused by a lack of financial and material resources (Бердар, 2008, с. 133-138).

The procedure for forming the budget of the logistics system is a complete system of collecting and processing information received from the internal and external environment, calculating the main and auxiliary indicators of the economic state of the logistics system and monitoring their implementation on the basis of economic and mathematical models and technologies at all stages of the implementation of the logistics budget.

Financial flows management based on logistics budgeting allows: to plan the level of financial support of flow processes at industrial enterprises; to determine the expected profit both in individual functional areas of the logistics system and in general for the enterprise with a sufficient degree of probability; to forecast changes in profit and profitability depending on changes in production volume, product prices, variable or fixed costs; to increase the level of analysis of the actual state of the enterprise; to make effective management decisions on the development of business activity and improvement of the production process; to maximize the company's profit (Мельникова, 2015).

### 3. Conclusions

Thus, budgeting is a technology of planning a system of interrelated budgets of the enterprise and its structural divisions for the future period, accounting and analysis of deviations from budget indicators, as well as monitoring their implementation in order to achieve the optimal ratio of income and expenses of the enterprise and increase the financial validity of management decisions.

The implementation of logistics budgeting methods at an industrial enterprise will contribute to reducing the waste of material resources and decreasing the enterprise's total resource costs; moreover, it will facilitate the justification of specific economic indicators of tactical and strategic tasks in the field of material and financial flows management, and also increase the efficiency of coordination and control processes of procurement, production and distribution functions.

**REFERENCES**


1. Бень Т. Г. Бюджетування як інструмент удосконалення системи фінансового менеджменту підприємств. *Фінанси України.* 2005. № 7. С. 48-55.
2. Бердар М. М. Управління процесом формування і використання фінансових ресурсів підприємства на основі логістичного підходу. *Актуальні проблеми економіки.* 2008. № 5(83). С. 133-138.
3. Левкович А. В. Облік і внутрішній контроль в управлінні логістичними втратами виробничих підприємств : автореф. дис. ... канд. екон. наук : 08.00.09. Львів, 2018. 21 с.
4. Матвієнко-Біляєва Г. Л. Бюджетування логістичних витрат підприємства. *Глобальні та національні проблеми економіки.* 2016. № 9. С. 343-345.
5. Мельникова К. В. Фінансові потоки в логістичних системах: конспект лекцій для студентів спеціальності 8.03060107 “Логістика”. Х. : ХНЕУ ім. С. Кузнеця, 2015. 104 с. URL: http://repository.hneu.edu.ua/bitstream/123456789/11143/1/2015%20%D0%9C%D0%B5%D0%BB%D1%8C%D0%BD%D0%B8%D0%BA%D0%BE%D0%B2%D0%B0%20%D0%9A.%D0%92..pdf.
6. Основи бюджетування : навч.-метод. посіб. для самост. вивч. дисц. / Батенко Л. П., Зінькевич Т. О., Кизенко О. О. та ін. К. : КНЕУ, 2010. 202 с.

# INTEGRATION PROCESSES IN LATIN AMERICA ON THE EXAMPLE OF MERCOSUR

*A. V. Makhno,*
*D. M. Petrenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Makhno A. V., Petrenko D. M. Integration processes in Latin America on the example of MERCOSUR.** The article describes and summarizes the history of the development of integration processes in Latin America. The main motives for such integration are outlined. MERCOSUR as an integration association, its members and integration conditions are considered. The trend of the development of internal trade between MERCOSUR members is analyzed and conclusions are drawn. The author's vision of the problem facing MERCOSUR integration and throughout Latin America in general is presented, and recommendations are offered.

**Keywords:** regional integration, problems, Latin America, history, MERCOSUR, trade.

**Махно А. В., Петренко Д. М. Інтеграційні процеси в Латинській Америці на прикладі МЕРКОСУР.** У статті описується та узагальнюється історія розвитку інтеграційних процесів в Латинській Америці. Окреслено основні мотиви такої інтеграції. Розглянуто МЕРКОСУР як інтеграційне об’єднання, його членів та умови інтеграції. Проаналізовано тенденцію розвитку внутрішньої торгівлі між членами МЕРКОСУР та зроблено висновки. Подано авторське бачення проблем, які виникають під час інтеграції МЕРКОСУР та всієї Латинської Америки загалом та запропоновано рекомендації.

**Ключові слова:** регіональна інтеграція, проблеми, Латинська Америка, історія, МЕРКОСУР, торгівля.

## 1. Introduction

Problem statement. Latin America is a big part of the globe which makes a great influence on the world economic system. The region has a common historical, cultural and economic background which encourages local nations to cooperate and promote economic integration so as to boost the social and economic development of the region. Tries to unite efforts of Latin American counties started around two hundred years ago and still creation of a successful and powerful Latin American integration remains a dream. Therefore it is important to analyse all distinctive features of integration processes in Latin America and highlight problems which hinder this part of the world in efforts to integrate.

R e l e v a n c e . Nowadays, regional economic integration is gaining momentum in different parts of the globe and integration associations are becoming more and more significant players in international economic relations. ASEAN in southeast Asia and European Union in Europe are among the most famous examples. The latter is considered to be exclusively prosperous in comparison to other such initiatives. Looking at the successful experience of the EU, Latin American countries also try to propel their economic growth by enhancing integration in their region. The Common Market of the South, or MERCOSUR, is an illustration of a significant integration organization in Latin America. Its experience should be used to study the patterns present in Latin American integration associations and to draw attention to issues that are prevalent throughout the continent.

The research o b j e c t i v e is to determine the development trends of integration processes in Latin America, to analyze the current state of the MERCOSUR integration association, to identify its problems and development prospects.

The o b j e c t of the study is regional integration processes in Latin America. The s u b j e c t of the study is the integration association MERCOSUR, its functioning and economic development.

The following t a s k s are set to achieve the purpose:

1. To analyze the historical background of integration processes in Latin America
2. To describe MERCOSUR as an example of Latin American integration.
3. To reveal the current state of MERCOSUR.
4. To identify problems which prevent Latin America from successful integration.

The study of integration processes in Latin America is addressed in the w o r k s of such scientists as A. Prado (2016), R. Carneiro (2016), O. S. Shevchuk (Шевчук, n. d.), Kryvenko N. V. (Кривенко, 2020, с. 99-108), Vakarchuk K. V. (Вакарчук, 2017, с. 103-109) and other leading scholars. Despite the significant achievements of scientists, there are issues that require detailed analysis.

In this article, we use such s c i e n t i f i c m e t h o d s as analysis, synthesis, comparison and content analysis.

## 2. Historical background of integration Processes in Latin America

In order to clarify the information in the article, the term Latin America should be specified. The region called 'Latin America' includes the continent of South America, Central America and the Caribbean Islands, where the majority of the population speaks Romance languages (here mainly Spanish and Portuguese). The countries of the region share not only the same language but also a very similar history of colonization by European empires. Since the modern states of Latin America gained their independence and sovereignty at the beginning of the XIX century they have tended to share the same socio-economic and political trends (History of Latin America, n. d.).

The idea of uniting former Spanish and Brazilian colonies emerged right after the end of The Spanish American wars of independence and even led to the very first attempts at regional integration in the world. Simon Bolivar, the leader of the South American independence movement, was one of the powerful politicians of that time who encouraged cooperation between newborn Latin states. With this idea in mind, he organised the Amphictyonic Congress in 1826 as the first unsuccessful try to create a regional integration association in Latin America. That is why integration processes in this part of the world are often called 'Bolivar's dream'. The initial attempts to integrate countries in Latin America were caused mostly by political reasons and the need to resist European powers in order to preserve independence ("Особливості економічної інтеграції", n. d.; "Latin American Integration", n. d.).

In the second half of the XX century, efforts to integrate Latin America intensified significantly. The leaders of the region sought to get out of the political and economic influence of the United States, and economic goals began to dominate among the driving motives. A vast array of treaties were signed in those times. A big number of different associations, unions and organizations which overlap each other multiple times in terms of members have become a distinctive feature of Latin American integration. However, such a diverse range of initiatives did not succeed in creating an effective common economic area. A big part of organizations vanished before producing any positive results (Luis Carlos Herrera M., 2017, pp. 167-183).

Currently, it is still a complicated task to find one institution that could represent a successful integration of South America. It is counted that countries of this region have around 60 agreements, alliances, groupings, associations and treaties in different fields signed with each other, let alone their participation in non-Latin American unions. The following organizations are considered active nowadays: The Community of Latin American and Caribbean States (CELAC since 2011), The Organization of Ibero-American States (OEI since 1949), The Organization of American States (OAS since 1948), The Union of South American Nations (UNASUR since 2004), The Latin American Integration Association (ALADI since 1980), The Central American Integration System (SICA since 1993), The Bolivarian Alliance for the Peoples of Our America (ALBA since 2004), The Association of Caribbean States (ACS since 1994), The Caribbean Community (CARICOM since 1973), The Andean Community (CAN since 1969), The Pacific Alliance (since 2011), The Southern Common Market (MERCOSUR since 1991) and many others ("En Iberoamérica coexisten", n. d.).

### 3. MERCOSUR as an example of Latin American integration

MERCOSUR (in Spanish El Mercado Común del Sur (MERCOSUR) – Common Market of the South) is a South American regional economic integration association or, as defined on the official website, the integration process that was initiated by Argentina, Brazil, Uruguay and Paraguay. It has become one of the most known Latin American organizations (Офіційний сайт МЕРКОСУР, n. d.).

There are 5 official members of MERCOSUR nowadays: the founding countries – Argentina, Brazil, Uruguay and Paraguay as well as Venezuela. The membership of the latter was suspended in 2017 due to the undemocratic regime in the country. All rights and privileges of Venezuela as a member of MERCOSUR are promised to be renewed after restoring the democratic environment in this state. An interesting fact is that the process of joining Venezuela to MERCOSUR was complicated and lasted many years. The protocol on the accession of Venezuela to MERCOSUR was signed back in 2006, but it could not enter into force until it was ratified by all member states, in particular, Paraguay was blocking this process until 2012. A similar situation is happening to Bolivia now. The country is in the process of acquiring the status of a full member. The protocol on the accession of Bolivia was signed back in 2015, but it has not yet been ratified by Brazil. The fact that it takes years to ratify protocols of accession of new members, even though those protocols have been signed and approved by all members beforehand, means the states of MERCOSUR often struggle to agree on political decisions and find a common language.

MERCOSUR also has associate members: Chile, Colombia, Ecuador, Guyana, Peru, Suriname and Bolivia. Observer countries are Mexico and New Zealand ("Brazil: Lula Da Silva", n. d.; Mercosur. Britannica, n. d.).

Since MERCOSUR is an economic integration association, its members aim to create a common market. Therefore membership in MERCOSUR implies compliance with a number of political and economic criteria:

1. MERCOSUR members agree to the free movement of goods and services between member countries. Any change in MERCOSUR's economic policy requires the consensus of other members, but countries can request special conditions for certain products to protect local industries. MERCOSUR members adhere to a number of agreements that regulate currency exchange, investment, tax matters and educational exchanges.

2. The states of MERCOSUR also abide by a standard external tariff that is used when trading with nations that are not members or associate members. The total external tariff can be changed and is set by consensus. However, it is usually a source of controversy. Argentina and Brazil often prefer higher tariffs to protect local industries, while Paraguay and Uruguay prefer lower tariffs. The average total external tariff is between 10 and 12 per cent but it also often alters.

3. In 2002, MERCOSUR member countries agreed to form a 'free residence zone', which allows citizens of these countries to obtain a residence permit and the right to work in member countries without a visa. MERCOSUR member countries also have the emblem of the organization on their national passports.

Associate members are not members of the customs union and do not have the right to vote in the political bodies of MERCOSUR, although they have preferential trade access to the market.

The goal of upholding all of the aforementioned requirements is to create a common market between Brazil, Argentina, Uruguay, and Paraguay (Explainer: What Is Mercosur?, n. d.).

## 4. Discussions on the current state of MERCOSUR

In order to evaluate the efficiency of an economic integration association, the internal trade of the block should be analysed. When integration is successful, the volume of internal trade rises and the economies of the members form stable production bonds.

The bloc's internal trade has grown since its foundation from $4 billion in 1990 to 54.2 billion in 2011. However, from 2011 to the present time, as can be seen in figure 1, the development of mutual trade is very uneven and undergoes constant falls and jumps, which indicates an unstable trade policy and certain disagreements within the block (“Mercosur: South America’s Fractious”, n. d.).

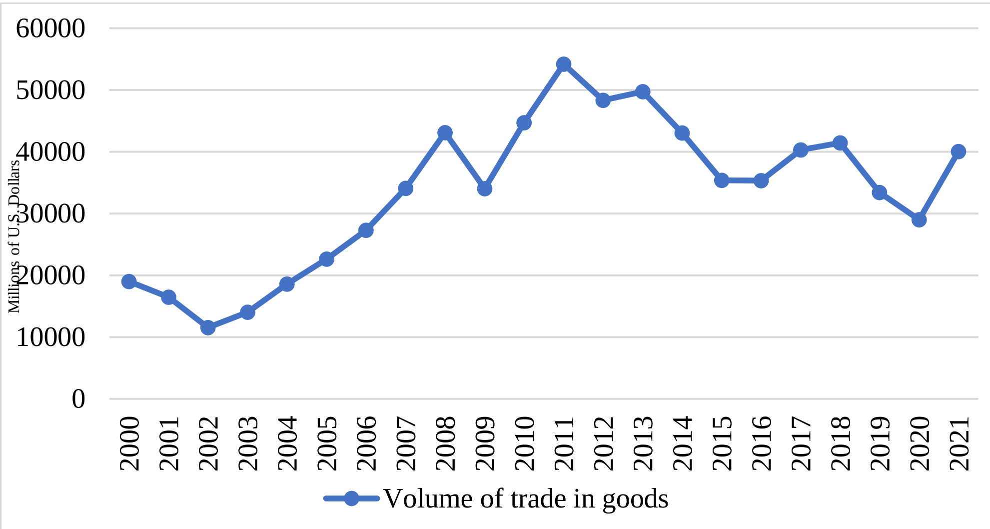



Fig. 1. The volume of internal trade in goods between MERCOSUR member countries (“Sistema de Estadísticas”, n. d.)

The situation seems even more concerning when intra-bloc trade is analyzed in comparison to all trade.

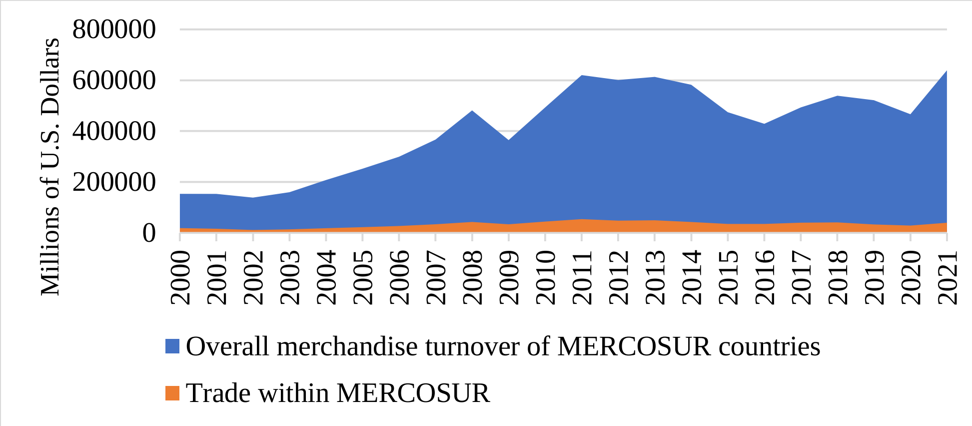



Fig. 2. The volume of internal trade in goods between MERCOSUR member countries ("Sistema de Estadísticas", n. d.)

As can be seen in figure 2, internal trade between MERCOSUR countries is a very small share of the total trade volume of these countries and it develops very slowly, which indicates significant problems of the integration entity. In order to create a common market countries of MERCOSUR have to develop its economic interplay. However, the economic problems of MERCOSUR are explicable because its biggest economy, which is Brazilian, has suffered a drop of many indicators since 2011.

**5. Development issues**

As mentioned above, the integration processes of Latin America have been going on for two hundred years, but they cannot be marked with unequivocal success. There are various obstacles to successful economic integration both within MERCOSUR and throughout Latin America by and large:

1) Economic recession of recent years. In recent years, MERCOSUR countries have experienced political and economic upheavals. Corruption investigations launched in Brazil in 2014 have expanded significantly, implicating hundreds of representatives of the region's political and business elite. At the same time, falling commodity prices and what critics describe as economic mismanagement have contributed to the region's recession. In 2020, Latin America's GDP fell by 7 per cent, the worst performance of any region in the world.

2) Small volume of internal trade.

3) Internal disagreements regarding the common external tariff. Argentina and Brazil often prefer higher tariffs to protect local industries, while Paraguay and Uruguay prefer lower tariffs.

4) Excessive protectionism, which prevents the bloc from developing trade and investment interaction with other parts of the world.

5) Conflicts related to the signing of new free trade agreements between MERCOSUR and third countries. Currently, negotiations on FTA with the EU and China are underway. However, there are disagreements about each of them. The EU is not ratifying the FTA because it fears imports of illegally cut Brazilian timber and cheap beef from Brazil and Argentina. Meanwhile, Uruguay independently joined China's Belt and Road Initiative in 2018 and is moving forward with a free trade agreement with Beijing, raising concerns among other MERCOSUR members. A trade deal that does not involve all MERCOSUR members is against the group's rules. In addition, MERCOSUR still has to complete negotiations on the formation of FTAs with Canada, South Korea and Singapore.

6) The undemocratic regime in Venezuela, which caused the temporary suspension of all her rights.

7) Another challenge for MERCOSUR is rapprochement with other Latin American associations, in particular the Pacific Alliance.

8) The lack of cooperation and divergence of interests between the countries of Latin America puts integration in this region in a difficult position. It often happens that, faced with difficulties in the development of a common policy, the countries of Latin America simply leave the organization.

9) Lack of political will of Latin American politicians and, as experts note, lack of clear understanding of the concept of Latin American integration.

10) Corruption and, as a result, distrust of the population in the true intentions of their politicians ("Latin American Integration", n. d.; "Mercosur: South America's Fractious", n. d.).

## 6. Conclusions

The integration processes in Latin America have been going on for a long time. They started right after the formation of independent states in the first half of the XIX century but still struggle to succeed. MERCOSUR is one of the most famous and prosperous integration associations in this region. The creation of MERCOSUR in 1991 accelerated the economic development and cooperation of the member states. However, this organization has been going through stagnation which is obvious from the tendencies of internal trade. The article has revealed various obstacles which do not allow MERCOSUR and Latin America to integrate successfully. Taking into consideration those obstacles, the following recommendations could be given:

1. Latin American nations should concentrate their efforts on a few integration associations rather than establish dozens of them.
2. Politicians of the region should be more decisive. They should develop a clear concept of integration and determine how exactly their countries can benefit from it.
3. The influence of political instability and corruption needs to be reduced in the region. Democratic reforms should be enhanced.
4. The different economic environments of the countries should be taken into consideration and new ways of cooperation between local giants such as Brazil and local small countries such as Uruguay should be found.
5. Trade relations should be more liberalized.

Ways of dealing with problems of Latin American integrations should be taken into consideration as prospects for further research.

**REFERENCES**


1. Вакарчук К. В. Інтеграційні процеси в країнах іeroамериканського світу. *Актуальні проблеми політики*. 2017. № 59. С. 103-109.
2. Кривенко Н. В. Особливості міжнародної економічної інтеграції в Латинській Америці. *Наукові горизонти*. 2020. Т. 23, № 12. С. 99-108.
3. Особливості економічної інтеграції в країнах Латинської Америки. URL: https://cutt.ly/P0LJtkV (Дата звернення: 17.12. 2022).
4. Офіційний сайт МЕРКОСУР. URL: https://www.mercosur.int/ (Дата звернення: 17.12. 2022).
5. Шевчук О. С. Інтеграційні процеси в Латинській Америці наприкінці XX – початку XXI століття. URL: http://vmv.kymu.edu.ua/series/vipusk16/7.pdf (Дата звернення: 16.12. 2022).

6. Brazil: Lula Da Silva Supports Bolivia's Entry Into MERCOSUR. teleSUR: веб-сайт. URL: http://surl.li/edoso (Дата звернення: 18.12. 2022).
7. En Iberoamérica coexisten más de 60 organismos asociativos interestatales. URL: https://cutt.ly/80LJsPJ (Дата звернення: 17.12. 2022).
8. Explainer: What Is Mercosur?: веб-сайт. URL: https://www.cfr.org/backgrounder/mercosur-south-americas-fractious-trade-bloc#chapter-title-0-5 (Дата звернення: 18.12. 2022).
9. History of Latin America. Britannica: веб-сайт. URL: http://surl.li/eesyg (Дата звернення: 19.12. 2022).
10. Latin American Integration: The Dilemma. E-international Relations: веб-сайт. URL: https://www.e-ir.info/2019/10/10/latin-american-integration-the-dilemma/ (Дата звернення: 17.12. 2022).
11. Luis Carlos Herrera M. Proceso de integración de América Latina y el Caribe. San Jose: Revista de Ciencias Sociales (Cr), 2017, P. 167-183.
12. Mercosur. Britannica: веб-сайт. URL: https://www.britannica.com/topic/Mercosur (Дата звернення: 18.12. 2022).
13. Mercosur: South America's Fractious Trade Bloc. Council on Foreign Relations. URL: http://surl.li/eesyf (Дата звернення: 18.12. 2022).
14. Prado, R. Carneiro. Desarrollo e integración en América Latina. Santiago, 2016. 313 с.
15. Sistema de Estadísticas de Comercio Exterior del MERCOSUR. URL: https://estadisticas.mercosur.int/ (Дата звернення: 18.12. 2022).

# FOREIGN LANGUAGE PROFICIENCY AS A COMPETITIVE EDGE OF A SPECIALIST

*A. Y. Maskymenko,*
*O. I. Radchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Maksymenko A. Y., Radchenko O. I. Foreign language proficiency as a competitive edge of a specialist.** The article analyzes the role of proficiency in one or more foreign languages in professional activities in the field of international economics and trade. The study of the conjuncture of the labor market and trends in demand for specialists with knowledge of foreign languages is now especially relevant. The author gives the definition of the concept of competitive advantage and explains why language training is a competitive edge. We discuss the most popular and demanded languages for running international business. As a result, the author makes a conclusion that the combination of professionalism, strong personal qualities and a good command of languages provide a specialist with competitiveness in the labor market.

**Keywords:** competitive advantage, competitiveness, foreign language, international economy, labor market, specialist.

**Максименко А. Ю., Радченко О. І. Володіння іноземною мовою як конкурентна перевага фахівця.** У статті розглядається роль володіння однією або декількома іноземними мовами у професійній діяльності у сфері міжнародної економіки та торгівлі. Аналізується кон'юнктура ринку праці та тенденції попиту на фахівців зі знанням іноземних мов. Дається визначення поняття конкурентної переваги та пояснюється чому мовна підготовка є конкурентною перевагою. Окрема увага приділяється найбільш популярним та затребуваним для ведення міжнародного бізнесу мовам.

**Ключові слова:** іноземна мова, конкурентна перевага, конкурентоспроможність, міжнародна економіка, ринок праці, спеціаліст.

## 1. Introduction

Changes in the world economy have a significant impact on the state of national economies. This affects labor market conditions and its development. Societies are becoming interdependent in various aspects, and these interdependencies are becoming larger and more complex every year. The main consequences of this process are the international division of labor, migration and concentration of production and human resources. The current stage of our society development can be characterized by the active integration of countries into the global cultural, economic and information space. This is reflected in all spheres of human activity, and particularly in international economy and trade. Thus, the processes of globalization and integration lead to the emergence of a new environment and conditions for the formation of personality in the professional space (Горбина, 2016, с. 1202-1204). Nowadays, education, and especially the knowledge of foreign languages, is one of the most important factors in the sustainable development of a society and the competitiveness of a specialist. More and more people in their professional and daily life are involved in direct interaction with representatives of other countries. Such communication cannot take place without knowing foreign languages, which provide an opportunity to carry out intercultural communication at a professional and private level. Therefore, foreign language proficiency is of great importance in the self-identification of a specialist. Moreover, it helps to overcome barriers to entry into many segments of the labor market (Буданова, 2015, с. 261-275). Consequently, the purpose of the study is to determine the value of knowledge of a foreign language for an employee.

## 2. Foreign language as a basis for professional development

The object of the research is the paradigm of competitiveness, and the subject is a language instruction as a competitive edge of a specialist in the labor market. Complex methods of collection, processing and analysis of statistical, preliminary, methodical, and literary information and scientific publications were used while conducting a study.

### 2.1. Definition of a competitive edge

A competitive edge or advantage is an economic category meaning that an economic entity has unique characteristics that distinguish this economic entity from other similar entities in the market ("Конкурентна перевага", n. d.). Training of highly qualified personnel who are capable of both professional growth and professional mobility in market conditions allows us to speak about the competitiveness of an individual. Each person has their own competitiveness indicators that characterize their position and prospects in life, the process of learning, training, retraining, and advanced training. A high level of development of abilities and skills enables a person to withstand competition from real and potential applicants for achieving the same goal ("Конкурентоспроможність", n. d.). Foreign language proficiency is undoubtedly a competitive advantage for any specialist.

Many sociological surveys fix the following pattern: the more fluently a person speaks foreign languages, the better career prospects they have. A foreign language allows you to be employed by promising companies and to develop with them. Such companies are characterized by a rapid renewal of special knowledge, the acquisition of which is possible only if its employees have fundamental knowledge, including language training as a tool for finding the necessary information (Буданова, 2015, c. 261-275).

### 2.2. Knowledge of a foreign language as a factor of competitiveness in the domestic and foreign markets

While working in a company that operates within a country in most cases does not provide for intercultural communication and does not require knowledge of foreign languages, working in an international company or corporation without knowledge of at least one foreign language is virtually unthinkable. After trade and manufacturing globalization has become enormous, the labor market demand for employees who can communicate in English, German, French, Chinese, Arabic, Japanese and other languages have increased and continues to grow steadily. Therefore, today employers look not only at professional skills of a specialist, but also at their ability to use foreign languages in their professional activities, communicate freely in the language of customers, business partners and understand their habits, mentality, nationally determined features, and subtleties of doing business. If business communication is facilitated by an interpreter, then there are certain additional barriers that interfere with productive communication and make feedback difficult. The meaning of words can be distorted, information is misunderstood and not accepted because of this, and, as a result, the contact can be lost. Obviously, the more such misunderstandings in interlingual communication, the more business failures we observe. This is what makes it difficult to develop the business of a commercial company and the career advancement of its employees. Based on this, it is beneficial for employers to recruit an employee with knowledge of a foreign language and get a better chance of concluding transactions at different levels. The determining factors for the positions of specialists with knowledge of languages are specific languages in which they can communicate, the demand for these languages today (English and the main European languages) and their prospects (languages of the Middle and Far East) (Буданова, 2015, c. 261-275). An employer will always prefer an employee who can speak English, and even better, several foreign languages at once. Of course, the more foreign languages a person is fluent in, the more competitive advantages they will have in the labor market, especially in multinational companies where people from different countries work side by side. Other things being equal, the advantage will be on the side of the one who knows the language spoken by his potential immediate supervisor, future colleagues, and clients.

### 2.3. The most useful languages

The labor market does not stand still, and more and more specialists who speak not one, but two or more foreign languages are in demand now. English is the most valuable language in the world. It is understood to some extent by about a third of the world's population ("10 найважливіших мов", n. d.). Almost all international business, diplomatic and academic negotiations are conducted in it. The benefits of knowing Chinese are due to the huge number of native speakers and the rapid economic growth of China. Spanish is also a very popular language which may offer you many opportunities because it is spoken not only in Spain, but also in Latin America, the USA, and North Africa. There is an increased demand for specialists who know Spanish due to the active development of the industry and foreign trade of Latin American countries. Arabic is one of the top-5 world languages ("10 найважливіших мов", n. d.) and is spoken in North Africa and the Middle East. The geographical distribution of this language is impressive, and it is also the fastest growing language on the Internet. European languages (French, German, Portuguese) are very important, too, and are among the most studied these days. For example, speaking Portuguese will open up career opportunities for you in three major markets: Europe, South America and Africa. In addition to European countries, these languages are widely used on the African continent, where one of the European languages often acts as a second state language, Latin American countries, etc. ("10 найважливіших мов", n. d.; Буданова, 2015, с. 261-275). If we talk about the near future, then we can assume that not one language, but several will be popular. The best combination might be two European languages and one Oriental.

### 3. Conclusions

The supply in the labor market can be characterized by the concept of competitiveness, i.e. the ability of a certain applicant to overcome competition and meet certain requirements of a particular market. In modern socio-economic conditions, foreign languages proficiency is an important competitive edge, but not a decisive success factor in employment and in a future career. The optimal combination of professionalism and strong personal qualities, coupled with foreign language skills, can provide a modern specialist with competitiveness in the labor market. English remains the main foreign language required for work today. However, modern development trends and the actualization of intercultural communication make other foreign languages, though not mandatory, but very important for professional activities.

**REFERENCES**


1. Буданова А. І. Володіння іноземними мовами як фактор конкурентоспроможності на ринку праці : наукові праці / Інститут народногосподарського прогнозування. 2015. № 13. С. 261-275. URL: https://cyberleninka.ua/article/n/volodinnia-inozemnymy-movamy-yak-faktor-konkurentospromozhnosti-na-rynku-pratsi.
2. Горбина М. А. Іноземна мова як складовий фактор конкурентоспроможності сучасного спеціаліста. *Молодий вчений*. 2016. № 10(114). С. 1202-1204. URL: https://moluch.uf/archive/114/30270/.
3. Конкурентна перевага. URL: https://ua.wikipedia.org/wiki/конкурентна_перевага.
4. Конкурентоспроможність спеціалістів як вектор руху освіти на шляху до прогресу. URL : http://oldconf.neasmo.org.ua/node/2838.
5. 10 найважливіших мов для бізнесу. URL: https://ai.glossika.com/ua-sd/blog/10-naivazhlyvishykh-mov-dlia-biznesu.

# RESUME AS A DRIVING FORCE FOR BUILDING A CAREER

***A. I. Mashezova,***
***N. M. Startseva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Mashezova A. I., Startseva N. M. Resume as a driving force for building a career**. The article deals with the problem of correct writing a resume that will complete the process of job seeking with a success. A well-written resume is an effective way of self-presentation in the labor market. An applicant state an objective, identify his relevant skills and demonstrate the knowledge of a product or service to a prospective employer as well as the benefits the company will obtain from hiring this applicant. The strengths of the applicant and his achievements as well as experience in this industry are presented at a follow-up interview. Resume is renewed for every position correspondently taking into account new requirements of the job.

**Keywords:** achievements, applicant, benefits, resume, skills, strength, experience.

**Машезова А. І., Старцева Н. М. Резюме як рушійна сила для побудови кар'єри.** У статті розглядається проблема правильного складання резюме, яке дозволить успішно завершити процес пошуку роботи. Грамотно складене резюме – ефективний спосіб самопрезентації на ринку праці. Кандидат зазначає мету, визначає свої відповідні навички та демонструє потенційному роботодавцю знання продукту чи послуги, а також переваги, які компанія отримає від найму цього претендента. Сильні сторони претендента та його досягнення, а також досвід у цій галузі представлені на наступній співбесіді. Резюме поновлюється на кожну посаду відповідно з урахуванням нових вимог роботи.

**Ключові слова:** досягнення, досвід, претендент, переваги, резюме, навички, сила.

## 1. Introduction

The significance of writing an efficient resume meeting the needs of a particular job or position has always been a crucial problem for all job applicants. In the context of our time, the document labelled "resume" does not describe in the strictest terms the professional life of the applicant as it serves as the basis for an invitation to an interview. A resume carries a lot of positive things, both for the job seeker and for the employer. For the applicant – "this is an ideal way to present yourself in the most favorable light, and for the employer – a proper method of screening out unsuitable candidates." The o b j e c t of the article is a resume as a tool for an effective job search. The p u r p o s e of the study is to determine the main requirements for resume writing and the sources of success of an applicant connected with a properly written and relevant to a position document.

**2. Resume requirements**

Job hunting is a marketing process. There is a simple formula for achieving success: you are a salesperson and you must identify your customers and present or “market” yourself to them. The key to your success is to know the product inside and out and to match the benefits of the product with the needs of your potential customers.

A resume is the driving force of building a career if it is constructed in a strategic and methodical manner. A proper planning, strategy and commitment should be used in the process of its compiling. Dictionaries define a resume as «a formal written communication, used for employment purposes, notifying a potential employer that you have the skills, aptitude qualifications, and credentials to meet specific job requirements. A successful resume is a marketing tool that demonstrates to prospective employers that you can solve their problems or meet their specific needs, and thus, warrant an employment interview in anticipation of being hired» (APICS and IBF, 2012).

The effort that goes into the preparation of resume plays a major role in the outcome of an applying-for-position campaign. If an applicant invests quality time and energy in developing a comprehensive and focused resume, they’ll get quality results and, on the other hand, if they put a resume together without much thought or reason, simply writing down a life’s story and sending it to potential employers, they’ll probably end up in the unenviable position of joining the 80-percent club—those who are dissatisfied with their jobs.

In order to demonstrate that you can meet the needs of employers, you must have specific goals and objectives. Too many job seekers have vague, ambiguous, or uncertain career goals. However, there is an age-old question – “If we don’t know where we’re going, how will we ever get there, or know when we’ve arrived?”

Writing a powerful resume when applying for a position requires that you identify your marketable skills because they represent the heart of the resume. Your ability to sell yourself confidently in an interview despite stiff competition depends on your knowledge of skills that you possess and ability to communicate the benefits of those skills to the interviewer. Strategic resume preparation begins with identifying what you have to offer based on where you plan to market yourself. It is both the foundation for making up a resume and for successful further interview.

In the simplest of terms, there are three categories of skills:

1. Job-related skills;
2. Transferable skills;
3. Self-management skills (Bowersox, Cooper, 2014, pp. 12-18).

There are four categories of job-related skills:

- working with people,
- working with data and information,
- working with things,
- working with ideas.

Though most employees work with all four categories at one time or another, one or two areas are usually required for a specific task and a specific moment. Successful teachers, customer service representatives, and salespeople must be particularly skilled at working with people. Financial controllers and statistical forecasters possess outstanding skills in working with data and information. Engineers, mechanics, and computer technicians enjoy using their skills to work with things. Inventors, writers, and advertising professionals must have creativity and skills of putting forward original ideas. You need to determine which job-related skills you are strongest in and which you enjoy the most. State why you feel you are skilled and qualified to perform the work which you selected (Bowersox, Cooper, 2014, pp. 23-25).

Transferable skills could be transferred from one working environment to another. There are marketable and tangible qualifications that will have value to many organizations. If you enjoy working with people, your specific transferable skills might include leadership, training, entertainment, mentoring, mediation, persuasion, public speaking, conflict resolution or problem solving. If you enjoy working with data and information, your specific transferable skills might include research, analysis, proofreading, editing, arranging, budgeting, assessing, measuring, evaluating, surveying or pricing. If you enjoy working with things, your specific transferable skills might include knowledge of equipment, repair, maintenance, installation, setup, troubleshooting, or building. When you enjoy working with ideas, your specific transferable skills might include creating, developing, reengineering, restructuring, painting, writing, problem solving, planning or brainstorming.

Self-management skills are skills that are personality-oriented and value-oriented. Self-management skills are those that represent your attitude and work ethic. They include creativity, energy, enthusiasm, logic, resourcefulness, productive competence, persistence, adaptability, and self-confidence (Arden, Edwards, 2017, pp. 88-91).

Write down all the skills and abilities you have that could be of value to the company. After advertising these specific skills on the resume, the balance of the document focuses on specific achievements in these five areas. Regardless of what resume type you choose, you must incorporate pertinent information that addresses the needs, concerns and expectations of the prospective employer or industry. If you cannot clearly identify your target, then your resume should highlight your accomplishments and skills in a more generic manner. What benefits will a prospective employer receive in return for employing you? What skills do you bring to the table that will enhance and contribute to the organization.

Having identified your skills, you begin to demonstrate your knowledge of a product, it will reinforce your value to a company. Emphasize specific accomplishments you've achieved in the past, using specific skills and knowledge of a product. When managers and HR professionals are hired, the sections of Education and Hobbies (Entertainment) are not the first priority in this case. Demonstrate that you understand employer's needs and/or problems and can meet the needs and effectively solve the problems. Then you'll be interviewed and eventually hired as it's logical and makes good common sense.

## 3. Hospitality business requirements for applicants

In a specialty Hotel and Restaurant business such specific skills or assets are considered the most useful:

1. Sales and marketing skills;
2. Financial and budgeting skills;
3. Training and development abilities;
4. Seasoned operations management skills;
5. Strong computer aptitude (Mason, Bishop, Robinson, 2009, p. 23).

The goal of the resume sent to a Hotel and Restaurant business enterprise is to grab the attention of the hiring manager by summarizing everything they might need to know about your working experience in 2-3 sentences. To write the best objective for a resume, include the keywords from the job posting. Job posting keywords must include specific terms related to experience, education, skills and abilities.

There are many jobs in the hospitality industry that do not require a degree or special certifications. However, even if not required, some relevant certifications to your resume could make you a more competitive candidate.

At an interview, the interviewer will ask you what your strengths are, what skills you could offer a hospitality enterprise that you are applying to and what contributions you feel that you could make to the company. They are actually asking you to identify your features and the benefits that the company would realize by hiring you.

**4. Conclusion**

A properly written resume is an assistant in finding a decent job. It must be written meeting the requirements of a particular employer and taking into account the peculiarities of the company's business. A successful applicant must have clear objectives, possess marketable skills and demonstrate specific personal features or strengths to a prospective employer both in a resume and at a follow-up interview. Besides, he/she should know the characteristics or features of the product or service itself and determine what specific benefits resulting from those features could interest a prospective employer. An applicant should come to each new interview with a new resume and never without it. Approximately 98 percent of all resumes being circulated today don’t do justice to the candidates that write them. Most of the resumes are autobiographical in nature, describing just the background and experience of a candidate. Just autobiographical resumes don’t work.

**REFERENCES**

1. APICS and IBF 2012. “2012 Sales and Operations Planning Insights and Innovations. Exploring Real-World S&OP Practices in Supply Chain and Operations Management”. URL: www.apics.org
2. Arden, T. G., and S. E. Edwards. 2017. Best Practice Guide for Customer Service Managers: An Activity-based Workbook for Leaders of Teams That Strive for Service Excellence (Customer Service Best Practice Guides). Pp. 88-91.
3. Bowersox, D. J., and Cooper M. B. 2014. Strategic Marketing Channel Management. New York : McGraw-Hill Publishing Co. 512 p.
4. Mason, G., Bishop, K. and Robinson, C. (2009). Business Growth and Innovation: The wider impact of rapidly growing firms in city regions. NESTA, 52 p.

# THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF THE TOURIST BUSINESS AND INTERNATIONAL INFORMATION EXCHANGE

***S. I. Milokhina,***
***O. I. Radchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Milokhina S. I., Radchenko O. I. The role of foreign languages in the development of the tourist business and international information exchange.** The article describes and analyzes the role and importance of foreign languages in the development of the touristic business and in the processes of information exchange worldwide. The study shows the connection between the globalization processes and the need to adopt the business to the new countries. Also, a comprehensive knowledge of at least one foreign language is crucial for becoming a successful specialist, for example, in the branch of tourism. As a result, judging from the current pace of the development of the international relations between the countries, the author makes the conclusion that the demand for the professionals who posses the language speaking skills will definitely increase in the future, with English being not the only widely used language.

**Key words:** English language, international business, international relations, language, tourism.

**Мільохіна С. І., Радченко О. І. Роль іноземних мов у розвитку туристичного бізнесу та міжнародному інформаційному обміні.** Подана стаття описує та аналізує роль та важливість іноземних мов для розвитку турістичного бізнесу та міжнародного обміну інформації. Автор показує зв’язок між процесами глобалізації і необхідністю адаптувати бізнес в нових країнах, тому знання щонайменше однієї іноземної мови є необхідним для перетворення на успішного спеціаліста у галузі туризму. Встановлено, що широке використання мов збільшує кількість вимог для потенційних працівників під час пошуку роботи. В результаті, судячи з сучасного темпу розвитку міжнародних відносин між країнами, автор робить висновок, що попит на працівників, які володіють іноземними мовами буде тільки зростати, при цьому англійська буде не однією широко використовуваною мовою.

**Ключові слова:** англійська мова, мови, міжнародний бізнес, міжнародні відносини, туризм.

## 1. Introduction

The o b j e c t of the given article is the overview of the influence and role of the foreign languages in tourism, international relations and international information exchange. The observation is based on various researches and studies conducted by different institutions and individuals. The main p u r p o s e of the article is to determine and describe the role of the foreign languages in the international relations and try to predict the future direction of its development.

## 2. Origins and influence on the branch

The invention of modern technologies surely improved the communication opportunities between people, thus causing the globalization processes within the world and opening the doors for businesses to expand. It also did not avoid the branch of touristic business as people are now able to travel all over the world, communicate and work with individuals from other countries. Moreover, these processes also led to the development of the international relations and co-working of the countries in numerous branches. Obviously, all these things would not have been possible if people did not find the ways of communicating and exchanging information through the means of learning more languages and actively using them in everyday life. Being able to speak at least one foreign language is nowadays crucial no matter what your occupation is as it gives the opportunity to learn from international colleagues, have access to various educational resources and improve your skills. Many researches showed the noticeable increase in the number of people learning English every year thanks to its versatility and wide use (Beare, 2020, pp. 1-3). The poll conducted in 2014 showed that as many as 1.5 billion people were learning English annually, mainly with the goal of using it in their future carrier (TESOL, 2014). Foreign languages are almost a vital skill to those wanting to work in tourism business or do other international jobs because they involve the constant exposure to communicating with individuals from abroad, exploring the cultures of other countries and establishing the connection with them (Moreno-Fernandez, 2015, pp. 1-31). Making sure that the business company can expand and operate over larger territories thanks to the ability of communication with international partners definitely leads to better results and larger profit for the owners (Біла, Макухіна, 2021).

### 3. Benefits within the business

It is worth mentioning the positive influence that languages have on the specialists individually. According to William R. Parker, the desire to learn a language is usually driven by one`s want to better understand others, thus being more opened to people. As a result, people tend to interact and share information with each other clearly, avoiding misunderstandings (Малинко, Циганок, n. d.). Moreover, the working surrounding becomes diverse because of people being able to work in different countries. This, in fact, can have many benefits for the company itself as well. In the case of the touristic company a foreign employee can bring information about earlier unknown destinations and enlarge the list of services offered by the business ("Англійська для туристичного бізнесу", n. d.).

### 4. Outcomes and prospects

It is obvious that the importance of foreign languages adds some hardships to potential employees as requirements for job application increase every year. Being able to speak English at least on the basic level is obvious for everyone who wants to pursue a successful carrier in the international sphere. Over the years, however, the demand for other languages has also been increased. For example, French, Chinese, and Spanish languages are also highly appreciated by the employers. As a consequence of active use of languages in different branches, specialists also have to be aware of professional terminology and its use. Therefore, tourism and other international activities will continue to develop and involve more and more diversity in the future, so the ability to speak a set of languages will be really handy in those branches ("The Importance", n. d.).

### 5. Conlusion

The article analyzes the role and influence of the foreign languages in the tourist business, international information exchange and relations. Their importance grew fastly over the last years and continues to be present now. The languages bring many benefits to the touristic companies as well as to the individuals by opening more working pathways and diversifying their services. The demand for multilingual specialists will reamain high in the future and will increase the wide usage of not only English, but other languages as well.

**REFERENCES**


1. Англійська для туристичного бізнесу: чому корисно знати. URL: https://prozahid.com/anhlijska-dlia-turystychnoho-biznesu-chomu-korysno-znaty-ta-iak-zapysatys-na-kursy/
2. Біла І. В., Макухіна С. В. Сучасний стан та потенціал розвитку індустрії гостинності в Україні. Х. : ХДАЕУ, 2021. 327 с.
2. Малинко О. Г., Циганок З. А. Іноземна мова як засіб інтегрування в світовий бізнесконтініум. Київ : КНЕУ. URL: https://kneu.edu.ua3.
4. Beare K. How many people learn English? ThoughtCo: 2020. Pp. 1-3. URL: https://www.thoughtco.com/how-many-people-learn-english-globally-1210367
5. Moreno-Fernandez F. The International importance of languages. Cambridge, 2015. Pp.1-31.
6. TESOL International Convention & English Language Expo, 2014. URL: https://www.internationalteflacademy.com/blog/report-from-tesol-2-billion-english-learners-worldwide
7. The Importance of Foreign Languages. (n.d.). URL: https://msmstudy.eu/the-importance-of-foreign-languages/

# OFFSHORE ZONES IN THE GLOBAL ECONOMY

*Yu. I. Minaieva,*
*M. V. Karpusenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Minaieva Yu. I., Karpusenko M. V. Offshore zones in the world economy.** The article provides a classification of the main offshore zones. It considers the main stages in the development of offshore business. The scope of doing business abroad and the number of offshore financial institutions is growing rapidly. Due to its widespread use abroad by domestic entrepreneurs and a significant outflow of capital from the Ukrainian economy to foreign sectors, it is especially important today to study the negative impact of foreign influence on the national economy and find ways to solve this problem.

**Keywords:** world economy, offshore activity, offshore, offshore zone, offshore business, classification of offshore zones.

**Мінаєва Ю. І., Карпусенко М. В. Офшорні зони у світовій економіці.** У статті наводиться класифікація основних офшорних зон. Розглянуто основні етапи у розвитку офшорного бізнесу. Масштаби ведення бізнесу за кордоном і кількість офшорних фінансових установ стрімко зростає. У зв'язку з його широким використанням закордоном вітчизняними підприємцями та значним відпливом капіталу з української економіки в зарубіжні сектори сьогодні особливо актуальним є дослідження негативного впливу іноземного впливу на національну економіку та пошук шляхів вирішення цієї проблеми.

**Ключові слова:** світова економіка, офшорна діяльність, офшор, офшорна зона, офшорний бізнес, класифікація офшорних зон.

## 1. Introduction

The r e l e v a n c e of this topic is determined by the influence of offshore zones and companies operating in them on the redistribution of financial resources, which is associated with the inflow or outflow of capital, which provides an opportunity to indirectly influence the economy of individual countries and the world economy as a whole.

The p u r p o s e of this work is to determine the theoretical foundations of the study of offshore zones and the impact of offshore zones on the world economy.

To achieve the set goal, it was necessary to solve a number of t a s k s :

1) to determine the economic essence of offshores and their classification;

2) to determine the prerequisites for the emergence of offshore zones and their evolution;

3) to study the dynamics of the development of offshore zones;

4) to determine the consequences of the activity of offshore zones on the world economy.

The o b j e c t of research is the mechanism the functioning of offshore zones, the subject of which is the activity of offshore zones and their impact on the world economy.

**2. Results and discussion**

The term "offshore zone" means a certain country or territory with special business conditions for non-resident companies, where it is legally allowed to register enterprises and pay taxes under preferential regimes, provided that the activities of these companies will be carried out outside the borders of this country or territory.

The following main classification features for offshore zones are distinguished:

- level of taxation;
- requirement to submit reports;
- level of confidentiality;
- availability of tax agreements with other countries.

Taking into account these characteristics, all offshore jurisdictions are divided into 3 arbitrary groups.

The first group are third world countries that provide zero or minimal taxation to non-resident companies, charging a fee only for entering a non-resident company in the state register. Also, these offshore jurisdictions ensure the confidentiality of information about non-resident companies and their owners, while not requiring the provision of official reporting. Such offshore zones include: the Cayman Islands, Panama, the Seychelles, Belize, the British Virgin Islands.

The second group is the states that provide a preferential tax regime to non-resident companies, but at the same time require the provision of information and accounting reports. Companies registered here are more attractive than companies registered in jurisdictions belonging to the first group. However, their maintenance costs are much higher. Such offshore zones include: Malta, Singapore, certain territories of China, some US states, etc.

The third group is developed states that do not formally belong to offshore zones, but offer reduced tax rates if certain conditions are met. Also, companies registered in such jurisdictions have the opportunity to avoid double taxation, as these countries have treaties on the elimination of double taxation. These include: Luxembourg, Switzerland, the UK, the Netherlands, Liechtenstein, etc (Бабанін, 2019, с. 68).

The development of offshore business dates back to the middle of the 20th century. while gaining full or relative independence from the United Islands of most British colonies and dependent territories. A combination of historical, political and economic factors influenced the fact that caused some colonies formed to adopt their tax legislation and certain provisions in it in such a way that many foreign companies that carried out their activities outside these colonies began to register on their territory. These states were usually characterized by the absence of military expenditures, a small number of civil servants, which allowed them to introduce a preferential taxation policy.

There are seven main stages in the development of offshore business:

*Zero stage*, until the middle of the 20th century. Stage of prerequisites in the organization of offshore zones. The existence of autonomous entities that enjoy any privileges in contrast to the rest of the state, which was the prototype of offshore zones.

*The first stage*, from the 1950s to the beginning of the 1980s. The formation of offshore business in its classic form. The offshore business method has a highly specialized nature, individual developments are carried out for each individual client or company.

*The second stage*, from the end of the 1980s to the beginning of the 1990s. The stage of the growth of the industry. An increase in the number of offshore jurisdictions, the number of companies registered in them reaches a maximum. The use of the method of tax optimization with the help of offshore jurisdictions is becoming more and more popular and well-known. Many small and medium-sized law offices and firms providing consulting services have actively invaded the company registration market. Attempts to adopt measures at the national level are designed to limit the possibility of registering tax-free organizations.

*The third stage*, from the end of the 1990s to 2000. Stabilization stage of offshore business. The rate of growth of the number of companies registering their business in 11 offshore jurisdictions has slightly decreased, the mechanisms of offshore firms themselves are becoming more complicated, demands are being made to achieve the necessary transparency of offshore companies, taking into account all this, some jurisdictions have left the market. This stage marks the beginning of international regulation of offshore business activities. The beginning of the 21st century was marked by an increase in the "transparency" of offshore zones and state control.

*The fourth stage*,from 2001 to 2005. The stage of a temporary decline in the development of offshore business. The strengthening of state and interstate regulation has led to a reduction in the number of offshore zones and companies registered in them. There is an increase in influence on the banking sector and the market of non-offshore consulting firms. There is a return to individual offshore instruments.

*The fifth stage*, from 2005 to 2010. The stage of modernization of offshore business. Offshore business is being modernized due to changes in the world economy and strengthening of national and international control. New player countries are appearing on the market, some are leaving it, some are still trying to grasp new niches for the use of offshore mechanisms.

*The sixth stage*, at present, in order to combat fraud in the field of taxation, there is a strengthening of the budgetary policy of the states, a strengthening of control over financial flows, and the introduction of measures to disclose tax information. Thus, the future of offshore jurisdictions and offshore business as a whole is called into question (Черепухіна, 2018, с. 68).

To date, there are five ready-made compact offshore locations, although there are also separate offshore and tax havens:

1. African (Seychelles, Liberia, Mauritius).

2. Asia-Pacific region (Vanuatu, Cook Islands, Labuan, Nauru, Samoa, Tonga, etc.).

3. Caribbean (Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, Bermuda, Virgin Islands (USA), Dominica, Montserrat, Cayman Islands...)

4. European (Andorra, Cyprus, Gibraltar, Guernsey, Liechtenstein, Malta, Monaco, Isle of Man, Channel Islands, etc.)

5. Middle East (Bahrain, Dubai, Lebanon, etc.).

This offshore location near large financial centers and capital flows helped turn them into powerful centers of global financial flows (Хейфец, 2015, с. 61).

Offshore zones have a significant impact on the world economy, both positive and negative. The use of offshore jurisdictions, which includes criminal activity, is becoming a danger to the world economy.

The rapid growth of offshore business has not left the governments of developed countries indifferent. Therefore, special "anti-offshore" laws have been applied in these countries, designed to reduce the outflow of capital and minimize the benefits of doing business through offshore zones (Волкова, 2010, с. 43).

## 3. Conclusion

The article discusses the economic essence of offshore jurisdictions and their classification is formed. The prerequisites for the emergence of offshore zones and their evolution, which took place since the Ancient World, are determined. In the conditions of globalization of the world economy, the tax system of one country has an increasing influence on the tax systems of other countries. In summary, it should be noted that the flight outflow of domestic capital to offshore zones is caused by the unfavorable local investment and tax climate.

## REFERENCES


1. Бабанін В. А. Економічні основи розвитку офшорного бізнесу. *Фінанси і кредит*. 2019. № 22 (136). С. 68-70.
2. Волкова Ю. А. Розвиток офшорних центрів у системі міжнародного бізнесу. *Формування ринкових відносин в Україні*. 2010. № 1. С. 43-48.
3. Хейфец Б. А. Офшорні юрисдикції в глобальній та національній економіці. М.: ЗАО «Видавництво «Економіка», 2015. 335 с.
4. Черепухіна Н. Правила офшорного бізнесу. *Ринок капіталу*. 2018. № 11. С. 68.

# THE ROLE OF CHINESE LANGUAGE IN THE DEVELOPMENT OF INTERNATIONAL INFORMATION

*M. V. Mnekina,*
*Y. M. Broslavska (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Mnekina M. V., Broslavska Y. M. The role of Chinese language in the development of international information.** The article analyzes the perspectives and problems of the Chinese language in the development of international information. Currently, Chinese is the language of myriad websites and one of the official languages of the United Nations. However, the difficulties of the language learning and the COVID-19 crisis complicate the situation. As a result, the author has concluded that currently, it is unlikely for Chinese to become the language of international information number one, but the world is changing and the role of the Chinese language is growing.

**Keywords:** Chinese language, COVID-19, crisis, development, international information, research.

**Мнекіна М. В., Брославська Є. М. Роль китайської мови у розвитку міжнародної інформації.** У статті аналізуються перспективи та проблеми китайської мови у розвитку міжнародній інформації. Зараз китайська є мовою безлічі веб-сайтів і однією з офіційних мов ООН. Однак складнощі у вивченні мови та криза COVID-19 ускладнюють ситуацію. У підсумку автор дійшов висновку, що наразі навряд чи китайська стане мовою міжнародної інформації номер один, але світ змінюється і роль китайської мови зростає.

**Ключові слова:** дослідження, китайська мова, криза, міжнародна інформація, розвиток, COVID-19.

## 1. Introduction

The o b j e c t of the article is studying Chinese as an international language. The s u b j e c t is the current role of the Chinese language in international information and as well as its perspectives and obstacles on the way for future development. The p u r p o s e of the study is to review the main points of the Chinese language's way to globalization and to identify the main problems. To achieve this, it's significant to analyze the amount of Internet information in Chinese and the role of the Chinese language in global organizations. It's also crucial to study the difficult aspects of the language and obstacles for learning it; examine the impact of COVID-19 and the perspectives of Chinese to become an international language.

## 2. Current position of Chinese language in international world

The phenomenon of the Chinese language as well as Chinese culture today is familiar to everyone. In 2021 the percentage of Chinese as a language for Internet websites was 1.4%. It is ranked 10th, right after Vietnamese (1.7%) and Japanese (2.1%) (Bhutada). Even though it's far from English, these figures show that Chinese is one of the most popular world's languages for publishing (Fig. 1).

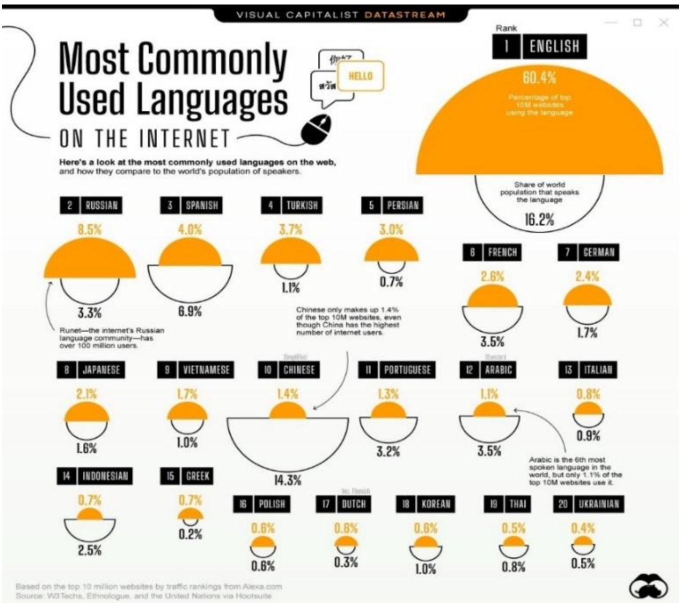



Fig. 1. Visualizing the Most Used Languages on the Internet

On November 13, 1998 the Organization of the United Nations officially released the Chinese version of the website, after the creation of the website in English, French, Spanish, Russian, and Arabic languages. The UN say that in comparison with the previous decade they focus more attention on the Chinese language. Currently, the language courses that are provided by the organization are taken by more specialists from different countries than it was in the previous decade ("Китайська мова", n. d.).

From the research by An Yalun (2019) it is clear that the Chinese economic status and, as a result, Mandarin fever has begun to take place worldwide. Facing that, China's Hanban and Confucius Institute Headquarter spent more than 1 billion Yuans on establishing overseas Confucius Institutes that are the motive force for the development of the Chinese language outside China. With the rapid growth of China's GDP, the Chinese economy is also an important reason for the growth of interest in the Chinese language. Therefore, the dimension for Business Chinese Language program form Confucius Institutes grew within the recent years ("Китайська мова", n. d.).

The Belt and Road initiative also plays a huge role here. The Belt and Road, formerly known as One Belt One Road (Chinese: *一带一路*), is a Chinese foreign policy initiative promoted by president Xi Jinping in 2013. According to the official Belt and Road Portal, the current number of countries-participants of the BRI is 149. Even though in most aspects this is an economy oriented initiative it also connects people of the world through political and cultural relations. It also includes the Digital Silk Road initiative that connects the world digitally (Sarkar et al, 2018). Over the last few years Beijing invested a lot of effort to promote the DSR. This includes promotion of the concept at main international forums such as the Second Belt and Road Forum (BRF), the 5th World Internet Conference (WIC), and some domestic conferences such as one held in December 2019 in Shanghai (EURASIA GROUP, 2020, pp. 3-4).

## 3. Difficulties in comprehending information in Chinese

The diversity of Chinese language has always astonished foreign learners. There are more than 300 languages in China, which are classified into seven or ten dialect groups, the largest being Mandarin, Wu, Min, and Yue. That is the main challenge for foreigners on the way of understanding information in Chinese. For example, some Shanghainese words sound different from Mandarin words, therefore even Mandarin speaker with no knowledge of Shanghainese will not be able to understand it. One of these phrases is *不好意思* (Bù hǎoyìsi, "sorry") that in Shanhainese sounds like "ve hei yisi" (Bolotnikov).

However, regardless its difficultness, the Chinese language still attracts a lot of businessmen, politicians and famous people. For example, Mark Zuckerberg started learning Chinese around 2011. In 2014, he surprised the crowd at Tsinghua University in Beijing by speaking in Mandarin. Like others, Mark knows that is where greater business opportunities are (LINDAM).

## 4. COVID-19 impact

In December 2019, as Covid-19 began, Chinese Communist Party tried to censor the information flow, and prevent the information from spreading abroad. Eventually the Party recognized that it was impossible to hide everything and attempted to highlight the pandemic situation pointing out the success of the Party in fighting the virus. This was observable in both Chinese and English articles (Ernst et al, 2022). Reporters Without Borders (RSF) said "Without the control and censorship imposed by the authorities, the Chinese media would have informed the public much earlier of the severity of the coronavirus epidemic, sparing thousands of lives and perhaps avoiding the current pandemic." Moreover, international community would have taken stock of the crisis, and prevented the virus from spreading outside China.

The Belt and Road and Digital Silk Road initiatives have also been affected by COVID-19. However, aside from the economic crisis the pandemic has created, the Digital Silk Road got into a favorable environment for realization. Developing countries need to upgrade their information and communication technology system for the prevention of epidemics and public welfare. With the help of the DSR China expands the range for BRI to Africa and Latin America. On the other hand, Western countries have doubted the security are reliability of Chinese technology, which is a secondary problem for developing countries because of their need for economic and information space development (Lee, 2021, p. 2).

## 5. Chances for Chinese to become an international language

According to the statistics published by Statista Research Department in November 2022, Mandarin is a second spoken language in the world after English. Taking into account both natives and people who speak Mandarin as a second language there are 1.1 billion speakers worldwide.

The prevalence and relevance of Chinese in the international world is the point why it became the official language of global organizations such as the United Nations. Language equality has always been the United Nations priority. However, compared to the other official languages of the UN, Chinese is the least used. Press releases and many websites of the UN divisions provide information in English, even though official meetings are provided with simultaneous translation into Chinese. Statistics claims that 80% of the original UN documents are in English, 15% in French, 4% in Spanish, while only 1% are in Chinese, Russian, and Arabic together (“Китайська мова”, n. d.).

On the other hand, with the increasing economic and cultural power of China, forces that drive Chinese to become a global language are growing. Just like BBC is broadcast all over the world, the Chinese language, media and newspapers have a huge potential to become international. For example, a Chinese newspaper People’s Daily already has a lot of readers worldwide.

## 6. Conclusion

The article analyzes the perspectives and problems of the Chinese language in the development of international information. Chinese began to spread internationally in the 1990s when the world believed in the Chinese economic miracle. Now Chinese is a language of a great number of websites and with its help, the Belt and Road and the Digital Silk Road initiatives expanded their influence worldwide. However, the difficulties with the language comprehension and the COVID-19 crisis complicate the situation. As a result, it can be concluded that currently it is unlikely for Chinese to overcome English and become the language of international information number one. However, the world is changing and the role of the Chinese language is growing, which may change the world in the future.

## REFERENCES

1. Китайська мова в епоху глобалізації. *Міжнародне радіо Китаю.* URL: https://ukrainian.cri.cn/141/2014/10/16/2s36564.htm
2. Bhutada G. Visualizing the Most Used Languages on the Internet. *Visual Capitalist*. URL: https://www.visualcapitalist.com/the-most-used-languages-on-the-internet/
3. Bolotnikov K. The Many Dialects of China. *China Learning Initiatives*. URL: https://asiasociety.org/china-learning-initiatives/many-dialects-china
4. Chinese Crisis Communication in the Early Stage of the COVID-19 Pandemic: A Discourse Analysis of *People's Daily* News Articles in Response to Threatening International News Coverage / M. Ernst,

C. Scartozzi, C. Thomas, Y. Wang. *Journal of Current Chinese Affairs*. 2022. Pp. 2-4.

5. EURASIA GROUP. The Digital Silk Road: Expanding China's Digital Footprint. 2020. Pp. 3-4.
6. Lee D. G. The Belt and Road Initiative after COVID: The Rise of Health and Digital Silk Roads. *Asan Institute for Policy Studies*. 2021. P. 2. URL: https://www.jstor.org/stable/resrep29688
7. LINDAM. Why is Mark Zuckerberg Learning Chinese? *Linda Mandarin*. URL: https://www.lindamandarin.com.sg/why-is-mark-zuckerberg-learning-chinese/
8. One Belt One Road Initiative of China: Implication for Future of Global Development / M. N. I. Sarker, M. A. Hossin, X. Yin, M. K. Sarkar . *Modern Economy*. 2018. Vol. 09, no. 04. P. 623–638
9. Profiles Belt and Road Portal. *Belt and Road Portal*. URL: https://eng.yidaiyilu.gov.cn/info/iList.jsp?cat_id=10076
10. Reporters Without Borders. "If the Chinese press were free, the coronavirus might not be a pandemic," argues RSF. *Reporters Without Borders*. URL: https://rsf.org/en/if-chinese-press-were-free-coronavirus-might-not-be-pandemic-argues-rsf
11. Statista Research Department. The most spoken languages worldwide 2022. *Statista*. URL: https://www.statista.com/statistics/266808/the-most-spoken-languages-worldwide/
12. Yalun A. International Promotion of Chinese Language in the New Era. *International Education Studies*. 2019. Vol. 12, no. 7. P. 67. URL: https://doi.org/10.5539/ies.v12n7p67

# MYLENE FARMER – QUI EST-ELLE ?

*Y. O. Molotchko,*
*N. T. Bezvesilna (consultante linguistique)*
*Université nationale V. N. Karazin, Kharkiv*

**Molotchko Y. O., Bezvesilna N. T. Mylène Farmer – qui est-elle ?** La musique française est l'une des plus influentes et populaires d'Europe. Aujourd'hui, il y a des dizaines de chanteurs intéressants sur la scène française, mais une femme se démarque parmi tous – Mylène Farmer. Qui est-elle ?

**Mots clés :** album, chanteuse, concert, Mylène Farmer, fans, filmographie, France.

**Молочко Е. О., Безвесільна Н. Т. Мілен Фармер – хто вона ?** Французька музика є однією з найвпливовіших та найпопулярніших в Європі. Сьогодні ж, на французькій сцені є десятки цікавих співаків та співачок, але з-поміж них усіх, виділяється одна жінка – Мілен Фармер. Хто вона ?

**Ключові слова :** альбом, концерт, Мілен Фармер, співачка, фани, Франція, фільмографія.

## 1. Introduction

Mylène Farmer c'est une chanteuse française, elle est quelqu'une pour ses fans qui les a aidés à prendre confiance en eux. Certains disent que Mylène leur a sauvé la vie. Durant toute sa carrière, la chanteuse s'est montrée très discrète, tout ce qu'elle a révélé d'elle, lui permettant d'entretenir un mythe qui fascine encore aujourd'hui. Son personnage aux tenues excentriques et aux paroles subversives a très vite séduit de nombreux fans qui se reconnaissent en elle.

Mylène Gautier (son deuxième prénom est Jeanne, qui est visible sur un document officiel, le permis de conduire qu'elle obtiendra aux US en 1995) est née le 12 septembre 1961, à 05h17 précisément, à Pierrefonds (arrondissement de Montréal) au Québec. Benjamine d'une famille de quatre enfants, son père (Max Gautier) est ingénieur aux ponts et chaussées et travaille à la construction du barrage de Manicouagan. Sa mère (Marguerite Martin) s'occupe de leurs enfants. Dans des conditions aisées, Mylène grandit tranquillement au milieu de ses frères et sœurs : Brigitte sa sœur aînée de deux ans, Jean Loup son frère né en 1960 et Michel son second frère né en 1969. De son enfance, elle aime dire qu'elle ne garde que peu de souvenirs. Au début des années 70, Mylène et sa famille reviennent en France. Ils s'installent en région parisienne à Ville d'Avray.

Mylène vit très mal cette transplantation qui la marquera à jamais, l'isolement des banlieues remplace un univers canadien beaucoup plus convivial. Pour ne pas se sentir seule, elle se rend souvent à l'hôpital de Garches pour rendre visite aux enfants malades. C'est également à cette période-là, à l'âge de dix ans précisément que Mylène va remporter un concours de chant. Son prix : un livre, « Le lapin blanc ». Dans quelques années, Mylène abandonne son rêve de devenir monitrice d'équitation, et à dix-huit ans, le 14 septembre 1979, elle quitte le lycée (« Biographie », n .d.). Après avoir décidé de quitter son lycée, Mylène décide alors de se lancer dans une carrière artistique, elle débutera par le théâtre (avec les célèbres cours Florent). Suite à cela, Farmer va enchaîner plusieurs petits boulots. C'est à cette époque, en 1984, que Mylène se présentera à un casting de chant et y fera une jolie rencontre. Farmer sera immédiatement repérée par Laurent Boutonnat qui deviendra son alter ego. Grâce à ce casting, elle commencera sa carrière de chanteuse. Le premier titre : « Maman a tort » sera un succès. Aidée par son manager Bertrand Le Page, la chanson devient un joli succès avec plus de 100 000 ventes et de nombreuses diffusions en radios. « My mum is wrong », la version anglaise de ce titre, sortira pour l'export mais ne rencontrera pas le succès. Et à ce moment-là, Mylène Gautier, devient Mylène Farmer. Elle doit ce nom de scène à l'actrice américaine Frances Farmer (cette dernière aurait fini ses jours dans un institut spécialisé dans les troubles psychiatriques après l'abus répété de boissons alcoolisées). C'est ainsi que la carrière de la future légende a commencé (« Naissance », n. d.).

### 2. Mylène Farmer – qui est-elle ?

Mylène aime beaucoup sa vie privée, qui est réservée et secrète. En 1987, Farmer a dit : « Être aussi discrète, je crois que c'est volontaire, oui. Ce n'est pas ajouter du mystère, non parce que le mystère fait partie de ma personnalité. C'est ce que je n'aime pas dévoiler et divulguer ma vie privée, parce que je pense que ça n'a que peu d'intérêt ». Très fidèle. Mylène décrit elle-même : « Si j'avais un portrait à faire de moi-même, je vous répondrais par ces mots de W. Faulkner que je trouve très beaux : « Entre rien et la tristesse, je choisis la tristesse ». De nature timide, la chanteuse confie ne pas être à l'aise devant les caméras de télévision. Un journaliste de TF1, qui avait interviewé la chanteuse pour « Sept à Huit », en 2005, avait confié que Mylène Farmer était « stressée » avant l'entretien parce qu'elle déteste parler d'elle. Elle pense que tout ce qu'elle a à dire se trouve dans ses textes et ça « lui suffit », avait-il alors confié dans « TV Mag » (« Mylène Farmer : pourquoi », n. d.). la chanteuse est-elle si discrète). Cette femme est vraiment gentille, généreuse, humaine et c'est ce qui la rend si réelle, si vivante des gens qui l'aiment et l'écoutent.

Mylène a 12 albums et le 13ème est actuellement en cours d'enregistrement, le premier album préféré par les fans c'est « Anamorphosée », le quatrième album de chanteuse. Après l'échec commercial du film « Giorgino », Mylène s'exile à Los Angeles pendant plus de neuf mois. « J'avais besoin de cette idée d'espace, de perte d'identité pour pouvoir me retrouver. Vivre comme tout le monde », dit Mylène. Laurent Boutonnat rejoint Mylène et Jeff Dahlgren (qui tenait le rôle principal dans « Giorgino ») à Los Angeles pendant le printemps 1995 pour travailler sur les nouvelles chansons. L'album est intégralement enregistré à Los Angeles (Mylène enregistre pour la première fois aux Etats-Unis) aux studios A&M puis aux studios Record One sur Ocean Way. Toutes les œuvres de l'album ont été composées par Laurent Boutonnat à l'exception d'une chanson. Pour la première fois dans sa vie entière, Mylène a composé la musique de la chanson « Tomber 7 fois ». Un titre d'album pour le moins original : « L'anamorphose est un phénomène optique qui rassemble les rayonnements épars ». Mylène semble avoir été influencée par le poète Pierre Reverdy mais aussi Guillaume Apollinaire, Boris Vian, Jérôme Bosch, la poésie japonaise, et bien évidemment, séjour prolongé aux Etats-Unis oblige l'anglais a une place un peu plus importante dans les textes (« California », « L'Instant X »). « Anamorphosée » entre à la deuxième place du top albums en France. Fin du 1995, le retour de Mylène est en demi-teinte : le nouveau son, les paroles moins tourmentées, le nouveau look de Mylène pourtant si bien mis en valeur par Herb Ritts, l'absence d'une promotion d'envergure, le clip non scénarisé de « XXL » vont provoquer le désarroi ou le départ de certains fans ; mais d'autres restent et surtout, certains vont se laisser envoûter par la magie Farmer à cette époque de renouveau et de probable remise en question pour l'artiste. C'était le retour d'une nouvelle Mylène différente moins sombre, anamorphosée.

Le deuxième album qui est très cher pour les fans c'est « Innamoramento ». L'enregistrement de l'album s'est déroulé à Los Angeles aux studios Ocean Way et Record One (de mai à fin octobre 1998). Laurent Boutonnat a produit, réalisé et arrangé l'album, comme d'habitude. Le mixage par Bertrand Châtenet a été effectué entre Los Angeles (Studios Record One) et Paris (Studios Guillaume Tell). Ici Mylène compose cinq des musiques de l'album (les autres étant évidemment de Laurent Boutonnat) : « Pas le temps de vivre », « Méfie-toi », « Serais-tu là ? », « Et si vieillir m'était conté » et « Optimistique-moi ». Un album moins rock que le précédent et sur lequel on retrouve plus de synthés, de boîtes à rythme et une alternance de titres rythmés et de ballades. Dans cet album, Farmer écrit à nouveau l'intégralité des textes. Un travail qui aura duré près de six mois et qui se sera révélé plus difficile que dans le passé. C'est l'un des albums de Mylène les plus riches en références. Dans une interview pour « Vogue », la femme rousse a dit : « Sur l'album précédent, j'ai exprimé des choses plus douces, moins violentes, je pensais être sur le chemin de la sérénité. Avec « Innamoramento », le dernier, je réalise étrangement que je bascule à nouveau vers l'autre monde, d'autres angoisses… ». Un succès immédiat, l'album se classant pour sa première semaine à la deuxième place du top albums en France et restera parmi les quinze meilleures ventes d'albums pendant près de six mois consécutifs. C’est impressionnant, non ?

Le troisième album est « Point de Suture », il est vraiment important pour les fans. L'enregistrement de l'album s'est déroulé intégralement à Bruxelles (une première) aux studios ICP et s'est terminé fin janvier 2008. Le mixage, comme pour le précédent album studio a été réalisé par Jérôme Devoise au Studio Guillaume Tell à Paris. Toutes les musiques de l'album ont été composées par Laurent Boutonnat. Pour la deuxième fois (après la chanson « Nobody Knows » sur le précédent album studio « Avant que l'ombre... » en 2005), Mylène propose un titre en piste cachée à la fin de l'album « Point de Suture ». Il s'agit de l'Ave Maria de Schubert. Mylène l'a enregistrée après le reste de l'album dans le studio personnel de Laurent Boutonnat dans l'Oise. Tous les textes de l'album sont à nouveau écrits par Farmer. Les influences (littéraires ou autres) sont nombreuses : Antoine Houdar de la Motte, Baudelaire, Schopenhauer, Al Pacino. Excellent démarrage pour Point de Suture : numéro 1 pour sa première semaine en France avec 108 596 ventes représentant le troisième plus gros démarrage de l'année 2008 pour un album (« Les albums », n. d.).

En 1994, le tandem qu'elle forme avec Laurent Boutonnat fait une incursion sur grand écran. Mais le long-métrage réalisé par ce dernier, « Giorgino », et dans lequel la chanteuse donne la réplique à Jeff Dahlgren, est un échec commercial. La description du fil, sur le site innamoramento.net : « Octobre 1918, Girgio Volli, rentre de la guerre et part à la recherche des 12 enfants dont il s'occupait avant la guerre. Sa recherche le mène à Chanteloup et il apprend que les enfants sont morts, en se noyant dans les marais. Mais une rumeur court que Catherine, la fille du directeur de l'orphelinat Degrâce, les a noyés. Cette dernière se défend en disant que ce sont les loups qui les aurait empêchés de remonter sur la berge. Mais Giorgio apprend de l'abbé Glaise que les loups ont disparu depuis longtemps dans la région. Giorgio se lance donc à la recherche de la vérité, Catherine est-elle coupable ? Pourquoi les enfants avaient tous dessiné des loups avant leur mort ? Où est passé le père de Catherine, gérant de l'orphelinat ? » Vous le saurez en regardant ce très beau film. Le deuxième film s'appelle « Ghostland ». Dans une interview, Mylène a déclaré qu'elle avait envoyé un texto au réalisateur – Pascal Laugier. Dans ce texto, elle lui a demandé le rôle d'une femme folle, mais Pascal a dit qu'elle avait déjà joué ce rôle et donc dans le nouveau film, elle jouerait une mère célibataire. « Nous avons beaucoup échangé sur le rôle de Pauline avant que Pascal ne me laisse « l'habiter ». Quand je suis arrivé à Winnipeg pour les essayages des costumes, j'ai choisi un manteau qu'il a apprécié. J'ai senti que c'était important que j'adopte une silhouette qui correspondait au personnage. J'aime bien son approche, vous laisser vous approprier l'âme et la coquille », dit Farmer. La description du fil, sur le site mylene.net : « Suite au décès de sa tante, Pauline et ses deux filles héritent d'une maison. Mais dès la première nuit, des meurtriers pénètrent dans la demeure et Pauline doit se battre pour sauver ses filles. Un drame qui va traumatiser toute la famille. Tandis que Beth devient une auteure renommée dans la littérature horrifique, Vera s'enlise dans une paranoïa destructrice. Seize ans plus tard, la famille est à nouveau réunie dans la maison. Des événements étranges vont alors commencer à se produire » (« Les album », n. d.).

En ce qui concerne les concerts, avec « Mylène Farmer 2019 », c'est la deuxième fois que Mylène propose une résidence à Paris après les treize concerts « Avant que l'ombre... à Bercy » en janvier 2006. C'est le côté intransportable du show qui a justifié ce choix, ce que Mylène a expliqué dans diverses interviews. Ce spectacle a mobilisé 45 semi-remorques et 1800 manutentionnaires pour dresser le décor. 150 tonnes de matériel ont été accrochées au plafond de la salle. La scène avait une ouverture de 80 mètres (plus importante que celle du Stade de France en 2009). Pour la première fois, une scène centrale rétractable permettant une avancée de 40 mètres dans la fosse sur certains morceaux a été utilisée. Les répétitions ont commencé début mai 2019. À Paris La Défense Aréna, dix jours de répétitions se sont déroulés avant le premier concert. Mylène est restée fidèle à son ami Jean Paul Gaultier à qui elle confié la création des costumes pour elle et les danseurs. Il avait déjà officié sur le « Tour 2009 » et « Timeless 2013 ». C'est la première fois qu'un artiste réunit autant de spectateurs à Paris La Défense Aréna. Thierry Suc (son manager) a indiqué en interview qu'il s'agit du plus gros show jamais proposé en Europe. Le film des concerts « Mylène Farmer 2019 Le Film » a été diffusé pour la première fois au cinéma le jeudi 7 novembre 2019 réunissant 155 000 spectateurs dans 18 pays et 613 cinémas, Mylène devenant l'artiste ayant réuni le grand nombre de spectateurs en une séance unique lors d'un événement au cinéma. « Mylène Farmer 2019 Le Film » a été réalisé en 4K format cinémascope, son Dolby Surround 7.1 et son Dolby Atmos. Il a été le premier concert filmé au monde disponible dans les salles Dolby Cinéma (« Les albums », n. d.).

## 3. Conclusion

Voilà les mots des fans de Mylène : « J'ai commencé à écouter Mylène Farmer quand j'étais vraiment au plus bas, j'étais boulimique. J'ai vraiment eu l'impression de revivre. La musique qui m'a fait ressentir quelque chose est « Bleu Noir », elle m'a fait comprendre que la bataille est belle. On peut dire qu'elle m'a sauvée », affirme Ariel, une lycéenne de 17 ans. « Je suis rousse. J'ai été la cible des moqueries, c'était horrible. J'ai commencé à teindre mes cheveux très jeunes, jusqu'en 2013 où j'ai assisté pour la première fois à un concert de Mylène Farmer », affirme Sarah, manager de laboratoire microbiologique. « Je me suis rendu compte qu'elle était magnifique et qu'elle s'assumait totalement. Quand je l'ai vue sur scène, faisant son show, sans se préoccuper du qu'en-dira-t-on, j'ai compris que c'était la seule manière de vivre et d'être heureux. Et ça m'a aidée grâce à sa couleur d'accepter la mienne », assure la jeune femme (« Mylène Farmer racontée », n. d.).

C'est une femme extraordinaire qui travaille si dur pour obtenir la reconnaissance des gens qui aiment ce qu'elle fait. Dans une récente interview, Mylène a déclaré : « Il me semble que la célébrité devrait être le reflet de la reconnaissance d'une œuvre, d'une action, par le public. Pas un culte de la personnalité. Aujourd'hui, on confond la popularité et la célébrité. Je préfère continuer à cheminer pour une reconnaissance de mon travail ».

**LITTÉRATURE**

1. Biographie (la vie de Mylène Farmer). URL: https://www.innamoramento.net/mylene-farmer/page/biographie
2. Les albums, les films, le concert. URL: https://www.mylene.net/
3. Mylène Farmer : pourquoi la chanteuse est-elle si discrète ? URL: https://www.elle.fr/People/La-vie-des-people/News/Mylene-Farmer-pourquoi-la-chanteuse-est-elle-si-discrete-3793642
4. Mylène Farmer racontée par ses fans: « On peut dire qu'elle m'a sau vée ». URL: https://www.huffingtonpost.fr/culture/article/mylene-farmer-racontee-par-ses-fans-on-peut-dire-qu-elle-m-a-sauvee_170523.html
5. Naissance d'une artiste complète. URL: https://www.innamoramento.net/mylene-farmer/page/biographie

# DIE ROLLE DER SOZIALEN NETZWERKE FÜR DIE POLITISCHE KOMMUNIKATION

*M. R. Morozova,*
*T. V. Krupkina, PhD (Sprachbetreuerin)*
*V. N. Karazin National University, Kharkiv*

**Morozova M. R., Krupkina T. V. Die Rolle der sozialen Netzwerke für die politische Kommunikation.** Der Artikel untersucht die Rolle der sozialen Medien im Prozess der politischen Kommunikation. Soziale Medien werden als Mittel der politischen Kommunikation betrachtet. Die Rolle der sozialen Medien im Prozess der politischen Kommunikation wird definiert. Die möglichen Nachteile und Vorteile der Nutzung sozialer Medien in der politischen Kommunikation werden analysiert. Die Merkmale der Nutzung sozialer Medien als Mittel der politischen Kommunikation werden ebenfalls aufgezeigt.

**Schlüsselwörter:** Kommunikationsmittel, Medien, Politik, politische Kommunikation, soziale Netzwerke.

**Морозова М. Р., Крупкіна Т. В. Роль соціальних мереж для політичної комунікації.** У статті розглядається, яку роль грають соціальні мережі у процесі політичної комунікації. Соціальні медіа розглядаються як засіб політичної комунікації. Визначено ролі соціальних мереж в процесі політичної комунікації. Проаналізовані потенційні недоліки та переваги використання соціальних медіа в політичній комунікації. Також виявлені особливості використання соціальних мереж як засобу політичної комунікації.

**Ключові слова:** засоби комунікації, медіа, політика, політична комунікація, соціальні мережі.

## 1. Einführung

Der Zweck dieses Artikels ist es, das Wesen, die Merkmale und die Rolle der sozialen Netzwerke im Prozess der politischen Kommunikation klar zu begründen. Gegenstand des Artikels ist die Rolle der sozialen Netzwerke als Mittel der politischen Kommunikation. Relevanz des Artikels. Es gibt mehrere wichtige Funktionen der sozialen Medien für die politische Kommunikation. Erstens erhöhen die sozialen Medien die Effizienz und Effektivität einer politischen Kampagne. Eine politische Kampagne, die soziale Medien nutzt, kann potenzielle Wähler effektiver und effizienter ansprechen. Praktische Beispiele zeigen, dass soziale Medien in einer politischen Kampagne eingesetzt werden können und die

Offline-Kampagnenstrategie unterstützen. Ein Beispiel für den erfolgreichen Einsatz sozialer Medien sind die US-Präsidentschaftswahlen 2008. Während des Wahlkampfs nutzte Barack Obama systematisch Social-Media-Plattformen als Hauptmittel für seine Kampagne. Zu diesem Zeitpunkt nutzte Obama neben seiner eigenen Website fünfzehn weitere Social-Media-Plattformen. Und weil er die sozialen Medien effektiv für seine politische Kampagne nutzte, wurde er schließlich 2008 zum Präsidenten der Vereinigten Staaten gewählt (Kreiss, 2021).

Zweitens spielen die sozialen Medien in der politischen Kommunikation eine wichtige Rolle, um die Politiker ihren Wählern näher zu bringen. Im Gegensatz zu den traditionellen Medien ermöglichen die sozialen Medien eine direkte Kommunikation zwischen Politikern und ihren Zielgruppen. Diese Kommunikation kann überall, zu unterschiedlichen Zeiten und mit unterschiedlichen Zielsetzungen stattfinden. In Mexiko beispielsweise hat der Politiker Jaime Rodriguez Calderon, bekannt als "El Bronco", die sozialen Medien erfolgreich genutzt, um mit seinen Wählern in Kontakt zu bleiben und ihnen nahe zu sein. Er nutzte die sozialen Medien im Wahlkampf für die Gouverneurswahlen und nutzt sie auch nach dem Wahltag, um täglich mit den Menschen in Nuevo León zu diskutieren.

Schließlich vermitteln die sozialen Medien auch die politische Kommunikation mit einem breiteren Publikum. Die Nutzung sozialer Medien im internationalen politischen Kontext hilft Politikern, mit einem breiteren Publikum zu kommunizieren, das verschiedene Nationalitäten und Sprachen vertritt. Bei den Wahlen zum Europäischen Parlament 2014 beispielsweise nutzten die Kandidaten und ihre Parteien soziale Medien, um mit dem Publikum in 28 Mitgliedstaaten der Europäischen Union zu kommunizieren. Die sozialen Medien stellten "ein einzigartiges technologisches Instrument zur Überbrückung von Sprachbarrieren und zur Erweiterung der Reichweite der politischen Kommunikation von Kandidaten und Parteien an die Wählerschaft im multinationalen politischen System der Europäischen Union" dar (Kalinichenko, 2019).

## 2. Kontakte in sozialen Netzwerken

Fast jeder Politiker und die meisten öffentlichen Personen haben Konten in verschiedenen sozialen Netzwerken, wo sie nicht nur Details aus ihrem politischen, sondern auch aus ihrem persönlichen Leben mit den Abonnenten teilen. Zum Beispiel in den USA und in [life, die zum beliebtesten Instrument für öffentliche Diskussionen geworden sind. Eines der am häufigsten genutzten sozialen Netzwerke in diesem Zusammenhang ist die APSA (American Political Science Association). Die Website der Plattform ist intuitiv gestaltet, so dass sich Nutzer aller Altersgruppen leicht auf der Oberfläche zurechtfinden. Auf der Website findet jeder Nutzer Informationen über die Hauptaktivitäten der Organisation, ihre Ziele, Informationen zur Mitgliedschaft und verschiedene Schulungsprogramme. Die Plattform ist weder eine politische Organisation noch eine Oppositionspartei, sondern eine neutrale Plattform, auf der die Nutzer Nachrichten, politische Ereignisse und verschiedene Meinungen diskutieren sowie ihre Ideen und Vorschläge zu verschiedenen Themen und Problemen einbringen können. Nach Zahlung des Mitgliedsbeitrags bietet die Plattform die Möglichkeit, eigene wissenschaftliche Arbeiten zu veröffentlichen und als erste über neue wissenschaftliche Entwicklungen in verschiedenen Bereichen informiert zu werden.

Einige Länder auf der ganzen Welt praktizieren bereits das System der Online-Stimmabgabe bei Wahlen. Dieses System ist äußerst umstritten und weckt viele Zweifel an seiner Fähigkeit, die Geheimhaltung des Bürgerwillens und die Zuverlässigkeit der Online-Wahlergebnisse zu gewährleisten (Agafonova, Karchevska, 2018, pp. 312-316).

Eines der ersten Länder, das das elektronische Online-Wahlsystem anwandte, war Estland bei den Kommunalwahlen im Oktober 2005. Mehr als neuntausend Menschen gaben ihre Stimme online ab, was etwa 2 % der Gesamtzahl der Stimmen entsprach; das Wahlsystem kam mit den echten Wahlen zurecht und wurde als erfolgreich anerkannt. Im Jahr 2007 wurde bei den Parlamentswahlen (zum ersten Mal in der Welt) elektronisch abgestimmt. Die Entwicklung des Online-Wahlsystems hat dazu geführt, dass im Jahr 2019 bei den regulären Parlamentswahlen mehr als 43 % aller Stimmen online abgegeben wurden.

Die beliebtesten sozialen Netzwerke für die Erstellung eines Kontos für einen Politiker sind u. a: Facebook, Twitter, Instagram, usw. Der Aufbau eines Images in den sozialen Netzwerken ist eine Gelegenheit, einen echten Volkshelden zu schaffen. Jeden Tag gibt es Millionen von Nutzern in sozialen Netzwerken (Tabelle 1), und die Politik kommt zwangsläufig dorthin, wo es ein Massenpublikum gibt.

*Tabelle 1*

**Anzahl der aktiven Nutzer sozialer Netzwerke pro Monat**

| Soziales Netzwerk | Anzahl der aktiven Nutzer pro Monat (in Millionen) |
|---|---|
| Facebook | 2910 |
| YouTube | 2562 |
| WhatsApp | 2000 |
| Instagram | 1478 |
| Weixin / WeChat | 1263 |
| TikTok | 1000 |
| Telegram | 550 |
| Twitter | 436 |

*Quelle:* Vom Autor hinter die Daten gestapelt (Klinger & Svensson, 2015, pp. 1241-1257).

## 3. Anzahl der aktiven Nutzer sozialer Netzwerke

Das Internet kann jedoch nicht nur zur Werbung für politische Persönlichkeiten genutzt werden, sondern auch zur wechselseitigen Kommunikation mit den Wählern. Schließlich kann man in Blogs und sozialen Netzwerken die drängendsten Fragen der Gesellschaft und die Reaktion der Menschen auf bestimmte politische Entscheidungen verfolgen.

Aus den obigen Ausführungen wird deutlich, dass die sozialen Medien zu einem alternativen Kommunikationsmittel neben den traditionellen Medien geworden sind. Es basiert auf dem Konzept des Web 2.0. Darüber hinaus haben die sozialen Medien einzigartige Merkmale, die sie von den traditionellen Medien unterscheiden. Und vor allem spielen die sozialen Medien eine wichtige Rolle in der politischen Kommunikation und tragen dazu bei, die Art und Weise, wie politische Kommunikation durchgeführt wird, zu verbessern.

Heutzutage gewinnen die sozialen Medien an Popularität und Wirksamkeit bei der Behandlung verschiedener politischer Fragen, nicht nur, weil sie eines der bequemsten Software-Tools für die Kommunikation sind, sondern auch, weil sie die Schaffung sozialer Netzwerke ermöglichen, was die sozialen Medien zu einem bedeutenden sozialen Instrument für die Beeinflussung politischer Prozesse macht. und die in der Zukunft schwerwiegende soziale Veränderungen verursachen können.

## 4. Beliebteste Social-Media-Ressourcen

Zu den beliebtesten Social-Media-Ressourcen gehören soziale Netzwerke (Facebook, Instagram), Online-Kommunikation für Unternehmen (Linkedin.com), Blogs (Livejournal.com), soziale Lesezeichen, Video-Hosting (YouTube), virtuelle Realität, Foto-Hosting (Flickr) usw. Moderne soziale Medien verfügen über eine einzigartige Schnittstelle, die auf einer Reihe von Technologien basiert und den interaktiven Austausch von Informationen zwischen den Nutzern ermöglicht. Das in fast allen sozialen Medien veröffentlichte Material kann jederzeit geändert, korrigiert oder mit beliebigen Informationen ergänzt werden (Lim, 2017, pp. 154-161).

Daher trägt die Entwicklung sozialer Netzwerke auch zur Entwicklung der politischen Aktivität in den sozialen Netzwerken selbst bei. Für Politiker ist es nun äußerst bequem, sich selbst, ihre Ideen, Slogans und Ansichten über das politische Umfeld des Staates zu präsentieren. Auch die sozialen Medien sind zu einem Instrument der Agitation und sogar der Propaganda geworden. Daraus können wir schließen, dass die neuen Medien die traditionellen Medien erfolgreich ersetzen. Die Einführung der sozialen Medien in der Politik hat neue Möglichkeiten eröffnet. Soziale Netzwerke sind zu einem direkten Kommunikationskanal zwischen der Regierung und der Gesellschaft geworden.

Zweifellos haben die sozialen Medien einen positiven Beitrag zur Entwicklung der politischen Kommunikation geleistet, da sie eine neue Plattform bieten, die eine direktere und interaktivere politische Kommunikation ermöglicht. Dies hat dazu beigetragen, die Kommunikation zwischen den Bürgern und den Politikern zu verbessern. Insbesondere die sozialen Medien haben den Politikern geholfen, sich durch ein verbessertes Kommunikationssystem politische Vorteile zu verschaffen. Mit Hilfe der sozialen Medien können Politiker nun politische Kampagnen und andere politische Kommunikation auf effektive und effiziente Weise durchführen (Verbytska, 2019, c. 154-161).

## 5. Schlussfolgerungen

Die Nutzung sozialer Medien für die politische Kommunikation bringt den Politikern zwar Vorteile, hat aber auch einige Nachteile, über die sich die Politiker Gedanken machen sollten. Einer der möglichen Nachteile der Nutzung sozialer Medien für Politiker ist, dass die Arbeit in den sozialen Medien ausreichende Fähigkeiten und Ressourcen erfordert. Da nicht alle Politiker mit dem Internet vertraut sind und über ausreichende Kommunikationsfähigkeiten verfügen, kann es für sie sehr schwierig sein, mit den Programmen der sozialen Medien Schritt zu halten.

Außerdem ist die Arbeit mit sozialen Medien sehr zeitaufwändig. Die Art der Social-Media-Plattform, die eine wechselseitige Kommunikation ermöglicht, zwingt den Politiker, viel Zeit für die Beantwortung von Kommentaren und Nachrichten eines großen Publikums aufzuwenden. Auch hierdurch wird es für die Politiker schwierig, auf alle Inhalte des Publikums einzugehen. Um dieses Problem in den Griff zu bekommen, ernennen die Politiker in der Regel eine Person, die Fragen aus dem Publikum beantwortet, was zu einer weiteren Belastung der Humanressourcen und des Managements führt.

Ein weiterer Nachteil ist, dass die Nutzung sozialer Medien als Mittel der politischen Kommunikation in der Online-Öffentlichkeit dazu führt, dass Politiker "weniger Kontrolle über die Informationen haben, die über sie im Cyberspace verfügbar sind". Für Politiker wird es immer schwieriger, ihr positives Image bei potenziellen Wählern aufrechtzuerhalten, da Nutzer sozialer Medien eine große Menge an ungenauen Informationen über Politiker über Social-Media-Kanäle erzeugen und verbreiten können.

**LITERATUR**

1. Agafonova G. S., Karchevska O. V. Die neuesten Möglichkeiten der Massenkommunikation als Faktor bei der Transformation des weltpolitischen Prozesses. *Gilea: Scientific Bulletin*. 2018. S. 312-316.
2. Kalinichenko B. M. Die Rolle der Massenmedien in der politischen Strategie der Informationsgesellschaft. 2019.
3. Klinger, U. & Svensson, J. The Emergence Of Network Media Logic In Political Communication: A Theoretical Approach. New Media & Society. 2015, 17, 1241-1257.
4. Kreiss D. “Social Media and Democracy: The State of the Field, Prospects for Reform,” edited by Nathaniel Persily and Joshua A. Tucker. 2021.
5. Lim, M. Freedom To Hate: Social Media, Algorithmic Enclaves, And The Rise Of Tribal Nationalism In Indonesia. Critical Asian Studies, 2017, 49, 411-427.
6. Speakman, B. Interactivity and political communication: New media tools and their impact on public political communication. *Journal of Media Critiques*, 2015. 1.
7. Verbytska N. Soziale und Kommunikationsnetzwerke der politischen Elite in der globalen Governance. *Library Science. Dokumentarische Wissenschaft. Informatik*. 2019. S. 154-161.

# THE CURRENT STATE OF THE CREDIT MARKET IN UKRAINE

*I. O. Moskvych,*
*A. Y. Ponikaryova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Moskvych I. O., Ponikaryova A. Y. The current state of the credit market in Ukraine**. The article examines the current state of the Ukrainian credit market, identifies its problems and opportunities for improvement. The credit market is a defining element of the financial market, which directly affects the financial system of Ukraine and contributes to the country's economic development. The credit market provides the fastest access to resources. Issuing securities and mobilizing resources takes some time, while a loan can be obtained in a fairly short period of time – within a few days. Such an advantage is very important both from the point of view of financial provision of the needs of individual subjects, and from the point of view of the functioning of the entire financial system. Granting loans and conducting credit policy is the most common operation of banking institutions. Credit transactions bring the main profit to banks. However, an analysis of the situation in the banking sector shows that many banks are experiencing financial difficulties due to extremely risky credit policies.

**Keywords**: credit market, financial market, financial system, economic development, banking system, credit policy.

**Москвич І. О., Понікарьова А. Ю. Сучасний стан кредитного ринку в Україні.** У статті розглядається сучасний стан кредитного ринку України, визначаються його проблеми та можливості покращення. Кредитний ринок є визначальним елементом фінансового ринку, який безпосередньо має вплив на фінансову систему України і сприяє економічному розвитку країни. Кредитний ринок забезпечує найшвидший доступ до ресурсів. Випуск в обіг цінних паперів і мобілізація з їх допомогою ресурсів потребує певного часу, тоді як кредит можна отримати у досить стислі терміни – протягом кількох днів. Така перевага дуже важлива як з погляду фінансового забезпечення потреб окремих суб'єктів, так і з позицій функціонування усієї фінансової системи. Надання кредитів і проведення кредитної політики є найпоширенішою операцією банківських установ. Основний прибуток банкам приносять кредитні операції. Однак аналіз ситуації, що склалася у банківській сфері, свідчить, що у багатьох банків виникають фінансові труднощі в зв'язку з надзвичайно ризиковою кредитною політикою.

**Ключові слова**: кредитний ринок, фінансовий ринок, фінансова система, економічний розвиток, банківська система, кредитна політика.

## 1. Introduction

The credit market is a defining element of the financial market, which directly affects the financial system of Ukraine and contributes to the country's economic development. But today, in the conditions of internal political and economic problems in the country, as well as taking into account external factors, including due to the spread of the COVID-19 disease, there is a decline in the demand for loan capital, which leads to the collapse of the credit market.

Because of this, solving the problem of improving the credit activity of banking institutions becomes of great importance. Banks must organize credit operations in such a way that they give the maximum possible profit, at the same time they must reduce the risks associated with the mechanism of granting and repaying a bank loan.

It should be noted that the inefficiency of the credit market is manifested due to the imperfect functioning of its important component – the banking system. After all, the credit market must ensure the effective distribution of funds for the development of the country's economy.

Today, there are still problems in the credit market, both of a regulatory and organizational nature. Therefore, the study of the state and determination of prospects for the development of the credit market of Ukraine is quite relevant.

The p u r p o s e of the study is to analyze the state of the credit market in order to develop directions for its effective functioning and development in Ukraine.

The o b j e c t of the research is the current state of the credit market of Ukraine.

The s u b j e c t of the study is a set of theoretical, methodological and practical aspects related to the functioning of the credit market of Ukraine.

## 2. The essence and functions of the credit market in Ukraine

The credit market is a sphere of economic relations between individuals and legal entities that need funds, and individuals and legal entities that can provide them under certain conditions. A loan is an economic relationship between a creditor and a borrower regarding the transfer of a temporarily free amount of money (value) on the basis of reversibility, urgency, and payment.

The principle of urgency, the principle of repayment, the principle of payment, the principle of security – the main principles of lending.

The object of the credit market is temporarily free capital in kind or monetary forms. It can be money, goods, work performed, services provided. Regardless of the form, the borrowed value is real and must be preserved in the process of credit relations, but not in its original form, but in its volume.

Credit relations are a part of economic relations related to lending funds and returning them with a certain percentage. The main participants of this market are lenders who lend free cash on various terms and borrowers. In the credit market, the subjects are legal entities and individuals who enter into credit relations with each other. These are enterprises, organizations, institutions, government structures, households, citizens.

The purpose of the creditor is to make a profit; the borrower's goal is to meet the temporary need for additional cash resources. For a creditor, a loan is an act of commercial sale of funds for a certain period. The group of creditors includes credit institutions, among which banks occupy a significant place.

The essence of credit as an economic category is manifested in its functions. Credit performs the following main functions: distribution function, substitution function, stimulating function, control function.

### 3. Analysis of the state of the credit market of Ukraine

If we consider the dynamics of the volume of loans granted to clients and the assets of banks in Ukraine during 2014-2022, we can draw conclusions about the progressive development and uniformity of the increase in bank assets. Despite the growth of bank assets in 2019-2022, there is a decline in credit activity (Minfin, n. d.).

The main reasons that hold back lending and its cheapening are not related to the banking system – they are the consequences of the pandemic, the lack of solvent borrowers, weak creditor protection, the slow dynamics of economic development, the preservation of a significant share of the shadow sector of the economy, etc (“Main performance indicators”, n. d.).

Among the systemic reasons for restraining bank lending in Ukraine are the high level of interest rates due to the strict monetary policy of the National Bank of Ukraine, a high share of problematic credit debt, the availability of other instruments for low-risk allocation of bank credit resources, an unsatisfactory structure of the funds involved, which worsens lending conditions, and the slow pace of recapitalization of banks (Григораш, Фоменко, Пушечнікова, 2019, с. 99-104).

To assess the efficiency of credit operations, it is important to determine the quality of credit operations by calculating the amount of non-performing loans (NPL) [3]. The share of non-performing loans of banks is one of the key indicators of credit risk, which is used for its analysis by all the leading countries of the world. The share of non-performing loans in banks at the end of 2021 compared to 2020 decreased from 41% to 30%.

If we compare these indicators with neighboring countries, then Ukraine is in the penultimate place in the ranking of countries studied by the World Bank, namely: Hungary – 2.5%, Georgia – 2.7%, Slovakia – 3.1%, Turkey – 3.7%, Poland – 3.9%, Romania – 5.0%, Belarus – 5.0%, Bulgaria – 7.8%, Moldova – 12.5%. Non-performing loans do not pose a threat to the banking system, as the level of coverage of their reserves is constantly growing and is almost 98%. However, a large share of them is still a burden for the banking sector, especially for state-owned banks, in which more than 70% of the sector's NPLs are concentrated (about 42% belongs to Privatbank).

## 4. Problems and ways to improve the work of the credit market of Ukraine

The variability of the state's economic environment encourages the search for ways to improve the development of the components of the national economic system as a whole and the credit market in particular.

Today, the existing legal framework does not meet the real needs of the credit market's functioning efficiency, the activities of the subjects of individual segments of the credit market are not regulated by law, often legislative acts contain contradictory provisions that create opportunities for legal manipulation, etc. (Онищенко, Цвігуненко, 2021, с. 9-11).

A strategic issue that requires legislative regulation and concerns all segments of the credit market is the protection of the rights of creditors and borrowers, since this link in credit relations is the weakest and least legally protected.

The National Bank of Ukraine needs to introduce qualification requirements for employees who work directly at the points of sale of loans, who participate in the selection of the bank's borrowers, which should reduce the volume of problem loans.

Also, there are practically no mortgage loans on the Ukrainian market by the standards of the developed world, but they have great potential. The problem with mortgage financing is compounded by the political sensitivity of these products, which could lead to government intervention in a future crisis. And this is harmful for banks. To help the rebirth of the mortgage market, it is important for the central bank to provide low-cost, long-term financing on regulated terms.

It is important to emphasize that all participants of the credit market need to develop and change: Ukraine, banks, ordinary Ukrainians. And if the state changes have already been mentioned, then the business also needs to conduct its activities transparently and submit reliable reports so that the bank can realistically assess the borrower's creditworthiness. In addition, it is worth paying attention to corporate and social responsibility, conducting its activities in accordance with legal requirements and carefully planning interaction with interested parties.

The problem of overdue debt remains relevant for the banking sector of Ukraine, as evidenced by the performance indicators of banks and the constant growth of problem loans.

The issue of problem loans in the developed countries of the world has been tried to be optimized with the help of restructuring of such types of debt, however, this method is not effective enough, as it only allows to clear the balance sheets of banks, and not to influence the situation. At the same time, this method in the conditions of crisis phenomena turned out to be almost the most efficient in the context of reducing risks for the bank and the possibility of restoring the borrower's creditworthiness. Considering the significant amount of problem assets in bank loan portfolios, restructuring seemed to be almost the only optimal way to reduce the level of overdue debt.

## 5. Conclusions

Credit is the basis of economic activity and implementation of effective transformations that take place in the country's market environment.

Despite the rapid development of the banking sector, Ukraine is increasingly acutely experiencing the problems of bank lending. Thus, with the increase in the volume of loans granted, the number of funds not returned by borrowers also increases, which, in turn, leads to a lack of monetary resources and, as a result, affects the level of interest rates on loans. One of the reasons for raising loan rates is the attraction of expensive resources, particularly deposits. In order to control these risks, commercial banks of Ukraine must first of all ensure the quality of the loan portfolio.

One of the possible methods of improving the credit system in Ukraine is to study the possibilities of improving bank lending with the use of advanced foreign experience and its implementation in Ukrainian realities.

The prospects for the development of the credit services market may be the intensification of the lending activity of banks, which definitely implies further liberalization of the refinancing policy: a gradual reduction of the discount rate, the temporary introduction of long-term targeted refinancing of viable, solvent banks with the aim of restoring mortgage lending, developing small and medium-sized businesses, launching national infrastructure projects, which means the creation of new jobs and an increase in the number of creditworthy population, taking into account foreign experience. The main principles on which the refinancing policy should be based are balance, transparency and controllability, that is, the NBU's control over the targeted use of refinancing funds by banks.

**REFERENCES**

1. Григораш Т. Ф., Фоменко В. К., Пушечнікова А. О. Актуальні проблеми грошово-кредитного ринку України. *Інфраструктура ринку: Економіка та управління національним господарством.* 2019. Вип. 31. С. 99-104.
2. Онищенко В. О., Цвігуненко О. О. Розвиток та значення електронної ідентифікації у національній стратегії збільшення прямих іноземних інвестицій в Україну. *ІІІ Міжнародна науково-практична конференція "Розвиток фінансового ринку в Україні: загрози, проблеми та перспективи"*. Полтава : Національний університет "Полтавська політехніка ім. Ю. Кондратюка". 2021. С. 9-11.
3. Main performance indicators of Ukrainian banks for 2017-2021. National Bank of Ukraine. URL: https://bank.gov.ua/ua/statistic/supervision-statist#4
4. Minfin. Assets of Ukrainian commercial banks 2008-2022. URL: https://index.minfin.com.ua/ua/banks/stat/active/
5. The level of non-performing loans. National Bank of Ukraine. URL: https://bank.gov.ua/ua/stability/npl

# PUBLIC DIPLOMACY OF UKRAINE IN THE CONDITIONS OF HYBRID WAR

*E. V. Movchan,*
*D. M. Petrenko (language supervisor),*
*V. N. Karazin National University, Kharkiv*

**Movchan E. V., Petrenko D. M. Public Diplomacy of Ukraine in the conditions of Hybrid War.** The article analyzes the theoretical essence of the concepts "public diplomacy" and "hybrid war" in a general sense. The functional and structural features of these concepts are defined. The conduct of public diplomacy in Ukraine in the conditions of a hybrid war is analyzed. The aspect of Twitter diplomacy as a driver in hybrid warfare is highlighted. And also the problems and prospects of public diplomacy in Ukraine during the period of hybrid war were investigated.

**Keywords:** hybrid war, public diplomacy, the strategy of public diplomacy, Twitter diplomacy, Ukraine, russia.

**Мовчан Є. В., Петренко Д. М. Публічна дипломатія України в умовах гібридної війни.** У статті аналізується теоретична сутність понять «публічна дипломатія» та «гібридна війна» в загальному розумінні. Визначено функціональні та структурні особливості цих понять. Проаналізовано ведення публічної дипломатії в Україні в умовах гібридної війни. Висвітлено аспект Твіттер-дипломатії як рушія у гібридній війні. А також досліджено проблеми та перспективи публічної дипломатії в Україні в період гібридної війни.

**Ключові слова:** гібридна війна, публічна дипломатія, стратегія публічної дипломатії, Твіттер-дипломатія, Україна, росія.

## 1. Introduction

Problem statement. At the beginning of the XXI century. the term "hybrid war", which is used along with such concepts as "information war", "nuclear war", "cold war", "cyber war", etc., is actively in circulation. In recent years, the concept has become more and more widely used due to the development of information and communication technologies, the content of the term is expanding. Unfortunately, it is necessary to state that in the last few years, the concept of hybrid war is increasingly used in relation to our state. Despite the wide use of the scientific term "hybrid war", until now there is no unambiguous definition of this concept. Most often, a synthetic, integrative definition is used, which includes both active military actions with the use of special weapons (the purpose of which is the physical destruction of the enemy and his manpower), as well as a set of certain actions of the aggressor in relation to the injured party, aimed at discrediting the latter in the eyes of the world community, its own people, splitting the political elite and society as a whole. Such actions can deliver a much stronger blow than a military invasion, since their goal is to form certain stereotypes and attitudes and mass consciousness through manipulative influence. The current situation in Ukraine is a vivid example that illustrates this thesis.

Public diplomacy is an important aspect of influencing people. Currently, we are witnessing major changes in world politics and the structure of international relations.

In an age where information, as well as disinformation, spreads at an unprecedented speed, the very essence of diplomacy is changing, now dealing with a wider range of diverse forces.

The tasks of diplomacy have become significantly more complicated, because today one of the most important aspects of the general assessment of the state can be considered what impression the state makes on the world stage.

R e l e v a n c e . Nowadays, public diplomacy is gaining more and more importance in world politics as an effective tool, the use of which contributes to the formation of the so-called “soft power” and its implementation by subjects of their national interests.

The modern system of international relations is characterized by a variety of actors, among which, in addition to national states, there are non-state entities (transnational corporations, non-governmental organizations, etc.). Globalization creates significant challenges in the field of foreign policy, which forces world actors to find new forms and methods of interaction with other participants in international relations. This is what public diplomacy is aimed at, the purpose of which is to promote the national interests of the state and ensure its national security through the study of foreign public opinion by the governments of countries, informing the external audience about their own policy and influencing those who shape this opinion.

Research o b j e c t i v e is to determine the impact of Ukraine's public diplomacy on the international spectrum of expansion in the conditions of a hybrid war.

The o b j e c t of study is the public diplomacy of Ukraine in the context of “hybrid war”, the s u b j e c t is the functional features of diplomacy of a public direction in the conditions of a hybrid war, namely problems and prospects.

The following t a s k s are set to achieve the purpose:

1. To reveal the theoretical essence of the concepts "public diplomacy" and "hybrid war" in a general sense.

2. To determine the functional and structural features of these concepts.

3. To analyze the conduct of public diplomacy in Ukraine in the conditions of a hybrid war.

4. To investigate the problems and prospects of public diplomacy in Ukraine during the hybrid war.

The w o r k s of such scientists as J. Nye, E. Gullion, M. McFaul, G. Kelman, S. Cohen, G. Malone and other leading scientists are devoted to the study of the phenomenon of public diplomacy in the context of hybrid warfare. Despite the significant achievements of scientists, there are issues that require detailed analysis (Nye, 2004).

In this article we use such s c i e n t i f i c m e t h o d s as analysis, synthesis, comparison and content analysis.

## 2. Discussions on Modern Hybrid War as a socio-political phenomenon

A hybrid war (fig.1) is a war with a combination of conventional weapons, guerrilla warfare, terrorism, cyber warfare, trade wars, patent wars, revanchist movements, propaganda, human rights violations, crimes against humanity, military exercises, resettlement, usurpation, influence on public opinion, criminal acts of censorship and criminal behavior with the aim of achieving certain political goals, the main tool of which is the creation by the aggressor state in the state chosen for the aggression of internal contradictions and conflicts with their subsequent use to achieve the political goals of aggression, which are achieved by conventional war.


Fig. 1. Hybrids warfare

Hybrid warfare methods:

• creation of internal social contradictions through propaganda with its transition into an information war;

• creation of economic problems due to economic confrontation with the transition to economic war and opposition to the ties of the victim country with neighboring countries;

• support for separatism and terrorism up to acts of state terrorism; construction of pseudo-state formations as a hybrid ideal project of state formation;

• promoting the creation of irregular armed formations (insurgents, partisans, etc.) and their equipment.

• At the same time, the aggressor party tries and can remain publicly uninvolved in the resolved conflict (Фесько, n. d.).

**3. Highlighting the features of hybrid warfare using the example of russian aggression against Ukraine**

“Hybrid aggression” on the part of russia preceded the war in Donbas, and subsequently the war against Ukraine, which began on February 24, 2022, they became classic examples of “hybrid” war, characterized by the use of irregular armed formations, local criminal groups, as well as regular armed forces of russia (Гвоздь, Божков, n. d.).

On the Ukrainian side, the russian regime uses almost the entire arsenal of “hybrid” wars, from direct armed aggression to a complex of economic, energy, information, and other. means of destabilizing the country from within. Some of them are:

- information sabotage;
- espionage;
- export of corruption;
- discrediting state structures;
- support of destructive forces.

At the same time, russia's “hybrid” wars use many tools, starting from spreading panic rumors to mobilizing the potential of the church, agents of influence in the economy, political bodies, or the use of so-called soft power.

A feature of the russian-Ukrainian war is also the effective use of public diplomacy in view of “Twitter diplomacy”.

Public diplomacy is a purposeful international and foreign activity of the state through institutions and organizations controlled or financed by it to exet informational influence on the opinion and behavior of the population of foreign countries in the context of its national foreign policy interests.

Public diplomacy of Ukraine is a tool of Ukraine's foreign policy, the purpose of which is to create and strengthen a positive image of the country and its society, as well as to influence public opinion in order to form a positive attitude towards the country, as a result of facilitating the achievement of international policy goals (Ткач, 2016, с. 99-100).

Twitter diplomacy (twiplomacy) is an electronic form of public diplomacy, which is carried out by using the Twitter social network by diplomats, politicians, public figures and government departments. The purpose of Twitter diplomacy is to increase the efficiency, openness of diplomacy and the involvement of citizens in it through the publication of tweets by political figures or departments. Twitdiplomacy is seen not as a problem-solving tool, but as a platform to attract an audience to a political event.

Presence in the virtual space makes it possible to quickly react to international events, monitor public sentiment in any part of the world, provoke opponents to make unusual statements with apt memes, or, on the contrary, express political support to partners with one comment or repost.

Previously, the Ukrainian segment of Twitter could seem too meme-like or look like a field for heated discussions on any topic (Radhika Chhabra, 2020).

Since February 2022, the degree of these discussions has increased, and the network has also been used to successfully collect donations and convey the truth about the russian-Ukrainian war.

Twitter has become an important lever of influence of Ukrainians on world politicians and a conscious Western audience that follows the political situation and can create and spread narratives that are important to us in their countries (“Твіттер-дипломатія “, n. d.).

## 4. Public diplomacy a new section of Ukraine in the conditions of a hybrid war

Public diplomacy of Ukraine an instrument of Ukraine's foreign policy, the purpose of which is to create and strengthen a positive image of the country and its society, as well as to influence public opinion in order to form a positive attitude towards the country, as a result of facilitating the achievement of international policy goals.

The main institute for the development and implementation of public diplomacy in Ukraine is the Office of Public Diplomacy of the Ministry of Foreign Affairs of Ukraine, which was established in 2015. The main tasks of the Department:

- development of relations with the public, public associations and media of other countries and Ukraine;
- implementation of image, cultural and information projects of Ukraine abroad;
- coordination of activities of other executive authorities in these areas.

The unit is now called the Department of Communications and Public Diplomacy.

An important role in the promotion of the cultural component of Ukraine's public diplomacy is played by the Ukrainian Institute together with special institutions of the Ministry of Culture of Ukraine – the Ukrainian Cultural Fund and the Ukrainian Book Institute, which are engaged in the promotion of Ukrainian culture and its integration into the world cultural space. The Austria-Ukraine Year of Culture 2019 can be called a successful experience in the use of cultural diplomacy, within the framework of which a number of events in many areas of culture and art were organized and held in both countries (“Стратегія Публічної дипломатії “, n. d.).

Public diplomacy of Ukraine is the main means of promoting “soft power” of the state, which, in turn, has three sources:

1) values of internal politics and social order;
2) culture of the country;
3) Foreign Policy.

Methods of public diplomacy:

1. The first method is daily communication with a foreign audience to explain the foreign policy of the state (this role is performed by embassies, consulates, representative offices of organizations)

2. The second method is the implementation of campaigns aimed at promoting the brand of the state ("Ukraine: Freedom, Dignity, Creativity")

3. The third method is projects aimed at building equal relations between countries ("Українська публічна дипломатія", n. d.).

**5. Prospects for the development of public diplomacy in the context of a hybrid war in Ukraine**

Currently, the Public Diplomacy Strategy of the Ministry of Foreign Affairs (fig. 2) is the first such document of the ministry. While developing this document, we set ourselves an ambitious goal – to bring to a strategic level effort to create a positive image of Ukraine in the world.


Fig 2. Public Diplomacy Strategy of the Ministry of Foreign Affairs

The image and reputation of the country are formed not only by the tools of public diplomacy. Public diplomacy is only a component of the state's strategic communications, and the process of forming a positive image of Ukraine in the world requires close coordination with all relevant institutions, both state and non-state.

In order for the world to know more about Ukraine, all efforts in this direction must be systematic and coordinated – we must speak with one voice and represent Ukraine synchronously. That is why special attention is paid in the strategy to the importance of using the Ukraine Now brand and common narratives for a clearer positioning of Ukraine in the world.

The strategy was developed primarily for the Ministry of Foreign Affairs, foreign diplomatic institutions of Ukraine and the Ukrainian Institute. However, I encourage all subjects of public diplomacy to join the implementation of the strategy and the formation of a positive image of Ukraine in the world, because only with joint efforts will we achieve our goal (“Стратегія Публічної дипломатії “, n. d.).

Areas of public diplomacy:

The main directions of public diplomacy are cultural, economic, expert, culinary, scientific and educational, sports and digital diplomacy.

Implementation of the strategy requires a balanced approach to the planning and implementation of projects and activities in the field of public diplomacy, which is not based only on cultural and humanitarian cooperation and the development of intercultural ties with other countries.

Tools of cultural and expert diplomacy, among other things, are used to promote the topic of countering russian aggression (in particular, issues of de-occupation, violation of human rights, disinformation, etc.) for politicians, civil servants, experts and scientists of foreign countries, within the framework of international organizations, etc. (“Стратегія Публічної дипломатії “, n. d.).

Principles of Public Diplomacy:

1. PROJECT MANAGEMENT: all activities in the field of public diplomacy are built in accordance with the principles of project management, including expediency, leadership, interaction, dynamic planning, effectiveness, performance evaluation, accountability, controllability.

2. INNOVATION: subjects of public diplomacy support innovative development, study and use new technologies and approaches to increase the efficiency of their activities.

3. RESPECT FOR CULTURAL DIVERSITY: subjects of public diplomacy in their activities take into account the cultural characteristics of different peoples of the world in order to preserve and develop cultural diversity and counteract any forms of discrimination, enmity and other forms of erosion of the unity of human communities.

4. PEOPLE-CENTRICITY: a person, his life and rights have the highest value.

5. RESPONSIBILITY: subjects of public diplomacy comply with the laws of Ukraine and host countries, norms of international law, generally recognized ethical norms.

Strategic goals of Public Diplomacy

- Goal 1. The world knows more about Ukraine
- Goal 2. Ukraine is perceived in the world as a democratic European country that is moving towards full membership in the EU and NATO in the face of external aggression
- Goal 3. In its foreign policy, Ukraine relies on an effective system of countering harmful narratives directed against it (“Стратегія Публічної дипломатії “, n. d.).

## 6. Conclusions

Consequently, summarizing all of the above, we can draw the following conclusions that Hybrid war is a combination of the use of conventional weapons, guerrilla warfare, terrorism, and cyber warfare. It aims to create internal social contradictions through propaganda with its transition into an information war; creation of economic problems due to economic confrontation with the transition to economic war and opposition to the ties of the victim country with neighboring countries. russia's aggression in eastern Ukraine and the subsequent military invasion on February 24, 2022 are a vivid example of hybrid warfare. In this case, certain methods are widely used. Methods of waging hybrid war: information sabotage, espionage, export of corruption, discrediting of state structures, support of destructive forces, as well as waging of Twittplomacy. “Twitter diplomacy” is proof that social networks today offer wide opportunities for political activity. It is “Twitter – diplomacy” that is an effective tool of foreign policy and can rightly be considered a supplement to the traditional diplomacy of Ukraine due to a large number of additional tools and a wide audience engagement.

Public diplomacy is a tool of Ukraine's foreign policy, the purpose of which is to create and strengthen a positive image of the country and its society.

Ukraine's public diplomacy is the main means of promoting “soft power” according to sources: values of internal politics and social order; culture of the country; Foreign Policy. The prospects for the development of public diplomacy of Ukraine are the Strategy of Diplomacy of Ukraine of the Ministry of Foreign Affairs of Ukraine for 2021-2025, according to which the main directions, principles, and strategic goals of public diplomacy are formed.

**REFERENCES**


1. Гвоздь В., Божков В. Особливості та уроки «гібридної війни» Росії проти України. URL: https://bintel.org.ua/nukma/gibridnaja_vojna/ (Дата звернення: 23.10.2022).
2. Стратегія Публічної дипломатії МЗС України 2021-2025 рр. URL: https://mfa.gov.ua/storage/app/sites/1/%D0%A1%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D1%96%D1%97/public-diplomacy-strategy.pdf (Дата звернення: 30.10.2022).
3. Твіттер-дипломатія: Український Case Study #SupportUkraine. URL: https://voxukraine.org/twitter-diplomacy-supportukraine/ (Дата звернення: 07.11.2022).
4. Ткач В. Ф. Спецпропаганда як інформаційний складник гібридної війни Росії проти України. *Стратегічні пріоритети. Серія «Політика».* 2016. №1(38). С. 99-109.
5. Українська публічна дипломатія в період гібридної війни. URL: https://www.wiki.ukua.nina.az/%D0%9F%D1%83%D0%B1%D0%BB%D1%96%D1%87%D0%BD%D0%B0_%D0%B4%D0%B8%D0%B8.html (Дата звернення 15.11.2022).
6. Феськo І. В. Основні методи ведення війни в сучасному інформаційному суспільстві. URL: http://dspace.onua.edu.ua/bitstream/handle/11300/8876/Feskov%20APP_58-8.pdf;jsessionid=18D7908E9E1D927FCCEBB6C122B18A12?sequence=1 (Дата звернення: 13.11.2022)
7. Nye J. Soft Power: The Means to Success in World Politics. N.Y. : Public Affairs, 2004. URL: https://www.belfercenter.org/sites/default/files/legacy/files/joe_nye_wielding_soft_power.pdf (Дата звернення: 03.11.2022).
8. Radhika Chhabra, ‘Twitter Diplomacy: A Brief Analysis’, ORF Issue Brief No. 335, January 2020, Observer Research Foundation. URL: https://www.orfonline.org/wp-content/uploads/2020/01/ORF_IssueBrief_335_TwitterDiplomacy.pdf (Дата звернення: 05.11.2022).

# STRATÉGIE MARKETING DES MARQUES DE MODE DE LUXE (SUR L'EXEMPLE DE CHANEL)

*O. Mukhachova,*
*N. T. Bezvesilna (consultante linguistique)*
*Université nationale V. N. Karazin, Kharkiv*

**Mukhachova O., Bezvesilna N. T. Stratégie marketing des marques de mode de luxe (sur l'exemple de Chanel).** L'article présente la stratégie marketing des marques de mode de luxe sur l'exemple de Chanel et les tendances de son développement. Chanel se positionne comme une marque d'élite, et cela est évident dans ses produits, ses prix, l'emplacement de ses magasins et sa publicité.

**Mots-clés:** Stratégie marketing, luxe, marque, mode.

**Мухачова О., Безвесільна Н. Т. Маркетингова стратегія люкс-брендів моди (на прикладі Chanel).** У статті визначено маркетингову стратегію люкс-брендів моди на прикладі Chanel та тенденції її розвитку. Chanel позиціонує себе як елітний бренд, і це виявляється у його продуктах, у його цінах, розташуванні магазинів та рекламі.

**Ключові слова:** Маркетингова стратегія, люкс, бренд, мода.

## 1. Introduction

L'objet de l'article est l'étude de la stratégie marketing. Le sujet est la stratégie marketing des marques de mode de luxe sur l'exemple de la marque Chanel. Le but de l'étude est d'étudier la stratégie marketing des marques de mode de luxe en utilisant l'exemple de Chanel et de déterminer ses tendances. Pour ce faire, il est nécessaire d'analyser l'ensemble des activités de marketing prises dans cette entreprise.

## 2. Stratégie marketing Chanel

Le marketing mix de McCarthy est un mélange de marketing comme une combinaison de tous les facteurs qu'un directeur marketing parvient à satisfaire le marché cible. Ces facteurs ont été regroupés en quatre éléments ou 4P, à savoir le produit, le prix, la promotion et le lieu (Chai Lee Goi, n. d.).

En ce qui concerne le premier, les produits Chanel ont une réputation d'élite, ils sont utilisés par de nombreuses personnes célèbres. Le facteur de qualité du produit pour Chanel est particulièrement important pour l'entreprise, tout défaut mineur peut entraîner de graves dommages à l'image d'une marque d'élite. Chanel ne se lance pas dans la production de masse et fabrique des produits limités, en particulier dans le segment des vêtements et des bijoux à la mode. L'entreprise est connue à cause de ses produits simples et élégants fabriqués à partir de matières premières coûteuses et précieuses. Sa ligne de mode se compose exclusivement de tons pastel, tels que le beige et le noir (« Chanel Marketing Strategy », n. d.).

Dans cette optique, les prix des produits sont élevés mais dépendent de la catégorie de produits. Par exemple, la haute couture coûte entre 10 000 $ et 60 000 $, et le prix le plus élevé atteint plus de 100 000 $. Les coûts des vêtements décontractés réguliers se situent principalement entre 1000 $ et 50 000 $. Chanel augmente également constamment ses prix, par exemple, en 2021, il y a eu trois augmentations de prix. Chanel a déclaré dans un communiqué : « Ce qui a été mis en place hier n'est pas une augmentation de prix, mais une harmonisation des prix pour l'ensemble de notre offre en magasin, un principe que nous appliquons depuis 2015 et qui vise à éviter des écarts de prix excessifs entre les marchés où nous sommes présents » (Reuters, n. d.).

Dans sa publicité, Chanel utilise des associations associées à son image de marque. L'image de marque est le processus consistant à donner un sens à une organisation, une entreprise, des produits ou des services particuliers en créant et en construisant une marque dans l'esprit des consommateurs. C'est une stratégie développée par les organisations pour aider les gens à identifier et à sentir rapidement leur marque, ainsi que pour leur donner une raison de préférer leurs produits aux produits concurrents en expliquant ce qu'est cette marque particulière et ce qui ne l'est pas. Les valeurs culturelles de Chanel ont été définies comme la simplicité, la sophistication, l'anticipation et la libération, et l'une des missions de la marque est de « servir la femme autonome d'aujourd'hui qui crée son destin ». Dans le même temps, lors des enquêtes auprès des utilisateurs, des associations telles que à la mode, élégant, de haute qualité et cher apparaissent le plus souvent.

Pour les promotions, la marque fait généralement la publicité de ses produits dans des magazines de mode haut de gamme tels que Marie Claire, Harper's Bazaar, Vogue, Elle, etc. Chanel fait également du marketing outlet, en utilisant des plans de magasin élégants et une utilisation créative de mannequins pour attirer les clients avec leurs boutiques (Marion Andrivet, n. d.).

Avec le boom actuel des réseaux sociaux et l'attention de la jeune génération sur eux, Chanel a son propre compte Instagram officiel et au 20.11.2022 a 53 millions d'adeptes. Sur Instagram, la marque a également une page officielle distincte pour ses produits de maquillage, appelée Chanel Beauty, où elle télécharge des photos et des vidéos de spectacles, de publicités, de photos et de vidéos avec des stars, et montre également comment exactement telle ou telle image peut être reproduite. Chanel a également une page YouTube avec 2,04 millions d'abonnés et télécharge des enregistrements de spectacles et d'événements, de publicités, de tutoriels de maquillage utilisant des produits Chanel et une série de rouleaux sur l'histoire de la marque appelée « Inside Chanel ». La plupart des contenus ne sont pas adaptés au format des réseaux sociaux et à leurs tendances, mais ne sont qu'une version adaptée de la publicité. Chanel a un compte sur la plate-forme Facebook, où les produits de marque marque peuvent également être achetés. La marque n'est pas présente sur TikTok (CHANEL Twitter, n. d.).

Chanel fait également appel à des ambassadeurs pour faire la promotion de sa marque. Un ambassadeur (ou ambassadeur de marque) est une personne passionnée par une organisation ou sa marque et qui participe à des activités, souvent sur les médias sociaux, qui donnent de l'importance à la marque pour les consommateurs. Les entreprises utilisent des ambassadeurs de marque à des fins diverses, allant de la vitrine publicitaire à la coopération stratégique. L'une des différences fondamentales entre le terme « ambassadeur de marque » et le terme plus général « influenceur » sur les médias sociaux peut être un lien avec une organisation. Un influenceur est généralement « indépendant » de l'organisation, tandis qu'un ambassadeur de marque peut être associé par une relation explicite avec une marque ou une entreprise (Smith, Kendall, Knighton, Wright, n. d.).

L'ambassadrice mondiale de Chanel est désormais Charlotte Casiraghi. Les ambassadeurs qui ont participé et soutenu la campagne Chanel Cruise 2022/23 étaient Kristen Stewart, Sofia Coppola, Charlotte Casiraghi, G-Dragon, Tilda Swinton, Vanessa Paradis, Carol Bouquet, Haja Nin, Carolyn de Megre, Abd Al Malik et Sebastian Tellier. Le défilé Prêt-à-Porter Printemps-Eté 2023 de CHANEL a réuni les ambassadrices de la maison Jenny, Kristen Stewart, Rebecca Marder, Caridha Touré, Lina Coudry, Carolyn de Magre et Stromae (CHANEL Official Website, n. d.).

Les magasins Chanel sont généralement situés dans des zones d'élite. Il a également ses propres magasins dans les aéroports, car c'est là que la plupart des clients potentiels voyagent. Les magasins Chanel se trouvent même dans le hall des hôtels de luxe cinq étoiles, qui servent à nouveau la clientèle cible. Chanel a son propre site web où vous pouvez voir le prix des choses, mais vous ne pouvez commander qu'avec livraison à domicile: lunettes, bijoux, montres, parfums, maquillage, produits de soins de la peau. Mais vous ne pouvez acheter des vêtements, des œuvres d'art anniversaire, des sacs Chanel que dans des boutiques de marque et des pop-up stores qui s'ouvrent dans le monde entier pour certains événements comme l'Atelier Beauté Chanel à Austin avant le festival SXSW et avant les célébrations de la campagne de Noël N°5 L'Eau à New York en 2019. Cette stratégie n'a pas changé, même pendant la pandémie: même lorsque la marque a été contrainte de fermer des magasins en raison de restrictions, Chanel a suivi sa stratégie de longue date consistant à ne pas vendre de vêtements, de montres et de bijoux fins en ligne. Au lieu de cela, comme de nombreux concurrents, elle a transformé ses vendeurs en acheteurs personnels qui montrent les collections aux clients, organisent les essayages et les livraisons personnalisées à domicile et restent en contact avec la nouvelle application, a déclaré Blondio, directeur financier de la marque (« Chanel Opens », n. d.).

Afin d'augmenter ses bénéfices, la marque ouvre de nouveaux magasins pour une clientèle fortunée. Avec la sensibilisation accrue des consommateurs à l'environnement, Chanel tente de mettre en place son propre programme environnemental appelé « Mission 1,5° », qui contient notamment un plan de réduction des émissions de dioxyde de carbone dans les activités de l'entreprise (« Revenue of selected luxury », n. d.).

## 3. Conclusions

L'article analyse la stratégie marketing des marques de mode de luxe à l'exemple de Chanel et les tendances de son développement. Chanel se positionne comme une marque d'élite, et cela se manifeste dans ses produits, qui sont de très haute qualité, à des prix élevés, l'emplacement des magasins dans les zones d'élite. Cela se manifeste également dans la publicité de la marque, à travers laquelle Chanel se positionne comme une marque élégante pour les femmes fortes et vers laquelle des personnes célèbres sont attirées en tant qu'ambassadrices. Aujourd'hui, la marque change de stratégie marketing en raison des conséquences de la guerre de la Russie en Ukraine, de la pandémie, ainsi que d'une plus grande sensibilisation des consommateurs à l'environnement.

**LITTÉRATURE**


1. Chai Lee Goi. *A Review of Marketing Mix: 4Ps or More?* URL: https://pdfs.semanticscholar.org/006a/f4780f1cff9f7075ab5b7073f4cebb32c3d5.pdf [Accessed 20 Nov. 2022].
2. Chanel Marketing Strategy & Marketing Mix (4Ps). URL: https://www.mbaskool.com/marketing-mix/products/17280-chanel.html [Accessed 20 Nov. 2022].
3. CHANEL Official Website. URL: https://www.chanel.com/# [Accessed 20 Nov. 2022].
4. Chanel Opens An Atelier Beauté Chanel Pop-Up In Austin For SXSW. *Forbes.* URL: https://www.forbes.com/sites/celiashatzman/2022/02/08/chanel-opens-an-atelier-beaut-chanel-pop-up-in-austin-for-sxsw/?sh=660f129f37a3 [Accessed 20 Nov. 2022].
5. CHANEL Twitter. URL: https://twitter.com/chanel [Accessed 20 Nov. 2022].
6. Marion Andrivet. *What Is Branding?* URL: https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/ [Accessed 20 Nov. 2022].
7. Reuters. URL: https://www.reuters.com/ [Accessed 20 Nov. 2022].
8. Revenue of selected luxury fashion brands in Russia from 2019 to 2021 (in billion Russian rubles). *Statista.* URL: https://www.statista.com/statistics/1113230/russia-sales-turnover-of-luxury-fashion-brands/ [Accessed 20 Nov. 2022].
9. Smith, B. G., Kendall, M. C., Knighton, D., Wright, T. Rise of the Brand Ambassador: Social Stake, Corporate Social Responsibility and Influence among the Social Media Influencers. URL: https://hrcak.srce.hr/file/300662 [Accessed 20 Nov. 2022].

# PROBLEMS AND PROSPECTS OF ELECTRIC VEHICLES FOR THE BMW GROUP

*O. V. Mukhachova,*
*M. V. Karpusenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Mukhachova O. V., Karpusenko M. V. Problems and prospects of electric vehicles for the BMW Group.** The article analyzes the main problems and prospects of electric vehicles in the automotive industry on the example of BMW Group. BMW Group has been selling electric cars since 2011. But the electric scooters remain to be a rather underdeveloped sector for the company, with the BMW Group only having had two series of them. With more and more people becoming conscious about the environment, there is a huge potential for electric vehicles and the company could face reputational and legal problems when failing to develop these types of innovations.

**Keywords:** automotive industry, electric vehicles, BMW.

**Мухачова О. В., Карпусенко М. В. Проблеми та перспективи електромобілів для BMW Group.** У статті аналізуються основні проблеми та перспективи електромобілів в автомобільній промисловості на прикладі BMW Group. BMW Group продає електромобілі з 2011 року. Але електричні скутери залишаються досить слаборозвиненим сектором для компанії, оскільки BMW Group за свою історію пропонувало лише дві серії таких скутерів. З огляду на те, що все більше людей починають бути свідомими з теми навколишнього середовища, електромобілі мають величезний потенціал, і компанія може зіткнутися з репутаційними та юридичними проблемами, якщо не зможе розробити ці типи інновацій.

**Ключові слова:** автомобільна промисловість, електромобілі, BMW.

## 1. Introduction

The o b j e c t of the article is the comprehensive research of problems and perspectives of electric vehicles. The s u b j e c t is problems and prospects of electric vehicles for the BMW Group. The p u r p o s e of the study is to examine the current trends of development and commercial, legal and social aspects of developing electric cars and the problems and opportunities that arise from these. To achieve this, it is crucial to examine the current trends of development and commercial, legal and social aspects of developing electric cars and the problems and opportunities that arise from these.

## 2. History of development and sales of electrical vehicles at BMW Group

In 1969, the BMW Group began constructing two experimental vehicles with the aim of investigating the suitability of an electric unit for everyday life. The first model of an all-electric vehicle – the BMW E1 – was presented at the 1991 Frankfurt Motor Show. However, it gained a bad reputation among the public for one accident when the car caught on fire while charging. It was not put into production for financial reasons (“The dawn of an electric era”, n. d.; “This electric BMW”, n. d.).

The third milestone in this direction happened only in 2009: the BMW Group presented its first hybrid production vehicles. It was the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6 SAC. That year, BMW ActiveHybrid X6 accounted for only 3.9 percent of overall unit sales, but it paved the way for other eco-cars (“The dawn of an electric era”, n. d.; BMW Group Annual Report).

Two years later, on February 21, 2011, BMW i3 was launched. It was the company’s first mass-produced electric vehicle, which also had a passenger cell made of carbon fiber-reinforced plastic for the first time. The model was a huge success for the BMW Group. In its first year in the market, BMW i3 ranked third among all pure electric cars sold worldwide. It also brought a lot of new customers for the company: four out of five BMW i3 buyers were new customers for BMW. Production of the model came to an end in the summer of 2022, but the company claims that BMW i3 still remains an inspiration for many of their electric vehicles (“The dawn of an electric era”, n. d.; “Statement and presentation”, 2015).

The model was followed by the hybrid BMW i8 as a coupé in 2014 and as a roadster from 2018 (“The dawn of an electric era”, n. d.).

## 3. Current state of electric vehicles in the BMW Group

The BMW Group currently has two series of electric vehicles: BMW iX and BMW i4. The company also produces electric and hybrid vehicles under its brand MINI (“BMW All-Electric Vehicles”, n. d.; “Electric Models”, n. d.).

The BMW Group currently has only had two series of electric scooters: the BMW C evolution (which is now discontinued) and the BMW CE 04. However, Vice President of BMW Motorrad of North America Trudy Hardy thinks that it can solve some transportation challenges and with this bring new people into the brand that might not have considered a motorcycle (“The new BMW C evolution”, n. d.; “CE 04”, n. d.)

The BMW Group sold a total of 128,196 fully-electric BMW and MINI vehicles in the first nine months of 2022 – more than double its battery-powered electric vehicles sales in the same period of last year (+114.8%). The company was thus able to translate strong interest in its fully-electric products into robust growth ("Dynamic growth", n. d.).

**4. Electric vehicles: legal aspect**

Another important aspect is the reputation of the company that can drop in the eyes of the public after certain lawsuits. Last year, the European Commission fined Volkswagen Group and BMW for colluding with Daimler to hold back the development of technology that could have reduced harmful emissions from their vehicles. In a press release on the situation, the BMW Group stated that the European Commission had "dropped most of its charges of antitrust violations" and there was "no indication of collusion … relating to the use of prohibited defeat devices to manipulate exhaust gas tests". BMW Group was still fined about 373 million euros for infringements of competition law ("Antitrust: Commission fines", n. d.; "Antitrust investigation", n. d.).

Recently, German non-governmental organisation Deutsche Umwelthilfe (DUH) has filed a lawsuit against automakers BMW and Daimler for refusing to tighten carbon emissions goals ("EXPLAINER-Why", n. d.).

The results of this process can not be predicted, as on September 20, 2021, the same organization filed an action against Mercedes-Benz in the Regional Court of Stuttgart for not yet having clearly and irreversibly committed to phase out the sale of passenger cars with internal combustion engines by 2030. Deutsche Umwelthilfe relies on the earlier decision by the Federal Constitutional Court on the German Climate Protection Act, where the Court accepted that Germany has a limited total CO2 emissions budget remaining at its disposal. On September 13, 2022, the Regional Court of Stuttgart dismissed the case, saying that it is up to the legislator to decide the appropriate measures to protect the climate. The court went on to state that this could not be preempted by an individual action before a civil court. This can seem the end of the case, but Deutsche Umwelthilfe has announced that it will appeal this decision before the Higher Regional Court of Stuttgart ("Deutsche Umwelthilfe ", n. d.).

With electrification being one of the main goals of the European Green Cars Initiative and a recent study published by Greenpeace saying that to meet the goals of the Paris Climate Agreement, cars with internal combustion engines need to be "phased out", more regulations against cars with internal combustion engines can be awaited. And thus there are more perspectives for electric vehicles ("European Green Cars Initiative", n. d.; "The Internal Combustion Engine Bubble", n. d.).

**5. Electric vehicles: societal aspect.**

In 2017, the Advertising Standards Authority of UK censured an advertising for BMW i3 model for claiming an electric car equipped with a small petrol engine was "zero emissions" and "a clean car and helps to give back to the environment". Unlike the hybrid cars, in BMW i3, petrol engine is only used to maintain the charge on the electric drive. However, the Authority said that the petrol engine had an emissions value that could be quantified, and has ordered the advertisement to be withdrawn ("BMW electric car", n. d.).

Other than that, public reactions on electric vehicles are quite positive, mostly correlating with thoughts about the environment and changing infrastructure, while online interest for EVs is increasing rapidly ("What Are The Consumer", n. d.).

**6. Conclusions: problems and prospects.**

The article analyzes the problems and perspectives of electric vehicles for the BMW Group. The first model of an all-electric vehicle by BMW was presented in 1991. The first mass-produced electric vehicle, BMW i3, was presented in 2011 and was a huge success for the company. The BMW Group currently sells two series of electric vehicles and one series of electric scooters. With the current pace of increase in electric car sales and positive reputation among the public, there is a huge potential in this field. Prospects in electric scooter series can lie in the area of solving transportation challenges and thus bringing in new customers. When advertised carefully, there is a low chance of scandals connected with electric vehicles.

Problems could lie within the legal field with more government regulations coming. The company's reputation could have dropped after slowing down development of innovations that can reduce harmful emissions, but this didn't turn out to be the case for BMW Group. Nonetheless, the company is now facing a civil lawsuit for refusal to tighten its carbon emission goals.

**REFERENCES**


1. The dawn of an electric era. *BMW.com*. URL: https://www.bmw.com/en/magazine/innovation/bmw-1602-electric-50th-birthday-at-european-championships-munich-2022.html#:~:text=Three%20years%20after%20the%20BMW%20Group%20began%20its%20research%20and,the%20first%20BMW%20electric%20car
2. This electric BMW from the '90s was impressive even by today's standards. *Business Insider*. URL: https://www.businessinsider.com/photos-bmw-e1-classic-electric-car-2016-4
3. BMW Group Annual Report 2009. URL: https://www.press.bmwgroup.com/global/article/detail/T0078538EN/bmw-group-annual-report-2009?language=en
4. Statement and presentation by Dr. Norbert Reithofer, Chairman of the Board of Management of BMW AG, Annual Accounts Press Conference in Munich on 18 March 2015. URL: https://www.press.bmwgroup.com/global/article/detail/T0208743EN/statement-and-presentation-by-dr-norbert-reithofer-chairman-of-the-board-of-management-of-bmw-ag
5. BMW All-Electric Vehicles. *BMW USA*. URL: https://www.bmwusa.com/all-electric.html
6. Electric Models. *MINI USA*. URL: https://www.miniusa.com/model/electric-vehicles.html
7. The new BMW C evolution. URL: https://www.press.bmwgroup.com/global/article/detail/T0263449EN/the-new-bmw-c-evolution?language=en
8. CE 04. *BMW Motorrad*. URL: https://www.bmwmotorcycles.com/en/models/urban_mobility/ce04.html
9. Dynamic growth in e-mobility: BMW Group doubles sales of fully-electric vehicles. URL: https://www.press.bmwgroup.com/global/article/detail/T0404539EN/dynamic-growth-in-e-mobility:-bmw-group-doubles-sales-of-fully-electric-vehicles?language=en
10. Antitrust: Commission fines car manufacturers €875 million for restricting competition in emission cleaning for new diesel passenger cars. URL:

https://ec.europa.eu/commission/presscorner/detail/it/ip_21_3581

11. Antitrust investigation against automotive manufacturers: European Commission drops most charges against BMW Group. URL: https://www.press.bmwgroup.com/global/article/detail/T0337690EN/antitrust-investigation-against-automotive-manufacturers:-european-commission-drops-most-charges-against-bmw-group?language=en
12. EXPLAINER-Why are BMW and Daimler being sued over climate change? *Reuters*. URL: https://www.reuters.com/article/climate-change-germany-court-idCNL1N2QM0AI
13. Deutsche Umwelthilfe (DUH) v. Mercedes-Benz AG – Climate Change Litigation. URL: http://climatecasechart.com/non-us-case/deutsche-umwelthilfe-duh-v-mercedes-benz-ag/
14. European Green Cars Initiative – Towards an electric future? URL: https://www.globalccsinstitute.com/archive/hub/publications/115663/european-green-cars-initiative.pdf
15. The Internal Combustion Engine Bubble. *Greenpeace*. URL: https://www.greenpeace.de/publikationen/ICE-Bubble_2.pdf
16. BMW electric car ad banned over misleading 'clean car' claims. *The Guardian*. URL: https://www.theguardian.com/environment/2017/dec/06/bmw-electric-car-ad-banned-over-misleading-clean-car-claims
17. What Are The Consumer and Societal Reactions Towards Electric Vehicles? *GreenBook*. URL: https://www.greenbook.org/mr/insights/what-are-consumer-reactions-to-electric-vehicles/

# STRATEGIC PLANNING IN THE HOSPITALITY INDUSTRY

***V. O. Myshachenko,***
***N. M. Startseva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Myshachenko V. O., Startseva N. M. Strategic planning in the hospitality industry.** The article analyzes the theoretical basis of strategic planning, defines steps that have to be done during the creation of a strategic plan, and gives five most popular modern approaches which are used in strategic planning. Strategic planning is an interactive process that highly depends on a leader's knowledge. Effective strategic planning has a lot of benefits. It forces organizations to be aware of the future state of opportunities and challenges in the development of business, to anticipate risks, and to understand what resources will be needed to seize opportunities and overcome strategic challenges. Strategic planning can enhance business plans and company efficiency. There is an acute necessity of implementing new approaches and modern methods which are given in this article.

**Keywords:** approach, business plan, challenges, efficiency, opportunities, risks, strategic planning.

**Мишаченко В. О., Старцева Н. М. Стратегічне планування в індустрії гостинності.** У статті проаналізовано теоретичні основи стратегічного планування, зазначено кроки, які необхідно виконати під час створення стратегічного плану, та надано п'ять найпопулярніших сучасних підходів, які застосовуються в стратегічному плануванні. Стратегічне планування – це інтерактивний процес, що напряму залежить від знань лідера. Ефективне стратегічне планування має багато переваг. Воно змушує організації бути обізнаними щодо майбутнього стану можливостей та викликів у розвитку бізнесу, передбачати ризики та зрозуміти, які ресурси знадобляться для того, щоб викоритсати можливості та подолати стратегічні труднощі. стратегічне планування може удосконалити бізнес плани та ефективність компанії. Існує гостра необхідність впровадження нових підходів та сучасних методів, що надані в цій статті.

**Ключові слова:** бізнес план, виклики, ефективність, можливості, підхід, ризики, стратегічне планування.

## 1. Introduction

A lot of drawbacks of modern management lead to the low-level efficiency of strategic planning in the hospitality industry. There is an acute necessity of implementing new approaches and modern methods and further improving the non-effective management system. This study is relevant as strategic planning is vitally important in enterprise management and its improvement will encourage company efficiency. Hax and Maijluf (1996) highlighted that "to confront deviations in the external and internal situation, to respond to developing challenges and to accomplish organizational excellence, strategic planning is required."

The aim of the article is a comprehensive research of the basic aspects of strategic planning, defining the theoretical basis of strategic planning in the hospitality industry, studying the steps in the strategic planning process, and clarifying modern approaches to strategic planning. The problems in the development of a strategic planning system are to be discovered, different strategic planning types to be described and the steps of creating a strategic plan in the hospitality industry to be defined.

## 2. Strategic planning in the hospitality industry

### 2.1. The theoretical basis of strategic planning

Mary K. Pratt and Stephen J. Bigelow (2022) write that strategic planning is a process in which an organization's leaders define their vision for the future of an organization and identify their organization's goals and objectives. The process includes establishing the sequence in which those goals should be realized so that the organization can reach this vision. The concept of strategic planning is often confused with business planning. The crucial difference between them is that strategic planning concentrates on mid-term and long-term goals while business planning concentrates only on short-term, tactical goals.

C. Kiritharan Nair and P. Amresh (2016) highlighted that the purpose of strategic planning is to produce strategic facilities, represent the agreed guidelines, follow their application proficiently and grow the initiative and provide operative participation. In other words, the aim of strategic planning is to give direction and put forward organizational goals for the business. Without this process, it's impossible to understand whether a business moves in the correct direction.

During strategic planning, its main product – a strategic plan – is created. It has to be updated quite often to reflect all the strategic changes. A good strategic plan should correspond to these three demands: it should be easily shared, easily followed, and easily understood by different people. C. Kiritharan Nair and P. Amresh (2016) emphasized that strategic planning aligns a group with its environment to accomplish goals and make an available direction to achieve the organization's desired future.

According to Mary K. Pratt and Stephen J. Bigelow (2022), strategic planning definitely should involve these aspects: the mission, the goals, alignment with short-term goals, evaluation, and revision.

During creating a strategic plan we should take into account the organization’s *mission* which describes the company itself, what it does, and in what direction it moves. For example, a business in the hospitality industry can have a mission to become a leader among the hotels of a city or town.

Also, the company’s *goals* have to be selected. These goals should be SMART (S – specific, M – measurable, A – achievable, R – realistic, T – time-bound). For the hotel enterprise mentioned above, a goal can be to increase the number of guests by 25% by the end of the year. It’s quite important for the goal to *align with short-term goals*.

The strategic plan should be a tool for *progress evaluation and revision*. It should make a hint to business leaders about necessary changes and adjustments.

There are typically three areas under the focus of strategic planning. They are business, corporate and functional areas. Therefore there are three main types of strategic plans: *business-centric, corporate-centric and functional-centric*. A *business-centric* strategic plan has the aim to create competitive advantages and opportunities for the growth of a business. It’s the most typical strategic plan. A *corporate-centric* strategic plan focuses on organizing the structure, policies, and processes of a business. A *function-centric* strategic plan focuses on a granular examination of specific departments or segments. It has to be mentioned that in the majority of cases any strategic plan will combine all these three types.

### 2.2. The steps in the strategic planning process

The strategic planning process is a cycle rather than a list and it’s quite hard to define the correct order of the steps. In a perfect situation, they go one after another and never finish. In this article, we will look at the five most important of them, according to Mary K. Pratt and Stephen J. Bigelow (2022): to identify, prioritize, develop, implement, and update.

At the very beginning of the strategic planning cycle, our task is to *identify* a business’s current strategic position. Here SWOT (S – strengths, W – weaknesses, O – opportunities, and T – threats) analysis can be applied. For an average administration, SWOT analysis helps to make a plan, describe a problem and provide a solution to the problem, make a tactic and give a logical decision. It is a tool for inspecting an industry and its environment. It is the first stage of planning which helps to emphasize key issues. C.Kiritharan Nair and P.Amresh (2016) highlighted that SWOT analysis of the hotel industry in this respect can deliver a thorough insight into whether or not the industry is donating towards the success of its goals. SWOT analysis is scalable, cooperative, and cost-efficient.

Next, the company mission and goals must be *defined* and *prioritized*. Strategic planning prioritizes the most important, relevant, and urgent goals. Goals may include careful consideration of resource requirements such as budgets and equipment.

The next step is the most important in strategic planning and it is called *development*. At this stage, stakeholders have to collaborate to formulate the tactics which are necessary for gaining the strategic aim. During this process, a strategy map can help to visualize the plan. It’s really important to remember that if an initiative doesn’t correspond to a long-term goal, it has to be eliminated.

As soon as the stage of development is over, the plan has to be *implemented*. At this stage according to Mary K. Pratt and Stephen J. Bigelow (2022), management has to set responsibilities, make investments, adjust policies and processes, and establish measurement and reporting.

Taking into account that nothing keeps still in the world and especially in business, our strategic plan has to be *updated* from time to time. It should be done to adjust priorities and reevaluate goals according to the changes in business conditions and emerging of new opportunities. A question follows – how often the strategic plan has to be updated? Mary K. Pratt and Stephen J. Bigelow (2022) mention that there are no uniform requirements to dictate the frequency of a strategic planning cycle. However, there are two common approaches – quarterly reviews and annual reviews. Anyway, timing should be flexible to serve the needs of a company.

### 2.3. Modern approaches to strategic planning

There are lots of different approaches to strategic planning. Of course, all of them have their advantages and disadvantages, so we can’t say that some of them are better and others are worse. To choose the best approach one should take into account the current state of affairs in the company. We are going to highlight five most popular approaches according to Shepherd Smith.

The first one is called Balanced Scorecard and was created by Drs. Robert Kaplan and David Norton. It works with

- the company's objectives (high-level organizational goals),
- measures (help you understand if you're accomplishing your objective strategically),
- initiatives (key action programs that help you achieve your objectives).

Balanced Scorecard is an effective, proven way to get a company's team on the same page with its strategy.

The next is called Strategy Map. It is a visual tool designed to clearly communicate a strategic plan and achieve high-level business goals. It is usually a part of Balanced Scorecard approach. A company really can benefit from using a strategy map, because it provides a simple, clear, visual representation that is easily referred back to; unifies all goals into a single strategy; gives every employee a clear goal to keep in mind while accomplishing tasks and measures; helps identify company's key goals.

The most popular, probably are SWOT analysis and PEST model. As SWOT analysis has already been briefly described in the previous paragraph, we can go right to PEST model. PEST includes four factors (P – political, E – economic, S – sociocultural, and T – technological). Sometimes a few extra letters can be added to this acronym – PESTEL – adding environmental and legal factors. STEEPLED stands for sociocultural, technological economic, environmental, political, legal, educational, and demographic factors. Each of these factors is used to look at an industry or business environment, and determine what could affect an organization's health.

And last but not least approach is called Gap Planning. Sometimes it is also called Need-Gap Analysis, Need Assessment, or the Strategic planning Gap. It is used to compare where an organization is now, where it wants to be, and how to bridge the gap between them. It is primarily used to identify specific internal deficiencies.

## 3. Conclusions

A strategic plan is a road that can lead a company to success or bury it without any chances for survival. Effective strategic planning has a lot of benefits. It provides an organization with a view of its future opportunities and challenges, helps anticipate risks, and understands what resources will be needed to seize opportunities and overcome strategic challenges. Strategic planning enhances operational plans and company efficiency. There is a necessity of implementing new approaches, modern methods, and improvement of the non-effective management system. Strategic planning is quite an interactive process that highly depends on a leader's knowledge.

The article defines steps in the creation of a strategic plan, these are identifying, defining, prioritizing, and implementing. Five most popular modern approaches used in strategic planning are described – Balanced Scorecard, Strategy Map, SWOT, PEST, and Gap Planning.

There are a lot of prospects in studying strategic planning because we still don't have enough information about avoiding risks and dealing with challenges. That's why this topic has to be carefully studied and analyzed.

**REFERENCES**


1. Bigelow S. J., Pratt M. K. TechTarget. 2022 March. URL: https://www.techtarget.com/searchcio/definition/strategic-planning
2. Hax. A. C. and N. S. Maijluf (1996). The Strategy Concept and Process: a Pragmatic Approach. Englewood Cliffs, NJ: Prentice Hall.
3. Kiritharan nair C., Amresh P. Development of Strategic Plan for Hotel Industries through Swot Analysis. SSRG International Journal of Mechanical Engineering. March 2016; 3(3): 6-10.
4. Rowley, D. J., Lujan, H. D., & Dolence, M. G. (1997). Strategic Change in Colleges and Universities. San Francisco, CA: Jossey-Bass Publishers.
5. Smith S. ClearPoint Strategy. URL: https://www.clearpointstrategy.com/strategic-planning-models/

# CONTEMPORARY ISSUES IN BANKING IN UKRAINE

***Y. V. Nesterova,***
***N. S. Bezsonova (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Nesterova Y. V., Bezsonova N. S. Contemporary issues in banking in Ukraine.** Ukraine's banking sector has remained surprisingly resilient so far during wartimes. This is an important achievement, as it helps to support economic activity and the well-being of the population, which continues to have access to basic banking services at home and abroad. Still, many challenges are already appearing, which will shape the sector in the years to come. This relates to the gradual removal of NBU emergency regulations and the return to inflation targeting once a stable ceasefire exists. The expected decline in asset quality will probably require additional recapitalization funds. As the sector is relatively small, this looks possible from a macroeconomic point of view, especially if foreign partners get involved.

**Keywords**: banks, banking services, banking system, consumers, economic damage, retail banking, risks

**Нестерова Ю. В., Безсонова Н. С. Сучасні проблеми банківської справи в Україні**. Банківський сектор України залишався напрочуд стійким під час війни. Це важливе досягнення, оскільки воно допомагає підтримувати економічну діяльність і добробут населення, яке продовжує мати доступ до основних банківських послуг вдома та за кордоном. Тим не менш, багато викликів уже з'являються, які будуть формувати сектор у найближчі роки. Це пов'язано з поступовим скасуванням надзвичайних положень НБУ та поверненням до таргетування інфляції після встановлення стабільного перемир'я. Очікуване зниження якості активів, ймовірно, потребуватиме додаткових коштів рекапіталізації. Оскільки цей сектор є відносно невеликим, це виглядає можливим з макроекономічної точки зору, особливо якщо в ньому будуть залучені іноземні партнери.

**Ключові слова**: банки, банківські послуги, банківська система, економічний збиток, роздрібний банкінг, ризики, споживачі.

## 1. Introduction

Over the past decade or so, banks have been affected by an array of shocks, which have transformed the industry. While all attention is rightfully focused on the human, social and economic damage and destruction caused by the Russian invasion of Ukraine, there are also encouraging signs of resilience and adequate policy making even under such difficult circumstances. Namely, these are continuing functioning of Ukraine's banking system as well as the domestic currency. The reasons for that are manifold, but prompt and comprehensive anti-crisis emergency regulation by the National Bank (NBU) was probably a key factor. Taking a positive perspective, the well-regulated sector entered this war in a rather good shape, and many similar challenges to the ones ahead, e.g. the emergence of bad loans, have been already tackled successfully after 2014.

## 2. Anti-crisis emergency measures

As the full-scale invasion started, the NBU quickly introduced new rules for the banking system and FX market under martial law, including temporary waivers from penalties on violations of capital and liquidity requirements and temporary cash withdrawal limits. Although a fiscal gap of USD 5 bn per month is large, international experts support the monetary budget financing so far, though some discussion is ongoing on its extent. Capital controls on FX transactions are still needed due to FX inflow shortages caused by massive export declines. The policy rate was frozen at the pre-war level until recently, keeping the banks' refinancing costs low. Overall, the NBU has announced all its measures and subsequent adjustments in a transparent way, which contributes to stability within the sector (National bank of Ukraine, 2022).

Digitalisation and COVID-related practices

Before Russia's full-scale invasion, the growing demand for contactless card and NFC payments was fueled by Ukraine's dynamic IT-sector. NFC technology via Apple Pay, for example, was offered by 62% of banks in Ukraine and both contactless card and NFC payments exceeded transactions with physical cards in 2021. The COVID pandemic and remote jobs accelerated the trend. As a result, Ukrainians who were forced to relocate keep operating and receiving payments using digital transactions.

The legacy of previous NBU banking sector reforms

Reforms of corporate governance in Ukraine's banking sector strengthened the role of supervisory boards as well as improved committee-based decision-making processes. Based on these fundamental steps, a more powerful and independent role of the regulator and a proper assessment of borrowers' credit quality were established. Further measures included increased capital and liquidity requirements as well as regular stress tests that reduced the number of banks by 50 percent since January 2015 to 71 in December 2021. The remaining banks have individually increased their net assets and experienced rising competition within the sector. Overall, Ukraine's banking sector is relatively small, but well capitalised. While the sector's net assets accounted for just 38% of GDP. Such measures are quite common in times of war as history shows. The temporary relaxation of certain prudential norms and the provision of sufficient liquidity to banks also helped to prevent a panic and ensure financial stability.

### 3. Further challenges to come as delayed shock

Even under a positive scenario of a quick end to this terrible war, there will be several major challenges that Ukraine's banking system and the regulator will face. Liquidity situation will likely tighten, given the recent policy rate hike by the NBU. The banks will have to deal with a sudden increase in the cost of funding on refinancing loans (amounting to UAH 145 bn), which will cost them 27% p.a. further on. The banks' financial performance will likely worsen, as a comparable increase in loan rates on this scale (which could offset the 15 p.p. rate hike) is unlikely – many corporate clients would be forced to go into restructuring. The government is also hesitant to increase the interest rates on its local bonds. So there are not many options left in terms of increasing the profitability for the banks, even though some banks might use the NBU's deposit certificates to earn the increased interest of 23% p.a. (Gorodnichenko, Churiy, 2022).

Therefore, they will likely look for other options on the funding side. Those banks which have no liquidity shortages and a small share of the refinancing loans in their liabilities, will likely rely on their short-term cheap hryvnia resources from the current accounts of individual and corporate clients, while trying to squeeze as much cash flow from the existing loan portfolio as possible. Those with a large share of refinancing loans in their balance sheets will be in trouble and might need to increase the deposit rates much faster to replace the 27% refinancing loans or try to secure additional funds from their shareholders. The deterioration of the asset quality can be realistically evaluated only within 3-6 months after a cessation of hostilities. The NBU will have to gradually return to macroprudential policies aimed at the sector's resilience. The banks will have to deal with the losses and capitalisation challenges.

There will be a need for extensive, banking system-wide asset quality review similar to the ones performed after 2014 to reveal the true situation. How to resolve NPLs (e.g. recapitalisation of individual banks versus setting up a centralised fund to deal with the expected surge in war-related NPLs) remains to be seen. Injections of fresh capital, which could be delivered by

IFIs, could become a form of international support. To improve banking supervision further and as part of Ukraine's possible path to future EU membership, policy makers should continue to gradually adjust local supervision standards to EU standards.

Promoting new lending will be the next challenge. It should support the post-war recovery but will be impeded by huge security risks associated with Ukraine's geopolitical position and de-facto limited access to credit. The revival of lending must closely follow the structure of Ukraine's post-war economy, and in the first stage, the provision of trade finance would be paramount. Risk sharing models between commercial banks, government, and IFIs/donors must be further developed via new instruments (e.g. guarantees and international insurance schemes (IMF, 2022).

The provision of new lending shall be allocated according to market principles, even though part of the costs may be (initially) paid from the public sector. However, this implies that there must be a continuation of the corporate governance reforms launched before the war, and no roll-back in this area.

Thus, after the war, several challenges for the sector and the regulator will emerge, connected with the exit strategies from the war-time policies like direct lending to the budget and the fixed exchange rate regime. The banks as well as international partners will have to find ways to deal with forthcoming NPL shocks and thus possible new rounds of capitalization.

Still, it is already obvious that the ongoing war will create long-lasting scars and challenges in the banking sector. The eventual transition back to a flexible FX rate system without controls will need to be managed gradually, and in a prudent way. The current practice of (partly) monetising the budget deficit needs also to be abolished in this process. Once a sustainable peace has been achieved, the conduct of stress tests will reveal the true picture of the hit to banks' balance sheets. In case recapitalization funds are required to deal with the expected surge in NPLs, international partners should contribute to their provision. But apart from dealing with bad debt caused by the war, the perspective of Ukraine and its partners should also be forward-looking, as new lending is needed to support the growth and recovery process in Ukraine. This new lending should be based on market conditions, with only selected government interventions in areas or segments where market failures can be expected.

## 4. Conclusion

The Ukrainian banking system is working without interruptions, despite massive missile strikes on Ukraine. The NBU maintains constant contact with the banks and takes every measure necessary to ensure their business-as-usual operation. The NBU has requested that the banks continue to provide services remotely and shift all branches into safe operating mode. The NBU's System of Electronic Payments (SEP) is working smoothly. Ukrainian-based banks are connected to the SEP and are making customer payments on a regular basis and withoout breaks. International card payment systems, NPS PROSTIR, and the NBU's BankID system are conducting business as usual. Cashless payments are being made in regular mode, through POS terminals and remote service channels (mobile and Internet banking). Retailers – shops, pharmacies, gas stations – continue to accept cashless payments. The NBU calls on all citizens to choose remote banking services over trips to bank branches as the threat of repeated missile attacks persists. It is advised that cashless is the safest and most reliable way to pay for goods and services under current conditions. Doing business online is much safer and more convenient at this time. Use only trusted data sources and have confidence in the Armed Forces of Ukraine.

## REFERENCES

1. Gorodnichenko, Y. and Churiy, O. (2022). Financial markets in the war and beyond. VoxUkraine, Link.
2. IMF (2022). Request for purchase under the rapid financing instrument and cancellation of stand-by arrangement – press release, staff report; and statement by the executive director for Ukraine. Country Report 22/74, Link.
3. National bank of Ukraine (2022). URL: https://bank.gov.ua/en/

# THE ENGLISH LANGUAGE AS AN INSTRUMENT OF INTERNATIONAL RELATIONS AND TOURISM DEVELOPMENT

***V. R. Oleksyn,***
***N. M. Startseva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Oleksyn V. R., Startseva N. M. The English language as an instrument of international relations and tourism development.** The article analyzes the status of English as an official language of international relations and tourism business. Its choice as the language of international relations was based on the economic and political situation of the countries where it was spoken. It is the language of international institutions, and as such English has acquired the features of a global language. The tourism sector contributes to the increase of revenues and employment in the world; the arrival of tourists to an area opens up opportunities for people to become entrepreneurs in the tourism sector. The article states that in order to provide comprehensive services, the employees in tourism business must have effective oral and written communication skills in English.

**Keywords:** communication skills, comprehensive services, the English language, international institutions, international relations, official language, tourism business.

**Олексин В. Р., Старцева Н. М. Англійська мова як інструмент міжнародних відносин та розвитку туризму.** У статті проаналізовано статус англійської мови як офіційної мови міжнародних відносин та туристичного бізнесу. Її вибір як мови міжнародних відносин ґрунтувався на економічному та політичному становищі країн, де вона була поширена. Вона є мовою міжнародних інституцій, і в цій якості англійська набула рис глобальної мови. Туристичний сектор сприяє збільшенню доходів і зайнятості населення у світі, приїзд туристів на ту чи іншу територію відкриває можливості для людей стати підприємцями в туристичній сфері. У статті зазначено, що для надання комплексних послуг працівники туристичного бізнесу повинні володіти ефективними навичками усного та письмового спілкування англійською мовою.

**Ключові слова:** англійська мова, комплексне обслуговування, комунікативні навички, міжнародні відносини, міжнародні інституції, офіційна мова, туристичний бізнес.

## 1. Introduction

English has become a common global language for all people living in the world in the twenty-first century and the entire globe now appears “narrow”, accessible, and familiar, notwithstanding certain differences in cultures, habits and customs. Because of its universal properties, English has been acknowledged as the global language by speakers of hundreds of other languages. Since science and technology have progressed, there have been significant changes in the lives of people all around the world. Furthermore, business, trade, and commerce have become worldwide, with most corporate organizations having offices in a variety of scountries and regions. English which is used as a global language in science, technology, business, education, travel, tourism, and other industries in order to maintain global links is the o b j e c t of the article. As it is the most widely used language not only by scientists, businesses, and the internet, but practically by every industry, including higher education, the tourism and hospitality industries, makes its analysis r e l e v a n t .

Prior to the twentieth century, French was regarded as a basic language, and it was taught as the first language in many high schools. Despite this, English was not entirely concealed. It has been studied as a second language till the beginning of the twentieth century, when it became a global language. The usage of English has extended throughout Europe as well as the rest of the world. This has occurred due to Britain's and America's progress in industry, economy, culture, and other areas. The official language of international relations nowadays is English.

## 2. Language problem

### 2.1. English as an interlanguage

Language is a shared resource. This suggests that the greater the communicative value of a language for an individual speaker, the more speakers there appear and as a result, its cultural worth as a commodity rises. It’s great value encourages more individuals to learn it, and favorable feedback spreads like wildfire. According to the usage and social purpose, languages may be classified into ethnic languages, common official languages, regional international languages. A research says that humanity's language system has a "star" structure. There is one language that serves as an “interlanguage” at each level of the system (Liu, Haitao, n. d.).

Those interlanguages serve the roles of common official languages, regional common languages, and international languages. In theory, these are the economic and political circumstances, rather than linguistic qualities that determine which languages play the primary role at each level. The languages are not equal. It is obvious that if all interlanguages were ethnic languages, certain people in the world would be able to speak solely in their mother tongues on every level. However, other people would be required to learn three more languages in order to complete the same objective! Such a system is structurally unstable and fragile. People had to transform the “star” structure to a dispersed structure to improve the quality and to "compact" the tiers in the system (“The Importance of English”, 2017, pp. 56-60). That implies everyone must be able to communicate in two languages: the mother tongue and a common language. A universal dual-language system is constructed this way. From the standpoint of perfect equality, everyone would have to acquire a common language in addition to his mother tongue. Complete equality and universal bilingualism are only achievable if that requirement is met. Certainly, the common language that everyone would be required to learn would not be anyone's mother tongue. Only a neutral language can be used as the needed language. In 1920, the League of Nations was approached with this issue. The English language now serves as such a common language.

### 2.2. English in international relations

With ever-increasing levels of interconnectedness and globalization throughout the world, the need of quick and suitable ways of communication has risen dramatically in the modern world. It is evident that a common language is required to interact with the current burgeoning business and trade amongst companies all over the world. As information technology advances and the economy becomes more globalized, the majority of people throughout the world communicate with individuals from different places in one globally recognized language, English, the fastest-growing language which serves as a business language connecting the East and the West, the North and the South. Science, engineering, and technology, medicine, trade and commerce, education, tourism, the internet, banking, advertising, transportation, and pharmacy are just some of the industries that use English. Nearly all publications in these fields are published solely in English. Therefore, students who move to foreign countries to seek higher education should be fluent in this language as almost all courses abroad are taught in

English. Furthermore, English has become a necessary tool for anybody wishing to work in a foreign country or for a multinational corporation operating there. 85 percent of all scientific articles are published in English (Fisher H., Fisher J., n. d).

Despite the fact that Mandarin, the Chinese language, is spoken by an overwhelming majority of the world's population, English has gained its reputation as a global language because Mandarin is restricted to a specific region of the globe, but English is spoken all over the globe. Despite the fact that Mandarin has the biggest number of speakers worldwide, the Chinese are increasingly studying English in order to expand their companies globally. E-business has been progressing and achieving good results in the sector of trade and commerce, as it largely utilizes English.

Despite the fact that English is the native language of the United States, the United Kingdom, New Zealand, Canada, and South Africa, it is not the most widely spoken language in the world, though it is spoken by a greater number of non-native speakers across the world. English is the official language of 55 sovereign nations and 27 non-sovereign entities, according to statistics. Fifteen countries use it as a de facto official language, but not as a main language. It is used in everyday contacts of citizen with government officials, English is also the language of higher education teaching. At the regional or local level, numerous national subdivisions have made English an official language. As a result, English is a worldwide language which is used to suit the requirements of people all over the world.

### 2.3. English in tourism

There is no doubt that tourism has a valuable impact on global economic development. Many countries have taken tourism seriously in recent years and turned it into a major sector of foreign exchange earnings, job creation and income facilitation, employment generation and poverty alleviation (Parupalli Srinivas Rao, 2006). English is really important for the development of the tourism industry.

Nowadays, tourism is no longer just an industry, but also a branch of knowledge that is being developed as a science and has a great role and impact on human life. Therefore, the demand for English language skills is very high in order to be employed in the tourism sector. English language communication skills allow employees in Tourism to interact with tourists in various business transactions and tourism activities. That is why all employees in Tourism are encouraged to constantly improve their English language skills.

One of the most important reasons that make people want to travel is the desire to learn about the culture of other people in the world and the desire to experience that culture. Cultural resources that became tourist attractions include historic buildings, works of art and sculpture, performances, religious relics, activities and lifestyles of the local population, and cuisine. A special interest tourism is a trend of tourism development in the coming years, able to meet the specific needs of tourists ("J. House is an author", 1999).

The ability to communicate well in English helps to meet the needs of all visitors and ensures satisfaction, which can lead to increased visitor arrivals. All tourism activities directly involve the community, thus bringing benefits to communities both economically and socially.

Tourism is considered one of the most important aspects that allows people to experience many things in their lives. In order to be able to provide comprehensive and holistic services, tourism employees must have effective communication skills. English is to be mastered by all workers in the tourism industry to stimulate the economy. The benefits of tourism can be clearly seen from many aspects, namely the benefits of tourism in terms of economy, socio-cultural, environmental relations and science, as well as employment and career opportunities. The tourism sector is one of the sectors that contributes to the increase of income and employment, the arrival of tourists to an area opens up opportunities for people to become entrepreneurs in the tourism area sector ("Interactions in English", n. d.).

## 3. Conclusions

More than half of the world's countries prefer to communicate and work in English. English has become the global language as it is used by many organizations and governments. Millions of people are learning and speaking this language. The unity of people speaking one language is beneficial both socially and politically.

Tourism has become one of the largest industries in the world due to the revenues received from international tourist arrivals and employment in the sector. English is considered one of the key elements of tourism development and an important tool for people working in the tourism industry. English has become the standard language for business communication. Companies require written and oral competence in English. Professionals need a high level of English language proficiency.

**REFERENCES**


1. Denison D. and Hogg R. English throughout the World. Hogg, eds.
2. Fisher H., Fisher J. The Cambridge English Language Encyclopedia.
3. House J. is an author who has written several books. 1999.
4. House, J. Misunderstanding in intercultural communication: Interactions in English as a lingua franca and the myth of mutual intelligibility. In: Gnutzmann, C. (Ed.) *Teaching and Learning English as a Global Language*. Stauffenberg, Tübingen, Germany. 1999. Pp. 73-93.
5. Interactions in English as a lingua franca and the myth of mutual intelligibility.
6. Liu, Haitao. Language Role in International Relations : Equality.
7. Parupalli Srinivas Rao. The role of English as a global language. 2006. URL: www.researchgate.net/publication/334282978
8. Standard English's Ascension. Kentucky University Press, Lexington. 1996.
9. The English language is a very versatile language. British Library, London.
10. The Importance of English in the Development of International Relations and Diplomacy. *Anglisticum Journal*. 2017. Vol. 6, Issue 11. Pp. 56-60. URL: zenodo.org/record/1079900#.YfmDFrP3IV.

# PECULIARITIES OF THE LANGUAGE SITUATION IN BELGIUM AND THEIR IMPACT ON THE COUNTRY

*D. Y. Panchenko,*
*I. R. Saprun, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Panchenko D. Y., Saprun I. R. Peculiarities of the language situation in Belgium and their impact on the country.** The article deals with the peculiarities of the linguistic situation in Belgium, their impact on various spheres of life. The topic is quite relevant, as linguistic confrontations in Belgium have been going on for a very long time and have a strong impact on political and social life in the country. The situation remains unchanged even after a number of serious state reforms. As a result, it is concluded that Belgium has an imperfect language policy, which has led to the division of the country into separate independent regions, where separatist sentiments are growing.

**Keywords:** culture, linguistic situation, language, peculiarities of language policy.

**Панченко Д. Ю., Сапрун І. Р. Особливості мовної ситуації в Бельгії та їх вплив на країну.** У статті розглядаються особливості мовної ситуації в Бельгії, їх вплив на різні сфери життя країни. Тема є досить актуальною, оскільки мовні протистояння в Бельгії тривають вже дуже давно і мають сильний вплив на політичне та суспільне життя в країні. Ситуація залишається незмінною навіть після проведення низки серйозних державних реформ. Як наслідок, робиться висновок, що Бельгія веде недосконалу мовну політику, яка призвела до поділу країни на окремі незалежні регіони, де зростають сепаратистські настрої.

**Ключові слова:** культура, лінгвістична ситуація, мова, особливості язикової політики.

## 1. Introduction

The language problem in Belgium has deep roots. As far back as 1847 there was a cultural movement aimed at equalizing the rights of the Dutch and French languages. However, the demand was satisfied only in 1993, when Belgium became a federation with three subjects. However, even after that the language problem was not finally removed from the agenda of social and political life. The o b j e c t of the article is the comprehensive research of problems and features of the language situation in Belgium. The s u b j e c t is the impact of the language situation on Belgium. The p u r p o s e of the study is to examine Peculiarities of the language situation in Belgium and their impact on the country. To achieve this, it is crucial to understand how language confrontation is manifested in Belgium, to find out the features of the political system of the country.

## 2. Current state of Belgian language situation

Present-day Belgium has three official languages. However, thanks to the territoriality principle, it is sufficient to be able to communicate in one of the two 'big' languages, Dutch or French, as long as one lives and works in the territory where this language is the official one. Language issues often serve as a pretext for escalation of conflicts in Belgium, and the language situation in Flanders is currently one of the tensest in the world. It is important to note that neither French nor Dutch have official status throughout the country. A very important role in this context is played by the status and the real state of affairs in Brussels: the capital, historically being the main city of Flanders and being on its territory, officially remains a bilingual city; however, about 80% of the population speaks French (Blommaert, 2011, p. 4). In addition, there is a constant expansion of Brussels at the expense of Flemish territories, which causes resentment from Flanders. Decentralization in Belgium did not help to overcome the language confrontation between the regions, but brought it to a new level. Now the impact of the language confrontation can be seen in all spheres of public life.

## 3. Features of the political system of the country

There are six governments in Belgium: federal, the combined government of the Flemish Region and the Flemish Community, Walloon, French, German and Brussels. It should be noted that governments are formed on a party rather than regional and linguistic basis, but the parties themselves are often formed on a linguistic basis. Such complexity of the country's political system directly affects the speed and quality of political decisions. Often regions are unable to reach consensus on a particular issue due to their conflict. This in turn slows down the entire political process in Belgium (Vogl, Huning, 2010, p. 232).

## 4. Examples of language confrontation

One of the areas of Belgian society where there are contradictions is also education. For example, Flemish-speaking schools accept all students from the six municipalities with and without privileges. Instead, access to local French-language schools is limited only to local French-speaking residents. They also do not accept students from the bilingual Brussels district. In order to mitigate the linguistic and political situation in Belgium, each of its regions was assigned one official/state language, which the inhabitants had to use within the social and political life of the region, political, cultural, legal, communicative and other relations. This forced the Belgian authorities to constantly monitor the communication policy of those political actors who are responsible for the integrity of the state. The problem is that in a regionally divided by territorial, national and linguistic-political features of Belgium, many citizens still do not want to learn the language of another region. For comparison: such a linguistic situation takes place and in Canadian society, where communications are carried out mainly in English, from which Quebec community suffers from (Vogl, Huning, 2010, pp. 244-245). According to the directive of the Flemish Parliament, public libraries receive a subsidy if 75% of all books in their collections are in the regional language. Local cable TV networks also cut off several TV programs that collected processed, distributed and broadcast programs from France (Яковлєва, 2013, с. 5). This language situation in the Flemish region of Belgium is connected with the protection of its own information and communication space from the influence and spread of the French language. It reminds of the confrontation that takes place, on the one hand, between English-speaking and French-speaking Canadians, on the other, between the polar political forces. Therefore, we can see that this model of language policy only deepens the split of Belgium at the regional and ethnic levels. In addition, this does not exclude that in place of the current federation will not appear a confederation, which may split into two states.

## 5. Conclusions

Belgium has never been a state based on the principle of "one nation – one language", but on the contrary, it has always been a multilingual country uniting several linguistic communities. However, over time, the Belgians began to divide into separate (linguistic) communities. We have pointed out several negative aspects of this policy. Belgium is also a very intricate case and it is difficult to solve this language problem. However, it is safe to say that the current state of affairs cannot be left without any solution. If the conflict between the regions grows, it could have catastrophic consequences for Belgium. The worst of them is of course the disintegration of the country. Given that, Belgium is the "capital" of the European Union; such a development cannot be allowed. In my opinion, the biggest problem is that Belgium does not have a single cultural and political field: cultural life is concentrated within linguistic communities. Almost all political parties are divided territorially and linguistically into Flemish and Walloon, with a small number of general Belgian and German parties. Common institutions are losing authority every year, and national identity is shrinking. The unifying factors currently remain the common economic concept, participation in European processes and the monarchy. I think the way out of Belgium's political crisis is to move from a competitive and parallel model of federalism to a cooperative model based on extensive networks linking regions, linguistic communities and local government institutions. It should be remembered that the key condition for preserving the unity of Belgium is the restoration and strengthening of the "cultural nation" model on a supranational and culturally pluralistic basis.

## REFERENCES

1. Яковлєва О. Національні моделі організації неодномовного мовного простору («Стара Європа»). *Релігія та соціум*. Київ, 2013. 7 с.
2. BLOMMAERT, J. (2011). The long language-ideological debate in Belgium. *Journal of Multicultural Discourses*. Tilburg University, the Netherlands, and Ghent University, Belgium, 16 p.
3. VOGL, U., HUNING, M. (2010). One Nation, One Language? The Case of Belgium. *Dutch Crossing*. Vol. 34, No. 3. Freie Universität Berlin, Germany. Pp. 228-247.

# EU-ENTWICKLUNG IM GEGENWÄRTIGEN STUFE

***A. V. Peliak,***
***I. I. Pirog, PhD (Sprachbetreuerin)***
***V. N. Karazin Nationale Universität, Charkiw***

**Pelyak A.V., Pirog I. I. EU-Entwicklung im gegenwärtigen Stufe.** Der Artikel analysiert den wirtschaftlichen Charakter und die Entwicklung der Europäischen Union und identifiziert die Grundprinzipien der Integration. Außerdem werden die Besonderheiten des aktuellen Entwicklungsstandes der Europäischen Union durch die Darstellung der Entwicklungsdynamiken und Entwicklungstendenzen der Mitgliedsländer der Gruppe skizziert. Die Studie identifizierte den Platz der neuen Länder innerhalb der EU in der jetzigen Phase, die der Union nach 2004 beigetreten sind. Obwohl der Beitritt zur Gruppe ein komplexer Prozess ist, der erhebliche Anstrengungen erfordert, deuten die Ergebnisse darauf hin, dass die Richtung der Integration in die Europäische Union für die Ukraine vielversprechend und potenziell attraktiv ist, wie die Erfahrungen anderer Länder zeigen.

**Schlüsselwörter:** der wirtschaftliche Charakter der EU, die Entwicklung der EU-Entwicklung, die Europäische Union, die wirtschaftliche Entwicklung der EU, EU-Mitgliedstaaten.

**Пеляк А. В., Пірог І. І. Розвиток ЄС на сучасному етапі.** У статті проаналізовано економічну природу та еволюцію розвитку Європейського Союзу та виявлено основні принципи розвитку інтеграційного об’єднання. Також окреслено особливості сучасного етапу розвитку Європейського Союзу шляхом наведення динаміки та тенденцій розвитку країн-учасниць угрупування. У ході дослідження було визначено місце нових країн в рамках ЄС на сучасному етапі, що увійшли до об’єднання після 2004 року. Хоча приєднання до угрупування є складним процесом, що вимагає значних зусиль, отримані висновки дозволяють стверджувати, що напрям інтеграції до Європейського Союзу для України є перспективним та потенційно привабливим, що підтверджується досвідом інших країн.

**Ключові слова:** еволюція розвитку ЄС, економічна природа ЄС, економічний розвиток ЄС, Європейський Союз, країни-учасниці ЄС.

## 1. Einführung

Die R e l e v a n z des Themas besteht darin, dass die europäische Integration heute die wichtigste außenwirtschaftliche Priorität der Ukraine ist und die weitere Entwicklung und Vertiefung der Beziehungen zwischen der Ukraine und der EU nach den Grundsätzen der politischen Assoziation und der wirtschaftlichen Integration erfolgen sollte. Die Untersuchung der wirtschaftlichen Entwicklungstendenzen der EU-Mitgliedstaaten, insbesondere jener Länder, die relativ neue EU-Mitglieder sind, ist relevant, da auf der Grundlage dieser Studie und vergleichender Merkmale ihrer Volkswirtschaften vor und nach dem Beitritt zur Europäischen Union die ukrainischen Perspektiven für die europäische Integration. Betrachtet man den aktuellen Erfassungsgrad der EU-Entwicklung, so ist festzuhalten, dass die Europäische Union als Integrationsunion nach dem Zweiten Weltkrieg (Brüsseler Vertrag wurde 1948 unterzeichnet) Gestalt annahm. Da die Entwicklung und Bildung der EU in der modernen Welt ein dynamischer Prozess ist, ist das Problem der Untersuchung dieses Prozesses äußerst relevant und wird von vielen Wissenschaftlern aus unterschiedlichen Blickwinkeln behandelt. Der Grad der Untersuchung des Problems: Die theoretischen Grundlagen der Untersuchung des Protektionismus, die in ihren Arbeiten ausländische und inländische Wissenschaftler behandelt haben, nämlich: Roaf L., Atoyan R., Druzdenko G., Kimberly A., Gabel M., Amelchenko N., Nauro F. und andere. Der Z w e c k der Arbeit besteht darin, die Entwicklung der Europäischen Union im gegenwärtigen Stadium zu analysieren und die wichtigsten Trends in der wirtschaftlichen Entwicklung ihrer Mitgliedsländer zu identifizieren. Um dieses Ziel zu erreichen, wurden folgende A u f g a b e n gestellt:

1) Analyse des wirtschaftlichen Charakters und der Entwicklung der Entwicklung der Europäischen Union;
2) die Grundprinzipien der Entwicklung der Europäischen Union als Integrationsverband identifizieren;
3) Analyse der Dynamik und Entwicklungstrends der EU-Mitgliedstaaten;
4) die Merkmale der wirtschaftlichen Entwicklung der neuen EU-Mitgliedstaaten identifizieren;
5) die Position neuer EU-Mitgliedstaaten innerhalb der EU im gegenwärtigen Stadium ermitteln.

G e g e n s t a n d des Artikels sind die Tendenzen und Grundsätze der Entwicklung der Europäischen Union als Integrationsverband im gegenwärtigen Stadium. T h e m a des Artikels ist die wirtschaftliche Entwicklung der Mitgliedstaaten der Europäischen Union. Der Beitrag verwendet allgemeine wissenschaftliche und spezielle Methoden der Erkenntnis von ökonomischen Phänomenen und Prozessen in ihrer unmittelbaren Entwicklung und Wechselbeziehung. Bei der Lösung der in der Studie gestellten Aufgaben wurden folgende M e t h o d e n verwendet:

die Methode der historischen Analyse (um die historische Entwicklung der Europäischen Union zu untersuchen), die Methode der abstrakt-logischen Analyse (um das Wesen der EU-Integration hervorzuheben), die Analyse- und Synthesemethode und Entwicklungsprinzipien der EU-Mitgliedstaaten), Methoden der quantitativen und vergleichenden Analyse (bei der Bestimmung der Merkmale der wirtschaftlichen Entwicklung der neuen EU-Mitgliedstaaten).

Die Informationsgrundlage der Studie sind die Materialien des Staatlichen Statistikausschusses der Ukraine, offizielle Materialien des Weltwirtschaftsforums, der Weltbank und europäischer offizieller Veröffentlichungen und Websites, monografische Studien in- und ausländischer Autoren, wissenschaftliche Veröffentlichungen in Sonderausgaben, die sich mit der Studie beschäftigen die Entwicklung der Europäischen Union.

## 2.1. Wirtschaftlicher Charakter und Entwicklung der EU-Entwicklung

Heute ist die Europäische Union einer der einflussreichsten Akteure auf der Weltbühne und ein schlagkräftiges Integrationsbündnis von 27 Staaten. Einige Analysten schreiben es einer Reihe von Supermächten zu, die wichtige Akteure im Weltwirtschaftssystem sind. Aus einem anderen Blickwinkel zeigt die EU beispielhaft, wie Länder ihre wirtschaftlichen und politischen Ressourcen erfolgreich kombinieren können, um gemeinsame Interessen und gemeinsame Ziele zu erreichen (History of the European Union). Trends und Grundprinzipien der wirtschaftlichen Entwicklung der EU-Mitgliedstaaten bestätigen dies. Die EU trägt auch zu Sicherheit und Stabilität in der Welt bei, indem sie dazu beiträgt, sicherere und günstigere Lebensbedingungen innerhalb ihrer eigenen Grenzen zu schaffen.

Wenn wir die historische Entwicklung der Europäischen Union untersuchen, können wir feststellen, dass dieser Prozess in 6 bedingten Hauptphasen stattfand:

1) Friedliches Europa – die Anfänge der Zusammenarbeit (1945-1959):

Die Europäische Union wurde gegründet, um die häufigen und blutigen Kriege zwischen ihren Nachbarn zu beenden, die im Zweiten Weltkrieg gipfelten.

2) Die Periode des Wirtschaftswachstums (1960-1969):

Dieser Zeitraum war für die Entwicklung der Volkswirtschaften der Länder äußerst günstig, was dadurch begünstigt wurde, dass die EU-Länder keine Zölle mehr auf den Handel zwischen ihnen erhoben.

3) Der Zeitraum der ersten Erweiterung der Gemeinde (1970-1979):

Am 1. Januar 1973 traten Dänemark, Irland und das Vereinigte Königreich der Europäischen Union bei, und heute besteht die EU aus 9 Mitgliedstaaten.

4) Die Zeit des Umbruchs in Europa, der Fall der Berliner Mauer (1980-1089):

9. November 1989die Berliner Mauer wurde zerstört und die Grenze zwischen Ost- und Westdeutschland zum ersten Mal seit 28 Jahren geöffnet.

5) Europa ohne Grenzen (1990-1999):

Der Zusammenbruch des Kommunismus in Mittel- und Osteuropa führte zum Beginn der Annäherung der europäischen Länder. 1993 endete der Prozess der Schaffung eines Binnenmarktes mit der Einführung der "vier Freiheiten": Waren-, Dienstleistungs-, Geld- und Personenverkehr.

6) Der aktuelle Stand der Aktivitäten der EU (2010 – heute).

Beitritt neuer Länder zur Europäischen Union und damit verbundene Versuche (Überwindung von Disparitäten in der wirtschaftlichen Entwicklung der Mitgliedsländer und unterschiedlichen außenpolitischen Interessen) (Kimberly).

Angesichts der Trends der letzten Jahre begann sich die Entwicklung der EU in einer systemischen Krise zu manifestieren, die von einer Reihe weitreichender Probleme betroffen war, darunter globale Finanz- und Migrationskrisen, terroristische Bedrohungen, Sicherheitsherausforderungen im osteuropäischen Raum durch russische Aggression, transatlantische Kooperationsaktivitäten der US-Administration nach den Präsidentschaftswahlen 2016 sowie die wachsende Kontroverse innerhalb der Gemeinschaft im Zusammenhang mit der Eskalation separatistischer Bewegungen, Brexit etc.

Heute besteht eine der Hauptaufgaben der EU darin, das Territorium des Friedens, der Sicherheit und des Wohlstands außerhalb der EU zu erweitern. Die Verlangsamung institutioneller Prozesse und die Unmöglichkeit einer weiteren Vertiefung der Integration zwingen die führenden Staaten der EU, nach Wegen zur Überwindung der Krise zu suchen und eine neue globale Entwicklungsstrategie zu entwickeln, die effektiv auf die Herausforderungen einer globalisierten Welt reagiert.

### 2.2. Grundprinzipien der EU-Entwicklung

Wie oben erwähnt, ist die Europäische Union ein mächtiger Zusammenschluss von 27 Ländern mit einer Gesamtbevölkerung von 446,8 Millionen Menschen (Eurostatistics, 2019). Das gesamte BIP der Europäischen Union lag bei 19,1 Billionen US-Dollar. Die Vereinigten Staaten ab 2020, die 15,77% der gesamten Weltwirtschaft ausmachten (European Union GDP, 2019). Die EU-Mitgliedstaaten haben nach ihrem Beitritt ihre eigenen Entwicklungsbesonderheiten, die Identifizierung dieser Haupttrends des Wirtschaftswachstums ist für die Forschung wichtig.

Nachdem wir die wichtigsten Entwicklungsvektoren der EU als Integrationsverband identifiziert haben, können wir schlussfolgern, dass die globale Strategie der wirtschaftlichen Entwicklung für die Europäische Union die Strategie für nachhaltige Entwicklung ist. Ihr Hauptziel besteht darin, Maßnahmen zu ermitteln und zu ergreifen, die es der EU ermöglichen, die Lebensqualität durch die Schaffung von Gemeinschaften, die in der Lage sind, Ressourcen effizient zu nutzen, soziales und innovatives Potenzial der Wirtschaft dauerhaft und langfristig zu verbessern, was Wohlstand sichert, aber Es sei darauf hingewiesen, dass zwischen einigen EU-Ländern noch immer eine starke Kluft besteht. Es ist bekannt, dass der Prozess der EU-Erweiterung in mehreren Stufen verlief, von denen die größte die Aufnahme von 10 Staaten in die Europäische Union (im Jahr 2004) war (Sustainable Development). Wichtig ist, dass diese beiden Ländergruppen: die EU-15 (derzeit die EU-14, aber diese Einteilung wird für die Studie verwendet) – „alte“ EU-Mitglieder mit höherem Entwicklungsstand und die EU-13 – „neue“ Mitglieder, die der Gewerkschaft 2004 beigetreten sind, haben leicht unterschiedliche Entwicklungstrends. Zur EU-15 gehören: Österreich, Belgien, Griechenland, Dänemark, Irland, Spanien, Italien, Luxemburg, die Niederlande, Deutschland, Portugal, Finnland, Frankreich, Schweden und das Vereinigte Königreich bis 31. Januar 2020. Die EU-13 ist Bulgarien, Estland, Zypern, Lettland, Litauen, Malta, Polen, Rumänien, Slowakei, Slowenien, Ungarn, Kroatien und Tschechien (EU-15 Definition).

Die größten Erfolge bei der Konvergenz des wirtschaftlichen Entwicklungsniveaus wurden in der Phase der globalen Erholung 2000-2008 erzielt, und der Integrationseffekt hatte einen wichtigen Einfluss (EU Strategy for Sustainable Development). Der Binnenmarkt mit all seinen Vorteilen, der die vierte Ebene der Integration darstellt, die Verfügbarkeit von Programmen zur Unterstützung und Unterstützung weniger entwickelter Länder schaffen positive Bedingungen für das Wirtschaftswachstum aller

EU-Länder. Die Hauptthemen sind die Ungleichheit des Wachstums der Mitgliedstaaten und der unterschiedliche wirtschaftliche Entwicklungsstand der EU-Staaten, da die Länder, die der Europäischen Union gegründet oder ihr vor 2004 beigetreten sind, eine Tendenz zu einem höheren Wirtschaftsniveau aufweisen Entwicklung.

### 2.3. Dynamiken und Entwicklungstrends der EU-Mitgliedstaaten

Um die Dynamik und Entwicklungstendenzen der EU-Mitgliedstaaten zu analysieren, ist es notwendig zu untersuchen, wie die Wirtschaftswachstumsraten verschiedener EU-Mitgliedstaaten korrelieren und ob es eine Konvergenz der Entwicklungsstufen gibt (EU-15 Definition).

Lassen Sie uns die Dynamik des BIP-Wachstums in der EU von 1996 bis 2016 grafisch darstellen (Abb. 2).

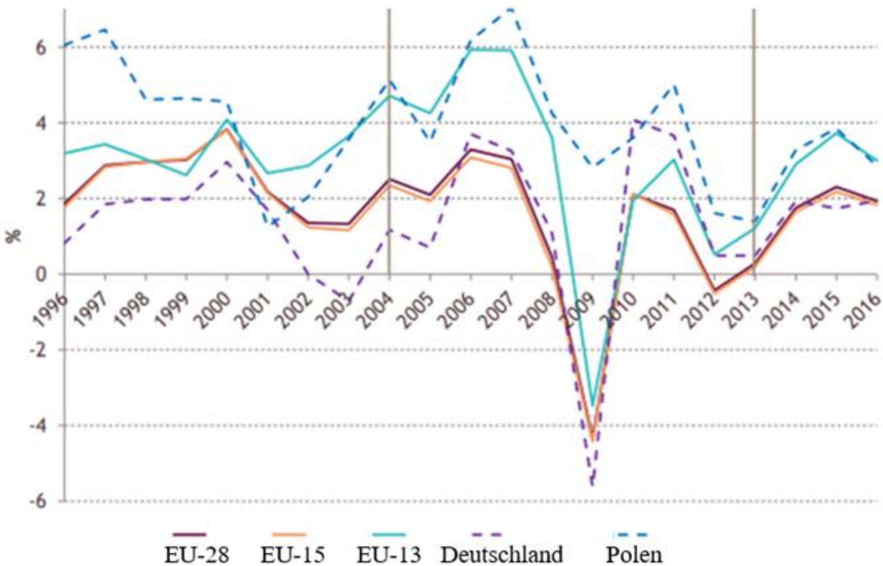



Abbildung 2. BIP-Wachstumsraten in den EU-Ländern,
in % zum Vorjahr von 1996 bis 2016 [2]

Abbildung 2 zeigt die Dynamik des BIP-Wachstums in den Ländern, die jetzt Mitglieder der Europäischen Union von 1996 bis 2016 sind. Es sollte beachtet werden, dass die BIP-Wachstumstrends der EU-15 und EU-28 ähnlich sind (wobei die EU-28 – alle EU-Länder), da der Großteil der Produktion der EU das BIP ihrer fünfzehn „alten“ Mitglieder ist, und es ist auch wichtig, dass dieser Anteil im Laufe der Jahre nicht signifikant zurückgegangen ist: von 93,3% im Jahr 2000 auf 91,5% im Jahr 2016. Die Konvergenz des Entwicklungsstands der Länder in den Jahren 2000-2007 ist auch dadurch zu beobachten, dass die Wachstumsraten der EU-13-Länder deutlich über denen der EU-15-Länder liegen und 4,3% betragen haben. bzw. 2,3%.

Im Allgemeinen war während der Erholung der Weltwirtschaft in der EU ein typischer Prozess der Konvergenz (Bildung einer Reihe ähnlicher Merkmale in unabhängigen Gruppen) des Wirtschaftswachstums, bei dem weniger entwickelte Länder durch Wachstumsraten gekennzeichnet waren, die die EU übertrafen Durchschnitt. Die hohen Wachstumsraten der EU-13 wurden jedoch hauptsächlich durch externe Baukredite sowohl der EU-15 als auch des IWF sowie einer starken Zunahme der Binnennachfrage und des Binnenkonsums getrieben.

## 2.4. Merkmale der wirtschaftlichen Entwicklung der neuen EU-Mitgliedstaaten

Die Entwicklung der neuen EU-Mitgliedstaaten hat ihre Eigenheiten, deren Identifizierung für die Ukraine insgesamt sehr wichtig ist. Bei der Hervorhebung der Merkmale der wirtschaftlichen Entwicklung der neuen Mitgliedsstaaten ist der Vergleich mit älteren EU-Mitgliedern in Bezug auf Schlüsselindikatoren am objektivsten (Амельченко). So schwankt das Niveau der Staatsausgaben für das BIP von 56,4% in Frankreich bis 27,0% in Irland innerhalb der EU-15. Und von 47-48% in Kroatien und Ungarn auf 31% in Rumänien. Dieser Faktor zeigt, wie unterschiedlich die Systeme der sozialen Sicherheit und der staatlichen Anreize innerhalb der EU sind. Deutliche Unterschiede sind auch beim Schuldenstand zu beobachten. In der EU-15-Liste ist die Staatsverschuldung im Durchschnitt viel höher als in der EU-13: 85,7% des BIP gegenüber 53,7% (Economic Data: CEIC). In Bezug auf die Dynamik der Geschäftstätigkeit zeigen die „neuen“ Länder eine höhere Verbesserungsrate der Geschäftsbedingungen, es ist auch anzumerken, dass die EU-13-Länder in diesem Ranking in den letzten Jahren auf das Niveau von EU-15 aufgestiegen sind, und einige übertrafen sie sogar (Рейтинг легкості ведення бізнесу, 2019).

### 3. Schlussfolgerungen

Auf globaler Ebene verläuft ihre Entwicklung, solange die Europäische Union ein Zentrum der Konzentration von Reichtum und wirtschaftlichem Potenzial bleibt, sehr ungleichmäßig, weshalb es immer noch erhebliche sozioökonomische Unterschiede gibt, die seit dem Beitritt neuer Länder zugenommen haben. Obwohl die Weltentwicklung und ihre Finanz- und Öl-„Schocks" einen großen Einfluss auf die wirtschaftlichen Entwicklungsprozesse in der Europäischen Union hatten, ist es offensichtlich, dass die Dynamik der wirtschaftlichen Entwicklung der „neuen" EU-Mitgliedsstaaten in den Jahren ziemlich schnell wurde nach ihrem EU-Beitritt 2004. Somit ist festzuhalten, dass die wichtigste und vorerst Konstante darin besteht, dass die Länder nach dem EU-Beitritt durch Integrations- und Konvergenzprozesse eine deutliche Steigerung der wirtschaftlichen Entwicklung erfahren. Aufgrund der gleichen Integrations- und Konvergenzprozesse wird die Kluft im wirtschaftlichen Entwicklungsstand jedoch allmählich kleiner. Die neuen Mitgliedsstaaten (EU-13) entwickeln sich relativ schneller als die EU-15, aber global ist der Unterschied zwischen diesen Ländergruppen zugunsten der mächtigeren Länder der EU-15 recht deutlich ziemlich entwickelte Länder, auch wenn wir sie mit den wirtschaftlich am weitesten entwickelten Ländern der Welt vergleichen. Dank einer wirksamen Regionalpolitik haben die neuen Mitgliedstaaten der Europäischen Union in den letzten Jahren ein hohes und stabiles sozioökonomisches Entwicklungstempo gezeigt. In der Europäischen Union hören sie auf, die Rolle einer Art von "Stipendien"-Zentren zu spielen und beginnen einen wesentlichen Beitrag zur Entwicklung der EU zu leisten. Die Europäische Union ist viel mehr als eine Wirtschaftsgemeinschaft. Es ist eine Vereinigung gemeinsamer Werte, und es sind diese Werte, die den langfristigen Beziehungen zugrunde liegen, die die Ukraine mit der EU aufbauen möchte. Daher muss die Ukraine den Weg in die EU fortsetzen, denn dies ist eine gute Perspektive für die weitere Entwicklung unseres Landes und eine Änderung ihrer Position auf der Weltbühne. Sowie die Verbesserung der sozioökonomischen Komponente und mehr.

### LITERATURSVERZEICHNIS

1. Амельченко Н. Цінності об'єднаної Європи: Лабораторія Законодавчих Ініціатив. URL: https://parlament.org.ua/upload/docs/European_Values.pdf

2. Неравномерность развития стран Евросоюза в 2000-х годах. 2017. URL: https://ac.gov.ru/files/publication/a/15555.pdf
3. Рейтинг легкості ведення бізнесу Doing Business 2019: World Bank group. URL: https://www.doingbusiness.org/content/dam/doingBusiness/media/Annual-Reports/English/DB2019-report_web-version.pdf
4. Economic Data: CEIC. URL: https://www.ceicdata.com/en/countries
5. EU Strategy for Sustainable Development: Federal Ministry for the Environment, Nature Conservation and Nuclear Safety. URL: https://www.bmu.de/en/topics/sustainability-international/europe-and-environment/eu-strategy-for-sustainable-development/
6. EU-15 Definition: Glossary of statistical terms. URL: https://stats.oecd.org/glossary/detail.asp?ID=6805
7. European Union GDP: Trading Economics. 2019. URL: https://tradingeconomics.com/european-union/gdp
8. Eurostatistics: Europa.eu. 2019. URL: https://ec.europa.eu/eurostat/tgm/table.do?tab=table&plugin=1&language=en&pcode=tps00001
10. History of the European Union: Mosaiikki. URL: https://europarlamentti.info/en/European-union/history/
10. Kimberly A. The European Union, How It Works, and Its History: The Balance. 2020. URL: https://www.thebalance.com/what-is-the-european-union-how-it-works-and-history-3306356
11. Sustainable Development: Europa.eu. URL: https://ec.europa.eu/environment/eussd/

# DEMAND AND WAYS OF ITS PREPARATION FOR THE SERVICES OF HOTEL ENTERPRISES

***S. S. Petrovets,***
***N. M. Startseva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Petrovets S. S., Startseva N. M. Demand and ways of its preparation for the services of hotel enterprises.** This article examines the issue of the relationship between demand volumes and the dynamics of the market development of the hotel and restaurant industry in terms of market relations, and also provides an analysis of its changes. Consideration of this topic is particularly relevant, since the study of the volume of demand for services of hotel and restaurant business enterprises is a very important point in forecasting their strategic development.

**Keywords:** demand, dynamics, hotel and restaurant industry market, trends.

**Петровець С. С., Старцева Н. Н. Попит та шляхи його підготовки на послуги готельних підприємств.** У даній статті розглядається питання зв’язку обсягів попиту з динамікою розвитку ринку готельно-ресторанної індустрії в умовах ринкових відносин, а також наводиться аналіз його змін. Розгляд данної теми є особливо актуальним, так як вивчення обсягу попиту на послуги підприємств готельно-ресторанного бізнесу є досить важливим моментом при прогнозуванні їх стратегічного розвитку.

**Ключові слова:**динаміка, попит, ринок готельно-ресторанної індустрії, тенденції.

## 1. Introduction

At the moment the hotel and restaurant sphere is considered a fairly competitive industry, the main task of which is to satisfy all possible needs of consumers as much as possible, to ensure a high level of comfort, as well as to accommodate not only household, but also cultural requests of guests. Every year the requirements for the level of performance of these services are increasing and at the same time the need for an urgent increase in the level of competitiveness of enterprises is also increasing. The higher the quality of service in the institution, the higher its image is considered and as a result the more attractive it becomes for visitors.

The hotel and restaurant business is the provision of such services that would not only be able to satisfy, but even exceed the expectations of target consumers. Impressions and expectations of customers are formed on the already existing experience, as well as on the basis of information received from personal and mass sources. When choosing a place to rest, visitors compare the level of provision of necessary services with their own expectations and only then make a final decision, giving preference to a particular choice. Existing establishments of the hotel and restaurant business provide consumers with not only accommodation and food services, but also a wide range of various socio-cultural services, which include entertainment, sports halls, beauty salons, shops, etc. In fact, hotel enterprises perform key functions in the tourism industry, because they form and offer consumers a complex hotel product, in the formation and promotion of which all known elements of hospitality participate.

The main goal of writing this work is to study the concept of demand and master the ways of its preparation for the services of hotel enterprises. The special relevance of this issue becomes noticeable immediately after starting work with it, because the demand itself is considered a significant component of the hotel and restaurant industry and is one of the main details that must be taken into account when starting planning and evaluating the factors of the enterprise's development. ams of modern enterprises in the hotel and restaurant sphere has become much more complicated, which is directly caused by the emergence of new professions, significant substantive changes in the work of specialists in traditional specialties, an increase in the level of education and spiritual culture of personnel, and the emergence of opportunities for personal realization in the conditions of work flow.

## 2. Trends in the development of demand for products and services of hotel complexes in Ukraine

In order to finally understand what the topic of the article is, it is necessary to delve deeper into the definition of each of its parts. Thus, according to Wikipedia, we have: demand is the desire and ability of buyers to purchase certain volumes of certain goods at certain prices; the main reason for the emergence of demand is, first of all, the presence of the need of consumers to purchase a certain product or pay for a service. Demand is always concretely expressed and usually undergoes dynamic changes depending on the influence of a number of factors. Let's consider some provisions that clarify the concept of demand. First, demand is closely related to already existing social needs and desires, but does not always coincide with their quantitative determination. Secondly, the subject of demand represents personal and industrial consumption and acts as a buyer on the market. Objects of demand can be any objects of market relations that have a fixed value and a certain usefulness for consumption.

It is also important to work out the second term, namely: the services of hotel enterprises are the actions and operations of enterprises for accommodation of consumers by providing a place for temporary (long- or short-term) residence, as well as some other activity aimed at creating comfortable conditions for the stay of guests on the territory of the hotel. If we combine these two definitions, it turns out that the demand for the services of hotel-restaurant complexes expresses the market-formed need for means of living, which is determined by the number of services that visitors can purchase at set prices in the competitive market of the hotel-restaurant industry. It, in turn, is a component of the market of mass consumer goods and services and represents a set of monetary and commodity-service relations. Such connections on the market are manifested in the form of a close interaction between consumer demand and the supply of hotel and some other services offered by hotel complexes.

With the acquisition of real sovereignty by Ukraine, the implementation of advanced organizational and management technologies in such an important area of the economy as the hotel and restaurant business acquires special importance. Our country switched to the format of market relations at a time when significant changes took place in the international market in the field of tourism, an integral part of which is the hotel and restaurant service. The relevance of the tasks related to the formation and implementation of the latest organizational and management principles increases with the deepening of the processes of Ukraine's entry into the highly developed socio-economic, cultural and legal field of Europe, which in general is already mastered by perfectly organized, normatively regulated and interconnected tourism systems.

During the modern stage of operation of hotel and restaurant business enterprises, objective factors arise that complicate the processes of making managerial decisions, in the conditions of an accelerated pace of social and political life. The amount of professional information that needs to be mastered and used in everyday activities is increasing, science and technology are rapidly developing, which leads to the introduction of more effective and high-quality equipment samples, the latest production technologies and the provision of a wide range of services. The structure of production teams of modern enterprises in the hotel and restaurant sphere has become much more complicated, which is directly caused by the emergence of new professions, significant substantive changes in the work of specialists in traditional specialties, an increase in the level of education and spiritual culture of personnel, and the emergence of opportunities for personal realization in the conditions of work flow.

### 3. Elasticity of demand as the basis of activity of hotel enterprises

All over the world, the hotel and restaurant business is considered one of the most attractive for investors, and its profitability in developed countries is not lower than 40%, while reaching (depending on the zone and season) 100%. As for Ukraine, according to specialists, quite good conditions were observed until 1997, due to the fact that paying customers were not too demanding regarding the level of service in institutions, thus it was possible to achieve 50% profitability. It was during this period that new private hotels and restaurants actively began to appear on the territory of the country, underestimating the interest in the old ones. The situation today is radically different from what was observed earlier. Demanding customers regarding the level of service, competition between owners of establishments and the unfavorable economic situation have changed the rules of the game in the hotel and restaurant business to stricter ones.

The demand for hotel services is concentrated in four main categories of customers. The first group includes well-known businessmen, the political and managerial elite, and creative people, whose social status does not allow lowering the bar below 4-5*. Their choice falls on a standard room in a well-known hotel, and not a 3* "luxury" for the same price. The second group consists of middle managers, specialists of domestic and foreign companies. Their requirements for the hotel category are less strict – they can stay in a 3* or 5* hotel, and the level of service offered is of decisive importance. The third group of clients is mainly domestic detachments. Their financial capabilities are not equal, and the hotel category can vary accordingly from 2* to 3*. The fourth group includes tourists, whose choice mainly falls on hostels and private apartments, 60% of such visitors are students and teenagers.

### 4. List of ways to increase demand in the market of hotel and restaurant services

In recent years, changes have been noticed in the contingent of restaurants and hotels. Previously, restaurants and hotels were visited mainly by wealthy people, at the moment there are quite a few such customers, moreover, the demands of visitors with unlimited financial opportunities have increased significantly. Wealthy Ukrainians make up no more than 5% of the population, and the niche of elite institutions is narrow and already practically filled.

Foreigners, in turn, make up approximately 20-25% of the client base. According to experts, the rate of development of the domestic hotel and restaurant business market is developing very dynamically, but it is still far from complete and most importantly high-quality saturation. Therefore, we can expect an increase in the number of establishments, and at the same time – the creation of more fierce competition.

Specialists note that due to the large number of restaurants and hotels and few paying customers, there is a real war between market participants for visitors, during which image and direct advertising, organization of events, and invitations of stars are used. One of the effective methods of attracting visitors is the system of discounts and cards of regular customers – such bonuses are always remembered and have a good effect on the popularity of the establishment.

## 5. Conclusions

So, the demand for hotel services is a request of an actual or potential buyer or consumer to purchase hotel services in the amount of funds available to him, which are intended for this purchase. Demand reflects the buyer's need for hotel services, the desire to purchase these services in a certain quantity and quality, as well as the ability to pay for the purchase at a price suitable for him in a certain period of time. Demand is one of the main aspects of competition. In this definition, it should also be noted the effect on the level of demand of the price of similar hotel services: a change in price leads to a change in demand, this dependence is determined by the law of demand, which is formulated below.

The law of demand – the law according to which an increase in prices leads to a decrease in the amount of demand for hotel services, other things being equal. The main concept that reflects the demand for services depending on their price is the price elasticity of demand, the knowledge of which is of great importance in the hotel business , as with high elasticity of demand, the hotel can reduce the chain of rooms to increase the volume of sales and get additional profit. In turn, with low elasticity of demand, a price decrease will lead to a slight increase in sales volume, which does not compensate for the loss of profit.

Demand plays an important role not only in the theoretical, but also in the practical part of the activity of the hotel and tourist complex, which implies the need for constant monitoring of its dynamics, analysis and research of ways to improve it.

**REFERENCES**


1. Байлик С. І. Готельне господарство. Проблеми , перспективи , сертифікація. 2003. 208 с.
2. Бортник Л. В. Дослідження попиту та пропозиції на ринку готельних послуг України. *Экономика и управление*. № 1. 2012. С. 97-102.
3. Визначення «Попит». *База даних «Вікіпедія».* URL: https://uk.wikipedia.org/wiki/Попит (дата звернення: 01.12.2021)
4. Визначення «Послуги підприємств готельного господарства». *База даних «Вісник»*. URL: http://www.visnuk.com.ua/ua/pubs/id/5521 (дата звернення: 01.12.2021)
5. Коркуна О. А. та ін. Організація готельного господарства : навч.-метод. посібник. Львів. держ. ун-т фізичної культури ім. І. Боберського. 2019. 224 с.
6. Лісяков Ю. Сучасні інформаційні технології. *Готельно-ресторанний бізнес.* 2005. 41 с.
7. Мазаракі А. А. Туризм і ресторанний бізнес: сучасні тенденції та перспективи розвитку: матеріали міжнародних наукових практичних конференцій. Київ : КНТЕУ. 2009. 350 с.
8. Мальська М. П., Жук І. З. Управління сферою готельного господарства : підручник з теорії та практики. Київ. 2019. 336 с.
9. Мальська М. П., Пандяк І. Г. Готельний бізнес: теорія і практика : підручник / 2-ге вид. Центр учбової літератури. 2012. 471 с.
10. Мальська М. П., Пандяк І. Г. Організація готельного обслуговування : підручник. Київ. 2011. 366 с.
11. Мельниченко С. В. Готельно-ресторанний та туристичний бізнес: реалії і перспективи : Тези доповідей VI Всеукраїнської студентської наукової конференції. Київ : КНТЕУ. 2020. 318 с.
12. Навчальний матеріал «Закон попиту і пропозиції». *База даних «Маркетинг готельного підприємства».* URL: https://stud.com.ua/75776/turizm/zakon_popitu_propozitsiyi (дата звернення 01.12.2021)
13. Нечаюк Л. І., Нечаюк Н. О. Готельно-ресторанний бізнес: менеджмент : навч. посібник / 3-тє видання. 2009. 344 с.
14. Папірян Г. А. Міжнародні економічні відносини: економіка туризму. *Фінанси і статистика*. 1998. 208 с.
15. Пізюк А. П. Готельне господарство у контексті розвитку міжнародного туризму в України: Випускна кваліфікаційна робота. Тернопіл. нац. економ. ун-т. 2019. 72 с.

# INTERNATIONAL DIVISION OF LABOR

*I. R. Pidhornyi,*
*M. V. Karpusenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Pidhornyi I. R., Karpusenko M. V. International division of labor.** The article reveals the concept and essence of such a phenomenon of the world economy as the international division of labor. As we live in the period of world globalization and integration, the issue of division of labor is becoming more relevant both for developed (countries) and (for) developing countries. It should be noted that almost all countries of the world, which want to have economic relations with other countries and be part of the world economy, are involved in one way or another in the system of international division of labor and are its parts.

**Keywords:** division, globalization, integration, economy.

**Підгорний І. Р., Карпусенко М. В. Міжнародний поділ праці.** У статті розкривається поняття та сутність такого явища світової економіки, як міжнародний поділ праці. Оскільки ми живемо в період світової глобалізації та інтеграції, питання розподілу праці стає все більш актуальним як для розвинених країн, так і для країн, що розвиваються. Слід зазначити, що майже всі країни світу, які бажають мати економічні відносини з іншими країнами і бути частиною світової економіки, так чи інакше залучені до системи міжнародного поділу праці та є її ланками.

**Ключові слова:** поділ, глобалізація, інтеграція, економіка.

## 1. Introduction

The o b j e c t of the research is the foundations and general features of the international division of labor. *The subject* of the study is influencing factors, international specialization and cooperation.

The p u r p o s e of this study is to define the concept of the international division of labor, as well as its forms and their relations. *The methodological basis* of this study consists of: the method of economic and comparative analysis, the method of logical generalization, the study and systematization of facts and practical experience.

## 2. The essence of the international division of labor

Territorial division of labor (sometimes equated with geographic division of labor) in a broad sense is a form of social division of labor, which is the allocation and separation of economic sectors and types of human activity, as well as the specialization of certain regions, countries and peoples in the production of certain types of products for their further realization on the foreign market. It is determined by the economic, social, natural, national-historical features of various countries and territories and their economic-geographical position.

The international division of labor (IDL) is the highest degree of development of the social territorial division of labor between countries, which involves the stable concentration of production of certain products in individual countries

Participation in the international division of labor enables each country to have access to the development of the world's natural resources, regardless of their location, and allows them to meet their needs in the most complete manner and at the lowest cost. There are several organizational forms of participation of countries in the international division of labor, namely:

- Policy of autarky (economic isolation) – the country refuses any kind of economic ties with other states.
- A free trade policy that fully opens the domestic market to international trade.
- Policy of protectionism. Nowadays it is the most common. Each country protects its domestic market from foreign competition through customs tariffs and quotas.

The essence of modern IDL is revealed in the dialectical unity of dismemberment and unification of the production process on a global scale. The production process goes beyond national borders, it involves the specialization of individual countries and their business entities in various types of labor, as well as the subsequent exchange of goods between them (Основи економічної теорії, 2001).

### 3. Advantages and disadvantages of the international division of labor

IDL provides certain advantages to states. Thanks to their participation in it, they can improve the efficiency of the national economy and the well-being of their population, which is due to the following opportunities of the IDL:

- participation in the IDL allows you to more fully use the advantages of specialization at the country level, to use your resources more rationally, and to increase the total volume of production;
- the production of goods can be effective only under the conditions of mass production and, accordingly, constantly decreasing costs.

- IDL promotes a more complete satisfaction of the needs of the country's population. Otherwise, many countries would be left without goods to which their population is accustomed, but their own production capacity would be absent or irrational;
- participation in IDL leads to stronger competition and higher quality of domestic goods;
- the deepening of the IDL is a kind of foundation for the policy of peaceful coexistence and successful political cooperation between countries.

The imperfection of the international division of labor is manifested in the fact that: on the one hand, a narrow group of industrially developed countries is formed. Their economy is specialized in the production of one or two agricultural or raw materials. One-sided specialization of individual countries serves as a brake on economic growth. This uneven international division of labor can be explained by the fact that it is influenced by a system of factors (Міжнародні економічні відносини, 2014).

## 4. Factors affecting the international division of labor

There are a number of factors that give one or another country advantages in the production of various types of products and thereby contribute to the deepening of the international division of labor. There are three main groups of factors: natural-geographical, socio-economic, factors of scientific and technological progress (STP).

Natural and geographical differences, namely: natural and climatic conditions of the country; natural resources; the size of the territory; population size, economic and geographical position. For example, the favorable climatic conditions of Cyprus lead to specialization in the export of tourist and recreational services, and the explored oil reserves in the Middle East determined the export of this strategic resource by a number of Arab countries.

Socio-economic conditions are features of the historical development of production traditions and traditional external relations; achieved level of economic and scientific and technical development; social type and mechanism of organization of national production, social nature and mechanism of organization of foreign economic relations.

Scientific and technological development, under the influence of which the country's participation in the international division of labor gradually becomes less dependent on natural conditions. The improvement of information technology, its introduction into all the most important spheres of social life changes the established division of labor and the proportions of its distribution between countries, industries, regions, simultaneously transforming the forms of its organization (Філіпенко, 2008).

### 5. International specialization

International specialization of production is a form of international division of labor, in which the concentration of homogeneous production in the world occurs on the basis of the progressive differentiation of production processes between different countries and their subjects.

International specialization of production develops in two directions: manufacturing and territorial. In turn, the manufacturing direction is divided into inter-branch, intra-branch specialization and specialization of individual enterprises. Two historical forms of international specialization are known – inter-branch and intra-branch.

Cross-industry specialization of production involves the concentration in certain countries of certain branches of production in the absence of a number of other branches.

Intra-industry specialization of production is associated with industries that are based not so much on the use of natural resources as on the results of scientific and technical activity and cover mainly developed countries. These countries have approximately the same sectoral structure of production and the ability of an individual country to take a certain place in international specialization by producing the most notable products, which depends on the level of expenditures on sectoral research and development.

One of the directions of intra-industry specialization is subject specialization, which consists in concentrating the production of certain types of products of this industry in one or another country. In particular, there is a specialization of large companies of the USA, the UK, Germany, Japan, and therefore of these countries themselves, in the production of certain types of equipment, synthetic materials, etc.

Technological specialization means the concentration of countries' efforts on the performance of separate operations for the manufacture of a finished product (that is, the implementation of separate technological processes, for example, assembly, welding, painting, production of castings, blanks, etc.). The field of international specialization is the field that determines the nature of the country's international specialization. Its characteristic features are:

- a significantly higher share of exports to this industry compared to the share of exports in other industries;
- a higher specific weight of this industry in the production of this country compared to its share in world production. The main indicator of the level of international specialization of the industry is the coefficient of relative export specialization, which is equal to the ratio of the specific weight of the product in the country's exports to the specific weight of this product in world exports.

Specialization creates prerequisites for international cooperation, that is, for the formation of long-term industrial relations between specialized enterprises located in different countries of the world (Козик, Панкова, Даниленко, 2002).

## 6. International cooperation

International production cooperation (ICP) is a derivative form of the international division of labor, which consists in the development of international production relations that arise and exist between internationally specialized entities in order to combine mutually complementary production processes.

The basis of ICP is the growing level of development of production forces, the degree of their breakdown into industries, production, enterprises. International production cooperation covers various areas of cooperation, the main ones being:

- production and technical cooperation (development and approval of design documentation, technological processes, product quality, construction and installation works; transfer of licenses and property rights; improvement of production management, etc.);
- cooperation in the sphere of realization of cooperated products;
- cooperation in after-sales service of cooperated products.

International labor cooperation is completely based on the IDL and cannot exist independently, while the IDL does not necessarily require international labor cooperation for its existence and development.

This form of interaction of entities of the global economy has become an accelerator of restructuring of industry, its branch and interdepartmental complexes on a new technological basis, including on the basis of wide application of electronic and information technologies.

Industrial cooperation may include the provision of licenses, establishment of enterprises or development of new types of technologies and provision of information related to these types of technologies; production, marketing, joint projects or joint bidding.

If the partners in the production and technical cooperation agree on the joint sale of the finished products, such cooperation takes the new form. Cooperation in this form reflects a comprehensive approach to solving the problems of scientific and technical development, in which all stages of social production, from scientific research to the sale of products on the world market, must be connected in one system (Гелей, Пастушенко, 2006).

## 7. Conclusions

In the modern economy, the greatest economic effect is achieved when countries voluntarily join international cooperation and establish equal partnership relations between them on mutually beneficial principles, taking into account their specialization and areas of activity.

An important factor in the rise of the world economy is the international division of labor, which involves some countries' anticipatory development of certain branches of the economy, in which these countries have their own advantages, that is, higher labor productivity and lower production costs compared to other countries.

Owing to participation in the international division of labor, the country, receiving certain advantages, can increase the efficiency of its national economy. IDL is an objective basis for the international exchange of goods, services, knowledge, development of production, scientific and technical, trade and other cooperation between all countries of the world, regardless of the level of their economic development. IDL is the most important basis for establishing fruitful economic cooperation between states on a global scale.

## REFERENCES

1. Гелей С., Пастушенко Р. Теорія та історія кооперації: підручник. К.: Знання, 2006. 513 с.
2. Козик В. В., Панкова Л. А., Даниленко Н. Б. Міжнародні економічні відносини : навч. посібник; 3-є вид., перероб. і доп. К.: Знання-Прес, 2002. 406 с.
3. Міжнародні економічні відносини: підруч. / За ред. А.П. Голікова, О. А. Довгаль. Х. : ХНУ імені В. Н Каразіна, 2014. 602 с.
4. Основи економічної теорії: підручник / За ред. А. А. Чухна. К.: Вища шк., 2001. 606 с.
5. Філіпенко А. С. Міжнародні економічні відносини: підручник. К. : Либідь, 2008. 408 с.

# TAX SYSTEM OF UKRAINE: FORMATION AND DEVELOPMENT

*A. S. Podrybennikova,*
*T. O. Astapova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Podrybennikova A. S., Astapova T. O. Tax system of Ukraine: formation and development.** The presented article examines the concept of «tax system», its formation and development in Ukraine. Constant discussion of this issue leads to a large number of conversations, analyzes and improvements. There are certain opportunities to expand the tax base. It was concluded that the low level of taxes on the part of both tax authorities and taxpayers requires greater and further reforms and development to improve the tax system. The tax system of Ukraine is formed but has many shortcomings. One of these disadvantages is low taxes on the part of payers, as well as tax evasion. It is believed that regular or systematic implementation of tax reform is considered very necessary in our country to form a sufficient level of budget growth and overcome its deficit. To restore a good economic and budgetary situation, it is necessary to constantly pay off the rapidly growing public debt and create various concise and favorable conditions for the development of the tax system. The tax system was constantly formed under the influence of internal and external factors during the times of prosperity and independence of Ukraine. An attempt was made to find out the features of the current stage of development of the taxation system in Ukraine and the need to continue the liberal tax reform.

**Keywords:** tax system, formation, development, tax, Ukraine, economy.

**Подрибеннікова А. С., Астапова Т. О. Податкова система України: становлення та розвиток.** У поданій статті досліджено поняття "податкова система", її формування та розвиток в Україні. Постійне обговорення цього питання зумовлює велику кількість розмов, аналізів і удосконалень. Відкриваються певні можливості розширення податкової бази. Було зроблено висновки, що низький рівень податків як зі сторони податківців так і платників податків потребує більших і подальших реформ і розвитку для покращення податкової системи. Податкова система України є сформованою але має багато недоліків. Одними з таких недоліків є низькі податки зі сторони платників, а також ухилення від опадоткування. Вважається, що регулярне або системне проведення податкової реформи вважаються дуже необхідними в нашій країні для формування достатнього рівня зросту бюджету та подолання його дефіциту. Для відновлення хорошої економічної та бюджетної ситуації потрібно постійно погашати державний борг, який стрімко зростає та створення різних лаконічних й сприятливих умов для розвитку податкової системи. Податкова система постійно формувалась під впливом внутрішніх та

зовнішніх чинників за часів розквіту та незалежності України. Була зроблена спроба в з'ясуванні особливостей сучасного етапу розвитку системи оподаткування в Україні та необхідності продовженні ліберальної податкової реформи.

**Ключові слова**: система оподаткування, структура, розвиток, податок, Україна, економіка.

## 1. Introduction

Taxes are the main source of the existence of the state and its performance of its functions. The totality of taxes and tax payments in force in the state forms a tax system. A set of forms and methods of collecting a part of the income of legal entities and individuals in the budget income forms a taxation system. The tax system of any country should be built based on its socio-economic situation. Moreover, in order for this system to provide positive results, its scientific justification is needed, which includes systematicity, establishment of the determining basis of the taxation system, as well as the formation of the legal base and basic principles.

The problem of taxation has always been extremely relevant, because taxes are the source inflow of funds to the state treasury, without which it is impossible to imagine a prosperous and stable country. Taxes are very a complex financial category that affects all economic phenomena and processes. It is no exaggeration to say that, with on the one hand, taxes are the financial basis of the state's existence, a measure of its capabilities in the world economy spaces for the development of science, education, culture, guaranteeing economic security, and the growth of social well-being people. On the other hand, taxes are a tool for redistributing the income of legal entities and individuals in the state, and their mobilization and use affects the interests not only of every entrepreneur or citizen, but also of entire layers of the population and social groups. Currently, taxes are the most effective tool of state influence on social production, its dynamics and structure, on the development of science and technology, the scope of social guarantees for the population.

The state cannot exist at the expense of only voluntary, charitable income. It should have a budget with a stable source of income, the role of which perform, first, taxes. The tax system should reflect the specific conditions of the country: the level of development of the economy, the social sphere, and the external sphere and internal politics, traditions of the people, geographical location and many other factors. In this regard, the composition of the tax office systems, structural relationships of individual taxes, the order of their calculation, calculation forms and tax organization services may vary significantly from country to country.

The taxation system in Ukraine, like any other system, has its drawbacks: it is also its instability, which is caused by frequent changes in legislative acts, which negatively affects the development of entrepreneurship as a whole, and too cumbersome organization of the taxation system, and extremely complicated calculations of individual taxes.

The o b j e c t of the article is analysis of the tax system of Ukraine, search for problems and ways to solve them.

The s u b j e c t is formation and development of tax system of Ukraine and its research.

To achieve this, you need to understand in detail the concept of «tax system», its functions and features.

## 2. Tax system: formation and development

The tax system is a set of taxes, fees, other mandatory payments and contributions to the budget and state trust funds, which operate in accordance with the procedure established by law. It consists of direct and indirect taxes. Direct taxes are imposed directly on the income or property of the taxpayer, indirect taxes are included in the form of a surcharge on the price of the product and are paid by the consumer. The public purpose of taxes is manifested in their functions. There are two of them – "fiscal" and "economic". The fiscal function consists in the formation of monetary revenues of the state. She needs money for the maintenance of the state apparatus, the army, the development of science and technology, the support of children, and the elderly and sick people. From the funds collected in the form of taxes, the state covers the costs of education, builds schools, higher educational institutions, orphanages and pays teachers' salaries and students' scholarships. Part of the funds goes to health care. From the same source, money is spent on the construction of state enterprises, buildings, roads, and environmental protection. The economic function of taxes consists in influencing social reproduction through taxes, that is, it covers any processes in the country's economy, as well as socio-economic processes in society. Taxes in this function can play a stimulating, limiting and controlling role. For example, not to tax the part of the profit that will go to the introduction of new technology that contributes to scientific and technical progress. Instead of taxing the part of profit that goes to charitable activities, the state encourages enterprises to solve social problems. A significant increase in taxes can not only limit, but also make business activity meaningless.

Functions of taxes are interconnected. The growth of tax receipts in the budget, that is, the implementation of the fiscal function, creates a material opportunity for the implementation of the economic role of the state, that is, the economic function of taxes. At the same time, the acceleration of development and growth of production profitability achieved because of economic regulation allows the state to receive more funds. This means that the economic function of taxes contributes to the implementation of the fiscal function, strengthens it.

Each tax has mandatory elements. These include:

1) Tax subject or payer – is a person who is legally obligated to pay tax.
2) Object of tax – income or property from which the tax is calculated.
3) The tax source – is the income on the account of which the tax is paid.
4) Tax rate – the amount of tax that falls on a taxation unit.

Together with Ukraine's independence in 1991, a new tax system began to be created and intensively developed. It is significantly different from the one that existed under the conditions of the command-administrative system – with features characteristic of all the republics of the former USSR. The tax system of Ukraine, which is currently being formed, on the one hand, has its roots in the system of state budget revenues of the former USSR; on the other hand, it needs changes and reforms that would meet the requirements of the formation of a market economy in the country. The tax system of Ukraine, created in 1991, has undergone numerous significant changes, but has not yet reached a state acceptable to the government and society.

The tax system of Ukraine can be presented in the form of three main subsystems: subsystem of taxation of legal entities, subsystem of taxation of individuals, fees to state trust funds.

All these subsystems are closely interconnected; they consist of the same structural elements: direct taxes, indirect taxes, as well as other taxes and fees.

### 3. Weaknesses of the tax system of Ukraine and ways of reform

The current system of taxation in Ukraine was formed over many years. Unfortunately, she is not yet perfect and does not fully meet the requirements of the time. Today there are still inconsistencies and contradictions of individual norms tax laws, their instability and unsystematic provision of benefits and distortion of the essence of taxes. All this proves that tax pressure on taxpayers must be reduced.

Uneven taxation is a consequence of administrative regulation of the economy. The difference is in tax load between industries and different territorial units varies from 12 to 150% of benefit.

The reform of the tax system must be carried out based on the strategic goals of Ukraine – social construction oriented competitive market economy and integration into the European community.

The main tasks of reforming the tax system of Ukraine are to reduce the tax burden on the economy.

The tax system is primarily characterized by fiscal orientation, which is the basis for most of the changes are included in the tax legislation. At the same time, its regulatory function is not oriented towards sustainable economic growth. A significant tax burden on production and an insufficient tax burden on the use of natural resources negatively affects the development of the economy.

The regulatory and legal basis of taxation is complex, heterogeneous and unstable, and some are legislative norms are insufficiently coordinated, sometimes contradictory. Taxation issues are still regulated by not only laws, but also decrees of the Cabinet of Ministers of Ukraine, decrees of the President of Ukraine. Due to the presence of indirect norms in legislative acts, a significant number of issues in the field of taxation are regulated by-laws.

A fundamental drawback of tax legislation is the presence of economically unfounded disagreements regarding recognition and assessment of income and expenses to determine the object of taxation.

The system of customs and tariff regulation does not make it possible to quickly respond to changes in the global situation market, as well as trade regimes in other countries and the structure of the economy in Ukraine.

In turn, the mentioned shortcomings led to the following problems of a systemic nature in the tax system:

1) Tax arrears of payers to the budget and state trust funds.
2) Budget arrears for reimbursement of value added tax.
3) Tax evasion. This problem is one of the most acute in Ukraine and one that distinguishes it from others most European countries. The scale of tax evasion is affected by the high level of

tax rates, uneven distribution of the tax burden; violation of the principle of equality of payers before the law; complexity and imperfection of the legislation that regulates entrepreneurial activity, in particular the tax legislation; non-compliance with norms laws, ineffectiveness of state budget policy.

4) Uneven tax burden, because of which the largest tax burden is placed on law-abiding taxpayers deprived of tax benefits.

The purpose of the tax reform is to bring the tax system in line with state priorities policies of socio-economic development, promotion of sustainable economic growth through tax liberalization system. It is based on a balanced investment and innovation policy, ensuring a sufficient amount of aggregate tax revenues to the budgets of all levels because of carrying out a balanced budget policy, establishing a liberal treatment of taxpayers who faithfully fulfill their tax obligations and increased liability for non-payment taxes.

## 4. Conclusions

The taxation system is a product of state activity, its important attribute. Every state forms its taxation system taking into account the experience of other countries, the state of the economy, the development of market relations, the need to solve specific economic and social problems, own national characteristics.

An analysis of the taxation system in Ukraine, its formation and development allows us to draw a conclusion about serious shortcomings that are inherent to it. First, it is the instability of the tax system. Frequent changes in legislative acts regarding individual taxes negatively affect the development of entrepreneurial activity. Secondly, the main thing is the fiscal direction tax system, insufficient identification of the regulatory function of basic taxes. Thirdly, the system as a whole is too much cumbersome; calculations of individual taxes are unnecessarily complicated.

The regulation of modern economic relations requires a flexible tax policy that would provide an optimal opportunity connect the interests of the state with the interests of entrepreneurship and ordinary taxpayers. With the transition to a market economy both, the tax system and the methods of calculating and paying taxes must change. At the same time, you should not run away one extreme to the other.

The tax system is one of the most complex in the legal system of Ukraine. With there is a trend towards its instability. However, as the practice of tax law enforcement shows, changes made to Ukrainian tax laws quite often cause new problems.

Under market economic conditions, the role of taxes as the main source of replenishment of state budget revenues, also the tools of regulation of socio-economic processes in society are growing. At the same time, taxes have a large value not only at the macro level, but also is an important tool of influence on the economic activity of enterprises and organizations at the macro level. The example of the developed countries of the West shows that taxes can be effectively used for benefit of citizens. To fulfill these tasks, the taxation system must have a strong scientific base and qualified personal specialists at all levels.

**REFERENCES**

1. Волошин Д. Реформування системи оподаткування України. *Консорціум економічної освіти та досліджень при Університеті Києво-Могилянська Академія*. 1999. URL: https://kse.ua/wp-content/uploads/2019/02/Voloshyn.pdf
2. Лещенко Р. Історичні аспекти становлення податкової системи в Україні. *Адміністративне право і процес*. 2021. URL: http://pgp-journal.kiev.ua/archive/2021/12/11.pdf
3. Податкова система України. 2021. URL : https://dlf.ua/en/tax-system-of-ukraine-corporate-income-tax-and-simplified-tax-system/
4. Юрківський О. Принципи оподаткування у формуванні податкових систем України. 2021. URL: http://ema.ztu.edu.ua

# THE IMPORTANCE OF USING ENGLISH IN HOTELS ALL OVER THE WORLD

*K. V. Polezhaieva,*
*N. M. Startseva, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Polezhaieva K. V., Startseva N. M. The importance of using English in hotels all over the world.** The article analyzes the main problems and prospects of using english in hotels all over the world. The study of this industry is now especially relevant because every day people travel, and many of them feel uncomfortable that they cannot understand the language of the country to which they have arrived. However, the using of several languages is complicated because hotel owners must invest heavily in staff training and pay a lot of attention to it. Language development is now particularly important.

**Keywords:** hotel, hotel owners, languages, staff, traveling.

**Полежаєва К. В., Старцева Н. М. Важливість використання англійської мови в готелях всього світу.** У статті наводиться аналіз основних проблем і перспектив використання англійської у готелях по всьому світу. Вивчення цієї галузі особливо актуально, адже щодня люди подорожують, та багатьом із них приносить дискомфорт те, що вони не можуть гарно розуміти мову країни у яку вони приїхали. Варто зауважити, що використання декількох мов ускладнене тим, що власники готелів повинні вкладати великі гроші у навчання персоналу та приділяти цьому багато уваги. Розвиток у галузі мов є особливо важливим зараз.

**Ключові слова:** власники готелю, готель, мови, персонал, подорожі.

## 1. Introduction

The hospitality industry is evolving every year. The flow of tourists from different countries, international festivals, competitions, forums and other types of international contacts are forcing this business sector to change and adapt to the new format. Hotel staff will be exposed to foreign language regardless of their position, so it is important for staff to learn English as the international language accepted for communication.

## 2. The reasons why English is considered international

English is the language of global communication. It is spoken by a huge number of the world's inhabitants. It is worthwhile to go into detail as to why exactly English has earned the status of an international language.

English retains its international status to this day. The reasons for this status are as follows:

More than one billion people speak English. For 500 million people it is the mother tongue of the world;

- The language of business and trade. The number of international transactions carried out in English is close to 100%. English is also a language of diplomacy. Almost all stock exchanges are conducted in English. Global companies use English no matter what country they are operating in.

- The language of travel. If you know English, you can comfortably travel to many countries. With its help, you will be able to buy goods in a shop many thousand miles away from home, find out the way from the locals to the attractions of interest, as well as check into a hotel. So, travelling abroad, it pays to learn the basic phrases in English. They are guaranteed to come in handy in a personal situation;

- The language of education. Knowing English, you can find a good job, both at home, and in another country. After all, in many countries it is the official language. Most prestigious higher education institutions are of the English speaking type;

- The language of technology and science. For most gadgets, instructions are written in English. Articles, manuals, magazines and so on are all written in English;

- Youth language. Young people from many countries all over the world are trying to come to America to live. For this purpose, they study English, thus increasing their chance of going overseas. It should also be mentioned that it was the USA which brought us rock 'n' roll, blues, and jazz;

- Easy to learn language. Try learning Russian or Chinese. From the very first lessons, you will realise that it takes a lot of time. The opposite is true of English. It is very easy to learn. Already after six months of attending courses, a person will get enough knowledge to be able to communicate with a native speaker. English is melodious. Sentences are laconic and sonorous. The world is probably lucky to have English as a language of international communication. Communicating in it is very comfortable.

**3. The level of English proficiency of hotel employees**

Prospective or current hotel employees who decide to improve their English language skills for the hospitality industry should first assess their level of proficiency in spoken English. You may need to improve your basic knowledge before you start training in a narrow field, because working with people is all about communication. It is also worth paying attention to grammar and vocabulary. Special attention will have to be paid to listening. Listening comprehension is required to have a good perception of foreign languages, to understand questions, intonation and the content of dialogues.

When delving into the hospitality industry, one needs to improve their knowledge of different forms of courtesies and memorise specific terms specific to their area of work and names.

Depending on the nature of the work in the hotel and the job category, employees may need different levels of language proficiency.

The ideal situation is for each employee to have at least an Advanced level of English for hotel work, but this is difficult to expect, so it is important to work out which area and which skills will be sufficient.

1. Managers – Advanced (fluent). A manager is the face of their business, so they need to understand the dialogue and be able to make their voice heard in order to resolve issues with guests, employees, suppliers and contractors. This is only possible when they are fluent in the language.

2. Administrators – Advanced (fluent). The administrator is responsible for the work of the regular staff. They are the first point of contact for junior staff in case of problems, so they should be able to sort out conflicts and assist guests with their own basic knowledge of the English language.

3. Reception – Advanced (fluent). The reception is responsible for handling all matters, taking requests, accommodating and evicting clients. It is important that the first point of contact should be able to maintain a dialogue fluently in an international language.

4. Intermediate (threshold or advanced threshold) restaurant. The restaurant staff must be able to understand customers' requests, answer questions and make recommendations. In cases where advanced language skills are required, you can ask the receptionist for help.

5. Elementary (basic knowledge of terminology). Junior members of staff need to know hotel terminology and basic language skills to be able to greet customers, make contact during work and understand a request in

order to deal with a situation independently or refer a customer to a receptionist with a particular problem.

**4. Conclusions**

One of the main tools of globalisation has been the use of international languages. It is thanks to this that a great number of possibilities for communication, business negotiations, exchange of experience, and trade and services exist in today's world. The international language allows these ties to expand exponentially and connect people from different countries and continents, social and cultural environments. The English language should also start to be used in all hotels around the world so that people can understand the staff and the staff can understand the visitors well and be able to help at any time.

**REFERENSES**


1. Ганич Н. Особливості врахування якості послуг у міжнародних системах класифікації готелів. *Вісник Львівського університету. Серія: Міжнародні відносини* : [зб. наук. пр.] / Львів. нац. ун-т ім. І. Франка; редкол.: М. Мальський (відп. ред.) та ін.]. Львів, 2008. Спецвип. 24. С. 49-53.
2. Дубодєлова А. В., Лісовська Л. С., Нищота А. О. Система управління якістю обслуговування клієнтів готельного підприємства. *Вісник Національного університету "Львівська політехніка"*: [зб. наук.- приклад. пр.]. Нац. ун-т "Львівська політехніка" ; відп. ред. Й. М. Петрович. Львів, 2013. № 754.
3. Іванова Л. Дослідження сучасного стану ринку готельних послуг в Україні. *Маркетинг в Україні.* 2008. № 1. С. 33-38.
4. Линенко А. В., Савчук С. Є. Розвиток готельного бізнесу України та перспективи приватних міні-готелів. *Держава та регіони. Серія: Економіка та підприємство.* 2006. № 4. С. 200-203.
5. Мальська М. П., Пандяк І. Г. Готельний бізнес: теорія та практика : підручник / 2-ге вид. перероб. та доп. К. : Центр учбової літератури, 2012. 472 с.
6. Мініч І. М. Інститут гостинності. *Туризмологія : концептуальні засади теорії туризму* : монографія / кер. проекту: В. С. Пазенок, В. К. Федорченко ; [ авт. : В. К. Федорченко та ін.]. Київ, 2013. С. 187-201.

7. Негода Г. А. Аналіз зарубіжного досвіду розвитку підприємств готельного господарства. *Економічний часопис – XXI*. 2012. № 9/10. С. 64-66.
8. Організація відпочинку, дозвілля і розваг. *Організація готельного господарства* : навч. посіб. : [для студентів ВНЗ] / О. М. Головко, Н. С. Кампов, С. С. Махлинець, Г. В. Симочко. Мукачів. держ. ун-т ; за ред. О. М. Головко. Київ, 2011. С. 338-400.
9. Пандяк І. Методологічні принципи вдосконалення процесу управління якістю готельних послу. *Вісник Львівського університету. Серія географічна* / Львів. нац. ун-т імені І. Франка ; [голов. ред. С. Позняк]. Львів, 2009. Вип. 36. С. 249-254.
10. Хамайдюк О. Готельні послуги. *Податки та бух. облік.* 2007. Верес. (№ 75). С. 25-28.

# THE IMPACT OF THE RUSSIAN-UKRAINIAN WAR ON THE TOURISM INDUSTRY OF UKRAINE AND THE WORLD

***V. I. Popova,***
***Y. M. Litovchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Popova V. I., Litovchenko Y. M. The impact of the Russian-Ukrainian war on the tourism industry of Ukraine and the world.** The article presents the impact of the Russian-Ukrainian war on the tourism industry of Ukraine and the world. The losses to the state budget of Ukraine from the tourism industry for 10 months of full-scale war are reflected. Taking into account the experience of countries that have also suffered from various kinds of military invasions, it was proposed to develop such a direction of tourism as "military tourism" to show the scale of the Russian-Ukrainian war, to honor the memory of the dead and to educate a nationally conscious person.

**Keywords:** prospects for the development of the tourism industry, tourism, Ukraine, war.

**Попова В. І., Литовченко Я. М. Вплив російсько-української війни на туристичну індустрію України та світу.** У статті наведено вплив російсько-української війни на індустрію туризму України та світу. Відображено втрати до державного бюджету України від туристичної галузі за 10 місяців повномасштабної війни. Враховуючи досвід країн, які також постраждали внаслідок різного роду воєнних вторгнень, було запропоновано розвивати такий напрям туризму, як «воєнний туризм» аби показати масштаби російсько-української війни, вшанувати пам’ять загиблих і виховувати національно-свідому людину.

**Ключові слова:** війна, перспективи розвитку туристичної індустрії туризм, Україна.

## 1. Introduction

The o b j e c t of the article is the tourism industry of Ukraine. The s u b j e c t is the impact of the ongoing Russian-Ukrainian war on the tourism industry of Ukraine. Russia's full-scale invasion of Ukraine has affected almost all sectors of the global economy. The tourism industry has also suffered. Increased oil and fuel prices, complicated logistics and the destruction of traditional tourist routes are just some of the risks faced by global tourism in connection with this war.

## 2. World tourism and war: analysis of the situation

The World Tourism Organization (WTO) expects that global tourism revenues in 2022 will decrease by $14 billion in the event of a prolonged war between Russia and Ukraine. The biggest risk zone is European tourism. And it is not only about Eastern Europe, where the war is directly ongoing but also about the whole continent. The main reason is the issue of security. Russian armed aggression makes tourists` – in particular, from other continents – think about the expediency of traveling to Europe. That is why they are increasingly choosing safer alternatives.

It is quite clear that all international logistics routes that pass through the territory of Ukraine are currently not functioning. However, the Ukrainian market is not the only one affected by this war. According to Eurocontrol data published on its website by the WTO, certain European destinations have seen a drop in the number of flights after February 24 compared to the same period in 2021. For example, the number of flights in Moldova fell by 69%, in Slovenia by 42%, in Latvia by 38%, and in Finland by 36% ("Impact of the Russian offensive", n. d.).

Summarizing, we can state that the world tourism, as a result of the Russian-Ukrainian war, has faced many challenges. However, even more challenges await the tourism industry of Ukraine. All experts unanimously agree that the revival of the industry should be thought about now.

## 3. Tourism industry of Ukraine: new tasks and challenges

According to the State Agency for Tourism Development, during the nine months of full-scale war the state budget revenues from the tourism industry fell by 34%. The representatives of the tourism industry of Ukraine paid 33.34% less taxes than in the same period of 2021. Thus, the total number of taxpayers engaged in tourism activities in the first nine months of this year decreased by an average of 28%. At the same time, it was recorded that the number of legal entities decreased by 36%, and individuals` – by 25% ("The impact … and the world", n. d.).

It is logical that if the active phase of the war continues, this recession will continue. Nevertheless, the Ukrainian tourism business is counting on a quick post-war recovery.

Many, discussing this topic, cite the example of Croatia. Indeed, after a grueling war, Croats managed to restore tourism potential within a few years. However, the hostilities in Ukraine are much more intense than those that took place in Croatia, and, accordingly, the destruction of infrastructure is more serious. Therefore, any analogies with post-war Croatia, including in the tourism industry, should not be treated as the basis for future reconstruction (“The impact … in the future”, n. d.).

The only thing that really needs to be taken into account is the formation of a strong tourism brand. Even before the war, Croatia was one of the main resort centers of the Adriatic and perhaps the main tourist attraction of the former Yugoslavia. This largely contributed to the rapid revival of tourism in the country. That is why Ukraine should take care of its own tourist reputation now.

### 4. Post-war objectives and prospects

The restoration of the industry should start with the regions that were least affected by the war. This will allow to form the primary basis for receiving tourists. Investment flows should move from the West to the South and to the East: from Lviv to Odesa and Kyiv, and then to other regions after the restoration of all necessary infrastructure and demining of the territories.

As for the revival of tourism in the liberated cities, this issue should be treated with caution. Any projects that will cover these locations should become, first of all, a component of Ukraine's memorial tourism. The relevant state bodies should be involved in this matter: Institute of National Memory and State Agency for Tourism Development. All routes should be built taking into account the fact that these are places of tragedies, so placing any attractions on such routes is unethical and inappropriate.

Despite the above, current events are still not the determining condition for tourism development. It remains a variety of recreational resources, which Ukraine has enough of, and relevant services. Actually, this is the first thing that an average traveler pays attention to. Probably, we will still have to improve the surviving tourist arsenal and, of course, rebuild the destroyed one.

All this should be done taking into account past experience, but more attention should be paid to current trends that change almost every day. Just as Ukrainian tourist organizations do, which have adapted to the realities of war. Today, the focus of travel agencies is on the development of domestic tourism, the development of bus tours abroad and the search for the optimal format of work after the victory.

This is all waiting for Ukraine in the future. However, the process of rebirth of Ukrainian tourism has already begun. Now we should actively promote Ukraine and its tourism potential, make new plans and involve international partners in this process.

## 5. Conclusions

The full-scale war of Russia against Ukraine at the current stage of events has an extremely negative impact on the development of the tourism industry in Ukraine. But, given the experience of countries that have been tested by war, Ukraine should have new opportunities for the development of both domestic and international tourism. An important place should be given to “memory tourism” (to honor the memory of those who died during the military invasion), “war tourism” (to highlight the scale of war and destruction in the country) and "national-patriotic tourism” to protect the future generation from the mistakes of the past.

In the future, Ukraine will need to carry out a set of measures to develop the tourism sphere and increase its competitiveness in the world tourism market. In addition, it will be necessary to to improve the state tourism policy in general. Only a set of actions will help to change the image of our country in the world and make it attractive for millions of tourists (“Travel and war”, n. d.).

## REFERENCES

1. Due to the war, revenues to the state budget from the tourism industry have decreased by almost 34%. State Agency of Tourism Development. URL: https://www.tourism.gov.ua/blog/cherez-viynu-nadhodzhennya-do-derzhbyudzhetu-vid-turgaluzi-skorotilisya-mayzhe-na-34
2. Impact of the Russian offensive in Ukraine on international tourism. URL: https://www.unwto.org/impact-russian-offensive-in-ukraine-on-tourism
3. The impact of the Russian-Ukrainian war on the tourism industry in Ukraine and the world. URL: https://delo.ua/opinions/vpliv-rosiisko-ukrayinskoyi-viini-na-turisticnu-galuz-v-ukrayini-ta-sviti-shho-nas-cekaje-v-maibutnyomu-405634/
4. The impact of the Russian-Ukrainian war on the tourism industry in Ukraine and prospects for its development in the future. URL: https://doi.org/10.30525/978-9934-26-223-4-4
5. Travel and war: what will be the tourism industry after the victory URL: https://www.epravda.com.ua/columns/2022/07/21/689436/.

# NATO AND THE CSTO AS MODERN SYSTEMS OF COLLECTIVE SECURITY: STATUS AND PROSPECTS

*O. S. Pushchaienko,*
*I. V. Zmiiova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Pushchayenko O. S., Zmiiova I. V. NATO and the CSTO as modern systems of collective security: status and prospects.** The article considers the phenomenon of collective security as a method of ensuring regional security using the examples of the North Atlantic Treaty Organization and the Collective Security Treaty Organization. On the background of russian aggression against Ukraine, the strategies and activities of these organizations have undergone significant changes. That is why the article analyses the current state of the military-political blocs of NATO and the CSTO, outlines the prospects and makes the forecast regarding the further functioning of these structures.

**Keywords:** collective security, CSTO, military-political bloc, NATO, russian aggression.

**Пущаєнко О. С., Змійова І. В. НАТО та ОДКБ як сучасні системи колективної безпеки: стан та перспективи.** У статті розглянуто феномен колективної безпеки як засіб забезпечення регіональної безпеки на прикладах Організації Північноатлантичного договору та Організації договору про колективну безпеку. На тлі російської агресії проти України стратегії та діяльність цих організацій зазнали значних змін, тому у статті проаналізовано актуальний стан військово-політичних блоків НАТО та ОДКБ, окреслені перспективи та розроблені прогнози щодо подальшого функціонування даних структур.

**Ключові слова:** військово-політичний блок, колективна безпека, НАТО, ОДКБ, російська агресія.

## 1. Introduction

The o b j e c t of the study is the phenomenon of regional collective security, and the s u b j e c t is the activities of NATO and the CSTO as examples of modern systems of collective security.

The a c t u a l v a l u e of the chosen topic lies in the fact that collective security is an important component for supporting the peaceful and productive coexistence of countries both on a regional and global scale. The CSTO and NATO are regional organizations that aim at maintaining the state of security in the Eurasian and North Atlantic regions, respectively. In addition, they are tacitly politically and ideologically opposed to each other. With the beginning of the full-scale Russian-Ukrainian war in February 2022, there were significant shifts in the activities of both structures, which significantly affected the further prospects of the organizations' functioning and thereby actualized in-depth study of them.

The p u r p o s e of the article is to analyze the current state and activities of the North Atlantic Treaty Organization and the Collective Security Treaty Organization. In accordance with this, the t a s k s of the work are: to analyze the phenomenon of collective security, consider the North Atlantic Treaty Organization as a system of collective security of the countries of Europe and North America, study the Collective Security Treaty Organization as a system of collective security of the countries of Eastern Europe and Asia and outline the prospects for the development of NATO and the CSTO.

A number of researchers studied the issue of the functioning of NATO and the CSTO but such a large-scale geopolitical event on the world map, namely the Russian-Ukrainian war, gave a new impetus to the problem of systematization of current data about these security organizations, as well as about the prospects for their development, which has not yet been sufficiently reflected in scientific research.

**2. Collective security phenomenon.**

'Collective security' is a set of collective measures (political, military, organizational) taken by a number of states aimed at protecting them from internal and external threats. Collective security is realized, first of all, within the framework of international organizations and involves the existence of a balance of forces, maintenance of the status quo, non-use of force (except for protection), prevention by all states of the international community of aggression on the side of any member of the community and joint actions against aggression from the outside. The term 'collective security' began to be widely used in international relations since 1922, after the founding of the League of Nations, and was first legally consolidated in the Helsinki Final Act of the Conference on Security and Cooperation in Europe in 1975 ("Колективна безпека", n. d.).

Currently, the guarantor of global collective security is the Security Council, which is a permanent UN body that can identify threats to peace and respond accordingly, as well as apply coercive measures against states that destabilize peace (“Колективна безпека”, n. d.).

The system of collective security also operates at the regional level within the framework of international organizations such as NATO and the CSTO, which are the main “adversary” military-political blocs in the modern international arena.

### 3. NATO as a system of collective security of the countries of Europe and North America

The NATO military-political bloc, which unites 30 states of North America and Europe, was founded on the basis of the provisions of the North Atlantic Treaty, signed on April 4, 1949 in Washington. The purpose of signing this document was to “unite the efforts of countries to implement collective defense and maintain peace and security”. Fundamental to the functioning of NATO is the principle of “collective defense” (Article 5 of the Treaty), which provides that an attack on one of the countries of the Alliance will be considered as an attack on all members of the Bloc (“Північноатлантичний договір”, n. d.).

As for the current state of the organization, it is known that since 2014, Russia-NATO relations have experienced the most significant deterioration since the beginning of the 21st century. This is due to the opposite positions of the parties in the issues of deployment of missile weapons, enlargement of the Alliance, aggressive policy of the russian federation in Eastern Europe, the Black Sea region, Asia and the Middle East. Russia’s destabilization of international security prompts NATO to take a series of actions to deter the russian federation and maintain stability in the North Atlantic region and the world as a whole. Thus, against the backdrop of Russia’s armed aggression against Ukraine in 2014 (the annexation of the Crimea and the invasion of eastern Ukraine), the Wales NATO summit was held, at which Russia’s violation of international law was recorded, the fact of the latter’s aggression against Ukraine was condemned, and the United Forces Alliance of increased readiness for rapid response to emerging dangers were created, and Russian-NATO civil and military cooperation was completely suspended (“Декларація Уельського саміту", n. ”.).

In 2016, at the Warsaw Summit of the Alliance, the military invasion of the russian federation was once again condemned, and it was also recognized as the aggressor country and one of the most important challenges for NATO. Accordingly, it was agreed to significantly increase the military presence on the eastern borders of the Alliance (in Poland, Lithuania, Latvia, Estonia, Slovakia, Hungary, Romania and Bulgaria), to form along the entire line a number of integration units of the Alliance forces, as well as to provide a Comprehensive package of assistance to Ukraine to improve the defense capabilities of the country in the conditions of the hybrid war. In addition, the issues of expanding the Alliance, countering international terrorism as a threat to world security, etc., were discussed ("Заява", n. d.).

At the Brussels (2018) and London (2019) NATO summits, there was an internal confrontation between the members regarding the enlargement of the Alliance and funding, but, in general, the position of the Bloc remained unchanged – the russian federation was again recognized as aggressor and, accordingly, the plan of increased readiness reaction was updated ("Сучасний стан", 2021).

Meanwhile, the Alliance was gradually expanding: in 2017, Montenegro joined it, and in 2020, North Macedonia did it.

In 2021, at the NATO summit in Brussels, the countries of the Bloc developed a dual approach in working with the russian federation, which combined openness of dialogue and containment of the latter's aggression ("Сучасний стан", 2021). However, there are doubts about the expediency of this approach against the background of the russian military presence increase on the borders with Ukraine at this time, the open threats of the top leadership of russia in case Ukraine joins the NATO, as well as the escalation of military operations in Donbas in spring 2021. Nevertheless, the policy of the Alliance was very moderate in the context of restraining the russian federation, even with the existing reasons to increase the pressure. Such excessive loyalty, the policy of 'appeasement of the aggressor' did not deter the russian federation, which on February 24, 2022 resorted to a full-scale military invasion of the territory of Ukraine.

Actually, against the background of these events, the Brussels and Madrid NATO summits were held in 2022, at which the military invasion of the russian federation was condemned, it was decided to further strengthen the Alliance's military presence on the eastern borders, and also to provide Ukraine with the comprehensive military support. At the last summit, a historic decision was made for the Alliance – to officially invite Sweden and Finland to join the Bloc, thereby strengthening russia's deterrence ("Результати Мадридського саміту", n. d.).

### 4. The CSTO as a system of collective security of the countries of Eastern Europe and Asia

The Organization of the collective security agreement is the military-political bloc created by the Tashkent Agreement on May 15, 1992, which unites Armenia, Belarus, Kyrgyzstan, Kazakhstan, Tajikistan and the russian federation and is a kind of Eurasian "antidote" to NATO. The officially declared goal of the creation of the organization is "strengthening peace, international and regional security and stability, ... territorial integrity and sovereignty of member states, the priority in achieving which the member states give to *political* means" ("Устав", 2002).

But in fact, this organization is a tool for realizing the foreign policy goals of the russian federation to expand its sphere of influence and completely restore its own hegemony in the post-Soviet space, taking into account the fact that the russian federation has an unspoken leadership in decision-making within the organization (*let's take into account that, in 2011, a protocol on the abolition of decision-making in the organization only under the condition of consensus was adopted [3]*), is more powerful among other participants in military terms, is the only nuclear country among all bloc members, and also has military bases (objects) on the territory of other countries of the organization.

The CSTO countries have in the structure of the organization the Collective Operational Response Forces – the combined military forces of the member states. They were last applied in January 2022 in Kazakhstan at the request of the current president of the country K.-Zh. Tokayev in order to suppress public protests against the sharp increase in gas prices and against the former government in general.

As of today, as an organization designed to maintain the state of regional security, the CSTO is an ineffective structure, evidence of this is the Russian-Georgian war of 2008, the Azerbaijan-Armenia conflict over the territory of Nagorny Karabakh (border clashes within which continue up to now), the existing border conflict between Tajikistan and Kyrgyzstan, external threats from neighboring Middle Eastern countries (such as Afghanistan, Pakistan, and Iran), as well as the aggression of the russian federation against Ukraine, which began in 2014 with the invasion of Donbas and the annexation of the Crimea, followed by full-scale military actions by the russian federation on the territory of Ukraine (from February 24, 2022).

It is necessary to note that the CSTO is currently going through a serious crises, because not all members of the bloc today seek to blindly follow the kremlin's instructions, having realized the stalemate consequences of this scenario. Thus, of the russian federation's five partners, only Belarus publicly supported the russian invasion. Kazakhstan, Uzbekistan, and Kyrgyzstan reminded their own citizens of their responsibility for participating in military conflicts on the territories of other states, including Ukraine. Armenia, meanwhile, diplomatically hinted at rapprochement with the West with the visit to the country (September 2022) of the speaker of the US House of Representatives, Nancy Pelosi. It would be also appropriate to mention the trade wars between the russian federation and Kazakhstan, as well as the latter's intentions to supply oil bypassing russia due to the kremlin's threats to close transit through its territory ("Казахстан", n. d.).

## 5. Prospects for the development of NATO and the CSTO as regional organizations of collective security

Speaking of the North Atlantic Alliance, further prospects for the bloc development include expanding the number of its members, strengthening the eastern and northern borders, and joint actions to weaken its main threat to regional and global security – the russian aggressor. The countries now act as a single block with clear common goals, which only strengthens the power of the union. An excellent proof of this is the 100% representation of NATO countries at the regular meetings of the defense ministers of the world leading states in the Rammstein format, as well as the readiness of the Alliance countries to oppose the aggressor by providing comprehensive assistance to Ukraine. Therefore, subject to a well-constructed strategy, its clear observance, as well as further cohesion of the member states, the Alliance has every chance to be even more powerful means of supporting security in the North Atlantic region, finally including Sweden and Finland in its ranks, as well as adding Bosnia and Herzegovina, which has the NATO Action Plan, and Ukraine, which proved its commitment to the values of the Alliance through heroic confrontations in the russian-Ukrainian war, significantly increased military compatibility with NATO, and in September 2022 applied for the accelerated accession to the bloc. Targeted political and military support by the Alliance of Ukraine is increasingly weakening the biggest challenge to the stability of the Bloc – the russian federation, the final overcoming of which (with continued systematic support) is only a matter of time. In addition to the Russian issue, NATO has recently been concerned about the strengthening of China, which is significantly increasing its own military power and acting as an antagonist of the West, its democratic principles and policies. In addition, the tense situation around Taiwan, which received a particular boost in 2022, gives reasons to claim that the Alliance should competently build its own policy in the future in order to prevent this tension from developing into an open military conflict. With a well-constructed strategy towards China and other threats to the security of the region and the world (international crime, terrorism, etc.), NATO will certainly strengthen its power as a regional system of collective security in the North Atlantic region in the coming decades.

Returning to the Organization of the Collective Security Treaty, it is worth stating that especially with the beginning of the large-scale invasion of the russian federation in Ukraine (from February 24, 2022) this bloc has recently significantly weakened its power and ceased to be such a serious lever of influence of the russian federation in the Eurasian region. The russian federation, as a system-forming factor of this authoritarian bloc, has shown its weakness in the military, diplomatic, political, and information fields, which, accordingly, prompts other members of the organization to change the vector of their own foreign policy and search for new ways of integration. The latest actions and statements of the leaders of the CSTO states indicate a serious ideological split in the organization and give grounds to predict its disintegration in the future. Even the always pro-kremlin president of Belarus, O. Lukashenko, stated at the CSTO summit in November 2022: "….the fate of the CSTO [depends] on the operation of the russian federation in Ukraine. If russia wins, the CSTO will live. If, God forbid, he does not win, the CSTO will not exist..." ("Якщо завалиться Росія", n. d.).

## 6. Conclusions

The article has analyzed the phenomenon of regional collective security on the examples of two antagonistic military-political blocs – the North Atlantic Treaty Organization and the Collective Security Treaty Organization and updated information on their current state taking into account the factor of the beginning of a full-scale military invasion of the russian federation on the territory of Ukraine (from February 24, 2022).

Taking into account the activities, steps and strategy of the NATO bloc analyzed above, it can be concluded that, despite the tense security situation that has now developed in Eastern Europe, the North Atlantic Alliance is only strengthening and will continue to strengthen its power: it is strengthening the northern and eastern borders, and due to the systematic support of Ukraine – successfully fighting its most important challenge of the last decade, the russian federation.

The activities of the Collective Security Treaty Organization discussed above give the reason to say that this military-political bloc is experiencing the worst period in its entire history: the split of the united position of its members, the presence of a number of security crises, differences in the external rhetoric of the organization's members, and the gradual alienation of block's countries from their "authoritarian leader" – the russian federation, which showed its weakness after an illegal attack on the territory of the sovereign state of Ukraine, currently suffering from both military and political defeats.

So, it can be stated that the history of the Cold War and its outcome is gradually beginning to repeat itself in the 21st century (the so-called Second Cold War), and, in our opinion, the split of the anti-democratic union under the tacit leadership of an aggressor state with imperial ambitions is only a matter of time, and already now we can observe the start of this process.

**REFERENCES**

1. Декларація Уельського саміту. Організація *Північноатлантичного Договору:* веб-сайт. URL: https://www.nato.int/cps/uk/natohq/official_texts_112964.htm?selectedLocale=uk (дата звернення: 06.01.2023).
2. Заява за результатами саміту у Варшаві. Організація Північноатлантичного Договору: веб-сайт. URL: https://www.nato.int/cps/uk/natohq/official_texts_133169.htm (дата звернення: 06.01.2023).
3. Здоровега М. В., Цебенко О. О. Позиція ОДКБ щодо врегулювання конфліктів на пострадянському просторі. Електронний вісник інституту міжнародних відносин : серія міжнародні відносини. К. 2015. № 8. URL: http://journals.iir.kiev.ua/index.php/pol_n/article/view/2578/2287 (дата звернення: 10. 01.2023).
4. Казахстан поставлятиме нафту в обхід Росії – Reuters. *Voice of America:* веб-сайт. URL : https://ukrainian.voanews.com/a/nafta-kazakhstan-trubiprovid/6700253.html (дата звернення: 11. 01.2023).

5. Колективна безпека. *Енциклопедія сучасної України :* веб-сайт. URL: https://esu.com.ua/article-5527 (дата звернення: 04.01.2023).
6. Північноатлантичний договір від 04.04.1949 р. URL: https://zakon.rada.gov.ua/laws/show/950_008#Text (дата звернення: 06.01.2023).
7. Результати Мадридського саміту НАТО 29-30 червня. *Національний Інститут Стратегічних Досліджень:* веб-сайт. URL: https://niss.gov.ua/doslidzhennya/mizhnarodni-vidnosyny/rezultaty-madrydskoho-samitu-nato-29-30-chervnya (дата звернення: 09.01.2023).
8. Сучасний стан і перспективи розвитку й трансформації Північноатлантичного альянсу: аналіт. доп. / В. Кравченко, В. Орлик, М. Замікула, В. Ярмоленко, О. Давимука ; за заг. ред. М. Паламарчука та О. Александрова. Наук. електрон. вид. Київ : НІСД, 2021. 36 с.
9. Устав Організації Договору про Колективну Безпеку і Оборону від 07. 10. 2002 р. URL: https://ips.ligazakon.net/document/MU02240 (дата звернення: 10. 01.2023).
10. “Якщо завалиться Росія, то під цими уламками наше місце”: Лукашенко несподівано заговорив про розпад ОДКБ. *Obozrevatel*: веб-сайт. URL: https://www.obozrevatel.com/ukr/belarus/yakscho-zavalitsya-rosiya-to-pid-tsimi-ulamkami-nashe-mistse-lukashenko-nespodivano-zagovoriv-pro-rozpad-odkb.htm (дата звернення: 13. 01.2023).

# RESTAURANT BUSINESS OF UKRAINE DURING CRISIS PERIODS

***R. V. Pylypenko,***
***N. M. Startseva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Pylypenko R. V., Startseva N. M. Restaurant business of Ukraine during crisis periods.** The article discusses the impact of COVID-19 and war in Ukraine on the Hospitality industry of the country and the measures undertaken by the countries of the world to overcome the crises. The examples of Ukrainian restaurants functioning during wartime are provided as well as an assessment of crisis's impact of that period. The recent trends in the development of the business enterprises and the governmental aid are analyzed. The article points out that state should reduce regulatory pressure on the restaurant business; direct communication and a rational dialogue between the government structures and business entities are to be established. Takeout and delivery services, contactless pickup, third-party delivery providers are becoming widespread, restaurants offer their food to-go without having to hire full- or part-time delivery workers.

**Keywords**: crisis, COVID-19, delivery service, hospitality industry, regulatory pressure, restaurants, takeout service, Ukraine, war.

**Пилипенко Р. В., Старцева Н. М. Ресторанний бізнес України протягом періодів кризи.** У статті обговорюється вплив COVID-19 та війни в Україні на сферу гостинності в країні, а також заходи, які були вживані країнами світу, щоб подолати кризи. Наведено приклади роботи українських ресторанів у воєнний час, а також оцінено вплив кризи того періоду. Проаналізовано останні тенденції розвитку підприємництва та державну допомогу. У статті зазначається, що держава має зменшити нормативний тиск на ресторанний бізнес; має бути налагоджено прямий зв'язок та раціональний діалог між державними структурами та суб'єктами господарювання. Послуги на винос, безконтактне замовлення та доставка, сторонні постачальники товару стають широко поширенними, ресторани пропонують їжу на винос з собою без необхідності наймати кур'єрів на повний або неповний робочий день.

**Ключові слова**: війна, криза, нормативний тиск, послуга на винос, ресторани, сервіс доставки, сфера гостинності, Україна, COVID-19.

## 1. Introduction

The crisis which pandemic launched and the war prolonged and worsened, have transformed not only our daily lives, but also a number of global processes. The introduction of quarantine restrictions has forced us to change our attitude to many things which people have got used to doing without paying a special attention to them. Strict quarantine measures have become a heavy blow to the domestic catering industry. Nowadays a difficult period for the entire restaurant business is still going on. The crisis has affected not only cafe and restaurant owners, but also investors, lessors, suppliers, branch media, restaurant critics, staff etc. Therefore, it is extremely important and relevant to outline the current trends in the hospitality business development as well as challenges faced, in particular in the restaurant business, which constitute the object of the article while the assessment of the crisis's impact on Ukraine's hospitality sphere is the subject of the research. The purpose of the study is to analyze the practical aspects of the functioning of the restaurant business in the COVID-19 pandemic and war conditions, to identify the main problems of business entities and find ways to improve entrepreneurship in this sphere during the period of adaptation to the new reality for doing business.

The military conflict, which first began in some territories of Donetsk and Luhansk regions in 2014 and escalated into a full-scale war on February 24.02.2022, led to heavy human losses and a humanitarian crisis which was previously damaged by pandemic, worsening financial instability, slowing economic growth, accelerating inflation, eliminating investment in sustainable development, reconfiguration of the global supply chain, rising prices for food, fuel, etc.

Since the beginning of the full-scale war, Ukrainian companies, restaurants, businesses have been put under tremendous pressure by external force. Nevertheless, they are actively assisting with significant financial contributions and other resources. Businesses donated millions of hryvnias to the army. IT companies keep paying salaries to workers who went to the front. Banks paid taxes the month ahead. Creative hubs, co-working spaces and theatres give shelter to internally displaced people. Restaurants prepare food for the territorial defence units. Clothing brands have retrained to sew clothing, bulletproof vests and footwear for defenders.

## 2. Hospitality industry crisis in Ukraine and emergency treatment

### 2.1. COVID-19 period

The introduction of quarantine in country's current state over a large territory and for a long period carries very serious economic risks for

Ukraine. A possible economic collapse for certain sectors of the economy is in the risk zone of tourism, hotel, restaurant, transport and some other industries. Ukrainian business is preparing for difficult times through the coronavirus crisis. Closed restaurants in cities during quarantine can lead to bankruptcy. As noted in business associations, it is virtually impossible to digitize potential losses due to the pandemic because of the difficulty in predicting the potential scale of the spread of the virus in Ukraine. “We are clearly talking about the economic decline, even considering measures taken by the government to support business. Ukrainian business expects a quarterly revenue drop by an average of 30-35%,” according to the Union of Ukrainian Entrepreneurs. The Union calls such consequences of the financial crisis:

- Firstly, the disruption of supply chains and the suspension of production.
- Secondly, the irrevocable loss of income and the probable bankruptcy of small and medium-sized businesses due to termination of business for an indefinite period.
- Thirdly, cancellation of orders for industrial goods, refusal to conclude new agreements, cancellation of supplies under already concluded contracts.
- Fourthly, loss of work for unofficial workers (in particular, in the service sector).

The economy of Ukraine, although not so attached to foreign tourists, but if the quarantine is prolonged, then industry will lose 3–5 billion dollars. Approximately 80% of hotel industry is small businesses, entrepreneurs that may not survive this quarantine.

**Research results**. **(COVID period)** According to the Poster study (Силівейстр, 24.03.2022), catering sales in Ukraine starting March 12 to March 15, 2020 fell by an average of 26% compared to the same period last week. On the weekend of March 14–15, this figure plunged by as much as 36%. Sales fell sharply not only in the capital city (by 24% in four days compared to the same period last week), but also in all the largest regional centers. For example, in Lviv, the indicator dipped by an average of 23%, in Kharkiv – by 20%, in Odesa and the Dnipro – by 24%.

“It is already clear that quarantine due to the coronavirus pandemic will cause one of the largest HoReCa crises in Ukraine in recent years,” states Rodion Eroshek, co-founder and CEO of Poster restaurant Automation Company. Many institutions whose activities are officially terminated, are trying to urgently reorient to delivery. Those who did not have time to do this earlier, stand in line for integration with services like Glovo or Uber Eats, who organize their delivery, turning the waiters into temporary couriers.

According to Olga Nasonova, an expert in the restaurant business and a co-founder of the National Restaurant Association of Ukraine, global losses in the restaurant business through the coronavirus can reach 50% and even more. Most staff will lose their jobs (“Хроніки кризи бізнесу “, 19.03.2020.

**2.2. War Period**

Since the beginning of Russia’s full-scale invasion, about 7,000 restaurants and cafes have closed in Ukraine and more than 2,000 new establishments have opened. Olha Nasonova, a co-founder of the National Restaurant Association of Ukraine, reported this to the “Interfax-Ukraine” agency.

There are no exact statistics, as they simply aren’t carried out at the moment. Among these 7 thousand are establishments that have closed and those for which no data was provided (in the occupied territories or in the shelling zones). The market has decreased by approximately 25% compared to February 2022. In some regions, the drop in the market amounted to more than 50% (Kharkiv, Mykolaiv, Zaporizhzhya, Luhansk regions). In Kyiv, Odesa, Dnipropetrovsk regions – a drop down up to 30%.

Until the beginning of summer, the decline in the market was more significant. However, since June, restaurants began to open in Kyiv, as well as in the western regions, a total of more than 2,000 establishments. The restaurant market in Lviv developed most intensively: more than 500 new establishments in the region since the beginning of the war. Of all cities in Western Ukraine, Lviv turned out to be the most cosmopolitan and the most crowded – stated Olha Nasonova (06.09.2022).

At the same time, according to the Restaurant Association’s co-founder, western regions show positive dynamics. In Lviv and the region, the number of restaurants and cafes increased by approximately 30%. In Zakarpattia, Chernivtsi, and Ivano-Frankivsk regions, an increase of approximately 20% is observed.

### 2.3. The example of a simple Kyiv restaurant functioning during wartime

Kyiv restaurant the Milk Bar used to charge £12 a meal, now it's producing 500 meals a day for free to help feed the citizens of the Ukrainian capital. The restaurant has not been able to pay its staff since February but it still has 20 people working there. “We are all just thinking about people and the community right now,” bakery owner Anna Kozachenko said. Hers is just one of the food businesses stepping up to support Ukrainians following the invasion by Russia. “I'm not even thinking about the financial losses,” said Ms Kozachenko. The staff who have stayed with the firm are now working around the clock to deliver meals to the elderly and refugees from invaded areas outside Kyiv.

Large food suppliers have provided food to the restaurant for free and have promised to do so for “as long as it is needed”. The landlord has also suspended rent for the restaurant.

The Milk Bar is one of more than 450 restaurants that have transformed their businesses to help feed anyone who needs it following Russia's invasion of Ukraine – people sheltering in bunkers, the elderly unable to leave their home, and those fighting on the front lines (“Ukraine's restaurants”, 18.03.2022).

According to an investigation by the Gradus Research Company (“Діагностування стану”, 2022) 37% of Ukrainian enterprises currently believe that their business does need industry transformation. These numbers may seem catastrophic, but today they are much lower than during the first phase of the full-scale Russian invasion. With each day that the situation at the front stabilizes, the share of enterprises declining to radically reformate their business is only increasing. This clearly indicates a positive trend for the Ukrainian economy as a whole, as more and more Ukrainian businesses see themselves as getting back to business as somewhat usual.

In order for the Hospitality industry to adapt quickly, it is necessary to use the world experience and introduce new trends of adequate business transformation.

One of the biggest changes that the pandemic brought on was the proliferation of takeout and delivery services. Shifts to curbside and contactless pickup helped limit exposure between people, and third-party delivery providers made it possible for small, local restaurants to offer their food to-go without having to hire full- or part-time delivery workers.

Prior to the pandemic and dining room closures, carryout and delivery made up a collective 70% of restaurant orders, with dine-in representing 30% of orders, according to Technomic's 2020 Delivery and Takeout Consumer Trend Report. But during the closures, a full 100% of restaurant orders were completed as carryout/drive-thru or delivery orders. What's more, 36% of consumers said that they ordered from the drive-thru more during the pandemic than they did before ("How Restaurants are adapting", 28.04.21).

Business transformations will help to get out of the unprecedented crisis and to function, earning additional income. In turn, the state should facilitate the Hospitality branch load first of all by reducing regulatory pressure on the restaurant business. It is necessary to establish direct communication and a rational dialogue between the government structures and business entities to provide further successful partnerships between the public sector and local businesses in the process of development of the infrastructure at the local, regional and national levels. Solution of the above problems will allow restaurants to increase the number of consumers; will raise the efficiency of establishments, as the consequence of increasing their profitability, improving the efficiency of their management, raising the quality and level of service, improving consumers' perception of the company's image and reputation. It will open more opportunities for establishments to enter the international market and increase the number of consumers.

### 3. Conclusions

To sum up, we can state that the pandemic does not leave any industry untouched, and it radically changes the entire restaurant business. So, owners of catering establishments should no longer be guided by implementation of situational decisions, they must honestly seek new ways for survival and current formats for their "business enterprises" attracting all key resources. In order for the restaurant business to be able to function successfully in the conditions of the quarantine and war as well as afterwards, it is necessary to develop trends and strategies of establishments functioning in the new conditions.

During the full-scale Russia's war against Ukraine, hospitality sphere in Ukraine suffered large losses, and in some places it stopped. Despite the difficult situation, the authorities are already looking for ways out of this situation, as well as making plans to restore the industry after the victory. It is clear that after the war, the hospitality industry will change anyway and will work by different standards.

**REFERENCES**


1. Діагностування стану українського бізнесу під час повномасштабної війни Росії з Україною. *Analytical report.* March 2022. Gradus Research Company. URL: https://gradus.app/documents/188/BusinessInWar_Gradus_KSE_Report_30032022_ua.pdf [in Ukr.]
2. Насонова О. В Україні з початку війни закрилося близько 7 тисяч ресторанів та кафе. 06.09.2022. URL: https://interfax.com.ua/news/economic/856807.html [in Ukr.]
3. Силівейстр В. Як і де відновлюють роботу заклади в Україні під час війни. *Дослідження Poster.* 24.03.22. URL: https://joinposter.com/ua/post/yak-vidnovluyt-robotu-zakladi-pid-chas-viyni [in Ukr.]
4. Хроніки кризи бізнесу: кого в Україні найбільше накриє шторм коронавірусу. 19.03.2020. URL: https://www.epravda.com.ua/publications/2020/03/19/658296/ [in Urk.]
5. How Restaurants are adapting and transforming their business amid the pandemic. 28.04.21. URL: https://www.restaurantbusinessonline.com/technology/how-restaurants-are-adapting-transforming-their-businesses-amid-pandemic
6. Krader K., & Vines R. Overwhelmed by the Virus, the Golden Age of Restaurants Is Over. URL: https://www.bloomberg.com/news/articles/2020-03-27/coronavirus-impact-on-new-york-and-london-restaurants.
7. Ukraine's restaurants rally to the war effort. 18.03.2022. URL: https://www.bbc.com/news/business-60737248

# LA CONTRIBUTION DU BUREAU DE T. COOK ET DE SES DISCIPLES À LA FORMATION ET AU DÉVELOPPEMENT DU TOURISME

***A. Railko,***
***N. T. Bezvesilna (consultante linguistique)***
***Université nationale V. N. Karazin, Kharkiv***

**Railko A., Bezvesilna N. T. La contribution du bureau de T. Cook et de ses disciples à la formation et au développement du tourisme.** Thomas Cook est entré dans l'histoire comme l'inventeur du tourisme et le fondateur de la première agence de voyage. La chose la plus importante est que son entreprise a donné à des millions de personnes la possibilité de voyager, même ceux dont la vie était traditionnellement limitée à la périphérie de leur ville natale ou de leur village natal – tout le monde avait l'occasion de voir le monde illimité dans toute sa splendeur.

**Mots-clés:** fondateur du tourisme, ivresse, branche ferroviaire, guide, société « Thomas Cook and Son ».

**Раїлко А., Безвесільна Н. Т. Внесок бюро Т. Кука та його послідовників у становлення та розвиток туризму.** Томас Кук увійшов у історію як винахідник туризму й засновник першої туристичної фірми. Найголовніше те, що його справа подарувала мільйонам людей можливість мандрувати, навіть тим, чиє життя традиційно обмежувалося околицями рідного міста чи села – в кожного з'явилася можливість побачити безмежний світ у всій його красі.

**Ключові слова:** основоположник туризму, пияцтво, залізнична гілка, путівник, компанія «Thomas Cook and Son».

## 1. Introduction

L'étude de l'histoire du tourisme ne peut pas être imaginée sans connaissance de la géographie, de la littérature, des études religieuses, de l'économie, de la jurisprudence, de la philosophie. Un ensemble de connaissances et de processus provenant des sphères les plus diverses de l'activité humaine, étroitement liés les uns aux autres doit être compris directement sous « l'histoire du tourisme ».

Thomas Cook est le fondateur du tourisme et le fondateur de l'empire touristique mondial, son nom est bien connu dans les milieux professionnels. Tout le monde le connaît, presque sans exception, une personne, que ce soit un adulte ou un enfant, et même sans le savoir. L'histoire du parcours de vie de Thomas Cook est instructive, elle doit être soigneusement étudiée, jugée rationnelle. Les organisations touristiques modernes peuvent mettre l'accent sur beaucoup de choses importantes et utiles lors de l'étude des activités de Cook (Азар, 2011).

## 2. La contribution de T. Cook à la formation et au développement du tourisme

Thomas Cook (22/11/1808 – 18/07/1885),est né dans une famille anglaise pauvre, il a fait une véritable découverte. Il a proposé l'un des types d'entreprises les plus rentables, dans lequel aujourd'hui non seulement les entreprises individuelles, mais aussi des États entiers s'enrichissent.

En février 1826, après son 17e anniversaire, Thomas Cook s'e fait baptiser et est devenu membre à part entière de l'Église baptiste. Il a déménagé de Melbourne à Loughborough et a commencé à écrire inlassablement des articles pour un magazine baptiste local. Sa mère, Elizabeth Smithhard, vendait ce magazine avec des légumes et des fruits dans son magasin. Mais l'énergique et valide Thomas Cook ne s'est contenté pas d'écrire des articles dans un journal et d'enseigner à l'école du dimanche – la soif d'activité missionnaire qu'il avait peut-être héritée de son grand-père l'a incité à prêcher dans les villages (Абрамов, Гонкошкур, 2010).

Très vite, le jeune prédicateur a gagné la sympathie de tout le quartier. Les résidents locaux ont commencé à l'inviter de plus en plus pour des consultations sur diverses questions de la vie. À la fin de la même année, Cook estimait que ses activités lui apportaient non seulement une satisfaction morale, mais aussi un revenu décent, comme il lui semblait alors, – 10 shillings par semaine. C'était la deuxième étape vers la création de l'industrie du voyage, bien qu'à cette époque, personne, y compris Cook lui-même, ne s'en soit rendu compte (Устименко, Афанасьєв, 2005).

En 1830, les fonds de la Loughborough City Baptist Association ont été épuisés et Cook a perdu son salaire. Pour gagner de l'argent, il a été forcé de faire de la menuiserie. Cook a réussi à louer un petit atelier dans la ville de Harboraf, adjacente à Loughborough. Cette fois, Thomas a déménagé dans un nouvel endroit non seul – il était accompagné d'une jeune épouse, la fille de la fermière Marian Maison, que Thomas avait rencontrée alors qu'il enseignait à l'école du dimanche.

Cook recueillait un large public: on buvait beaucoup à l'époque, et ce n'était pas une coïncidence. Depuis le XVIIIe siècle, la loi anglaise, afin de résister à l'importation d'eau-de-vie étrangère, encourageait la distillation de l'alcool à la maison. Cook, en regardant cela, ressentait une noble colère et n'épargnait pas l'éloquence (Биржаков М.Б., Биржаков К.М., 2000).

La lutte contre l'ivresse est devenue le thème principal de son discours de fête le 1er janvier 1836. À la fin de la même année, il est élu à l'unanimité secrétaire de la Société des non-buveurs nouvellement établie à Harboraphe. L'atelier de Cook a également commencé à prospérer, de sorte que la vie de sa famille est devenue de plus en plus prospère. Prêchant la sobriété à Harboraphe et dans les environs, Cook a converti beaucoup de gens à sa foi, et pourtant il lui semblait qu'il n'en faisait pas assez. En novembre 1839, Cook a commencé à publier un mensuel Herald of Sobriété, dans lequel, en plus de conférences et d'articles scientifiques sur les dangers de l'alcool, il a commencé à imprimer des poèmes de membres de l'association (l'un des poèmes s'intitulait « Please Do Not Sell Booze to my dad »). Un an plus tard, Cook a fondé le premier magazine pour enfants d'Angleterre, prêchant l'abstinence d'alcool. Mais il sentait toujours qu'il pouvait faire quelque chose de plus pour les âmes souffrantes (Азар, 2011).

En 1840, une ligne de chemin de fer a été ouverte qui reliait Derby à Ragby. Après avoir lu le message sur cet événement joyeux pour tous les résidents du centre de l'Angleterre, Thomas Cook s'est soudainement rendu compte qu'une invention aussi merveilleuse qu'un chemin de fer devait être utilisée pour annoncer un style de vie sobre. Cook a décidé de louer un train pour emmener des amis de la sobriété de Leicester à Loughborough pour le congrès trimestriel de l'association des non-buveurs des comtés du sud de l'Angleterre centrale. Le secrétaire de la société des chemins de fer, John Fox Bell, a payé à Cook les dépenses préliminaires. Il a fallu deux semaines pour organiser l'événement, il a fallu convenir d'un programme culturel et nutritionnel à Loughborough, imprimer et distribuer des affiches publicitaires et des billets. Des invitations spéciales ont été envoyées à Nottingham, Derby et d'autres villes.

C'est là que le tourisme est né. Cela s'est passé lundi le 5 juillet 1841. 570 amis de la sobriété sont entrés dans neuf voitures ouvertes, très mal à l'aise: ils ont dû se tenir debout. À l'époque, c'était une façon traditionnelle de voyager en troisième classe. Cependant, une foule immense, accompagnée d'une fanfare et armée de drapeaux et de bannières, a démontré une volonté de détruire le monstre de l'ivrognerie. À la gare de Loughborough, des amis de différentes villes se sont réunis dans une immense procession, après quoi ils se sont rendus au parc de la ville, où de la nourriture (sandwichs au thé et au jambon), de la danse, une partie de cricket et un rassemblement de trois heures ont été organisés pour eux. Le train est retourné à Leicester vers 23 heures – toute la gare était remplie de citadins qui ont accueilli les combattants avec ivresse (Азар, 2011).

Le succès de Cook, à son avis, ainsi que selon les clients de son agence, était en ce que Cook accompagnait personnellement les touristes dans tous les voyages.

La clientèle grandissait et Cook a conclu des contrats avec la Railroad Authority pour des livraisons régulières de passagers. Ses excursions et voyages étaient basés sur un principe très efficace: obtenir le maximum de bénéfices pour le maximum de personnes au prix le plus bas. Et une autre circonstance qui a nourri le cas de Cook : dans les années 1840, les syndicats ont obtenu des congés annuels pour les travailleurs et les couches inférieures de la classe moyenne, qui n'étaient pas du tout prêts pour un tel luxe. Ils ne savaient tout simplement pas quoi faire de leur temps libre. Cook a suggéré que pendant les vacances, on doit s' engager dans le tourisme et s'amuser (Абрамов, Гонкошкур, 2010). Thomas Cook a organisé le premier voyage purement divertissant – sans sermons. Train spécial de Leicester à Liverpool et retour. En préparant ce voyage, Cook a immédiatement décidé d'abandonner les voitures de troisième classe inconfortables, apportant confort et sécurité au rang de priorités. Avant de vendre des billets à tout le monde, Cook lui-même a conduit le long de la route, inspectant les villes dans lesquelles il prévoyait de faire des arrêts. Et pour la première fois, il a offert aux voyageurs des chèques de voyage, dont les analogues sont connus depuis l'époque des Templiers – les célèbres chèques de voyageur par la suite, garantissant le voyageur contre le vol de la route.

La principale difficulté à laquelle il a été confronté cette fois-ci est de nourrir et d'accueillir plus de 700 touristes pour la nuit à la même heure. En outre, pour son premier voyage – cependant, comme pour tous les suivants – Cook a publié un petit guide racontant toutes les attractions que les touristes peuvent voir. Le succès a dépassé les attentes les plus optimistes. Même pendant la campagne publicitaire, la demande de billets était si élevée que l'on a dû louer deux trains au lieu d'un (Устименко, Афанасьєв, 2005).

Et puis les miracles managériaux ont commencé. En 1846, Cook se rend en Écosse pour développer une route pour les amoureux du travail de Walter Scott et Robert Burns. Ils ont été lus et cités en Angleterre par tout le monde. Le calcul est sans équivoque : le lecteur fanatique voudra certainement toucher le monde magique de ses œuvres préférées avec ses mains. Il a été le premier à comprendre cela et a mis en œuvre l'une des idées les plus massives de l'industrie touristique du futur. Après la publication du guide de l'Écosse, Cook y a pris les 350 essieux dans le premier train (Биржаков М.Б., Биржаков К.М., 2000).

Après avoir maîtrisé les routes en Écosse, en Irlande, dans le nord du Pays de Galles et sur l'île de Man, Cook est allé plus loin. Il a proposé aux plusieurs grands propriétaires terriens du centre de l'Angleterre d' ouvrir leurs châteaux et parcs aux gens ordinaires pour inspection. Le duc de Rutlandshire a été le premier à répondre, fournissant son château de campagne aux touristes. D'autres ducs et magnats l'ont suivi.

En décembre 1868, Cook et son fils offrent aux Britanniques l'occasion de faire un pèlerinage en Terre Sainte. L'idée est brillante – il suffit d'équiper l'itinéraire existant. Pour la première fois, les chrétiens pouvaient se rendre confortablement et en toute sécurité à leurs sanctuaires principaux. Les chrétiens pieux étaient ravis d'un tel service. Les représentants des noms de famille européens nobles ont littéralement submergé Cook de demandes d'organiser des voyages similaires pour eux. Après le retour de Palestine du roi de Serbie et de plusieurs princes russes, Cook est approché par l'héritier de la couronne anglaise, le prince de Galles (le futur roi Édouard VII), qui a souhaité envoyer ses fils, Albert et George (le futur George V) au Saint-Sépulcre.

En 1872, Cook organise le premier tour du monde, 10 personnes y participent. Il a fallu 222 jours au groupe pour faire le tour du monde sur l'itinéraire prévu. De nos jours, ce chemin peut être surmonté en une semaine (Азар, 2011).

Dans les années 1890, la famille Cook a été la première à organiser des voyages à travers l'Europe en Asie en train le long du Transsibérien.

## 3. Conclosion

Le politicien britannique William Gladstone a écrit: « M. Cook a créé un système qui, pour la première fois, a permis à des classes sociales entières de voyager et d'apprendre à connaître d'autres pays sans aucun problème. Les voyages touristiques ont contribué au fait que les gens ont commencé à traiter les terres étrangères non pas avec fierté, mais, au contraire, avec respect.

Lorsque le fondateur du tourisme est décédé en 1892, sa fortune était estimée à 2497 livres – un bon résultat pour un homme qui avait commencé à travailler pour 6 pence par semaine. John Mason Cook, qui acontinué l'œuvre de son père, est mort sept ans plus tard, laissant derrière lui une propriété d'une valeur de £663 534. L'activité de l'entreprise s'est développée et incluse à la fin du XIXe siècle trois domaines principaux: le tourisme, les banques et le transport de marchandises par navires. Les descendants de Cook ont possédé l'entreprise jusqu'à la fin des années 1920, lorsque l'agence, conservant son nom de « Thomas Cook and Son », a commençé à être gérée par une association d'entrepreneurs. Mais cela s'est produit à une autre époque, lorsque les monopoles d'une famille sur le secteur du tourisme ont pris fin naturellement. Plus tard, en 1931, Thomas Cook and Son a fusionné avec la Wagon Lit Company, qui était engagée par le transport de passagers dans des wagons-lits par train express à travers l'Europe (Азар, 2011).

L'agence de voyages Thomas Cook & Son a été le premier voyagiste à utiliser l'aviation pour transporter des touristes. Cela s'est passé en 1919. Thomas Cook lui-même était déjà décédé à ce moment-là, mais ses petits-enfants ont continué son travail. Maintenant, la société sous le nom traditionnel Thomas Cook & Son est un véritable empire touristique, ses 12 mille des agences couvrent le monde entier, desservant plus de 20 millions de touristes par an (Устименко, Афанасьєв, 2005).

**SOURCES LITTERAIRES**


1. Азар В. Туризм – ще один феномен XX століття. *Туризм: практика, проблеми, перспективи*. Київ, 2011. 207 с.
2. Абрамов В. В., Тонкошкур М. В. Історія туризму. Харків : Харків. нац. акад. міськ. господарства, 2010. 294 с.
3. Биржаков М. Б., Биржаков К. М. Історія туризму: Томас Кук і його роль в становленні туризму. *Довідник «Туристські фірми»*. Харків, 2000. 192 с.
4. Устименко Л. М., Афанасьєв І. Ю. Історія туризму : навч. посібник. Київ: Альтерпрес, 2005. 320 с.

# THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURIST BUSINESS AND INTERNATIONAL INFORMATION

*E. A. Rezunenko,*
*N. O. Marchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Rezunenko E. A., Marchenko N. O. The role of foreign languages in the development of tourist business and international information.** The article provides an example of the development and prospects of the tourism business. It is explained why the knowledge and use of the language is an important aspect in the international field of tourism, how it affects economic and regional relations. We consider the communication of employees and highlight the importance of these processions in life and work. We conclude that language is important for tourism and all its aspects.

**Keywords:** tourism, language, international tourism, travel, communication.

**Резуненко Е. О., Марченко Н. О. Роль іноземних мов у розвитку туристичного бізнесу та міжнародної інформації.** У статті наводиться приклад розвитку та перспектив туристичного бізнесу. Пояснюється чому знання та використання мови важливий аспект в міжнародній сфері туризма, як він впливає на економічні та регіональні відносини. Розглядаємо комунікацію працівників та виокремлюємо важливість цих процесій у житті, роботі. Робимо висновки що мова важлива для туризма й усіх його аспектів.

**Ключові слова :** туризм, мова, міжнародний туризм, подорожі, комунікація.

## 1. Introduction

The tourism sector benefits the country's economy by providing employment, generating income in local and foreign currencies, and developing or expanding other industries. Providing this industry with specialists is a very important factor for the tourism sector. Tourists, who play a key role in promoting tourism, choose their destination based on amenities, attractions and, most importantly, positive and intelligent communication and attitudes from tourism workers. Therefore, one of the most important aspects of the tourism sector is the communication between people associated with this business and tourists. A good command of English is considered an advantage for a person associated with the tourism industry.

## 2. Benefits of tourism

Tourism is a multifaceted industry. For example, when a tourist visits a country, it not only benefits the tourism department, but also the locals. For example, the mode of transport he uses, the hotels where he stays, the places he eats, the stores where he shops, and so on. Therefore, since tourism is connected with other sectors of the economy, such as transport, construction, handicrafts, gardening, agriculture, catering, etc., it can not only become the driving force of the economy, but also become an effective tool to improve the well-being of the people and ensuring the development of infrastructure in different parts of the country. Tourism is also a vital factor in the country's cultural and social development (Любіцева, 2002, с. 20-50).

A distinction should be made between international tourism and domestic tourism. In international tourism, people travel outside the country in which they usually reside. In the field of domestic tourism, people travel outside their usual place of residence to some other places in the country, attractive historical and cultural attractions or for outdoor recreation and activities at sports bases and mountain resorts, where you can combine outdoor recreation with sports activities. In domestic tourism, since the journey takes place within the country, tourists usually do not encounter obstacles such as currency exchange, language, passport, visa, medical documents, etc. In domestic tourism, the native language of the tourist serves as a means of communication (Нечаюк, Телеш, 2003, с. 151-180).

## 3. Tourism as a global industry

The first half of the twentieth century made tourism a global industry. Tourism as an industry emerged with the rise of the middle class in Europe along with socio-political and technological progress. During this period, there was a massive movement of people between Europe and America, both to satisfy curiosity and for business, as the infrastructure necessary for travel was developed on both continents. In addition, the advent of the automobile, along with the development of rail transport, has led to an increase in domestic tourism, as travel has become cheaper, faster and more convenient, and with the development of air travel, tourism has become a "limitless" phenomenon (Федорченко, Дворова, 2002, с. 100-120).

One of the most important aspects of tourism is the communication between the people associated with the business and the tourists.

Communication is a process of information exchange between people, the purpose of which is to transfer and receive / understand / perceive this information. Good communication plays an important role in creating an impression in the minds of tourists through its non-verbal aspects, i.e. looks and gestures, as well as the verbal, in other words, verbal aspect of communication, i.e. language, which is the most natural connection between people. English plays an important role in tourism because:

1) is an international language in many non-English speaking countries, instructions, signs, inscriptions, etc. duplicated in English for ease of understanding;

2) is the fourth most spoken mother tongue in the world is the most widely spoken official language;

3) it is the main language used in international affairs, trade and commerce, tourism and so on.

A common language of communication, among a wide variety of languages, is necessary for the smooth functioning of the tourism industry. Heads of tourism departments and agencies and other officials around the world use English to communicate with local tourists, international tourists and immigrants. Like a multinational company, in tourism, English proficiency is a prerequisite for communication, collaboration and development of this industry both within the company and outside it, and internationally. English is considered as a tool to improve the efficiency of communication in a tourism organization.

The tourist staff is a more active user of English. The reason is that travel agencies or tour operators use English for various purposes, such as publishing brochures, posters, travel guides, writing emails and faxes, surfing the Internet, issuing tickets and booking hotels, etc.

## 4. Conclusions

Ignoring the important role of the English language can lead to loss of resources, inhibition and limitation of activities in tourism due to lack of communication and exchange of knowledge and information. Therefore, for the organization and management of tourism, English can be presented as a necessary means of communication.

**REFERENCES**


1. Зайцева В., Корнієнко О. Міжнародний туризм та глобалізація в сучасному світі. *Вісник Запорізького національного університету*. 2012. № 2(8). С. 55-65.
2. Любіцева О. О. Ринок туристичних послуг (геопросторові аспекти). К. : Альтерпрес, 2002. 436 с.
3. Нечаюк Л. І., Телеш Н. О. Готельно-ресторанний бізнес: менеджмент. К. : Центр навчальної літератури, 2003. 204 с.
4. Тонкошкур М. В., Поколодна М. М., Полчанінова І. Л. Туристське країнознавство : підручник. Харків : ХНАМГ, 2012. 475 с.
5. Федорченко В. К., Дьорова Т. А. Історія туризму в Україні : навч. посібник. К. : Вища школа, 2002. 195 с.
6. Франческо Франжіадлі.Тенденції розвитку міжнародного туризму. К. : Знання, 2002. 384 с.

# IMPACT OF THE RUSSO-UKRAINIAN WAR ON THE GERMAN ECONOMY

*Y. O. Riabovol,*
*N. O. Marchenko (consultante linguistique)*
*V. N. Karazin National University, Kharkiv*

**Riabovol Y. O., Marchenko N. O. Impact of the Russo-Ukrainian war on the German economy.** The article analyzes the state of the German economy before the start of a full-scale russian invasion. Attention is also paid to the challenges faced by the German economy in 2022 as a result of the armed aggression of the russian federation. This topic is relevant because the Federal Republic of Germany had a strong enough dependence on russian energy carriers, which it is now gradually renouncing. In the conclusion, the author provides information that before the beginning of the military conflict on the territory of Ukraine, Germany had a more stable economy. Currently, although exports and imports in the country have increased compared to 2021, Berlin is suffering from inflation, high energy prices and a decline in GDP.

**Key words:** Germany, economy, war, consequences, impact of war.

**Рябовол Є. О., Марченко Н. О. Вплив російсько-української війни на економіку Німеччини.** В статті аналізується стан німецької економіки до початку повномасштабного російського вторгнення. А також приділяється увага викликам, з якими зіштовхнулась німецька економіка у 2022 році, внаслідок збройної агресії рф. Ця тема є актуальною адже Федеративна Республіка Німеччина мала достатньо сильну залежність від російських енергоносіїв, від яких зараз поступово відмовляється. У висновку автор подає інфорацію, що до початку військового конфлікту на території України, Німеччина мала більш стабільну економіку. Наразі хоч експорт і імпорт в країні збільшився у порівнянні з 2021 роком, Берлін все ж таки потерпає від інфляції, високих цін на енергоносії та спаду ВВП.

**Ключові слова:** Німеччина, економіка, війна, наслідки, вплив війни.

## 1. Introduction

The o b j e c t of the article is the German economy. The s u b j e c t c is the impact of the war on the German economy. The p u r p o s e of the study is to analyze the German economy until February 2022 and find out what economic consequences Berlin faced after the russian military invasion of Ukraine.

## 2. German economy until 24 February 2022

The German economy is the fourth largest in the world and accounted for one quarter (24.7 percent) of the European Union's GDP in 2021.

In 2020 and 2021 Germany weathered the COVID-19 pandemic's devastating economic effects better than any of its EU neighbors thanks in large part to its fiscal space, a large current account surplus (USD 278 billion (EUR 232 billion) in 2020 and USD 300 billion (EUR 266 billion) in 2021), generous economic stimulus packages, and flexible short-term work schemes that kept unemployment at only 5.7 percent in summer 2021. An easing of pandemic restrictions and rebound of the services sector led to 2.8 percent real GDP growth in 2021, but the knock-on effects of the Russian invasion of Ukraine have caused a downward revision in forecasts for 2022. The IMF expects only 2.1 percent real GDP growth in 2022, a 1.7 percentage point downgrade from its previous forecasts in January 2022 (Germany – Country Commercial Guide, 2022).

In 2021, Germany maintained its position as the world's third largest exporter (behind China and the US), and third largest importer (behind the US and China).

With a "degree of openness" (imports plus exports in relation to GDP) of approximately 89.4%, Germany continues to be the "most open" economy of the G7 countries (Facts about German foreign trade, 2022).

In 2021, Germany's most important target market for trade in goods continued to be Europe, which accounted for 67.5% of German exports and 65.6% of German imports. Germany's share of trade with the EU-27 in 2021 amounted to 53.1% for German exports (2006: 55.6%) and 51.9% for imports (2006: 51.7%). The proportion of trade with countries from the eurozone increased again recently, accounting for 37.7% of exports and 36.5% of imports (exports in 2020: 36.6%, imports in 2020: 36.3%).

In 2021, the four largest groups of exported goods made up almost 50% of German exports: Vehicles and vehicle parts (15.3%), machinery (14.2%), chemical products (10.0%) and computer/electrical and optical equipment (8.8%). The main imported goods were computer/electrical and optical equipment (10.7%), vehicles and vehicle parts (9.5%), chemical products (7.8%), machinery (7.6%), electrical equipment (6.9%) and metals (6.4%) (Facts about German foreign trade, 2022).

It all changed with Russia's invasion of Ukraine on February 24.

### 3. Impact of the russo-Ukrainian War on the German economy

The war that is now taking place on the territory of Ukraine concerns not only Ukraine. So many European countries, including Germany, are already feeling the consequences of this war.

Germany, heavily dependent on russian energy sources, which until recently them as a relatively cheap and stable way to meet its energy needs, suddenly faced a serious economic problems (Deutsche Bundesbank: Repor, 2022).

Disruptions in gas deliveries from russia, until now Germany's largest supplier, have weighed heavy on German industry and have pushed food and energy prices ever higher. This in turn has also been drived inflation, which Berlin estimates averaged around 8% for 2022, before dropping to 7% in 2023 (Interview of economy Minister Robert Habeck, 2022).

It is predicted that the shutoff of russian gas have sizable effects on German economic activity: the gas shutoff would reduce GDP 2.7 percent in 2023 and 0.4 percent in 2024/ These economic losses would be permanent in the sense that they are not “caught up” by deferring production, consumption, or investment to subsequent years (Lan, Ting, Galen Sher and Jing Zhou, 2022).

In addition, the supply chains of German industry are suffering another serious blow today. Not only are German-russian and German-Ukrainian supply chains disrupted, but other delivery schedules to and from German ports such as Hamburg are also disrupted, giving a big blow to the country's economy (Prohorovs, 2022).

Air cargo between Europe and northern Asia has been complicated by sanctions on russian providers, with aviation now having to avoid Russian and Ukrainian airspace, meaning detours which drive fuel costs and reduced freight capacity.

But despite the fact that Germany has lost markets compared with November 2021, her exports increased by 13.3% and imports by 14.8%. The unadjusted foreign trade balance showed a surplus of 11.1 billion euros in November 2022. In November 2021, the surplus had been 11.3 billion euros (DeStatis: Statistisches Bundesamt, n. d.).

The increase in Germany's year-by-year exports explained primarily by an increase in exports to China (€223M or 3.06%), Spain (€81.6M or 3.04%), and Algeria (€39.9M or 43.5%), and product exports increase in Pharmaceutical products (€483M or 7.37%), Office and automatic data processing machines (€224M or 12.2%), and Other semi-finished products (€173M or 15.7%).

The increase in Germany's year-by-year imports was explained primarily by an increase in imports from Poland (€191M or 3.93%), South Africa (€164M or 20.8%), and Italy (€95.6M or 2.21%), and product imports increase in Other semi-finished products (€500M or 45.1%), Office and automatic data processing machines (€288M or 8.89%), and Machinery for electricity production, distribution (€278M or 7.19%) .

## 4. Conclusions

The article analyzes the state of the German economy until February 24, 2022, as well as the main problems that Berlin faced after the Russian military invasion of the territory of Ukraine. The German economy survived the covid-19 restrictions quite well and is the 4th economy in the world, so the study of this topic is especially relevant now, since the war has an impact not only on Ukraine, but also on the world. As a result, it is concluded that, until February 24, Germany was one of the leading countries – in economic terms. Now she is trying to hold on to her positions, but does not deny that she has faced inflation, a fall in GDP, an increase in energy prices and a reorientation of the commodity market.

## REFERENCES


1. Deutsche Bundesbank: Repor. December 2022. URL: https://www.bundesbank.de/resource/blob/814804/cff13526d6379180bd93e8a935657592/mL/2022-12-monatsbericht-data.pdf
2. DeStatis: Statistisches Bundesamt. URL: https://www.destatis.de/EN/Press/2023/01/PE23_005_51.html
3. Facts about German foreign trade.2022. URL: https://www.bmwk.de/Redaktion/EN/Publikationen/Aussenwirtschaft/facts- about- german- foreign- trade- 2022.pdf?__blob=publicationFile&v=2#:~:text=In%202021%2C%20Germany%20maintained%20its,%25%20(2020%3A%207.2%25).
4. Germany – Country Commercial Guide. 2022. URL: https://www.trade.gov/country-commercial-guides/germany-market-challenges
5. Germany economic update: emerging impact of the war in Ukraine, March 2022. URL: https://www.mfat.govt.nz/en/trade/mfat-market-reports/market-reports-europe/germany-economic-update-emerging-impact-of-the-war-in-ukraine-march-2022/

6. Interview of economy Minister Robert Habeck. December 2022. URL: https://www.dw.com/en/germany-headed-for-recession-in-2023-says-economy-minister/a-63417843
7. Lan, Ting, Galen Sher and Jing Zhou, 2022. The Economic Impacts on Germany of a Potential Russian Gas Shutoff. IMF Working Paper No. WP/22/144. Washington DC.
8. Prohorovs A. Russia's War in Ukraine: Consequences for European Countries' Businesses and Economies. *J. Risk Financial Manag.* 2022, *15*(7), 295. URL: https://doi.org/10.3390/jrfm15070295

# EXPERIENCE AS A NEW KIND OF ECONOMIC VALUE

*A. A. Rudych,*
*O. A. Dovgal, PhD (scientific supervisor),*
*O. O. Meleshchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Rudych A. A., Dovgal O. A., Meleshchenko O. O. Experience as a new kind of economic value.** The article deals with the prerequisites for the transition to the "experience economy" as a modern stage of social production. It also elucidates the main characteristics of experience as the fourth economic value as well as the differences between the service and the experience sectors. In addition, the study offers some prospects for this industry development in terms of raising its competitiveness level.

**Key words:** business, competitiveness, customization, economic value, experience economy, international trade.

**Рудич А. А., Довгаль О. А., Мелещенко О. О. Досвід як новий вид економічної цінності.** У статті розглянуті передумови переходу до "економіки вражень" як сучасного етапу суспільного виробництва. Проаналізовано основні характеристики вражень як четвертої економічної цінності та обґрунтовано відмінність сектору послуг від вражень. Сформовані перспективи розвитку даного напрямку діяльності для бізнесу з метою підвищення рівня своєї конкурентоспроможності.

**Ключові слова:** бізнес, економіка вражень, економічна цінність, кастомізація, конкурентоспроможність, міжнародна торгівля.

## 1. Introduction

Nowadays, the internationalization of the world economy, globalization, digitalization, and other world-forming processes allow the manufacturers to offset the lack of resources, increase their competitiveness and, in general, expand the market. Countless market participants – producers of goods and services – raise the level of competition for the attention and choice of the customer every day. Whereas consumer's time is limited and there are enough analogs both on the national and international market, all businesses are looking for new ways to gain the client's favor. As a result, a new type of economic value has been created – experience. However, there are heated discussions both in the specialized literature and among businessmen, whether it is correct to consider experience as a separate "product" (value), or it is a new trend in trade in services. The spread of experience trade and the understudied issue of organizing such activities determine the t o p i c a l i t y of this article. The most fundamental work in the field of the new economic value research and its related economic model is the series of publications by B. Joseph Pine II and James H. Gilmore, entitled *The Experience Economy: Competing for customer time, attention, and money*.

The term "experience economy" was used for the first time in 1998 by American scientists, the co-founders of the Strategic Horizons LLP studio, which helps companies to increase the value of their products. Their points of view and a thorough review of the new framework are presented in a number of works: *The Experience Economy: Competing for customer time, attention, and money* (2019), *The Experience Economy: Work Is Theater & Every Business a Stage* (1999), *Mass Customization: The New Frontier in Business Competition* (1993). T h e a i m of our research is to identify major distinctive features of the new economic value and to assess the viability of the new concept of economic development. To reach this aim the following objectives have been specified:

– to study the main prerequisites of a new economic value;

– to elucidate the nature of the "experience economy" as a global trend of economic development;

– to analyze Walt Disney Company Inc. performance in the context of organizing the experience trading.

## 2. The history of transition to the new economic value

The simplest and the oldest economic value, which forms the basis of the agrarian economy, is raw materials. By its nature, it is interchangeable within the same category. Since it cannot have any significant and distinguishing features and generally it is sold on nameless markets, its price is set by the balance of supply and demand.

The Industrial Revolution in the XVIII-XIX centuries fundamentally changed some long-run practices, and the automation of production made it possible to move to the next economic value – "product." The pricing specifics here became already more flexible: they are based on the amount of money spent on production and product features.

The third stage of economic development was marked by the widespread use of services, which are intangible supply. Now the main demand factors are not characteristics and features of the product, as in previous economic values, but benefits for the client.

In a world where people are increasingly bombarded with choices, businesses need to find ways to stand out from the crowd (Les Roches, 2022). They refuse to sell raw materials, and increasingly gravitate towards the service sector. In the 1960s and 1970s IBM, as a marketing ploy, provided free services to any company that agreed to buy its products. They planned facilities, wrote code, integrated other companies' equipment, and repaired their own machines prodigiously overwhelming nearly all their competitors. The industry of information and communication technologies was developing, and it grew exponentially in this market segment. Company executives eventually discovered that the services once provided for free were, in fact, the most valued offerings (Pine & Gilmore, 2021).

Given the great choice of products, customers have more and more desires: goods and services are not enough to meet the client's expectations. In addition to this, automation has had a heavy impact on the service production, and at the same time it has become a challenge. The point is that automation has artificially brought services closer to goods. For instance, computer programs for filling out tax returns.

The fourth economic value is experience, which at the same time is the key concept on which the new economic model, "experience economy," is based. Experiences do not acquire a physical dimension nor make everyday life easier, nevertheless, this economic category has a unique value for each individual, because it is unlimited in time and is created by the individual.

It is noteworthy that the transition to each new economic value does not cancel the previous ones: a company can diversify its business and cover all four stages, which will only make it more flexible and universal. It is important to understand that the levels of the economy build on each other. Great experiences begin with great service, and these services are built on goods. The goods are created from raw materials, which are the basis of the entire economy (Les Roches, 2022).

## 3. The nature of the "experience economy" as a global trend of economic growth

Experience trading is becoming an increasingly competitive business and a popular segment of the economy, thus forming a new economic model – the "experience economy." There has been heated debate about this issue: is the "experience economy" a separate branch of economy or is it the branch of the "service economy"?

This doubt is quite justified, since the nature of experience as an economic value is dual. In our opinion, experience is a concomitant element of goods and services. This can be argued by the fact that experience cannot emerge from nothing, they it is the result of a certain action, the customer's reaction to something. For instance, swimming with dolphins. There is an element of dolphin therapy, a type of medical and psychological rehabilitation, on which we do not focus our attention, but there is also a service aspect, which draws experience. Consequently, a customer, who has the opportunity to stay in the pool with dolphins and communicate with them (*service*), gets pleasure and unforgettable emotions that he will remember for a long time (*experience*). Or another example, a cup of coffee in St. Mark's Square in Venice *(product*) has a price, but what is more important, it has the value many times higher than the coffee you buy and brew at home. When will you have the chance to drink a hot coffee with a view of St. Mark's Cathedral, in good weather, enjoying the atmosphere of the most amazing medieval city (*experience/impression*)?

Based on this, we can outline the main features of the experience and related economic model (Pine & Gilmore, 2021) (see Table. 1 below):

- maximum personalization: demand comes first. For example, a person wants to get a surge of emotions or some adrenaline – consequently, such type of tourism as extreme tourism emerges (skydiving, rafting, bungee jumping, etc.);
- active customer's participation: he/she gets only a finished product or service provided by someone else, first of all the customer experiences emotions provoked by a certain trigger previously created by another person;
- a conscious choice and consumption: if in a supermarket a customer buys a product spontaneously, e. g., buys a chocolate bar at the checkout for a child, then it will not be possible to get an experience on spur of the moment (Forbes, 2018);
- making prediction is impossible: a manufacturer is fully aware of how a customer will use his product, but the stager of experience cannot predict, which impressions the customer will exactly have. Perhaps during a flight in a hot air balloon in Cappadocia, Turkey, he/she will start to cry with happiness, or laugh or even scream with fear.

*Table 1*

**Comparative characteristics of economic values**

| Economic offering | Commodities | Goods | Services | Experiences |
|---|---|---|---|---|
| Economy | Agrarian | Industrial | Service | Experience |
| Economic Function | Extract | Make | Deliver | Stage |
| Nature of Offering | Fungible | Tangible | Intangible | Memorable |
| Key Attribute | Natural | Standardized | Customized | Personal |
| Method of supply | Stored in bulk | Inventoried after production | Delivered on demand | Revealed over ~~a~~ duration |
| Seller | Trader | Manufacturer | Provider | Stager |
| Buyer | Market | User | Client | Guest |
| Factor of demand | Characteristics | Features | Benefits | Sensations |

From our point of view, the idea that experiences are identical to services, or that they are an updated version of service, is not entirely true. The main reason for this assumption is the complex nature of the experience. Services, for example, can be digitized due to the ICT development and thereby turned into a product (e. g., a program that solves your problem without a specialist's assistance) or can be automated. In addition, the service can be provided without the client’s direct participation, for instance, notarization of documents, but impressions cannot be separated from a person, since they are formed by humans.

One more feature that we want to describe in more detail is the involvement of all five client’s senses, which resonates with the concept of a “flow” introduced by Mihaly Csikszentmihalyi, Distinguished Professor and Director of the Center for Quality of Life Research, Claremont University, USA. Based on numerous studies, he claims that the feeling of happiness gives a person the so-called flow experience – joy, creativity, complete immersion in life, realization of one's potential (Csikszentmihalyi, n. d.). If at the same time a person can drink coffee and inhale its aroma in Venice, see the beauty of the city, hear the Italian language all around and, moreover, understand that this is not a dream, but reality, this has a strong effect on him.

## 4. The Walt Disney Company – a pioneer of the new economic value

The Walt Disney Company, together with its subsidiaries, is a diversified worldwide entertainment company that operates within two segments: Disney Media and Entertainment Distribution and Disney Parks, Experiences and Products (Macrotrends, n. d.). Walt Disney Company Inc. has been the pioneer of the complex business concept called the "experience economy." Walt Disney institutionalized his concept of stimulating the senses and in such a way it optimized customer's satisfaction. Thus, experience is engineered *"when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event"* (Pine & Gilmore, 2021).

To date, the company has created the Disney Channel with television series, *World of Characters* on Disney.com, Broadway shows, Disney Cruise Line and has purchased an island in the Caribbean. However, the most prominent project that offers the fourth economic value is Disneyland.

That is the first theme park in the world that invites the "guests" to plunge into the flow of emotions and feelings. As CNN notes, the most visited theme parks in 2018 were: Magic Kingdom at Walt Disney World, Lake Buena Vista, Florida, with 20,9 million visitors and Disneyland Park at Disneyland Resort Anaheim, California, with 18,7 million visitors (Hunter, 2019).

According to Pine and Gilmore's calculations, a day in Disneyland costs 17 cents per minute, and Walt Disney World costs 23 cents (see Fig. 1 for the company's revenue).

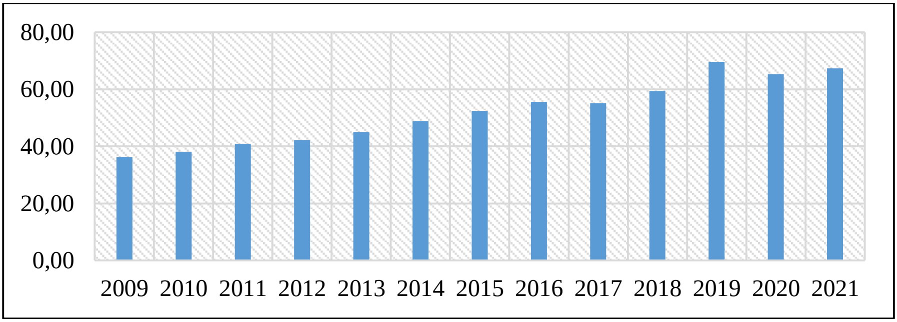



Fig. 1. Walt Disney Company Inc. revenue from 2009 to 2021, million dollars
(Macrotrends, n. d.; The Walt Disney Company, 2022).

Thus, it can be seen from Fig. 1 above, since 2006 the corporation's revenue has been systematically increasing and in 2021 it reached the value of

67,4 million dollars. At the same time, one should understand that experience trading has a significant influence on these numbers.

**5. Conclusions**

The article analyzes the main characteristics and differences of "experience," the fourth economic value, and the competitive advantages of the related economic model. Although in the theoretical dimension there are still unexplored issues of the organization of the experience trade, but in practice this trend is highly competitive and promising. Initially, experiences were marketing ploys of previous economic offers, but today the most successful market players are increasingly focusing on personalization, thus placing experiences in a separate category. Since digitization processes are accelerating, in the future only impressions will be of exceptional value, because emotions and psychological state cannot be digitized, automated, and copied.

**REFERENCES**

1. Csikszentmihalyi M. Flow: The Psychology of Optimal Experience. URL: 4. (Last accessed: 26.11.2022).
2. Disney Financial Statements 2009 – 2022. *Macrotrends*. URL: https://www.macrotrends.net/stocks/charts/DIS/disney/financial–statements (Last accessed: 26.11.2022).
3. Fiscal year 2021: Annual financial report. *The Walt Disney Company*. 2022. URL: https://thewaltdisneycompany.com/app/uploads/2022/01/2021–Annual–Report.pdf (Last accessed: 26.11.2022).
4. Hunter M. World's most popular theme parks. *CNN*. 2019. URL: https://edition.cnn.com/travel/article/most–popular–theme–parks–world–2018/index.html (Last accessed: 26.11.2022).
5. Pine J., Gilmore J. The Experience Economy: Competing for customer time, attention, and money. Brighton: Harvard Business Review Press, 2021. 416 p.
6. What is the experience economy? *Les Roches*. 2022. URL: https://lesroches.edu/blog/what–is–the–experience–economy (Last accessed: 26.11.2022).
7. What the experience economy is? *Forbes*. 2018. URL: https://forbes.kz/finances/markets/chto_takoe_ekonomika_vpechatleniy/ (Last accessed: 26.11.2022).

# GESTION DES CONFLITS ORGANISATIONNELLES DANS UNE ENTREPRISE TOURISTIQUE

***D. Rymchenok,***
***N. T. Bezvesilna (consultante linguistique)***
***Université nationale V. N. Karazin, Kharkiv***

**Rymchenok D., Bezvesilna N. T. Gestions des conflits organisationnelles dans une entreprise touristique.** L'article nommé dit que dans nos vies, il existe de nombreux cas où vous pouvez faire face à des conflits, en particulier dans le secteur du tourisme, et vous devez avoir les compétences nécessaires pour les diriger dans la bonne direction.

**Mots-clés** : conflits organisationnels, entreprise touristique, l'industrie du tourisme, travailler avec les conflits.

**Римченок Д., Безвесільна Н. Т. Управління організаційними конфліктами на туристичному підприємстві.** У статті йде мова про те, що у нашому житті трапляється багато випадків, коли можна зустрітися із конфліктом, особливо в туристичному бізнесі, та потрібно мати навики, щоб їх направити у потрібне русло.

**Ключові слова**: організаційні конфлікти, туристичне підприємство, туристичний бізнес, туристична галузь, робота з конфліктами.

## 1. Introduction

Le conflit est un affrontement d'objectifs, d'intérêts, de positions, d'opinions et de points de vue contradictoires contre les parties belligérantes ou les sujets en interaction. Les conflits existent et sont inévitables tant que les gens interagissent les uns avec les autres. Le conflit est un phénomène plutôt désagréable, en particulier dans les organisations, mais néanmoins, aujourd'hui, les théoriciens de la gestion reconnaissent qu'il est impossible ou indésirable d'être exempt de conflits.

Le tourisme étant un secteur de services, on peut comprendre que les conflits sont inévitables en raison de la communication constante entre les personnes. Des conflits dans le tourisme peuvent survenir entre les prestataires de services, les agents, au sein des entreprises avec des clients. Cet article fournit des exemples des différents types de conflits qui surviennent dans l'industrie du tourisme. Travailler avec des conflits nécessite des connaissances et des compétences approfondies (Управління конфліктами в туризмі, n. d.).

Le but de l'article est montrer les principaux types de conflits dans l'industrie du tourisme, montrer comment résoudre les conflits, analyser les principales causes des situations de conflit, fournir des recommandations pour résoudre les situations de conflit dans le secteur du tourisme (Управління конфліктами в туризмі, n. d.).

## 2. Gestions des conflits organisationnelles dans une entreprise touristique

Dans le secteur du tourisme, vous devez communiquer avec différentes personnes et parfois des conflits surviennent, ce qui est tout à fait normal. Ils doivent être traités en conséquence, et c'est ce que nous faisons. Le concept de conflit peut être défini de plusieurs façons. Tout d'abord, le conflit survient lorsqu'il n'y a pas d'accord entre les individus (personnels ou collectifs). Chaque partie fait tout ce qui est en son pouvoir pour maintenir ses propres points de vue et objectifs et ne permet pas à l'autre partie de faire de même. Selon les concepts modernes, un certain nombre de conflits sont non seulement possibles, mais même souhaitables dans une organisation à gestion efficace. Bien sûr, les conflits ne sont pas toujours un phénomène positif. Dans certains cas, cela peut interférer avec la satisfaction des besoins individuels et la réalisation des objectifs globaux de l'organisation. Cependant, dans certains cas, le conflit peut révéler des perspectives différentes, fournir des informations supplémentaires et aider à identifier de nombreuses options et problèmes. Il peut rendre le processus décisionnel du groupe plus efficace et répondre aux besoins individuels de respect et de pouvoir, en donnant aux gens la possibilité d'exprimer leurs opinions. Cela peut également conduire à une mise en œuvre plus efficace des plans, des stratégies et des projets.

Le tourisme est une sphère d'activité humaine qui dépend constamment de la communication, que ce soit avec les partenaires de travail, les patrons, les clients, les fournisseurs et les partenaires ou les parties prenantes. Naturellement, à un moment donné, des contradictions surgiront, qui se transformeront ensuite en conflits (Управління конфліктами в туризмі, n. d.).

Les conflits remplissent les fonctions de base suivantes qui sont utiles aux entreprises touristiques pour aider la direction à identifier les faiblesses dans leurs propres activités; comprendre les positions et les besoins des parties au conflit; participer à la coordination des intérêts et à la solution des problèmes émergents; donner certaines prévisions sur le type d'entreprise qui ne devrait pas être engagé à l'avenir afin d'éviter la récurrence de situations de conflit; veiller à ce que les agents de voyages évaluent leur relation avec l'entreprise et améliorent la qualité de leur travail et la prestation de services de voyage, ce qui mènera au développement et au professionnalisme de leur travail.

Il existe quatre principaux types de conflits : les conflits intrapersonnels; conflit dans les relations interpersonnelles; les conflits individuels et de groupe; conflit intergroupe.

Le conflit intrapersonnel est caractérisé par un conflit au sein d'une personne associé à un stress émotionnel. Les conflits interpersonnels surviennent lorsque les gens rencontrent des comportements, des attitudes et des valeurs différents. Dans les organisations, les conflits interpersonnels sont souvent une lutte de gestion pour des ressources, des capitaux ou du personnel limités; pour le pouvoir, les privilèges. Les conflits entre un individu et un groupe surviennent lorsqu'un individu adopte une position différente de la position du groupe. Les groupes créent des normes et des règles de comportement collectif auxquelles leurs membres adhèrent. Le respect des normes du groupe garantit l'acceptation ou le rejet de l'individu par le groupe. Les conflits entre les groupes surviennent en raison de l'absence de coordination claire des fonctions et des horaires de travail entre les départements. La raison peut être un manque de ressources, telles que le matériel, l'information, le nouvel équipement ou le temps. Des conflits intergroupes surviennent également entre groupes informels (Руденко, Довгалева, n. d.).

Causes de conflit :

1. Incohérence des objectifs des groupes individuels ou des employés. Pour éviter les situations conflictuelles, il est nécessaire d'expliquer les buts et objectifs de chaque département et employé et de leur apporter les ordres pertinents oralement ou par écrit.

2. La fragmentation de la structure organisationnelle, l'incertitude des droits et des obligations font que la direction est soumise à deux ou trois ordres différents. Naturellement, il n'y a ni force ni temps pour répondre à toutes les instructions de la direction. Ensuite, les subordonnés sont obligés de présenter les ordres reçus en fonction du degré d'importance, de contacter leurs dirigeants immédiats et de tout décider à tour de rôle. Cette contradiction majeure peut être résolue par une planification organisationnelle appropriée de la division du travail par les

opérations de taco, en éliminant les normes strictes et en élargissant les pouvoirs.

3. Ressources limitées. Même dans les plus grandes organisations, les ressources sont toujours limitées. La direction décide comment répartir correctement les ressources matérielles, humaines et financières entre les différents groupes pour atteindre leurs objectifs (Руденко, Довгалева, n. d.).

Dans le domaine du tourisme, les accords d'agence, de commission et de sous-commission, les procurations et les contrats de fourniture de services de rémunération aux voyagistes sont courants. Le non-respect ou l'exécution incorrecte des obligations contractuelles par l'une des parties peut entraîner un certain nombre de situations conflictuelles entre les agences de voyages.

Les conflits avec les touristes sont d'une importance primordiale dans le travail des agences de voyages: les conflits nuisent à la réputation et à l'image positive des agences de voyages; les agences de voyages peuvent perdre non seulement leurs clients réguliers, mais aussi des clients potentiels qui sont témoins de conflits avec leurs clients; ils peuvent également être témoins de conflits avec leurs partenaires, ce qui entraînera une violation des relations d'affaires; les conflits dans une agence de voyages peuvent être très bénéfiques pour les concurrents qui profitent de cette situation.

Les causes des conflits entre les agents de voyages et les voyageurs sont: la qualité des services touristiques fournis est faible; sensibilisation des touristes au faible coût de la visite; fournir aux voyageurs des informations incorrectes ou incomplètes sur les particularités du voyage. L'idée de la qualité du service est le rapport entre les attentes du client et la mise en œuvre effective des services de voyage commandés par lui. L'attente du client réside dans sa perception personnelle de la qualité et de l'efficacité du service qu'il a acheté. Les attentes sont principalement déterminées par le directeur des ventes de voyages, quelles informations il fournit au client pour le voyage.

Chaque gestionnaire professionnel d'une agence de voyages devrait être en mesure d'exercer l'influence nécessaire sur la formation des attentes d'un touriste potentiel. Cependant, vous devez être très honnête et, sachant que la qualité des services fournis par lui est inférieure aux attentes du client, afin d'éviter les conflits à l'avenir, il est préférable de dire toute la vérité sur les vacances à venir. La valeur du circuit est le rapport entre la qualité réelle des services touristiques et le coût du circuit, qui est payé par le touriste.

Pour un touriste, la valeur du voyage est déterminée par des caractéristiques personnelles et dépend du bien-être financier du client, de sa maturité, de son niveau d'éducation, de son expérience de voyage, etc.

Dans le même temps, la raison de l'insatisfaction du client, qui est prêt à se transformer en conflit, est son insatisfaction: mauvaise organisation des touristes dans les visites de groupe. Par exemple, un touriste qui est constamment en retard retarde tout le groupe, provoquant le mécontentement des autres touristes; des « connexions » non organisées entre des choses qui sont effectuées par différents services pendant le voyage, pour des raisons non liées au voyagiste.

Les employés des agences de voyages sont tenus d'informer les personnes quittant le pays des informations nécessaires pour celles qui entrent à l'étranger. Afin de garantir la même quantité d'informations pour tous les clients, la vente de chaque billet d'excursion doit inclure le transfert des voyageurs et un dossier d'information contenant un minimum d'informations fiables nécessaires au voyage (Як вирішувати конфлікти й спірні питання, n. d.).

Dans les situations de conflit, il y a toujours de réelles opportunités. Par conséquent, il est plus opportun d'aborder la divulgation des conflits, en montrant les influences possibles de la direction sur les conflits et en parlant des tendances les plus probables dans l'évolution des conflits.

La gestion des conflits est la gestion des intérêts. Seule une compréhension correcte des intérêts des parties au conflit augmentera les chances de le résoudre.

La résolution d'un problème implique des divergences d'opinions et une volonté d'apprendre d'autres points de vue afin de comprendre les causes du conflit et de le résoudre d'une manière acceptable pour toutes les parties. Au lieu d'essayer d'atteindre leurs propres objectifs aux dépens des autres, les personnes qui utilisent cette stratégie cherchent la meilleure façon de résoudre les situations de conflit (Як вирішувати конфлікти й спірні питання, n. d.).

## 3. Conclusions

Pour résoudre les conflits, il existe des méthodes qui vous permettent de corriger la situation pour réduire les conflits et les rendre constructifs. Les psychologues recommandent de respecter les recommandations suivantes:

1. Soyez équitable pour l'initiateur du différend. Il fait une demande et espère que l'agent de voyages l'écoutera et changera son comportement. Il faut se rappeler que la réticence des débutants a des raisons cachées.

2. Nous devons créer une atmosphère de coopération. Parlez calmement et donnez à la personne avec laquelle vous êtes en conflit l'occasion de parler.

3. Essayez d'être clair dans votre communication. Préparez à l'avance les aides visuelles nécessaires afin que toutes les informations parviennent à l'interlocuteur rapidement et sans être distrait.

4. Soyez prudent. Les émotions doivent être contrôlées. La colère est un mauvais conseiller.

5. Soyez ouvert à de nouvelles informations. Le moyen le plus simple d'obtenir de l'information est de poser des questions. Par conséquent, les raisons de l'insatisfaction des touristes sont signalées. L'étude de problèmes profonds peut conduire à des solutions mutuellement bénéfiques (Управління конфліктами в туризмі, n. d.).

**LITTÉRATURE**


1. Управління конфліктами в туризмі. URL: https://pidru4niki.com/14990528/turizm/upravlinnya_konfliktami_turizmi
2. Руденко Е. М., Довгалева М. А. Психология социально-культурного сервиса и туризма. URL: https://infotour.in.ua/rudenko51.htm
3. Як вирішувати конфлікти й спірні питання. URL: https://buklib.net/books/32075/

# THE ROLE OF FOREIGN LANGUAGES IN TOURISM BUSINESS

*V. Y. Rytova,*
*N. O. Marchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Rytova V. Y., Marchenko N. O. The role of foreign languages in tourism business.** The article is devoted to problems of development of international tourism and its role in learning foreign languages. The history of the tourism industry is revealed. The role of tourism in the study of foreign languages is examined. It is emphasized that the knowledge of foreign languages is important for the further development of international tourism, because the tourism industry is closely connected with foreign languages. The most popular languages in the world are discussed. It is concluded that international tourism can contribute to increasing the motivation and efficiency of learning a foreign language.

**Key words:** tourism, international tourism, foreign languages, business tourism, tours.

**Ритова В. Ю., Марченко Н. О. Роль іноземних мов у туристичному бізнесі.** Стаття присвячена проблемам розвитку міжнародного туризму та його ролі у вивченні іноземних мов. Розкрито історію розвитку туристичної індустрії. Розглянуто роль туризму у вивченні іноземних мов. Підкреслюється, що знання іноземних мов є важливим для подальшого розвитку міжнародного туризму, оскільки туристична індустрія тісно пов'язана з іноземними мовами. Розглянуто найбільш популярні мови у світі. Зроблено висновок, що міжнародний туризм може сприяти підвищенню мотивації та ефективності вивчення іноземної мови.

**Ключові слова:** туризм, іноземний туризм, іноземні мови, бізнес туризм, тури.

## 1. Introduction

The concepts of “foreign languages” and “international tourism” are closely related, affect each other's development and cannot exist without each other. After all, international tourism implies a system of travel and tourism exchanges involving representatives of different countries and cultures, speaking a variety of languages. International tourism is one of the factors of world integration processes, and the tourism business has long been an important sector of the economy.

Knowledge of foreign languages is important for further development of international tourism. The tourism industry is closely linked to foreign languages. Those who like to travel feel the need to know at least one foreign language. English is international not only in tourism, but also in business, education and commerce, science and technology. Regardless of which language is spoken in which country, the role of English remains significant, and with its significance the culture is transmitted.

The o b j e c t of the study is English as a means of international communication in tourism business.

The s u b j e c t of the study is the fields of application of English as a means of international communication.

Questions of the article:

- To trace the importance of learning foreign languages.
- To study the demand for English language in tourism business.

Novelty – the material is systematized taking into account professional peculiarities in this field.

## 2. History of the tourism industry

The history of tourism goes back more than a thousand years and is directly linked to the history of the development of Western civilisation. The geography and the main purposes of travel, the state of infrastructure serving tourism ‒ all this was determined by the main stages of the history of development of society. In turn, the evolution of hospitality industry enterprises, especially hotels and catering companies, repeats the main stages of tourism development (Atsalakis, Chnarogiannaki & Zopounidis, 2014, pp. 60-69).

One of the first types of tourism was travel associated with the development of trade and exchange, primarily in Asia and the Middle East. It was business tourism that was the first reason for the emergence of hospitality enterprises on the territory of those regions, where there were major trade routes. Along these routes, special facilities for people were created, as well as pens for camels and horses, serving as protection for the guests not only from bad weather, but also from robbers (Blue, & Harun, 2003, pp. 73-91).

In ancient times, the main motives for travel, apart from trade, were world exploration, recuperation (trips to mineral springs) and education. During the heyday of Greek city-states, centres were formed that were regularly visited by travellers, such as Olympia during the Olympic Games.

Special accommodations were built for the participants in the games, training facilities were arranged, and everyday services were provided (baths, meals, worship).

For this reason, the hospitality industry is closely linked to foreign languages. The number of travellers increases every year. Travelling around the world without knowing foreign languages was possible, but people also faced the problem of adapting to a new country and people because they could not understand each other.

### 3. Foreign language in the modern world

A UK based research demonstrated that 83% of European tourism administration students were in favour of obligatory foreign language learning as part of their studies since such linguistic skills are very important in the tourism sector (Leslie, & Russell, 2006, pp. 1397-1407). According to statistics, studying, working abroad or participating in European student exchange programmes helps foreign students to learn a new language. It has been proven that proficiency in several foreign languages enables you to broaden your range of career choices and obtain higher positions.

Current international research has brought to light students' complaints on the content of their foreign language courses in relation to their future career needs hence underlying the importance of such courses to be attended independently of the tourism management program (Ghany & Latif, 2012). Students who wish to enter a tertiary level hospitality management department have to pass a test to prove a certain language level. The courses usually last for two years and conclude with a course in tourism terminology. This education programme concentrates on business communication, learning and working abroad and analysing travel reports in a foreign language.

English is nowadays an international and accepted language, then knowledge of it is important for those working within the business tourism and hospitality industry, but not only for day-to-day tasks, but also for promotion.

The tourism business is not just a human approach to service. It is also advanced technology for fast processing and submission of orders, provision of coordinated technical points in customer service (Internet access, quality telephone connection, available long-distance and international tariffs), prevention of customer desires. Modern people are ready to pay good money to have a good rest. Organisers of hotels and other popular holiday destinations should take this important point into account and try for the sake of the client's pleasure (Deng, Yeh, & Sung, 2013, pp. 133-140).

Nowadays, when contacts with other countries are getting closer and closer, knowledge of foreign languages plays an important role. A modern person should know at least one foreign language well, because mutual understanding between nations is essential for peaceful cooperation. Without knowledge of foreign languages, this cooperation is almost impossible. Various forms of international communication are now developing: international meetings, exhibitions, sports events, and joint business (Leslie, & Russell, 2006, pp. 1397-1407).

## 4. Top 3 most popular languages in the world

Passionate tourists, who often travel the world, agree that knowledge of foreign languages is becoming a prerequisite for a comfortable stay abroad. Mastering several foreign languages is a professional necessity for tourism industry employees.

First place in the top ten most popular tourist foreign languages in the world undoubtedly belongs to English, which has become the main language of international communication. English is more or less spoken by half of domestic tourists, who learn it on their own, with a personal tutor or on special courses. Despite the fact that, according to linguists, English will lose its status of the most popular foreign language within half a century, the number of its learners in the world is not decreasing. It should be noted that the decline in popularity of English will happen not because it will no longer be needed, but because a decent level of English will soon be possessed by almost every second inhabitant of the planet (Strietska-Ilina, Tessaring, & Jonckers, 2005).

The second most widely spoken and popular language in recent times is Chinese. Chinese is now the most widely spoken language in the world, with 1.3 billion people living in the country and most of them increasingly travelling around the world. Over the next few years, the number of Chinese tourists is predicted to rise, which makes speaking Chinese a professional necessity for those who travel to the country and a useful asset for tourists. It's worth noting that Chinese is not a monolingual language as it consists of many very different dialects. Official Chinese, or Mandarin, is the most common and recognisable.

According to linguists, another important language in today's world is Spanish, which is spoken by some 700 million people worldwide, including inhabitants of South and Latin America. Moreover, travelling around the homeland of the language, Spain, is much more interesting and comfortable with a knowledge of Spanish.

## 5. Conclusions

A foreign language, especially English for professionals of any profession, is a means of communicating with representatives of another culture. This is a particularly important factor for inbound and outbound tourism professionals who have to deal with people from all over the world on a daily basis.

Foreign languages are the most important factor in the development of international tourism. Today, there are a huge number of languages and dialects, but if you know the most common ones, you can travel to almost all countries on all continents and easily understand the people of these countries. This is why knowledge of foreign languages is so important for the further development of international tourism. As mentioned above, international tourism is an industry with millions of people of many different nationalities. This is the reason why knowledge of foreign languages and intercultural communication is very important in the work of an inbound and outbound tourism manager.

The tourism industry is closely linked to foreign languages. The number of travellers increases every year. But it is impossible to travel around the world without knowing foreign languages. Many people believe that if there is a need to travel, they need to know a lot of different languages, but not everyone shares this position.

## REFERENCES


1. Atsalakis, G., Chnarogiannaki, E. & Zopounidis, C. (2014). Tourism Demand Forecasting Based on a Neuro-Fuzzy Model. *International Journal of Corporate Finance and Accounting* (IJCFA), 1(1), 60-69.
2. Blue, G. M. & Harun, M. (2003). Hospitality language as a professional skill. *English for specific purposes*. 22(1), 73-91.
3. Deng, W. J., Yeh, M. L. & Sung, M. L. (2013). A customer satisfaction index model for international tourist hotels: Integrating consumption emotions into the American Customer Satisfaction Index. *International Journal of Hospitality Management*. 35, 133-140.

4. Ghany & Latif (2012). English language preparation of tourism and hospitality undergraduates in Egypt: Does it meet their future workplace requirements?
5. Leslie, D. & Russell, H. (2006). The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe. *Tourism Management*. 27(6), 1397-1407.
6. Strietska-Ilina, O., Tessaring, M. & Jonckers, P. (2005). Trends and skill needs in tourism. *Cedefop Panorama series*. Luxembourg: Office for Official Publications of the European Communities, 2005. 139 p.

# “GREEN” ECONOMY AS A NEW TYPE OF ENVIROMENTAL PROTECTION

***I. R. Saakian,***
***I. M. Lavrinenko, PhD (language supervisor)***
***V. N. Karazin National Univercity, Kharkiv***

**Saakian I. R., Lavrinenko I. M. “Green” economy as a new type of environmental protection.** The article is devoted to the concept of “green” economy and the analysis of the need for its implementation. The content of the concept and examples of the implementation of this policy were studied. It was determined whether this direction has certain prerequisites for application and what features it includes. The main attention is paid to the practical experience of Iceland as a leading country in this policy, and its experience has been analyzed.

**Key words**: alternative energy sources, “green” economy, environment, Iceland, politics, emissions, resource.

**Саакян І. Р., Лавріненко І. М. “Зелена” економіка як новий вид захисту навколишнього середовища.** Стаття присвячена поняттю “зеленої” економіки та аналізу необхідності її впровадження. Досліджено зміст поняття та приклади впровадження даної політики. Визначено чи має цей напрям певні передумови для застосування та які особливості включає. Основну увагу приділено практичному досвіду Ісландії як країні-лідерці в даній політиці, проаналізовано її досвід.

**Ключові слова:** альтернативні джерела енергії, викиди, “зелена” економіка, Ісландія, навколишнє середовище, політика, ресурси.

## 1. Introduction

The o b j e c t of the article is to analyze the need and role of “green” economy at the present stage of world development, and what consequences they have. The s u b j e c t is problems and opportunities, provided by “green” economy in the world economy. The p u r p o s e of the study is to examine the participation and influence of “green’ economy on national economies. To achieve this, it is crucial to analyze development and formation of “green” economy in the world and its impact on it.

## 2. Content of the concept of «green» economy

According to the definition of the United Nations Environment Program, “green” economy is the economy “that improves human well-being and ensures social justice, while significantly reducing risks to the environment and the loss of biodiversity and ecosystem services” (“Перехід до “зеленої” економіки”, n. d.). The key features of the new economic models are as follows:

- resource decoupling and impact decoupling – reducing the level of negative impact of enterprises on the environment (for example, due to the reduction of the concentration of polluting gases in the atmosphere and the volume of production waste (Макаров, n. d.).
- divestment – reorientation of capital investments, withdrawal of investments from traditional carbon-intensive sectors of the economy to «green» industries;
- improvement of the system of use of available resources and storage of natural capital;
- processes of structural and technological rationalization of the economy, which allow the release of inefficiently used natural resources, etc.

The processes of “greening” of national economies have been actively accelerating recently, especially within the European region. This is caused by the energy crisis and the need to find alternative sources of energy supply, natural disasters, and depletion of natural resources and global deterioration of the environment.

**3. The expediency of «green» economy policy**

Today, according to the results of the analysis of the ecological footprint, human activity exceeds the physical capabilities of the Earth by almost 20%. If we trace the change in dependence of ecological footprint on GDP per capita in different countries of the world in gradual dynamics, we can call the presence of a positive linear correlation: the higher the GDP, the greater the value of the ecological footprint per capita in the country (“Зелена” економіка”, n. d.).

In general, it should be noted, that throughout history, economists always face the question of the limitation of natural resources and the infinity of human needs. Therefore, this determines the relevance of various measures, for instance the introduction of alternative sources, etc.

The Green Future Index is an effective indicator that allows you up to a point to evaluate the effectiveness of the national economy in following the points of “green policy”. It provides an annual comparative ranking of 76 nations and territories (representing around 95% of global GDP) in terms of their ability to develop a sustainable, low-carbon future for their national economies. The index consists of 5 parameters: “carbon emissions”, “energy transition”, “green society”, “clean innovations”, “climate policy”.

As of 2022, Iceland has become the leader in the index of the green future, receiving a value of 6.9 school units (“7 Renewable Energy Strategies”, n. d.).

**4. Iceland as a leader among countries in this direction**

It is worth noting the primary reason why Iceland decided to switch to renewable energy. The fact is that Iceland could not cope with fluctuations in oil prices caused by a series of crises that hit the world energy market one after another (“Green Innovation”, n. d.). Given the remote location of the country from the continent, Iceland did not have many options to diversify the ways of importing fuel resources, and the need for stable and economically profitable fuel did not disappear.

Therefore, I believe that the availability of renewable energy sources does not always guarantee a voluntary transition to «green» energy, as the experience of Iceland actually confirms. However, today it runs on 85% renewable energy. Hydropower provides 72% of electricity, and geothermal energy – 25%, wind energy projects are under development (“Green Innovation”, n. d.).

In terms of low carbon emissions in 2022, Iceland was second to none. Among the important achievements for 2021 in this direction, in our opinion, is the launch of the world's largest Orca plant, which uses fans and filters to remove carbon dioxide from the atmosphere. After obtaining CO2, it is mixed with water and pumped underground to a great depth. It is assumed that over time the gas extracted from the atmosphere will turn into solid rock. According to the plan, the factory will pump up to 4,000 tons of carbon dioxide from the atmosphere every year, which is equivalent to the annual emissions of approximately 790 cars. The work algorithm was the goal of the most famous Icelandic research project, Carfix. This industrial-scale method of carbon capture was first used at Hellisheidi in an attempt to reduce carbon dioxide and hydrogen sulfide emissions from a geothermal power plant (“Green Innovation”, n. d.).

**5. Possible problems of the “green economy”**

The possibility of transition to green economy also in many cases depends on the country's natural resources. Therefore, it should be taken into account that it may not be economically beneficial for all countries; some countries are dependent on the oil market for certain production points, for example. In

Iceland, there were very favorable prerequisites for this transition, as already mentioned, many economic factors caused this phenomenon in this country.

All of the above makes it possible to state that the environmental friendliness of national economies depends on many factors, but given the tendency of the world's natural resources to decrease, the relevance of the "green economy" policy is gaining momentum.

**6. Conclusion**

Summing up, it can be noted that the main problem of the economy regarding the limitation of natural resources and unlimited human needs has not yet been solved, but there are many measures in the world that contribute to the preservation of the environment, such as the transition to a "green" economy. Iceland, a leading country in this direction, has many examples of ecological functioning of economic objects. But on the other hand, one must always take into account the natural features of countries and their economies. Nevertheless, humanity still has hope for an ecological future.

**REFERENCES**

1. "Зелена" економіка: сутність, принципи та перспективи: Цифрова платформа знань. URL: https://www.google.com/url?q=https://agriecomission.com/base/zelenaya-ekonomika-sushchnost-principy-i-perspektivy&sa=D&source=docs&ust=1664660100095787&usg=AOvVaw4w5ta. (Дата звернення: 18.12.2022).
2. Макаров І. Як пов'язані економічне зростання та вплив на навколишнє середовище? URL: https://postnauka.ru/wtf/155991 (Дата звернення: 19.12.2022).
3. Перехід до "зеленої" економіки: роль освіти у сфері сталого розвитку. *Економічна та соціальна рада ООН* : матеріали Регіональної наради з підготовки до конференції Організації об'єднаних націй зі сталого розвитку. E/ECE/RPM/2011/5, 1-2 грудня 2011 року, Женева, Швейцарія. 2011. 8 с.
4. Green Innovation: Green by Iceland. URL: https://www.greenbyiceland.com/green-innovation/ (Дата звернення: 18.09.2022).
5. 7 Renewable Energy Strategies We Can Learn From Iceland: Forbes. URL: https://www.forbes.com/sites/joanmichelson2/2022/06/28/iceland-runs-on-85-renewable-energy-7-strategies-we-can-learn-from-them/?sh=66a5479313f3 (Дата звернення: 18.12.2022).

# DIGITAL TRANSFORMATION OF THE UKRAINIAN BANKING SECTOR

*M. V. Shaposhnikova,*
*A. Y. Ponikaryova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Shaposhnikova M. V., Ponikaryova A. Y. Digital transformation of the Ukrainian banking sector.** The article is devoted to the study of the digitalization processes of the banking sector of Ukraine at the present stage. The regularities and reasons for the intensive development of digitalization in the banking sector, which have become particularly active as a result of the COVID-19 pandemic, have been identified. The article briefly describes the main digital services that are used in the banking services market. The current state of the usage of financial digital technologies by banks is analyzed. An opinion on the role of FinTech in stimulating innovation and digitalization of the banking sector has been formed.

**Keywords:** digitalization, digital services, globalization, bank, banking market, technologies, transformation.

**Шапошнікова М. В., Понікарьова А. Ю. Цифрова трансформація банківського сектору України.** Стаття присвячена дослідженню процесів діджиталізації банківського сектору України на сучасному етапі. Виявлено закономірності та причини інтенсивного розвитку діджиталізації банківської сфери, які особливо активізувалися внаслідок пандемії COVID-19. У статті коротко охарактеризовано основні діджиталсервіси які використовуються на ринку банківських послуг. Проаналізовано поточний стан використання банками фінансових цифрових технологій. Сформовано думку про роль FinTech у стимулюванні інноваційності та діджиталізації банківського сектору.

**Ключові слова:** діджиталізація, діджитал-сервіси, глобалізація, банк, банківський ринок, технології, трансформація.

## 1. Introduction

Globalization is closely related to the emergence of the latest technologies and the transition to the electronic format of providing many types of services, including banking. The need became especially relevant during the COVID-19 pandemic and the crisis caused by it, during which the population and companies significantly intensified the use of online banking. The problem of banking digitalization is not new, but it does not lose its relevance, as the transformation of the Ukrainian banking sector is currently in active stage. From recent scholars we can mention Andrushkiv I. P. and Nadievets L. V. (2018, c. 195-200), Bukhtiarov A. G. (2019, c. 355–361), Vladyka Yu. and Turov L. (2021, n. d.), Drobotya A. Ya. and Brazhnik L. V. (2021, с. 261-267), Kloba L. G. (2018).

The main task of the article is a thorough study of the basic directions of digital transformation of the Ukrainian banking sector at the present stage. The following tasks have been set for the realization of this goal: consider the theoretical foundations of the digital transformation of the banking sector; to analyze the directions of development of the banking sphere in the conditions of digital transformation. The object of research is the banking sector in modern conditions of globalization and digital transformation. The subject of the research is the development of banking in modern conditions of digital technologies.

## 2. Current state of the problem

The banking system of Ukraine has recently undergone significant changes. Digitization of various processes in banks, i.e. digitization in the banking sector is gaining momentum today. Banks have already begun to compete not with each other, but with FinTech companies, and probably in 10-15 years banks will be able to change radically.

The digital transformation of the banking sector is an objective and inevitable opportunity to expand business, reduce operational costs and build effective service delivery channels to interact more closely with customers and clearly understand their preferences.

Digitization of banking activities is related to the transformation of scientific research and development, other scientific and technological achievements into new or improved banking products and services, into an updated or improved banking technological process used in practical activities, or a new approach to the implementation of products and services, their adaptation to current customer requirement (Кльоба, 2018).

The concept of digital banking in Ukraine has become widely used only in recent years. It should be said that before the covid-19 pandemic, only less than half of the current domestic banks digitized their basic banking services. Research by The Harvey Nash / KPMG CIO Survey 2020 claims that a sharp increase in investment (by 47%) in digital technology in financial markets occurred during the first wave of the pandemic, after which international financial institutions earned about $ 15 billion every week. That is why almost half of the leaders of the financial sector have come to digital transformation and the introduction of new technologies – namely, digitization has doubled (Вергелюк, 2022).

In response to strict quarantine restrictions, banking institutions such as Kredo-bank, Credit Agricole, Piraeus Bank, Alfa-Bank of Ukraine, Ukrgasbank, Bank Pivdenny and some others have launched (or rebranded) online applications. This need has arisen due to the rapid deterioration of business activity in 2020, which has led banks to realize the importance of working online with customers.

In general, there are five main stages of banking digitalization: the emergence of digital-channels (ATMs, Internet banking, POS-terminals); digital products creation and implementation (contactless payments, virtual payments); change of banks business models; use of artificial intelligence; "digital DNA" construction (Кльоба, 2018).

It is somewhat difficult to talk about the bank's digital services, since this structure is developing extremely quickly. Their multitude and variability over time is difficult to track. But some of the services can already be studied as steel, for example, sharing. This is a mechanism for providing financial resources or information for temporary use. Information sharing, i.e. document sharing, will be more relevant and appropriate for the banking sector.

In Ukraine, the mobile application "Diya" is officially used, the purpose of which is to present all possible documents to the client in electronic form. Electronic documents have the same legal force and legitimacy as paper media. Sharing a digital passport (with the help of "Action") enables users of banking services to confirm their identity at the bank and provide documents in electronic format. Thanks to this technology, it becomes possible to open a bank account without even visiting a bank branch, access codes (QR code and bar code) are automatically generated through Diya, which are read at the bank. This makes the process of providing banking services faster, more efficient, and easier not only for customers, but also directly for banks (“НБУ та Мінцифри”, n. d.).

Eventually, mobile applications have become the most popular tool among digital innovations of domestic banks. However, according to the latest data, only half of the banks have them. In connection with the constant introduction of new digital banking products and technologies at the annual FinAwards 21, the founders of which are popular online platforms of Ukraine on finance and investment Minfin.com.ua and Finance.ua, the top 5 banks mobile applications were elected among 18 existing:

1. Monobank was chosen as the best mobile application. The decision of the expert jury and readers of the site was influenced by the following advantages: cats as a brand image, gamification in the application, the first

fully autonomous bank in a smartphone, non-standard promotion methods and viral advertising.

2. Second place went to PrivatBank (it was recognized as the best mobile bank in 2019) due to its unique Internet banking, which combines more than 147 services.

3. In third place was A-Bank due to such features as: unique navigation with one-finger control and the ability to switch to the left side (for lefthanders).

4. Fourth place went to Alfa-Bank and its no commission for utility bills and regular raffles.

5. PUMP took the fifth place, its strengths were: cooperation with messengers, the deposits designer, high interest rate on deposits and a favorable exchange rate ("FinAwards", 2021).

The result of digitalization in Ukraine are the following positive indicators:

1. Ukraine ranks 4th in the world in the development of contactless payments. There are more than 38 million active cards, of which 5.3 million are equipped with contactless technology.

2. Ukraine is among the top five countries in terms of NFC payment transactions: more than 20 banks offer NFC services ("Офіційний сайт НБУ", n. d.).

In order to further implement innovations, the National Bank of Ukraine approved the Fintech Development Strategy in Ukraine until 2025 – a step-by-step plan to create a full-fledged Fintech ecosystem in Ukraine with innovative financial services and accessible digital services. The main tasks of this Strategy are the sustainable development of innovations, the development of a cashless economy, and the improvement of financial literacy of consumers and businesses ("Стратегія розвитку фінтеху", n. d.).

## 3. Conclusions

The modern world banking sector under the influence of digital transformation has already undergone radical changes caused by the complex action of a significant number of factors. The development of digitalization is promoted, on the one hand, by the clients themselves, who today use more and more digital channels to obtain banking services, using new platforms for interaction with banks. On the other hand, the use of digital technologies and the analysis of large volumes of data allows the creation of fundamentally new banking products, attracting modern fintech companies that are actively entering the financial services market today. Interaction with them contributes to the development of non-standard innovative models of banking business. The development of digitalization at all levels of the banking system is a guarantee of the stability of the financial space and economic functioning of Ukraine. The banking market in 2023 will be radically different from 2032, and therefore research in this direction will remain relevant in the future.

**REFERENCES**


1. Андрушків І. П., Надієвець Л. В. Діджиталізація в банківському секторі: світовий та вітчизняний досвід. *Проблеми економіки.* 2018. No 4. С. 195-200.
2. Бухтіарова А. Г., Гуща А. В. Протидія кіберзлочинності у банківській сфері. *Приазовський економічний вісник.* 2019. No 3. С. 355-361.
3. Вергелюк Ю. Потенціал використання блокчейн технологій на фінансовому ринку. *Економіка та суспільство.* 2022. No 38. DOI : https://doi.org/10.32782/2524-0072/2022-38-15
4. Владика Ю., Турова Л. Роль сучасних digital-технологій у функціонуванні банківської системи. *Економіка і суспільство*. 2021. No 25. URL: https://economyandsociety.in.ua/index.php/journal/article/view/252
5. Дроботя А. Я., Бражник Л. В. Діджиталізація банківської діяльності та платіжних систем. *Інфраструктура ринку.* 2021. No 51. С. 261-267.
6. Кльоба Л. Г. Цифровізація – інноваційний напрям розвитку банків. *Ефективна економіка.* 2018. No 12. URL: http://www.economy.nayka.com.ua/?op=1&z=6741
7. НБУ та Мінцифри спільно працюють над цифровізацією банківської системи України. URL: https://bank.gov.ua/ua/news/all/nbu-ta-mintsifri-spilno-pratsyuyut-nad-tsifrovizatsiyeyu-bankivskoyi-sistemiukrayini
8. Офіційний сайт Національного банку України. URL: http: https://bank.gov.ua/
9. Стратегія розвитку фінтеху в Україні до 2025 року / Національний банк України. URL: https://bank.gov.ua
10. FinAwards 2021 року. Офіційний сайт FinAwards. 2021. URL: https://finawards.com.ua/#rec265853725

# DIE POLITIK DES MULTIKULTURALISMUS IN EUROPA. ERFAHRUNG FÜR DIE UKRAINE

*D. R. Sharaia,*
*T. V. Krupkina, PhD (Sprachbetreuerin)*
*V. N. Karazin Nationale Universität, Charkiw*

**Sharaia D. R., Krupkina T. V. Die Politik des Multikulturalismus in Europa. Erfahrung für die Ukraine.** Der Artikel erörtert die Politik des Multikulturalismus in den Mitgliedstaaten der Europäischen Union und den Einfluss der Medien auf diesen Prozess. Es werden die Gründe für die Entstehung einer Politik des Multikulturalismus in den EU-Ländern ermittelt. Das Problem der Migranten, Minderheiten und Massenmedien wird begründet und es werden Wege zur Verbesserung der Prozesse der politischen Integration von inokulturellen Minderheiten auf dem Gebiet der Ukraine aufgezeigt.

**Schlüsselwörter:** internationale Beziehungen, Medien, Migration, Multikulturalismus, politische Integration.

**Шарая Д. Р., Крупкіна Т. В. Політика мультикультуралізму у країнах Європи. Досвід для України.** У статті обговорюється політика мультикультуралізму в державах-членах Європейського Союзу та вплив ЗМІ на цей процес. Визначено причини виникнення політики мультикультуралізму в країнах ЄС. Обґрунтовано проблему мігрантів, меншин та ЗМІ, запропоновано напрями вдосконалення процесів політичної інтеграції інокультурних меншин на території України.

**Ключові слова:** ЗМІ, міграція, міжнародні відносини, мультикультуралізм, політична інтеграція.

## 1. Einführung

Der G e g e n s t a n d des Artikels ist die politische Integration von nicht-kulturellen Minderheiten. G e g e n s t a n d des Artikels ist die politische Integration ausländischer Minderheiten in den EU-Mitgliedstaaten und der Einfluss der Medien auf diese Integration. Z i e l des Artikels ist es, den Grad des Einflusses der Medien auf die politische Integration ausländischer Minderheiten in den EU-Mitgliedstaaten zu bestimmen.

Das Konzept der Integration bedeutet, dass die Migranten wichtige Elemente ihrer eigenen Kultur bewahren und durch den aktiven Kontakt mit der Gemeinschaft des Aufnahmelandes bestimmte Elemente der Kultur des

Aufnahmelandes aufnehmen sowie die Möglichkeit einer eigenständigen Lebensgestaltung aufrechterhalten können.

Die menschliche Migration ist ein konstantes Phänomen, das bis in die frühesten Perioden der Geschichte zurückreicht, aber ihre Erscheinungsformen und Folgen haben sich im Laufe der Zeit mit der zunehmenden Globalisierung der Welt verändert. Wir verfügen heute über eine Vielzahl von Informationen über Migration und Bewegung in der Welt. Ihre Dynamik ist jedoch statistisch schwer zu erfassen. Migration umfasst "Ereignisse", die flüchtig und komplex sind (Stark, 1991, S. 79).

Daher ist die Zweckmäßigkeit der Umsetzung der Migrationspolitik im Aufnahmeland ein wichtiges und relevantes Thema, da in vielen Ländern der Welt eine gemäßigt tolerante Haltung gegenüber Migranten vorherrscht und die meisten Bürger der Meinung sind, dass die Wirtschaft des Landes Migranten braucht. Einige Bürger haben jedoch eine eindeutig negative Einstellung gegenüber dem Zustrom von Migranten (Abu-Lughod, 1990, S. 237-286).

## 2. Aktueller Stand

In Europa wird die Berufung auf die Politik des Multikulturalismus in erster Linie mit der Wiederherstellung des Wohlstands der Staaten in der Nachkriegszeit in Verbindung gebracht und fällt mit der Zeit zusammen, die dem Zusammenbruch des Kolonialsystems vorausging (13, S. 438 – 466).

In einigen europäischen Ländern waren die Haupt-"Lieferanten" von Einwanderern ehemalige Kolonien, deren Lebensstandard viel niedriger war als in den Metropolen. Als eine Art "Wiedergutmachung" für historisches Unrecht erlaubten die ehemaligen Zentren der Kolonialreiche den Vertretern ihrer ehemaligen Kolonien, sich fast frei auf ihrem Territorium zu bewegen und die Staatsbürgerschaft zu beanspruchen (Castles, 1985, S. 128-136).

In den 1990er Jahren wurde es mehr oder weniger offensichtlich, dass das Problem der Einwanderer an sich zunahm: Die "temporären" Migranten hatten es nicht eilig, in ihr Heimatland zurückzukehren, sondern versuchten im Gegenteil, ihre Familien zu sich zu holen. Die Zahl dieser Migranten hat stetig zugenommen, ebenso wie das öffentliche "Unverständnis" für diese Situation.

Auf der Suche nach einem geeigneten Rezept, um Konflikte aufgrund des "Kampfes der Kulturen" in den de facto multikulturellen europäischen Staaten zu entschärfen, griffen die Behörden dieser Länder auf die

Erfahrungen der Aussiedlungsländer zurück. So kam die Rhetorik des Multikulturalismus nach Europa (De Witte, n. d.).

In den 1980er Jahren begannen die aktiven Experimente mit dem Multikulturalismus. Doch statt einer multikulturellen Gesellschaft gab es ein Nebeneinander verschiedenster Kulturen. Und da die Geburtenrate der Einwanderer viel höher ist als die der einheimischen Bevölkerung, besteht die reale Gefahr, dass sich das Bild von Europa im Laufe der Zeit dramatisch verändert. An die Stelle des alten Europas könnten in naher Zukunft ganz andere Völker und Staaten treten (Goss, 1995, S. 226-234).

Die Studie zeigt, dass die Politik des "Multikulturalismus" in Spanien, Deutschland und Frankreich von Anfang an nicht die Aufgabe hatte, die Einbeziehung aller kulturellen Gruppen in den Prozess der Bestimmung des "Gemeinwohls" zu maximieren und die Gesellschaft um sie herum zu integrieren, was bei der tatsächlichen Anwendung eines multikulturellen Ansatzes zu erwarten wäre. Es wurden verschiedene Arten von "Zugeständnissen" gemacht, um die Schärfe des Protests zu verringern (Chase-Dunn, Hall, 1997, S. 119-121).

So geriet in Spanien der Multikulturalismus, der auf der Idee der Gleichheit der Kulturen basiert, in einen Konflikt mit der historischen Erinnerung der Spanier an den kolonial-imperialen Status ihrer Streitkräfte und der entsprechenden Stellung der spanischen Kultur.

In Deutschland sehen sich einige multikulturelle Initiativen mit einer langen Tradition von Blutrechten konfrontiert, die besagt, dass Menschen, die keine ethnischen Deutschen sind, keine vollwertigen Bürger sein können, die das Recht haben, sich an der Definition des "Gemeinwohls" zu beteiligen („Migrant integration’, n. d.).

## 3. Situation europaweit

Die politische Geschichte Frankreichs hat die indigenen Franzosen gelehrt, dass Unzufriedenheit mit der bestehenden Definition des "Gemeinwohls" mit großer Vorsicht zu genießen ist: als Unzufriedenheit mit dem Staat, mangelnde Loyalität zu diesem Staat oder sogar als Bedrohung für ihn (Alba, 1997, S. 848-867).

Es ist jedoch verfrüht, von der absoluten Aussichtslosigkeit des Multikulturalismus in diesen Staaten zu sprechen. Die Tatsache, dass der Multikulturalismus in diesen Staaten nur in der politischen Rhetorik verwendet wurde und die in der Praxis umgesetzten Initiativen vereinzelt und unsystematisch waren, kann ein Beweis für den mangelnden Glauben der staatlichen Regierungen an die eigentlichen Prinzipien des Multikulturalismus sein, ein Beweis dafür, dass sie heute noch nicht bereit sind, das Gleichgewicht der Kulturen auf politischer Ebene positiv wahrzunehmen (Castles, 1993, S. 189-205).

Bei ihrer Untersuchung der Medien wollten sie herausfinden, ob sich bestimmte Vorurteile auf die Einstellung der Öffentlichkeit auswirken könnten, z. B. die Ansichten über die Europäische Union. Schließlich verknüpfen die europäischen Länder systematisch Geschichten über Einwanderung mit Sicherheitsfragen.

Die Medien können als Hauptschauplatz des politischen Wettbewerbs definiert werden, da alle am politischen Prozess Beteiligten die Resonanz von Botschaften beurteilen und die Gegenforderungen anderer sehen können, die nicht nur kulturelle Gruppen und das politische Bewusstsein der "Öffentlichkeit" widerspiegeln, sondern auch die Ansichten der Öffentlichkeit formen. Somit können die Medien als ein Ort betrachtet werden, an dem Migranten und Minderheiten eine Stimme haben und ihre Forderungen geltend machen können (Laczko, 2017).

Die Medien tragen wesentlich zum öffentlichen Verständnis der Stellung ausländischer Gruppen in der Öffentlichkeit bei. Dennoch sind wir der Meinung, dass das Verständnis der Gemeinsamkeiten und Unterschiede der Medien und anderer Informationsquellen neben der Beteiligung demokratischer Vertretungen entscheidend für ein umfassendes Verständnis der Stellung von Migranten und Minderheiten in der heutigen Gesellschaft der europäischen Mitgliedsstaaten ist (Geddes, 2005, S. 38-45).

Um Migranten in unserem Land erfolgreich zu integrieren, müssen die folgenden Bedingungen geschaffen werden.

Zuallererst muss eine Rehabilitation im Bereich der Arbeitsbeziehungen durchgeführt werden. Dabei geht es nicht nur um den Rückzug eines großen Teils des Arbeitsmarktes aus der Grauzone. Es geht vor allem um eine radikale Verbesserung der Bedingungen und der Höhe der Entlohnung. Wir können nicht erwarten, dass Menschen, die der Überausbeutung ausgesetzt sind, vollständig in die Gesellschaft integriert werden (Castles, 2000, S. 270-271).

Die zweite Bedingung ist die Organisation eines dichten Systems des Rechtsschutzes. Wanderarbeitnehmer leiden unter der Willkür skrupelloser Arbeitgeber sowie einiger Vertreter der Strafverfolgungsbehörden in größerem Maße als ukrainische Bürger. In diesem Zusammenhang ist der Zugang von Migranten zur Justiz von grundlegender Bedeutung. Personen, die sich in einer benachteiligten Position befinden, können nicht als integriert angesehen werden (Stark, 1991).

Der dritte Grund ist der Zugang zur Staatsbürgerschaft in strenger Übereinstimmung mit dem Gesetz. Heute leben in der Ukraine ausländische Arbeitskräfte, die sowohl ihre Gesetzestreue als auch ihre Nützlichkeit für die ukrainische Wirtschaft unter Beweis gestellt haben, aber das Verfahren zur Verleihung der Staatsbürgerschaft ist undurchsichtig und infolgedessen äußerst korruptionsbelastet. Es liegt auf der Hand, dass ohne eine radikale Sanierung in diesem Bereich der Prozess der Integration von Migranten ins Stocken geraten wird.

Auch auf Hilfe bei der Beherrschung der ukrainischen Sprache kann nicht verzichtet werden. Da eine ausreichend große Zahl von Arbeitsmigranten in die Ukraine kommt, die in ihrem Heimatland keine Möglichkeit hatten, die ukrainische Sprache ausreichend zu beherrschen, sollten sie diese Möglichkeit vor Ort erhalten. Deshalb ist es notwendig, Maßnahmen zu ergreifen, um Sprachkurse auf verschiedenen Niveaus zu organisieren (Gaston, Uscinski, n. d.).

Die fünfte Bedingung ist unserer Meinung nach die Umstrukturierung des Bildungssystems in Übereinstimmung mit den sich verändernden demografischen Gegebenheiten. Es ist notwendig, die mangelnden Kenntnisse der ukrainischen Sprache bei vielen Studenten zu berücksichtigen.

Es wäre auch angebracht, zur Entwicklung eines Systems der beruflichen Bildung beizutragen, das sich sowohl an die einheimische Jugend als auch an junge Menschen mit Migrationshintergrund richtet.

Der siebte und wichtigste Faktor zur Verbesserung der Prozesse der politischen Integration ausländischer Minderheiten in der Ukraine ist die Schaffung eines toleranten Klimas im Allgemeinen und einer toleranten Haltung gegenüber der ethnokulturellen Vielfalt im Zusammenhang mit der Migration im Besonderen. Gemeinsame Anstrengungen von Staat und Zivilgesellschaft sind hier äußerst wichtig (Wallerstein, 1987, S. 318-324).

## 4. Schlusfolgerungen

Die Erkenntnisse über die Hindernisse und Aussichten für die Anwendung der Politik des Multikulturalismus und den Einfluss der Medien auf diese Prozesse in Europa werden sicherlich nützlich sein, wenn es darum geht, Optionen für die Lösung des Problems der Polykulturalität in anderen Regionen zu wählen, in denen sich dieses Problem heute verschärft, einschließlich der Ukraine, die als historisch polyethnischer, polykonfessioneller und dementsprechend multikultureller Staat heute vor neuen multikulturellen Herausforderungen steht und sich in einem Zustand des Informations- und Traditionskriegs befindet.

**LITERATUR**


1. Abu-Lughod J. Restructuring the Premodern World-System: review. 1990. Vol. XIII. № 2. P. 237-286.
2. Alba R. And Nee V. Rethinking Assimilation Theory for a New Era of Immigration. International Migration Review. 1997. № 31(4). P. 826-874.
3. Castles S. Immigrant workers and class structure in Western Europe: monograph. Oxford : Oxford University Press, 1985. 219 p.
4. Castles S. International Migration 2000. *International Social Science Journal*. 2000. Vol. 165. P. 270-271.
5. Castles S. The age of migration. International Migration Movements in the Modern World: monograph. New York: The Guilford Press, 1993. 307 p.
6. Chase-Dunn Ch., Hall Th. D. Rise and Demise: Comparing World-Systems: monograph. New York : Westview Press, 1997. 312 p.
7. De Witte M. Stanford research explores the complexities of global immigration, from past to present. *Stanford News*. URL: https://news.stanford.edu/2018/04/18/examining-complexities-migration/ (Last accessed: 29.03.2021).
8. Gaston S., Uscinski J. E. Out of the Shadows: Conspiracy Thinking on Immigration. *The Henry Jackson Society*. URL: https://henryjacksonsociety.org/wp-content/uploads/2018/12/Out-of-theShadows-Conspiracy-thinking-on-immigration.pdf. (Last accessed: 19.04.2021).
9. Geddes A. Immigration and Welfare State. International migration and security: opportunities and challenges. London; New York : Routledge, 2005. № 13. P. 38-45.
10. Goss D. Conceptualizing International Labor Migration: A Structuralizing Perspective. *International migration Review*. 1995. Vol. 29. № 2. P. 319, 345.
11. Klute E. Migration and Integration – Europe's big challenge. What role do the media play?: monograph. Germany: Utrecht, Mira Media, 2006. 28 p.

12. Laczko F. 2017. Improving data on migration: A 10-point plan. Migration Policy Practice. URL: https://publications.iom.int/fr/books/migration-policypractice-vol-vii-number-1-january-march-2017. (Last accessed: 17.04.2021).
13. Massey D., e.a. Theories of International Migration: A review and Appraisal. *Population and Development Review*. 1993. Vol. 19. № 3. P. 431-466.
14. Migrant integration. Migration data portal. URL: http://webcache.googleusercontent.com/search?q=cache:03BOiZGmIJ:migrationdataportal.org/themes/migrant-integration+&cd=1&hl=uk&ct=clnk&gl=ua (Last accessed: 17.03.2021).
15. Stark O. The Migration of Labor: monograph. Cambridge : Basil Blackwell, 1991. 167 p.
16. Wallerstein I. World-Systems Analysis. Social Theory Today. Cambridge : Polity Press, 1987. P. 309-324.

# THE INFLUENCE OF THE MEDIA ON THE POLITICAL INTEGRATION OF FOREIGN CULTURAL MINORITIES IN THE EU MEMBER STATES

***D. R. Sharaya,***
***Y. M. Litovchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Sharaya D. R., Litovchenko Y. M. The influence of the media on the political integration of foreign cultural minorities in the EU Member States.** The article provides an extensive analysis on the process of political integration in the member states of the European Union and the influence of the media on this process. The article also gives reasons for the emergence of multiculturalism policy in the EU countries is identified. The author outlines problem of migrants, minorities and mass media, and offers the directions of improvement of processes of political integration of inocultural minorities on the territory of Ukraine.

**Key words:** international relations, media, migration, multiculturalism, political integration.

**Шарая Д. Р., Літовченко Я. М. Вплив ЗМІ на політичну інтеграцію інокультурних меншин у державах-членах ЄС.** У статті обговорюється процес політичної інтеграції в державах-членах Європейського Союзу та вплив ЗМІ на цей процес. Визначено причини виникнення політики мультикультуралізму в країнах ЄС. Обґрунтовано проблему мігрантів, меншин та ЗМІ, запропоновано напрями вдосконалення процесів політичної інтеграції інокультурних меншин на території України.

**Ключові слова:** ЗМІ, міграція, міжнародні відносини, мультикультуралізм, політична інтеграція.

## 1. Introduction

The o b j e c t of the article is the political integration of non-cultural minorities. The s u b j e c t of the article is the political integration of foreign minorities in the EU member states and the media's influence on it. The p u r p o s e of the article is to determine the level of media influence on the political integration of foreign minorities in EU member states. In order to achieve this goal, we had to solve the following tasks: to analyse theoretical aspects of research of integration processes of non-cultural minorities; to identify the reason for the emergence of the policy of multiculturalism in the EU countries; to identify fundamental differences between the integration policies of Spain, Germany and France; to assess media influence on the formation and development of political integration in the EU countries; and only then to develop promising directions for improving integration processes in Ukraine.

**2. Analysis of theoretical aspects**

The concept of integration implies the preservation of important elements of their own culture by migrants, as well as the inclusion of certain elements of the culture of the host country due to active contact with the host country's community, as well as the ability to maintain the possibility of independent provision of life.

Human migration is a constant phenomenon dating back to the earliest periods in history, but its manifestations and consequences have changed over time as the world has become more globalized. We have a lot of information about migration and movement around the world now. However, its dynamics are difficult to fix statistically. Migration includes "events" that are fleeting and complex (Stark, 1991, p. 79).

Therefore, the usefulness of implementing migration policy in the host country is an important and relevant topic, since in many countries of the world moderately tolerant attitude towards migrants prevails and most citizens agree that the country's economy needs migrants. However, some citizens have a uniquely negative attitude to the influx of migrants (Abu-Lughod, 1990, pp. 237-286).

**3. Multiculturalism in EU countries**

In Europe, the appeal to the policy of multiculturalism is primarily associated with the restoration of the welfare of states in the postwar period and coincidence with the time that preceded the collapse of the colonial system (Massey D., e. a., 1993, pp. 438-466).

In some European countries, the main "supplier" of immigrants was former colonies, whose standard of living was much lower than in the metropolis. As a kind of "compensation" for historical injustice, the former centers of colonial empires allowed representatives of their former colonies to move almost freely on their territory and claim citizenship (Castles, 1985, pp. 128-136).

By the 1990s, it became more or less obvious that the problem of immigrants was increasing in itself: "temporary" migrants were in no hurry to return to their homeland, but on the contrary, sought to transport their families to themselves. The number of such migrants has steadily increased, as has the level of public “misunderstanding” of this situation.

Trying to find a suitable recipe for smoothing conflicts on the ground of “clash of civilizations” in de facto multicultural European states, the authorities of these countries turned to the experience of resettlement countries. Thus came to Europe rhetoric of multiculturalism (De Witte).

In the 1980s, active experiments with multiculturalism began. But instead of a multicultural society there was a parallel existence of a wide variety of cultures. And since the birth rate of immigrants is much higher than that of the indigenous population, there is a real threat that the image of Europe will change dramatically over time. In place of Old Europe, most likely, in the short future, completely different peoples and states may appear (Goss, 1995, pp. 226-234).

**4. Differences in integration policies**

The study shows that the policy of “Multiculturalism” in Spain, Germany and France from the very beginning did not have the task to maximize the involve of all cultural groups in the process of determining the “common good” and integrate the society around it, which would be supposed with the real use of a multicultural approach. It represented various kinds of “concessions” designed to reduce the severity of the protest (Chase-Dunn, & Hall, 1997, pp. 119-121).

Thus, in Spain, multiculturalism, based on the idea of equality of cultures, entered into a conflict with the historical memory of the Spaniards about the colonial-imperial status of their armed forces and the corresponding position of Spanish culture.

In Germany, some multicultural initiatives face a long tradition of blood rights, according to which people who are not ethnic Germans cannot be full-fledged citizens who have the right to participate in the definition of the “common good” (Migrant integration).

The political history of France has taught the Indigenous French to believe that discontent with the existing definition of the “common good” should be taken with great care: as dissatisfaction with the state, lack of loyalty to this state or even threat to it (Alba, & Nee, 1997, pp. 848-867).

But it is premature to talk about the absolute hopelessness of multiculturalism in these states. The fact that multiculturalism in these states was used only in political rhetoric, and the initiatives implemented in practice were single and unsystematic, can be evidence of the lack of faith of state governments in the very principles of multiculturalism, evidence that today they are not yet ready to positively perceive the equilibrium of cultures at the policy level (Castles, 1993, pp. 189-205).

**5. Media`s impact on political integration**

While researching the media, they sought to understand whether certain prejudices could affect public attitudes, such as views on the European Union. After all, European countries systematically link stories about immigration to security issues.

The media can be defined as the main place of political competition, since all participants in the political process can judge the resonance of messages and see the counter demands of others, reflecting not only cultural groups and political consciousness among the "public", but also forming the views of the public. Thus, the media can be seen as a place where migrants and minorities can have a voice and declare their claims (Laczko, 2017).

The media significantly complement the public understanding of the position of foreign groups in the public sphere. Nevertheless, we also believe that understanding the similarities and differences of the media and other sources of information alongside the participation of democratic representations is critical to a comprehensive understanding of the place of migrants and minorities in today's society of European member states (Geddes, 2005, pp. 38-45).

**6. Prospects**

In order to successfully integrate migrants in our country, it is necessary to create the following conditions.

First of all, you need to carry out rehabilitation in the field of labor relations. This concerns not just the withdrawal of a significant part of the labor market from the gray zone. This concerns, first of all, a radical improvement in conditions and sizes of remuneration. We can not expect full integration into society of people exposed to super-exploitation (Castles, 2000, pp. 270-271].

The second condition is the organization of a dense system of legal protection. Migrant workers suffer from the arbitrariness of unscrupulous employers, as well as some representatives of law enforcement agencies to a greater extent than Ukrainian citizens. In this regard, the access of migrants to justice is of fundamental importance. Individuals who are in a disadvantaged position cannot be considered integrated (Klute, 2006).

The third reason is access to citizenship in strict accordance with the law. Today, foreign workers live in Ukraine, who have proved both their law and obedience and usefulness for the Ukrainian economy, but the procedure for granting citizenship is opaque and, as a result, extremely burdened with corruption. Obviously, without radical sanitation in this area, the process of integration of migrants will be towed.

It is also impossible to do without help in mastering the Ukrainian language. Since a sufficiently large number of working migrants come to Ukraine, deprived of the opportunity to sufficiently master the Ukrainian language in their native country, they should get such an opportunity on the spot. Therefore, it is necessary to take measures to organize available language courses of different levels (Gaston, S., & Uscinski, 2018).

The fifth condition, in our opinion, is the restructuring of the education system in accordance with changing demographic realities. It is necessary to take into account the lack of knowledge of the Ukrainian language by many students.

It would also be appropriate to contribute to the development of a system of vocational education addressed to both local youth and young people of emigrant origin.

The seventh and most important factor for improving the processes of political integration of foreign minorities in Ukraine is the formation of a tolerant climate in general and a tolerant attitude to ethnocultural diversity related to migration, in particular. Joint efforts of the state and civil society are extremely important here (Wallerstein, 1987, pp. 318-324).

## 7. Conclusion

The findings on the obstacles and prospects of applying the policy of multiculturalism and the influence of the media on these processes in Europe will certainly be useful when choosing options for solving the problem of poly-culturality in other regions where this problem is exacerbated today, including Ukraine, which, historically being a poly-ethnic, poly-denominational, and, accordingly, a multicultural state today faces new multicultural challenges and is in a state of information and traditional warfare.

**REFERENCES**

1. Abu-Lughod J. Restructuring the Premodern World-System: review. Vol. XIII. № 2. 1990. Pp. 237-286.
2. Alba R., & Nee V. Rethinking Assimilation Theory for a New Era of Immigration. International Migration Review. 1997. № 31(4). Pp. 826-874.
3. Castles S. Immigrant workers and class structure in Western Europe: monograph. Oxford: Oxford University Press, 1985. 219 p.
4. Castles S. International Migration 2000. International Social Science Journal. Vol. 165. 2000. Pp. 270-271.
5. Castles S. The age of migration. International Migration Movements in the Modern World: monograph. New York: The Guilford Press, 1993. 307 p.
6. Chase-Dunn Ch., & Hall Th. D. Rise and Demise: Comparing World-Systems: monograph. New York: Westview Press, 1997. 312 p.
7. De Witte, M. Stanford research explores the complexities of global immigration, from past to present. Stanford News. URL: https://news.stanford.edu/2018/04/18/examining-complexities-migration/ (Last accessed: 29.03.2021).
8. Gaston, S., & Uscinski J. E. Out of the Shadows: Conspiracy Thinking on Immigration. The Henry Jackson Society. URL: https://henryjacksonsociety.org/wp-content/uploads/2018/12/Out-of-theShadows-Conspiracy-thinking-on-immigration.pdf. (Last accessed: 19.04.2021).
9. Geddes A. Immigration and Welfare State. International migration and security: opportunities and challenges. London; New York: Routledge, 2005. № 13. Pp. 38-45.
10. Goss D. Conceptualizing International Labor Migration: A Structuralizing Perspective. International migration Review. Vol. 29. № 2. 1995. P. 319, 345.
11. Klute E. Migration and Integration – Europe's big challenge. What role do the media play?: monograph. Germany: Utrecht, Mira Media, 2006. 28 p.
12. Laczko, F. 2017. Improving data on migration: A 10-point plan. Migration Policy Practice. URL: https://publications.iom.int/fr/books/migration-policypractice-vol-vii-number-1-january-march-2017. (Last accessed: 17.04.2021).

13. Massey D., e. a. Theories of International Migration: A review and Appraisal. Population and Development Review. Vol. 19. № 3.1993. Pp. 431-466.
14. Migrant integration. Migration data portal. URL: http://webcache.googleusercontent.com/search?q=cache:03BOiZGmIJ:migrationdataportal.org/ themes/migrant-integration+&cd=1&hl=uk&ct=clnk&gl=ua (Last accessed: 17.03.2021).
15. Stark O. The Migration of Labor: monograph. Cambridge: Basil Blackwell, 1991. 167 p.
16. Wallerstein I. World-Systems Analysis. Social Theory Today. Cambridge: Polity Press, 1987. Pp. 309-324.

# DIGITIZATION OF THE ECONOMY AS A TREND OF THE MODERN DEVELOPMENT OF UKRAINE

*V. S. Shepelenko,*
*I. V. Zmiiova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Shepelenko V. S., Zmiiova I. V. Digitization of the economy as a trend of Ukraine modern development.** The article deals with the concept ‘digital economy’ and its importance in modern economic development. The author examines main features of the digital economy and underlines the fact that digitalization is one of the effective measures to mitigate the negative economic consequences of the 2019 coronavirus disease (COVID-19) epidemic. The aim of the study is to analyze the impact of the digital economy on economic development in the post-Covid era. Special attention is paid to the research of the advantages and disadvantages of e-business. The author makes a conclusion that the government should promote the development of digital economy and control it.

**Key words:** digital economy, digitalization, digital transformation, e-business, economic growth, innovation.

**Шепеленко В. С., Змійова І. В. Цифровізація економіки – тенденція сучасного розвитку України.** У статті розглядається поняття цифрової економіки та її значення для сучасного економічного розвитку. Автор розглядає основні ознаки цифрової економіки і зауважує, що цифровізація є одним із ефективних заходів для пом’якшення негативних економічних наслідків епідемії коронавірусної хвороби 2019 (COVID-19). Мета дослідження – проаналізувати вплив цифрової економіки на економічний розвиток у пост-ковідну еру. Особлива увага у статті приділяється дослідженню переваг та недоліків електронного бізнесу і наголошується, що уряд має сприяти розвитку цифрової економіки та контролювати її.

**Ключові слова:** економічне зростання, електронний бізнес, інноваційність, цифрова економіка, цифрова трансформація, цифровізація.

## 1. Introduction

The digital economy is an economic, social and cultural field that focuses on the use of electronic communications and information technology. The digital economy in modern civilization plays a special role in improving people's standard of living. The development of the digital economy, of course, contributes to business development, providing companies with new opportunities. The advantages and possibilities of the digital economy are beyond doubt. However, on the other hand, the risks and problems of using the digital economy, which threaten the development of a new economic sector model, are also inevitable. In this context, the digital literacy of each consumer in particular and each company as a whole is critical.

## 2. Measurement of Digital Economy Development

The digital economy includes many distinctive features not found in other types of economies. Free goods and services such as Wikipedia, email services such as Gmail, and digital maps such as Google Maps are all components of today's digital economy with tremendous economic value (Spence, 2021, p. 1).

In the digital economy, data and the ability to create value with data become factors of production. This may include algorithms or the ability to analyze big data for value in different contexts. Although these factors are an essential class of intangible assets, it isn't easy to accurately measure the value of intangible assets other than by determining their existence (Sun, Kwek, Li, Shen H, 2021).

However, all public market valuation studies show that intangible assets are becoming an increasingly important component of the valuation. The researchers note that the importance of physical capital for company value has decreased over the past decades while the importance of knowledge capital has increased, especially in high-tech industries.

Another hallmark of the digital economy is full access to information. The data factor is the primary reference variable in making investment decisions in financial markets, which is essential in reducing information friction. The authors point out that recent advances in computing technology have enabled technology companies to compile detailed indicators of fundamentals in real time and sell them to professionals in the investment sector. The introduction of this data increases the information content of prices by reducing the cost of obtaining information and, therefore, has double effect on investors. On the one hand, managers can less trade their private information about future earnings as prices reflect those future earnings more accurately. On the other hand, a company’s fundamental data can reveal downtrends in current business or the potential for growth in the future, which can improve investment performance by encouraging investors to cut back on investment when things get worse and increase investments when opportunities expand (“Digital Resonance”, n. d.).

### 3. The Impact of Digital Economy on the Economic Growth and the Development Strategies in the post-COVID-19 Era

During the crisis it has become imperative to use digital technologies for ensuring work and personal life. Governments and businesses in European regions, cities, and villages have noticed that digital technologies have become a critical factor to mitigate the effects of the crisis and fight the pandemic. With at least 20% of the EU Recovery and Resilience Fund earmarked for digital transformation, local and regional authorities confirm that a significant amount of public resources will be required to support digitalization and, therefore, Europe's technological sovereignty.

The Covid-19 pandemic is far from over, and it will likely take years before all the economic and social damage is more or less reversed. However, taking into account the severity of the economic crisis and the enormous efforts made to overcome it, it should be clear now that this far-reaching event will lead to long-term changes in the economic life of the whole world. From the point of view of the international division of labor, two events play the central role: the acceleration of digitalization and the slowdown in globalization. The impact of the Covid-19 pandemic on the global and European economies could provide additional incentives for companies to become more digital (Nundy, Ghosh, Mesloub, Albaqawy, Alnaim, 2021).

The decline in demand associated with the pandemic can be combated by moving to online retail, at least in some segments. Digital solutions can also counter the absence of workers for health reasons. In this context, remote work is actively used. Firms, employees, and consumers are rapidly becoming accustomed to and familiar with digital technologies during the pandemic, such as video conferencing, telecommuting or working from home, and online transactions, which could accelerate digitalization, possibly leading to structural changes, including changes in the economy, with possible implications for labor markets, growth, and productivity. In order to stimulate the economy in the wake of the COVID-19 pandemic, The European Commission has recommended EU governments to spend money from the EU's €750 billion recovery package on green energy, transport, and investment in digitalization (Govorukha, n. d.).

## 4. Conclusions

Thus, as society enters the digital age, revolutionary innovations in the digital economy are fundamentally changing production methods and lifestyles. As a type of capital, digital intangible assets can significantly increase production efficiency and companies' market value. The technology of big data analysis reduces information friction and improves the accuracy of forecasts in financial markets, subsequently improving investments' efficiency. Bilateral digital mega platforms can use their integrated user data to improve the efficiency of supply and demand matching (Afonasova, et al, 2019, pp. 22-32).

However, the digital economy simultaneously creates several problems. The benefits of big data analytics sometimes come at the cost of violating user privacy, while the free flow of data, information, and technology raises national security concerns. In addition, automation in the digital economy generates the human substitution effect, thereby shocking the labor market (Sysoyev, Vashchuk, 2019).

It is essential that national governments control the market power of mega platforms and encourage innovation, create a practical institutional and legal framework for the distribution of data ownership, and develop an effective system of taxes and incentives for the digital economy. Countries' authorities cannot act in isolation in the modern digital economy. Only the joint work of governments will effectively solve the new challenges of the digital age.

## REFERENCES

1. Afonasova M., Panfilova E., Galichkina M., Slusarczyk B. Digitalization in economy and innovation: the effect on social and economic processes. *Polish Journal of Management Studies*. 2019. Vol. 19, № 2. Pp. 22-32. URL: https://www.researchgate.net/publication/335015720_Digitalization_in_Economy_and_Innovation_The_Effect_on_Social_and_Economic_Processes
2. Digital Resonance: The New Factor Impacting Location Attractiveness. URL: https://www.kearney.com/digital/gsli/2019-full-report

3. Govorukha O. Tech Ecosystem Guide to Ukraine. URL: https://data.unit.city/tech-guide/Tech_Ecosystem_Guide_To_Ukraine_En-1.1.pdf
4. Nundy S., Ghosh A., Mesloub A., Albaqawy G., Alnaim M. Impact of COVID-19 pandemic on socio-economic, energy-environment and transport sector globally and sustainable development goal (SDG). *Journal of cleaner production*. 2021. V. 312. URL: https://doi.org/10.1016/j.jclepro.2021.127705
5. Sun J., Kwek K., Li M., Shen H. Effects of social mobility and stringency measures on the COVID-19 outcomes: evidence from the United States. *Front Public Health*. 2021. V. 9 URL: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8599440/
6. Sysoyev Ye., Vashchuk Ye. The DealBook of Ukraine – 2019 edition. URL: https://www.kyivpost.com/wp-content/uploads/issue_pdf_178c6030d7e0f98b26c4487075adb87562b7dfd5/AVentures-DealBook-2019.pdf
7. Spence M. Government and economics in the digital economy. *Journal of Government and Economics*. 2021. Volume 3. URL: https://doi.org/10.1016/j.jge.2021.100020

# LES EFFETS DE L'INVASION ET DE L'OCCUPATION DE L'UKRAINE PAR LA RUSSIE SUR LES RELATIONS ENTRE L'UE ET LES ETATS-UNIS

*N. O. Shepelevych,*
*L. A. Dudka (consultante linguistique),*
*V. N. Karazin National University, Kharkiv*

**Shepelevych N. O., Dudka L. A. Les effets de l'invasion et de l'occupation de l'Ukraine par la Russie sur les relations entre l'UE et les Etats-Unis.** L'article note que les relations bilatérales entre les États-Unis et l'UE jouent un rôle fondamental dans la politique mondiale. Les principaux types de soutien de l'UE et des États-Unis d'Ukraine ont été identifiés et formulés. La vision de l'auteur d'approfondir les relations entre l'UE et les États-Unis est présentée. Des recommandations sur les perspectives de recherche sont présentées.

**Mots-clés** : approfondissement de la coopération, UE, USA, Ukraine.

**Шепелевич Н. О., Дудка Л. А. Наслідки вторгнення Росії та окупації України для відносин між ЄС та США.** У статті наголошується, що двосторонні відносини США-ЄС відіграють принципово важливу роль у світовій політиці. Окреслено та сформульовано основні види підтримки ЕС та Сполученими Штатами України. Подано авторське бачення поглиблення відносин ЄС та США. Надано рекомендації щодо перспектив дослідження.

**Ключові слова:** ЄС, США, поглиблення співпраці, Україна.

## 1. Introduction

P r o b l é m a t i q u e . La guerre de la Russie contre l'Ukraine renforce la coopération entre les États-Unis et l'UE. Nous parlons des domaines de la sécurité, de l'énergie et de la position commune, qui se traduit notamment par la condamnation des actions de Russie.

P e r t i n e n c e . " La recherche de convergence entre les États-Unis et l'UE est nécessaire pour la compréhension de la situation géopolitique future dans le monde" (Головань, 2014, pp. 43).

Les relations entre les États-Unis et l'UE sont l ' o b j e t de la recherche. Les changements dans les relations américano-européennes liées à la guerre en Ukraine sont le s u j e t de la recherche.

Le b u t de la recherche est de révéler les effets de l'invasion et de l'occupation de l'Ukraine par la Russie sur les relations entre l'UE et les Etats-Unis.

Pour résoudre le problème, nous avons effectué les tâches suivantes:

1) identifier les réactions vives de l'UE après des actes de la Russie;

2) identifier les réactions vives des Etats-Unis après des actes de la Russie;

3) Analyser la réponse conjointe des États-Unis et l'UE et l'approfondissement de leurs relations.

La recherche des relations entre l'UE et les Etats-Unis est abordée dans les travaux de scientifiques tels que A. Veselovsky, O. Golovan et d'autres éminents chercheurs.

**2. Réactions vives de l'UE après des actes de la Russie**

L'UE, qui compte 27 membres, a pris un vaste éventail de mesures politiques en réponse à la guerre de la Russie contre l'Ukraine en 2022. L'UE, d'une part, a imposé des sanctions à la Russie et, d'autre part, a fourni une aide multilatérale à l'Ukraine.

Donc l'UE a imposé plusieurs séries de sanctions plus sévères et de mesures restrictives visant à saper la capacité de la Russie à financer une guerre contre l'Ukraine, imposant des coûts à l'élite russe et compromettant la base économique de la Russie. Malgré les liens étroits de l'UE en matière de commerce et d'investissement avec la Russie, la plupart des sanctions de l'UE ont été adoptées rapidement. Compte tenu du fait que les sanctions exigent l'unanimité des membres de l'UE.

"À la fin d'octobre 2022, l'UE avait adopté huit séries de sanctions contre la Russie". Notamment ("7 країн", n. d.):

- *gel des avoirs et interdiction de voyager des élites russes;*
- *restriction des opérations avec la Banque centrale de Russie et limitation d'accès à ses avoirs de réserve;*
- *déconnexion des organisations financières russes de SWIFT;*
- *interdiction d'importer du charbon russe;*
- *interdiction d'importer du pétrole brut et des produits pétroliers russes;*
- *interdiction d'importer de Russie de l'acier et d'autres matières premières;*
- *interdiction d'exporter certaines marchandises dans les industries du raffinage du pétrole, de l'aviation, de la marine et de la technologie vers la Russie;*

- *fermeture de l'espace aérien, des ports et des voies de l'UE pour les avions et les navires russes;*
- *extension des sanctions contre le Belarus.*

Comme indiqué ci-dessus, les efforts de l'UE ne se limitent pas aux sanctions. Ils comprennent une aide multilatérale à l'Ukraine. Notamment, l'aide militaire, humanitaire et économique. Mais l'aide de l'UE n'est pas comparable à l'américaine.

**3. Réactions vives des Etats-Unis après des actes de la Russie**

Si nous regardons exclusivement le montant qu'un État alloue à l'Ukraine pour lutter contre l'agression russe, les États-Unis sont le leader incontesté dans cet indicateur – selon l'Institut Kiel de l'économie mondiale, depuis le début de la pleine guerre à grande échelle au début de mai, "les États-Unis ont dépensé plus de 10 milliards de dollars pour aider le peuple ukrainien" ("7 країн", n. d.).

Les fonds sont alloués dès les premiers jours de l'invasion à grande échelle sous forme d'aide humanitaire, financière et militaire pour l'Ukraine. En plus de l'indemnisation monétaire, les États-Unis fournissent des armes et de la formation aux troupes ukrainiennes, assurent l'entretien et le soutien de nouvelles armes.

Les États-Unis ont démontré leur primauté en faveur de l'Ukraine en approuvant le programme de land-lease, qui prévoit une procédure simplifiée pour la fourniture d'armes, de nourriture, de médicaments et d'équipement militaire.

Les États-Unis poursuivent également systématiquement la pression des sanctions sur la Russie : "au cours des six derniers mois, le pays a réduit de moitié les importations de bois, de métaux et de caoutchouc en provenance de Russie" ("7 країн", n. D.). Le pays a également imposé un certain nombre de restrictions personnelles aux proches du président russe Vladimir Poutine. Cela peut être beaucoup plus douloureux pour lui que la réduction du chiffre d'affaires du commerce, estiment les experts.

Mais la chose la plus douloureuse pour Poutine était le rapprochement entre l'Union européenne et l'Amérique.

**4. La réponse conjointe des États-Unis et l'UE et l'approfondissement de leurs relations**

La guerre de la Russie contre l'Ukraine a renforcé les liens entre les États-Unis et l'UE. Les États-Unis et l'UE coordonnent étroitement les sanctions, et de nombreuses sanctions de l'UE et des États-Unis sont identiques ou essentiellement similaires.

"Avec d'autres partenaires, l'UE et les États-Unis ont mis sur pied un groupe de travail pour assurer la mise en œuvre efficace des sanctions contre certaines personnes et entreprises et ont annoncé leur intention de suspendre le régime commercial préférentiel de la Russie conformément aux règles de l'OMC" ("7 країн", n. d.).

Parmi les domaines d'approfondissement des relations entre des États-Unis et l'UE, selon A. Veselovsky nous pouvons souligner (Веселовський, 2020, p. 30) :

- *Sécurité et défense. L'agression russe a également accru l'importance de l'OTAN et peut renforcer le partenariat entre l'OTAN et l'UE.*
- *Politique énergétique et climatique. La guerre de la Russie en Ukraine pourrait accélérer les efforts de l'UE pour diversifier son secteur énergétique et soutenir l'accord vert européen sur le changement climatique et encourager la coopération entre les États-Unis et l'UE en matière de technologies énergétiques propres et d'énergie renouvelable.*

## 5. Conclusions

Les efforts diplomatiques de l'Ukraine pour défendre sa souveraineté et son intégrité territoriale ont conduit à ce qu'aujourd'hui les États-Unis et l'UE sont à un stade d'approfondissement de la coopération dans plusieurs domaines, à savoir : l'énergie et la sécurité.

Les questions suivantes sont prometteuses dans le cadre de cette recherche : examiner tous les domaines prioritaires de coopération entre les États-Unis et l'EU ; et analyser les tendances récentes dans l'approfondissement de coopération transatlantique.

## RÉFÉRENCES

1. "7 країн", які найбільше допомагають Україні під час війни. URL: https://gre4ka.info/statti/69287-7-krain-iaki-naibilshe-dopomahaiut-ukrainy-pid-chas-viiny (дата звернення: 26.10.2022).
2. Веселовський А. І. Відносини США – Європейський Союз: тенденції та варіанти у середньостроковій перспективі. Національний інститут стратегічних досліджень. 2020. № 3. С. 1-33.
3. Головань О. О. Можливості поглиблення співробітництва США та ЄС і роль України. *Actual problems of international relations.* 2014. № 120 (Ч. I). С. 43-48.

# NEGOTIATIONS AND DIPLOMATIC PROTOCOL CUSTOMS AS A KEY TOOL FOR CONFLICT RESOLUTION: EFFICIENCY ANALYSIS BASED ON DOMESTIC EXPERIENCE

*N. O. Shepelevych,*
*D. M. Petrenko (language supervisor),*
*V. N. Karazin National University, Kharkiv*

**Shepelevych N. O., Petrenko D. M. Negotiations and diplomatic protocol customs as a key tool for conflict resolution: efficiency analysis based on domestic experience.** The article encompasses scientific approaches and the author`s scientific convictions on determining the performance measures of negotiations and diplomatic protocol in the framework of conflict resolution given Ukraine experience. Hence the author outlines concepts of negotiations, protocol and ceremonial and formulates main types of negotiation practices. Scientific innovation in this respect is providing our vision of the connection between negotiations and protocol. Based on the analysis of scientific literature, the author indicates the criteria for the effectiveness of negotiation process. Moreover, the author analyzes efficiency of a few negotiation processes initiated by Ukraine and recommends the most promising types of negotiations for Ukraine in case with Russia. In a conclusion, the author gives recommendations for the research prospects in this field.

**Keywords:** conflict resolution, diplomatic protocol, negotiations, Russia, Turkey, Ukraine.

**Шепелевич Н. О., Петренко. Переговори та звичаї дипломатичного протоколу як ключовий інструмент вирішення конфліктів: аналіз ефективності на основі вітчизняного досвіду.** У статті викладено наукові підходи та наукові переконання автора щодо визначення показників ефективності переговорів і дипломатичного протоколу в рамках вирішення конфліктів з огляду на досвід України. Таким чином, автор окреслює поняття переговорів, протоколу та церемоніалу та формулює основні види переговорної практики. Наукові інновації в цьому відношенні забезпечуються наданням нашого бачення взаємозв’язку між переговорами та протоколом. На основі аналізу наукової літератури автором визначено критерії ефективності переговорного процесу. Крім того, автор аналізує ефективність кількох переговорних процесів, ініційованих Україною, та рекомендує найбільш перспективні види переговорів для України у випадку з Росією. У висновку автор дає рекомендації щодо перспектив дослідження в цій галузі.

**Ключові слова:** вирішення конфліктів, дипломатичний протокол, переговори, Росія, Туреччина, Україна.

## 1. Introduction

The study focuses on the efficiency of negotiation process and protocol support in resolving international conflicts as its o b j e c t . The s u b j e c t of the study is the effectiveness assessment of the negotiation process and protocol support in the framework of war settlement between Ukraine and Russia.

The author`s choice is based upon next p r o b l e m s t a t e m e n t . With the collapse of the Soviet Union, conflicts began to emerge in the post-Soviet area. Each successor country wants to determine its own policy and fewer and fewer countries accept imposed by Russia decisions. Russia's aggressive actions in Georgia, Moldova and Ukraine forced many Ukrainian and Western researchers to take a new look at armed conflicts in countries that were formed on the territory of the former Soviet Union and to start seeking for prospective ways for resolution of these conflicts.

R e l e v a n c e . The negotiation path involving appropriate protocol is increasingly being challenged as an ineffective method of conflict settlement at the post-Soviet space. No surprise, being that most conflicts were frozen due to the ultimatum actions of Russia. In such realities it is relevant to study such efficiency on the examples of recent talks between Ukraine and Russia.

As comes up from what said above research o b j e c t i v e is to analyze the efficiency of negotiations and diplomatic protocol customs in conflict settlement basing on the recent domestic experience.

The following t a s k s are set to achieve the purpose:

1. to identify the categories of negotiations and diplomatic protocol, their interdependence;

2. to consider the main types of negotiations in the framework of conflict resolution;

3. to propose criteria for the effectiveness assessment of negotiation processes;

4. to give brief analysis of the negotiation process initiated by Ukraine with Russia from the effectiveness point of view.

In this article we use such s c i e n t i f i c m e t h o d s as analysis, synthesis, comparison and content analysis.

## 2. Categories of negotiations, protocols and ceremonies, their interrelationship

Discussions on international negotiations are addressed in the works of such scientists as P. Hopmann, R. Wolfrum, I. V. Siekunova and other leading scholars. Despite the significant achievements of scientists, there are issues that lacking detailed analysis.

Despite the fact that many statesmen, philosophers and politicians stressed the importance of negotiations in relations between states, until the twenty-first century there were no works studying how negotiations are conducted.

In 1714, a book by the French explorer François de Caler "On the Ways of Negotiating with the Sovereigns" was published. Until the 20th century, "more than two hundred years, it was practically the only scientific study on the negotiation process" (Hopmann, 2001, p. 80).

It should be noted that nowadays in the theory of diplomacy there are two basic interpretations of negotiation definition – broad and narrow.

Narrowly defined, negotiations include any situation in which two or more parties recognize that there are differences of interest or values between them and in which they are willing or forced to seek a compromise agreement.

To specify negotiation is one of the most important tools of diplomacy. Diplomacy is, to a large extent, a "process of communication between representatives of States, aiming at exchanging information and reaching understanding, resolving or narrowing differences and reaching agreement on issues under discussion" (Siekunova, 2016, p. 280).

In a broad sense, negotiations are seen as a special form of social interaction involving at least two actors, with the assumption that there is a common problem, differences in approaches and ways of addressing it, direct personal contact between participants, verbal mode of communication, clear structure and protocol of negotiation activities.

So, negotiating practice is governed by protocol rules, being part of a diplomatic ceremony. Protocol introduces and codifies the practice of ceremonial rules and watches over their use. While ceremonial is a system of rules, traditions and conventions in diplomatic practice.

Main task of ceremonial is to create in every state relevant condition between and in time of negotiations so that the relationships between governments develop in a supportive and friendly atmosphere.

### 3. Negotiation practices

Negotiation practices are divided into types depending on the "actors of negotiations, their number, form and organization of negotiations, ceremonial" (Wolfrum, 2018, p. 173).

Depending on the actors, we can distinguish inter-state negotiations, business negotiations of firms and non-governmental organizations.

Depending on the number of actors involved, negotiations are divided into bilateral and multilateral negotiations.

At the same time, multilateral negotiations, conferences and international organizations are the main tools for finding and agreeing solutions on a global scale. The decisions of world conferences have an important role in shaping new concepts, principles and norms of international communication.

Depending on protocol features, negotiations can be at a high level or at the working level.

And depending on the organization order – through consultations, close distance, shuttle diplomacy, exchange of letters, notes, memoranda.

To solve conflict situations, negotiations are often used at the inter-state level at a short distance or through shuttle diplomacy, including those under the auspices of international intergovernmental organizations.

### 4. Performance indicators for negotiation practices

According to the author, assessment indicators of negotiation process performance are as follows:

a) flexibility in negotiations – the Parties must necessarily be oriented towards a negotiated solution;

b) the possibility of involving a third party to resolve disputes – in which an impartial third party helps the conflicting parties to work out a mutually satisfactory solution (agreement);

c) the ability to find many alternatives – without alternatives, negotiations become the exchange of ultimatums;

d) personality of negotiators – personal qualities, negotiating experience, authority, level of preparation;

e) ability of the parties to calculate the long-term implications of negotiations outcome; and last but not least

f) protocol performance – politeness and goodwill in negotiation can indicate willingness for reaching a compromise, vice versa negative gestures such as not shaking hands can indicate tension in negotiation process.

And while protocol doesn't exactly say anything about the norms of Twitter diplomacy or the nuances of protocol during the pandemic, most of these provisions are still relevant, and their observance is important in diplomatic circles. And violations of the protocol can sometimes give the negotiations a not too pleasant tone.

## 5. Evaluation of the effectiveness of conflict resolution negotiations on the case of Ukraine

For the example of Ukraine, let us analyze the effectiveness of two types of the following negotiations.

On the example of the inter-state negotiating process between Ukraine and Russia, it is evident that there could not be a mutually acceptable solution.

Russia has not shown flexibility in negotiations, because its position is an ultimatum and irreconcilable one. In addition, for Russia there is no authoritative third party, which could substantially influence the process of settlement in a peaceful way, without the imposition of appropriate sanctions. Furthermore, Russia's political elites repeatedly expressed disrespect to Ukraine`s representatives, which is the most severe violation of protocol.

Also, the people who conducted the negotiations on the part of Russia had no training, much less the task of ending the conflict, which escalated into war. And the long-term effects were completely ignored.

Thus, the negotiations at close range proved ineffective in Ukrainian realities.

Conversely, the shuttle talks between Turkey and the UN played a significant role. "Turkey successfully brokered negotiations on port deblockage by clearing the Black Sea and escorting Ukrainian bulk carriers for their safety" ("Чому Туреччина прагне бути посередником", n. d.). Turkey managed to conduct negotiations with both Ukrainian and Russian sides. Representatives on Turkey side showed a high level of preparation, protocol support, flexibility and ability to find alternatives.

Therefore, in a situation of full-scale war, the shuttle talks have proven to be more efficient. Moreover, in the future shuttle negotiations will be used exclusively, as "Ukraine has officially confirmed its refusal to negotiate with Russia at the bilateral level" ("Україна офіційно відмовилася", n. d.).

## 6. Conclusions

In conclusion, we would like to say that all set up goals were achieved.

First, we found out that categories of negotiation and protocol are interrelated in their meaning and efficiency. As diplomatic negotiation is described as a process, which always involves a special form of protocol activities, which will depend on ceremonial adopted for the appropriate representatives` level.

As our second step we successfully defined the different types of negotiations basing on actors of negotiations, their number, form and organization of negotiations, ceremonial, and came to the conclusion that depending on protocol usage they can be differentiated at discussions on working level and on high level.

In addition, we concluded that negotiations and diplomatic protocol can be an effective way to resolve an international conflict depending on their effectiveness, which reflected in a number of factors and realities. In third paragraph we defined criteria to assess the effectiveness of negotiations where the author included protocol performance as an indicator.

Thus, basing on the criteria we set we have determined that in Ukrainian realities, the multilateral shuttle format of negotiations is more effective than direct negotiations.

In particular, the following experience of Ukraine should be taken into consideration as p r o s p e c t s for further research on:

1) new diplomatic platforms for shuttle negotiations for conflict resolution in Ukraine;

2) role of third countries in conflict resolution in Ukraine.

**REFERENCES**


1. Україна офіційно відмовилася від будь-яких переговорів із Путіним. URL: https://delo.ua/politics/ukrayina-oficiino-vidmovilasya-vid-bud-yakix-peregovoriv-iz-putinim-404861/
2. Чому Туреччина прагне бути посередником у перемовинах між Росією й Україною. URL: https://suspilne.media/274977-comu-tureccina-pragne-buti-poserednikom-u-peremovinah-miz-rosieu-j-ukrainou/
3. Hopmann P. The negotiation process and the resolution of international conflicts. *International Journal on World Peace*. 2001. № 18. С. 76-81.
4. Siekunova I. V. Negotiations and diplomatic protocol as a mean of political conflicts resolution. *Edukacja – Technika – Informatyka.* 2016. № 3/17/2016. P. 280-284.
5. Wolfrum R. Intractable Conflicts / R. Wolfrum // *Proceedings of the Annual Meeting (American Society of International Law)*. 2018. № 122. P. 172-174.

# FOREIGN POLICY ACTIVITY OF SPAIN

*A. I. Shevchenko,*
*N. O. Marchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Shevchenko A. I., Marchenko N. O. Foreign policy activity of Spain**. The article provides an analysis of Spain's modern foreign policy, which is based on the support of the majority of the country's political forces.It should be noted that the European vector is the most important for Spain. A special direction of Spain's foreign policy is the Latin American vector. In addition to the main vectors, the Asia-Pacific vector also began to strengthen, as evidenced by the constant growth of trade between Spain and China. Spain's relations with the United States have strengthened, where the United States is Spain's first commercial partner outside the EU. As a result, it is concluded that Spain tries to maintain foreign policy relations with all countries, regardless of the degree of political closeness. As for international organizations, Spain is one of the key countries in the United Nations, which is connected with its financial contributions. At the same time, with regard to subregional organizations, Spain pays key attention to the European Union and NATO, which is connected with its political formation. For the purpose of participating in the organizations, Spain takes into account the establishment of peace and the maintenance of security.

**Keywords:** foreign policy, international organizations, foreign policy vactors, political forces of the country, establishment of peace.

**Шевченко А. І., Марченко Н. О. Зовнішньополітична діяльність Іспанії.** У статті наводиться аналіз сучасної зовнішньої політики Іспанії, яка ґрунтується на підтримки більшості політичних сил країни. Треба зауважити, що Європейський вектор є найбільш важливим для Іспанії . Особливим напрямком зовнішньої політики Іспанії також є Латиноамериканський вектор. Окрім головних векторів, став посилюватись також Азіатсько-Тихоокеанський вектор. Посилились відносини Іспанії з США. В результаті, робиться висновок, що Іспанія намагається підтримати зовнішньополітичні відносини з усіма країнами, незалежно від ступеня політичної близькості. Що стосується міжнародних організацій, то Іспанія є однією з ключових країн в ООН, що пов'язано з її фінансовими внесками. Разом з цим, щодо субрегіональних організацій, ключову увагу Іспанія приділяє ЄС й НАТО, що пов'язано з її політичним становленням. За мету участі в організаціях Іспанія бере до уваги встановлення миру та підтримки безпеки.

**Ключові слова:** зовнішня політика, міжнародні організації, вектори зовнішньої політики, політичні сили країни, встановлення миру.

## 1. Introduction

Relevance of the topic: in the XXI century the process of globalization is developing very quickly, the political and territorial borders of the country are blurring. It is becoming more difficult for major governments to pursue foreign policy interests through traditional diplomatic tools. In the conditions of rapid acceleration of global processes at the beginning of the XXI century. and the strengthening of new trends in the international arena, Spain is experiencing a period of dynamic formation and development of foreign policy.

At the current stage, Spain has clear priorities of its policy, among which, in recent years, greater attention has been paid to pan-European integration processes. The relevance of the topic of this study is due to new aspects of the country's foreign policy course, its place in the international arena and participation in the system of international relations.

The o b j e c t of the study: the foreign policy of the Kingdom of Spain. The s u b j e c t of the study: directions and vectors of Spain's foreign policy. The p u r p o s e of the study: to investigate the peculiarities of Spain's foreign policy. The t a s k s of the research are: identifying the problems of the study of Spain in the system of international relations, determining the principles and features of Spain's foreign policy, analyzing the main vectors of foreign policy, clarifying the role and place in the modern geopolitical space and the country's participation in international and regional organizations. Research m e t h o d s : the analysis made it possible to break down the material and analyze individual parts of the elements; synthesis united everything into one; empirical methods (observation and qualitative comparison) made it possible to collect specific facts, identify and describe phenomena. The degree of scientific development and scientific novelty: Today you can already find many scientific publications, dissertations, articles on this topic, which show the formation of Spain, its foreign policy, cooperation, participation in integration processes. But at the same time, there are practically no really serious studies that would analyze and reveal Spanish foreign policy at the current stage and its place on the international arena. Among the researchers who researched and studied the peculiarities of Spain, one should single out L. S. Matlai, who studied the history of Spain and its modern organizational and legal system (2014, p. 96). A. Yu. Borzova's research revealed the issue of Spain's European security problems in foreign policy and research centers (2011, p. 10). Scientist V. B. Buglai analyzed the European economic crisis and the current state of Spain (2011, p. 14). V. L. Venediktov also considered the state of Spain on the world market (2008, pp. 22-23). Modern Spain was analyzed by V. V. Zagladin (2010). As for world politics, it was studied by such scientists as S. I. Mamochkin (2005, p. 65). A. I. Landabassov analyzed and studied the history of Spain in detail. All of these studies have an impact on the writing of this article (2011, p. 117).

## 2. Basics and principles of Spain's foreign policy

Spain is a transcontinental country, a member of the European Union. Spain is located both in the south of Western Europe and in North Africa. The territory, with the capital Madrid, has seventeen autonomous communities, which in turn consist of fifty provinces. The modern foreign policy of Spain is based on the support of the majority of the country's political forces. Taking into account the increasingly complex and multidimensional nature of modern international relations, Spain seeks to act as an active member of the international community, simultaneously strengthening traditional foreign policy ties and expanding the scope of its geopolitical interests. Today, having integrated into Euro-Atlantic structures, Spain's foreign policy activity is focused on three areas: European, Southern Mediterranean and Latin American. Also, the country is currently focused on the development of the military direction, developing relations with the USA and NATO, trying to become one of the leading countries in the EU, also take a leadership position in the Mediterranean region, and reduce its energy dependence on external partners. (España y el Magreb, 2019).

## 3. The goal of foreign policy

According to the Spanish Constitution, the main goal of foreign policy is the achievement of peace and global cooperation. The main foreign policy goal of Spain is to assert its identity with the EU in the international arena, primarily through a common foreign policy and security policy, in particular through the development of a common defense policy. An important means of strengthening Spain's positions on the international arena for Spain is the development of such a cultural trend as "Hispanophony". "Hispanofonia" is an intangible foreign policy resource that creates a favorable image of the country. After the death of Franco Francisco, such an intangible resource appears. The main reasons are the need to create an image of Spain as a modern democratic state; the need for the country to join international political institutions; establishment of trade channels with Spanish-speaking countries on foreign markets and creating opposition to the spread of other linguophones (Anglophony and Lusovonia) (España y el Magreb, 2019).

### 4. External activities of the country

Spain is one of the industrially developed EU member states. It actively develops foreign trade activities, cooperates with many countries. According to the World Bank's GDP, Spain ranks 30th among 190 countries. The economy of the country is the 5th largest in the EU, 12th in the world. As already mentioned above, the key vectors of Spain's foreign policy are mainly focused on three areas: the European Union, Latin America and the countries of the southern part of the Mediterranean. Due to its economic and geographical position, the priority direction of Spain is to strengthen its influence on the intra-European market, to create the axis Berlin – Paris – Madrid. Within the framework of the European Union, Spain uses its experience when facing one of the most important problems of the time: the migration crisis. Trips and visits at the level of foreign ministers between Spain and the EU are being intensified. This mutual interest is logically reflected in the progressive expansion of political, economic or tourist relations with the region. The most important sectors of the Spanish economy in the EU are wholesale and retail trade, transport, hotels and restaurants, public administration, defence, education, health and social services and industry. Intra-EU trade accounts for 6% of Spain's exports (France 15%, Germany 11%, Italy 8%). As for imports, 58% come from EU member states (Germany 14%, France 12%, Italy 7%) (España | Unión Europea — Europa EU, n. d.).

### 5. The main vectors of cooperation

#### 5.1. Mediterranean

In the Mediterranean vector, Spain singles out the countries of the Maghreb, particularly Morocco, due to the income of immigrants. This direction is very effective, because thanks to it, Spanish transnational capital managed to penetrate the markets of the countries of North Africa and the Middle East and establish them as an important base of raw materials for the energy sector of Spain. In a geopolitical sense, Madrid sought to prevent Spain from becoming Europe's first line of defense against Islamic radicals and a victim of the conflicts that are rocking the Muslim world.

#### 5.2. Latin America

Latin America has also always been one of the priority areas of Spain's foreign policy, this is facilitated by the historical, social, political, cultural, economic and linguistic ties that connect the country with the region. Madrid has traditionally paid great attention to relations with Latin America, which now receives more than a third of its development aid. The economic crisis greatly increased the importance of the region in the eyes of Spain, especially the growth of countries such as Brazil, Mexico, because it allowed the large corporations of Spain to survive the crisis. Today, Spain is trying to balance relations with all the countries of the region on a parete basis.

Spain is the main investor in Latin America, actively developing bilateral cooperation with Argentina, Brazil, Mexico, and Chile. Mediation in the dialogue between the countries of Latin America and the EU remains an important task of cooperation. To the countries of Latin America, investments are aimed at the following sectors: telecommunications, energy, finance, transport and tourism. Spanish capital has occupied key positions in the most important areas of the economy of the countries of the region.

Political cooperation between the countries of Latin America and Spain consists in solving specific problems of the region (Spain traditionally, along with the USA, acts as a kind of international arbiter in solving political crises in the region), and military (sale of weapons and technologies) cooperation is developing rapidly.

Since Spain is a member of the EU and has the closest ties with Latin American countries, it offers intermediary services between Latin American countries and EU countries. Today, the importance of Latin America as a region-supplier of energy resources is growing, which means that the role of Spain as a mediator is increasing, so Spain continues to be an influential transnational player, connecting partner countries in intercontinental dialogues (“Los ejes de la política”, 2019).

### 5.3. USA

The global presence of the United States (US) and its central economic role make transatlantic relations one of the most important for Spain.

Economically, trade continues to grow, and the US is Spain's number one commercial partner outside the EU and sixth overall. Spain's exports to the United States continue to grow, while imports from the United States have become more dynamic.

Spain has become one of the most important foreign investors in the US and investments by Spanish companies are growing rapidly, with more than 700 of the country's companies established in the US (La geopolítica de España, 2020).

### 5.4. Africa

Africa is a strategic and political priority for Spain, which in recent years has strengthened its diplomatic, commercial and cultural presence and development cooperation. Within the EU, Spain is using its experience in facing one of the most important challenges of our time: the migration crisis. The approach places the migration dialogue in a broad framework of relations focused on the development of the countries of origin and transit (La geopolítica de España, 2020).

### 5.5. Asia-Pacific region

Spain considers its performance in the Asia-Pacific region one of the most important priorities of its foreign policy in the 21st century. Over the past fifteen years, Spain has expanded its diplomatic, consular and commercial presence in the countries of the Asia-Pacific region, with which Spain seeks to establish partnerships (La geopolítica de España, 2020).

## 6. Participation in international and regional organizations

It is also important to note that Spain is a member of many international and regional organizations, among them: NATO, Paris Club, WTO, IAEA, IMF, Australia Group and others.

### 6.1. UN

Spain's foreign policy is oriented towards multilateralism. Spain's commitment to the United Nations is reflected in the expansion of its presence in the main bodies and institutions, funds and programs of the Organization, as well as in the gradual increase in the number of Spanish officials working in it. Spain is the eleventh payer to the regular budget of the UN and is included in the Geneva Group, which consists of the largest payers. Spain's priorities in this area are humanitarian and peace and security issues. Spain is a member of the UN Human Rights Council. After some time since the country's presence in the Human Rights Council, Spain attaches great importance to being part of the main body of the United Nations in the field of human rights. Spain takes an active part in the activities of specialized institutions of the United Nations and cooperates in achieving their goals. Communication with the World Tourism Organization (UNWTO).

### 6.2. OSCE

Spain is a member of the Organization for Security and Cooperation in Europe (OSCE), a pan-European security organization that includes 57 member states. This organization is designed to warn about conflicts and contribute to their settlement in the event of crises and post-conflict recovery.

### 6.3. EU and Council of Europe

Today, the most important factor determining the political situation of Spain is the country's membership in the European Union (1986). Thanks to the accession to the European Union, the country was able to exert greater political influence on the international arena. Today, Spain is still struggling to play a greater political role in the European Union. Spain is also part of the Council of Europe, the oldest political organization on the continent, created in 1949, whose main goals are the protection of human rights, the promotion of parliamentary democracy and the rule of law (Pio Moa, 2008).

### 6.4. NATO

Spain's accession to NATO led to the country's acceptance of the concept of collective security. Spain was one of the first countries to send its armed forces to the conflict zone during the operations of the North Atlantic Alliance.

### 6.5. IMF

Spain's relationship with the International Monetary Fund is rather complicated. The reason for this was Spain's large debt to the IMF in 2009, weak competitiveness of national goods. Spain has experienced a second economic crisis in 2020, so the IMF asks Spain to pay more attention to fiscal support for vulnerable groups and viable companies to facilitate the distribution of resources in different sectors that are recovering and expanding.

## 7. Conclusion

The article analyzes the main problems and prospects for the development of Spain's foreign policy. Spain has and is developing its principles and principles of foreign policy. Because of this, it is possible to see not only a complex legal basis for the development of a democratic foreign policy, but also the establishment of political restrictions on the powers of Spanish governments in determining their international priorities. As result, it is concluded that Spain is an economically and politically developed country that pursues a balanced foreign policy course. The country occupies a leading place and plays an important role in the modern geopolitical space. Consequently, the foreign policy activity of modern Spain is formed under the influence of factors arising from its membership in the EU, NATO, other international organizations, as well as taking into account bilateral political cooperation with the USA, traditional ties with the countries of Latin America, the Mediterranean, the Middle and the Middle East.

**REFERENCES**


1. Борзова О. Ю. Вивчення проблем європейської безпеки в іспанських зовнішньополітичних дослідницьких центрах. *Мир і безпека*. 2011. № 2. С. 5-13.
2. Буглай В. Б. Європейська економічна криза: сучасний стан та перспективи розвитку. 2011. № 4. С. 17-28.
3. Венедиктов В. Л. Іспанія та світовий ринок озброєнь. *Діловий світ*. 2008. № 2. С. 23-43.
4. Вікторов І. В. Іспанія: вибір зовнішньополітичного курсу. 2009. № 5. С. 64-68.
5. Давидов В. М. Іспанія: траєкторія модернізації під кінець XX століття. 2014. № 4. С. 500-504.
6. Загладін В. В. Сучасна Іспанія. К.: Політвидав, 2010. 382 с.
7. Кононенко С. Політичний простір і політичний контроль. *Наукові записки*. 2012. № 44. С. 15-23. URL: https://ipiend.gov.ua/wpcontent/uploads/2018/07/kononenko_polityc hnyi—2.pdf (Дата звернення: 05.12.2022)
8. Матлай Л. С. Зовнішньополітичне відомство Іспанії: історія та сучасний організаційно-правовий устрій. 2014. № 4. С. 37-40.
9. España | Unión Europea — Europa EU.
10. España en las organizaciones internacionales. Martes 19 de noviembre de 2019.
11. España y el Magreb. 2019. URL: España y el Magreb (exteriores.gob.es)
12. La geopolítica de España. 2020. El Orden Mundial. URL: https://elordenmundial.com/mapas/geopoliticaespana/#:~:text=Espa %C3%B1a%20es%20de%20los%20pa%C3%ADses,puente%20entr e%20los%20dos%20continentes (Дата звернення: 12.12.2022)
13. Los ejes de la política exterior Española. 2019. URL: La Moncloa. 19/11/2019. Los ejes de la política exterior española [España/España Hoy 2018-2019/Política Exterior]
14. Pio Moa. Homogeneidad étnica Española. 2008. URL: Homogeneidad étnica española — Presente y pasado — Libertad Digital
15. Ponencia presentada a la 47ª Convención Anual de la International studies Association San Diego,CA (USA), 2006. URL: https://www.ucm.es/data/cont/media/www/pag55164/1isa2006.pdf (Дата звернення: 12.12.2022)

# WORLD TRADE ORGANISATION REPRESENTS A SIGNIFICANT STEP TOWARD THE CREATION OF A FAIR TRADING REGIME

*V. S. Shevchenko,*
*T. I. Skrypnyk (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Shevchenko V. S., Skrypnyk T. I. World trade organisation represents a significant step toward the creation of a fair trading regime.** This essay examines the idea of fairness of the WTO trade regime. Since the establishment of the global regime of international trade, concerns whether the GATT (and lately WTO) is a fair trading system or nor are raised often. Through the lens of constructivism, it is possible to defend the perspective that WTO in deed provided various countries with equal opportunities and most importantly – global issue of development, liberalization and globalization of international trade. Global benefit and shared values of this international organization are emphasized as key things to make it fair.

**Key words:** developing countries, fair trade, multilateralism, WTO.

**Шевченко В. С., Скрипник Т. І. Світова організація торгівлі забезпечила чесний режим міжнародної торгівлі.** У цьому есе розглядається ідея справедливості торговельного режиму СОТ. З моменту встановлення глобального режиму міжнародної торгівлі часто виникають питання щодо того, чи є ГАТТ (а згодом і СОТ) системою справедливої торгівлі чи ні. Через призму конструктивізму можна захистити точку зору, що СОТ фактично забезпечила різним країнам рівні можливості, а головне – глобальне питання розвитку, лібералізації та глобалізації міжнародної торгівлі. Глобальна вигода та спільні цінності цієї міжнародної організації підкреслюються як ключові речі, щоб зробити її справедливою.

**Ключові слова:** країни, що розвиваються, справедлива торгівля, мультилатералізм, СОТ.

## 1. Introduction

The o b j e c t of the article is the phenomenon of fairness in the WTO. The s u b j e c t is developing countries in the WTO and their opportunities to develop. The p u r p o s e of the article is to examine the structure of the WTO as a fair trading regime regarding developing countries. To achieve this, it is necessary to analyze the structure of the GATT (international organization that was before the WTO) and the WTO, the level of developing nations' integration, policies and common values used within the WTO.

After the World War II, because of failure of the Bretton Woods institution and irrelevance of the protectionists forces, there was an urgent need for globalization processes, especially in the trading policies. Hence, in 1947 the General Agreement on Tariffs and Trade (GATT) occurred and was signed by 23 nations, aiming to liberalize the global trade. Lately, in 1993 it was decided to establish the international organization, with a strict rule-based trading system and to encourage more nations to join it. From a brief overview of the WTO's structure, it could seem purely transparent, equal and fair, nonetheless, there is a clast of countries considering being discriminated and not being able to industrialize in the existing trading regime. I am referring to the developing nations. That is why the question whether the formation of the WTO is fully a fair trading regime raises among scholars.

In this article, I will use a constructivism approach and argue that the creation of the WTO has established a rule-based multilateral trading system, allowing countries to globalize, liberalize their trade by tariffs-cutting and to enable various countries to consider global organization of industry as a domestic one (Ravenhill, 2017). Constructivists claim that the most important feature of any international trade agreement is its legitimacy and reaching a consensus (Bird, Vance and Woolstencroft, 2009). In other words, nations do not concentrate exclusively on their own interests, but on the global benefit. Consequently, fairness is seen as aiming to make a 'reasoned consensus' and the WTO's regime is fully consistent with this principle. Yet still plenty of developing countries do not have the same opportunity to develop under the current rules of multilateralism, however the formation of the WTO could be seen as a not completely equal trade system, but it is a significant step towards the creation of a fair trading regime from the constructivist perspective. The essay argues in favour of the WTO as a fair trading regime, even with its own imperfections.

## 2. Formation of the WTO

The official launching of the GATT dates back to 1947. That agreement was signed by 23 nations, realizing the high demand for trade liberalization processes at global levels. Originally, that agreement was created to stabilize the economy during the post-War period and encourage the industrialization. By the late 1980s, an increasing number of countries came to the conclusion that GATT would support the expansion of world trade more effectively if it was formally recognised as an international institution. More effective dispute resolution procedures were specifically requested by the US

Congress in the Omnibus Trade and Competitiveness Act of 1988. They pushed forward the discussions to establish GATT and transform it into a stronger, more complete organisation. The WTO was established following the Uruguay Round of the GATT in 1993. Such transition resulted in certain difficulties due to the rapid expansion of the number of members and more serious institutionalization. Nevertheless, there is a debatable aspect which concerns both institutions – the concept of their fairness. With the huge range of countries with different economies, different individualistic interests and different paths in their development, some scholars like Alessandrini (2010) are critical and concern that the GATT/WTO failed to provide a fair international trade regime. In contrast to those findings, I will argue that there is a place for fairness in the GATT/WTO systems.

### 3. The notion of fairness in the WTO

While analysing the concept of equality, I find it extremely important to pay attention to the main principles that such international organisations are based on. The interpretations of the WTO's (or GATT's) concepts could vary, however, I will use the Baldwin's clarification: that there are "one general and five specific principles" (Baldwin, 2016, p.97). The 'constitutional principle' of the GATT and the WTO is that the international trading system should to be driven by compliance with the rules rather than by achieving specific results in exports or market shares (Baldwin, 2016). Hence, this is the first idea why the constructivists are likely to argue that such international trade regime is relatively fair, because according to Bird during the negotiations actors do not have to consider only their own interests (Bird et al., 2009).

Baldwin (2016) states, that there are five particular principles used to maintain the central convention of the GATT/WTO, which are: non-discrimination, transparency, reciprocity, flexibility and consensus decision-making. Referring to fairness in the international trade, constructivists are likely to highlight the principles of non-discrimination, transparency and consensus decision-making. Nonetheless, in section four I will focus on some unfair aspects of the exciting regime and mainly referring to the principles of reciprocity and consensus decision-making. The concept of non-discrimination, which is also often called as 'most favoured nation treatment' indicates that all countries should be subject to the same tariffs and that there should be no exceptions made. According to the constructivists approach, such a principle promises the possibility of balancing interests among members, which contribute to the equality concept of the WTO (Bird et al., 2009). As to the transparency concept: the resulted benefits of transparency and stability of the WTO system had been frequently outlined by the WTO's officials (Narkilar, 2006, p.1022). The theory that is used in this article stresses the importance of the legitimacy of all the documentation and agreements that have been done, so the transparent system is a fair one. Finally, the concept of consensus decision-making is one of the key aspects in any agreement made within the GATT and the WTO. Despite certain exceptions, the majority of WTO decisions are reached by consensus. Consequently, there is no opportunity for the agreement to proceed if it is not accepted by every member of the WTO, which goes along with the constructivists' view of the common interests and goals. All nations share the desire for global trade liberalization and that is why, because of the above mentioned principle, nations are likely to accept having some of their interests reduced in order to maintain current trade partnerships and contribute to the global goal (Wolfe, 2008).

Some of constructivist literature in the field of international trade system of the WTO, brings special attention given to the negotiation process while reaching an agreement (Narlikar, 2006). According to them, states enter negotiations not with interests in mind that may be reluctantly trimmed in light of their bargaining strategies, but rather in a context where contracts and treaties provide a foundation for an established trade relationship. Negotiations encourage actors to consider the justifications for the opinions and strategies of all participants to come to a consensus. In the work of Bird, the high importance was given to the process of learning through the negotiations: "learning (and attendant appreciation and understanding) will function to balance the weight of state interests" (Bird et al., 2009, p.410). In other words, throughout the time and experience in bargaining, all actors of the international trade are likely to reach a common decision faster and more efficiently.

Indeed, the core principles of the GATT and the WTO are the same, but can it be argued that they very equally fair? Vickers (2012) is sure that the WTO's power balance is more multipolar than the GATT's, that is why it also could be called more fair. I claim, that the WTO's regime was more equal than the GATT's one for three main reasons: the implementation of the above mentioned regimes in life, the concept of institutionalism and involvement of certain extra trade sectors. First of all, the fulfilment of those five principles in the GATT was quite complicated and not always efficient.

Given the novelty of the multilateral trade concept, smaller component of developing countries and the strength of the developed ones, international trade system arranged by the GATT, in practice, was less fair. Secondly, more enduring institutional framework and more serious regulatory system of the WTO ensured the strict compliance with the principles. In addition, the introduction of additional trade sectors (agriculture, textile and services) provided more opportunities for industrialization, especially for developing countries. Hence, such switch from international agreement to a rule-based organization with its established institutional system made the multilateral trade system fairer.

## 4. Conclusions

This research has provided the analysis of the fairness in multilateral trade organisation – the WTO, with a comparison to its predecessor the GATT and so-called 'competitive' alternative RTAs. Through the lens of constructivism, the WTO can be seen as a comparatively fair international organisation in the international trade. Owing to the strict rules of the international institutions, the compliance of all policies should be secured. The main principles of the WTO were created aiming at achieving the global trade liberalisation and within this structure global gain is always put at the centre of the negotiations. Within the neoliberalism, an agreement that ensures global benefit is a fair one. Moreover, the principle of reaching the consensus also provides all members with equal opportunities, rights and involvements.

In addition, within such an institutionalised system the representatives of the developing world were able to join the green room meeting and as a consequence be able to be actively involve into the agenda setting process, defend the interests of the developing countries and limit the western ambitions.

Comparing the WTO to the GATT, the main identifies difference regarding fairness was found in the larger representation of developing nations and as the result more actual multipolarity in the international trade, and more opportunities for the development and being heard.

Consequently, it can be considered that the WTO provides a fair multilateral trade regime, which allows both developed and developing countries not only to liberalize more, but also industrialize and ensure the country's economic growth and development.

**REFERENCES**


1. Baldwin, R. (2016). The World Trade Organization and the Future of Multilateralism. *The Journal of Economic Perspectives*, 30(1), 95-115. URL : https://doi.org/10.1257/jep.30.1.95
2. Bird, F., Vance, T., & Woolstencroft, P. (2009). Fairness in International Trade and Investment: North American Perspectives. *Journal of Business Ethics*, 84(Suppl 3), 405–425. URL: https://doi.org/10.1007/s10551-009-0206-x
3. Narlikar, A. (2006). Fairness in International Trade Negotiations: Developing Countries in the GATT and WTO. *World Economy*, 29(8), 1005-1029. URL: https://doi.org/10.1111/j.1467- 9701.2006.00833.x
4. Ravenhill J. (2017). Global political economy / edited by John Ravenhill. (Fifth edition.). Oxford : Oxford
5. Vickers, B. (2012). The Role of the Brics in the WTO: System-Supporters or Change Agents in Multilateral Trade? *The Oxford Handbook on The World Trade Organization*. Oxford University Press. URL: https://doi.org/10.1093/oxfordhb/9780199586103.013.0013
6. Wolfe R., (2008). Arguing and bargaining in the WTO: Does the Single Undertaking make a difference? URL: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjklNCO3Zj8AhXqg_0HHfpCD9QQFnoECBQQAQ&url=https%3A%2F%2Fwww.wto.org%2Fenglish%2Fforums_e%2Fpublic_forum12_e%2Fsession29wolfe_e.pdf&usg=AOvVaw2t5EVD6YQmGdV0APaJaDHs

# A FOREIGN LANGUAGE AS A MEANS OF INTEGRATION INTO THE GLOBAL BUSINESS CONTINUUM

*V. O. Shynkarenko,*
*V. V. Ilchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Shynkarenko V. O., Ilchenko V. V. A foreign language as a means of integration in the global business continuum.** The article deals with the major issue of integration into the global business continuum with the help of a foreign language. The role of the English language as a means of business communication, further self-education and self-improvement as well as business development has been emphasized. The importance of having a good command of English has been stressed as the main component of the 'value' of an economist.

**Key words:** business communication, business continuum, economist, foreign language, integration.

**Шинкаренко В. О., Ільченко В. В. Іноземна мова як засіб інтеграції у світовий бізнес континуум.** У статті розкрита актуальна проблема інтегрування у світовий бізнес-континуум за допомогою іноземної мови. Наголошена роль англійської мови як засобу бізнес комунікації та подальшої самоосвіти та самовдосконалення себе і своєї діяльності. Зазначено важливість знання англійської мови як основної складової «вартості» економіста.

**Ключові слова:** бізнес-континуум, ділове спілкування, економіст, іноземна мова, інтеграція.

## 1. Introduction

The o b j e c t of the article is the English language. The s u b j e c t is the role of a foreign language in the business environment. The p u r p o s e is to determine how a foreign language affects the development of business. Therefore, it is necessary to conduct research and analyze the role of language and how it helps in many areas of business.

There are many countries in the world, and even more languages spoken by their inhabitants. And in this case, we are not talking about a hundred or two hundreds, but several thousands. How can the population of the Earth understand each other? To cope with this problem, there exist international languages, which enable all of us to communicate with each other, regardless of the nationality and place of residence. One of the international languages is English. Moreover, English is the language of international communication for all mankind (OCBITA.UA, n. d.).

What role does the English language play in our lives now? In general, the political, economic, scientific, and sports life of the whole world happens in English. English is designated as the official and working language of the United Nations. All kinds of summits and meetings of the heads of states, signing of laws and decrees, negotiations and debates are conducted in English. English is the language of international trade, the banking system, and logistics. This language is a living tool of communication for academicians, doctors of science, and scientists of the whole world. After all, international conferences, the study of world experience and the exchange of information on scientific research take place only in the English language. It is the English language that enables society to integrate into the global business continuum.

It stands to reason, that any educated person engaged in business is simply obliged to have a good command of the English language, because it is a key to further self-education, self-improvement and business development (Скребкова-Пабат, 2012, с. 42-43).

The problems of business communication in English have been studied by such Ukrainian authors as Albov A. S., Andrushko S. Ya., Borysenko I. I., Kolot L. A., Kutniy E. A., Palekha Yu. I., Plotnikov A.V. and others and foreign scientists like Marie Elizabeth Flatley, Kathryn Rentz, Raymond V. Lesikar, Mary Ellen Guffey, Daniel Jones, Robert Tilly.

## 2. The role of the English language in business

The advantages of a business person who knows English over those who do not are numerous. Firstly, knowing the English language, we can receive more information from various media, read technical information and documents in the original and enjoy the completeness of information some translations may lack.

Secondly, there is always an opportunity to talk with foreign partners on a wide variety of topics related to this or that joint project in English. The majority of international negotiations as well as trading on stock exchanges are conducted in English. Furthermore, participation in international conferences, communication with business partners, reading international business magazines and newspapers also require knowledge of the English language. In addition, information on all the latest and most advanced developments of worldwide importance is published in English-language magazines and newspaper (Guffey, Rhodes, Rogin, 2010).

Nowadays, there is a huge demand for professional economists. The economist is the heart of the company, since 70% of the company's success and proper functioning depends on the correct accounting and financial processes.

It is noted that today knowledge of the English language is the main component of the 'value' of an economist: specialists with knowledge of English can cost twice as much. Companies often buy such specialists from competitors, i.e. companies working in a similar field of activity. It is worth noting, that quite often finding an economist with the working English language is next to impossible even in the capital (Скребкова-Пабат, 2012, с. 116-117).

Effective business communication is also ensured by the use of specific words that form a clear and understandable meaning in the reader's imagination (computer, automobile, road, Mickey Mouse, Wall Street, Metropolitan State Building). Unlike them, abstract words are not clearly and unambiguously understood (administration, negotiation, inconsistency, loyalty, compatibility, incompetence, communication).

The use of words in a sentence also has a number of peculiarities. Exact and clear wording generated exact and clear meanings while vague and general statements are abstract – 'a significant loss' vs 'a 5 percent loss'; 'good attendance record' vs 'a 100 percent attendance record' (OCBITA.UA, n. d.).

## 3. The language of effective business communication

In business English, active verbs are preferred over passive verbs. The active state has a stronger, livelier effect, emphasizes action and saves words – 'The auditor inspected the books.' vs 'The books were inspected by the auditor.'.

However, the use of the passive voice is required in the following situations:

- when the author does not want to name the performer of the action – 'Two complaints have been made about you.';
- when it is not desirable to determine the performer of the action – 'Advertising is often criticized for being too aggressive.';
- to avoid the accusation of the direct performer of the action – 'The damage was caused by exposing the film to the daylight'.

It is also not desirable to use nouns formed from verbs, for example, ‘elimination’ instead of ‘eliminate’. Such nouns have an abstract meaning and are most often used with a verb in the passive form, which makes the statement longer and more difficult to understand (OCBITA.UA, n. d.).

It is obvious that writing a business document depends on the command of the language, both native and foreign. A routine and superficial approach to language is unacceptable. In order to correctly convey information in writing in a foreign language, it is necessary to get acquainted with the direct meaning of a word, its nuances in synonyms or words similar in meaning. For example, the words weary, tired, pooped, fagged out, exhausted are close in meaning, but the difference between them is significant. In a formal document, the use of weary is more appropriate than pooped or fagged out.

### 4. The use of idiomatic expressions in business communication

Special attention should be paid to the correct use of English idiomatic expressions. Business English has many fixed expressions, the meaning of which cannot be derived from the meaning of their components. For example, we do not understand the use of the preposition ‘up’ in the sentence ‘We looked up her name in the directory’. The correct variant would be ‘independent of’, not ‘independent from’. The phrasal verb ‘careful about’ means caution in business or actions, while ‘careful with’ means caution with money (Колот, Кушмар, 2020, p. 56-58).

Another feature of business correspondence deserving special attention is the tendency to use the so-called sexist words. The existence of a large number of such words in business English is explained by the fact that the world of business arose and developed over the centuries as an exclusively male field of activity, and, therefore, in the English language there are many words like man-made, man-hours, chairman, businessman, policeman, congressman etc. which emphasize the dominance of men. Nowadays, when more and more women are successfully engaged in business and politics, one should try to avoid such words, because they are perceived as discriminating against women on the basis of gender (Flatley, Rentz, 2010).

## 5. Conclusion

A good command of the English language in the modern world is a channel of communication and dealing with the world. The knowledge of this language of international communication enables people to achieve their goals through new opportunities. Therefore, a foreign language, namely English, is the main means of integration into the global business continuum. In addition, business communication always aims to solve a certain problem. The message should be convincing, concise and tailored to the recipient. Adaptation to the reader of a business document is a complex, multifaceted and creative process that requires an understanding of the structure and nuances of the English business language.

## REFERENCES

1. Колот Л. А., Кушмар Л. В. Англійська мова ділової кореспонденції = Advanced Business English : навч. посібник / Вид. 3-тє, допов. Київ : Київ. нац. торг.-екон. ун-т, 2020. 228 с.
2. ОСВІТА.UA. Англійська мова для кар’єри та бізнесу. URL: https://osvita.ua/languages/articles/37261/
3. Скребкова-Пабат М. А. Ділова англійська мова : навч. посібникю Л. : Новий Світ-2000, 2012. 392 с.
4. Guffey, M., Rhodes, K., Rogin, P. (2010). Business Communication, Process and Product. Third Brief Canadian Edition, Nelson Education Ltd.
5. Flatley, M., Rentz, K. (2010). Business Communication. McGraw-Hill Irwin, 322 p.

# THE ECONOMIC MIRACLE OF SINGAPORE

***E. D. Skupenko,***
***N. O. Marchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Skupenko E. D., Marchenko N. O. The economic miracle of Singapore.** The article analyzes the "economic miracle" phenomenon in the example of the developed country of Singapore. This phenomenon originated in the last century when some countries started their rapid economic development. It is worth noting that Singapore used to be a small, emerging country. Still, its development facilitating by a favorable geographical location, a good port, commercial institutions, and good infrastructure set by the British colonial government. As a result, it's concluded that despite problems, instead of copying Western social programs, Singaporean leaders have developed and experimented with their approaches in search of the best solutions. And investments in public health and education increased labor productivity and skills, and a vigorous family planning campaign encouraged low birth rates and significantly increased women's labor force participation.

**Keywords:** economy, phenomenon, development, an economic miracle.

**Скупенко Є. Д., Марченко Н. О. Економічне диво Сінгапуру.** У статті наводиться аналіз феномену «економічне диво» на прикладі розвиненої країни Сінгапур. Цей феномен бере початок у минулому столітті, коли деякі країни розпочали свій швидкий економічний розвиток. Варто зазначити, що раніше Сінгапур був маленькою бідною країною, але її розвитку сприяло вигідне географічне розташування та гарний порт, а також розвинені британською колоніальною владою комерційні інститути та гарна інфраструктура. В результаті, робиться висновок, що незважаючи на наявність проблем, замість того, щоб копіювати західні соціальні програми, сінгапурські лідери розробиляли та експериментували з власними підходами у пошуках найкращих рішень. А також інвестиції у державну охорону здоров'я та освіту підвищили продуктивність праці та навички, а енергійна кампанія з планування сім'ї заохочувала низьку народжуваність та значно збільшувала участь жінок у робочій силі.

**Ключові слова:** економіка, феномен, розвиток, економічне диво.

## 1. Introduction

The o b j e c t of this article is the economic miracle, the subject: the economic miracle of the country Singapore. P u r p o s e : to investigate the rapid growth of the country's economy, to study what measures were taken for this, to find out how the country is developing at the moment.

Throughout the 20th century, there were cases of a rapid development of the economy of some countries, often referred to as “economic miracles”. Such cases have been rigorously studied and are considered to be of great theoretical and practical importance.

60 years ago, Singapore was an underdeveloped country with a per capita GDP of less than US$500. It was known for its crime-ridden streets, stinking slums, and racial tensions. After separating from Malaysia and gaining independence in 1965, Singapore emerged as a city-state with a small domestic market size, an unemployment rate of 14%, and with half of the population being illiterate. Today Singapore is one of the fastest-growing economies in the world. Its GDP per capita rose to US$65,000 in 2019, making it the ninth largest in the world. In addition, it also ranks high in many private sector benchmarks such as competitiveness, economic freedom, business environment, natural science and math education, and others. Singapore has achieved such a remarkable growth thanks to globalization, free market capitalism, emphasizing the importance of education, and following a strict pragmatic government policy. Singapore's economic growth is impressive for a country lacking territory and natural resources. Therefore, I propose to take a closer look at the economic miracle of Singapore and what led to it (“Singapur’un Ekonomik”, 2022).

## 2. Development process

It is worth noting that many favorable "initial conditions" contributed to Singapore's economic development. Its exceptional geographical position and deep water port, robust infrastructure and commercial institutions, developed under the British colonial authorities, free trade, and capital flows gave way for Singapore to become a regional transshipment point in Southeast Asia. The entrepreneurial population that consisted mainly of immigrants contributed to the development of the trading networks with countries of their origin.

Nevertheless, at the time of gaining independence, Singapore was a small, developing country that even had to import fresh water and sand for construction. Neighboring countries weren’t as friendly, and a third of the local population sympathized with the communists. The economic development strategy of the government under Lee Kuan Yew was based on the transformation of Singapore into the financial and commercial center of

Southeast Asia, as well as attracting foreign investors. "We welcomed every investor… We just went out of our way to help them start production", wrote Lee Kuan Yew. As a result, "American multinational corporations laid the foundation for Singapore's large-scale high-tech industry," and this small state became, in particular, a large manufacturer of electronics.

**3. Fight against corruption and other reforms**

Upon gaining independence, Singapore suffered from high levels of corruption. The fight against corruption began "by simplifying decision-making procedures and removing any ambiguity in laws by issuing clear and simple rules, up to the abolition of permits and licenses." Judges were given substantially higher wages with the best private lawyers being offered positions within the judicial system. Triads, an organized crime gangs, were strictly suppressed. The police force was switched from predominantly Malay to predominantly Chinese. Civil servants holding responsible positions got salary raises comparable to the level of the typical top managers in private corporations. An independent government body was instituted to fight corruption in the highest echelons of power. Several ministers exposed to crime were sentenced to various terms of imprisonment, with some even committing suicide or fleeing the country.

Subsequently, according to international ratings, Singapore became one of the least corrupt countries in the world. Lee Kuan Yew, in his memoirs, emphasized that he constantly implanted the principle of the rule of law and the equality of all before the law, including senior officials and even their relatives. English colonial rule was the primary reference for the country's legal system. During the 1960s–1970s, the education system got improved. Many different national schools in Singapore received uniform minimum standards. English became compulsory for studying in all schools including higher education institutions. The government spent large amounts of funds to educate Singaporean students at the best universities in the world. The government implemented policies to make the majority of the population homeowners. In the 1960s, a mortgage lending system was created, leading to a sharp increase in housing construction, and by 1996 only 9% of apartments were rented out, with the rest being occupied by the homeowners. Owners pay only 4% in property tax, property that is available for rent is being taxed at 10% (Старшинова, 2020).

Investment in public health and education boosted productivity and skills, and a vigorous family planning campaign encouraged low birth rates and significantly increased women's labor force participation.

The government also influenced wages in various ways:

• First, it controlled the labor supply through visa and immigration policies.

• Second, it influenced demand and labor through its investment promotion activities.

• Thirdly, it is a significant employer in the public sector (affecting both the demand and the supply price of labor).

• Fourth, it is the dominant member of the tripartite (government, unions, employers) National Wage Council, which sets the annual wages levels.

• Fifth, it controlled the labor movement and significantly influenced the private business sector (Linda, 2020).

**4. Conclusions**

Consequently, Singapore's economic miracle grew out of the soil in which corruption had been suppressed — suppressed by increasing the prestige of the judiciary, creating a new base of laws with an unambiguous interpretation and harsh, punitive measures, even against their inner circle, including close relatives. Singapore's success story provides many important lessons. In addition to traits reasonably common to all prosperous countries, such as the importance of a good education and infrastructure, Singapore offers several new ideas of great interest to political leaders. First, Lee Kuan Yew took a non-traditional approach to his leadership by applying a business model to the government. Contrary to Western political tradition, he emphasized the role of a high-class state bureaucracy and provided it not with a regular rotation of its members but with nurturing and hiring the most capable, paying them competitive salaries, and regularly evaluating their results. Instead of copying Western social programs, Singaporean leaders have developed and experimented with their unique approaches in search of the best solutions.

In contrast to the Western change of political leaders, Lee Kuan Yew emphasized political stability, which opened up opportunities for long-term planning. Secondly, the Singaporean story forces us to re-evaluate the state's potential role in the modern economy. With all its financial and political resources and institutions, the central government can play a very positive role in setting national goals, mobilizing resources, creating a favorable business climate, attracting foreign investment, and promoting the interests of national companies abroad. Singapore is an example of such an active role for the central government in setting national goals and successfully achieving them. Thirdly, Singapore provides a unique experience of cultivating social harmony and nation-building, taking a proactive approach, and achieving impressive results. This experience of nation-building is relevant today for all countries. For some, it has even become a necessity. Thanks to globalization and large-scale immigration, they have become multi-ethnic and multi-racial countries. They are trying to find good and effective ways to include multi-ethnicity in their civil society.

## REFERENCES

1. Старшинова О. М. Інноваційні чинники модернізації економіки країн Азії в умовах глобальних трансформацій. Київ, 2020. URL: https://er.nau.edu.ua/bitstream/NAU/41845/1/%D0%A4%D0%9C%D0%92_2020_292_%D0%A1%D1%82%D0%B0%D1%80%D1%88%D0%B8%D0%BD%D0%BE%D0%B2%D0%B0_%D0%9E%D0%9C.pdf
2. Linda Y. C. SINGAPORE’S SUCCESS: AFTER THE MIRACLE. URL: https://relooney.com/NS3040/Chapter-11-Singapore.pdf
3. Singapur’un Ekonomik Mucizesinin Temel Dinamikleri: 1965-1995. Анкара, 2022. URL: https://www.ekonomikyaklasim.org/fulltext/94-1617972032.pdf?1667479421

# GLOBAL ECOLOGICAL PROBLEMS CAUSED BY TOURISM AND WAYS TO SOLVE THEM

*V. I. Stepanenko,*
*N. M. Startseva, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Stepanenko V. I., Startseva N. M. Global ecological problems caused by tourism and ways to solve them.** The article analyzes the impact of mass tourism on the global ecological state of the world, changes in the natural habitat and resulting environmental pollution. Tourism is one of the main driving forces for spreading information about existing environmental problems, Ecological changes caused by the human factor influence the climate of the Earth and must be drawn urgent attention to, The principles of sustainable consumption can minimize negative environmental impact of tourism services. The ways to solve the problem of pollution and to undertake regulatory measures are considered in the article. The activities of European countries to improve the current environmental situation are analyzed.

**Key words:** ecological state, environmental impact, mass tourism, natural habitat, pollution, regulatory measures, sustainable consumption.

**Степаненко В. І., Старцева Н. М. Глобальні екологічні проблеми спричинені туризмом та шляхи їх вирішення.** У статті проаналізовано вплив масового туризму на глобальний екологічний стан світу, зміни природнього середовища існування живих істот та, як наслідок, забруднення навколишнього середовища. Туризм є однією із головних рушійних сил поширення інформації про існуючі екологічні проблеми. Екологічні зміни викликані людським фактором, впливають на клімат Землі і на них потрібно терміново звернути увагу. Принципи сталого споживання можуть мінімізувати негативний вплив туризму на навколишнє середовище. У статті розглядаються шляхи вирішення проблеми забруднення та можливі заходи регулювання. Проаналізовано діяльність європейських країн з точки зору покращення сучасної екологічної ситуації.

**Ключові слова:** вплив на навколишнє середовище, екологічний стан, забруднення, масовий туризм, природне середовище існування, регуляторні заходи, стале споживання.

## 1. Introduction

Tourism industry has a huge potential to increase public awareness of the environmental problems when it brings people into closer contact with nature. This may lead to environmentally conscious behavior and initiate activities to preserve the environment. Sustainability is an urgent issue of today. If tourism is to be sustainable in the long run, it must incorporate the principles and practices of sustainable consumption. Sustainable consumption suggests building consumer demand for products that have been made using cleaner production techniques and for tourism services that are provided in a way that minimizes environmental impacts. The o b j e c t of the article is a tourism impact on the natural sensitive areas and habitat. The s u b j e c t is the contribution that the tourism industry makes to raise awareness among the stakeholder of the threatening environmental changes caused by unrestricted spread of tourists activities. The p u r p o s e of the study is to put forward and analyze the measures that can limit the dangerous influence of mass tourism on the environment. To achieve this, it is very important to analyze problems of environmental changes and government measures to improve the situation in some countries.

## 2. The current state of ecology in the world

The mass tourism has been an economical blessing to billions of people all around the world. However, this blessing is not for the environment because the mass tourism brings many impacts. The global tourism leaves a huge carbon footprint and also contributes to the environmental degradation on a high scale all around the world by the conversion of natural areas into relatively isolated and those previously untouchable into crowded touristic destinations.

The pollution taxes generated by the mass tourism are increasing. Eight in each ten tourists travel to the coastal areas where the beaches are the most popular destinations. The beaches are full of trash, the fragile marine areas are flooded by tourists that neglect the environment and also, the coastal waters are polluted with a big load of effluents and raw sewage. “During the high touristic season, the marine trash in the Mediterranean increases up to 40%”, observed UNO in its Environment report (United Environment Programme, 2001). “With a great irony, the tourism, that many times depend on the natural beauty of the Earth, is contributing hugely to its decline on a very visible way”, adds the agency.

The Mediterranean, one of the most popular tourist destinations of the world, attracts about 220 billion of tourists that visit the region every year. This number must increase to 350 million in two decades (Daniel, 2019). Around half of the visitors go to the beaches where, many times, without knowing, they cause impacts on the environment due to the big agglomeration in these places. “The high development of the tourism infrastructure changes drastically the natural dynamic of the coastal ecosystems in the Mediterranean", the Worldwide Fund for Nature states**.** "For example, more than half of the 46.000 km of the coast, is now urbanized, mainly the European coasts. This infrastructure is one of the main causes of habitat lost in the region, and in some places, nowadays, there is no coming back".

Not even places previously remote are being saved from the touristic devastation. On the Galapagos' islands, for example, the number of tourists almost doubled, 275.000 arrived in only one decade of 2018 (Daniel, 2019). Now these unique islands full of biodiversity are about to be irrevocably transformed.

**2.1. Problems of development**

Natural disasters and catastrophes such as floods, earthquakes, wildfires, volcanoes, avalanches, drought and diseases can have a serious effect on inbound and domestic tourism and thus on local tourism industries. The 2019 coronavirus pandemic demonstrated a decrease in the number of tourist flows in the world (Fig.1). The pandemic has become a global problem, forcing countries to take measures to reduce the rapid spread of the coronavirus disease. the main security measures were the introduction of a mask regime, the creation of vaccines and vaccination of residents, and the closing of borders.

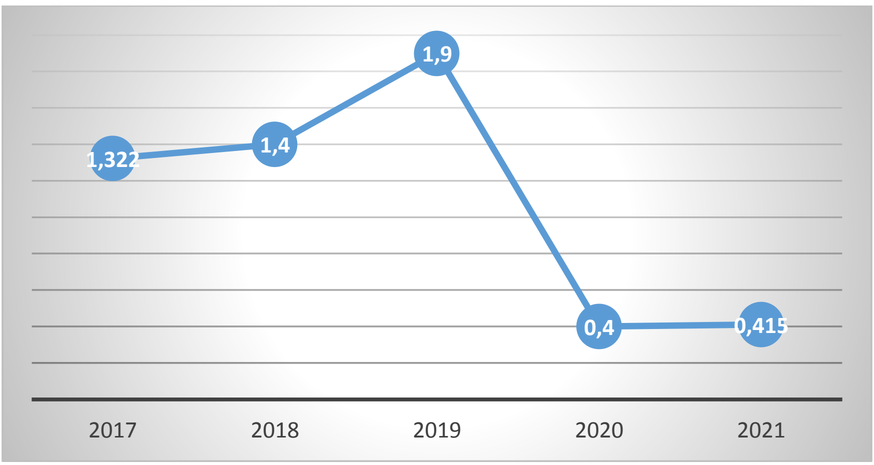



Figure. 1. Number of international tourists in the world from 2017-2021 [World Tourism Organization, 2022]

## Climate Change

Tourism is a driving force for climate change, but climate can also change tourism. Today, humanity is witnessing incredible changes in the climate, in the future the number of severe weather events such as storms, hurricanes and tsunamis will likely increase, and there may be catastrophic consequences for local residents and, of course, for tourists. In the world, there are many other consequences that can be caused by global warming, such as droughts, diseases and heat waves. These negative factors can cause aversion to the tourist destination. Global warming will also affect ski resorts, as reduced snowpack will shorten the ski season in the alpine region. There are hot places on the globe such as the Mediterranean and Asia, but the increase in temperatures caused by global warming will reduce the number of people who want to visit these regions due to the fear of diseases and water shortages Vulnerable ecosystems such as tropical forests or coral reefs can be affected by high temperatures and reduced rainfall, which will cause great damage to the ecosystem. The melting of glaciers and polar ice is causing the global ocean level to rise. A high sea level will threaten coastal areas, floods may occur and this will lead to a decrease in the land area. Of course, the beaches and islands that are the most popular among tourists are in the greatest danger. According to research, the number of natural disasters such as tornadoes, typhoons and hurricanes has raised significantly. Increasingly, they can be seen in the most popular tourist destinations in Southeast Asia and the Caribbean.

## The Green Deal

The European Green Deal (European Green Deal, 2021) was officially presented by the European Commission to the European Parliament on December 11, 2019. Identifying means of transforming Europe into the world's first climate-neutral continent by 2050, it will stimulate economic development, improve health and quality of life, and transform climate and environmental challenges for opportunities in all areas and policies of the EU, ensuring a fair and inclusive nature of green transition. The key areas of the Green Deal are biodiversity, sustainable agricultural policy (From Farm to Fork Strategy), clean energy, sustainable industry, construction and renovation, sustainable mobility, pollution reduction, climate action. For example France aims to reduce emissions by at least 40% by 2030 and to achieve climate neutrality by 2050. At the beginning of May, France's National Assembly approved the Climate Law in the first instance. The law outlines a ban on the advertising of fossil fuels and air travel within the country. The law also extends economic aid for the replacement of polluting vehicles and includes a chapter to protect the French Amazon rainforest. While Spain passed its first Climate Change and Energy Transition Law on the 20th of May, the most important measures established were: a ban on the sale of diesel, petrol and hybrid vehicles from 2040, the construction of a fleet of emission-free commercial vehicles by 2050.

### 2.2. Ways to solve environmental problems

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas, according to United Nations Environment Programme, 2001 (United Environment Programme, 2001). An additional tax can be created for tourists and tour operators to compensate and somehow help preserve nature:

- Contributions to state revenues. Some governments raise money in more extensive and indirect ways that are not tied to particular parks or reserves. User deposits, income taxes, impost on the sale or rental of recreational inventory, and license fees for activities such as chase and angler can provide administration with the funds needed to manage natural resources. Such funds can be used for general preservation programs and initiatives, such as forester salaries and park protection and support.
- Improved Environmental Management and Planning. Management of tourist destinations and, in particular, hotels, the rational use of resources can have a positive effect on natural areas. But in order to implement an ecological approach in management, it is necessary to carefully plan activities and control the development of the territory. Technologies of cleaner production are important tools for the operation of tourist facilities, they can reduce the impact on the environment. An example of the use of ecologically clean and energy-efficient buildings, as well as energy sources and sewage systems, is "green" construction. This direction of greening is becoming very popular because it minimizes the impact on the environment as much as possible. Taking into account the long-term and time-consuming process of waste disposal and the negative impact of this process on the ecological state, the minimization of waste and prevention of pollution is extremely important not only for tourism, but also for the future life of the entire society.
- Environmental Awareness Raising. Every year, the number of goods and services used by tourists and travel companies increases. It is important to redirect and popularize among consumers products that are produced in an

environmentally sustainable way. This approach will make it possible to preserve the planet's environment and promote positive changes.

- Protection and Preservation. The tourism industry can contribute to the protection of the environment and popularize the trend of eco-tourism among tourists, awareness of the importance of nature will help preserve natural resources and restore biological diversity. Unspoiled places and natural areas are attractive and considered valuable, so it is necessary to preserve this attractiveness by creating national parks and wildlife parks. For example, in Hawaii, laws have already been passed to preserve local tropical forests and protect flora and fauna. Much attention is also paid to the protection of coral reefs and marine inhabitants around the Hawaiian Islands. Today, Hawaii is an international center for ecosystem research, the main motivation for research being the promotion and preservation of the tourism industry on the islands. Also, tourism has left a positive mark on the preservation and protection of wildlife in various parts of the world in Africa, Asia, South America, Australia, and the South Pacific Ocean. Unfortunately, there is a tendency to the disappearance of some species of animals and plants, this can happen even now. Therefore, more and more countries are working on creating wildlife reserves and introducing initiatives to protect animals and plants, which attracts eco-friendly tourists. Due to actions aimed at protecting nature, some species that were in danger of extinction began to revive
- Regulatory Measures. Measures aimed at supporting the environment help to compensate for the negative impact, and for example, controlling the number of tourist trips or the number of visitors to protected areas, can reduce the impact on the ecosystem of the region and preserve the originality and vitality of the territory. Since fewer tourists use the area, the negative impact on resources is less. Limits should be established after a detailed analysis of the maximum number of visitors. An example of the implementation and use of the strategy is the Galapagos Islands, research has been carried out and now the number of ships that can cruise the archipelago is limited, there are also restrictions on visiting the islands, that is, it is forbidden to visit the particularly sensitive nature because it is necessary to reduce the impact on it.

## 3. Conclusions

The tourism industry should provide environmental information and help raise awareness among tourists of the environmental consequences of their actions. Regulation of the number of tourists around the world and in individual countries will make it possible to change the existing trend of continuous environmental pollution. The search for new alternative types of fuel can reduce the amount of harmful emissions into the air, the rejection of polyethylene and the ban in some countries already gives hope for the preservation of natural habitats of many species. Unfortunately, a large number of countries have not yet taken measures to regulate the situation and minimize pollution. But we must understand that the ecological condition is important for us today, we must prevent pollution and degradation of nature. therefore, the main task today is to reduce the immediate impact of tourism and change its role to an educational one, to one that will show ways to solve the main environmental problems.

**REFERENCES**


1. Countries around the globe unite in the critical battle against climate change. *Siemens Gamesa*. URL: https://www.siemensgamesa.com/en int/explore/journal/2021/07/climate-change-countries-around-the-globe-unite-in-the-critical-battle
2. Daniel T. Cross. The global problem from excessive tourism. 2019. URL: https://meuresiduo.com/en/blog-en/the-global-problem-from-excessive-tourism/
3. European Green Deal. Mission of Ukraine to the European Union. URL: https://ukraine-eu.mfa.gov.ua/en/2633-relations/galuzeve-spivrobitnictvo/klimat-yevropejska-zelena-ugoda
4. How harmful is tourism for the environment? Made for minds. URL: https://www.dw.com/en/climate-change-how-harmful-is-tourism-for-the-environment/a-62597871
5. Negative environmental impacts of tourism. The world counts. URL: https://www.theworldcounts.com/challenges/consumption/transport-and-tourism/negative-environmental-impacts-of-tourism
6. Sunlu U. Environment impacts of tourism URL: https://om.ciheam.org/om/pdf/a57/04001977.pdf
7. Thomas A. *Impact of tourism on environment: Responding to Global Challenges* URL: https://www.researchgate.net/publication/351326952_Impact_of_Tourism_on_Environment_Responding_to_Global_Challenges
8. United Environment Programme. 2001. URL: https://www.unep.org/
9. World Tourism Organization. URL: https://www.unwto.org/

# THE UNDERLYING CAUSES OF AUSTRALIA`S DECREASING COMPETITIVENESS

***O. S. Sytnyk,***
***I. M. Lavrinenko, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Sytnyk O. S., Lavrinenko I. M. The underlying causes of Australia`s decreasing competitiveness.** The article analyzes the main problems of Australia's national competitiveness. Although Australia is a developed industrial-agrarian country with a diversified economy and high scientific and technical potential, there are certain issues in the state that interfere with the full disclosure of its economy potential. Therefore, the study is particularly relevant for a better understanding of the concept of the country's competitiveness and the factors of its formation.

**Keywords:** Australia, emerging technologies, labor productivity, national competitiveness, R&D, tax system.

**Ситник О. С., Лавріненко І. М. Основні причини зниження конкурентоспроможності Австралії.** У статті наводиться аналіз головних проблем національної конкурентоспроможності Австралії. Пропри те, що Австралія – високорозвинена індустріально-аграрна країна з багатогалузевою економікою і високим науково-технічним потенціалом, у державі існують певні питання, що заважають повноцінному розкриттю здатності її економіки. Отже, вивчення цієї теми є особливо актуальним для кращого розуміння концепції конкурентоспроможності країни та факторів її формування.

**Ключові слова:** Австралія, національна конкурентоспроможність, НДДКР, новітні технології, податкова система, продуктивність праці.

## 1. Introduction

The o b j e c t of the article is the Australian national competitiveness, the s u b j e c t is issues of Australia's competitiveness, which have been causing a current trend of the economy`s competitiveness level falling. The p u r p o s e of the study is to explore contributing factors which have led to the state Australian national competitiveness finds itself in. To achieve this, it is crucial to analyze available data of recent years, defining the main reasons for the declining performance of Australia's competitiveness.

## 2. The concept of national competitiveness

As a result of active globalization and integration processes, currently one of main economic categories is competitiveness. Although in the broadest sense competitiveness as an economic concept is interpreted as the possession of properties that create advantages for the subject of economic competition, there is still no clear definition of competitiveness in economic theory that could, covering all aspects and features, reflect its essence as an economic category. But it is correct to state that the competitiveness of the national economy is a concentrated expression of economic, scientific, technological, organizational, managerial and other capabilities realized in goods and services that successfully compete with foreign goods on domestic and foreign markets (Kharlamova, Vertelieva, 2013, pp. 39-52). In general, national competitiveness is the state's ability to achieve high rates of economic growth, ensuring an increase in the standard of living of its own population.

In its essence, the competitiveness of a country is the ability to compete on the basis of competitive advantages, which, in turn, are formed as a result of the interaction of certain factors of competitiveness. In other words, factors of competitiveness are circumstances and conditions that cause competitiveness (Назиров, 2014, с. 159-171).

Traditional factors of the formation of the competitiveness of the national economy, such as labor and resource potentials, capital availability, the level of infrastructure development, simultaneously exist with a number of other factors that to a greater or lesser extent influence the formation of competitiveness (Севрук, Тропиніна, 2019, с. 20-28). Among those others, innovational and institutional factors should be highlighted as highly important nowadays.

## 3. The main reasons for the declining performance of Australia's competitiveness

In recent years, there has been a clear trend towards a decrease in the competitiveness of the Australian economy, both according to the Global Competitiveness Index and according to the IMD reports. For the research, it is expedient to analyse IMD data, taking into consideration that the last Global Competitiveness Index Report was published in 2020.

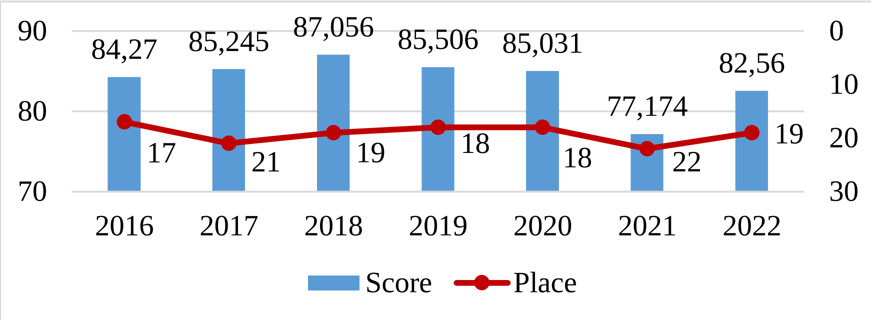



Fig. 1. The dynamic of Australian national competitiveness
during 2016-2022, IMD
[International Institute for Management Development]

As can be seen from the figure 1, the peak of national competitiveness for the period under study, taking into account results of others, was reached in 2016. Overall trend has been negative.

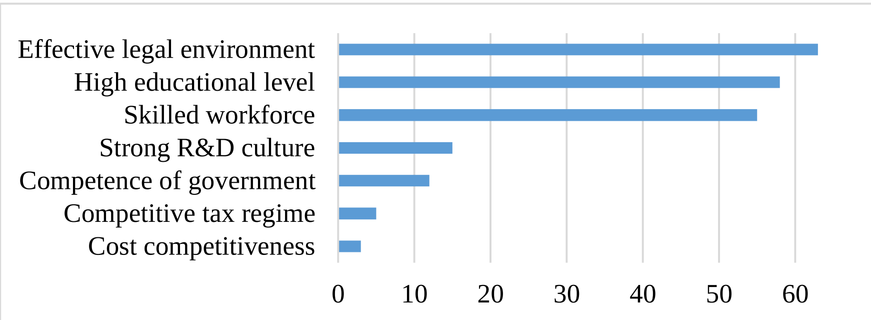



Fig. 2. Key attractiveness indicators
of Australian economy in 2022, IMD
[International Institute for Management Development]

As can be seen from the figure 2, the least attractive factors of doing business in Australia in 2022 are cost competitiveness, tax regime, competence of government and R&D culture.

Australian manufacturing has a production cost disadvantage relative to benchmark industrial countries. The factors contributing to this disadvantage include labor costs, material input costs, capital efficiency and overheads (Advanced Manufacturing Growth Centre, 2017). Besides, current inflationary pressures are coming on top of an already uncompetitive cost of living environment (Committee for Economic Development of Australia, 2022). Overall, Australia is unlikely to become the lowest-cost location for manufacturing production.

Many studies on Australian competitiveness have pointed to corporate tax as a weakness in Australia’s global competitiveness. According to OECD data, Australian corporate tax has remained at the level of 30% (OECD.Stat. URL, n. d.) for the past two decades, while other developed countries have lowered their tax rates. Effective average tax rates and effective marginal tax rates contribute to the worsening state of the national economy`s competitiveness as well (Grant Wardell-Johnson, n. d.). More importantly, the tax system itself in Australia is far too complex and not quite fair to all taxpayers to run business comfortably. More complexity means higher compliance costs. Especially sensitive to the burden of compliance costs are small businesses (Re:think. Tax discussion paper, n. d.). Besides, such a far from perfect tax system in combination with the ever-increasing national debt of Australia will lead to the future emigration of promising minds, who could create innovations and start out businesses in Australia. The tax system has already been reformed several times, but the problem lies in the fact that all reforms are about correcting past mistakes, without taking into account future prospects, which leads to decreasing competitive advantage.

Competence of government refers rather to the perception of survey participants how the Australian government is dealing with the challenges of today and how effectively the economy is regulated. From the results of the survey it is clear that dissatisfaction with government's effectiveness is at a fairly high level.

Concerning R&D culture, in 2019 Australia spent 1,83% (The World Bank, n. d.). of GDP on research and development, which is a quite high indicator value. As can be seen from the table 1, total expenditure on R&D overall has been rising.

*Table 1*

**The dynamic of Australian expenditure on R&D during 2011-2021**

| Expenditure on R&D, current prices | Total ($m) | Business ($m) | Government ($m) | Higher education ($m) | Private non-profit ($m) |
|---|---|---|---|---|---|
| **2011-12** | 31 699 | 18 321 | 3 549 | 8 885 | 944 |
| **2013-14** | 33 472 | 18 849 | 3 752 | 9 919 | 952 |
| **2015-16** | 31 179 | 16 659 | 3 959 | 9 549 | 1 011 |
| **2017-18** | 33 062 | 17 438 | 3 329 | 11 235 | 1 060 |
| **2019-20** | 35 602 | 18 171 | 3 384 | 12 714 | 1 333 |
| **2020-2021** | … | … | 3 618 | … | 1 399 |

*Source:* [Australian Bureau of Statistics]

Business expenditure on R&D (BERD) is an important input into innovation and, therefore, productivity. As a share of GDP, Australia's BERD declined from 1.3% in 2009−10 to 0.9% in 2019−20, while BERD as a percentage of GDP has increased slightly for OECD economies (Duretto, Majeed, Hambur). However, much of the decline reflects a decrease in mining exploration following the end of the resources boom.

In 2019-2020, BERD was concentrated on information and computing sciences ($7,092 million), engineering ($5,268 million), biomedical and clinical sciences ($2,190 million), agricultural, veterinary and food sciences ($1,255 million), commerce, management, tourism and services ($468 million), chemical sciences ($328 million) fields of research. BERD, by socio-economic objectives, was concentrated on manufacturing ($5,357 million), information and communication services ($3,732 million), commercial services and tourism ($2,193 million), health ($1,664 million), energy ($857 million), mineral resources (excl. energy resources) ($821 million) (Australian Bureau of Statistics. Research and Experimental Development, Businesses, Australia, n. d.).

The Australian economy shows a tendency of focusing on agricultural technology, in particular robotizing and automating the agricultural industry (in 2020-2021 government expenditure on R&D in agricultural, veterinary and food sciences reached $673 million) (Australian Bureau of Statistics. Research and Experimental Development, Government and Private Non-Profit Organisations, Australia, n. d.); on health industry, where ICT are designed to help to provide new digital delivery models; on manufacturing, where efforts focused on cyber security, artificial intelligence, big data and analytics, digital twinning and digital engineering, automation, cloud infrastructure, collaboration tools, blockchain and Internet of Things; on engineering (digital-by-default should become the standard where digital tools and practices support the planning, design, delivery and operations of infrastructure); on quantum technologies, which could create an $86 billion global industry by 2040 and which provides an opportunity the first to occupy this niche of the global market successfully; on Artificial Intelligence (AI), Machine Learning (ML), and Robotics innovations (Australian Information Industry Association. , 2021).

However, according to Global Innovation Index, even though in recent years Australian expected innovation performance according to income level is above expectations for its level of development, Australia produces less innovation outputs relative to its level of innovation investments (Global Innovation Index Report 2022). Overall, Australia performs better in innovation inputs than innovation outputs and it rightfully can be considered as an issue, which creates obstacles for improving innovative competitive advantage of Australian national economy. To keep up with its competitors Australia must concentrate on producing emerging technologies, expanding knowledge, training high-skilled workforce more intensely, investing in high-tech capital (which in turn will help with a problematic aspect of labor productivity), implementing information technologies into the economy, develop renewable energy technologies, etc. Such measures will help increase input efficiency, and therefore will upgrade innovation output.

Australia ranked 25th in Global Innovation Index 2022. Among other factors, production and export complexity, high-tech exports, ICT services exports worsened the results and indicated an issue of not complex enough Australian economy, which relies too much on its resources. As CEDA CEO Melinda Cilento said,

> *"Australia's export concentration remains an area of vulnerability. Australia must lift its game on trade – diversifying its trading partners and continuing to build new markets for the goods and services in which we compete"* (Committee for Economic Development of Australia, 2022).

Besides, Australian businesses are slower to adopt new cutting-edge technologies and processes (Committee for Economic Development of Australia, 2022). In addition, the COVID-19 pandemic proved the need to digitize the Australia`s economy and to pay much closer attention to ICT technologies. Australian companies are far less digitally advanced than their global competitors and information technology continues to be a much smaller contributor to the economy than other advanced economies (Committee for Economic Development of Australia, 2022).

The worst result in 2022 Australia has on entrepreneurship (61st), according to IMD. In general, the economy in recent years is less dynamic. Entry and exit rates have fallen, and the share of economic activity done by young firms, which often drive innovation, has fallen (Duretto, Majeed, Hambur, n. d.).

Labor productivity is not a minor issue for the competitiveness of the national economy as well. Labor productivity growth can be decomposed into capital deepening and multifactor productivity (MFP) growth. The weakening in productivity growth mostly reflects a decline in MFP growth (in other words, labor and capital use efficiency is growing slower and slower each year), which slowed to 0.2% in the market sector over the last two complete productivity cycles (2004-2018), compared to 1.7% over the previous two productivity cycles (1989-2004) [10]. Capital deepening has also slowed in the most recent years, in other words, capital gaining per each worker happens at a slower pace.

## 4. Conclusions

Summing up, Australia is a developed country with much room to grow to become one of the most competitive national economies worldwide. The focus should be on the emerging technologies development, on diversifying Australian economy and its exports, on increasing labor productivity, on improving the tax system, on taking measures to increase the business dynamism, as well as on polishing the knowledge and skills of the Australian workforce up.

## REFERENCES

1. Назиров К. З. Сучасні фактори конкурентоспроможності національної економіки. *Вісник Національного університету "Юридична академія України імені Ярослава Мудрого"*. 2014. № 3(18). С. 159-171. URL:

http://nbuv.gov.ua/UJRN/Vnyua_etp_2014_3_16 (дата звернення 15.11.2022).

2. Севрук І. М., Тропиніна А. С. Конкурентоспроможність національної економіки в умовах глобалізації. *Бізнес Інформ.* 2019. № 5. С. 20–28. URL: https://www.business-inform.net/export_pdf/business-inform-2019-5_0-pages-20_28.pdf (дата звернення 15.11.2022).
3. Advanced Manufacturing Growth Centre. Sector competitiveness plan 2017. URL: https://www.amgc.org.au/wp-content/uploads/2018/11/Sector-Competitiveness-Plan-1.pdf (Last accessed 17.11.2022).
4. Australian Bureau of Statistics. Research and Experimental Development, Businesses, Australia. URL: https://www.abs.gov.au/statistics/industry/technology-and-innovation/research-and-experimental-development-businesses-australia/latest-release (Last accessed 25.11.2022).
5. Australian Bureau of Statistics. Research and Experimental Development, Government and Private Non-Profit Organisations, Australia. URL: https://www.abs.gov.au/statistics/industry/technology-and-innovation/research-and-experimental-development-government-and-private-non-profit-organisations-australia/2020-21 (Last accessed 25.11.2022).
6. Australian Information Industry Association (AIIA). Growing Globally Competitive Industries 2021. URL: https://35hddx2cwawgt701l2sq0v5c-wpengine.netdna-ssl.com/wp-content/uploads/2021/08/AIIA-Growing-Globally-Competitive-Industries.pdf (Last accessed 26.11.2022).
7. Committee for Economic Development of Australia (CEDA). IMD World Competitiveness Yearbook 2022. URL: https://www.ceda.com.au/ResearchAndPolicies/Research/Economy/World-Competitiveness-Yearbook-2022 (Last accessed 17.11.2022).
8. Global Innovation Index Report 2022. URL: https://www.globalinnovationindex.org/gii-2022-report# (Last accessed 26.11.2022).
9. Grant Wardell-Johnson. Committee for Economic Development of Australia (CEDA). Six reasons why corporate tax reform in Australia is hard. URL:

https://www.ceda.com.au/NewsAndResources/Opinion/Tax-Superannuation/Six-reasons-why-corporate-tax-reform-in-Australia (Last accessed 19.11.2022).
10. Kharlamova G., Vertelieva O. The International Competitiveness of Countries: Economic-Mathematical Approach. *Economics & Sociology*. 2013. Vol. 6. № 2. Pp. 39-52. URL: https://www.economics-sociology.eu/files/07_Kharlamova_Vertelieva_1_2.pdf (Last accessed 15.11.2022).
11. OECD.Stat. URL: https://stats.oecd.org/Index.aspx?DataSetCode=CTS_REV (Last accessed 19.11.2022).
12. Re:think. Tax discussion paper. URL: https://treasury.gov.au/sites/default/files/2019-03/c2015-rethink-dp-TWP_combined-online.pdf (Last accessed 19.11.2022).
13. The World Bank. Research and development expenditure (% of GDP) – Australia. URL: https://data.worldbank.org/indicator/GB.XPD.RSDV.GD.ZS?locations=AU (Last accessed 24.11.2022).
14. Zac Duretto, Omer Majeed and Jonathan Hambur. Overview: Understanding productivity in Australia and the global slowdown. URL: https://treasury.gov.au/sites/default/files/2022-10/p2022-325290-overview.pdf (Last accessed 24.11.2022).

**SOURCES FOR ILLUSTRATIONS**

1. Australian Bureau of Statistics. URL : https://www.abs.gov.au/ (Last accessed 25.11.2022).
2. International Institute for Management Development. URL: https://www.imd.org/ (Last accessed 17.11.2022).

# THE IMPORTANCE OF LANGUAGE AS THE MOST CRUCIAL MEANS OF COMMUNICATION

*A. V. Tambovtseva,*
*Y. M. Litovchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Tambovtseva A. V., Litovchenko Y. M. The importance of language as the most crucial means of communication.** This article analyses the role of language in human life, shows the influence of language on the formation of a person's personality, as well as its impact on the social and cultural life of society. Nowadays the language issue has become very acute in the Ukrainian society; research on the role of language in human life is relevant, because language is a border. The article outlines importance of language, as well as provides consideration of such terms as "speech characteristics".

**Keywords:** cultural research, language, philosophy, society

**Тамбовцева А. В., Літовченко Я .М. Значення мови як найважливішого засобу комунікації.** Ця стаття аналізує роль мови у житті людини, показує вплив мови на формування особистості людини, а також її вплив на соціальне та культурне життя суспільства. Зараз мовне питання дуже гостро постало в українському суспільстві, дослідження щодо ролі мови у житті людини є актуальним, адже мова – це кордон. В статті наведені тези щодо важливості мови, а також розглянутий такий терміни як «мовна характеристика».

**Ключові слова:** культурне дослідження, мова, суспільство, філософія

## 1. Introduction

The o b j e c t of this article is a study of language influence in the social world. The p u r p o s e of this article is to reveal the role of language in the development of culture through their direct relationship in modern society, since it is not just a means of communication, but a form of realization of the desire of a nationally conscious person to protect and develop the heritage of his people. The r e l e v a n c e of this study is due to the need for development and enrichment of the spiritual world of the individual, which is realized through an in-depth understanding of epy Ukrainian culture. The reason for this lies in the understanding characteristic of modern philosophy that the origins of deep existentialities, their problems, are rooted in man himself, his inner world. Therefore, the solution of external problems occurs through language and consciousness, as well as what is hidden in the subconscious. Today, language is increasingly becoming the subject of attention of philosophers, linguists, linguists, cultural scholars, since the existence of many problems and their solutions are found in the language. In order for any information to become more accessible to human consciousness, it takes a lot of effort, to establish connections between the mind and the outside world, which is achieved through speech activity as a bridge between the world and the boundless whole of culture.

## 2. Philosophy of language

The study of language as a social institution is quite relevant, since language has a significant impact on the formation and development of a person who is a native speaker and, therefore, a native speaker of the spiritual culture of a nation. The importance of the formation of a nationally conscious personality lies in the fact that the development of the whole nation depends on the level of cultural development of one person. Language is a social phenomenon; it reflects the requirements of collectivity. It acts as a necessary condition and means of socialization of the individual, and without joint life with other people, without assimilation of social norms, rules, culture, without mastering the achievements created by the work of many generations, a person is not aware of himself as part of society. Gradually, the society establishes the realization that not only a person speaks the language, but also speaks the language of a person. It is through language that we are able to be aware of ourselves and the world around us. Therefore, language performs a number of social functions, among which one of the most important is the communicative, function of communication. Today, there are quite stable directions in the study of language and consciousness, language and spiritual culture, language and activity. This is due to the fact that along with the vernacular, artificial languages penetrate into the human world, which largely provoke various social transformations in the field of formation of the information society. Therefore, there is a need to build on the understanding of language as a form of awareness of the culture in which historically accumulated knowledge is stored and function, modern cultural studies of the interaction of language and culture. Thus, language is an important component of the culture of the people who live at a certain time and place, as well as the most widespread of all the arts created by the vast and anonymous work of many generations. Any cultural stereotype, any single act of social behavior includes communication, namely, language as a component. Linguistics of the XXI century is actively developing a direction in which language is considered as the cultural code of the nation, and not just an instrument of communication and knowledge. Language and culture are in the same conceptual plane and as spiritual values are organically interconnected. It is known that the word culture (from the Latin siiiiga – care, education, development) means a set of material and spiritual values that humanity has created throughout its history, and language is a manifestation of culture. “Language is closely intertwined with the spiritual development of mankind and accompanies it at every stage of its local progress or regression, reflecting in itself every stage of culture”. Nurturing the language, taking care of its development, protecting its originality, we preserve the national culture. Language characteristic is an integral part of the individual characteristics of a person, a reflection of his general culture. The level of a person's language culture indicates his spirituality or spirituality, intelligence or ignorance, morality or immorality. Possession of a culture of speech is an important condition for success in school, work, a component of business psychology. A high culture of speech can be considered the most reliable support and recommendation for professional growth.

### 3. Study of the interaction of language and culture

Exploring the interaction of language and culture, it can be observed that language in relation to culture has the properties to accumulate and imitate it. According to the German linguist and linguodidact, the representative of neo-Humboldtianism in Europe, J.-L. Weisgerber, there is an interdependent relationship between language and culture. The richness of national culture, its integrity ensures the structural completeness and richness of the language. And vice versa: a highly developed language makes it possible to create a holistic, comprehensive culture. Therefore, all kinds of encroachment on culture jeopardizes language and any restrictions on language are a threat to culture. So, language is the link that connects its present speakers with past and future generations, and therefore every nation must cherish its language, constantly taking care of its integrity and development. “Every native language is a force that drives culture because it is present in every work of human culture and determines its results. Every mother tongue is a powerful historical force, as it historically fuses and moves a group of people in the process of implementing the law of the language community.” Naturally, cultural creatives everywhere try to bring their people out of “cultural subordination”, deprive them of “mental colonialism”, etc. No less natural is the fact that it is they who for the most part become “language rebels”, declaring aloud about the linguistic rights of their people. The creation of the spiritual world and the world of national culture is impossible without the creative activity of the language community. In this work co-operate: humanity – language community – language personality. The main component here is the second, because the language of mankind is an abstraction, and the language of one person (idiolect) is part of the language of the community. Therefore, each of us should take care of the "language of the community" – our national language as a means of creating national spirituality and national culture. The originality of culture, its uniqueness, national character is ensured primarily by the specifics of the national language. Therefore, defending the originality of the native language, we thereby protect the identity of our own national culture and spirituality. The language holds in one spiritual field of national culture all representatives of a particular people both on its territory and abroad. It cements all the phenomena of culture, is their concentrated manifestation. The development of culture begins with the development of speech. The revival of culture begins with the struggle for language rights, "According to the state of the language, you can establish the state of culture". Culture, as a generalized concept is formed in specific historical and natural conditions, creates its own picture of being, the image of a person, and especially its own language of communication: a language system through which speakers communicate with each other, but not only in this purpose and the role of language in culture. Through language, people transmit and capture symbols, norms, customs, information, scientific knowledge and patterns of behavior, beliefs, ideas, feelings, values. In this way, socialization takes place, which is expressed in the assimilation of cultural norms and the mastery of social roles, without which a person cannot live in society. Thanks to language, harmony and stability are achieved in society. In linguistic literature, the meaning of a language is defined as follows:

- a mirror of culture, which reflects not only the real world surrounding a person, but also the mentality of the people, its national character, traditions, customs, morality, system of norms and values, the whole picture of the world;
- piggy bank of culture, because all the knowledge, skills, material and spiritual values accumulated by the people are stored in its language system – folklore, books, oral and written speech;
- a native speaker of culture, since it is through speech that it is transmitted from generation to generation. Children in the process of culturalization, mastering their native language, at the same time learn the generalized experience of previous generations;
- an instrument of culture, forming the personality of a person who, through language, perceives the mentality, traditions and customs of his people.

Even the “non-linguistic” phenomena of culture are "silent" for someone who does not know the language of their native people. Culture is a materialized manifestation of the spirit of the people, one of the means of their self-knowledge. To describe the spirit of the people, its culture adequately, in all their fullness and comprehensiveness, it is possible only in the native language for the speakers of this culture. Having gotten rid of our native language, we lose the opportunity to truly understand our native culture, not to mention participation in its creation.

## 4. Conclusions

The power of language, as a means of communication and influence on the development of the individual, should grow, and modern processes of democratization contribute to the increase of national identity, new understanding of the history of its people, its culture, traditions, customs, problems of the national language, because there is language the spirit of the ethnos in language, the reflection of its national consciousness. The language reflects the philosophy of the people, the path that its history and culture have taken.

In this case, the language should be considered as a unique means of educating a person and a universal condition for the existence of any culture. Language, as a tool, is used to transfer intellectual knowledge, moral and ethical norms, aesthetic values of the people. The study of the native language in connection with philosophy, history, literature, culture will most effectively contribute to the preservation of the national language and culture. And each generation should set itself the goal of developing and multiplying the spiritual values of its people and passing them on to the next generation.

## REFERENCES

1. Бабич Н. Д. Основи культури мовлення. Л. : Світ, 1990.
2. Іванішин В., Радевич-Вінницький Я. Мова і нація. Тези про місце і роль мови в національному відродженні України.
3. Ковалевська Т. Ю. Основи ефективної комунікації. Одеса, 2008.
4. Куць О. М. Мовна політика в державотворчих працях України : навч. посібник. Х. : ХНУ ім. В. Н. Каразіна, 2004.
5. Прадід Ю. Ф. У царині лінгвістики і права. Сімферополь : Еліньо, 2006.
6. Фаріон І. Мова як духовно-національний феномен. *Урок української.* 2003. № 5/6. С. 51-53.

# ANALYSIS OF THE DEVELOPMENT OF FRANCHISE RELATIONS IN THE UKRAINIAN MARKET

***M. V. Tarasova,***
***M. M. Medvid, PhD (language supervisor)***
***V. N. Karazin Kharkiv National University, Kharkiv***

**Tarasova M. V., Medvid M. M. Analysis of the development of franchise relations in the Ukrainian market.** The article provides an analysis of the state and further development of enterprises operating under franchise in the Ukrainian market. This form of business is considered quite effective and reduces risks, therefore it is gaining more and more popularity among entrepreneurs in various industries. The operating of franchising in the Ukrainian market has certain features, which are showed by statistical data.

**Keywords:** enterprise, franchise, franchising, industry, market.

**Тарасова М. В., Медвідь М. М. Аналіз розвитку франчайзингових відносин на ринку України**. В статті наводиться аналіз стану та подальшого розвитку підприємств, що працюють за франшизою на ринку України. Ця форма бізнесу вважається досить ефективною та зменшкє ризики, тому набуває все більшого популярності серед підприємців в різних галузях. Функціонування франчайзингу на українському ринку має певні особливості, що засвідчуються статистичними даними.

**Ключові слова:** підприємство, франщиза, франчайзинг, галузь, ринок.

## 1. Introduction

There is a huge competition between entrepreneurs nowadays due to constant invention of different innovations and new creative business ideas. Franchising is a great opportunity to build a business successfully in spite of enormous quantity of rivals and without risks and large cash investments. Due to its advantages, the franchise business is the most promising in Ukraine, although it is considered the newest form of business.

Franchising as a form of business is a fairly researched topic. Many experts studied this topic and developed relevant literature. J. Aiken and S. A. Shane can be mentioned among the foreign scientists who worked on this topic. Among domestic experts, O. Kuzmin analysed franchising, namely its economic component, M. Malska and P. Pucetailo analysed franchising in the hotel business.

The a i m of the study is to determine what changes have taken place in the franchise business in the Ukrainian market. The main tasks are to familiarize yourself with the relevant literature, to describe the franchising mechanism, to analyse the domestic franchising market, to track down the development of franchising in the market. To achieve this, it is essential to take into account all aspects of the franchise business during the research, use statistical information and determine how franchising has changed and what consequences this has caused in the market.

### 2.1. Basic principles of franchising business operation

The o b j e c t of research is franchising as a form of business, the subject of research is development of franchising in the market of Ukraine.

When starting their own business, every entrepreneur has the goal of making a profit. At the stage of creating the idea of opening a business, the question of priority arises: to build a business according to one's own vision and have no guarantees, or to use the name of a well-known brand and minimise risks. The second option in this case characterises franchising.

1. According to the definition of the International Association of Franchise Organizations, franchising is a long-term relationship under which the franchisor provides a legally protected right to engage in a certain business activity, as well as help in the organisation of this activity, training, implementation and management for a fee from the franchisee (Malska, 2014, p. 108).

Franchise relations take place between two parties of entrepreneurs. The first one is a franchisor – someone who already has a successful business, a well-known trademark, many years of experience and is ready to share it. The second party is a franchisee – an entrepreneur who has no experience, does not want to take risks and is ready to buy the right to conduct business under famous brand. The payments made by the franchisee for using the franchise are called royalties.

2. Royalties are periodic payments (in the form of fixed rates based on the volume of products sold, the amount of profit received or other indicators) to the owner of an intangible resource for using or granting permission to use rights to objects of intellectual property, including industrial property, other similar property rights, which are recognised as the subject of intellectual property rights of the business entity (Kalinichenko, 2012, p. 229).

When both parties have decided to cooperate, they sign a contract that governs their legal relationship. The contract regulates the legal relationship between the franchisor and the franchisee, it specifies all the terms of cooperation, the responsibilities of the franchisor and the franchisee, and the conditions for terminating the contract. A special requirement is that the contract must contain the same conditions for all franchisees. The contract is always concluded in writing, only entities that are entrepreneurs can be parties to the conclusion.

**2.2. Current state of franchising in the Ukrainian market**

Franchising is an innovative form of entrepreneurship in Ukraine, but it is gaining momentum every year and is currently the most promising type of business in Ukraine, as it allows to increase the profitability of small businesses by combining the advantages of small and large businesses. We will analyse statistical data on franchising on the Ukrainian market.

The market for franchise services is actively growing, the number of franchise objects is becoming greater than the number of personal businesses on the market in various industries, in particular, in the period from 2017 to 2020, the number of facilities in franchise companies increased by 11,699, that is, almost twice (Fig. 1) . Currently, about 23% of businesses in Ukraine operate on the basis of franchising.

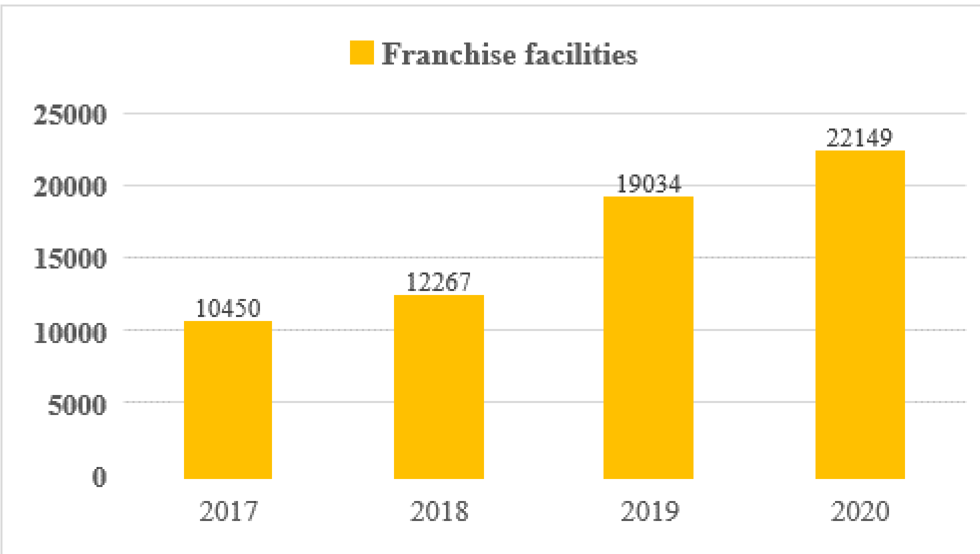



Fig. 1. The number of facilities in franchise companies in Ukraine, 2017-2020
Constructed by the author from the data
[The official website of franchising in Ukraine]

Currently, it can be said that the Ukrainian market only starts to develop franchise projects. Entrepreneurs do not have enough knowledge about franchising opportunities, many small businesses do not meet the necessary criteria to be called "companies". In turn, the phase of active franchising growth is possible only under conditions of economic stability and successful functioning of traditional business.

Despite the constant growth of foreign brands' interest in expanding their business across the territory of Ukraine, the share of Ukrainian franchises is steadily increasing. The number of Ukrainian franchise brands is half of the total number now. This is a consequence of the fact that franchises created in local realities are better adapted to the market requirements of that territory. Ukrainian franchising continues to develop and creates competition for American franchises, which are the most successful in the world. The Ukrainian franchise has an extensive comprehensive business introduction program and provides support in the future, which includes ongoing staff training, local marketing, accounting, logistics, ongoing franchisee meetings and coaching by a personal manager. In turn, most foreign franchisors provide the brand and technology, product delivery, conduct one-time staff training, and then the franchisee begins its independent activity.

Despite the dominant role of domestic franchisors in Ukraine, franchise networks from other countries are also represented on the territory of the country. The presence of foreign companies in Ukraine as franchisors has certain positive consequences. The functioning of foreign franchisors enables domestic enterprises to adopt over time the successful experience of conducting activities in the conditions of franchise relations, sufficient for the wider development of the contractual system of internal franchising in Ukraine (Davidyuk, 2019, p. 16).

Regarding the sectoral structure of Ukrainian franchising, the largest share is occupied by franchises in retail trade, their percentage is more than half. There is also a large number of enterprises working under a franchise in the field of public catering, which is rapidly expanding on the territory of Ukraine.

## 3. Conclusion

The article analyses the main changes in franchising in Ukraine in recent years. Franchising is a promising type of business activity that minimises the risks of small and medium-sized businesses. Two parties of entrepreneurs participate in its relations: the franchisor and the franchisee. After agreeing on cooperation, they conclude a contract in which the key points of their interaction are indicated.

According to the analysis of statistical data, it was established that the development of franchising in Ukraine is gaining momentum every year, the number of its facilities is increasing, as well as the percentage of Ukrainian franchises.

## REFERENCES

1. Давидюк Л. П. Розвиток франчайзингового бізнесу в Україні та світі. *Причорноморські економічні студії. Світове господарство і міжнародні економічні відносини.* 2019. Вип. 46-1. С. 13-19.
2. Калініченко О. В., Плотник О. Д. Економіка підприємства. Практикум: [навчальний посібник]. К. : Кондор, 2012. 600 с.
3. Лазоренко Т., Фролова А. Розвиток франчайзингу у світі та в Україні. *Соціально-економічні проблеми і держава*. 2017. Вип. 2 (17). С. 199-207.
4. Мальська М. П., Рутинський М. Й., Білоус С. В. Економіка туризму: теорія та практика: підручник. К. : Центр учбової літератури, 2014. 544 с.
5. Пуцетайло П. Р. Економіка і організація туристично-готельного підприємництва.: навч. пос. К. : Центр учбової літератури, 2007. 344 с.

## SOURCES FOR ILLUSTRATIONS

1. Офіційний сайт франчайзингу в Україні. URL: http://franchisegroup.com.ua/.

# CONCEPT AND DIRECTIONS OF ADVERTISING ACTIVITY OF TOURISM ENTERPRISE

*A. I. Tereshchenkova,*
*Ye. H. Makarska (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Tereshchenkova A. I., Makarska Ye .H. Concept and directions of advertising activity of tourism enterprise.** The article analyses the concept and directions of advertising activity of a tourism enterprise. Different types of advertising activities are characterized. This study is relevant because advertising plays an important function in tourism. The author makes a conclusion that advertising is a constant companion of tourism and serves people not only before the trip, but also during and after the trip, which makes it a special responsibility.

**Keywords:** advertising activities, tourism, tourism enterprise.

**Терещенкова А. І., Макарська Є. Г. Поняття та напрямки рекламної діяльності туристичного підприємства.** В статті аналізуються поняття та напрямки рекламної діяльності туристичного підприємства. Охарактеризовано різні види рекламної діяльності. Це дослідження є актуальним, бо реклама виконує важливу функцію в туризмі. Автор робить висновок, що реклама є постійним супутником туризму і обслуговує людей не тільки до подорожі, а й під час та після неї, що покладає на неї особливу відповідальність.

**Ключові слова:** рекламна діяльність, туризм, туристичне підприємство.

## 1. Introduction

The o b j e c t of the article is advertising activity. The s u b j e c t is the influence of advertising on tourism. The p u r p o s e is to confirm that by advertising certain services, a travel agency publicly demonstrates its capabilities with the help of artistic, technical and psychological techniques to increase demand and sales. The works of Andrii Manko, Taras Zavadovskyi are devoted to this topic.

In tourism there are different types of advertising:

- initial – familiarization of a previously established circle of consumers with a new tourist product or service for a particular market by providing detailed information about the quality, price, method of consumption, location of tourist events;

- competitive – allocation of the advertised tourist product from a large number of similar products offered by competing travel agencies;
- preservation – maintaining a high level of demand for previously advertised tourism product.

Advertising in tourism has the features that are determined by the specifics of the industry and its product – tourism services:

- tourism advertising has a great responsibility for the truthfulness and accuracy of the messages that are promoted through it;
- services, which, unlike traditional goods, do not have constant quality, taste, usefulness, require priority development of such advertising functions as information and propaganda;
- the specificity of tourism services requires the use of visual aids that more fully reflect the objects of tourist interest (film and photo materials, paintings, illustrated materials, etc.).

Advertising is a constant companion of tourism and serves people not only before the trip, but also during and after the trip, which makes it a special responsibility.

**2. Concept and directions of advertising activity of tourism enterprise**

Advertising of a travel agency consists of two parts: advertising its own needs and advertising its capabilities.

Advertising of needs is a type of an advertisement necessary to inform the potential partners about the existence of the enterprise and its needs in something.

The main objects of advertising needs are the following advertisements:

- the involvement of intermediaries. For a travel company, this advertising is vital, because without the presence and expansion of intermediaries, its activities can be significantly limited, which will inevitably lead to collapse. A tour operator is interested in attracting and disseminating information about a company and its cooperation with transport, hotel, financial and other organizations. A travel agent, as an intermediary between a tour operator and a client, cannot work effectively without finding new tour operators in accordance with customer demand for new routes, higher level of service, etc.;

- hiring employees, specialists, service personnel with certain qualifications and experience for permanent or temporary work. The seasonal nature of many companies' activities forces them to hire employees for the active tourist seasons and it is difficult to find a sufficient number of qualified personnel without sufficient information;
- search for material and technical resources, which can be both fixed and circulating. This is the desire of the tourism enterprise to buy or rent premises for an office, rent hotels, purchase furniture, inventory, attract owners of tourist equipment rental points, etc.;
- sale of material and technical resources. The need for sales arises when a company reconstructs or modernizes existing facilities, sells its branches or surplus inventory, etc.

As a rule, advertising of needs is purely informational in nature, so it can be presented in the form of ordinary announcements (advertisements) in the media, pasted or distributed leaflets, special appeals.

Advertising of opportunities is a direction of the company's advertising activity, thanks to which interested parties receive information about the company's capabilities in the field of tourism services. Stakeholders can be both legal entities and individuals.

Legal entities – domestic and foreign companies, public organizations, enterprises of various forms of ownership – may be interested in the services of the company in the following cases:

- purchase for resale;
- organization of one-time or periodic mass events (meetings, conferences, congresses, etc.);
- organization of recreation for their subordinates;
- organization of business trips for their employees;
- use of tourist trips to advertise own goods and services.

Both travel agency and tour operator companies are interested in legal entities using their services on a regular basis. To do this, interested parties can sign a special agreement, according to which this legal entity is offered additional discounts when organizing trips and accommodation of their employees.

Individuals – citizens of Ukraine and foreigners receive information about travel agencies and their capabilities and on this basis make a choice of routes, types of tourism, destinations and duration of a trip in accordance with the purpose of tourism, financial capabilities and specific wishes.

### 3. The channels of distribution; different terms of advertising

Advertising is an independent branch of industry in which the channels of distribution are those real means used to popularize and promote products and services to the market. The channels of distribution include:

- mass media;
- specialized printed products;
- outdoor advertising;
- direct mail means;
- fantasy advertising;
- product advertising;
- others.

Mass media (newspapers, magazines, television, radio, Internet) are the main conductors of advertising messages of informational nature and together absorb almost 60% of all funds spent on advertising. Through the media, tourism enterprises inform potential customers about their existence and the possibilities of organizing excursions, recreational and educational, medical and other tours.

Specialized printed products are one of the important means of advertising for travel agencies. Enterprises producing tourist services (tour operator firms, accommodation, catering and entertainment enterprises) publish brochures, booklets, catalogs, leaflets, in which they advertise their capabilities in serving tourists in illustrated and textual ways. To increase the attractiveness of such products, firms use high-quality photos of landscapes, historical monuments, hotels and other objects of tourist attention.

Independent types of specialized printed products are price lists, which publish prices and rates for tourist goods and services.

Outdoor advertising usually advertises not specific goods and services, but the company. However, in tourism, outdoor advertising is often used to disseminate information about tours and services. This is especially true for modern domestic tourism, as many travel companies simply do not have the funds for total advertising through the media.

Outdoor advertising is made in the form of billboard advertising, advertising on transport, signs, etc. Billboard advertising is the most common type of outdoor advertising. It can be placed on specially installed boards, places on which are sold for a month or more (billboard), on bulletin boards in the form of leaflets, on buildings, structures, public transport stops, fences, etc.

Advertising on transport is the placement of advertising appeals or other information about the company both inside the interior of urban and intercity transport, and outside – on the sides of vehicles. This type of advertising is also used in buildings of airports, railway stations, sea and river ports, bus stations.

Signboard is one of the mandatory types of advertising for a travel agency. Any travel company should have an attractive appearance not only inside but also outside. The sign usually performs two functions: informs customers about the location and creates the image of the company.

Direct mail means are direct advertising messages distributed by post, e-mail, Internet, telefax and telephone. In tourism, they are most often used to advertise their own needs or to establish long-term relationships with intermediaries or producers of tourism services and goods. In some cases, direct mail is used to advertise expensive resorts or specialized tourist services by directly addressing individual firms, successful businessmen and famous personalities. Specialized printed materials (catalogs, brochures, etc.) containing advertising information are used for this purpose.

## 4. Conclusions

The main point of the article is the concept and directions of advertising activity of a tourism enterprise. To sum up with there are different terms of tourism advertising. The analysis leads to the conclusion that advertising is a constant companion of tourism and serves people not only before the trip, but also during and after the trip, which makes it a special responsibility.

## REFERENCES

1. Котлер Ф., Боуен Дж., Мейкенз Дж. Маркетинг: Гостинність та туризм. М. : ЮНІТІ, 2015. 1071 с.
2. Луцій О. П., Ларіна Я. С., Забуранна Л. В. Рекламний менеджмент. URL: https://nubip.edu.ua/sites/default/files/u194/pidruchnik_nubip_reklamniy_menedzhment.pdf
3. Манько А., Завадовський Т. *Вісник Львівського університету. Серія Міжнародні відносини*. 2012. Вип. 29. Ч. 1. С. 90-99.

# BUSINESS INCUBATORS IN UKRAINE

***Y. S. Tsyba,***
***N. S. Bezsonova (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Tsyba Y. S., Bezsonova N. S. Business incubators in Ukraine.** The article discusses the concept of a business incubator and its role in supporting small businesses. The author considers two approaches to the definition of the concept of a business incubator from the side of Ukrainian legislation. The purpose and significance of business incubators for regional policy is analyzed. Attention is also paid to the most famous Ukrainian business incubators. At the end of the article, it is concluded that the Ukrainian experience in the development of the institution of business incubation is not very large. Looking at the importance of business incubation processes, it is necessary to ensure the acceleration of their development at the legislative, state, and at the local level.

**Keywords:** acceleration program, business incubator, entrepreneurship, macroeconomic stability, small business, regional policy.

**Циба Ю. С., Безсонова Н. С. Бізнес інкубатори в Україні.** У статті розглядається поняття «бізнес інкубатора» та його роль у підтримці малого бізнесу. Автор розглядає два підходи до визначення поняття бізнес інкубатора з боку українського законодавства. Аналізується мета та значення бізнес інкубаторів для регіональної політики. Увага приділяється і найвідомішим українським бізнес-інкубаторам. Наприкінці статті робиться висновок, що український досвід розвитку інституту бізнес-інкубування не дуже великий. Зважаючи на важливість процесів бізнес-інкубації, необхідно забезпечити прискорення їхнього розвитку як на законодавчому та державному, так і на місцевому рівні.

**Ключові слова:** бізнес інкубатор, макроекономічна стабільність, малий бізнес, підприємництво, програма акселерації, регіональна політика.

## 1. Introduction

In the conditions of the formation of a new economy, a democratic and information society, and the desire for rapid membership of Ukraine in the European Union, the development and stimulation of small and medium-sized businesses is necessary. All this is aimed at creating alternative innovative ways of stimulating the development of business entities. One of these long-term support mechanisms is business incubators where young entrepreneurs receive help at all stages of the development of their projects, from the development of an idea to its commercialization. Foreign experience shows that business incubators are a tool of economic development, they contribute to the strengthening of the local economy. They act as a guarantor of the successful start of companies and their safe financial and economic development. Business incubators contribute to the attraction of investments and the entry into the market of new innovative products.

**2. Legislative approaches to defining the concept of business incubation**

Before proceeding to the analysis of business incubation in Ukraine, it is advisable to define this concept. And here we face the first problem. The fact is that the current Ukrainian legislation contains two approaches to consider this phenomenon.

The first approach refers to Art. 14 of the Law of Ukraine “On the Development and State Support of Small and Medium-sized Enterprises” dated March 22, 2012. In it, a business incubator refers to objects of infrastructural support for small and medium-sized enterprises, the activities of which are aimed at the development of small and medium-sized enterprises, promotion of goods (works, services) produced by them on domestic and foreign markets (“Закон України”, 22.03.2012).

The second approach is based on the Law of Ukraine "On Innovative Activity" dated July 4, 2002. According to it, a business incubator is a type of innovative enterprise of any form of ownership (private, state, communal, mixed form of ownership) that develops, produces and implements innovative products or services, the volume of which in monetary terms exceeds 70 percent of its total volume of products and (or) services (“Закон України”, 04.07.2002).

Thus, business incubators are both objects of infrastructural support and subjects of innovative activity. Such legislative uncertainty leads to misunderstanding regarding the legal status and provokes an ambiguous interpretation of the functions performed by the business incubator.

**3. Importance of business incubators for regional policy**

If we consider the activity of business incubators in practice, it can be determined that their goal is to increase the competitiveness of small and medium-sized enterprises by providing organizational and economic support at all stages of activity and creating new jobs. Thus, by developing small and medium-sized businesses, the problems of the region are also solved, because the basis of its economic development is entrepreneurship itself.

In today's conditions of disruption of macroeconomic stability, the role of small enterprises is increasing. But at the same time, its riskiness also increases, as well as vulnerability to internal and external factors. From 2019 to 2021, the sphere of small entrepreneurship, not only in Ukraine, but also in the world, suffered a new blow from the COVID-19 pandemic and its consequences in the form of disruptions to the stability of the economy and the crisis. And the introduction of lockdowns and quarantine measures by the country's government brought business to the limit of survival (Красота, 2021).

Considering the important role of small and medium-sized entrepreneurship, its comprehensive support should become a strategic task of the national government.

That is why business incubation processes play a special role in the implementation of regional policy, because owing to their intermediary activities, direct support is provided to entrepreneurs.

## 4. The most famous Ukrainian business incubators

In Ukraine, the number of business incubators is much smaller than in the countries of Europe and North America, and is about 70, but approximately 15 of this number can be called profitable and operating effectively (Бітюк, 2018, c. 114-124). Some of the most famous Ukrainian business incubators are:

1) Kharkiv Technologies

The center was created in 1998 on the basis of the Institute of Monocrystals of the National Academy of Sciences of Ukraine. Their main activity is promoting the innovative development of the economy, commercialization of scientific projects and technology transfer, education and training on the topic of "innovative entrepreneurship", holding conferences and seminars, introducing information and communication technologies into the activities of enterprises, promoting the participation of Ukrainian scientists in international scientific and innovative projects, including those financed by the European Union – the 7th framework program and the Horizon 2020 program (Офіційний сайт бізнес-інкубатору “Харківські технології”, n. d.).

2) 1991 Open Data Incubator

They conduct incubation, acceleration and mentorship programs for technology startups, focusing on the impact tech direction. In addition, they develop and involve participants in special state programs with local authorities, anti-corruption IT initiatives, work with corporations (Офіційний сайт бізнес-інкубатору “1991 Open Data Incubator”, n. d.).

3) Polyteco

Polyteco's team specializes in creating professional software products and is formed from the best graduates, postgraduates and talented teachers of NTUU "KPI".

They deal with tasks related to the development of an IT strategy, the design of the latest software, as well as the implementation and support of finished products (Офіційний сайт бізнес-інкубатору Polyteco, n. d.).

## 5. Conclusions

Summarizing all of the above, we can come to the conclusion that Ukraine's experience in the development of such an institution as business incubation is not very extensive. This is due to the fact that interest in this has arisen quite recently, and our country does not have such a variety of business incubators that exist all over the world. Therefore, the further development of these processes will be accelerated only due to the creation of the necessary favorable conditions, provision of legislative provisions, as well as the interest of all subjects participating in socio-economic development not only at the regional, but also at the state level.

## REFERENCES

1. Закон України «Про розвиток та державну підтримку малого і середнього підприємництва в Україні» від 22.03.2012 № 4618-VI. URL : https://zakon.rada.gov.ua/laws/show/4618-17#Text
2. Закон України "Про інноваційну діяльність" від 04.07.2002 № 40-IV. URL : https://zakon.rada.gov.ua/laws/show/40-15#Text
3. Красота О. В. Особливості розвитку малого підприємництва в умовах порушення макроекономічної стабільності. *Ефективна економіка.* 2021. № 2. URL: http://www.economy.nayka.com.ua
4. Бітюк І. М. Світовий досвід становлення бізнес-інкубування в системі заходів регіональної політики. ДонДУУ: *Менеджер*. 2018. № 2 (79). С. 114-124.
5. Офіційний сайт бізнес-інкубатору "Харківські технології". URL: https://www.kt.kharkov.ua/ua/main/ (Дата звернення: 28.11.2022).
6. Офіційний сайт бізнес-інкубатору "1991 Open Data Incubator". URL: https://www.1991.vc/about (Дата звернення: 19.12.2022).
7. Офіційний сайт бізнес-інкубатору Polyteco. URL: http://www.polyteco.com/ru/company/aboutus (Дата звернення: 19.12.2022).

# L'ÉPREUVE DE LA DIPLOMATIE UKRAINIENNE : LA LUTTE CONTRE L'AGRESSEUR AUX NATIONS UNIES

***T. Tuinova,***
***N. T. Bezvesilna (consultante linguistique)***
***Université nationale V. N. Karazin, Kharkiv***

**Tuinova T., Bezvesilna N. T. L'épreuve de la diplomatie ukrainienne: la lutte contre l'agresseur aux Nations Unies.** L'article est consacré à l'analyse d'un des aspects de l'activité diplomatique de l'Ukraine dans le contexte de l'agression armée russe, à savoir les moyens de priver la Fédération de Russie du statut de membre de l'ONU, l'ensemble des décisions de l'ONU sur la guerre russo-ukrainienne, l'évaluation de l'efficacité de la Mission permanente de l'Ukraine auprès de l'ONU. L'Ukraine se bat contre un ennemi puissant qui, en plus de sa puissance militaire, dispose également d'un levier important au sein de la plus grande organisation internationale créée pour maintenir la paix et la sécurité et la médiation internationale. Aujourd'hui, la Mission permanente de l'Ukraine auprès des Nations unies défend sans relâche la position de notre pays et les droits de ses citoyens, en s'efforçant de faire avancer la question de la punition de la Russie pour ses crimes et l'illégitimité de son siège au Conseil de sécurité. Pour sa part, l'Ukraine a besoin d'un soutien économique, financier, militaire et humanitaire non seulement de ses partenaires occidentaux, mais aussi de tous les pays potentiellement amis du monde, qui sont pleinement représentés à l'Assemblée générale des Nations unies. À cet égard, il est nécessaire d'étudier l'expérience existante et les réalisations de la Mission permanente de l'Ukraine auprès des Nations unies, ainsi que d'élaborer des recommandations éventuelles. L'étude conclut que l'Ukraine peut devenir un moteur des réformes au sein des Nations unies, grâce aux réalisations de la mission permanente, et que le fait de priver la Fédération de Russie du droit d'interférer dans les décisions des principaux organes des Nations unies peut ouvrir la voie à l'implication des forces de maintien de la paix de l'ONU pour résoudre le conflit.

**Mots clés :** diplomatie, Organisation des Nations unies, résolution, Russie, Ukraine.

**Туйнова Т., Безвесільна Н. Т. Аналіз української дипломатії: боротьба з агресором в ООН.** Стаття присвячена аналізу одного з аспектів дипломатичної діяльності України в умовах російської збройної агресії, а саме засобам позбавлення Російської Федерації статусу члена ООН, комплексу рішень ООН щодо російсько-української війни, наводиться оцінка ефективністі роботи Постійного представництва України при ООН. Україна веде боротьбу з потужним ворогом, який, окрім військової могутності, має також значні важелі впливу в найбільшій міжнародній організації, створеній для підтримання миру і безпеки та здійснення міжнародного посередництва. Сьогодні Постійне представництво України в ООН стійко захищає позиції нашої держави та права її громадян, докладаючи зусиль задля зрушення з місця питання про покарання Росії за вчинені злочини і про неправомірність її посідання місця у Раді Безпеки. Зі свого боку, Україна потребує економічної, фінансової, військової та гуманітарної підтримки не лише з боку західних партнерів, але й усіх потенційно дружніх країн світу, які у повному складі представлені в Генеральній Асамблеї ООН. У зв'язку з цим, слід вивчати наявний досвід та напрацювання Постійного представництва України при ООН, а також працювати над можливими рекомендаціями. У дослідженні зроблено висновок про те, що Україна може стати рушієм реформ в ООН, завдяки здобуткам Постійного представництва, а позбавлення РФ права на втручання в рішення головних органів ООН може відкрити шлях до залучення миротворчих сил ООН з метою розв'язання конфлікту.

**Ключові слова:** дипломатія, Організація Об'єднаних Націй, резолюція, Росія, Україна.

## 1. Introduction

Les Forces armées de l'Ukraine résistent dignement au plus grand pays du monde en termes de superficie et de nombre d'armes nucléaires. Avec la fédération de Russie l'Ukraine partage plus de 50 % de la frontière commune, y compris la république du Belarus, dont le territoire sert de tremplin pour des attaques de l'armée russe. C'est une tâche difficile, mais réalisable, pour les diplomates, ambassadeurs et représentants étrangers ukrainiens de mener ce combat pour la protection de la souveraineté, de l'intégrité territoriale et des droits de l'homme sur la scène mondiale. L'Organisation des Nations unies (ONU) est l'une des plateformes les plus importantes pour déployer la résistance à l'agression et mettre en lumière l'une des plus graves violations de l'ordre de sécurité européen depuis des décennies.

L'objectif de ce travail est d'étudier les outils que l'Ukraine a déjà utilisés pour traduire la Russie en justice. L'étude aborde également les moyens de priver la Fédération de Russie de son statut de membre permanent du Conseil de sécurité de l'ONU et de l'exclure de l'ONU dans son ensemble.

## 2. Les moyens d'exclure la Fédération de Russie de l'ONU

Comme l'a dit le Secrétaire général Kofi Annan, l'ONU existe principalement pour les petits et moyens États, pour les protéger et les représenter, car les grands États peuvent s'occuper d'eux-mêmes (Щур, 2020).

Les États qui subissent une agression extérieure et qui ne disposent pas d’un siège au Conseil de sécurité sont particulièrement désavantagés. En d’autres termes, ces États ne peuvent agir que dans le cadre de l’Assemblée générale en tant qu’organe consultatif et représentatif, et ils peuvent également postuler à la Cour internationale de justice et constituer une base de preuves grâce aux activités d'information des groupes des Nations unies. Par exemple, la mission de surveillance des droits de l’homme des Nations unies en Ukraine travaille dans ce but.

L’histoire des organisations internationales a des preuves de mesures décisives contre les États agresseurs. Ainsi, le 14 décembre 1939, la 20e session de l’Assemblée de la Société des Nations exclut l’URSS de ses membres pour l’attaque de la Finlande et le bombardement de biens de caractère civil finlandais (Проблеми й шляхи трансформації ООН у контексті російсько-української війни, 2022, c. 120-132).

Dans son histoire, l’ONU a également un exemple d’actions tout à fait décisives contre les États violateurs. Afin de lutter contre l’apartheid en Afrique du Sud, l’Assemblée générale a refusé, entre 1970 et 1974, d’accepter les pouvoirs de ce pays. En conséquence, l’Afrique du Sud n’a pas participé aux réunions de l’Assemblée jusqu’à l’abolition complète de l’apartheid en 1994. Quant à l’ONU, il existe un précédent d’exclusion du pays fondateur de l’ONU et membre permanent du Conseil de sécurité. La République de Chine (Taïwan) a occupé ce siège de 1945 à 1971, avant d’être remplacée par la RPC. L’Assemblée a même supprimé l’exigence de la super majorité en adoptant la résolution 2758. La décision a été adoptée par 76 voix contre 35 et 17 abstentions (Кудрін, 2022).

Il est donc possible d'exclure la Fédération de Russie de l’ONU en tant qu’État violant le droit international et titulaire illégal du statut de membre permanent du Conseil de sécurité, notamment en vertu de l’article 18, n° 2. On peut toutefois supposer qu’une telle évolution des événements conduira à une réforme générale de l’ONU, ce que les autres membres permanents du Conseil de sécurité ne souhaitent pas, car outre le scénario “chinois”, la Russie peut être expulsée de l’ONU selon le scénario yougoslave. Il se fonde principalement sur le fait qu’en 1991, la Russie a pris la place de l’URSS contrairement à la procédure et en violation de la Charte des Nations unies. Toutefois, l’un ou l’autre de ces scénarios ne fonctionnera que si le Conseil de sécurité et l’Assemblée générale soutiennent fermement la privation de la Russie de son statut de membre de l'ONU (Агєєв, 2022).

### 3. Les décisions de l'Assemblée générale en réponse à la guerre en Ukraine

En ce qui concerne les décisions prises au siège à New York, quelque temps après le 24 février, en vertu de la résolution 2623 "Union pour le maintien de la Paix", le Conseil de sécurité a convoqué la 11e session d'urgence de l'Assemblée générale sur l'invasion de l'Ukraine par la Fédération de Russie le 28 février 2022 : La Russie a voté contre, la Chine, l'Inde et les EAU se sont abstenus, tous les autres ont voté en faveur. Comme il s'agissait d'une question de procédure, aucun des membres permanents ne pouvait y opposer son veto. Cette session de l'AGNU s'est réunie à plusieurs reprises et a adopté les résolutions suivantes :

- Résolution ES-11/1 du 2 mars 2022 exigeant que la Russie cesse immédiatement d'employer la force contre l'Ukraine et retire toutes ses troupes. La décision a été adoptée par 141 voix pour, cinq contre (Belarus, République populaire démocratique de Corée, Érythrée, Fédération de Russie et Syrie) et 35 abstentions. La qualification de la Russie en tant qu'agresseur ouvre potentiellement la voie à l'utilisation de l'article 27 de la Charte des Nations unies, qui pourrait priver la Russie du droit de vote sur les questions liées au conflit en Ukraine. Et ainsi conduire à une décision théoriquement possible de forcer la Russie à la paix (Філіпчук, 2016).

- La résolution ES-11/2 du 24 mars 2022 réaffirme les engagements et obligations de l'ONU en vertu de sa Charte et réitère la demande faite à la Fédération de Russie de retirer ses troupes du territoire souverain de l'Ukraine. La résolution était parrainée par 90 pays, elle a reçu 140 voix pour, 5 contre et 38 abstentions. Il convient de noter que lors de cette réunion, l'Afrique du Sud a présenté un autre projet de résolution sur la situation humanitaire en Ukraine, appelé "L3". Selon le représentant permanent de l'Ukraine auprès des Nations unies, M. Sergiy Kyslytsya: "le texte "L3" est un jumeau du projet russe qui a échoué au Conseil de sécurité, où la Russie n'a reçu qu'une seule voix en sa faveur".

- La résolution ES-11/3 du 7 avril 2022 a suspendu le droit de la Fédération de Russie de siéger au Conseil des droits de l'homme. Même pendant le vote, la délégation russe a annoncé son retrait du Conseil des droits de l'homme de l'ONU. Jusqu'à récemment, le seul pays à avoir été exclu du Conseil des droits de l'homme des Nations unies était la Libye. Cela s'est produit en 2011 en réaction aux violations des droits de l'homme par le régime du dictateur Mouammar Kadhafi. Cependant, le retrait de la

Russie est une décision particulière, car pour la première fois un membre permanent du Conseil de sécurité a été assimilé à la Libye (Росія і Рада ООН з прав людини: що далі?, n. d.).

- La résolution ES-11/4 du 12 octobre 2022 a confirmé les intentions de l'écrasante majorité de ne pas reconnaître les quatre régions d'Ukraine revendiquées par la Russie après les soi-disant référendums organisés en septembre et a exigé que Moscou abandonne la "tentative d'annexion illégale". 143 États membres ont voté en faveur de la proposition, cinq ont voté contre et 35 se sont abstenus.

- La résolution ES-11/6 demande à la Russie de verser des réparations de guerre à l'Ukraine. Une cinquantaine de pays ont parrainé la résolution relative à la mise en place d'un mécanisme international de réparation et d'un registre pour documenter les preuves et les revendications. Au cours de la réunion, S. Kyslytsya a noté que : "Cette proposition ne concerne pas seulement la Russie. Elle fonctionnera au bénéfice de tous ceux qui sont menacés ou peuvent être menacés par l'usage de la force" ("The UN and the war in Ukraine", n. d.).

Ainsi, malheureusement, les attentes les plus élevées concernant la régulation et la pacification du conflit russo-ukrainien avec la médiation de l'ONU n'ont pas été satisfaites, ou du moins ont besoin de plus de temps. Pour cette raison, le niveau de respect de l'ONU en tant qu'institution de maintien de la paix et de la sécurité internationales a considérablement diminué dans les médias et la société ukrainiens. Cependant, si on évalue la situation de manière plus critique et professionnelle, et non du point de vue d'un citoyen ordinaire, les réalisations de la Mission permanente auprès de l'ONU pour faire avancer la question de la responsabilité de la Fédération de Russie pour les crimes commis et les vies détruites nous rendent fiers du front diplomatique de l'Ukraine. En particulier, après plus de 8 ans depuis l'invasion, la Fédération de Russie a finalement été reconnue de jure comme pays agresseur, ce qui laisse espérer que l'Ukraine pourra enfin utiliser pleinement le mécanisme de règlement des conflits des Nations unies, notamment pour faire respecter la paix. En outre, les résolutions de l'AG sont des documents qui forment le système et influencent les décisions des parlements du monde entier. À l'avenir, les décisions de l'AG serviront de preuves solides contre la Fédération de Russie devant la Cour internationale de justice, la Cour pénale internationale, la Cour européenne des droits de l'homme, les tribunaux nationaux, etc.

**LITTÉRATURE**


1. Агєєв В. Два шляхи вигнати Росію з ООН: як позбавити агресора права вето у Раді безпеки, і не тільки. *Європейська правда*. 2022. URL: https://www.eurointegration.com.ua/articles/2022/10/18/7148832/.
2. Кудрін Ф. Викинути Росію з ООН можливо. Фахівці пояснюють, як це зробити. *Український тиждень*. 2022. URL: https://tyzhden.ua/vykynuty-rosiiu-z-oon-mozhlyvo-fakhivtsi-poiasniuiut-iak-tse-zrobyty/.
3. Проблеми й шляхи трансформації ООН у контексті російсько-української війни. *Політичні проблеми міжнародних систем та глобального розвитку*. 2022. № 3. С. 120-132.
4. Росія і Рада ООН з прав людини: що далі? *SWI*. URL: https://www.swissinfo.ch/eng/47551310.
5. Філіпчук В. Міжнародна миротворчість та війна на сході україни: чи є точки дотику? *Міжнародний центр перспективних досліджень*. 2016. URL: https://icps.com.ua/assets/uploads/images/images/eu/t_mirotvorchist_a5.pdf.
6. Щур М. ООН-75: про шлях України від «маріонетки Москви» до гравця, з яким рахуються. *Радіо Свобода*. 2020. URL: https://www.radiosvoboda.org/a/oon-ukraina-oleksandr-matsuka/30908141.html.
7. The UN and the war in Ukraine: key information. URL: https://unric.org/en/the-un-and-the-war-in-ukraine-key-information/

# THE ROLE OF SOCIAL NETWORKS IN INTERNATIONAL RELATIONS

*A.V. Tverezovskyi,*
*Y. M. Litovchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Tveresovskyi A. V., Litovchenko Y. M. The role of social networks in international relations.** The article analyzes the role of social networks in modern international relations. The study shows that today social networks are the main intermediary between the political sphere and society; moreover, they strongly influence public opinion. Consequently, the study of the role of social networks in international relations is relevant.

**Keywords:** external image, foreign policy behavior; foreign policy, political actors, social and communication technologies, subjects of international relations, world information space.

**Тверезовський А. В., Літовченко Я. М. Роль соціальних мереж у сучасних міжнародних відносинах**. У статті аналізується яку роль відіграють соціальні мережі у сучасних міжнародних відносинах. Сьогодні соціальні мережі є головним посередником між політичною сферою та суспільством. Між іншим, вони сильно впливають на громадську думку. Дослідження ролі соціальних мереж у міжнародних відносинах є актуальним.

**Ключові слова:** зовнішньополітична поведінка, зовнішній імідж, зовнішня політика, політичні актори, суб’єкти міжнародних відносин, світовий інформаційний простір, соціально-комунікаційні технології.

## 1. Introduction

The o b j e c t of the article is social networks in international relations. The s u b j e c t is the social and communication technologies. The p u r p o s e of the given article is to describe how development of the global information network led to the formation of new participants in foreign policy processes. Today it is difficult to underestimate the role of Internet technologies in international relations and foreign activities of states. With the development of the Internet, international relations have acquired another plane of interaction – virtual. The role of social and communication technologies in world diplomacy is significant, as it forms positive images of states participating in geopolitical processes. The network is turning into the center of geopolitics and important world processes. Often national information resources become an element of the virtual war of states.

## 2. The development of the global information network space

The development of the global information network space gave impetus to the formation of new actors and participants in foreign policy processes. The leading actor is the state, which manages two spheres of policy: foreign and domestic (Галич, 2010, с. 145-152). An important role is played by transnational corporations that actively cooperate with the media at all levels: national, regional and local, where they actively lobby the interests of their owners. The role of intermediaries between the audience and information is played by global media corporations that defend their own interests (Григорова, 2017, с. 93-100).

Of great importance are civic institutions, various non-profit organizations that protect vulnerable groups of the population, are engaged in charity and environmental protection, stir up public activity, which can lead to the formation of a new state and political ideology. Through the network, social activists of anti-globalization, pacifist and environmental movements spread their ideas and constantly interact with the audience at the global and international levels. The use of the Web allows many well-known people to spread their ideas across borders and increase the scale of disseminated information.

The concept of “foreign policy communication” was introduced in the mid-twentieth century by representatives of the International Communication Association. In particular, American researchers E. Davidson and A. George understood the concept of "foreign policy communication" as the activity of actors in international relations (states) aimed at changing the political behavior (of other states), which was presented as a model of foreign policy communication (Лісовський, 2005).

Today, foreign policy communication is considered as a socio-political phenomenon that has various forms and operates through effective mechanisms and tools to ensure state, public or corporate interests, identifies important concepts that characterize the use of social and communication technologies in international relations, in particular in the foreign policy activities of states. Among these concepts are the following: foreign policy activity of the state, foreign policy behavior of the state, foreign policy communication of the state and international communication. All these concepts use social and communication technologies. Social and communication technologies are widely used in international processes and domestic political activity of the state. In particular, the foreign policy activity of the state through technology provides and influences the objects of foreign policy interests (Пінченко, 2014a).

The foreign policy behavior of the state is considered as the activity/inactivity of the state in the context of international relations. For the foreign policy behavior of the state, a specific historical period and the development of the system are important. In the network, foreign policy communication is carried out through a channel for the transfer of objects from one actor to another. Foreign policy communication is considered in the general system of international relations as a form of implementation of specific relations. International communication is interpreted as a system where the main actors are international relations, through which develop: political interaction, economic and political cooperation and cultural exchanges. International communication uses important tools that effectively regulate international and communication flows: mass media, social media and the web, as well as activities in the diplomatic, cultural and economic spheres (Пінченко, 2014, с. 69-79).

### 3. Non-traditional diplomacy

There are also opinions that under the influence of information and communication technologies the ratio of components of the traditional power of states, which is determined on the basis of possession of information and communication technologies and position in the modern information space, is changing. This situation leads to the emergence of a new international confrontation, when the desire of one state to dominate the global information space generates resistance and opposition of others. Thus, the development of Internet technologies has led to interstate confrontations at the level of global information space to protect national sovereignty and change the balance of state influence in cyberspace and information environment. Informatization has led to the emergence of informal interstate alliances on the basis of common information and communication interests, whose activities are aimed at ensuring unified access to certain information and communication technologies and the implementation of a unified information policy, in particular, the role of the United States in the creation of global information infrastructure and information standards is emphasized. The role of political actors is assigned not only to states, but also to public and commercial organizations. The state, even a very influential one, does not always effectively manage the processes of the global information environment, as there are rules established by Internet companies. Turkish researcher O. Shen proposed to consider the concept of “geo-internet” as a modern dimension of geopolitics, because the network has an active influence on international relations. For example, he gives the publication of documents by Wikileaks or the revolutionary events in the Middle East called “Arab Spring”. G. Pocheptsov, a well-known specialist in the field of communication technologies, considers the information and communication space as a representation of prospective changes in the economic and political spheres, while the emergence of new media is accompanied by the state's attempts to “tame” them, returning to the existing distribution of power in society and the state (Половинчак, 2015).

## 4. Conclusions

International politics takes place in two planes: real, i.e. traditional and virtual, i.e. through social media. The main actors of international relations are states that are trying to get a positive image through the network in order to win the favorable attitude of the world community. At the same time, social and communication technologies have negative features when they become the object of manipulation and information wars. The dependence of the state and the effectiveness of international relations are directly proportional to the image in social media. The popularity of the state and its diplomatic institutions depends on the level of promotion in social media: the higher the level of popularity, the higher the trust in a particular diplomatic institution.

## REFERENCES

1. Галич Т. Соціальні Інтернет-мережі та віртуалізація суспільного життя. *Соціологія майбутнього*. 2010. Вип. 1. С. 145-152.
2. Григорова З. Нові медіа, соціальні медіа, соціальні мережі – ієрархія інформаційного простору. *Технологія і техніка друкарства.* 2017. Вип. 3 (57). С. 93-100.
3. Лісовський М. Феномен Інтернету як засіб маніпулювання свідомістю в сучасному українському суспільстві. 2005. URL : http://novyn.kpi.ua/2005-3-1/04_Lisovskii.pdf [Дата звернення: 10.12.2022 р.].
4. Пінченко Н. Актуальні проблеми міжнародних відносин. 2014. Вип. 121, ч. 1. С. 69-79.

5. Пінченко Н. Соціальні медіа в структурі зовнішньої політики провідних міжнародних акторів. 2014a. Київ : Центр вільної преси.
6. Половинчак Ю. Мобілізаційний та маніпулятивний потенціал дискурсу соціальних медіа в перехідному суспільстві. 2015. URL: http://inso.ge/inso2015/wp-content/uploads/2015/07/4-iulia-polovinchak.pdf [Дата звернення: 10.12.2022 р.].

# CENTRAL BANK DIGITAL CURRENCIES: NEW PAYMENT OPPORTUNITIES

*V. O. Tymofeyeva,*
*M. V. Karpusenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Tymofeyeva V. O., Karpusenko M. V. Central bank digital currencies: new payment opportunities.** The article provides an analysis of the main problems, prospects and features of the world experience in the introduction of central banks' digital currencies (CBDC) with the application of a non-standard approach to the basics embodied in the classic fiat money. Central banks have for many years provided the population with reliable money within the limits of state policy objectives. Given the changes in the digital world, central banks are actively exploring the advantages and disadvantages of offering a digital currency to the public – CBDC.

**Keywords:** state policy, new opportunities, benefits, risks, fiat money, central banks, digital currencies.

**Тимофєєва В. О., Карпусенко М. В. Цифрові валюти центрального банку: нові можливості платежів.** У статті наводяться аналіз основних проблем, перспективи та властивості цифрових валют центральних банків (CBDC) з досвіду багатьох країн світу. Цифрова валюта центрального банку – це нові можливості, які отримують клієнти та держави в цілому. Центральні банки протягом багатьох років надають надійні гроші населенню в рамах завдань державної політики. Для того, щоб врахувати всі можливі зміни у цифровому світі, центральні банки з все більшою увагою досліджують переваги й недоліки пропозицій цифрової валюти для населення – CBDC.

**Ключові слова:** державна політика, нові можливості, переваги, ризики, фіатні гроші, центральні банки, цифрові валюти.

## 1. Introduction

The r e l e v a n c e of the study lies in that in recent years there has been a rapid development of the sphere of digital currencies, the production and circulation of which takes place under different models, using different technologies and in a different legal field.

The central bank's digital currency (hereinafter – CBDC) is a new form of public electronic currency issued by the central bank. It is available in a variety of forms, including retail or wholesale trading, and based on accounts or tokens, and contains a digital book that can use technologies such as blockchain.

The advent of digital money is another step in the evolution of money in the modern world. The idea of central banks examining the issuance of their own digital currencies in recent years has been widely accepted worldwide. The interest is fully substantiated: the role of innovation in the financial sector is growing, new payment technologies and services are emerging in the market, central banks are seeking to increase transparency, speed, convenience and security of settlements. Also, digital currencies can also reduce the share of cash in the circulation of countries. Consequently, the monetary system needs to change under the influence of innovative financial technologies. Determining the peculiarities of such money, its qualitative properties, the prospects of its implementation and use is becoming an urgent problem.

The g o a l s and o b j e c t i v e s of the study. The set goal leads to the need to solve the following scientific tasks:

1. Familiarize yourself with the central banks' digital currencies;

2. Consider new possibilities for payments through the central banks' digital currencies;

3. Analyse risks of central banks' digital currencies.

O b j e c t and s u b j e c t of study.

The object of the study is the digital currency of the central bank, and the subject of the study is the possibilities of digital currency, options and risks of its use.

M e t h o d s of research.

The information base was such sources as works of domestic scientists, articles, scientific manuals and others. In studying this work, the author applied the following methods: empirical research, method of comparison, methods of analysis and induction.

## 2. New opportunities for payments using central bank digital currency

Digital currency is simply electronic, not physical money. Central Bank digital currencies are digital versions of a country's physical currency, for instance, the digital dollar, euro, pound, or yuan. The central banks that issue and manage these digital currencies are the national financial authorities that control the country's currency, money supply and monetary policy, such as the setting of interest rates that change the cost of borrowing (Weforum.org., n. d.).

The CBDC is expected to make instantaneous payments and lower fares than the available means of payments (for example, a reduction in the cost of non-cash transactions due to a waiver of acquiring commission).

The CBDC can provide better management and transparency of finances, as well as help curb money laundering and counterfeiting. Digital money will facilitate cash collection in logistically difficult conditions (in island states, mountains etc.).

According to CBDC's mix of properties, possible uses include: CBDC as the digital equivalent of cash; CBDC for interbank settlements; CBDC as a monetary policy tool; CBDC as the equivalent of a central bank account.

As a high-tech payment tool, digital currencies can provide new opportunities, including:

confidentiality of information about the consumer (limited information about the purpose of payment and its recipient, which reduces the risks of using personal information about consumer benefits);

integration with digital platforms. Free conversion of digital currency into cashless money and back (subject to established restrictions);

round-the-clock access on single terms. Digital currency as a «public good» will be provided by the central bank on single terms and can be available in 24/7 mode throughout the country as in the application of the bank (financial intermediary);

ability to use offline (main types of operations);

availability of CBDC to consumers based on user accounts or through digital tokens;

ability to use CBDC not only in the domestic market, but also in cross-border payments.

Depending on CBDC's technology and structure, the payment system can be:

1) Direct – the regulator without intermediaries will independently distribute digital money, service retail payments and maintain a transaction register;

2) Hybrid – the regulator will maintain a transaction register and will manage a backup technical infrastructure. Intermediary banks will serve retail payments;

3) Indirect – the payment system is managed entirely by the intermediary banks. No regulator is considering this option yet. The second feature is an infrastructure that should provide reliability and flexibility of payments and can be based on a conventional centralized database or distributed ledger technology (Distributed Ledger Technology, DLT) with limited access. No central bank is experimenting with an open DLT (where no infrastructure access permission is required) used for bitcoins and many other private cryptocurrencies (Ua.news.ua, n. d.).

The means and instruments of retail payments available on the market today – cash, payment orders, payment cards and electronic money – have both inherent advantages and disadvantages.

The advantages of such CBDC for the user should be: optimal tariffs; ease of use; quick access to user status; safety: repayment and settlement guaranteed by the National Bank; technology security; speed of settlement (Аналітична записка, 2019, с. 5-11).

The National Bank sees CBDC as an alternative tool for making instantaneous payments on small amounts by individuals. The advantages of CBDC can be ease of use, security (repayment and settlement guaranteed by the National Bank), fast acquisition of user status, speed of settlement.

**3. Risks of the digital currency of central banks**

These are the 10 key risks and considerations often overlooked in the CBDC debate that should be carefully weighed when central banks consider trade-offs from digitizing their national currencies.

1. Technological risks and aging.

The launch of CBDC will transfer significant technological risks to the public sector and, finally, to taxpayers, who will bear the main brunt of fast-changing and often experimental technologies. The blockchains are now in the third generation, and open-source public financial infrastructure technologies are developing rapidly. Consumers, markets and governments benefit equally.

2. Cyber threats and individual fault points.

The CBDC will always require a centralization that will amplify the already numerous cybervulnerabilities and increase the surface and vectors of the attacks to encompass central banks now, in addition to the economy as a whole. In order to truly exploit the inherent cyberstability of distributed systems, public blockchains along with a competitive free market for moving value online are the best long-term position.

3. Privacy and consumer protection.

CBDC, especially if it is released at the retail level or by a less benevolent government (due to the thin line between democracy and anarchy), will present a potentially alarming infringement of privacy and consumer protection. The right to legitimate use of money (a public good to which equal access is a human right) and how it is preserved, channelled, spent and protected should be as free as possible, while maximizing punishment for perpetrators.

4. Systemic risk and destabilization.

CBDC poses a potential internal «flight to quality» problem that could destabilize the two-tier banking system that central banks are supposed to protect. The potential systemic impact of CBDC, the prospect of side effects due to the increased velocity of money, among other risks, could have serious disastrous consequences for the banking system and the economy as a whole. The model represented by privately issued digital currencies with a real «air gap» between the underlying assets (such as cash, their equivalents and high-quality assets in the banking system) and tokenized assets in public blockchains, does not create new money and protects and preserves the two-tiered banking system. It is important that the transmission of monetary policy is also preserved.

5. Supplier risk and technology capture.

For the CBDC to exist, someone is selling some new technology to central banks. This creates vulnerability in the supply chain and the risk of an often-forgotten supplier, not to mention the potentially insidious prospect of buyer contrition or technological aging. Protection of the public origin of money and monetary supervision do not require central banks to turn into retail banks or, worse, into technology service providers with huge data warehouses reproducing the same «lure» databases that attract packs of cybercriminals.

6. Limitation of digital doubles.

Conceptually, CBDC comes in different shapes and sizes, with the most likely outcome being a wholesale version that could potentially make interbank relationships more efficient, but would leave retail and market improvements for leakage down. True financial availability and the benefits of innovation, as with the current state of digital currencies, electronic money, and mobile money innovation, depend on powerful free market competition and innovation with exponential technologies. Many of these can be considered digital public goods that benefit from open source standards that promote competition and rapid prototyping, and benefit from thousands of cybersecurity developers and experts (using bug bonuses) that jointly improve stability.

7. Essence in decentralization.

Thus, a CBDC published and administered by a central authority is likely to include closed loop or pseudo-blockchain systems that in turn reproduce the same cyber vulnerabilities and other potential manipulations, which distributed systems were designed to fight.

8. Regulate the activity, not the technology.

Most competitive regulators and banks recognize the need for regulation of financial activities, not technology. Despite the absence of industrial policies in the US and other countries regarding the use of exponential technologies such as blockchain, artificial intelligence, and quantum computing, among others, there is a tendency, regulators want to ban crypto-assets and blockchain-based payment systems. They become a potential exponential advantage in financial crime compliance and security through the collective testimony of public financial books on the Internet.

9. Violation of free markets.

A vibrant and competitive economy promotes growth through a creative and destructive process. Over the first decade of cryptocurrencies, digital assets, and publicly available blockchains (now in the third generation), entrepreneurs have created a $2 trillion sector. This journey was full of risks, setbacks, lessons learned and, importantly, growing normative understanding and clarity on how to use these fundamental innovations responsibly. If it is acting like a security, she probably is. If it behaves as a currency or payment system, it should be given advantages of «digital legal tender» or compliance with well-established money transfers, electronic money, financial market infrastructure and prudential rules.

10. Complex systems fail in complex ways.

Shifting a business model based on a fast-growing blockchain to the public sector for something as fundamentally important as money and monetary supervision negates the fact that most value-added money in circulation today (M2) benefits from a robust banking, payment and technological landscape – all under the supervision and global coordination of central banks as macroprudential system security (Forbes.ua, n. d.).

## 4. Conclusions

CBDC can have a variety of functions and have different impacts on a country's financial system:

1. Cash. Citizens gradually transition from fiat money to their digital counterparts. Central bank monetary policy remains largely unchanged.

2. Payment system. Competition in the payment market will grow, and it will be easier for citizens to pay for goods and services. The role of the central bank will grow; the monetary system will be more digitized.

3. Deposits. Using CBDC as deposits will significantly change financial policy. The role of commercial banks and their impact on the economy will change dramatically.

Simplified financial monitoring, fight against corruption and tax control – advantages that be brought to Ukraine by the use of the digital currency of the central bank (Coinspaidmedia.com, n. d.).

Like any other evolution in the movement of money since mankind moved from trucking and bartering to more formalized units of calculation and means of exchange, the movement of money has invariably become a public-private phenomenon.

## REFERENCES

1. Національний банк України. Аналітична записка: навч. посібник. Київ: Національний банк України, 2019. С. 5-11.
2. Coinspaidmedia.com. URL: https://coinspaidmedia.com/academy/cbdc-what-is-it/
3. Forbes.ua. URL: https://forbes.ua/innovations/shcho-take-cbdc-ta-chi-korisno-zaprovadzhuvati-tsifru-valyutu-v-ukraini-pid-chas-viyni-20102022-9180
4. Weforum.org. URL: https://www.weforum.org/agenda/2022/08/what-are-central-bank-digital-currencies/
5. Ua.news.ua. URL: https://ua.news/ua/money/chto-takoe-cbdc-y-zachem-myrovye-tsentrobanky-zapuskayut-sobstvennye-tsyfrovye-valyuty

# INVESTMENT MARKET OF UKRAINE: STATE AND PROSPECTS

***A. P. Vasylchenko,***
***A. Y. Ponikaryova, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Vasylchenko A. P., Ponikaryova A. Y. Investment market of Ukraine: state and prospects.** In this article, the current state of the investment market of Ukraine, as well as its trends and prospects are analyzed. The investment market takes an important place in any country in the world. Investment in fixed capital is a very important component of economic growth. The quality of life of the population and other important characteristics of the development of modern society depend on the rate of economic growth of the country, that is, on the attraction of investments. The investment market of Ukraine is very attractive, but it is currently in a very difficult situation because of the war. Therefore, it is very important to develop a balanced investment policy at the state level.

**Keywords**: investment market, state regulation, investments, investment activity, economic growth.

**Васильченко А. П., Понікарьова А. Ю. Інвестиційний ринок України: стан та перспективи.** У статті проводиться аналіз сучасного стану інвестиційного ринку України, а також аналізуються його тенденції та перспективи. Інвестиційний ринок займає важливе місце у будь-якій державі світу. Інвестиції в основний капітал є дуже важливою складовою економічного зростання. Якість життя населення та інші найважливіші характеристики розвитку сучасного суспільства залежать від темпів економічного зростання країни, тобто від залучення інвестицій. Інвестиційний ринок України є дуже привабливим, але зараз перебуває в дуже складному положенні через війну. Тому дуже важливо виробити виважену інвестиційну політику на державному рівні.

**Ключові слова**: інвестиційний ринок, державне регулювання, інвестиції, інвестиційна діяльність, економічне зростання.

## 1. Introduction

The investment market is a market in which the objects of purchase and sale are various investment goods and instruments, as well as investment services that provide the process of real and financial investment.

Investments play an important role in any state, and their importance for Ukraine cannot be overestimated. Ukrainian scientists claim that investment in fixed capital is a decisive determinant of economic growth. The quality of life of the population and other important characteristics of the development of modern society also depend on the rate of economic growth of the country, that is, on the attraction of investments. It follows from this that management of investment processes, ensuring their full return is one of the primary tasks of both central and regional authorities. That is why this study is relevant.

The o b j e c t of the article is the research of the current state of investment market of Ukraine.

The s u b j e c t is trends and prospects for the development of the investment market of Ukraine.

The g o a l is to study the state of the investment market in order to identify trends and prospects for the development of the investment market of Ukraine.

## 2. Theoretical foundations of the investment market

The investment market is a set of economic relations that arise between sellers and buyers of investment goods and services. The goods of this market are objects of investment activity.

Investments are all types of property and intellectual values that are invested in objects of business and other types of activity, as a result, profit is created and a social effect is achieved.

Subjects of investment activity can be citizens and legal entities of Ukraine and foreign countries, as well as states in the form of governments. The main subject of investment activity is an investor who invests his own or borrowed funds in investment objects, makes decisions on the forms and methods of their use, bears full property and financial responsibility for the results of the use of invested funds.

The investment market includes the market of real investment objects and the financial market.

The Law of Ukraine about Investment Activities and other legislative acts of Ukraine regulate relationships that arise during the implementation of investment activities in Ukraine.

## 3. Analysis of the state of the investment market of Ukraine

Today, the legal system of Ukraine includes a large number of legal acts regulating relations in the investment sphere.

Analysis of the state of legal regulation in the investment sphere of Ukraine shows that investment legislation needs further improvement, because, despite the extensive system of legal acts, it is currently premature to talk about a coherent and mutually agreed system of legislation.

The national legislation in the field of regulation of investment activities is unstable, the legal framework undergoes constant changes, because in the process of its formation, some legal acts are adopted, others are cancelled, or their provisions are reflected in other legal acts (Official website of the Ministry of Justice of Ukraine, n. d.).

Foreign direct investments in the economy of Ukraine over the past 12 years have been quite uneven. The inflow of foreign direct investment into Ukraine fluctuates significantly and depends significantly on the state and changes in the political and economic situation in the country and the world. The largest volume of foreign investment inflows to Ukraine took place in 2012 – 8,401 million dollars. USA (“Ministry of Finance”, n. d.).

As of 31.12. 2021, the largest volumes of direct investment were directed to industrial enterprises – 43.3% and organizations engaged in wholesale and retail trade, repair of motor vehicles and motorcycles – 15.6% (Official site of the State Statistics Service of Ukraine, n. d.).

Analyzing the main countries of investors in the Ukrainian economy, Cyprus takes the first place – 31.3%, followed by the Netherlands – 21.6%, Switzerland – 6.2%, Great Britain – 4.9%, Germany – 4.6%, Austria – 3.1%, France – 2.0% and Luxembourg – 1.9%.

In January-December 2021, the leading spheres of economic activity, in terms of the volume of capital investments, remain: industry – 35.5%, construction – 7.8%, agriculture, forestry and fishing – 10.0%, information and telecommunications – 4 .4%, wholesale and retail trade; repair of motor vehicles and motorcycles – 8.2%, transport, warehousing, postal and courier activities – 6.9%, public administration and defense; mandatory social insurance – 12.3%, real estate transactions – 3.9% (Official website of the Ministry of Economy of Ukraine, n. d.).

If you look at the regions of Ukraine, the largest outflow of investments was from the Dnipropetrovsk, Donetsk and Luhansk regions. They invested in projects in Kyiv, Volyn, Chernihiv and Kherson regions (Analytical portal “Slovo i dilo”, n. d.).

Before the war, the main obstacle to changing the technological base was the lack of investment resources and the structure of gross savings peculiar to Ukraine, in which the savings of the population are 4-5 times smaller than the savings of enterprises.

In Ukraine, the level of domestic savings and investments is critically low, approximately half of what is needed for sustainable and rapid growth at the level of 6-7% per year.

After the war, it is expected that the lack of domestic investment can be compensated by foreign ones.

**4. Trends and prospects of the investment market of Ukraine**

Ukraine's economy has significant resource attractiveness. It is especially worth noting the land, forest and water resources, rich subsoil and soil. More than 60% of agricultural land is high-quality fertile black soil. In most regions of Ukraine, there is a sufficient amount of precipitation, solar energy, and a favorable temperature, which allows economic activity with limited costs in any branch of the economy.

Human resources are the biggest competitive advantage of the Ukrainian economy. The country has one of the most favorable population density indicators among the countries of the world. In 1999, Ukraine was among the ten most educated nations in the world and among the twenty countries in terms of the level of scientific training of personnel.

It is very important to make the investment policy as friendly as possible after the war. Foreign investments are the driving force behind the creation of favorable conditions for investment and effective functioning of foreign capital in the country. Attracting foreign capital prevents the monopolization of the economy, contributes to the formation of an effective structure of production, the implementation of market relations and the development of competitive advantages between subjects of economic activity.

For Ukraine, the experience of the leaders of Western Europe in attracting direct foreign investments, such as Poland and Hungary, is interesting.

An effective way of state regulation of investment activity in Poland is the systematic application of such organizational and economic measures as ensuring compliance with the current norms of regulation of investment activity, creating a favorable investment environment in the country for foreign investors, using marketing "promotion" funds to create a positive investment image of the state, a system of financial support for Polish investments, which concerns both investors (in the form of subsidies) and local authorities (assistance in the organization of regional infrastructure) (Малахова, Хобта, Гончар, 2021).

In recent years, a negative trend has been observed due to the reduction of investments in all types of industrial activity. Therefore, it is necessary to improve the investment attractiveness of the country due to the participation of the state in guaranteeing the protection and safety of the investor's capital investments, the formation of the necessary legislative framework in the field of innovation and investment processes, the formation of an effective investment strategy, the harmonization of domestic legislation with EU standards, which in turn will lead to an increase in the inflow of direct foreign investments.

## 5. Conclusions

The investment market of Ukraine has potential, but there are problems that should be paid attention to, one of which is the legal system of Ukraine. The analysis of the state of legal regulation in the investment sphere of Ukraine shows that the national legislation in the sphere of regulation of investment activity is unstable, the legal framework undergoes constant changes, because in the process of its formation, some legal acts are adopted, others are repealed, or their provisions find their own reflected in other normative legal acts.

Determining the prospects for the development of the investment market in Ukraine, it can be said that the war made the situation very difficult. Therefore, it is necessary to develop a balanced investment policy at the state level, and in the future to concentrate on increasing the level of investment attractiveness of various branches of Ukraine, the formation of effective investment principles, using foreign mechanisms of state support for the development of investment processes in the investment and innovation sphere.

## REFERENCES


1. Малахова Ю. А., Хобта М. О., Гончар Т. М. Зарубіжний досвід стимулювання інвестиційної активності підприємств. *Ефективна економіка.* 2021. № 2. URL: http://www.economy.nayka.com.ua/?op=1&z=8655 (дата звернення: 21.01.2023).5 с.
2. Analytical portal “Slovo i dilo”. URL: https://www.slovoidilo.ua/
3. Ministry of Finance. Direct foreign investments in Ukraine. URL: https://minfin.com.ua/
4. Official site of the State Statistics Service of Ukraine. URL: http://ukrstat.gov.ua/
5. Official website of the Ministry of Economy of Ukraine. URL: https://www.me.gov.ua
6. Official website of the Ministry of Justice of Ukraine. URL: https://minjust.gov.ua/

# POLAND'S REFUGEE POLICY DURING RUSSIAN INVASION OF UKRAINE

***Ye. M. Vasylevska,***
***Ye. M. Broslavska (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Vasylevska Ye. M., Broslavska Ye. M. Poland’s refugee policy during Russian invasion of Ukraine.** The article analyses the actions and legislative documents that guarantee assistance to Ukrainian refugees during the Russian invasion of Ukraine. The study considers a wide range of rights granted to citizens of Ukraine, as well as forecasting of the future state of affairs. The number of refugees had an effect not only on the economic situation of the country but also on the labour market and culture. It is concluded that Poland will face many problems that will need to be solved, but despite this, this country has provided the most significant support for all the years of coexistence.

**Key words:** assistance, foreign policy, Poland, refugees, social security, Ukraine

**Василевська Є. М., Брославська Є. М. Політика Польщі щодо біженців під час російського вторгнення в Україну.** У статті наводиться аналіз дій, а також законодавчих документів, що гарантують допомогу українським біженцям підчас російського вторгнення на територію України. Розглядається широкий спектр наданих прав громадянам України, а також прогнозування майбутнього стану справ. Така кількість біженців вплинула не тільки на економічне становище країни, але й на ринок праці та культуру. Робиться висновок, що Польща зіткнеться ще з багатьма проблемами, які потрібно буде розв’язати, але незважаючи на це, ця країна надала найбільшу підтримку за всі часи співіснування.

**Ключові слова:** біженці, допомога, зовнішня політика, Польща, соціальне забезпечення, Україна.

## 1. Introduction

The o b j e c t of this article is the analysis of Poland’s response to the Russian invasion of Ukraine. The s u b j e c t is the impact that it had on Poland. The p u r p o s e of the study is to determine the main aid that was provided by the Polish government. The r e l e v a n c e is the fact that nowadays Poland is the country with the greatest number of Ukrainian refugees, due to its geographical location and foreign policy.

## 2. Beginning

With around 1.5 million Ukrainians settled in Poland recently, this country is still receiving the largest number of refugees from Ukraine, although opportunities are stretched to the limit. Most of them are women and children.

On 12 March 2022, President Andrzej Duda signed the Act on assistance to Ukrainian citizens in connection with an armed conflict in the territory of that country. The new solutions have come into force, on the day of their publication in the Journal of Laws and are valid from 24 February 2022.

"I would like to stress once again: this Act is an expression of our solidarity for Ukraine. It is security for women, children and the elderly. This is a law that supports Ukrainians defending their homeland," – said Maciej Wąsik, Deputy Head of the Ministry of the Interior and Administration ("The Act on assistance", 2022).

## 3. Current state

The immediate need was to legalize the arrival of refugees in Poland, their stay and social protection, as well as their right to health care and employment. The main rights of citizens of Ukraine who come to Poland from 24.02.2022 are the following:

- legal stay within 18 months from 24.02.2022 — Legal stay arises from the provisions of the Law, there is no need to confirm it or apply for the purpose of issuing a document that would confirm it;
- the opportunity of employment without permission — the employer is obliged only to report this fact to the employment centre;
- the opportunity for economic activity on the same terms as the citizens of Poland;
- the opportunity to obtain a PESEL number (Universal Electronic System for Registration of the Population);
- access to health care;
- access to social security;
- access to schools, kindergartens, and nursery schools ("Nowelizacja ustawy", 2022).

Citizens of Ukraine have an opportunity to use the services provided in the Polish labour market. They can apply to employment centres, professional advisory centres, and take courses, on the same conditions as Polish citizens.

Assistance is provided by local authorities to the citizens of Ukraine. This may be, for example, the provision of accommodation or the guarantee of three meals for a group of people.

Citizens of Ukraine can apply for one-time assistance in the amount of 300 PLN per person. This includes covering expenses for food, purchase of clothes, footwear, means of personal hygiene, as well as payment for living.

Assistance was also provided in the form of food packages or meals under the Operational Program "Food Aid 2014–2020", which received financial support from the Fund for European Aid to the Most Deprived.

Every citizen of Ukraine who is legally in Poland is guaranteed to have access to the state health care system on the same conditions as the citizens of Poland. The National Health Fund will pay for each type of medical aid to be provided to the citizen of Ukraine in state healthcare institutions. Funding for this assistance will be provided from the state budget.

One of the important achievements is the launch of the Diia.pl application. Electronic document Diia.pl, which a citizen of Ukraine or another foreigner (whose stay in the territory of the Republic of Poland is recognized legal on the basis of the Law "on assistance to Ukrainian citizens in connection with an armed conflict in the territory of that country") can obtain, acts as a residence permit, which together with the current travel document is used to cross the external border of the EU. It also allows moving within the Schengen area within 90 days, during any 180-day period law ("Дія пл", n. d.).

With the application Diia.pl it is possible:

- to show your personal information securely,
- to confirm your status,
- to have your rights in the situations provided by polish.

Despite the unprecedented support of the Polish government, the citizens of this country had different thoughts about it. In order to analyse this, the Berlin-based Centre for East European and International Studies (ZOIS) conducted a survey among the young generation of Poland, which grew up after the collapse of the Soviet Union, and among Poles older than 65 years old, those who spent their youth during the Communist period (Krawatzek & Goldstein, 2022).

The results showed that the older generation is more likely to react positively to the influx of refugees. They believe that Ukrainians can fill gaps in labour resources and contribute to increasing the pension fund. However, the young Poles, especially young women, are concerned that their potential jobs will be taken over, as well as about an increase in spending on health care and social security. Nevertheless, many respondents said that Poland should accept as many refugees from Ukraine as it is necessary.

**4. Future plans**

"From January 1 (2023 – ed.) we want to introduce 50% of our participation (in the payment of accommodation – ed.) for those persons who are in the centres of temporary accommodation for more than 120 days," Szefernaker said ("Допомога українським біженцям", 2022).

He added that in the middle of next year, it would be necessary to fully cover the cost of a person's residence in such centres. However, this does not apply to the Ukrainians who have just arrived in Poland: Their stay in such centres will be free of charge for 120 days.

The Government Plenipotentiary for war refugees from Ukraine noted that the government is preparing for different scenarios, in particular, the one in which the next wave of refugees will arrive in Poland. However, the graph below shows that the probability of a new wave is quite low.

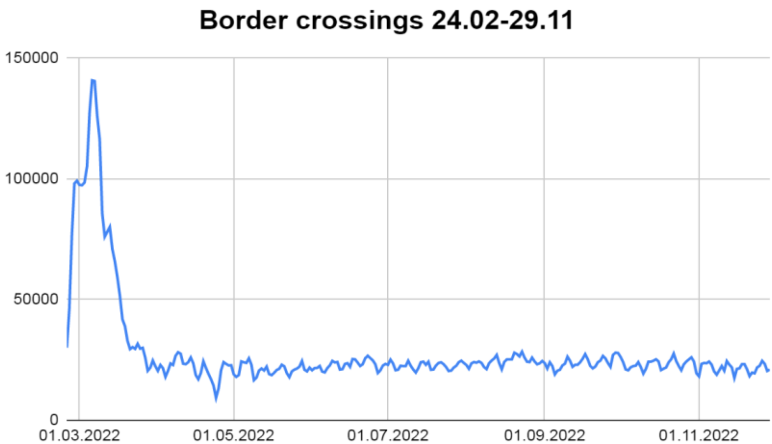



Fig. 1. Border crossings from Ukraine – by date
("Operational Data Portal", n. d.)

"Today there are no signs that a new wave of refugees will come. Ukrainians are interested in making as many people as possible stay in their country. They know that the next wave of refugees would be their loss in this war because the Russians only want Ukrainians to leave the country and no longer return," – says Paweł Szefernaker in an interview with *Rzeczpospolita* (Kacprzak & Zawadka, 2022).

## 5. Conclusions

After all, Poland is again becoming a multinational country, for the first time in many centuries. Ukrainians make up 3% of the Polish population. How can it affect the Polish language and culture? There is an issue with the adaptation of the older generation of refugees to the Polish environment. Will students receive the free education they had access to in their country? What happens after the war is over, will they want to stay in Poland or will they return home to rebuild their country? All these issues have yet to be resolved, but in spite of all these problems, Poland has given the greatest support the whole time of coexistence.

## REFERENCES


1. Дія пл (Diia.pl). (n. d.). URL: https://www.gov.pl/web/mobywatel-w-aplikacji/ua
2. Допомога українським біженцям: у Польщі планують поступово обмежуватиме виплати. (2022). URL: https://enovosty.com/uk/news-ukr/news_politics-ukr/full/dopomoga-ukrainskim-bizhencyam-u-polshhi-planuyut-postupovo-obmezhuvatime-viplati
3. Kacprzak I., Zawadka G. Zmiana strategii wobec uchodźców z Ukrainy. *Rzeczpospolita*: website. (2022). URL: https://www.rp.pl/kraj/art37403401-zmiana-strategii-wobec-uchodzcow-z-ukrainy
4. Krawatzek F., Goldstein P. Ukraine war: Poland welcomed refugees with open arms at first, but survey shows relations are becoming more strained. *The Conversation*: website. (2022). URL: https://theconversation.com/ukraine-war-poland-welcomed-refugees-with-open-arms-at-first-but-survey-shows-relations-are-becoming-more-strained-196080
5. Nowelizacja ustawy o pomocy obywatelom Ukrainy w związku z konfliktem zbrojnym na terytorium tego państwa. (2022). URL:

https://www.gov.pl/web/udsc/weszla-w-zycie-ustawa-o-pomocy-obywatelom-ukrainy-w-zwiazku-z-konfliktem-zbrojnym-na-terytorium-tego-panstwa#UA

6. The Act on assistance to citizens of Ukraine in connection with armed conflict on the territory of that country signed by the President. (2022). URL: https://www.gov.pl/web/mswia-en/the-act-on-assistance-to-citizens-of-ukraine-in-connection-with-armed-conflict-on-the-territory-of-that-country-signed-by-the-president

## SOURCES FOR ILLUSTRATIONS

1. Operational Data Portal. (n.d.). URL: https://data.unhcr.org/en/situations/ukraine/location/10781

# THE PHENOMENON OF THE SHADOW ECONOMY IN UKRAINE

*I. D. Velichko,*
*A. Y. Ponikaryova, PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Velichko I. D., Ponikaryova A. Y. The phenomenon of the shadow economy in Ukraine**. The article examines the current state of the Ukrainian shadow economy, the reasons for its appearance, the consequences of its existence, and countermeasures. This topic is relevant precisely because one of the most acute problems of the modern development of the Ukrainian economy, in addition to the war, is the problem of shadowing the economy – the basis for criminalization, corruption, bribery in the economic, political, and social spheres. And the study of ways of detinization of the country's economy is an urgent problem of the further development and formation of the economy and society of Ukraine. The purpose of the work is to study the features of shadowing of the economy of our country and its impact on the level of economic development. The object of research is the economy of Ukraine, and the subject is the influence of the shadow sector on the country's economy.

**Keywords:** economics, shadow sector, consequences of shadowing, counteraction, foreign experience.

**Величко І. Д., Понікарьова А. Ю. Феномен тіньової економіки в Україні.** У статті досліджено сучасний стан тіньової економіки України, причини її появи, наслідки існування та заходи протидії. Ця тема є актуальною саме тому, що однією з найгостріших проблем сучасного розвитку української економіки, окрім війни, є проблема тінізації економіки – основи криміналізації, корупції, хабарництва в економічній, політичній та соціальні сфери. А дослідження шляхів детінізації економіки країни є актуальною проблемою подальшого розвитку та становлення економіки та суспільства України. Мета роботи – вивчити особливості тінізації економіки нашої країни та її вплив на рівень економічного розвитку. Об'єктом дослідження є економіка України, а предметом – вплив тіньового сектору на економіку країни.

**Ключові слова:** економіка, тіньовий сектор, наслідки тінізації, протидія, зарубіжний досвід.

## 1. Introduction

The shadow sector tends to grow due to price and devaluation shocks, the war with Russia, and the influence of external negative processes. Inefficiency and non-transparency of state policy lead to the fact that entrepreneurs are forced to conduct shadow business. Such a situation prompts us to look for ways to investigate the shadow economy sector as accurately as possible and to create mechanisms that allow us to reduce the size of this sector. For Ukraine, democratic transformations in society, the development of socially oriented market relations, as well as the improvement of the management mechanism can contribute to the exit of the economy from the "shadow", which is the basis of the socio-economic progress of society. For this, it is necessary to improve the tax system, the legislative framework, attract investment capital to the sector of the legal economy, etc.

According to the purpose of the work, the following tasks can be distinguished: to determine the essence of the shadow economy, its causes; to analyze the economic problems of shadowing the Ukrainian economy; determine promising ways to reduce the level of the shadow economy in Ukraine.

## 2. Theoretical foundations of the concept of the shadow economy and ways of its influence on the economy

The shadow economy is an illegal, unaccounted for, fictitious, self-interested activity, the goal of which is to obtain income hidden from the official authorities by any means, even criminal or illegal. According to UN documents, the shadow economy includes hidden and officially unregistered production. Taking into account the versatility of the existence of the shadow economy, the following structuring of it is justified: informal economy, hidden economy and underground economy. All socio-economic processes are negatively affected by the shadow economy. Excluding the shadow economy in calculations cannot provide a complete analysis of the micro- and macro-levels, approve legislative and other management decisions (Pobuta, 2013). The growth of the economy in the shadow leads to a decrease in the effective implementation of state policy, a complication, and even an impossibility of regulating the economy by market methods using the tools of monetary, credit, and tax policy (Скорук, n. d.). At an acceptable level, even the shadow economy can have a positive effect. Further shadowing of the economy, its rooting in transformational societies leads to macroeconomic disparities and deformations in the structure of socio-economic development, which gives reason to recognize the shadow economy as one of the threats to the national interests of the country and to ensure national security in the economy (Гордійчук, 2019).

### 3. Analysis of the current state of shadowing of the economy of Ukraine

Certain scientists testify to the level of the shadow economy, which can easily be accepted as the norm – 5-10% of GDP. Since the size of the shadow sector is more than 30% of GDP, it is unacceptable for the national economy.

According to preliminary calculations of the Ministry of Economy, the level of the shadow economy in January-September 2021 was 31% of the volume of official GDP, which is 1 percentage point less than the indicator of the corresponding period of 2020.

A slight decrease in the level of the shadow economy took place against the background of adaptation of business entities to activities in conditions of unpredictable quarantine restrictions. This is confirmed by the optimistic sentiments in business activity revealed by the enterprises, the preservation of stable consumer and investment demand in the conditions of the "green" level of epidemic danger throughout the country and, as a result, the improvement in the reporting period (compared to January-September 2020) of the financial results of operations enterprises against the background of a favorable foreign economic situation ("Тіньова економіка в Україні", 2017).

The tendency to decrease the level of the shadow economy in January-September 2021 was formed against the background of the adaptation of subjects of economic activity to activities in the conditions of quarantine restrictions and their use of new channels of "shadowing", which are not fully covered by separate existing methods of assessing the level of the shadow economy ("Загальні тенденції", 2021).

According to 2019 data, the percentage of the shadow economy in Ukraine was at the level of 27% of the GDP. If we compare it with other countries, we can conclude that this percentage is one of the largest in Ukraine ("Journal of Contemporary", 2022).

The share of the shadow economy increased during Russia's full-scale war against Ukraine, said the head of the parliamentary committee on finance, tax and customs policy, Danylo Hetmantsev.

"The battle with the shadow takes place constantly. Actually, what you hear in the information field is one of the signs and consequences of this battle. The shadow people resist, organize various provocations and antigovernment campaigns. Even in war. But the process of detinization cannot be stopped. It is not a matter of choice , this is a matter of the country's survival. Moreover, it is a mandatory condition for joining the EU. Therefore, any discussion about detinization in society must be stopped as such and I call on those who are still in the shadows to urgently switch to the side of the white economy." – noted Danylo Hetmantsev.

## 4. Analysis of possible ways of counteracting the shadowing of the economy in Ukraine with the possible use of foreign experience

Detinization of the economy is a holistic system of actions aimed primarily at overcoming and eradicating the causes and prerequisites of shadow phenomena and processes. According to leading scientists, the main tasks of the state policy regarding the detinization of the economy of Ukraine should be: carrying out reforms in the tax system in the direction of ensuring the evenness of the distribution of tax pressure on tax payers, simplifying the tax administration procedure; improvement of monetary and banking systems, optimization of the lending mechanism; increasing control in the budgetary sphere, introducing transparent mechanisms for the distribution and use of budget funds; improvement of the control system in the field of foreign economic activity, elimination of the causes and conditions of contraband importation of goods into Ukraine under the "stopped transit" scheme (Polese, 2019).

When forming measures to legalize shadow economic activity, it is necessary to take into account the fact that the underground sector is the leading key to the livelihood of a significant part of the population of Ukraine. Therefore, it is important to avoid a one-sided approach to the problems of shadowing; to take into account the damage that will be caused to the population of Ukraine in the event of an increased reduction of the shadow sphere, to describe the chances of the country to compensate for these losses (Баранов, 2015). Let's consider in more detail the main principles, mechanisms and measures of detinization of national economies in the countries of the European Union, using the example of some member states. Poland – prohibition of conducting economic activities of those individuals who have previously committed a serious tax crime. Introduction of property liability of legal entities for committing an economic crime. USA – strengthening the role of state special services in controlling the spread of the shadow economy in the country and their interaction with the state structure in general. In Ukraine, employees of the Security Service of Ukraine have similar functions. Great Britain – increasing the level of citizens' trust in the authorities, strengthening the independence of the courts by placing them under public control, increasing the punishment for bribery. Belgium – establishment of the Central Office for Combating Corruption.

The main means in the fight against the shadow economy in these countries are: transparent tax, criminal and civil law, a high level of remuneration of civil servants, an effective mechanism for protecting the rights and freedoms of citizens against encroachment by state structures, an effective market mechanism and a high level of competition.

## 5. Conclusion

The shadow economy has a generally destructive effect on the national economy, inhibiting the flow of funds to the budget and spoiling its investment attractiveness of the domestic economy. Because of that, the problem of forming systemic mechanisms of detinization of the economy of Ukraine, using economic, social, political, and normative and legal instruments, is urgent. Based on the received information, it can be confirmed that the shadow sector exists in all spheres of activity and is created by macroeconomic entities. A significant volume of shadow circulation falls on the sectors of households and enterprises. An important role in overcoming the shadow economy is played by the state, which must take a number of measures to gradually eliminate the causes of shadow economy. In the course of the study, analyzing the trends and nature of the development of the “shadow economy” in Ukraine, the following were identified among the main ways to reduce shadowing: a balanced, reasonable tax policy; creation of a favorable investment climate; neutralization of corruption; change in legal awareness.

## REFERENCES

1. Баранов С. О. Шляхи детінізації економічних процесів. 2015. URL: https://core.ac.uk/download/pdf/233892334.pdf (Дата звернення: 17.12.2022)
2. Гордійчук М. Тіньова економіка: позитивні та негативні ефекти. 2019. URL: https://cyberleninka.ru/article/n/tinova-ekonomika-pozitivni-ta-negativni-efekti (Дата звернення: 11.12.2022)

3. Загальні тенденції тіньової економіки в Україні у січні-вересні 2021 року. URL: https://www.me.gov.ua/Documents/List?lang=uk-UA&id=e384c5a7-6533-4ab6-b56f-50e5243eb15a&tag=TendentsiiTinovoiEkonomiki (Дата звернення: 20.12.2022)
4. Скорук О. В. Тіньова економіка: сутність, причини, соціально-економічні наслідки та шляхи подолання в Україні. URL: https://economyandsociety.in.ua/journals/11_ukr/20.pdf (Дата звернення: 15.12.2022)
5. Тіньова економіка в Україні: стан, тенденції, шляхи подолання : аналітиний огляд / [упоряд.: С. С. Чернявський, В. А. Некрасов, А. В. Титко та ін.]. Київ : Нац. акад. внутр. справ, 2017. URL: https://www.naiau.kiev.ua/files/naukova-diyalnist/naukovi-zaxodi/zbirnuki/2017/tin_ekon.pdf (Дата звернення: 18.12.2022)
6. Encyclopaedia of Informality. Accessed 2 March 2022. URL: https://www.in-formality.com/wiki/index.php?title=Informality_in_Ukraine_and_beyond:_one_name,_different_flavours...with_a_cheer_for_the_Global_Encyclopaedia_of_Informality&mobileaction=toggle_view_desktop (Дата звернення: 17.12.2022)
7. Journal of Contemporary Central and Eastern Europe. 2022. Vol. 30, No. 1, 101-123. URL: https://doi.org/10.1080/25739638.2022.2044585
8. Pobuta M. V. 2013. An evolution of shadow economy in Ukraine. URL: https://www.econa.org.ua/index.php/econa/article/view/158 (Дата звернення: 24.12.2022)
9. Polese, A. 2019. “Informality in Ukraine and beyond: one name, different flavours…with a cheer for the Global Encyclopaedia of Informality”. Accessed 2 March 2022. URL: https://www.in-formality.com/wiki/index.php?title=Informality_in_Ukraine_and_beyond:_one_name,_different_flavours...with_a_cheer_for_the_Global_Encyclopaedia_of_Informality&mobileaction=toggle_view_desktop (Дата звернення: 17.12.2022)

# SUPPORT OF SMALL BUSINESS N UKRAINE AND ABROAD

***Y. A. Vereshko,***
***M. M. Medvid, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Vereshko Y. A., Medvid M. M. Support of small business in Ukraine and abroad.** The article analyses the importance of small business development in the country and its support from the state. The development of entrepreneurial activity has a strong influence on the growth of the population's standard of living and economic development in the state, especially small businesses. In developed countries, much attention is paid to supporting small business, which strengthens the economy of countries and creates a favourable environment for the life of civilians.
**Keywords:** development, economy, enterprises, small business, support.

**Верешко Ю. А., Медвідь М. М. Підтримка малого бізнесу в Україні та за кордоном.** В статті проаналізовано важливість розвитку малого бізнесу в країні та його підтримка державою. Розвиток підприємницької діяльності дуже сильно впливає на зростання рівня життя населення та економічний розвиток в державі, особливо на це впливає саме малий бізнес. У розвинутих країнах світу приділяється багато уваги до підтримки малого бізнесу, що укріплює економіку країн та створює сприятливе середовище для життя мирного населення.
**Ключові слова:** економіка, малий бізнес, підприємства, підтримка, розвиток.

## 1. Introduction

The s u b j e c t of the article is the analysis of the development of small entrepreneurship in developed countries and in Ukraine, its importance in the economy of developed countries of the world, as well as the identification of weak points in the support of small enterprises in Ukraine.

The p u r p o s e of the work is to determine the problems of development and support of small business in Ukraine and to find a solution to the problem of development with the help of the experience of supporting small business in other countries of the world.

World experience shows that the development of small business supports the stability of the economic situation in the country, and also helps developing countries to raise their economies. The ease of opening a small business leads to the expansion of services in the market, the increase of jobs and the improvement of the standard of living in the cities.

Over the past ten years, Ukraine has experienced many economic crises, changes in the government, a pandemic and is going through a war. Ukraine`s economy is very unstable and nneds a lot of support from both the government and the citizens. According to the Ministry of Digital Transformation of Ukraine:

(1) *As of June 21, 2022, 46.8% of enterprises have suspended their activities compared to the period until February 23, 2022. The total direct losses of medium and small businesses from February 24, 2022 are approximately $85 billion. The average rate of sales in 2022 is expected to be 48%.* ("Міністерство цифрової трансформації", n. d.)

In these circumstances, the development of small business in Ukraine will contribute to increasing the stability of its economy. Therefore, the analysis of domestic and foreign experience of small business development will help to determine effective ways of supporting small business.

**2.1. The importance of small business in the country's economy**

Small business provides the necessary mobility in the development of the state`s economy. The main amount of taxes received by the government comes from the activities of small business, it expands the range of goods and services on the market and supports a high level of competition, which stimulates the production of higher quality and diverse products. Because of fierce competition in the market small businesses are always forced to develop and adapt to the latest trends in the world. Therefore, the main quality of a small business is flexibility and the desire to be the most modern.

According to statistics provided by the Organization for Economic Cooperation and Development:

(2) *Approximately 45-50% of population employment and production of 35-40% of the world's GDP is accounted for by small businesses. In Europe, in 2017, small businesses created approximately 60% of GDP and created jobs for 55% of the population. Canadian small business shows the highest job creation rates (up to 70%), but its share of GDP is 38%.* (OECD, n. d.)

Figure 2.1 presents information on the percentage of jobs created by small businesses in different countries of the world.

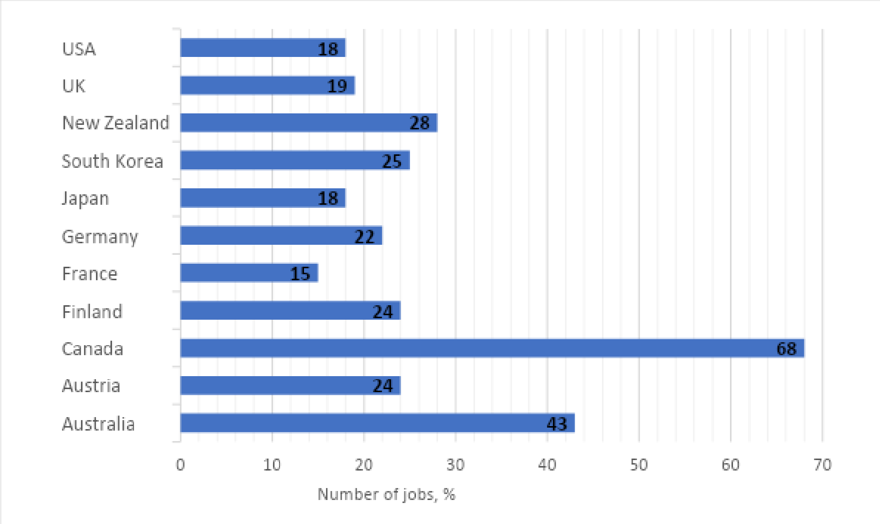



Figure 2.1. Number of jobs created in small business, %

The main factor in the positive development of small businesses in the country is the indicator of freedom of business. According to the following data from the Index of Economic Freedom for 2020:

(3) *Hong Kong remains in the top position, though its rating fell an additional 0.28 points. Singapore, once again, comes in second. The next highest-scoring nations are Switzerland, New Zealand, Denmark, Australia, United States, Estonia, Mauritius, and Ireland. The rankings of some other major countries are Japan (12th), Canada (14th), Germany (25th), Italy (44th), France (54th), Mexico (64th), India (89th), Brazil (114th), China (116th) and Ukraine is located on the 126th place with rate 6.11/10 points.* (Gwartney, n. d.)

The majority of Japan's population works in enterprises, with 99.7% being small and medium-sized businesses. One of the most popular types of business is a family business. A feature of doing business in Japan is that small and large businesses often cooperate. Usually, large enterprises involve small businesses in their work, where small one provides additional services to large businesses. For example, a small business growing vegetables in greenhouses sells its harvest to a large supermarket under contract. Thus, a small business has a permanent buyer, and a large one receives regular deliveries of fresh and high-quality products.

**2.2. The support of small business abroad**

The increase in the number of small businesses in the United States is filling their economy. All small businesses in the USA are divided into "nonemployer firms" and "employer firms". In 2021, there are approximately 32,540,953 small businesses in the US, 81% of them are "nonemployer firms" and 19% are "employer firms".

The special organization Small Business Administration (SBA) deals with the development of enterprises in the United States. SBA is an independent agency of the federal government that provides assistance, coordinates, protects the interests of small businesses in difficult situations and does everything to preserve free and competitive enterprise, as well as organizes, supports and strengthens the general economy of the country.

According to the SBA December 2021 statistics:

(4) *Small businesses as an independent business having fewer than 500 employees comprise 99.9% of all firms. From 1995 to 2020, small businesses created 12.7 million net new jobs while large businesses created 7.9 million. Small businesses have accounted for 62% of net new job creation since 1995.* ("U.S Small Business Administration", n. d.)

A way to develop small businesses in Britain is to support businesses through the banking system. Each bank has its own lending program. One of them is creating and expanding a business. British Business Bank offers financial support called "Start Up Loans", consisting of a loan of 25,000 pounds, a fixed annual interest rate of 6%, the repayment period is 1-5 years and provides 12 months of free mentoring. This program is sponsored by the government and provides an opportunity to expand your business or start your own start-up.

The French Ministry of Finance, in cooperation with France Active, guarantees equality for women entrepreneurs. This approach makes it easier for women to access bank credit who want to create their own business or develop projects. They cover up to 80% of a bank loan up to EUR 50,000. Also, since 2012, an agreement on women's entrepreneurship has been concluded between the state and the Caisse des dépôts organization, the main task of which is to develop a local and regional action plan to support and attract business among women in all sectors, including construction, digital technologies, innovation and others. Many events sponsored by the Ministry of Equality between men and women are held annually in the country, where the goal is to inform young people aged 13 to 25 about the culture of entrepreneurship and the success of women's businesses.

In France, it is possible to obtain national student-entrepreneur status for those under 28 years of age. This status allows students and young graduates to develop business projects, and also provides an opportunity to implement their projects as safely as possible.

### 2.3. Development of small business in Ukraine

In Ukraine, enterprises are divided into large, medium, small and micro enterprises, but the last two are usually combined into one indicator. The only support and protection that small businesses in Ukraine receive is the Law of Ukraine "On the Development and State Support of Small and Medium-Sized Businesses in Ukraine".

According to the data of the State Statistics Service, shown in Table 2.1, the number of small enterprises has hardly changed over the past ten years, which indicates insufficient support for business in the country.

*Table 2.1*

**Number of enterprises in Ukraine, 2010-2020**

| Year | Total number | Large business | | Middle business | | Small business | |
|---|---|---|---|---|---|---|---|
| | | Number | in % of the total number | Number | in % of the total number | Number | in % of the total number |
| 2010 | 378 810 | 586 | 0,2 | 20 983 | 5,5 | 357 241 | 94,3 |
| 2011 | 375 695 | 659 | 0,2 | 20 753 | 5,5 | 354 283 | 94,3 |
| 2012 | 364 935 | 698 | 0,2 | 20 189 | 5,5 | 344 048 | 94,3 |
| 2013 | 393 327 | 659 | 0,2 | 18 859 | 4,8 | 373 809 | 95 |
| 2014 | 341 001 | 497 | 0,1 | 15 906 | 4,7 | 278 922 | 81,8 |
| 2015 | 343 440 | 423 | 0,1 | 15 203 | 4,4 | 327 814 | 95,5 |
| 2016 | 306 369 | 383 | 0,1 | 14 832 | 4,9 | 291 154 | 95.0 |
| 2017 | 338 256 | 399 | 0,1 | 14 937 | 4,4 | 322 920 | 95,5 |
| 2018 | 355 877 | 446 | 0,1 | 16 057 | 4,5 | 339 374 | 95,4 |
| 2019 | 380 597 | 518 | 0,1 | 17 751 | 4,7 | 362 328 | 95,2 |
| 2020 | 373 822 | 512 | 0,1 | 17 602 | 4,7 | 355 708 | 95,2 |

Taxation is also one of the most important incentives for small business development. There are two forms of taxation in Ukraine – general and simplified. The general form of taxation is based on the company's profit and the simplified one divides all taxpayers into four groups to pay a single tax. The simplified system has its own restrictions on income, number of employees and type of activity. If the company is on the general type of tax, then it needs to pay income tax – 18%, single social contribution (SSC) – 22% and military levy 1.5%, and with a simplified taxation system, the company pays a single tax, which varies depending on the group. The first payer group – from 1 to 10% of the subsistence minimum, the second group – from 2 to 20% of the minimum wage, the third group – from 3% of income and value added tax (VAT) or 5% of income and without VAT. The simplified taxation system has certain restrictions on the types of activities. For example, taxpayers of the first group cannot carry out retail trade of goods and provide household services.

But only tax support in Ukraine is not enough for small business development. Small business development is possible only with a combination of different forms of support. The state needs to improve the accounting and reporting system, which will reduce the need for shadow financial accounting, introduce special loans with commercial banks at a minimum interest rate for opening a small business, and create a separate state organization to advise small businesses and help choose the optimal way of support.

## 3. Conclusion

To sum up, small business is an integral part of the economy of a developed country. It is highly flexible and innovative, easy to open and manage, and provides new jobs in the country. But the vulnerability of this type of business is the impossibility to withstand the crisis and changes in the state. Therefore, support from the country's government is very necessary for the development of small business. The example of small business support in the developed countries of the world shows the options for improving small business in Ukraine, which will lead to its prosperity.

## REFERENCES

1. Грановська І. Сучасний стан розвитку оподаткування малого бізнесу в Україні. Економіка та підприємництво. 2021. No. 3. P. 114-120.

URL: http://www.econom.stateandregions.zp.ua/journal/2021/3_2021/20.pdf (дата звернення: 03.01.2023)
2. Кількість підприємств за їх розмірами за видами економічної діяльності. Державна служба статистики України. URL: https://www.ukrstat.gov.ua/operativ/operativ2013/fin/kp_ed/kp_ed_u/arh_kp_ed_u.htm (дата звернення: 30.12.2022)
3. Міністерство цифрової трансформації України. Мінцифри: 93% малого та середнього бізнесу України допомагає державі перемогти у війні. Урядовий портал. URL: https://www.kmu.gov.ua/news/mincifri-93-malogo-ta-serednogo-biznesu-ukrayini-dopomagaye-derzhavi-peremogti-u-vijni (дата звернення: 26.12.2022)
4. Про розвиток та державну підтримку малого і середнього підприємництва в Україні: Закон України від 22.03.2012 р. № 4618-VI: станом на 17 черв. 2022 р. URL: https://zakon.rada.gov.ua/laws/show/4618-17#Text (дата звернення: 26.12.2022)
5. Gwartney J. Economic freedom of the world: 2022 annual report. URL: https://www.fraserinstitute.org/studies/economic-freedom-of-the-world-2022-annual-report [Accessed 3 Jan. 2023]
6. Ministry of the Economy of Finance and Industrial and Digital Sovereignty. National Student-Entrepreneur Status. URL: https://www.enseignementsup-recherche.gouv.fr/fr/statut-national-etudiant-entrepreneur-46412 [Accessed 5 Jan. 2023]. [in Fr.]
7. Ministry of the Economy of Finance and Industrial and Digital Sovereignty. Women entrepreneurs, what help to support you? URL: https://www.economie.gouv.fr/entreprises/femmes-entrepreneuses-entrepreneures-aides [Accessed 3 Jan. 2023]. [in Fr.]
8. OECD. URL : https://www.oecd.org/ [Accessed 3 Jan. 2023].
9. Office of Advocacy. Frequently Asked Questions. U.S. Small Business Administration. 2021. URL: https://cdn.advocacy.sba.gov/wp-content/uploads/2021/12/06095731/Small-Business-FAQ-Revised-December-2021.pdf [Accessed 3 Jan. 2023]
10. Support Japan. SME support Japan. URL: https://www.smrj.go.jp/english/about/ [Accessed 5 Jan. 2023]
11. U.S Small Business Administration. Organization. URL: https://www.sba.gov/about-sba/organization [Accessed 3 Jan. 2023]

# DEVELOPMENT OF THE COMPANY CORPORATE STYLE IN THE HOTEL BUSINESS

***D. R. Vikulova,***
***N. M. Startseva, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Vikulova D. R., Startseva N. M. Development of the company corporate style in the hotel business.** The article provides an analysis of the development of corporate style in the hotel business which plays a significant role in its performance. Company corporate style is vital for its customers and employees, as well as for competitors and partners. Corporate style reflects the philosophy of the company and its approach to business. Fundamental feature of the organization, the personal image of management – their goals and motives, preferences and tastes, is reflected in the corporate structure of the organization. The main elements of corporate style are described among which are trademark, logo, corporate block, slogan, company colors, set of fonts, the text information. The corporate image, the image of the hotel enterprise in servicing customers, directly affects competitiveness, accelerates and increases sales. It is a future-oriented tool for achieving the hotel enterprose's strategic goals.

**Keywords:** competitiveness, corporate style, customer, employee, image, hotel enterprise, philosophy.

**Вікулова Д. Р., Старцева Н. М. Розробка фірмового стилю компанії в готельному бізнесі.** У статті проведено аналіз розвитку фірмового стилю в готельному бізнесі, який відіграє значну роль у діяльності цього підприємства. Фірмовий стиль компанії важливий як для її клієнтів і співробітників, так і для конкурентів і партнерів. Фірмовий стиль відображає філософію компанії та її підхід до бізнесу. Фундаментальна риса організації – особистий імідж керівництва – їх цілі та мотиви, уподобання та смаки, відображається в корпоративній структурі організації. В статті описано основні елементи фірмового стилю, серед яких товарний знак, логотип, слоган, фірмові кольори, набір шрифтів, текстова інформація. Корпоративний імідж, імідж готельного підприємства в обслуговуванні клієнтів, безпосередньо впливає на конкурентоспроможність цього підприємства, прискорює і збільшує його продажі. Це орієнтований на майбутнє інструмент для досягнення стратегічних цілей готельного підприємства.

**Ключові слова:** готельне підприємство, імідж, клієнт, конкурентоспроможність, співробітник, філософія, фірмовий стиль.

## 1. Introduction

Each company wants to stand out among a large number of similar companies, declare itself and show its solidity. This is what serious companies strive for, therefore creating a corporate identity is a necessary step on the road to such a success what makes the study of the aspect r e l e v a n t . An improperly designed corporate identity can destroy a business and affect the future existence of the company. The s u b j e c t is the article is development of a corporate identity for the hotel and restaurant business. The p u r p o s e of the study is to determine the value of corporate identity. And for this, the following tasks were set: to define the concept of corporate identity, to analyze the elements of corporate identity, to determine the content and rules for developing corporate identity, to conduct a detailed analysis of the creative strategy for designing corporate identity of an organization, to explain the importance of concentration, to consider what graphic programs should be used to develop corporate identity style, explain how to work with graphic programs.

## 2. Corporate identity components

The market of hotel products and services is characterized by high competition, which forces companies to use all possible marketing techniques. However, the majority of domestic hotel companies rarely use such effective method of increasing their authority and recognition as a corporate style. In addition, some companies that use corporate styles do not achieve the expected results due to poor workmanship.

In marketing, the corporate style formation process has developed and is still rapidly developing. This is a set of colors, graphics, language, typography and design constants (permanent elements), which ensure the visual and semantic unity of the product or service, all information coming from the company, its internal and external design.

Corporate style, as a rule, reflects the philosophy of the company and its approach to business. When creating a corporate style, you should always remember what impression it should make.

There are three main image tasks in the tourism industry and hospitality: achieve a high level of efficiency in working with the consumer (tourist); to support the image of the hotel or travel agency, which forces consumers to choose your company among other organizations provided to them; establish an emotional connection with the buyer and increase hotel sales services (Герасименко, Галасюк, 2014, с. 240-244).

One of the most important and fundamental features is the image of the founder and key leaders of the organization, the personal image of management, reflected in the structure of the organization. Goals and motives, preferences and tastes are the basis for creating the image of a company. The image of the organization is mostly stable, but sometimes it can be in crisis. And to get a new chance to survive and become competitive again, the corporate image must be radically changed to attract a new audience.

### 2.1. Image formation

Corporate identity performs the following important functions in the life of the organization:

The function of image formation. Formation and maintenance of a quickly recognizable, original and attractive image of the company, which contributes to increasing its prestige and reputation. The positive perception of the company by the target audience is transferred to its products. Many people consider the quality of goods of a well-known trademark far exceeds the quality of anonymous products and are willing to pay more for them.

The function of identification. Brand identity helps to identify goods and indicates their connection with the company and their common origin.

The function of differentiation. Selection of goods and advertising of the company among the similar ones. Corporate style is an "information carrier" which helps the consumer to navigate the flow of goods and advertising selection process.

There are a number of functions of corporate identity in creating a PR-image:

- Nominative: it should create the prestige of a trademark (company), "make a name", linking a favorable image of the public consciousness with a specific product, a specific boss, a specific company.
- Aesthetic: it is designed to ennoble the impression made on the target audience by the product, company, make them attractive, smooth out the inevitable roughness of the design, project, program, emphasize, highlighting the merits, quality, advantages of the proposed product.
- Conservative: it is obliged to protect the main idea of the corporate identity against changes in fashion and new needs, new demand, new ideas in politics. The image provides variability of

the same idea for new generations of traditional consumers, supporters of social and political parties and movements. In this sense, the conservatism of the image is the basis of its modernity, invariable compliance with fashion and time.

- Address: it connects the company with its target audience, that is, with that group of consumers (supporters) who need this particular product, strive for this particular public company, prefer “their” addresses to others, distinguish them from other competitors and rivals. The target audience, finding a product that meets their expectations, supplements their impressions with emotional experiences related to the satisfaction of needs and expectations. An image is an image of a need created by artistic means (Гаврилюк, 2015, с. 121-125).

The main elements of corporate style are trademark, company font inscription (logo), brand slogan, company colors, branded set of fonts and other firm constants (Бойко, Гопкало, 2016, с. 448).

A corporate style is associated with a logo or sign in the same way. Creating a logo is quite a responsible task for every self-respecting company. After the concept is developed, the logo is developed. Options for writing the logo in the official language of the country, as well as in Latin, should be taken into account. It is worth remembering that creating a logo is an important mission, because it is the “face” of the enterprise. A logo or sign is intended, first of all, to identify an organization or a product on the market, to help the end consumer distinguish the products of different organizations within the same market segment. In other words, the main function of a logo is to create a memorable impression for customers. Based on its purpose, the logo is an integral part of the image of a certain product or company. A visually attractive, high-quality logo will not be on par with others, but will immediately draw attention to itself, arouse interest, captivate and thereby form a favorable image of the organization or product, perform aesthetic and advertising functions.

### 2.2. Functional Aspects

Corporate style is usually studied based on several functional aspects:

Firstly, as a design task. The corporate style is reduced to the creation and further refinement of the corporate block, that is, all kinds of combinations of the logo, a set of corporate fonts and the most necessary text information.

Secondly, as an element of the marketing complex, which includes advertising and PR. A classic example: building and maintaining a brand.

Thirdly, as an element of management. Corporate style is used literally in everything: in the exterior and interior design of the hotel building, in the selection and creation of accessories and equipment (appliances, furniture, textiles, decor elements) and, of course, in all types of advertising.

The presence of a well-formed corporate style in the hotel indicates the confidence of the management in providing services, and also brings the following advantages to the hotel:

1) assistance to potential guests in orientation in the market of hotel services, which is necessary for making a quick and correct decision on choosing a place of residence;

2) increasing the effectiveness of advertising;

3) harmonization and creation of the necessary unity not only for advertising, but also for other marketing communication, which include issuing prestigious booklets, holding press conferences, conducting video broadcasts via the Internet;

4) positive impact on the aesthetic level of the enterprise;

5) promotion of corporate morale, creation of involvement in the common “corporate patriotism” (Анненков, 2008, c. 20-21).

## 3. Conclusions

Thus, it can be said that the corporate style is a complex system of visual and textual identification that contributes to the formation of a favorable image of the company and strengthens the effectiveness of its advertising contacts with consumers, which increases the trust of partners and contributes to the growth of the company's reputation and popularity in the market.

Permanent elements of corporate style save the consumer's time, simplify for him the process of making a purchase or consuming services and evoke positive emotions associated with the name and image of the enterprise.

Corporate style involves the development of company symbols, namely a trademark, logo, corporate block, slogan, corporate colors, corporate fonts, and other corporate elements.

The development of the corporate style of the hotel enterprise helps to attract new and regular customers, to find a new market place with a view of the long-term development of the hotel enterprise.

**REFERENCES**

1. Анненков П. Успіх готельного проекту. Готель і ресторан. Бізнес і управління. 2008. № 4. С. 20-21.
2. Бойко М. Г., Гопкало Л. М. Організація готельного господарства : підручник. К. : Київ, нац. торг.-екон. ун-т, 2016. 448 с.
3. Гаврилюк С. П. Конкурентоспроможність підприємств у сфері тур бізнесу : навч. посібник. К. : КНТЕУ, 2015. С. 121-125.
4. Герасименко В. Г., Галасюк С. С. Організація надання туристичних послуг : навч. посібник. Одеса : Атлант, 2014. 244 с.

# SOCIAL MEDIA MARKETING AND ITS IMPACT ON THE HOTEL AND RESTAURANT BUSINESS

*Y. E. Vnukova,*
*N. M. Startseva PhD (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Vnukova Y. E., Startseva N. M. Social media marketing and its impact on the hotel and restaurant business.** The article analyzes the new trend of marketing, Social Media Marketing (SMM), its impact on the hotel and restaurant business as well as the relevance and effectiveness of using SMM in the Hospitality industry. The articles states that this cost-effective type of marketing also helps the enterprise get closer to its customers, especially at the periods of crisis such as COVID-19 pandemic and the war. Considering the rapid development of social networks, the article underlines that this type of marketing will develop rapidly and become more popular in the future. The safe for the customers' health way of socialization, the provision of information and recommendations relevant to the customers, relative cheapness of advertising services and even free product or service promotion are among the qualities and characteristics of this type of marketing. It has become a necessity for the hotel and restaurant establishments to have a page in social networks.

**Keywords:** crisis, effectiveness, hotel and restaurant business, socialization, Social Media Marketing (SMM), social network, trend.

**Внукова Я. Є., Старцева Н. М. Маркетинг у соціальних мережах та його вплив на готельно-ресторанний бізнес.** У статті аналізується новий тренд маркетингу – Social Media Marketing (SMM), його вплив на готельно-ресторанний бізнес, а також актуальність і ефективність використання SMM в індустрії гостинності. У статті зазначено, що цей економічно ефективний вид маркетингу також допомагає підприємству стати ближчим до своїх клієнтів, особливо в періоди кризи, такі як пандемія COVID-19 і війна. Враховуючи стрімкий розвиток соціальних мереж, у статті підкреслюється, що цей вид маркетингу розвиватиметься стрімко та ставатиме все більш популярним у майбутньому. Безпечний для здоров'я споживачів спосіб соціалізації, надання інформації та рекомендацій, актуальних для споживачів, відносна дешевизна рекламних послуг і навіть безкоштовне просування товару чи послуги є одними з якостей і характеристик цього виду маркетингу. Для готельних і ресторанних закладів стало необхідністю мати сторінку в соціальних мережах.

**Ключові слова:** готельно-ресторанний бізнес, ефективність, криза, Маркетинг у соціальних мережах (МСМ) , соціалізація, соціальна мережа, тренд.

## 1. Introduction

Marketing is an inalienable part of any business activity, as in the absence of the marketing component, the competitiveness of the enterprise drops sharply. Hotel and restaurant enterprises are not an exception. The global pandemic and later on the russian war in Ukraine left a big mark on all human activities, many hotels and restaurants remained bankrupt and were closed, and those who survived the most difficult stages of the crises mentioned chose Social Media Marketing (SMM), which was and still is actively developing, as one of the measures taken for survival.

The o b j e c t of the article is social networks as a marketing tool. The s u b j e c t is research of the effectiveness of the use of Social Media Marketing (SMM) in the hotel and restaurant business. The p u r p o s e of the article is to analyze this new trend of marketing, its impact on the hotel and restaurant business and the relevance of using SMM in the Hospitality industry. To achieve this goal, it is necessary to analyze SMM in detail.

## 2. Social Media Marketing and the reasons of its popularity

Social Media Marketing is a way of promoting products and/or services of any enterprise using social networks. This type of marketing began to develop after the emergence of such large social networks as Instagram and Facebook and is, currently, quite new, but every year it covers more and more areas. Why is this happening?

The first reason is the growing popularity of social networks, because every day social networks receive thousands of new users. The activity of people in social networks increased especially strongly during the pandemic and quarantines, because sitting at home, many of us felt the insufficiency of socialization and the need for communication with people, which would be safe for their health. These days, social media gets as much, if not more, attention than television, so many people will see an ad in such a place. It is also impossible to remain silent about the use of social networks during the full-scale war in Ukraine. Social networks remain a way of communication between people in such difficult times. In addition, they became an additional source of news. This affected not only Ukraine, but also the whole world. Whole groups of Ukrainians from the very beginning of the full-scale invasion of Russia were engaged in describing the topic of war through social networks around the world, which greatly influenced the mood of people in the world and the help that our country is currently receiving at all levels. In addition, social networks are currently very successfully used to support the fighting spirit of the Ukrainian people.

The second reason is the extremely smart algorithms of social networks, because they were created in such a way that they correspond to the interests of users and provide them with information that will be relevant for them. Every action, such as a "like", a switch to a profile or a comment under a post does not go unnoticed, the program is constantly adjusted to the preferences of each user. And this means that it also recommends goods and services only to those people who are interested in them, thereby increasing the effectiveness of advertising. Currently, social media advertising is especially relevant. During the war, promoted pages in social networks advertise volunteer projects and fundraisers to help the army and people affected by the war. For example, the Serhiy Prytula Foundation works mainly through social networks. Also, a business that is now able to somehow function will also benefit through social networks and advertising in them (Чернишова, 2015, с. 156-162).

The third but not the less important reason is the price, which is usually not very high for such services. Only the promotion of advertising without the services of a marketer can cost a small company an average of 10 to 100 dollars per week, depending on the specifics of the company, the allocated budget, and the wishful result. Regarding the services of a marketer, it should be noted that the responsibilities of an SMM manager include setting up advertising, prescribing a plan for managing the page, creating photos and videos, as well as analyzing statistics on network promotion. All this makes SMM more effective.

In addition, it should be noted that a very important aspect is the possibility of free product promotion. If the activity of subscribers under the post is sufficient, the social network will recommend this post to people with similar interests free of charge. Also, especially in the case of enterprises in the hotel and restaurant industry, the ability to mark a place on a post and tag another user plays an important role. This means that clients, when posting their photos, can add a link to the establishment's page, which is also definitely free advertising.

### 2.1. Social Media Marketing as a way of advertising hotels and restaurants

As mentioned above, SMM has already managed to capture many areas of our activity. I consider it necessary to note that this type of marketing is extremely popular in Ukraine. Pages in social networks have not only ordinary enterprises, but also many government institutions. And for hotels and restaurants, a page in a social network is a vital necessity, and it is not only about attracting new customers. Social networks give people the opportunity to feel closer to their favorite institution, chat with a representative, see everything from the inside, ask their questions or leave a review on the page. And for institutions, in turn, this is a great opportunity to show and give people more information than can be contained in a commercial on television, because the space on the page is unlimited. In addition, through social networks you can very quickly share new products available in the hotel or restaurant (Страшинська, 2011).

It is also important to mention the role SMM played in supporting the hotel and restaurant business during the pandemic. The field of entertainment during the activity of the new virus suffered huge losses, hospitality establishments began to be abandoned, and there was almost no opportunity to work. If we talk about restaurants, when the establishments were finally able to work at least for delivery, they had to remind people about themselves. And it was much easier for those establishments that had pages on social networks to do that. Also, later they gave an opportunity to talk about the means and measures of preventing the spread of the virus, which calmed people who were tired of sitting at home all the time and wanted to finally go to their favorite establishment. As for hotels, it was even more difficult for them to survive quarantine and closed borders. But communication with people through the web page, support, and emphasis on important rules of behavior during the pandemic helped in creating a good reputation and maintaining the desire to come to this hotel after the end of the quarantine. At the beginning of the war, restaurants helped people by cooking and distributing food to people. Currently, restaurants that can operate help the army by donating a portion of their profits to charitable foundations and helping volunteers. Social networks helped to keep in touch with people, many establishments communicated with their followers and emphasized the importance of following safety rules. Also, with the help of social networks, restaurants were able to inform their visitors about the resumption of work, and now they can talk about their contribution to the future victory of our country, inspiring other establishments and people to act.

It should be noted that this type of marketing is currently the most popular among hotels and restaurants, which was influenced by all the above-mentioned advantages of SMM. For example, many cafes and restaurants have their own SMM manager, and many establishments use only this type of advertising. As for hotels, they have this type of marketing rather than several others, but the hotel enterprises are much larger and have a larger budget at their disposal than restaurants. Such popularity of this type of marketing among hotel and restaurant businesses is due to its extraordinary effectiveness in these industries. After all, social networks were created to share emotions, and hotels and restaurants – to create emotions. The ability to share impressions is the main advantage of this type of marketing (Гумен, 2016, с. 494-497).

## 3. Conclusions

SMM is an effective type of marketing and cost-effective as well which helps you get closer to your customers. Considering the rapid development of social networks, it can be understood that this type of marketing will develop just as rapidly and become even more popular in the future. Due to its qualities, this type of marketing is indispensable for the hotel and restaurant industry and having a page in social networks has become a necessity for all restaurants and hotels. Regarding the prospects for the development of marketing in social networks, it should be noted the possibility of the emergence of pages that will be managed by artificial intelligence. Brand advertising is often run on social media via and with the help of those people who might influence the audience, such as celebrities – actors or singers, or ordinary bloggers with a smaller audience but a narrow specialization.

Besides, the automation of pages in social networks can be very useful, because people, unlike artificial intelligence, need to sleep, eat and do other everyday things, while artificial intelligence can stay in touch with followers without interruption. But a natural question arises, will people be interested in following a fictional person? The creators assure that there will be no difference between artificial intelligence and an ordinary person. Such an innovation could help reduce the price of advertising, but will this idea catch on in the masses and will this type of advertising suit all businesses? This question for the present time has no answer.

**REFERENCES**


1. Гумен О. С. Модернізація інформаційного забезпечення професійної комунікації готельно-ресторанної справи. *Молодий вчений*. 2016. № 4. С. 494-497. URL: http://nbuv.gov.ua/UJRN/molv_2016_4_121
2. Домашева Є. А., Зозульов О. В. Підходи до оцінювання ефективності маркетингових Інтернет-комунікацій. *Економічний вісник Національного технічного університету України “КПІ”*. К. : НТУУ «КПІ» ВПІ ВПК «Політехніка». 2016. №13. С. 369-376.
3. Зозульов О. В. Формування концепції ведення бізнесу на маркетингових засадах: сьогодення та майбутнє. *Маркетинг в Україні*. 2017. № 5-6. С. 64-72.
4. Страшинська Л. В. Маркетинг готельного і ресторанного господарства. К. : НУХТ, 2011. 89 с.
5. Холод О. Соціальні комунікації як поняття в науковій галузі «соціальні комунікації». *Психолінгвістика*. 2013. Вип. 12. С. 286-293.
6. Чернишова Н. П. Сучасні Інтернет технології як засіб маніпуляції громадською думкою. *Соціальні комунікації: теорія і практика*: наук. журн. [наук. ред. О. М. Холод]. Т. 1. К. : МЦД СК «Комтека», 2015. С. 156-162.

# UKRAINE`S IMAGE POLICY

***V. V. Voloshyna,***
***I. M. Lavrinenko, PhD (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Voloshyna V. V., Lavrinenko I. M. Ukraine`s image policy.** The article analyzes a study of the image of Ukraine, problems and prospects of image creation. Ukraine is introducing programs to improve the state's image, as well as digital platforms for communication and interaction with an international audience around the world. At the same time, the process of forming a positive international image is at an initial stage and is characterized by a low level of financial and organizational support by state bodies. As a result, it is concluded that despite the presence of problems, the image of Ukraine has many ways to develop.

**Keywords:** authority, brand, image, perception, popularization.

**Волошина В. В., Лавріненко І. М. Іміджева політика України.** У статті наводиться дослідження іміджу України, проблем та перспектив створення іміджу. Україна запроваджує програми щодо покращення іміджу держави, а також цифрові платформи для комунікації та взаємодії з міжнародною аудиторією по всьому світу. В той же час, процес формування позитивного міжнародного іміджу перебуває на початковій стадії та характеризується низьким рівнем фінансового та організаційного забезпечення державними органами. В результаті, робиться висновок, що незважаючи на наявність проблем, імідж України має багато шляхів для розвитку.

**Ключові слова:** авторитет, бренд, імідж, сприйняття, популяризація.

## 1. Introduction

The o b j e c t of the article is the image of Ukraine in the international arena. The s u b j e c t is the concept of image formation of Ukraine on the international arena. The p u r p o s e of the work is to analyze the history, problems and ways of improving Ukraine`s image on the international arena. The creation of a positive international image of Ukraine is a necessary condition for ensuring the protection of its national interests, maintaining a strategic course for European integration, successful competition on the international market of sales and investments; popularization of cultural values in the world community. The i s s u e becomes particularly important in the context of the information war waged by Russia. In such conditions, the country must always take care of its image in order to have both internal and external support for its policy. This applies to both its conceptual justification and its practical implementation.

**2. The history of the formation of Ukraine`s image on the international arena**

In a short period after the declaration of independence, Ukraine ceased to be only an object of other states` actions, it turned into an equal subject of international law. In the 32nd year of independence, Ukraine took many steps that de facto demonstrated the extent to which the country meets the status of a full member of the international community. The current state of the country`s image is closely related to the new democratic stage of the formation of the Ukrainian state and the development of a new direction of the mass political culture of our society.

In 2002, a program to improve the country`s image began in Ukraine. An example is the program "Investment image of Ukraine", the main tasks of which were to systematize knowledge about good news about Ukraine, holding Days of Ukraine and Days of regions of Ukraine, organization of image-related events, development of the Internet portal "Window to Ukraine" (Про схвалення Програми "Інвестиційний імідж України", 2002). Since 2003, a national program for ensuring a positive international image of Ukraine has also been implemented in Ukraine. The main goal is to support the image of Ukraine, improve the factors related to increasing the prestige of Ukraine, and increase the efficiency of the executive power bodies responsible for the image (Про затвердження "Державної програми забезпечення позитивного міжнародного іміджу України", 2003).

In 2008, a state target program for the formation of a positive international image of Ukraine for 2008-2011 was developed, the main tasks of which were: establishing relations with international organizations and non-governmental organizations for promoting the increase of the positive segment about Ukraine in foreign mass media.

The resolution of June 3, 2009 approved the state target program for the formation of a positive international image for the period until 2011. The most recent proposals were attracting foreign image-makers, training and upgrading the skills of people who deal with the image of Ukraine, establishing cooperation between the state administration and public organizations that are engaged in improving the image of Ukraine (Про схвалення Концепції "Державної цільової програми формування позитивного міжнародного іміджу України", 2007).

In 2011, 26 million hryvnias were allocated for the placement of promotional videos and TV programs with the conditional names "Ukrainian life" and "Euro-2012" on the Euronews channel (Савон, 2019). The videos aimed to highlight the cultural assets and positive features of doing business in Ukraine, the everyday life of Ukrainians, and Ukraine`s preparation for hosting of the final part of the European Football Championship in 2012.

The promotional video "Turn on Ukraine", which was broadcast from November 15, 2010 on the Euronews, Eurosport and BBC channels, is the most important in the promotion company of Ukraine. The plot is based on the arrival of foreigners to Ukraine, who saw our country with their own eyes and discovered it for themselves – new, unknown, but modern. The clip lasts 90 seconds, it shows monuments and panoramas of the cities hosting Euro 2012 (Donbas Arena in Donetsk, Paton Bridge in Kyiv, Lviv Opera House, Svobody Square in Kharkiv), as well as landscapes of Crimea and the Carpathians. In December 2011, the "High time to see Ukraine" campaign was launched to replace that video. As part of this company, Ukraine released a series of promotional videos that were broadcast on the world`s leading TV channels (Попова, n. d.). The purpose of those videos was to emphasize the beauty of our country, where there are many interesting places.

An institutionally important achievement was the creation of the Ministry of Information Policy in 2014 to ensure Ukraine`s information sovereignty. The promotion of the Ukrainian language, cinematography, and Ukraine in the world has been started. The Ministry of Foreign Affairs of Ukraine also approved the Ukraine Now brand – the largest international marketing campaign. Its goal is to create a brand of Ukraine in the world, attract investments to the country and improve the tourism potential (Офіційний сайт Міністерства культури та інформаційної політики України, n. d.)

On March 16, 2017, the Government approved the Strategy for the Development of Tourism and Resorts for the period until 2026. The purpose of this document is to create conditions to ensure the accelerated development of tourism and resorts, to create favorable conditions for attracting investment in the development of tourism infrastructure, to form and promote a positive image of Ukraine as an attractive country for tourism (Про схвалення Стратегії розвитку туризму та курортів на період до 2026 року, 2017).

At the beginning of 2021, the Ministry of Foreign Affairs of Ukraine launched the Ukraine.ua project – an ecosystem of official digital platforms of Ukraine for communication and interaction with an international audience around the world. It includes websites and social media profiles that broadcast important messages about Ukraine, amplify its voice and strengthen Ukraine`s brand in today`s digital environment.

The Ministry of Foreign Affairs of Ukraine has launched an official Ukrainian page on Spotify. The page was created in English and Ukrainian to promote a positive image of the country among foreign audiences, in particular through modern Ukrainian music. In addition to contemporary Ukrainian music, the page also promotes tourist attractions and Ukrainian culture, including cuisine. Moreover, a separate selection was dedicated to Christmas and Shchedrik (Carol of the Bells). On March 2, 2022, the official multilingual and multimedia platform about the war in Ukraine for a foreign audience, War.ukraine.ua, was launched. More than 2 million unique users have visited the website and the total number of views has exceeded 4 million.

In the summer of 2022, Brand Ukraine created the Cities of Freedom project, dedicated to the cities most affected by the war. Cities of Freedom shows Mariupol, Kharkiv, Kherson, Chernihiv, Bucha and Irpin as they were before the Russian invasion. The videos tell about the history of the cities, their unique features and the present. The online pages of the digital ecosystem Ukraine.ua have become a platform for conveying the truth about Russian aggression to the world and have already reached 600 million people around the world.

## 3. Image problems of Ukraine in the international information environment

Today, Ukraine remains a mostly defenseless object of many informational aggressions from the outside, which are carried out for various reasons: the struggle of other countries for influence on Ukraine, attempts to destabilize its internal situation, competition in foreign markets, political, territorial disputes, etc. On the other hand, a huge number of internal problems, as well as a low level of integration into the world information space due to the weak development of the material and technical base necessary for this, gave and give many informational reasons for negative messages about Ukraine in the world media (Савон, 2019).

The mass media, which have an influence on the English-speaking environment of our planet, published information about Ukraine in such newspapers as: ABC News, which is one of the 3 most widespread mass media in the USA. The New York Times, which is number 2 in the country in terms of circulation after The Wall Street Journal and ranks 39th in the world, and Reuters, an English publishing house that has great international influence in news matters. The word “Ukraine” in newspapers and news agencies is most often used with such words as conflict, war, attack, Russia, Donetsk, less often Crimea. In the headlines of the BBC broadcasting company, you can often find the word crisis (Копійка, 2017, pp. 266-269). This is explained by the fact that on bbc.com all news related to the conflict in eastern Ukraine is published under the title Ukrainian crisis.

In the eyes of most European countries, the symbols of Ukraine are Chernobyl, the “Orange Revolution”, the Klitschko brothers and Andriy Shevchenko. Many have also heard that Ukraine has beautiful women, problems with Russian gas. Foreigners that are more educated know about the high level of alcoholism, drug addiction and the fastest rates of spread of HIV, tuberculosis and hepatitis in Europe.

## 4. Ways of improving Ukraine`s image

Forming a positive image of Ukraine is an important task of a national scale. It requires joint purposeful and consistent actions of the official government and the opposition, state bodies and public organizations, business structures and mass media, millions of Ukrainian citizens and the numerous Ukrainian diaspora abroad. In order to reach a qualitatively new level of ensuring the work of creating and maintaining a high international image of Ukraine, it is necessary to ensure the financing of programs and the implementation of current acts (Савон, 2019). A complex of coordinated measures in the following fundamental directions needs to be developed:

1) information parity (establishment of permanent, complex, multi-channel, at all levels from the elites to the public, supply of the necessary information about the country – on the one hand; management of media messages, systematic tracking and blocking or neutralization of information campaigns directed against Ukraine, disinformation, incorrect, harmful information – on the other hand);

2) establishment of mutually beneficial cooperation with the diaspora, which, by the way, is one of the largest in the world, as a means of effective public diplomacy of our state, a powerful lobbyist for its interests and a factor in improving its international image at all levels;

3) further expansion and development of the network of Ukrainian cultural and information centers as part of foreign diplomatic institutions of Ukraine;

4) formation of a positive investment image, which is achieved due to the creation of a subjectively attractive image of business activity in our country in a complex with constant promotion of available opportunities and offers, establishment of free and comfortable access to the necessary information, free exchange of it, etc.;

5) the development of a positive tourist image. A civilized and well-developed sphere of tourism is one of the main factors in optimizing its international image.

Only the joint purposeful and consistent efforts of every citizen in Ukraine and abroad can produce a positive result.

## 5. Conclusions

The article analyzed the history, problems, and ways of formation of the international community of Ukraine in the international arena. The current state of the country`s image is closely related to the new democratic stage of the formation of the Ukrainian state. In 2002, Ukraine began implementing programs to improve the state`s image. An important achievement is the creation of the Ukraine Now brand. At the beginning of 2021, the Ministry of Foreign Affairs of Ukraine launched the Ukraine.ua project for communication and interaction with an international audience. Since the beginning of the full-scale invasion of Russia, the Ukraine.ua digital ecosystem have turned into a platform for conveying the truth about Russian aggression to the world.

Among the problems of forming the image of Ukraine are a high level of corruption in all authorities, outdated legislation in many areas, significant deterioration of infrastructure, low economic development.

In order to improve the international image Ukraine needs to ensure the financing of programs and the implementation of current acts, pay attention to the coverage of the necessary information about the country, cooperate with the diaspora, develop the network of Ukrainian cultural and information centers, and form a positive investment and tourist image of Ukraine.

## REFERENCES

1. Копійка М. Особливості формування іміджу України в міжнародному інформаційному просторі. *Гілея: науковий вісник.* 2017. Вип. 124. С. 266-269. URL:

http://nbuv.gov.ua/UJRN/gileya_2017_124_67 (дата звернення: 12.12.22).

2. Офіційний сайт Міністерства культури та інформаційної політики України. URL: https://mkip.gov.ua/ (дата звернення: 14.12.22).
3. Попова Т. Наш імідж. Як Україну сприймають у світі. *НВ журнал*: веб-сайт. URL: https://nv.ua/ukr/opinion/nash-imidzh-jak-ukrajinu-sprijmajut-u-sviti-2459084.html (дата звернення: 22.12.22).
4. Про затвердження “Державної програми забезпечення позитивного міжнародного іміджу України на 2003-2006 роки”: Постанова Кабінету Міністрів України від 15.10.2003 № 1609. URL: https://zakon.rada.gov.ua/laws/show/1609-2003-п#Text (дата звернення: 26.12.22).
5. Про схвалення Концепції “Державної цільової програми формування позитивного міжнародного іміджу України на 2008-2011 роки”: Розпорядження Кабінету Міністрів України від 06.06.2007 № 379-р. URL: https://zakon.rada.gov.ua/laws/show/379-2007-р#Text (дата звернення: 05.12.22).
6. Про схвалення Стратегії розвитку туризму та курортів на період до 2026 року: Розпорядження Кабінету Міністрів України від 16 березня 2017 р. № 168-р. URL: https://www.kmu.gov.ua/npas/249826501 (дата звернення: 14.12.22).
7. Про схвалення Програми “Інвестиційний імідж України”: Розпорядження Кабінету Міністрів України від 17 серпня 2002 р. N 477-р. URL: https://zakon.rada.gov.ua/laws/show/477-2002-р#Text (дата звернення: 10.12.22).
8. Савон К. В. Міжнародний імідж України: сучасний стан та перспективи розвитку. *Актуальні проблеми політики*. 2019. Вип. 64. URL: http://app.onua.edu.ua/index.php/app/article/view/196/193 (дата звернення: 12.12.22).

# PROSPECTS OF INTERNATIONAL INVESTMENTS IN UKRAINE. PROBLEMS AND THEIR SOLUTIONS

***O. I. Yanovska,***
***N. O. Marchenko (language supervisor)***
***V. N. Karazin National University, Kharkiv***

**Yanovska O. I., Marchenko N. O. Prospects of international investments in Ukraine. Problems and their solutions.** The article defines the main approaches to international investment activity in Ukraine, analyzes the development of international investment in the world economy, identifies the possibilities of using international investment to ensure economic growth, shows the volume of foreign direct investment in the economy of Ukraine, and also presents the problems of the development of international investment activity in Ukraine and defines ways of solving them. The purpose of the study is to study the international investment activity of Ukraine, its place in the global investment market. On the basis of the analysis of the dynamics of direct foreign investment in Ukraine and the assessment of obstacles to investment, problems were identified and the components of Ukraine's international investment activity were determined.

**Keywords:** investment activity, international investments, problems and prospects, Ukraine, features of development.

**Яновська О. І., Марченко Н. О. Перспективи міжнародних інвестицій в Україну. Проблеми та їх рішення.** У статті визначено основні підходи до міжнародної інвестиційної діяльності в Україні, проаналізовано розвиток міжнародного інвестування у світовій економіці, визначено можливості використання міжнародних інвестицій для забезпечення економічного зростання, показано обсяги прямих іноземних інвестицій в економіку України, а також представлено проблеми розвитку міжнародної інвестиційної діяльності України та визначено шляхи їх вирішення. Метою дослідження є вивчення міжнародної інвестиційної діяльності України, її місця на світовому інвестиційному ринку. На основі аналізу динаміки прямих іноземних інвестицій в Україну та оцінки перешкод для інвестування виявлено проблеми та визначено складові міжнародної інвестиційної діяльності України.

**Ключові слова:** інвестиційна діяльність, міжнародні інвестиції, проблеми та перспективи, Україна, особливості розвитку.

## 1. Introduction

Investment activity covers all areas national economy – material production and social. Consideration of the economic role of the state in solving these problems is of fundamental importance. Foreign investments are the conductor of modern technologies of production and management, a kind of "pass" to the world markets of goods and capital, allowing at the same time to compensate for the deficit of national funds. To date, the need for investment for structural restructuring of the Ukrainian economy is growing Unattractive investment climate in Ukraine has a negative impact on opportunities activation of the process of attracting foreign direct investment investments in the country's economy. The current economic situation in Ukraine has all the signs of instability due to the unstable political situation, the curtailment of investment projects and the withdrawal of foreign capital from the Ukrainian market. Therefore, the decisive condition for the rapid rise of the national economy is the recovery and growth of investments in various branches of production and regions of the state, including foreign investments.

## 2. Problems of foreign investment in Ukraine

In Ukraine, there are objective and subjective one's factors that negatively affect the process foreign investment, namely: attraction foreign investment takes place in conditions economic crisis. Some of the investors suspended activities on the territory of Ukraine, expressing their own uncertainty in further cooperation, making inquiries about the government's economic policy; unstable legislation, lack of reliable guarantees of protection against its changes for foreign investors; slow pace of privatization. Foreign investors, banks and financial organizations at investments in investment projects are given away preference for private enterprises; inflation rates remain at a much higher level than in the countries Western Europe and the USA; low level of development infrastructure that could provide fast operational communication of Ukraine with other countries, provide the necessary services for operational management of activities of foreign enterprises investments. So, it was formed in Ukraine unfavorable investment climate which caused a lack of strategic foreign investment (Капшеєва, 2015).

The distribution of straight lines is rather uneven of foreign investments in the regions of our country. Three main levels of the regional can be distinguished attraction of foreign investments in Ukraine: Kyiv, raw material regions and large industrial centers and regions adjacent to them (Бабенко, Сидоров, Савін, 2018, с. 18-24).

More than half of the volume of foreign investments in 2016, Kyiv accounted for 57.02%. A significant part falls on Dnipropetrovsk region – 9.25%, Donetsk and Kharkiv region – 4.34%. The least amount of investment went to Ternopil and Chernivtsi regions – 0.13% and 0.15%, respectively. The volume of capital investments of Ukrainian enterprises in January-June 2016 amounted to UAH 119.8 billion (Бабенко, Сидоров, Савін, 2018, с. 18-24).

The main reason for such an uneven distribution of foreign investments in Ukraine is that in there are regions that attract foreign investors powerful resource potential, above solvent demand is better developed infrastructure (Шестакова, 2016, с. 118-129).

So, decisive factors for investment attraction are geographical location and socio-economic development of the region (Шараєнко, 2011, с. 132-144).

We can identify the main obstacles to investing in Ukraine: spread of corruption, mistrust of the judicial system, monopolization of markets, military conflict with Russia, instability of the monetary and financial system, instability of legislation, low purchasing power (Шестакова, 2016, с. 118-129).

## 3. Options for solving the problem of investing in Ukraine

In order to solve the above-mentioned problems, it is necessary to develop economic and legal institutions, it is necessary to support and protect property rights, create fair competitive conditions and invest in technological and intellectual development – all this will contribute to the formation of high economic development (Капшеєва, 2015).

It is necessary to stabilize the monetary unit. If the state does not have a stable currency, the economy cannot be stable, it will be an existing obstacle to increase the inflow of investments. The directions of Ukraine's investment policy need to be revised and a single clear strategy for attracting foreign investments must be developed, since attracting foreign investors to invest money in the state's economy is the main organic part of any country's investment policy (Капшеєва, 2015).

There are also several ways of antimonopoly struggle at the state level. First, state bodies should implement antimonopoly measures in relation to the legislation, which provides for relevant state programs, except for natural monopolies. Secondly, it is necessary to prohibit state authorities and local self-governments from taking measures for the economic strengthening of monopolistic economic entities, as well as to resolve the issue of centralized distribution of goods. Thirdly, it is necessary to establish control over the prices of products of monopoly production, and introduce administrative sanctions for violations of antimonopoly legislation (Бабенко, Сидоров, Савін, 2018, с. 18-24).

Ukraine should improve the development of the domestic consumption market. This will significantly increase the volume of attracting foreign investments. The country should form an honest business by introducing anti-corruption laws and appropriate punishments for corrupt activities. A decent state and citizens must ensure prevention of irresponsible and criminal attitude to investment activities (Шестакова, 2016, с. 118-129).

**4. Conclusions**

Therefore, with the help of foreign investments, it is possible to modernize the production base, create new jobs, develop important sectors of the economy, etc. At the same time, we save national budget funds, which can be directed to any other equally important areas of the economy and social security.

To date, in our country there is a problem of insufficient use of investment potential, which is associated with political instability, excessive state intervention in the regulation of foreign investments, constant changes in the current legislation, from the essence of the only central body in Ukraine for the state management of foreign investment, insufficient the development of small and medium-sized enterprises, the presence of a large number of "shadow capitals".

The most significant obstacle to the activity of foreign investors in Ukraine is the imperfection of the relevant legislation. Attempts to improve regulatory acts in accordance with the goals of Ukraine, as well as the motivation of foreign partners, led to frequent changes in Ukrainian legislation. Until recently, not a single legislative act was proposed that would be sufficiently developed and universal.

**REFERENCES**


1. Бабенко В. А., Сидоров В. І., Савін Р. С. Діяльність міжнародних агрохолдингів на світовому ринку іноземних інвестицій: дослідження тенденцій та факторів впливу в сучасних умовах фінансування. *Вісник Харківського національного університету імені В. Н. Каразіна. Серія «Міжнародні відносини. Економіка. Країнознавство. Тури*зм». 2018. Вип. 8. С. 18-24.
2. Капшеєва М. А. Вплив інвестицій ТНК на макроекономічні показники країн з різним рівнем розвитку. *Актуальні проблеми світового господарства і міжнародних економічних відносин*: матеріали X науково-практичної конференції молодих вчених (3 квітня 2015 року). Харків : ХНУ імені В. Н. Каразіна, 2015. С. 153-156.
3. Шараєнко О. Розробка державної політики. Аналітичні записки. *Вдосконалення механізму залучення прямих іноземних інвестицій в економіку України*. К., 2011. С. 132-144.
4. Шестакова Я. В. Механізм державного регулювання інвестування в Україні. *Економічний форум 3/2016*. 2016. С. 118-129.

# ECONOMIC GOALS OF PROMISSORY NOTES CIRCULATION, THEIR IMPLEMENTATION AND TRANSFORMATION IN THE MODERN WORLD

*I. O. Zakharov,*
*E. O. Derkach (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Zakharov I. O., Derkach E. O. Economic goals of promissory notes circulation, their implementation and transformation in the modern world.** The article examines the prerequisites and development of promissory notes circulation. The main possibilities and advantages of the promissory note at certain stages of its historical development are studied. Also, the promissory notes with other securities are compared. The author highlights the main functions of the promissory note as a means of payment and a means of credit circulation. The main economic tasks of modern promissory note circulation are defined. The author concludes that the functions and purposes of the promissory note have evolved from simple exchange and non-cash circulation to a means of ensuring international trade and credit relations, scholars consider the promissory note as one of the main financial instruments of any country.

**Keywords:** credit circulation, financial instrument, means of payment, promissory note, promissory note circulation, security.

**Захаров І. О., Деркач Є. О. Економічні цілі вексельного обігу, їх реалізація та трансформація в сучасному світі.** У статті розглядаються передумови та розвиток вексельного обігу. Досліджуються основні можливості та переваги векселя на певних етапах його історичного розвитку. Також в статті наведені порівняння з векселя з іншими цінними паперами. Автор виділяє основні функції векселя, як засобу платежу та засобу кредитного обігу. В статті визначені основні економічні завдання сучасного вексельного обігу. Автор робить висновок, що функції та цілі векселя еволюціонували від простого розміну та безготівкового обігу до засобу забезпечення міжнародної торгівлі та кредитних відносин,вченні розглядають вексель, як один з головних фінансових інструментів будь-якої країни.

**Ключові слова:** вексель, вексельний обіг, засіб платежу, кредитний обіг, фінансовий інструмент, цінний папір.

## 1. Introduction

A promissory note is a written debt obligation of the prescribed form, which gives its owner the right (upon expiration) to demand payment of the specified amount from the debtor. In modern conditions, a promissory note is one of the most important instruments of settlement and lending used in international trade (Завадський, Осовська, Юшкевич, 2006). The functions of the promissory note evolved from the usual exchange of coins to a means of payment. Nowadays, scientists consider the promissory note as one of the main financial instruments of any country.

The o b j e c t of the article is a comprehensive study of the development of promissory notes circulation and its goals in the modern world. The s u b j e c t is the promissory note, the purposes and functions of the promissory note circulation. The p u r p o s e of the study is to investigate the evolution of promissory notes, to determine the economic goals of promissory notes circulation in the modern world, to find out the prospects for the use of promissory notes. To achieve this, it is crucial to analyze the history of the promissory note, to study the conditions, changes and advantages of the promissory note circulation.

## 2. Development of bill turnover

The emergence and spread of bills is closely related to the development of trade. Since transporting a large amount of money (gold/silver) is not only not safe, but also inconvenient, there is a need for cashless payments. Another problem is ensuring the exchange of the money of one area for the money of another. To solve such problems, an IOU is created – a prototype of a bill of exchange. Its main function is to ensure the free exchange of money from different areas.

But with the development of domestic and foreign trade, the need for exchange and safe transfer of money remained. So in the 12th century the first bills appeared in Italy.

In order to ensure payments on a promissory note, it must have such properties as reliability and guarantee. Thus the promissory note acquires force of law and the acceptance of the promissory note appears.

With the appearance of the endorsement, the promissory note began to be used as a means of payment. Due to the importance of such a tool, during the entire history of its existence and development, transactions with promissory notes received special attention from the side of legal regulation. Trade circulation needs fast and unimpeded circulation of the bill. Convenience and constant strengthening of the reliability of the promissory note as a security ensured its mass distribution and evolution.

Unlike IOU, promissory notes have the ability to circulate freely with the help of a negotiable instrument; they can be passed from one person to another. This provides bills with the ability:

a) to act as a method of lending;

b) to accelerate of settlements between business entities;

c) to act as a tool for registration of mutual debts of counterparties;

d) to replace the chain of barter operations.

The main functions performed by bills of exchange in the economy are:

1) Credit function – the supplier takes a promissory note from the buyer, i. e. a debt obligation to pay for the delivered goods within a specified period, against the future payment for its products (services);

2) Payment function – a promissory note can act as a means of payment. As a means of payment, a promissory note allows you to receive money without waiting for the payment term specified in the promissory note (Волгіна, 2009).

**3. Economic goals of promissory notes circulation**

Promissory notes function in circulation as a means of payment, a debt obligation and as a type of securities, which has significant advantages over paper money. These features leave a specific mark on the sphere of circulation of promissory notes in comparison with other securities. In particular, promissory notes do not depreciate in value, remain in circulation for a certain time, reduce the need for cash, reduce the costs of money circulation and accelerate it (Волгіна, 2009).

The development of credit institutions is due to the possibility of immediate conversion of debt obligations into money, which, in turn, involves the transfer of these obligations to third parties in a simple and reliable form. A promissory note that meets exactly these requirements is a convenient tool for the movement of credits (Волгіна, 2009).

The role of promissory notes circulation is especially growing in the period of financial and economic crises and in the post-crisis period. The analysis of the practice of using promissory notes in such periods shows that the settlement of debts with the help of promissory notes contributes to the activation of payments, the repayment of mutual debts, the reduction of debtor-creditor debt, the mobilization of cheap credit resources on the domestic market for the economy to exit crisis situations (Шевченко А., Шевченко О., 2011, с. 18-22). Therefore, the promissory note is an important anti-crisis tool.

Moreover, a promissory note can act as a valuable banking resource. Buying and selling promissory notes is not only a profitable operation, but also ensures high liquidity of promissory credit. After all, a promissory note bought by a bank can be immediately sold to another bank. Therefore, discount operations play an important role in regulating the liquidity of the bank's balance sheet for its refinancing through recalculation of promissory notes.

On the basis of the given material, the following economic goals of modern promissory note circulation can be identified:

1. Provision of fast and reliable non-cash payments;
2. Stimulation and acceleration of money circulation;
3. Countering crisis phenomena on the market;
4. Provision of quality lending;
5. Promoting the development of internal and external trade relations;
6. Reduction of cash needs;
7. Combating illegal financial transactions with promissory notes.

In my opinion, the main goal of promissory notes circulation has always been and remains – ensuring stable and safe market relations. Thanks to the transformations, the promissory note also acts as a universal means of credit circulation.

## 4. Conclusions

The active distribution of promissory notes, and as a result, the implementation of various financial transactions, required a reliable settlement, which was formed and implemented by the states of various countries for many years. This led to the expansion of the promissory note's functions and increased its reliability in trade circulation. Today, a promissory note is not only a security, but also one of the main means of credit circulation. The functions and purposes of the promissory note have evolved from simple exchange and cashless circulation to a means of ensuring international trade and credit relations. The main purpose of promissory notes circulation has always been and remains – ensuring stable and safe market relations. Promissory notes are especially actively used during crisis phenomena, since the repayment of debt with the help of promissory notes contributes to the activation of payments, the repayment of mutual debts, the reduction of receivables and payables, as well the mobilization of cheap credit resources to get out of debt, economic and crisis situations. Since crisis phenomena, and therefore the problems associated with these phenomena, are present in the economy of any country, therefore the using of promissory notes will not lose its relevance in the nearest future.

**REFERENCES**


1. Волгіна Н. О. Конспект лекцій з дисципліни «Фінансовий ринок» (для студентів 5 курсу денної і заочної форм навчання спеціальності «Економіка підприємства»). Х. : ХНАМГ, 2009. 118 с.
2. Жук Л. Основні етапи історії грошових документів із безготівкових розрахунків. *Студії з архівної справи та документознавства.* 2008. Т. 16. С. 89-93.
3. Завадський Й. С., Осовська Т. В., Юшкевич О. О. Економічний словник : словник-довінник. Київ : Кондор, 2006. 356 с.
4. Ткаченко А. О., Мирославський С. В. Історія розвитку правового регулювання та застосування векселя у банківській діяльності. *Українська академія банківської справи Національного банку України.* 2002. URL: https://essuir.sumdu.edu.ua/bitstream/123456789/56242/1/Tkachenko_banking_activities
5. Шевченко А. Ф., Шевченко О. М. Виникнення, становлення та розвиток вексельного ринку в Україні. *Науковий вісник Полтавського університету економіки і торгівлі*. *Серія : Економічні науки*. 2011. № 2. С. 18-22.
6. Юнін О. С., Круглова О. О., Савєльєва М. О. Фінансово-економічний словник : словник-довідник. Дніпро : Видавець Біла К. О., 2018. 164 с.

# INTERNATIONAL MOVEMENT OF CAPITAL: FORMS AND CURRENT TRENDS

*A. O. Zemliana,*
*M. V. Karpusenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Zemliana A. O., Karpusenko M. V. International movement of capital: forms and current trends.** Economic relations between countries include currency relations, labor migration, scientific and technical exchange, as well as the movement of capital between countries. The movement of capital in the world economic space is the most dynamic form of economic globalization. The growing number of publications devoted to this issue, however, leaves a number of insufficiently researched questions, because the world economy is constantly changing, and therefore, there is a need for further study of the goals, trends and international movement of capital, which are discussed in this article.

**Keywords:** capital, direct foreign investment, globalization, international movement of capital, trends in movement of international capital.

**Земляна А. О., Карпусенко М. В. Міжнародний рух капіталу: форми та сучасні тенденції.** Економічні відносини між країнами включають валютні відносини, міграцію робочої сили , науково-технічний обмін, а також рух капіталів між країнами. Рух капіталу в світогосподарському просторі є найбільш динамічною формою економічної глобалізації. Зростаюча кількість публікацій, присвячених даній проблематиці, втім залишає низку недостатньо досліджених питань адже світова економіка постійно змінюється, і тому, постає необхідність подальшого вивчення цілей, тенденцій та міжнародного руху капіталів, які розглянуто в цій статті.

**Ключові слова:** глобалізація, капітал, міжнародний рух капіталу, прямі іноземні інвестиції, тенденції руху міжнародного капіталу.

## 1. Introduction

The p u r p o s e of this work is to study the role of international capital movement in the modern world economy. Based on the purpose of the work, the following t a s k s can be formulated: a. To understand what the international movement of capital is and to determine in what forms it manifests itself; b. To study the main trends of the international movement of capital in the modern economy. International capital movement as a systemic category of the world economy was chosen as the o b j e c t of research. The s u b j e c t of the study is modern trends in international capital movement in the world and the main directions of international capital movement flows. R e s e a r c h  m e t h o d s The theoretical and methodological foundations of the research are the fundamental provisions of economic theory, international economy and world economy, teaching aids and textbooks, monographs, works of domestic and foreign economists devoted to this topic of work and Internet resources. The analytical and statistical data of UNKATAD constitute the information basis of the study. The toolkit of general scientific and interdisciplinary methods of cognition is used in the work: the method of comparison and abstraction, analytical method, methods of analysis and synthesis, as well as scientific abstraction.

## 2. Movement of capital and its main forms

Capital is the most important production factor that ensures the functioning of the world economy, the development and diversification of international economic relations, the interaction of business entities of different countries, their operations on international financial markets, and relations with international and regional organizations. Capital functions as a value that brings income in the form of interest, dividend and profit.

The international movement of capital is carried out with the help of the export of capital and its import, which is reflected in the balances of payments of the countries that export and import it. Export of capital means its withdrawal from the national economy and its entry into international circulation by placing it in a foreign economy, or in international financial and offshore centers, or transferring it to non-residents under certain conditions. Import means the inflow of foreign capital into the national economy (Бестужева, 2016).

Based on the above, it can be said that the movement of capital in the global economic space is the most dynamic form of economic globalization.

Having carried out a thorough analysis of the specialized literature, we have provided a detailed classification of the forms of international capital movement: state capital; non-state (private) capital; entrepreneurial capital; loan capital [2]; short-term capital; medium and long-term capital (Козак, Заєць, 2016); commodity capital; monetary capital; economic and legal capital; return migration of capital; migration with indirect return of capital; irreversible capital migration; episodic movement of capital; systematic movement of capital (Козник, Пайкова, Давиденко, 2002); direct investment; portfolio investments (Козник, Пайкова, Давиденко, 2002).

## 3. Modern trends in the international movement of capital in the system of international economic relations

The international movement of capital increasingly affects various processes of the world economy, changing the structure and prospects of the development of the world economy, but at the same time globalization and integration processes determine the characteristic features of the modern international movement of capital, directly influencing their structure, dynamics, forms and directions of movement. Therefore, the international movement of capital is characterized by the following trends:

- emergence of new segments and instruments on the financial market;
- growth of international financial and credit transactions (Міжнародна економіка, 2012);
- strengthening the movement of investments between industrialised countries: the USA, Japan, EU countries, the People's Republic of China and between developing countries;
- growing competition between countries to attract foreign investments, which forces the governments of countries to create special programs to stimulate the inflow of investments (Слоква, Трегубов, 2015, с. 323-328);
- growing scale of cross-border mergers and acquisitions of firms;
- expanding the geographical boundaries of capital movement at the expense of the developing countries of Latin America and Asia (Федорчук, 2015, с. 93-96).

Modern trends in foreign direct investment are marked by noticeable fluctuations in the amount of invested capital. According to the “UNCTAD Global Investment Report”, 2021 was marked by a high level of dynamics.

The crisis related to COVID-19 caused a sharp drop in foreign direct investment in 2020. Global foreign direct investment flows fell by 35% to nearly $1 trillion from $1.5 trillion in 2019 (Figure 1). This is almost 20% below the minimum value of 2009 after the global financial crisis.

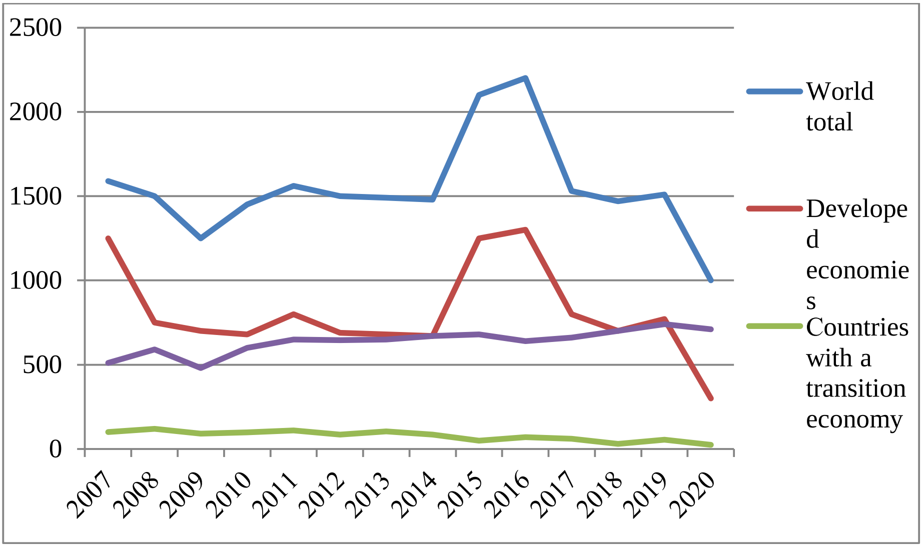



Fig. 1. Foreign direct investment
(global and by groups of countries)
in billion US dollars. 2007-2020
(Handbook of Statistics, 2021)

The impact of the pandemic on global foreign direct investment was concentrated in the first half of 2020. Cross-border mergers and acquisitions and international project finance deals largely recovered in the second half. But new investment, which is more important for developing countries, continued its negative trend throughout 2020 and into the first quarter of 2021.

Trends in foreign direct investment differed significantly depending on the region. Developing regions and countries with economies in transition suffered relatively more from the impact of the pandemic.

Among industrialised countries, flows of direct foreign investment to Europe fell by 80%. The decline was exacerbated by large fluctuations in channel flows, but most of the region's major economies experienced significant declines. The flow to North America decreased by 42%; in other countries with developed economies – on average by about 20%. In the United States, the decline was largely driven by a drop in reinvested earnings.

Foreign direct investment flows to Africa fell 16% to $40 billion, a level last seen 15 years ago. Announcements of new projects, which are key to the prospects of industrialization in the region, decreased by 62%. Countries exporting raw materials were the most affected.

Flows to developing Asia were steady. Inflows to China actually rose 6 percent to $149 billion. Southeast Asia saw a 25 percent reduction in flows. Foreign direct investment into India, driven in part by merger and acquisition activities.

Foreign direct investment in Latin America and the Caribbean plummeted, falling 45% to $88 billion. Many of the continent's worst-hit economies depend on investments in natural resources and tourism, both of which collapsed.

Foreign direct investment flows to countries with economies in transition fell by 58% to just $24 billion, the largest decline of any region outside Europe. The fall was less significant in South-Eastern Europe, at 14%, than in the Commonwealth of Independent States, where much of the investment is linked to the extractive industry.

## 4. Conclusions

The international movement of capital is one of the main driving forces of modern processes of globalization and integration of the world economy, where the rates of economic growth and the level of competitiveness of countries largely depend on the amount of capital involved and the efficiency of its use. Having passed a long stage of formation and development, the international movement of capital has become one of the most important forms of international economic relations. Which, in turn, has various forms, for example: public and private, business and loan, short-term and long-term, economic-legal and commodity, foreign direct investment and portfolio investment and others.

With regard to international capital movement trends, the following were identified: growth of direct foreign investment in the service sector; strengthening the role of the state and transnational corporations that regulate and allocate capital; the growth of competition between countries due to the amount of capital involved; as well as strengthening the movement of investments between developed countries (USA, China, EU countries and Japan).

**REFERENCES**


1. Бестужева С. В. Міжнародна економічна діяльність України : навч. посібник. Харків: ХНЕУ ім. С. Кузнеця, 2016. 268 с.
2. Козак Ю. Г., Заєць М. А. Міжнародні економічні відносини : навч. посібник. Одеса: ТОВ « ПЛУТОН», 2016. 352 с.
3. Козник В. В., Пайкова Л. А., Давиденко Н. Б. Міжнародні економічні відносини : навч. посіб.; 3-тє вид., перероб. і доп. К. : Знання-Прес, 2002. 406 с.
4. Міжнародна економіка : підручник / За ред. А. О. Задої, В. М. Тарасевича. Київ: Центр учбової літератури, 2012. 416 с.
5. Слоква М. Г., Трегубов О. С. Сучасні тенденції міжнародного руху капіталів у контексті інтенсифікації глобалізаційних процесів. *Економіка і право*. Вип. 1, 2015. С. 323-328.
6. Федорчук О. С. Міжнародні інвестиційні потоки: сучасний стан та тенденції розвитку. Миколаїв, 2015. No 8. С. 93-96.
7. Handbook of Statistics. UNCTAD. 2021. URL: https://unctad.org/system/files/official-document/tdstat46_en.pdf

# BUSINESS COMMUNICATION AT THE ENTERPRISE: PROBLEMS AND TECHNIQUES

*Y. O. Zhuravlyova,*
*I. G. Nikulimova (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Zhuravlyova Y. O., Nikulimova I. G. Business communication at the enterprise: problems and techniques.** The article analyzes the problems of business communication at the enterprise. Organizations are built on people and cooperation. Effective business communication is a key factor in managing activities and succeeding in projects.

**Key words:** business communication, company, communication.

**Журавльова Ю. О., Нікулімова Я. Г. Ділове спілкування на підприємстві: проблеми та методика.** У статті наводиться аналіз проблем ділового спілкування на підприємстві. Організації будуються на людях та співробітництві. Ефективне ділове спілкування є ключовим фактором для управління діяльністю та досягнення успіху у проектах.

**Ключові слова:** ділове спілкування, компанія, комунікація.

## 1. Introduction

The o b j e c t of the article is the problems of business communication at the enterprise. The s u b j e c t is effective business communication as a key factor in managing activities and succeeding in projects. The p u r p o s e of the study is to identify promising methods of business communication at the enterprise among managers and employees. Problem statement: business communication refers to the process of exchanging information at work, both inside and outside the company. When people communicate at work, they usually mean a goal that distinguishes them from everyday communication outside the workplace.

R e l e v a n c e : good communication is needed for several reasons. Managers are responsible for ensuring that staff are involved and informed.

An analysis of recent research has shown that effective top-down communication is correlated with the employees involved. Clarity and brevity, as well as sending communication messages, help employees work more productively and simplify processes in the company.

**2. The main part**

Of course, without an effective communication strategy, it is easy to get lost in the details or be distracted. Misunderstandings can lead to losses and delays, especially in project management. Poor communication creates disparities throughout the organization: if business departments cannot communicate effectively, collaboration becomes more difficult.

Therefore, communication should be inclusive, as work at home is becoming more common, it is important to use different communication channels to promote a cohesive corporate culture and use tools such as video conferencing. The ability to share information without overloading employees also reduces staff turnover, especially during adaptation.

From an external point of view, effective communication with customers is the basis of good customer service: be sure to send warm messages at the right time. Poor communication is frustrating and can lead to bad reviews or failed partnerships.

**3. Problems**

Some problems related to business communication include:

- Effective exchange of best practices between business units,

After making sure that everyone is informed in time to avoid costly misunderstandings,

- Choosing the right tone of voice, which means supporting internal and external communications in accordance with the corporate culture and values of the company.

- Communication at work coexists with the existing hierarchical structure with different roles and responsibilities assigned to both internal and external actors.

Thus, business communications can be divided into 4 types:

1) Bottom-up communication: when a subordinate requests information from his supervisor or communicates information to him.

2) Top-down communication: when the manager transmits information to his subordinates or transmits a request.

3) Horizontal communication: this is communication between team members or colleagues within the company.

4) External communication: communication between the company and the outside world. This includes a wide range of external stakeholders from customers to suppliers.

## 4. Perspectives

Today it is clear that the ethics of communication, business etiquette and the culture of business communication in general play a very important role in the effective operation of business people. Ethics of business communication should be taken into account in its various manifestations: in the relationship between the enterprise and the social environment; between enterprises; within one enterprise.

Between the parties of one or another type of business communication has its own specifics. The task is to formulate such principles of business communication, which corresponded to each type of business communication, but also contradicted the general moral principles of human behavior. At the same time, they should serve as a reliable tool for coordinating the activities of people involved in business communication.

Perhaps that is why now in society in general and in business organizations in particular, there is often a shortage of good manners. That is why special training of staff in business etiquette is required. It is not enough to write a Standard of Business Conduct for the company's employees and implement it by order of the General Director. In order for the Standards of Conduct to really work and be applied in everyday professional activities, it is expedient to carry out systematic training of staff in good business manners.

## 5. Conclusion

An excellent practical rule for effective business communication is to remember the seven principles of communication. Your messages should be:

1) Understandable: express your goals and the goals of the message in a direct way.

2) Short: avoid placeholders and make sure that each sentence is informative and substantive.

3) Specific: if necessary, do not hesitate to give examples or specific details.

4) Correct: think about your audience: who are they, what do they know? Will they understand your message?

5) Consistent: use logical connections and structure your ideas.

6) Complete: do not take into account important information (venue, call to action, deadline…).

7) Polite: stay warm and friendly. Avoid harsh tones or rudeness.

It is important during business trainings and interactive seminars to show employees the meaning of business communication, the importance, to point out the consequences of violations of these rules. In addition to gaining theoretical knowledge during such training, employees develop skills of the required etiquette behavior and consolidate useful habits.

**REFERENCES**

1. Ethics of communication in a professional team. URL: https://knowledge.allbest.ru/ethics/3c0b65635a2bc78b5c53b89521216d36_0.html
2. Characteristics of business communication problems. URL: https://student-help.net/osnovnye-harakteristiki-delovogo-obshheniya-harakteristika-problem-i-perspektiv-delovogo-obshheniya-v-rossijskoj-praktike-menedzhmenta-konflikty-v-delovom-obshhenii-i- puti-ih-resheniya /
3. Rules of business etiquette. URL: https://happymonday.ua/ru/pravila-delovogo-jetiketa-na-rabote

# STATE OF FOOD SECURITY IN KENYA

*M. S. Zimnytskyi,*
*N. O. Marchenko (language supervisor)*
*V. N. Karazin National University, Kharkiv*

**Zimnytskyi M. S., Marchenko N. O. State of food security in Kenya.** The article provides an overview of the main causes, government policy, and current state of food security in Kenya. The country regularly suffers from inability to secure a stable access to affordable food for its population. This can be attributed to a variety of reasons, from climate and geography to market fluctuations and underinvestment. A range of policy decisions by Kenyan government address the problem and an extensive international emergency support is utilized, but the issue remains unresolved, as new complications as the result of climate change and Russian aggression against Ukraine arise.

**Keywords:** food security, Kenya, agriculture, insecurity.

**Зімницький М. С., Марченко Н. О. Стан продовольчої безпеки у Кенії.** У статті наводиться огляд головних причин, державної політики і сучасного стану продовольчої безпеки у Кенії. Країна регулярно потерпає від нездатності забезпечити стабільний доступ до продовольства для свого населення. Це можна пояснити різними причинами, від клімату та географії, до коливань ринку та нестачі інвестицій. Ряд політик уряду Кенії є направленими на вирішення проблеми, є задіяною широка міжнародна підтримка для підтримки в кризових ситуаціях, однак проблема залишається невирішеною, в той час як зміна клімату та російська агресія проти України ускладнюють ситуацію.

**Ключові слова:** продовольча безпека, Кенія, сільське господарство, вразливість.

## 1. Introduction

The o b j e c t of this article is the comprehensive research of the nature of food insecurity in Kenya. The s u b j e c t is factors that make Kenya food insecure and measures taken to combat it. The p u r p o s e of the article is to summarize the problem and explore the current food security challenges that the country is facing. To do so it is necessary to overview the key main natural and socio-economic factors that cause Kenya to suffer food insecurity, national and international responses to the problem, and explore the current state of affairs. The subject of this article is well researched in the recent literature when it comes to general inquiry in the problem (Emongor, 2011;

Sadauskaite, 2014), as well as specific aspects of it (Kabubo-Mariara & Kabara, 2015; Breisinger et al., 2022). This article aims to provide a summary of key finding on the subject and to put them in context of recent developments.

## 2. Causes and factors in Kenyan food insecurity

Out of 569 thousand kilometers, which constitute the land mass of Kenya, only 48,5% are suitable for growing any sort of crops without resorting to additional irrigation (World Bank data, n. d.). However only about 20% of land receives reliable rainfall, which categorizes it as land that has high or medium agricultural potential. Naturally, arable land is distributed unequally across the country, being mostly concentrated around Lake Victoria, as well as the southern part of Great Rift Valley, and on the coast, with other parts of the country falling under the category of arid and semi-arid lands.

Agriculture produces 22,4% of country's GDP, however the majority of population is still rural, with 6,4 million households out 12,1 million in total participating in agriculture. As many other developing countries, Kenya experiences rapid population growth: population census of 1999 estimated Kenyan population to be 28,5 million; in 2009 population reached 37,7 million, and the last census of 2019 documented population reaching 46,7 million, and it is projected to reach 70,1 million by 2045 (KNBS, 2019). Portion of urban population has also increased from 19,1 in 1999 to 31,2 in 2019, consisting of 14,8 million people, but still the majority of the population continues to live in the countryside.

Thus, having limited agricultural potential on one hand, and rapidly expanding population on the other makes Kenya dependent on food imports to feed its population. Considering that 29,4% of population lives below the poverty line, global fluctuations in food prices have great effect on the country's social stability. This also outlines the general geography of Kenyan food insecurity, as most of country's urban centers are located in the south west, where conditions are favorable for agriculture, and on the coast in the east, which has a direct access to foreign shipments, while arid and semi-arid rural areas of the country are usually at risk.

Few other reasons complicate the situation. First, there is a general lack of investment in agriculture and related infrastructure (Emongor, 2011): underinvestment in rural roads limits distribution of food around the country and access to the markets in rural areas; overall, only 370 thousand household utilize irrigation. Secondly, some of the government's policies had a bad influence on the development of the agricultural sector (Sadauskaite, 2014). Kenya has a long history of engagement with Structural Adjustment programs of IMF and World Bank, joining the WTO in 1995 and signing Agreement on Agriculture, which demanded to reduce tariffs, abandon import quotas, and generally prohibited other measures the government might undertake to secure vulnerable sectors. Furthermore, while being liberalizing in character, it enforced some environmental and sanitary standards, with which many developing countries, including Kenya, failed to comply.

Lastly, climate change can damage Kenyan agriculture in the long run. According to a study conducted in 2015 (Kabubo-Mariara & Kabara, 2015), if no measures taken, all crop yield will face a decline, although to a different degree. By 2100 crop yields at best will suffer a 44% decline from the baseline and 69% at worst, with the most pronounced effect on maize, as up to 73% of Kenyans might become maize insecure.

## 3. Kenyan food security policy

As any state facing the treat of hunger afflicting a part of its population regularly would do, the government of Kenya has adopted policies in order to secure this matter. Article 43 of the Adopted in 2010, the Constitution of Kenya states that every citizen has a right "to be free from hunger, and to have adequate food of acceptable quality" (Constitution of Kenya, 2010), thus binding the government to act in regard to prevent food insecurity.

To fulfill this function, in 2011 the government released the National Food and Nutrition Security Policy (FNSP). This was not the first strategy document in country's recent history that was created to tackle food insecurity: it was predated by measures taken with Sessional Paper No. 1 of 1986 on Economic Management for Renewed Growth, and The National Plan of Action on Nutrition of 1994. At its core, the FNSP outlines 3 most broad objectives:

1. To achieve adequate nutrition for optimum health of all Kenyans;
2. To increase the quantity and quality of food available, accessible and affordable to all Kenyans at all times;
3. To protect vulnerable populations using innovative and cost-effective safety nets linked to long-term development ("Government of Kenya", 2011).

The FNSP also outlines a rage of other broad policy directions like increasing food safety and quality, availability of nutrition information, developing early warning systems, expanding legal and institutional framework etc. A more particular set of policy decisions can be found in National Food and Nutrition Security Policy Implementation Framework 2017-2022 ("Government of Kenya", 2017). Among measures listed there are: establishment of an Agricultural Development Fund; increase in funding to food and agriculture sectors by at least 10% of the national budget; review and harmonization of food and related trade policies and regulations; negotiations for the removal of trade barriers; establishment of National Food Security and Nutrition Council and supporting institutions etc.

Foreign assistance plays a vital role in combating food insecurity. In 2022, around 200 million US dollars were contributed as an emergency food response by USAID, while another 42 million were directed into developing country's agriculture(ForeignAssistance.gov, 2022). Since 1980 up to 2018, World Food program has run a school feeding programme (WFP, 2018). It was aimed to increase school attendance in the struggling communities by providing free meals to students, thereby reducing financial burden for poorer households and increasing the overall quality of nutrition. With time passing, the programme started transitioning from WFP to the government-led project, which was fully complete by 2018.

## 4. Latest developments

According to latest outlook by Famine Early Warning Systems Network, in several vulnerable regions – Turkana, Marsambit, Mandera, Wajir, Isiolo, Garissa – there is an emergency, while in West Pokot, Baringo, Samburu, Laikipia, Meru, Tharaka Nithi, Kithui, Tana River and Makueni regions situation is critical. Although some parts of Kenya experience cumulative rainfall of 125% to 150% of long-term average, northern and central parts have recorded cumulative rainfall deficits. Due the lack of sufficient rainfall, households in those regions have depleted their own-produced food stocks, becoming reliant on market purchases. On the other hand, those households due to lower yields and thus lower sales have lower purchasing power (FEWS NET, 2022).

One of the key factors here is the impact of Russian aggression against Ukraine. Firstly, Kenya did no escape the global rise in food prices: between July 2021 and March 2022, the nominal price of imported maize rose by 22% and the price of imported wheat rose by 61%. Secondly, rising prices caused general decline in country's GDP by 0,8% and in agriculture in particular by 1,1%, while also causing the 2,6% decline in employment. Most of this decline is driven by fertilizer and fuel shocks, with fertilizer shocks contributing 45% of GDP decline, and fuel contributing 37% (Breisinger et al., 2022).

Because of reduced access to traditional suppliers, decline in the sector, high inflation and unfavorable natural factors, some poor households are unable to obtain affordable food supplies. In July maize prices were around 45% to 80% above average in urban areas, while in pastoral regions retail prices were 25% to 70% above average. As a result, around 20-40% of all poor households across Kenya reported borderline food consumption, resorting to coping strategies like reducing the number of meals consumed daily and limiting portion sizes.

## 5. Conclusions

Many factors cause Kenya to struggle with food insecurity. The key natural factors are geography and climate, which restrict Kenya from developing extensive agriculture and make sector dependent on rainfall patterns. Many socioeconomic factors tie into this: as many developing countries, Kenya has a rapidly growing population and high levels of poverty; despite its limited potential, agriculture is the dominant source of employment, with a majority of population living in rural areas with limited market access. Lastly, some contradictory government policies resulted in the stagnation of agricultural sector. To eliminate food insecurity, the government of Kenya has adopted a National Food and Nutrition Security Policy, a framework document that outlines main policy measures, which include expanding funding of the sector, creating new institutions, liberalizing trade with other states etc. Foreign assistance also plays a vital role, especially when it comes to addressing emergencies.

The issue of food insecurity in Kenya remains unresolved to this day, with most recent blow being the impact being Russian aggression against Ukraine. In the long run, Kenyan agriculture faces the challenge of climate change, which among other thing may severely reduce country`s ability to produce food domestically.

**REFERENCES**


1. Breisinger C. et al. Kenya: Impacts of the Ukraine and Global Crises on Poverty and Food Security. 2022. URL: https://www.ifpri.org/publication/kenya-impacts-ukraine-and-global-crises-poverty-and-food-security
2. Constitution of Kenya. 2010. URL: http://www.kenyalaw.org:8181/exist/kenyalex/actview.xql?actid=Const2010
3. Emongor R. A. Food price crisis and food insecurity in Kenya. 2011. URL: https://elibrary.acbfpact.org/acbf/collect/acbf/index/assoc/HASH01b5/cd96f147/6ca2937f/79e1.dir/Food%20crisis%20and%20food%20insecurity%20in%20Kenya.pdf
4. FEWS NET. Kenya Food Security Outlook Update August 2022. URL: https://reliefweb.int/report/kenya/kenya-food-security-outlook-update-august-2022
5. ForeignAssistance.gov. URL: https://www.foreignassistance.gov/
6. Government of Kenya. National Food And Nutrition Security Policy Implementation Framework 2017-2022. 2017. URL: https://www.fao.org/faolex/results/details/en/c/LEX-FAOC170761/
7. Government of Kenya. National Food And Nutrition Security Policy. 2011. URL: https://repository.kippra.or.ke/xmlui/bitstream/handle/123456789/1620/2011%20National%20Food%20and%20Nutrition%20Security%20Policy.pdf?sequence=1&isAllowed=y
8. Kabubo-Mariara J., and Kabara M. Climate Change and Food Security in Kenya. 2015. URL: http://www.jstor.com/stable/resrep15014
9. KNBS. 2019 Kenya population census. URL: https://www.knbs.or.ke/publications/
10. Sadauskaite U. The issue of food insecurity in Kenya. 2014. URL: https://www.academia.edu/31110642/FOOD_INSECURITY_A_CASE_STUDY_OF_KENYA
11. WFP. Home-Grown School Feeding in Kenya. 2018. URL: https://docs.wfp.org/api/documents/WFP-0000105578/download/#:~:text=The%20NMK%20programme%20provides%20support,fed%20in%20the%20third%20year.
12. World Bank data. URL: https://data.worldbank.org/

Наукове видання

# ІНОЗЕМНІ МОВИ У СВІТОВОМУ ЕКОНОМІКО-ПРАВОВОМУ ПРОСТОРІ

Електронний збірник студентських наукових статей

Випуск X

Українською,
англійською, китайською,
німецькою, французькою мовами

Відповідальний за випуск І. С. Шевченко
Технічний редактор Л. П. Зябченко

Ум. друк. арк. 41,7.

61022, Харків, майдан Свободи, 4.