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 IX

Харків
2022

УДК339(063)

Затверджено до розміщення в мережі Інтернет
рішенням Вченої ради факультету іноземних мов
Харківського національного університету імені В. Н. Каразіна
(протокол № 5 від 5 квітня 2022 р.)

Адреса оргкомітету:
61022, Харків, майдан Свободи, 6, кімн. 2-2,
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. IX. Харків : ХНУ імені В. Н. Каразіна, 2022. 1131 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 978-966-285-611-8

CONTENTS

SMART SPECIALIZATION AS A DRIVING FORCE FOR THE DEVELOPMENT OF INTELLECTUAL POTENTIAL: WORLD EXPERIENCE AND DOMESTIC PRACTICES

A. S. Abramenko,
T. I. Skrypnyk (language supervisor)
V. N. Karazin National University, Kharkiv

Abramenko A. S., Skrypnyk T. I. Smart specialization as a driving force for the development of intellectual potential: world experience and domestic practices. The article analyzes the theoretical bases of research of smart specialization essence as a driving force of intellectual potential development. Approaches to determining the essence and factors of intellectual potential development are revealed. Methods for assessing the development of intellectual potential are presented. The economic content of the concept of smart-specialization is investigated. The development of intellectual potential in terms of smart specialization in EU countries and Ukraine is assessed. The conclusion about the peculiarities of the world and domestik practice of implementing the smart specialization strategy is made.

Keywords: concept, intellectual potential, intellectual specialization, smart specialization.

Абраменко А. С., Скрипник Т. І. Смарт-спеціалізація як рушійна сила розвитку інтелектуального потенціалу: світовий досвід та вітчизняна практика. У статті розглянуті теоретичні основи дослідження сукупності смарт-спеціалізації як чинника розвитку інтелектуального потенціалу. Розкрито підходи до визначення сутності та чинників розвитку інтелектуального потенціалу. Наведені методики оцінки розвитку інтелектуального потенціалу. Досліджено економічний зміст концепції смарт-спеціалізації. Проведена оцінка розвитку інтелектуального потенціалу в умовах смарт-спеціалізації в країнах Європейського союзу та в Україні. Зроблено висновок щодо особливості світової та вітчизняної практики впровадження стратегії смарт-спеціалізації.

Ключові слова: інтелектуальний потенціал, інтелектуальна спеціалізація, розумна спеціалізація, смарт-спеціалізація.

1. Introduction

The o b j e c t of research is the development of intellectual potential in the world. The s u b j e c t of the article is smart specialization as a factor in the development of intellectual potential in the world economy. The p u r p o s e of the study is to reveal the impact of smart specialization on the development of intellectual potential in the world and Ukraine.

The development strategies of the EU member states have traditionally been aimed at improving the overall opportunities and conditions of regional development, especially in the innovation environment, affecting human capital, protection of intellectual property rights, research and IT, competitiveness and openness at the general level. Smart specialization policy includes not only innovation policy, but also the whole process of finding competitive advantages, setting priorities for the most effective development of scientific potential of any region at any state of technology development.

Smart specialization promotes interregional and cross-border partnerships in areas such as industrial modernization, digitalization, energy efficiency and agriculture. This leads to the merging of the process of intellectualization of the world by reorienting from the usual processes of production to more perfect. The industry requires more qualified personnel in the field of information technology, robotics, computerization and creative spheres of economics, so employees take appropriate training courses, and students graduate every 5 years with a new set of knowledge and skills that meet modern challenges.

Currently, the concept of smart specialization is the driving force behind the collaboration of countries to merge effective coexistence. Only by gathering forces and sharing responsibilities among the participating regions can sustainable development be achieved in the financial, intellectual, entrepreneurial and educational spheres.

2. Smart Specialization: world experience

In current hypercompetent environment, it is important to take particular action for sustainable economic development of the country. It is necessary to involve specialists in various fields of socio-economic activities to create and implement innovative solutions, i.e. intellectual potential of the country.

Intellectual potential is a combination of all intellectual and creative abilities, knowledge and skills of people to create intangible assets with appropriate intellectual capabilities that can be used in the form of intellectual capital (visible result of intellectual activity) to be able to use it.

The formation, use and development of intellectual potential occurs at different levels, such as: personal level, i.e. the intellectual potential of a person; micro level – the intellectual potential of the enterprise or organization; meso level – region; macro level – society; mega level – the world's population. Influencing factors include natural, microeconomic, macroeconomic and institutional. They cause transformations in the educational and professional structure of the population.

As part of the smart specialization strategy, the intellectual potential of the people is enriched by opening new innovative opportunities. These include increasing the number of jobs, requirements for "new knowledge" and the ability to coordinate the work of technological equipment.

Reasonable specialization takes into account internal and external factors of intellectual potential formation to determine the competitive advantages of the region and the sphere of activity. The strength of smart specialization is manifested in the grouping of entrepreneurship within its thematic specialization - domains, because this is how the management of "bottom-up" works at a more effective level.

The European Union's smart specialization policy aims to increase the efficiency of the association's innovation potential. Smart specialization requires changes at the regional level, where the basis is the development and implementation of technologically innovative ideas. Thus, the basis for the development of intellectual potential is built. It is important to attract financial support from the main funds of the smart specialization project in order to create a research infrastructure, develop human potential, prevent the "brain drain", and encourage European and domestic researchers.

Taking into account Slovenia's experience at the time of the introduction of the concept of smart specialization in the EU, we may say that the quality of public administration in the country was low. Currently, Slovenia, according to its level of economic development, belongs to the middle group of the countries, as GDP per capita is 70% of the European Union as of 2019.

In 2015, Slovenia launched its own Smart Specialization Strategy, which combined the following strategic documents and necessary measures: Slovenia's Research and Innovation Development Strategy, Digital Agenda, Slovenia's Industrial Policy and Slovenia's Development Strategy. The main goal of the strategy is to introduce sustainable technologies for health care based on high-tech solutions in niche segments. It is planned that by 2023 the strategy will be achieved [1].

Slovenia plans to achieve its goals by using the following groups of tools: direct impact measures and measures to build an innovative ecosystem.

Direct measures include tax credits with full coverage of research and development costs and 40% of investments in intangible assets and equipment.

Regarding the support of strategic research and innovation partnerships in Slovenia, it is one of the measures to build an innovation ecosystem, where 9 partnerships (clusters) have already been formed in the priority areas of smart specialization. Figure 2.1 lists partnerships that bring together businesses (over 80% of participants), universities and research organizations, governments, innovation intermediaries, NGOs and innovation consumers. The relationship between these organizations is long-term.

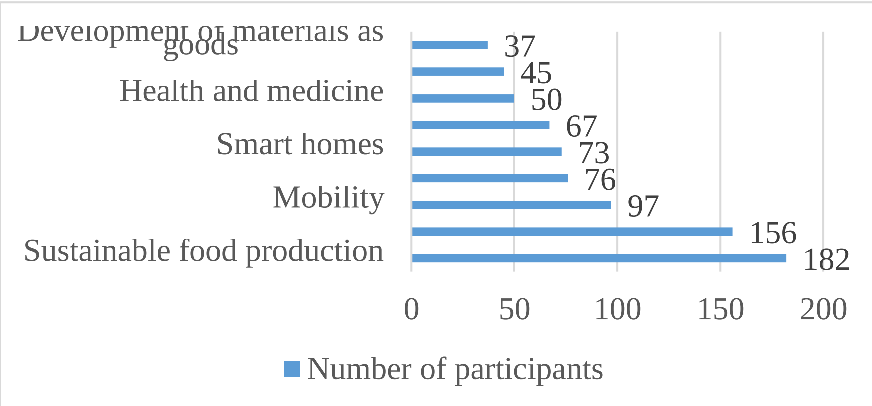


Fig. 1. Number of organizations grouped by smart specialization into clusters

With regard to the field of education in Slovenia, it is important to emphasize the measures envisaged by the country. These include the introduction of national scholarships that meet the priorities of smart specialization, and the renewal of educational programs in accordance with the requirements and priorities of business. Additionally, employment measures include coordinating the work of career development centers with partnerships based on smart specialization priorities, and stimulating creativity and entrepreneurial ideas at all levels of the educational process. We will single out the mechanisms for stimulating innovation and building a favorable innovation environment. An example is the Creativity Center, established in

2017 [1, pp. 143–145]. Following this direction, it is possible to develop measures with the priorities of smart specialization and develop startup culture. An analysis of Slovenia's experience shows that a bottom-up approach should be supported, involving organizations and foundations in certain areas of smart specialization in order to achieve successful innovation development.

3. Smart Specialization: domestic practices

Active use of the same approaches and appropriate methods by different countries cannot allow the successful development of a smart specialization strategy in each region without a common supranational system. Such approach requirements for the quality of documentation and the quality of the described strategies exist so far only in the European Union. Smart specialization research is built on the notion of innovation as fully research-oriented, based on research and development. This is what initiates structural changes in the economy of each of the countries that have chosen a policy of smart specialization.

Thus, the implementation of the concept of smart specialization has shown the effectiveness of its implementation on the example of the EU and some others. The results of launching the strategy in each country depended on available resources and innovative development ideas. Slovenia's experience has shown how important it is to cooperate at the local level in order for a smart specialization strategy to succeed at the national level.

Ukraine is following the example of Slovenia in the development of smart regions. Kharkiv oblast was chosen as the most successful oblast, as startups and IT clusters are actively developing, new projects are planned, the regional economy is being restructured in the innovation sector and technologies are being developed. Odessa, with the aim of developing the food industry and gastro-tourism, and the Dnieper, with a focus on the chemical industry, mechanical engineering and IT, are catching up with Kharkiv. Nevertheless, the Kyiv city remains the main leader in attracting investment in the business and innovation sectors on an industrial scale [1].

The current state of economic development of the world is assessed by innovative transformations. Due to intense competition in all sectors of the economy, lagging behind in certain industries, ineffectiveness of state and supranational innovation strategies, the European Commission has launched a new concept - "smart specialization" to ensure sustainable development of each EU member state and countries, which focus on European integration.

To achieve this goal, countries unite at the interregional and cross-border level in areas not only involved in digitization, industrial modernization, but also in the classical sectors of the economy - agriculture, energy and medicine, to avoid duplication of research and competitiveness. Hence merges the process of intellectualization of production by reorienting from habitual actions to more perfect ones. Such a policy requires more qualified personnel who will be able to keep up with the dynamic development of science, and educates specialists to be "imprisoned" for scientific discoveries in accordance with modern challenges. It is the intellectual potential that determines the ability of countries to achieve their goals.

Accordingly, the essence of intellectual potential is to combine the abilities, knowledge and skills of people in intellectual and creative spheres to create intellectual intangible assets with appropriate intellectual capabilities that can be used in any area of innovative development of the state in the form of intellectual capital.

4. Conclusions

Due to the uneven development of the regions of the EU, the concept of smart specialization was created. Hence, smart specialization has become the EU's strategic approach to defining and building the foundations for regional competitiveness in the fields of education, science, various economic activities and innovative technologies. This approach is based on the characteristics and knowledge economy of the region.

In order to effectively use the resources of the region and avoid duplication of scientific and technological developments, smart specialization is beginning to be actively introduced at the micro level of economic activity – enterprises that manage the innovation policy of the state “bottom-up”. They are grouped into clusters when they have the same need for resources, methods of use and geographical proximity, and into domains when their economic performance is shared by niches to share valuable information and share responsibilities within the group. Hence, the number of jobs increases, the requirements for “new knowledge” and the ability to coordinate the work of high-tech equipment increase.

Although the European Union's smart specialization policy is primarily aimed at enhancing the effectiveness of the association's innovation capacity, other countries can apply the EU's experience in this area, learn from the implementation of the strategy in consultation with the EU and with financial support from EU funds. to develop the innovative potential of the regions. Smart specialization has begun to be actively implemented under the leadership of regional development in regions around the world. Apart from the EU countries, 6 more countries and 16 regions are registered on the smart specialization platform, which include Slovenia and Ukraine.

Slovenia, as a country with a similar structure to Ukraine - low quality public administration, can be a good example of implementing a policy of smart specialization. The country has adopted the EU experience in clustering, creating 9 partnerships (clusters) in certain areas of the economy. Slovenia has reached an agreement on all actions and forms of smart specialization that determine the activities of partnerships.

The results of the study show that smart specialization is a very relevant strategy for innovative development of countries and regions, which provides a stable basis for the development of intellectual potential. The success of smart specialization is to focus on specific competitive areas of economic activity in the region, to develop clear regional strategies for innovation, increase funding for research and bottom-up orientation. Duplication of research and development should be avoided by creating a common base of the country's region, which will combine the development of each business center in its areas of development, encouraging people to develop in specific areas and improve processes. Smart specialization thus creates the conditions for a more democratic policy and promotes sustainable economic development, creating the basis for the intellectualization of the population.

REFERENCES

1. Gryga V. Y. (2019). Zarubizhna praktyka vprovadzhennya «rozumnoyi specializaciyi» ta mozhlyvosti yiyi zastosuvannya v Ukraini. Ekonomika i prognozuvannya.
2. Policy Mix in Brief (2018). The Government Office for Development and European Cohesion Policy. URL : http://www.svrk.gov.si/fileadmin/svrk.gov.si/pageuploads/KP_2014-2020/Strategija_pametne_specializacije/Angleska_stran/S4_policy_mix_en.pdf

3. Slovenia's Smart Specialisation Strategy (2015). The Government Office for Development and European Cohesion Policy. URL : http://www.svrk.gov.si/fileadmin/svrk.gov.si/pageuploads/Dokumenti_za_objavo_na_vstopni_strani/S4_document_2015_ENG.pdf
4. Smart Specialisation – Strengthening Innovation in Europe's regions – URL : https://ec.europa.eu/regional_policy/sources/docgener/guides/smart_spec/strength_innov_regio ns_en.pdf
5. Smart Specialisation Platform – Europa EU. URL : http://s3platform.jrc.ec.europa.eu/
6. Strategic research and innovation partnerships (SRIP) in detail. The Government Office for Development and European Cohesion Policy. URL : http://www.svrk.gov.si/en/areas_of_work/slovenian_smart_specialisation_strategy_s4/strategic_research_and_inno vation_partnerships_srip_in_detail/

SOZIALE UND WIRTSCHAFTLICHE FAKTOREN DER GLOBALEN MARKETINGSTATEGIE

A. O. Ahafonova,
I. I. Pirog, PhD (Sprachbetreuer)
V. N. Karazin Nationale Universität, Charkiw

Ahafonova A. O., Pirog I. I. The article describes the study of foreign markets by the method of external analysis, which is necessary to launch the most appropriate and successful marketing campaign, taking into account various factors and features of different countries all around the world. It is worth noting that insufficient attention to this issue can lead to large losses due to poorly selected marketing strategy, and, accordingly, to low sales. In a globalized world, where foreign trade is an integral part of economic development, this problem is extremely important today.

Keywords: external market analysis, foreign market, globalization, marketing campaign, marketing strategy.

Агафонова А. О., Пірог І. І. У статті наводиться опис вивчення зовнішніх ринків за методом зовнішнього аналізу, необхідного для запуску найбільш доцільної та успішної маркетингової кампанії, з урахуванням різних факторів та особливостей країн світу. Варто зазначити, що недостатня увага до цього питання може призвести до великих збитків через невдало підібрану маркетингову стратегію і, відповідно, до низьких продажів. У глобалізованому світі, де зовнішня торгівля є невід'ємною частиною економічного розвитку, ця проблема є особливо важливою.

Ключові слова: глобалізація, зовнішній аналіз ринку, зовнішній ринок, маркетингова кампанія, маркетингова стратегія.

1. Einleitung

D e r G e g e n s t a n d des Artikels ist globale Marketingstrategien von Unternehmen auf ausländischen Märkten. D a s T h e m a des Artikels ist die Erforschung wirtschaftlicher und sozialer Fragen, die für eine erfolgreiche Marketingstrategie in neuen Märkten in verschiedenen Ländern berücksichtigt werden müssen. D a s Z i e l der Studie ist die wichtigsten Aspekte der externen Marktanalyse für die erfolgreiche Umsetzung von Marketingkampagnenstudieren zu studieren, einschließlich der wirtschaftlichen Situation und der kulturellen Besonderheiten der Länder, in denen das Unternehmen nach einem neuen Absatzmarkt sucht. Um das zu erreichen das Papier beschreibt die Komponenten der externen Marktanalyse und liefert auch Beispiele, um die Notwendigkeit dieser Forschung vor dem Start einer Marketingkampagne zu untermauern.

2. Der Wert einer globalen Marketingstrategie

In der heutigen Welt ist die Rolle der Globalisierung und des Weltmarktes sehr wichtig geworden. Der Eintritt in die Weltmärkte und der Export sind daher die Prioritäten der meisten großen Unternehmen. Dies kann nur Auswirkungen auf Marketingstrategien haben, denn die Eroberung von Marktanteilen hängt direkt von der Qualität und dem Erfolg der Marketingkampagnen im Importland ab.

Die Globalisierung ist nicht der einzige Faktor, der das heutige Makro-Marketing-Umfeld bestimmt. Erstens ist die aktuelle Situation durch einen verschärften Innovationswettbewerb gekennzeichnet, da das Wirtschaftswachstum direkt von der technologischen Entwicklung abhängt. Dadurch sind neue Wettbewerber auf dem Weltmarkt erschienen, wie die New Industrial Countries [2, S. 39–44].

Um dem verschärften Wettbewerb auf dem Weltmarkt zu begegnen, können Unternehmen auf die Bildung einer globalen Marketingstrategie zurückgreifen. Viele Unternehmen sehen globales Handeln als Voraussetzung für einen wirksamen Wettbewerb. Globale Strategie unterscheidet sich von Multi-Domestic oder Multinational, wenn das Unternehmen gezielt für verschiedene Länder entwickelt und eigenständig unabhängige Strategien umsetzt. So kann ein Einzelhandelsunternehmen in verschiedenen Ländern mehrere praktisch unabhängige Gruppen von Geschäften eröffnen, die unabhängig voneinander arbeiten. Im Gegensatz dazu wird eine globale Strategie in einem globalen Umfeld entwickelt und umgesetzt, in dem die Beziehung zwischen den Märkten verschiedener Länder genutzt wird, um Synergien zu schaffen, Skalierbarkeit, strategische Flexibilität und Möglichkeiten zu erreichen, Programme zu teilen und Produktionskosten zu senken [1, S. 288].

Eine globale Strategie kann einem Unternehmen einen strategischen Vorteil verschaffen oder den Vorteil eines Konkurrenten neutralisieren. Beispielsweise können Produkte und Marketingprogramme, die in einem Markt entwickelt wurden, in einem anderen verwendet werden. Oder das Unternehmen erhält die Möglichkeit, den Skaleneffekt auf dem Weltmarkt oder die Einsparungen, die mit dem Einsatz relativ billiger Arbeitskräfte und Rohstoffe verbunden sind, zu nutzen. Die gleichzeitige Tätigkeit in mehreren Ländern trägt dazu bei, die Flexibilität des Unternehmens zu erhöhen und signifikante nachhaltige Wettbewerbsvorteile zu schaffen. Ein globales Unternehmen erhält die Möglichkeit, als Reaktion auf wachsende Trends oder die Aktionen von Wettbewerbern Kapital und Aktivitäten auf der ganzen Welt zu bewegen. Die Produktion kann so verortet werden, dass Markteintrittsbarrieren umgangen werden und so Zugang zum Zielmarkt erhalten wird.

3. Externe Marktanalysestruktur

Zur effektiven Umsetzung von Marketingstrategien in anderen Ländern ist eine externe Marktanalyse erforderlich. Die externe Analyse umfasst, wie der Name schon sagt, eine Bewertung aller wesentlichen Elemente des externen Umfelds der Organisation. Sein Zweck ist die Suche nach Chancen, Bedrohungen, Trends, strategischen Unsicherheiten und strategischen Alternativen [1, S. 41].

Das Ergebnis der externen Analyse ist die Identifizierung und Untersuchung sowohl aktueller als auch potenzieller Chancen und Risiken. Chancen sind Trends oder Ereignisse, auf die das Unternehmen mit der richtigen strategischen Reaktion eine deutliche Umsatz- und Gewinnsteigerung erzielen kann. Bedrohungen sind Trends oder Ereignisse, die ohne strategische Reaktion zu deutlichen Umsatz- und Gewinnrückgängen führen.

Ein weiteres Produkt der externen Analyse ist die Identifizierung von Unsicherheiten im Unternehmen oder seinem Umfeld, die die Strategie beeinflussen können. Bei erheblicher oder dringender Unsicherheit kann eine eingehende Analyse erforderlich sein, gefolgt von einer Strategieentwicklung; in anderen Fällen ist die Informationsbeschaffung in der Regel ausreichend.

Die externe Analyse besteht aus vier Teilen: Verbraucheranalyse, Wettbewerbsanalyse, Marktanalyse und Umweltanalyse [1, S. 41].

Aufgrund der begrenzten Größe des Marktes stehen Unternehmen häufig vor dem Problem, in den Markt einer Region oder eines Landes einzutreten. Das heißt, es kommt vor, dass in der Region bereits ein bestimmtes Monopol oder Oligopol existiert, sodass ein neuer Wettbewerber einfach keinen Platz in der Nische hat. Ein Beispiel ist Kinepolis, eine Filmgesellschaft, die das erste Megaplex-Kino geschaffen hat. Das Erfolgsgeheimnis dieses Unternehmens war die geringe Größe des Marktes, so dass es keine weiteren Konkurrenten aufnehmen konnte, da es für keine der Parteien profitabel ist und keinen Gewinn bringt [4, S. 258–259].

Darüber hinaus müssen Unternehmen, die in den Markt bestimmter Länder eintreten wollen, die Besonderheiten der Besteuerung und die Haltung des Landes gegenüber Markteindringlingen berücksichtigen. Beispielsweise weisen Entwicklungsländer bestimmte Merkmale der Verrechnungspreise auf. So verwendet Brasilien, das kein Mitglied der OECD ist, eine feste Marge für Transaktionen, was der Methodik der OECD zuwiderläuft, da Änderungen der Marktbedingungen zu Änderungen des Transaktionswerts führen können. Sein Wesen ist, dass miteinander verbundene Unternehmen mit Eigentums- und Kontrollebenen die Möglichkeit haben, Gewinne aus der Macht mit einem hohen Steuerniveau an die Macht ohne Steuern zu lenken. Wenn die Preise des Unternehmens nicht dem Marktniveau entsprechen und das Unternehmen zu wenig Steuern zahlt, führen Länder mit unterschiedlichen Methoden der Transferbesteuerung eine zusätzliche Einkommensteuer ein. So musste sich Sturbucks beispielsweise einer sorgfältigen und detaillierten Überprüfung von Lizenzgebühren unterziehen, die sich auf Einzigartigkeit und geistiges Eigentum beziehen. Die in den Niederlanden ansässige Tochtergesellschaft hat Verrechnungspreise angewandt, dh den Wert ihrer Waren oder Vermögenswerte zu überschätzen, um die Einkommensteuer zu senken, was zusätzlichen Druck auf den Steuerhaushalt des Herkunftslandes ausübt.

4. Kulturelle und sprachliche Aspekte der Marketingstrategie

Neben den mit den rechtlichen und wirtschaftlichen Besonderheiten der Gesetzgebung der Regionen verbundenen Situationen gibt es jedoch auch andere Vorfälle aufgrund einiger sozialer oder sozialer Besonderheiten.

Kulturelle Unterschiede im Marketing sollten beim internationalen Verkauf von Waren oder Dienstleistungen vorrangig berücksichtigt werden, da sich das kulturelle Umfeld von einem Land zum anderen ändert. Dies bedeutet, dass multinationale Unternehmen die Kultur eines bestimmten Staates verstehen müssen, bevor sie die Produkte verkaufen. Hier sind einige wichtige kulturelle Faktoren, die Unternehmen, die auf die internationale Bühne wechseln möchten, berücksichtigen sollten.

Sprachen sind einige der wichtigsten kulturellen Unterschiede im Marketing, die Unternehmen verstehen sollten, bevor sie ihre Produkte und Dienstleistungen im Ausland vermarkten. Zuvor sind bei der Übersetzung gravierende Fehler aufgetreten, die zu verheerenden Auswirkungen geführt haben. Einer der denkwürdigsten peinlichen Fehler im internationalen Marketing passierte, als General Motors seine Autos unter dem

Markennamen „Nova“ vermarktete, was in südamerikanischen Landessprachen übersetzt „das geht nicht“ bedeutet helfen dem Unternehmen, seine Produkte zu verkaufen. Daher müssen Unternehmen auf Sprache und Übersetzungen achten, um Geschäftsausfälle zu vermeiden.

Insofern Preisstrategien als wirtschaftliche Faktoren erscheinen, sind sie wichtige kulturelle Unterschiede im Marketing. Es ist allgemein bekannt, dass manche Kulturen eine höhere Kaufkraft haben als andere. Die Menschen in den Vereinigten Staaten haben beispielsweise eine höhere Kaufkraft als die in Afrika. Dies spielt eine wichtige Rolle bei der Preisgestaltung Ihrer Produkte und Dienstleistungen. Zudem ist zu berücksichtigen, dass manche Menschen eine hohe Kaufkraft haben, aber eher Geld halten als ausgeben. Daher müssen Sie einen strategischen Marketingplan entwickeln, der die Menschen dazu bringt, ihre hohe Kaufkraft auszuüben.

Essgewohnheiten sind weitere wichtige kulturelle Unterschiede im Marketing, die multinationale Unternehmen verstehen müssen. Für ein Lebensmittelunternehmen ist es wichtig, die Essgewohnheiten einer bestimmten Region zu verstehen, bevor es seine Speisekarte vermarktet. Zum Beispiel mussten McDonald’s und andere Fast-Food-Unternehmen in Indien Gemüseprodukte anstelle von Fleischprodukten anbieten. Ebenso haben diese Unternehmen begonnen, zunehmend internationale Geschmäcker zu bedienen, wie beispielsweise Reisgerichte für den asiatischen Markt.

Religiöse Überzeugungen sind wichtige kulturelle Unterschiede im Marketing, die beim Verkauf auf ausländischen Märkten berücksichtigt werden sollten. Sie beeinflussen, wie eine bestimmte Gesellschaft verschiedene Produkte und Dienstleistungen wahrnimmt. Organisationen müssen den Einfluss der Religion und ihre Rolle in der Gesellschaft verstehen. In muslimischen Ländern zum Beispiel könnte die Vermarktung säkularer Frauenoutfits fehl am Platz sein, da die Religion in diesen Ländern von Frauen verlangt, sich bescheiden zu kleiden, was stark reglementiert ist. Außerdem sind einige Marketingbotschaften mit religiösen Gruppierungen in Konflikt geraten, nachdem ihre Botschaften als beleidigend gegenüber einer bestimmten Religion angesehen wurden. Religion ist ein sehr kritischer Aspekt, den Unternehmen verstehen müssen, bevor sie ihre Produkte auf internationaler Ebene vermarkten können.

Die meisten kulturellen Unterschiede im Marketing sind restriktiv. Unternehmen sollten jedoch sicherstellen, dass sie alle kulturellen Faktoren vollständig verstehen, bevor sie ihre Marketingstrategien formulieren und einführen können. Umfangreiche Recherchen würden einem internationalen Unternehmen helfen, zu verstehen, was in verschiedenen Ländern und Regionen gut und was schlecht ist. Die meisten Unternehmen, die sich auf internationaler Ebene hervorgetan haben, haben dies dadurch getan, dass sie ein Produkt oder eine Dienstleistung identifiziert haben, die in einer bestimmten Region akzeptiert werden (5).

5. Schlussfolgerungen

Wie aus den obigen Beispielen ersichtlich ist, haben also makroökologische Faktoren einen erheblichen Einfluss auf den Erfolg der gesamten Kampagne. Ein umsichtiger und verantwortungsbewusster Ansatz zur Erstellung und Förderung einer Marketingstrategie in den Märkten verschiedener Regionen unter Berücksichtigung lokaler wirtschaftlicher, rechtlicher, kultureller und demografischer Aspekte ist sehr wichtig. Denn das Ignorieren oder Nichtbeachten bestimmter Funktionen kann zu Kundenverlusten bzw. -gewinnen führen.

Die Entwicklung von Methoden zur Erforschung der sozialen und ökonomischen Faktoren von Absatzmärkten in einer multikulturellen Weltwirtschaft kann in Zukunft zur Befriedigung einer größeren Zahl von Bedürfnissen führen und auch dazu beitragen, Fehler und jede Art von Verletzung verschiedener Kulturkreise zu vermeiden die Welt.

LITERATURSVERZEICHNIS

1. Аакер Д. Стратегическое рыночное управление; [пер. с англ. под ред. С. Г. Божук]. Санкт-Петербург : Питер, 2007. 496 с.
2. Ламбен Ж. Стратегический маркетинг. Европейская перспектива; [пер. с франц.]. Санкт-Петербург : Наука, 1996. 589 с.
3. Носкова Е. В., Романова И. М. Исследование влияния кросс-культурных отличий на поведение потребителей на деловом рынке // Практический маркетинг. 2015. № 5(219). С. 7–12.
4. Чан Ким В., Моборн Р. Стратегия голубого океана. Как найти или создать рынок, свободный от других игроков; [пер. с англ. И. Ющенко]. М. : Манн, Иванов и Фербер, 2017. 336 с.
5. Claessens M. Cultural differences in marketing – what business need to consider in international markets. URL : https://marketing-insider.eu/cultural-differences-in-marketing/.

THE IMPACT OF COVID-19 PANDEMIC ON ENGLISH-SPEAKING TORIST FLOWS TO THE REPUBLIC OF SOUTH AFRICA

K. M. Akymenko,
V. V. Ilchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Akymenko K. M., Ilchenko V. V. The impact of COVID-19 pandemic on English-speaking tourist flows to the Republic of South Africa. The COVID-19 pandemic has led the economies of developing countries to instability with resulting devastating economic and social consequences in South Africa and worldwide. The article analyzes the current situation in and abilities to recover of one of the world's worst affected destinations – the Republic of South Africa. The impact on tourism industry is particularly disastrous since, nowadays, tourists from North America and Europe prefer safer destinations or choose to stay at home.

Keywords: COVID-19 pandemic, destinations, developing countries, South Africa, tourism industry.

Акименко К. М., Ільченко В. В. Вплив пандемії COVID-19 на англомовні туристичні потоки до Південно-Африканської Республіки. Пандемія COVID-19 привела економіку країн, що розвиваються, до нестабільності, що спричинило руйнівні економічні та соціальні наслідки в Південній Африці та в усьому світі. У статті аналізується поточна ситуація та можливості відновлення одного з найбільш постраждалих місць у світі – Південно-Африканської Республіки. Вплив на індустрію туризму є майже катастрофічним, оскільки сьогодні туристи з Північної Америки та Європи віддають перевагу більш безпечним напрямкам або залишаються вдома.

Ключові слова: країни, що розвиваються, пандемія COVID-19, Південна Африка, туристична індустрія, туристичні напрямки.

1. Introduction

According to the report of the Republic of South Africa's (the RSA) Minister of Health on 1 August, 2020, more than half a million cases of coronavirus were confirmed in the RSA. From that moment, the country was ranked as the fifth worst affected country in the world. The Western Cape province with the capital city of Cape Town – the center of the RSA's economy and inbound tourism – was the first province in country where the government established lockdown. Since then, one of the biggest sectors the RSA's economy has ceased growing and earning income for people and government, as English-speaking holidaymakers from North America, Australia and Europe constituting the majority of inbound tourists, have stopped visiting the country [6, 3].

So, the p u r p o s e of this study is to assess the RSA's chances to recover English-speaking tourist flow and find ways to solve the problem of the decreasing numbers of inbound tourists. The o b j e c t of the research is to assess the statistical information on the impact of COVID-19 on the RSA's economy. The s u b j e c t of the research is the determination of possible ways to improve the situation and find out new solutions to help the country recover inbound tourism.

2. The pandemic effect on world`s tourism industry

The pandemic had alarming and devastating consequences not only from a financial point of view, but also from the point of view of preserving the tourism sector of industry. Before the COVID-19 pandemic, the tourism sector was one of the most important industries of the world economy, accounting for 10 percent of the world GDP and more than 320 million working places [5].

This is first global problem which lead to devastating social and economic consequences. The global pandemic has threatened more than 100 million jobs in small and medium-sized enterprises.

Tourism-dependent countries are likely to experience the negative effects of the crisis much longer than other countries. Safe and modern services is a key to tourism and travel sectors which have been disproportionately affected by the pandemic and will continue to fight until people feel safe to travel again.

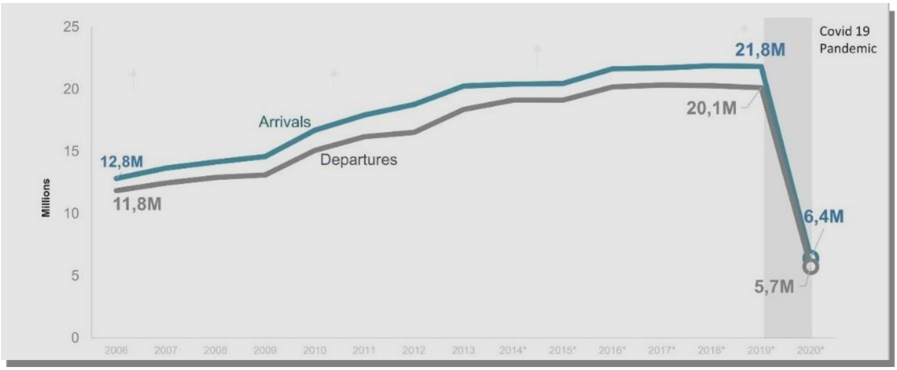
3. The pandemic effect on the RSA's tourism industry

According to the report, the total number of travellers (arrivals and departures) decreased by 71.0% between 2019 and 2020. The total number of travelers decreased by 50.7% over a 15-year period from almost 24.6 million in 2006 to 12.1 million [4].

Moreover, the COVID-19 disease has greatly reduced the number of workplaces in the tourism sector. In 2018, the RSA published data showing that one working South African in twenty-two worked in the tourism sector, and provided additional diagrams showing the structure of the tourism workforce [8].

In terms of job creation, the tourism sector remains resilient despite difficult economic conditions. Tourism created almost 32,000 new jobs in

2017. As the number of international tourists visiting the RSA's shores increased from 10.0 million in 2016 to 10.3 million in 2017, the tourism sector seems to remain an important driver of the job growth in certain industries.



Source: [4]

Figure 1. The number of arrivals and departures
of travellers by year of travel in the RSA, 2006–2020

Trends show that the overall number of traveller (arrivals and departures) decreased by 71% between 2019 and 2020. The overall number of travellers has decreased by 50,7% over the 15-year period from 24,6 million recorded in 2006 to 12,1 million travellers

Currently, the RSA's core markets are travellers from the UK, the US and Europe. So, the main the RSA's visitors make tourism industry in the country grow. But the pandemic turned the development in the opposite direction in 2019.

4. Ways to recover the RSA's tourism sector

The industry contributed $24.6 million to the RSA's economy in 2019 and employed 759,900 people. It accounts for 7% of the country's GDP, according to official statistics [7]. The government can reach these target figures again in the shortest time by attracting more and more English-speaking tourists from around the world.

As the vaccination continues to grow in 2022, a recovery is expected, although it will take several years for incoming tourists to return to their pre-pandemic numbers, and the 2019 figures are expected to be recovered by the end of 2025. As for the international arrivals in the country, specialists predict that the figures for 2022 will be almost twice higher the in the previous year [2].

To resume growth in the post-pandemic world, tourism industry needs to improve service standards. Tourists from North America, Australia, Europe and other developed countries give priority to safe tourism in clean areas with vaccinated tourism workers.

Moreover, the Minister of Tourism said that in order to avoid excessive tourism in the large cities of South Africa, South African Tourism is trying to redirect travelers to smaller hidden pearls of the country. Most small towns in the RSA have the opportunity to host small and medium-sized businesses and attract tourists. All tourists need to learn more about the RSA, not only about Cape Town [1].

5. Conclusion

The article analyzes the main problems of and prospects for the development of the tourism industry in the RSA. The main tourist flow to the RSA comes from English-speaking countries, so the RSA's government is to focus on attracting tourists from North America, Australia, Europe and other countries where every citizen knows English.

The Covid-19 pandemic has had huge social and economic consequences around the world. the RSA, as one of the countries worst affected by the pandemic, needs to focus on development and reconstruction. A new time has come when the need for safe tourism among English-speaking people has increased significantly. It is necessary to adapt and create favorable conditions, namely: reorganization of tourist flows in the country, vaccination of the citizens and tourist staff and the use of sanitary destinations. It is also necessary to promote the recovery of small and medium-sized businesses by focusing entrepreneurs on tourism and accommodation in modern post-pandemic conditions.

REFERENCE

1. Assaf, A., Scuderi, R. COVID-19 and the recovery of the tourism industry. *Tourism Economics*. URL : https://journals.sagepub.com/doi/10.1177/1354816620933712 (дата звернення:10.12.2021).
2. MeetingsAfrica: Growing South Africa's inbound tourism. *Bizcommunity*. URL :

https://www.bizcommunity.com/Article/196/781/187858.html (дата звернення:10.12.2021).

3. Rogerson, C., Rogerson, J. COVID-19 tourism impacts in South Africa: government and industry responses. *GeoJournal of Tourism and Geosites*. Vol. 31. No. 3. P. 1083–1091. URL : http://gtg.webhost.uoradea.ro/PDF/GTG-3-2020/gtg.31321-544.pdf (дата звернення: 29.11.2021). 3
4. SA tourism industry struggles amidst COVID-19 pandemic. *Stats SA. Department: Statistics South Africa. Republic of South Africa.* URL: http://www.statssa.gov.za/?p=14281 (дата звернення: 04.12.2021). 7
5. South Africa tourism on edge with double impact of virus, riots. *France 24.* URL : https://www.france24.com/en/live-news/20210719-south-africa-tourism-on-edge-with-double-impact-of-virus-riots (дата звернення: 04.12.2021). 4
6. South African Tourism 2021/22 Annual Report, with Minister. *PMG: Parliamentary Monitoring Group.* URL : https://pmg.org.za/committee-meeting/33800/ (дата звернення: 01.12.2021). 8
7. Tourism in South Africa: a pre-COVID-19 benchmark. *Stats SA. Department: Statistics South Africa. Republic of South Africa.* URL : http://www.statssa.gov.za/?p=14992 (дата звернення: 04.12.2021).
8. van der Merwe, P., Saayman, A. And Jacobs, C. Assessing the economic impact of COVID-19 on the private wildlife industry of South Africa. *ScienceDirect.* URL : https://www.sciencedirect.com/science/article/pii/S2351989421001839?via%3Dihub (дата звернення: 29.11.2021).

THEORETICAL FOUNDATIONS OF INTERNATIONAL CONSULTING

K. Al-Tarawneh,
M. V. Karpusenko (language supervisor)
V. N. Karazin National University, Kharkiv

Al-Tarawneh K., Karpusenko M. V. Theoretical foundations of international consulting. The article considers the concept and essence of international consulting. Based on the coverage of the essence of international consulting, we can justify the international context of consulting services, which are the activities of specialized firms in one country to provide advice on foreign economic activities to firms in another country. The article also discusses specifics of consulting in general and its most common types.

Key words: consulting, development, international consulting, services.

Аль-Тарауне К., Карпусенко М. В. Теоретичні основи міжнародного консалтингу. У статті розглядається поняття і сутність міжнародного консалтингу. На підставі розкриття сутності міжнародного консалтингу, можемо обґрунтувати міжнародний зміст консалтингових послуг, що являють собою діяльність спеціалізованих фірм однієї країни з надання консультацій з питань зовнішньоекономічної діяльності фірмам іншої країни. Також було виділено специфіку консалтингу в цілому і його найпоширеніші види .

Ключові слова: консультація, міжнародний консалтинг, послуги, розвиток.

The o b j e c t of study is the market of consulting services. The s u b j e c t of research is the development of the world market of consulting services. The p u r p o s e of the article is to determine the role of international consulting in the formation of the national market of consulting services in the context of the development of the information economy and the known nature of consulting. The r e l e v a n c e of the study lies in the field of management consulting in Ukraine which is constantly expanding. First, the leading international consulting companies “McKinsey”, “Ernst and Young” and others. are constantly expanding their business in Ukraine. Secondly, university graduates are increasingly invited to work outside our country. Third, there is a clear trend towards an increase in the number of employees of domestic consulting companies. In this regard, it is extremely important for international economists to acquire sustainable professional competencies in order to acquire modern world experience in consulting, which will enable them to have significant competitive advantages in employment after graduation.

The meaning of consulting is the implementation of economic consulting of any scale. Consulting, or economic consulting, can address both local purely economic issues (financial analysis, accounting, auditing, taxation) and global management issues (strategic development, reorganization, innovation process). Thus, management consulting is a type of consulting activity aimed at assisting in solving management problems. International consulting is usually considered as a way of specialization of a certain type of consulting assistance (international financial, investment, personnel consulting). The specifics of consulting services include the creation of an intelligent product that remains in the possession of the client after the consultation. Quite often consulting services are provided in parallel or together with others, and therefore most often there are companies that specialize in providing combined services (audit and consulting or legal in combination with consulting etc.)

International consulting is a type of international service activity carried out by specialized firms of some countries in the form of advice and consultations to states, producers, sellers and buyers of other countries on a wide range of economic activities. That is, international consulting is a system of services at an international level, in which specialized firms conduct research, analysis and issue recommendations on the object of consultation and receive a certain reward for it. There are not so many purely consulting firms in the world because consulting services are conducted in parallel and together with the provision of other types of services. In addition, consulting services are provided by well-known, giant firms that create their subsidiaries and affiliates specializing in the consulting business.

One of the most common types of consulting is business planning, in which various entities feel the need to enter the market, master new segments, purchase industrial and other facilities, obtain loans. That is, if a business entity in certain situations lacks the knowledge, experience, confidence in the expertise of its staff, it uses the services of consulting firms.

Consulting on the issue and circulation of securities. Firms advising on the issuance and circulation of securities assist their clients in developing a strategy of behavior in the stock market, choosing the types of securities, the volume of their issuance and timing of open subscription, preparation of documents for registration of the issue, preparation of shareholders' meetings, and issues of acquisition of securities, etc.

Consulting on enterprise restructuring. Advising on enterprise restructuring involves: assessing the prospects of the enterprise in the market; optimization of the structure and management system of the enterprise, as well as marketing and sales systems; improvement of cost management systems, development of an effective accounting and financial management system; optimization of the property complex.

As a result, of the consulting firm's activities on these issues may develop the concept (program, plan) of restructuring in order to ensure the company's adaptability to market conditions, the development of a flexible system of planning management and control of production and sales.

Consulting on property privatization. During the preparation of state-owned enterprises for privatization, issues arise related to various legal, procedural aspects, preparation of documents, etc. (distribution of shares, timing of privatization stages). Having them in sight, consulting firms divide the whole process into the following stages: analysis of the state of the enterprise; conducting pre-privatization restructuring; support of the enterprise in the process of privatization (from the order of the State Property Fund on privatization to the first general meeting of shareholders). At the same time, they develop all the necessary documents and accompany their passage in the relevant instances.

Consulting on optimization of consumer qualities of goods and services. Consulting services for optimization of consumer characteristics of goods and services are related to their testing, research of consumer preferences, analysis of similar researched goods and services, as well as their substitutes. An important area of their work is to identify factors that affect demand.

Consulting on the organization of marketing services at the enterprise, marketing research, implementation of marketing programs. The program of marketing research is developed by consulting firms separately for each enterprise after studying the features of its business and problem analysis (examination of the market situation; study of market conditions; study of competition and major competitors; study of consumers; analysis of industry, region). They use mass, expert, postal, telephone interviews, analysis of statistical materials and other research methods. One of the most common marketing services of consulting firms is the planning and conduct of promotions to stimulate consumer demand and increase in sales goods and services. At the same time, they not only organize and control the implementation of advertising campaigns, but also analyze their results, evaluating the effectiveness of the methods and tools used.

Legal consulting. It mostly concerns the following issues: development and creation of constituent documents of enterprises and organizations, their registration and amendments to them, liquidation of existing enterprises; obtaining licenses for activities of enterprises that require mandatory licensing; development, formation, maintenance, revision of the internal regulatory framework of the client.

Engineering. As a type of consulting services, they are engineering and consulting services for the construction of facilities and their operation. The purpose of engineering is for the client to get the best results from investing. The whole set of engineering services can be divided into two groups: 1) services related to the preparation and development of the business process; 2) services related to ensuring the efficiency of business processes.

The main factors in the development of consulting services are as follows:

- technical progress: there are increasingly complex problems of interdependence, welfare, education, leadership, decision-making, but the knowledge of entrepreneurs (potential customers of consulting services) to create and effectively use different types of resources in a dynamic market environment is not accumulated enough;

- human resources crisis: inefficient use of resources such as women, youth, people with disabilities, the elderly, the unemployed and the uneducated – a problem that needs to be addressed in order to boost economic growth and improve living standards;

- underdevelopment of consulting skills of workers: many managers and other employees of enterprises have potential skills of consultants, coaches, teachers, instructors, advisors. The development of such skills through staff training and further training can increase the level of knowledge accumulation within the enterprise.

Based on the coverage of the essence of international consulting, we can justify the international context of consulting services, which are the activities of specialized firms in one country to provide advice on foreign economic activity to firms in another country. The article also dwells on the specifics of consulting in general and its most common types.

REFERENCES

1. Верба В. А. Консалтинговий проект: сутність, ознаки та передумови успішної реалізації // Вісник Хмельницького національного університету. 2010. № 4, Т. 4. С. 274–280.
2. Верба В. А., Решетняк Т. І. Організація консалтингової діяльності : навч. посібник. К. : КНЕУ, 2000. 244 с.
3. Козаченко С. В., Новицький В. Є., Довгий О. С. Консалтинг у сучасній ринковій економіці // Інст. міжнар. економіки і міжнар. відносин НАН України. К. : Арістей, 2006. 380 с.
4. Рогошевський І. Портрет галузі: бізнес-консалтинг // Синергія. 2004. №3 (10). С. 4–11.
5. Федик М. Ф. Типологізація видів та об’єктів консалтингу в системі зовнішньоекономічної діяльності // Вісник Дніпропетровського університету. 2010. Вип. 4 (3). URL : http://www.vestnikdnu.com.ua/archive/201043/166-172.

SPACEX: ROCKET MANUFACTURER

V. S. Antontsev,
Ye. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Antontsev V. S., Broslavska Ye. M. SpaceX: rocket manufacturer. The article analyzes the work of one of the main rocket manufacturers that is likely to become the first company to colonize space. Nowadays the issue of space is really important and challenging. Every year more and more people have the opportunity to get into open space and see the Earth with their own eyes. SpaceX, a company founded by Elon Musk, are those who can give this opportunity. They have been developing launch vehicles and rocket engines for more than 10 years, and have already accomplished many successful launches. It should also be noted that this is a really complicated process and it requires significant funds. The company is now working closely with NASA and has great prospects for the future.

Keywords: company, manufacturer, space, space flight.

Антонцев В. С., Брославська Є. М. Виробник космічних апаратів SpaceX. У статті наводиться аналіз одного з основних виробників ракет та компанії яка має змогу першою колонізувати космос. Зараз тематика космосу є дійсно актуальною та складною для суспільства. З кожним року все більше та більше людей мають змогу опинитися у відкритому космосі та побачити планету на власні очі. Саме такі можливості для нас може відкрити компанія Ілона Маска, SpaceX. Вони займаються розробкою ракет вже більше 10 років, та провели вже багато успішних запусків ракет. Також слід зазначити, що все ж таки це дійсно складний процес і він потребує значних коштів. Компанія зараз тісно співпрацює з НАСА та її майбутнє має великі перспективи.

Ключові слова: виробник, компанія, космічний політ, космос.

1. Introduction

The o b j e c t of the article is a rocket manufacturer and company that has achieved tremendous success in the development of the space industry over 20 years. The s u b j e c t of the article is the state of the company, its main results and the basics of success. The p u r p o s e of the study is to examine the development of the situation with commercial spaceflight using the example of SpaceX.

Today the problem of space is really relevant and many scientists are considering it. SpaceX is one of the key companies involved in rocket launches. Over the past 20 years there have been many studies concerning the colonization of Mars, but SpaceX is at the forefront of this issue. The article will outline the main points of the company activities, what it was doing and when. The present study will try to explain why it now occupies such a position in the space industry, find out where the investments and contracts for rocket production come from and clarify what rockets SpaceX launches now and what makes them better than their competitors.

2. Current state of industry

SpaceX was founded in 2002 by Elon Musk, who set himself the goal of creating a rocket to colonize Mars. The company has developed the Falcon 1 and Falcon 9 reusable launch vehicles, as well as the Dragon spacecraft designed for resupply on the International Space Station.

In March 2019, the passenger version of the Dragon V2 spacecraft for transporting astronauts to the ISS successfully completed a test flight. The ship began delivering crew members to the station in May 2020 [2].

In order to control the quality and cost of development, production and testing of most product components is carried out using internal resources, including the Merlin, Kestrel, Draco and SuperDraco rocket engines used on the Falcon launch vehicles and the Dragon spacecraft.

On Aug. 7, 2020, the U.S. Department of the Air Force announced that SpaceX had been selected as one of the two companies to launch national security satellites for the U.S. Department of Defense and intelligence agencies in the second phase of the NSSL program for the period 2022-2027 [5].

In May 2020, SpaceX's valuation reached $36 billion. On August 19, 2020, after completing a $1.9 billion funding round, one of the largest one-time fundraising efforts by any private company, SpaceX's valuation increased to $46 billion. By October 2021, the valuation of SpaceX had risen to US$100.3 billion.

3. Launch vehicles

SpaceX has successfully developed and launched the Falcon 1 light launch vehicle, the Falcon 9 medium launch vehicle, and the Falcon Heavy launch vehicle, the first launch of which took place in February 2018.

After the first three unsuccessful launches, the Falcon 1 rocket successfully launched a model payload into orbit on September 28, 2008. According to Ilon Musk, if that launch had been unsuccessful, SpaceX would hardly have been able to continue its existence [8].

Fig. 1. First Falcon 1 rocket
on the launch pad at Vandenberg Air Force Base

The Falcon 9 was first launched on June 4, 2010. Falcon 9 v1.0 was used from 2010 to 2013, all five launches were successful. Version 1.0 was replaced by the improved Falcon 9 v1.1, with a minimum launch cost of $61.2 million [7].

The Falcon Heavy rocket is claimed to be the most powerful rocket in the world at the time of launch. The first flight was on February 6, 2018.

Dragon is SpaceX's private space transportation vehicle. Developed for NASA under the Commercial Orbital Transportation Services program, Dragon is designed to deliver and return payloads and people to the International Space Station. It is launched into space by a Falcon 9.

Since SpaceX was founded in 2002, the company has developed several rocket engines:

- Kestrel, for the Falcon 1 second stage,
- Merlin for the Falcon 1 first stage and both Falcon 9 and Falcon Heavy,
- Draco – maneuvering engines for the Dragon spacecraft and Falcon 9 v1.0 second stage,
- SuperDraco – for the emergency rescue system.

Also under development is the Raptor engine, which will be used for future flights to Mars.

4. Impact on the space industry

In 2013, SpaceX's bid of $56.5 million per launch was the most lucrative in the space industry. In 2014, nine out of 20 new contracts for commercial satellite launches went to SpaceX.

Due to the strengthening of SpaceX, the U.S. company United Launch Alliance announced a major restructuring, the goal of which was to reduce launch costs by half. In May 2015, the company announced the bankruptcy risk if it could not compete for commercial contracts in the face of declining government military orders.

Japan's Mitsubishi Heavy Industries also announced plans to cut launch costs by half. [3, p. 105–176].

China Great Wall Industry Corp announced that it did not intend to reduce prices despite pressure from SpaceX.

The head of the European company Arianespace (which produces Arian rockets) said that the entire European space industry is being restructured because of pressure from SpaceX. In order to maintain its market position, the company was forced to decrease prices and request subsidies from the government [1, p. 179].

By the end of 2014, SpaceX began to oust the company from its leading position in the commercial launch market.

On December 22, 2015, after launching 11 Orbcomm-G2 satellites into orbit, the first stage of the Falcon 9 FT launch vehicle successfully landed on the Landing Zone 1 pad for the first time.

On April 8, 2016, as part of the SpaceX CRS-8 mission, the first stage of the Falcon 9 FT rocket successfully landed on the Offshore Platform “Of Course I Still Love You" for the first time in rocket science history. On March 30, 2017, the same stage, after maintenance, was relaunched as part of the SES-10 mission and successfully landed again on the offshore platform. A total of 16 relaunches of the first stage took place in 2017-2018 [6].

5. Conclusion

Every day our stay on earth is becoming less and less clear-cut, and ideas of colonizing another planet are becoming more and more frequent. But no one understands how difficult it is and whether it is possible at all. While dozens of companies are spending billions of dollars on another smartphone or selfie app, SpaceX is doing what really matters. It hasn't been long since the launch of the first rocket, but everyone already understands that the prospects for this project are huge. The company develops every day and implements more and more new technologies in its rockets and engines.

If you type “rocket manufacturer” into Google now, the first link will be the SpaceX site with 100% probability.

This says a lot about the popularity of the company, but little about its effectiveness. The company really has huge prospects, taking into account that now they are sponsored by the state, and as everyone knows state sponsorship is the most effective, just have time to deliver missiles.

As a result, it is concluded that despite the presence of problems, SpaceX is a promising and rapidly developing company with high potential profitability.

REFERENCES

1. Железняков А. Б. Секреты американской космонавтики. М. : Яуза, 2011. 316 с.
2. Компанія SpaceX. URL : https://www.dw.com/ru/kompanija-spacex
3. Хасин А. Гневное море. О. : Маяк, 1984. С. 105–176.
4. United Launch Alliance plans layoffs. *Denver Business Journal*. 14 November 2008.
5. Sandra Erwin. Pentagon picks SpaceX and ULA to remain its primary launch providers. URL : https://spacenews.com/pentagon-picks-spacex-and-ula-to-launch-national-security-satellites-for-next-five-years/
6. Shailaja Tripathi. SpaceX creates new world record; launches 143 satellites on single rocket. URL : https://www.jagranjosh.com/current-affairs/spacex-launches-143-satellites-on-single-rocket-creates-new-world-record-1611564718-1
7. SpaceX Falcon 9 rocket enjoys successful maiden flight. URL : https://www.bbc.com/news/10209704
8. Stephen Clark. Sweet success at last for Falcon 1 rocket. URL : https://spaceflightnow.com/falcon/004/

THE ROLE OF ENGLISH IN TOURISM INDUSTRY

L. T. Arakelyan,
O. V. Karpenko (language supervisor)
V. N. Karazin National University, Kharkiv

Arakelyan L. T., Karpenko O. V. The role of English in tourism industry. The article examines the role of the English language in the tourism business, determines the trends in its development. The spreading of a foreign language among the countries of the world was analyzed, its trend analysis was carried out, modern trends and problems of the development of the English language, especially in the sphere of tourism industry, were identified.

Keywords: English, foreign language, sphere of tourism, tourism business, trends.

Аракелян Л. Т., Карпенко О. В. Роль англійської мови в індустрії туризму. У статті розглядається роль англійської мови у сфері туристичного бізнесу, визначаються тенденції її розвитку. Проаналізовано поширення іноземної мови серед країн світу, проведено її тренд-аналіз, визначено сучасні тенденції та проблеми розвитку англійської мови, особливо в галузі туризму.

Ключові слова: англійська мова, іноземна мова, сфера туризму, тенденції, туристичний бізнес.

1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of the role of the English language in the tourism business and its influence on the development of international tourism. The s u b j e c t is difficulties and opportunities for this development. The p u r p o s e of the study is to examine the language challenges that the tourism business can face as well as the means to overcome such challenges in future, as the tourism industry is closely linked to foreign languages.

2. Current state of industry

English is native to more than 400 million people living in 12 countries of the world, including the USA, the UK, Canada, Australia, New Zealand. It also ranks first in the world among foreign languages studied in secondary and higher schools, in circles and in adult education courses.

English, which is the most taught language, does not replace other languages, but complements them. 300 million Chinese – more than the entire population of the United States – learn English. In 90 countries, English either is a second language or widely studied. In France, in public secondary schools, students must study English or German for four years, most – at least 85% – choose English. In Japan, students must learn English for six years before graduating from high school.

Already, English occupies a very special position and turns into lingua franca – the language of interethnic communication of all mankind. But half a century ago, English was just one of the international languages.

Today, English has strengthened its position as a language of interethnic communication not only in Europe, but throughout the world. Although there are still regions where other languages retain their positions, such as French in a number of African countries, Russian in the countries of the former Soviet Union. However, even here there is a tendency to increase the use of English in international contacts.

Source: [1]

Fig. 1. Countries, which have English like the main language

Knowledge of foreign languages is important for the further development of international tourism. The tourism industry is closely connected with foreign languages. Travellers feel the need to speak at least one foreign language

(English is considered the main language of international tourism, since it was it that had a serious impact on the development of international relations at a time when the whole world lived in a state of war between two superpowers: the USSR and the USA). English is an international language not only in the field of tourism, but also in the field of business, education and trade, science and technology. Regardless of which language is spoken in a particular country, the role of the English language remains significant, and culture is transmitted along with significance.

Of particular note is the type of tourism, such as independent tourism, which has been becoming more and more popular recently. During this type of tourism, tourists quite often communicate with the local population, speaking their native language or in the most common language, which is English.

It is known that about 1,5 billion people speak English, among which 300 million Chinese who study the Shakespeare language can be allocated. These are not only European countries, but also Asian countries. In Turkey, 20% of the population speak 50 languages, but when it comes to tourism, the first and most common language is still English, followed by German. In Egypt, English was rooted in tourism and became the official language of communication, so going to any part of the country, you can freely speak English. In Spain, most often English can be found in Barcelona, in large hotels in all cities they will still be able to answer in English. English is available in Sweden, the Netherlands, Denmark, Norway, Finland, Slovenia, Estonia, Luxembourg, Poland and Austria. Asian countries include Singapore, Malaysia, India, South Korea, Vietnam, Japan, Taiwan, Indonesia and Hong Kong, where you can be sure that English is understood there and you can discuss issues of interest in English with the interlocutor. That is why those who want to connect their lives with tourism should know at least one language – English. People working in the field of tourism need to replenish their vocabulary regularly in order to remain aware of lexical trends [1].

3. Problems of developing

However, despite the fact that English has become the official language of communication, in a relatively calm time, new opportunities for learning foreign languages are emerging thanks to the development of international tourism.

Along with the foreign language, tourism activities are impossible without knowing the characteristics of other cultures and showing respect for them. Such knowledge gives the theory and practice of intercultural communication, which introduces the features of mentality, develops the ability to think in the same way as a representative of another culture. A specialist in the field of international tourism needs to be able to correlate the features of another mentality with the norms and turnover of the native language.

Practice shows that the cultural barrier is more difficult to overcome than the linguistic one. This is particularly felt by the staff of travel firms, who, working with foreign clients, often find themselves in a situation where they experience significant difficulties in communicating with foreigners, since the usual style of behavior is unacceptable, and new skills and knowledge on intercultural communication are not available. Employees of a travel company should be able to anticipate the difficulties that tourists may encounter upon arrival in their country.

It is no coincidence that the teaching of a foreign language is defined as the process of mastering the means of interethnic and intercultural communication, and the purpose of education is proclaimed the training of specialists who can use the knowledge of a foreign language to solve professional problems.

The growing need to master a foreign language as a means of international and inter-national communication, there is a contradiction between the high requirements for the level of language proficiency of future tourism specialists and the result of its teaching due to objective, reasons independent of the teacher – the low level of knowledge of students of non-language universities, for which the discipline "foreign language" is not profiling.

4. Prospects

International tourism can contribute to increasing the motivation and effectiveness of foreign language education. Recently, language and educational tours have gained popularity and spread among clients of various ages (both children, students, and more adults), which have their own characteristics in their organization.

The main markets of training tourism are also identified. Training tours are such a type of tourism when a tourist combines holidays with training during trips. Language and training tours provide for the creation of conditions and opportunities for learning foreign languages simultaneously with the provision of tourist holidays. Children and adults increase their knowledge of the foreign language during such tours. Adult entrepreneurs are interested in mastering the spoken business language that they need to conduct various negotiations

Table 1

Countries, where English language is a trend (percentages)

№	Країна	Англійська-іноземна	№	Країна	Англійська-іноземна
1	Мальта	58.84%	14	Франція	22.87%
2	Швеція	52.45%	15	Естонія	22.67%
3	Данія	52.14%	16	Литва	20.58%
4	Фінляндія	44.68%	17	Польша	18.26%
5	Кіпр	42.70%	18	Румунія	16.75%
6	Австрія	40.48%	19	Росія	14.95%
7	Нідерланди	37.31%	20	Португалія	13.60%
8	Словенія	34.22%	21	Словеччина	12.71%
9	Греція	31.70%	22	Венгрія	12.43%
10	Германія	29.77%	23	Італія	12.43%
11	Люксембург	28.65%	24	Болгарія	11.99%
12	Бельгія	28.31%	25	Іспанія	11.28%
13	Латвія	27.22%	26	Чехія	11.07%

Source: [2]

People working in the field of tourism need to regularly replenish their vocabulary in order to stay up to date with lexical trends, so if you do not yet know who the backpackers are, what rubber surfing is, how to fly low cuts and why to arrange a city break, then you will definitely read these terms.

The presence of a high level of English among service workers is a very important factor in the development of tourism, since if it is absent or knowledge at the wrong level, foreign tourists will be completely distorted about the region or about the country as a whole. It is worth considering the fact that tourists are potential "investors" bringing money to the region. Thereby, having created favorable conditions during the travel for tourists, at the exit the region will receive a certain budget and prerequisites for return of these tourists again and again.

5. Conclusions

The concepts of "foreign languages" and "international tourism" are closely interrelated, affect each other's development and are unthinkable without each other. After all, international tourism implies a system of travel and tourist exchanges involving representatives of different countries and cultures who speak a wide variety of languages. International tourism is one of the factors of the world integration processes, and the tourism business has long become a significant sector of the economy.

REFERENCES

1. Buden Boris, Nowotny Stephan, Simon Sherry, Bery Ashok and Cronin Michael. Cultural translation: an introduction to the problem, and responses // Translation Studies. 2009. Vol. 2. No. 2. P. 196–219. URL : http://dx.doi.org/10.1080/14781700902937730
2. https://kopilkaurokov.ru/angliiskiyYazik/prochee/angliiskii_iazyk_v_sovremennom_mire_tendentsii_razvitiia
3. https://tourlib.net/statti_ukr/yakubovska.htm
4. Luka Ineta. Developing language competence for tourism students and employees in a blended learning course / Ineta luka // Society. Integration. Education. Proceedings of the International Scientific Conference. 2016. Vol. 1. P. 137–157.
5. Maican Maria Anca. Teaching English to tourism students // Bulletin of the Transilvania University of Braşov. 2014. Vol. 7 (56). No. 2. P. 275–282.

THE USE OF SMM-MARKETING FOR MUSEUMS PROMOTION

D. D. Arsenkina,
N. N. Startseva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Arsenkina D. D., Startseva N. N. the use of smm-marketing for museums promotion. The Internet has become an integral part of everyday life and the tremendous impact of applying Internet-marketing is obvious when it comes to museums. Websites, Internet communities, social media and mobile applications are now viewed as integral elements of the digital self of a modern museum. Technologies complement the real museum of permanent and temporary exhibitions, making it more open to everyone. Digitization of collections and virtual tours of galleries are among the evident solutions. Content museums, learning museums and virtual museums are among new developments in the field. The new social Internet environment influence the museum marketing strategy, in particular the use of modern marketing tools, including SMM-marketing: direct marketing and contextual advertising, video marketing and content marketing, targeting and retargeting, rebranding.

Keywords: content museums, digitization, Internet-marketing, museum marketing strategy, SMM-marketing, rebranding, virtual museums

Арсенкіна Д. Д., Старцева Н. М. Використання SMM-маркетингу для рекламне просування музеїв. Інтернет став невід'ємною частиною повсякденного життя, тому величезний вплив застосування Інтернет-маркетингу очевидний, коли йдеться про музеї. Веб-сайти, інтернет-спільноти, соціальні мережі та мобільні додатки тепер розглядаються як невід'ємні елементи цифрового «я» сучасного музею. Технології доповнюють справжній музей постійних і тимчасових експозицій, роблячи його більш відкритим для всіх. Серед сучасних рішень – оцифрування колекцій та віртуальні тури по галереях. Музеї контенту, навчальні музеї та віртуальні музеї є одними з нових розробок у цій галузі. Нове соціальне Інтернет-середовище впливає на стратегію музейного маркетингу, зокрема використання сучасних маркетингових інструментів, таких як SMM-маркетинг, прямий маркетинг і контекстна реклама, відеомаркетинг і контент-маркетинг, таргетинг і ретаргетинг, ребрендинг.

Ключові слова: віртуальні музеї, Інтернет-маркетинг, контент-музеї, оцифрування, ребрендинг, стратегія музейного маркетингу, SMM-маркетинг.

1. Introduction

The o b j e c t of this article is Internet marketing. The s u b j e c t is the possibilities of using Internet marketing tools in the promotion of museums. The p u r p o s e of the research is to study the development of Internet marketing in the museum business and consider the tools of Internet marketing, in particular – SMM marketing. To achieve this, it is crucial to analyze the stages of using Internet marketing and identify the modern ways of using it for museums.

2. Usage of Internet marketing in museums

The COVID-19 pandemic has disrupted museums around the world, threatening their financial situation and existing. According to a UNESCO report, more than 60,000 museums were closed around the world during the pandemic. In 2020, museums did not work for an average of 155 days, and since the beginning of 2021, many of them have again had to shut their doors, resulting, on average, in a 70% drop in attendance and a 40-60% decline in revenue compared to 2019.

UNESCO reports that every sixth museum in the world may disappear after a pandemic. In addition, the pandemic will not only affect existing museums, but it will also contribute to the later opening of long-awaited new attractions, such as the Humboldt Forum in Berlin. The organization's report also include information that half of humanity does not have access to digital technologies. At the same time, digitization of collections and virtual tours of galleries are solutions that will solve the most pressing problems.

The specificity of the marketing approach to the field of culture and art is reflected at the levels of creating an artistic product, positioning and determining the target audience, promotion and sales. In a museum environment, it is necessary not only to arouse interest in the consumption of art and culture among a potential visitor, but also to offer sufficient motivation to visit a separate museum, to explain the benefits, which include the feeling of a special atmosphere and belonging to certain social groups.

At the beginning, museum websites were mostly used as brochures to invite the public to visit, to promote new exhibitions and inform about collections and activities. Later on, photographs of museum artifacts started to be displayed on the museum websites along with some information.

Nowadays, social networking is used for offering and sharing information as well as for creating online communities. There is a new type of communication – content museums. "Content museums" usually display online the most special artifacts in order to intrigue people to go and see these artifacts in person [6]. One step further is the “learning museum”.

The latest development comes in the form of virtual museums. They can be the World Wide Web of traditional museums or it can be created from digital content such as virtual reality.

At the communication end, museums in the last decade have moved towards incorporating the benefits of social media. Social media has revolutionized communications by providing a stable and affordable platform for ongoing dialogue that goes beyond national boundaries among countries around the world [4].

Therefore, museum organizations are using Internet marketing tools, introducing the concepts of “rebranding” and “PR”. The best museums have already become platforms for social interaction; they are working on a high-quality marketing strategy and their online presence. The consumer has already formed the opinion that socio-cultural organizations have their unique brands.

Internet marketing is part of e-commerce. It is also called online marketing. E-commerce and internet marketing have become popular with the expansion of internet access and an integral part of any normal marketing campaign [10]. The main advantages of Internet marketing include interactivity, the possibility of the correct targeting and of post-click analysis. Internet marketing includes such system elements as display advertising, contextual advertising, search engine marketing in general and SEO in particular, SMM, direct marketing, viral marketing, content marketing.

The popularity of social networks is growing every year. According to Facebook research, brands can reach more than 1 billion people with the help of advertising on Instagram. Instagram advertising coverage increased by 111 million new users worldwide last year, and in Ukraine the number of users of networks such as Facebook, Instagram, Twitter and YouTube increased to 7.5 million people [9].

These statistics determines the popularity of SMM-marketing (Social media marketing), the use of which contributes to:

- creating content strategy;
- consumer segmentation;
- creating a unique promotion strategy;
- increase the audience;
- increase brand awareness.

These segments serve to demonstrate completely different ways of perception of art by the audience using digital technologies and prove that no segment can be ignored. SMM promotion methods meet these goals. The main methods of SMM-promotion, which are based on the use of new marketing technologies, have been analyzed.

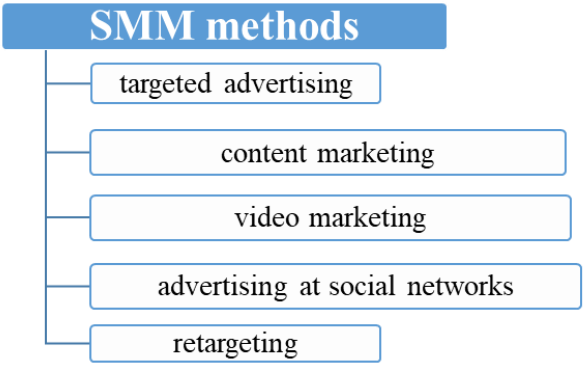


Fig. 1. Methods of SMM-promotion [2]

Targeting in social networks is not a free service, but it is considered one of the best options. Such advertising is aimed at a specific group of people who may be interested in a particular product. The company has the ability to pre-adjust advertisement by gender, age, geography, interest, and other audience metrics. This allows to increase the effectiveness of advertising [8].

Retargeting makes it possible to connect a social network with a brand page. Using special methods gives an opportunity to indicate the ID-address of the visitor of the resource after he enters the social network. So people return to the site more often, increasing site traffic and learning about new activities.

Video marketing is a relatively new method, but recently it has become extremely popular. This method is suitable for resources that are based on video display. The most popular platform is YouTube, but there are also Facebook Videos, Instagram, Vimeo, which can also be used to launch a video marketing campaign. With the help of video, you can demonstrate the most interesting aspects of the institution.

Content marketing allows you to increase the level of consumer confidence, the level of reputation of the company and attract new audiences

[11]. The purpose of the thematic campaign is to get the customers interested with useful or attractive information, thus drawing attention to the brand.

Modern uses of content marketing include the following tools.

1. Access to hidden information. The user is always interested in the closed information. It is better to show the organization from the inside. Watching people who live and work is always more fun than following anonymous posts from an organization's personal profile.

2. Blogging. A section on a website where employees post the life of the museum or publish interesting information can gain great popularity with the audience.

3. Knowledge from experts. Educational courses, live broadcasts, internships and conferences arranged by specialists are available online. Now users want to gain knowledge without leaving home.

4. A complex approach. Implementation of a whole range of tools.

Advertising in communities. Groups or channels with a large audience offer advertising. It is mainly found on Facebook, Instagram and Telegram. Companies usually prefer to work with similar communities because such advertising is more effective.

To create a successful SMM strategy one needs to understand which social networks are popular nowadays. The most attended networks among Ukrainians are Facebook, Instagram and YouTube, the least popular are Twitter, LinkedIn, SnapShat and others [9]. The growth of the TicTok platform also should be noted. During 2020 the average age of network users changed from 16-24 to 18-30 years old, which confirms the attempts to use the capabilities of the application for business and product promotion.

3. Conclusions

The article analyzes the using of modern marketing tools for museums. The biggest challenge for all socio-cultural organizations is to demonstrate continued relevance. For young people who get all their information through social media, the prospect of going to a museum or theater can be daunting. Organizations must provide an immersive experience that begins with an art object, performance, film or installation that is visible and stimulates interest. Users want to understand the social, political and historical context as well as aesthetics. When contacting the target audience through Internet marketing, it is necessary to show these aspects.

REFERENCES

1. Безрутченко Ю. В. Маркетинг в социально-культурном сервисе и туризме. Москва : «Дашков и К», 2016. 235 с.
2. Зоріна О. І. Сучасні маркетингові технології та їх специфіка // Інтернаука. 2017. № 9. С. 49– 51.
3. Ілляшенко С. М. Сучасні тенденції застосування інтернет-технологій у маркетингу // Маркетинг і менеджмент інновацій. 2011. № 4. С. 64–74.
4. Мина Ж. В., Кокор Л. Б. Популяризація пам'яток історії та культури органами місцевого самоврядування із застосуванням сучасних інформаційно-рекламних засобів // Historical and Cultural Studies. 2016. № 1. С. 79–86.
5. Giannoutsou N. Avouris. 7th Greek Convention with International participation // The ICTs in Education. 2010. P. 3–4.
6. Richani E., Papaioannou G., Banou C. Emerging opportunities: the internet, marketing and museums // Quarterly Journal of Economics. 2016. N 10. P. 3–4.
7. Whelan R. The Use of Social Media in Museums // Journal of Economic Perspectives. 2015. N 3. P. 27–28.
8. Walker K., Structuring Visitor Participation, Digital Technologies and the Museum Experience // Handheld Guides and Other Media. 2018. N 4. P. 109–124.
9. Офіційний сайт Київстар: веб-сайт. URL : https://kyivstar.ua/uk/
10. Econsultancy Excellence in digital, marketing & ecommerce. URL : https://econsultancy.com/

HOW DOES CASHLESS AFFECT ECONOMIC DEVELOPMENT?

Z. T. Arsoeva,
L. I. Izotova (language supervisor)
V. N. Karazin National University, Kharkiv

Arsoeva Z. T., Izotova L. I. How does CASHLESS affect economic development? This article analyzes the impact of CASHLESS on the development of the current economy. The study of this topic is particularly relevant, since an active campaign for the implementation of a CASHLESS economy is now underway all over the world. The article contains examples of both positive and negative effects of a debt-free economy, and also examines the impact on the state and various sectors of the economy. The result is a conclusion that helps to understand that CASHLESS economy is an inevitable phenomenon, but it is necessary for the whole world to work together for the most comfortable transition to this type of economy.

Key words: CASHLESS, debt-free economy, economic development, GDP, shadow economy.

Арсоєва З. Т., Ізотова Л. І. Як CASHLESS впливає за розвиток економіки? У статті наводиться аналіз впливу CASHLESS на розвиток сучасної економіки. Вивчення данної теми є особливо актуальним, оскільки у всьому світі зараз проводиться активна кампанія впровадження безготівкової економіки. У статті наводяться приклади як позитивного, так і негативного впливів безготівкової економіки, розглядається також вплив на державу та різні сектори економіки. В результаті робиться висновок, який допомагає зрозуміти, що CASHLESS економіка є неминучим явищем, але для всього світу є необхідним працювати разом задля найкомфортнішого переходу до цього виду економіки.

Ключові слова: CASHLESS, безготівкова економіка, ВВП, економічний розвиток, тіньова економіка.

Introduction

The o b j e c t of the article is the analysis of the impact of a cashless economy. The s u b j e c t is CASHLESS economy. The p u r p o s e of the study is to determine the type of impact of the CASHLESS on the current economy.

The 2020 pandemic has changed payment habits and accelerated the transition to credit-free payments in many industries and sectors, as well as in the society as a whole. Valery Novikov, director for development of Mastercard commerce in Ukraine and Moldova said that during the pandemic 42% of Europeans began to use less money, and 17% – completely switched to non-credit. Europeans began to make contactless payments more often, taking into account the security of the process. Consumers all over the world have also become more active in buying online.

Let's start with the term Cashless.

Cashless – is an economy where maximum transactions are performed without using physical funds or cash in the form of cash payments. It is an economy in which economic transactions are carried out through means such as credit cards, debit cards and online transactions through the transfer of funds and the use of electronic wallets.

Let's look at the advantages and disadvantages of Cashless [1].

The development of cashless economy is beneficial for all participants of money relations. For the government, this is an increase in the tax base and a reduction in the shadow economy. Reduction of maintenance costs and printing of banknotes, etc. For the commercial sector, this is a reduction in operating costs and an increase in commission income for banks, and an increase in the average check with increased protection for merchants. But citizens will get ease of use and protection from fraud. Let's look at this in more detail.

Cashless as a driver of transparent economy

It is important for business to popularize cashless payments in Ukraine, because with a developed cashless market, the demand for paper money weakens and opportunities for uncontrolled cash transactions are limited. In other words, the level of the shadow economy is decreasing. It should be noted that a significant amount of shadow transactions is carried out through cash. During the last five years the number of loan-free transactions in the country increased by 24 hundredths of a percent. During the same period, the level of the shadow economy decreased from 43% to 30% of GDP, which confirms its direct relationship with the amount of cash in the country.

For comparison: the share of shadow economy in Poland was 25.1%, in Japan – 10.4%, in the United States – 8.3%. The lowest "shadow" level was demonstrated by Switzerland at 7.24%. These countries have the most developed cashless payments [2].

Incentive for GDP growth

Due to the spread of cashless payments in Ukraine, the ratio of the state budget to GDP is gradually decreasing. While in 2014 this indicator was 18.1% of GDP, in 2020 it decreased to 10.8%.

Cashless contributes to GDP growth by stimulating consumer spending. According to Moody's Analytics research conducted in 70 countries of the world, electronic payments in 2011-2015 increased the level of consumption by 0.4%.

The logic is predictable: the easier it is to pay for goods or services, the more people buy them, and therefore GDP and the economy in general grow faster.

Backbone of the banking system

Cashless increases the capabilities of banks as their capitalization and ability to act as financial intermediary’s increases. In addition, the funds accumulated in the accounts allow banks to provide affordable loans to businesses, which contributes to an increase in the production of goods and services and the appreciation of the national currency.

Everything will be cashless?

According to the National Bank's strategy for the development of Ukraine's financial sector until 2025, Ukrainians will be encouraged to pay without payment. They will also play on their convenience.

Experts state that at some point it became easier for Ukrainians to pay with cards rather than to carry paper money. This prompted seller to set up payment terminals, most of which are now contactless.

Also, cashless also contributes to the development of technology and financial inclusion. This is as important an argument as its impact on reducing corruption, GDP growth and the stability of the banking sector [3].

It is important to mention the positive aspects:

- Reduced costs of encashment, maintenance of ATMs and security of depository locations;

- Reducing costs of banknote handling;

In addition, the prevention of serious crimes, such as the sale of weapons, drugs, organs and other illegal people. Because most often cash is used for this purpose.

And now about the negative moments [1].

The hasty transition to a cashless society could lead to a significant part of the population being financially isolated and at risk of exploitation, because they will not be able to adapt to new technologies. Older members of society are at particular risk because they are often unsure about using digital payment methods or online banking.

1. Social inequality. If the standard payment technique is completely transferred to a cashless system, it is likely that the purchase of smartphones

or devices will be necessary. In a country like India, for example, where many people try to provide themselves with food and basic necessities, buying a smartphone is certainly a luxury that the poor cannot afford. If a cashless purchase becomes the standart, inequality may arise in society, as not everyone will be able to afford it.

2. Lack of infrastructure: there are many areas where the bank is still a distant dream. Remote areas still do not have even ATMs, not to mention terminals. People have to travel to remote places in order to carry out money transactions at banks.

3. Lack of education: people who live in remote villages and areas of the country are still poorly educated and unable to use effectively banking services. It is a popular story when people do not know how to use terminals or online banking.

4. Digital transactions are easily tracked and recorded, which raises questions about data security. There have been several high-profile leaks in recent years – including Visa and Mastercard – which means that the industry has a long way to go before it can effectively guarantee security. In a cashless society where there is no monetary system, such threats to security can be ruinous. The risk of other crimes, such as identity theft, account fraud and fraudulent transactions, will also increase when digital payments become the only option.

5. Many banks also rely on outdated infrastructure with ten-year-old IT systems, which increases the risk of failures, accidents and malfunctions. This can potentially leave people without access to their money at critical moments, so financial brands will need significant investments to bring their systems in line with today's requirements before switching to non-loan-based settlement.

Conclusions

So, we can make a conclusion. There are many risks associated with the transition to a CASHLESS society. However, since these changes are considered practically imminent, it becomes extremely important for all organizations involved in the economy to work together and in an appropriate manner, so that no one would be left without attention, and the divided parts of the debt-free system could not be used by those who have evil intentions.

REFERENCES

1. Незалежна від готівки: як в Україні сформувалася кешлес-культура**.** URL : https://www.segodnya.ua/longread/nezalezhna-vid-gotivky/index.html
2. Advantages and Disadvantages of Cashless Economy | Pros and Cons of a Cashless Economy Society. URL : https://www.aplustopper.com/advantages-and-disadvantages-of-cashless-economy/#Disadvantages_of_Cashless_Economy
3. Here's How a Cashless Society Will Impact the World**.** URL : https://futurebranches.wbresearch.com/blog/cashless-society-strategy-impact-the-world
4. The Balance. 2021. *Cashless Society Pros and Cons*. URL : https://www.thebalance.com/pros-and-cons-of-moving-to-a-cashless-society-4160702

COUNTER-MARKETING AS A MEANS OF BUILDING COMMUNICATION BETWEEN COMPETITOR COMPANIES

V. S. Artsebarskaya,
I. G. Nikulimova (language supervisor)
V. N. Karazin National University, Kharkiv

Artsebarskaya V. S., Nikulimova I. G. Counter-marketing as a means of building communication between competitor companies. The article analyzes the development of counter-marketing in Ukraine on the example of two competitor companies in the sphere of fast food – McDonald's and Burger King. The study of counter-marketing in the Ukrainian and CIS-market was conducted by such scientists as Balatsky E. O., Bondarenko A. F., Maksimenko O. O. and Pichugina A. D. As a result, we draw conclusions about the state of counter-marketing development and its impact on advertising campaign of well-known brands in general.

Keywords: competitor companies, counter-marketing, marketing.

Арцебарська В. С., Нікулімова Я. Г. Контрмаркетинг як засіб побудови комунікації між компаніями-конкурентами. У статті наводиться аналіз розвитку контрамаркетингу в Україні на прикладі двох компаній-конкурентів у сфері швидкого харчування – McDonald`s і Burger King. Вивченням контрмаркетингу на Українському та СНД-ринку займалися такі вчені як Балацький Є. О., Бондаренко А. Ф., а також Максименко О. О. та Пічугіна О. Г. В результаті, робиться висновок про стан розвитку контрмаркетингу та його вплив на рекламні компанії відомих брендів в цілому.

Ключові слова: компанії-конкуренти, контрмаркетинг, маркетинг.

1. Introduction

The object of the article is the general overview on the state of counter-marketing in Ukraine. The subject is problems and opportunities for the development of the overall counter-marketing strategy in Ukraine. The purpose of the study is to compare the counter-marketing strategies of the biggest competitor fast-food companies – McDonald`s and Burger King.

The main task of any business is to build or establish a communication process between the producer and the consumer, as well as between competitors. However, in most cases, the company's communications policy is aimed only at establishing a connection with the consumer, without taking into account other important business communications actors, such as competitors.

Competitors represent an integral part of the communication process of any enterprise and their role in business as important as the role of consumers. However, not all companies perceive this business communication subject seriously, so they do not even consider it necessary to establish communication with them, but those who perceive, on the contrary, focus on communications with competitors to the same extent as consumers.[3]

2. Counter-marketing and demarketing

There are many ways to build communication with consumers. Among them the most popular are direct and indirect marketing, which we have used to see on the different channels of communication, and also sometimes demarketing, which is a strategy of reduction of sales or even a separate segment of the market, i.e. policy of "reversed" marketing. Demarketing can be used only by the owner of the enterprise in order to lower the high demand and equalize it with the supply. However, there are not so many ways to build communication with competitors. One such means is counter-marketing.

Counter-marketing is a discrediting of a competitor. This touches on not the entrepreneurs, who have faced a great demand, which exaggerates the supply, but only the direct competitors. Counter-marketing is used not only by large companies, but also by the state, for example, when on packages with cigarettes is written "smoking kills". But when such a means of communication is used between direct competitors, it breaks into a "war of brands", i.e. competition for market place and for target audience.

Counter-marketing has both advantages and disadvantages. The main advantage is that during the marketing wars of several brands interest to the activity of these brands among consumers is growing. People begin to monitor how companies respond to one another in the form of negative information about competitor companies. But the disadvantage may be that during marketing wars a competitor still will be able to better recommend itself. Then, most of the audience of a particular company can go to a competitor company.

3. McDonald`s vs. Burger King

Perhaps the most famous example of counter-marketing at the international market is the constant marketing war of two well-known brands of public catering – McDonald’s and Burger King. Two giants in the fast food sector have been fighting for a place in the market for years. Burger King is almost always engaged in a rather aggressive advertising policy, often causing its slogans dissatisfaction and opposition to consumers. However, McDonald’s doesn`t remain aloof, although its advertising campaigns are more like defense than attack. This can be explained in the following way: most of the profit, about 40%, the restaurant gets from families with children, therefore simply cannot afford provocative, negative advertising. McDonald's advertising is betting on the real advantages of the brand, while Burger King is attracting attention to provocative slogans and posters. For example, McDonald's restaurants in some regions are much more than Burger King's, so the French commercial with the inscription "Distance to nearest McAuto – 5 kilometers, to Burger King – 258 kilometers" was a great success. However, Burger King is positioning himself differently, pursuing aggressive policies and seeking to squeak a competitor.

The Burger King`s provocative advertising campaigns periodically appear on the Ukrainian market, too. For example, the advertising campaign of 2020 year (Fig. 1) strongly reflects the attitude of the brand to the competitor company. In the slogan "feel the taste, not the taste!", and specifically in the word "the taste", the logo of McDonalds instead of the letter "M", indicating that the competitor company is much inferior to the quality of products.[2]

Fig. 1. Burger King`s advertising campaign
of the 2020 year

But the results of such advertising campaign became unexpected for Burger King – throughout the year, 42% of the company's consumers switched to McDonald's products, because they took such measures very aggressive towards the competitor company. It can be said that in 2020 McDonald's received its profit due to advertising campaigns of Burger King. When McDonald's sued Burger King for using the company's brand logo for its own purposes, not only all Ukrainian affiliates, but also foreign affiliates learned about it. But the most interesting thing in this story is that nobody was really familiar with such advertising campaign, so it turns out that it is only the case of our Ukrainian marketing specialists [1].

5. Conclusions

In general, the number of campaigns of different brands in Ukraine that use counter-marketing is only growing. Over the past two years, the use of the term "counter-marketing" in social networks has increased by 34% on the territory of Ukraine, not to mention its use in practice. Summing up, we can say that counter-marketing is an effective means of building communication with competitors, but it should not be very aggressive marketing – it can lead to the risk of losing target audience or even losing the whole trust to the brand not only on the local but also on the international market.

REFERENCES

1. Balatsky E. O. Bondarenko A. F. Marketing. Tutorial. Sumi, 2015. 404 p.
2. Michael Bakunin. Blog about marketing in business. Demarketing. Doi : https://bakunin.com/demarketing
3. Principles for Compliant Communications with competitors. Doi : https://www.corporatecomplianceinsights.com/3-principles-for-compliant-communications-with-competitors

COOPERATION BETWEEN UKRAINE AND WHO

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

Artyukh A. V., Petrenko D. M. Cooperation between Ukraine and WHO. The article provides an analysis of the relationship between Ukraine and the WHO. It is established that the formation of the modern world health care system took place in the second half of the twentieth century. It is based on the activities of WHO, which serves as the institutional basis of this system. The stages of development of cooperation between Ukraine and WHO are considered, the main directions of such cooperation are revealed. WHO program documents, which emphasize public attention to the fact that the policy and strategy of health care should be based on an algorithm for health promotion and primary disease prevention, are analyzed.

Key words: cooperation, diseases, health, international legal activity, WHO.

Артюх А. В., Петренко Д. М. Співпраця України та ВООЗ. У статті наводиться аналіз взаємовідносин між Україною та ВООЗ. Встановлено, що формування сучасної світової системи охорони здоров'я відбулося у другий половині XX ст. Її основу складає діяльність ВООЗ, яка виконує роль інституційної основи цієї системи. Розглянуто етапи розвитку співробітництва між Україною та ВООЗ, виявлено основні напрями такої співпраці. Проаналізовано програмні документи ВООЗ у яких акцентується увага громадськості на тому, що в основі політики та стратегії охорони здоров'я повинен бути покладений алгоритм щодо зміцнення здоров'я та первинної профілактики хвороб.

Ключові слова: cooperation, diseases, health, international legal activity, WHO.

1. Introduction

The importance of health care is hard to overstate. Everyone knows that health and health care concern for everyone. There is no area on which a person is as dependent as on health. According to statistics in Europe, every person visits doctors 5-10 times a year, every 5th resident is treated in a hospital and every 4-9th resident uses ambulance services. That is, the political status and social mood in any state depend on the health of the population [2].

The o b j e c t of is the international legal activity of WHO.

The s u b j e c t is the international legal status and peculiarities of cooperation between Ukraine and the WHO.

The p u r p o s e of the article is to explore the main areas of cooperation between Ukraine and the WHO.

Achieving the goal involves solving the following tasks [8]:

- Analyze the literature on the formation of relations between Ukraine and WHO;
- Investigate the main stages and areas of cooperation between Ukraine and WHO.

The study of cooperation between Ukraine and the WHO is relevant because Ukraine's cooperation with the WHO is one of the important components of our country's international cooperation to ensure the constitutional right of every citizen of Ukraine to health care, medical assistance and health insurance (Article 49 of the Constitution of Ukraine). [6]. In addition, such cooperation is especially important in a globalizing world.

2. WHO structure. Cooperation between Ukraine and WHO

At the universal level, the main organization in the field of coordination of international cooperation in the field of health within the UN system is the World Health Organization (WHO), established on April 7, 1948 [5]. In this regard, Howard Jones noted that "the adopted WHO Charter is an indicator of a huge moral evolution, as a result of which it became impossible to have a situation where one part of humanity would be healthy and the other suffered from a disease."

The main structures of WHO are the World Health Assembly, the Executive Committee, and the Secretariat [3].

The highest body of WHO is the annual World Health Assembly, which represents all members of the organization [4]. The Assembly forms WHO Executive Committee, which elects representatives of 34 states for a term of 3 years and convenes at least twice a year. Permanent members are: USA, Great Britain, France, China. The main function of the Health Assembly is to define general policies. The main functions of the Executive Committee are to implement the decisions and policies of the Health Assembly, to provide it with advisory assistance and general assistance in its work [11]. 194 countries are members of WHO. The main goal of WHO is to establish international cooperation, to promote public health in all countries of the world.

Ukraine's cooperation with WHO is aimed at ensuring the constitutional right of every citizen of Ukraine to health care, medical assistance and health insurance. WHO has supported the health development agenda in Ukraine by promoting the exchange of information, coordination and coherence between partners [9].

WHO regularly provides opportunities for cooperation between Ukraine and the international medical community, facilitates networking with recognized international organizations and associations, and facilitates the participation of Ukrainian delegates in key international health events. Thanks to the support of WHO, the Center for Public Health of the Ministry of Health of Ukraine (CGH) has become a full member of the International Association of National Institutes of Public Health (IANPHI) [10].

WHO provides technical knowledge and expertise to help Ukraine build a viable public health system with strong health promotion and disease prevention policies that meet international standards. Concepts for the development of the emergency medical care system [1], which was approved in May 2019, and based on the proposed approach created a document outlining possible models for financing EMD. WHO conducted an initial assessment of the national system for the provision of rehabilitation services for people with disabilities in 2016 and recommended additional measures to expand rehabilitation services and the use of rehabilitation technologies in Ukraine to be implemented under the five-year the WHO Regional Office for Europe [7].

The Government of Ukraine has committed itself to strengthening the national health research system and improving public health knowledge in order to be able to align research with national public health priorities. WHO has supported Ukrainian research institutes to set their research agendas and strengthen their capacity to conduct and use research on public health priorities [12].

3. Conclusions

Thus, we can conclude that today the main values of the new European policy are the recognition of the right of everyone to health, solidarity, justice, sustainability, universal access, quality, the right to participate in decision-making, protection of human dignity, autonomy, non-discrimination, transparency. That is why strengthening the health care system of Ukraine is a strategically important task to create a solid foundation of organizations and activities necessary to achieve the goals of comprehensive access to health services, as well as the Goals of Sustainable Development of Mankind. Cooperation between Ukraine and WHO has gone through four main stages and remains relevant today, as the main areas of this cooperation are: rehabilitation and further development of health care facilities and training of relevant staff; disease control: tuberculosis, malaria, sexually transmitted diseases; maternal and child health support; environmental improvement; development and implementation of standardization and statistics in the field of health care; combating the consequences of the Chernobyl accident; fight against the tobacco epidemic; introduction and support of folk medicine and a number of others. This list of areas is not exhaustive, as their number and content is constantly changing.

WHO international assistance is an extremely profitable insurance for economically unstable Ukraine. Today, Ukraine seeks to implement health care reforms. In turn, WHO promises to provide support to national health authorities for the development of their basic infrastructure (health workers, mechanisms for the provision of health services and information services), as well as to implement principles and rules that ensure equal access to health care, including care mental health. To realise these areas of cooperation, WHO plans to improve primary health care in Ukraine, increase overall access to vital vaccines, diagnostics and medicines. With dedicated cooperation, systematic implementation of reforms, desire and fulfillment of membership obligations, Ukraine has a chance not only to establish close relations with WHO, strengthen its position in the international arena, but also to prove to the world that change is happening not only on paper.

REFERENCES

1. Базова угода між Урядом України і Всесвітньою організацією охорони здоров'я про встановлення відносин технічного консультативного співробітництва від 12.06.1997 р. *Офіційний вісник України.* 22.07.2005. № 27. Ст. 1600. URL : https://zakon.rada.gov.ua/laws/show/897_005.
2. Бойко С. Г. Особливості державної політики охорони здоров’я в умовах децентралізації. *Держава та регіони*. 2016. № 1 (53). С. 57–60.
3. Гольденберг Т. В. Основні напрямки співробітництва України зі Всесвітньою організацією охорони здоров’я. *Науковий вісник Міжнародного гуманітарного університету*. 2018. № 36. Т. 2. С. 179–182.

4. Гольденберг Т. В. Співробітництво України з Всесвітньою організацією охорони здоров'я: історико-правовий огляд. *Вісник Південного регіонального центру Національної академії правових наук України.* 2018. № 17. С. 231–237.
5. Гольденберг Т. В. Юридичні підстави діяльності всесвітньої організації охорони здоров'я. *Правова держава*. 2018. № 32. С. 169–175.
6. Демченко І. С. Охорона здоров'я у конституційному вимірі: аналіз статті 49 Конституції України. *Актуальні проблеми держави і права*. 2017. № 79. С. 35–45.
7. Загальна теорія здоров'я та здоров'язбереження: колективна монографія / Ю. Д. Бойчук та ін. Харків : Вид. С. Г. Рожко, 2017. 488 с.
8. Князевич В. М., Авраменко Т. П. Державна політика з охорони здоров'я в Україні: перспективи розвитку в умовах системних змін. *Соціальна і гуманітарна політика*. 2015. № 1. С. 164–179.
9. Костюк В. С. Реформування охорони здоров'я в Україні в умовах європейської орієнтації. *Науковий вісник Міжнародного гуманітарного університету*. 2017. № 24. С. 39–43.
10. Поканевич О. В. Аналіз Всесвітньої організації охорони здоров'я в галузі народної медицини 2014-2023 рр. UR : http://www.dridu.dp.ua/zbirnik/2014-01(11)/13.pdf. (дата звернення: 10.11.2020).
11. Ринда Ф. П., Крисько М.О. Впровадження політики ВООЗ «Здоров'я для всіх у 21-му столітті» в державні програми з охороних здоров'я населення України. *Україна. Здоров'я нації*. 2012. № 1 (21). С. 90–94.
12. The International Agency for Research on Cancer. IARC's Mission: Cancer research for cancer prevention. URL : https://www.iarc.fr/cards_page/about-iarc/.

IMF IMPACT ON SUSTAINABLE ECONOMIC DEVELOPMENT OF UKRAINE

V. A. Astakhov,
O. I. Radchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Astakhov V. O., Radchenko O. I. IMF impact on sustainable economic development of Ukraine. The article deals with the stages of Ukraine's cooperation with the International Monetary Fund from the beginning to the present and examines its effectiveness. The major attention is paid to examining the stages of cooperation with the fund, namely the borrowing program, terms of crediting and obligations. Also, the main goal is to consider the possible positive and negative aspects of the impact on the economy, as well as the actions that the government needs to take to effectively use borrowed funds so that they work solely for the benefit and not worsen the economic situation. It is shown the risks a state may face in case of irrational policy as well as ill-considered investment plans.

Keywords: aspects of cooperation, financial stability, International Monetary Fund (IMF), monetary cooperation, Ukraine.

Астахов В. О., Радченко О. І. Вплив МВФ на сталий економічний розвиток України. У статті розглянуто етапи співпраці України з Міжнародним валютним фондом від початку до сьогодення та досліджено ефективність. Основна увага приділяється вивченню етапів співпраці з фондом, а саме програми запозичень, умов кредитування та зобов'язань. Також головна мета – розглянути можливі позитивні та негативні аспекти впливу на економіку, а також дії, які необхідно вжити уряду, щоб ефективно використовувати позикові кошти, і вони працювали виключно на користь, а не на погіршення економічної ситуації. Показано, з якими ризиками може зіткнутися держава в разі нераціональної політики, а також непродуманого інвестиційного плану.

Ключові слова: аспекти співпраці, валютне співробітництво, Міжнародний Валютний Фонд (МВФ), Україна, фінансова стабільність.

1. Introduction

The o b j e c t of the article is cooperation with the International Monetary Fund. The s u b j e c t is the efficiency and importance of the International Monetary Fund in modern international economic relations. The a i m of the article is to consider in detail the impact of the IMF on the stability of Ukraine's economic growth.

In the context of the global financial crisis, the economies of different countries are experiencing an acute shortage of financial resources, the need to raise funds to promote the growth of production and trade, innovation, reproduction. Today, due to political and economic instability, Ukraine needs funding from foreign financial institutions. One of the largest creditors of Ukraine is the International Monetary Fund (IMF), which was established by a UN decision in July 1944 in Bretton Woods (USA). The purpose of the IMF is to promote a speedy recovery of the world economy and trade by stabilizing currencies, preventing imbalances in balances of payments, eliminating currency restrictions, and developing a system of multilateral settlements. However, one of the most important aspects of cooperation with the IMF is the provision of loans to member countries facing balance of payments difficulties [4].

2. Results and Discussion

Cooperation between Ukraine and the IMF began in 1994 under the STF, Stand-by and Extended Fund Facility (EFF) lending programs. The reason for this was the growing imbalance of external payments and the violation of the stability of the monetary system. It is important to emphasize that the IMF is the main creditor of Ukraine, the share of loans in terms of external debt which is 45% and almost 25% of government-guaranteed debt. To identify the impact of loans on the country's monetary system, we will analyze Ukraine's cooperation with the IMF since 2018:

1) 14-month EFF program ($ 3.9 billion);
2) EFF three-year cooperation program ($ 5.5 billion);
3) 18-Month Stand-By Program ($ 5 billion) [6].

The loans are used to maintain financial stability, the national currency, international reserves and active balance of payments positions. Like any lender, the IMF requires certain conditions from the borrower country [5, c. 190]. The IMF believes that external financial assistance is effective only if the country pursues sound economic policies. This means that:

1) Financial assistance should be large enough to allow the country to finance its investment plan as well as implement a program of large-scale transformation, as breaks in funding reforms can nullify them;

2) Financial assistance should not be spent on small projects, the effective programming, coordination and monitoring of which requires considerable effort.

The success of foreign aid depends on the ability of the Government of Ukraine to implement the investment plan, which should include the following components:

1) Decentralized public investment;
2) Proper quality of staff training;
3) Current information technologies for control;
4) Determination of adequate quantitative indicators that the government plans to achieve after the completion of the investment program;
5) Qualitative audit of the expenditure of funds received;
6) Clear mechanism for monitoring and evaluating the investment program [1].

As a result of cooperation with the IMF, we can observe positive consequences, including:

1) Implementation of important institutional reforms aimed at stabilizing the Ukrainian economy and returning it to the path of growth;

2) Improving the balance of payments situation;

3) Stabilization of the hryvnia exchange rate and strengthening of the banking system;

4) Increase in gold and foreign exchange reserves of the National Bank of Ukraine, which will significantly cover imports;

5) Growth of Ukraine's international prestige, which will provide access to funds of other international financial organizations and private investors [2, c. 748–751].

In addition to the positive effects of the loan on Ukraine's economy, there are also risks of negative results. No matter how difficult it is to meet the requirements of the IMF, but we must recognize that the lender has the right to make claims against the borrower, and they can not be just taken and rejected. It is encouraging to see that the representatives of the Foundation and our country are in the process of a constant productive dialogue aimed at finding compromises. The main negative impact is that if the authorities use borrowed funds inefficiently and do not listen to the recommendations, further work may be frozen or move to the stage of obtaining new tranches to pay off old debts.

One of the biggest risks is that the process of growing public debt and the problems of its servicing become a permanent problem of borrowing. It currently has obligations to the IMF divided between the National Bank and the Ministry of Finance [7].

Since in 2020 Ukraine had significant payments on public debt, the problem of cooperation with the IMF is quite relevant. Cooperation with the IMF is important, it is crucial to maintain a proper image of the country, which will increase its credit rating in global financial markets, reduce interest rates on loans, and maintain the country's investment attractiveness.

At the same time, without drastic economic reforms, the IMF financial support does not make sense, because in this case the loan funds are used to finance only the current balance of payments problems, which without economic reform will only accumulate and become an unnecessary burden [8].

3. Conclusions

Thus, Ukraine's cooperation with the IMF is aimed at achieving macroeconomic, in particular, financial stabilization and overcoming inflation. Cooperation should provide the economy with financial resources to overcome both the problems of the transformation period and the consequences of the global financial crisis and the coronavirus pandemic. However, it should be noted that positive consequences are possible only with the reform of Ukraine's economy, elimination of institutional imbalances and the effective use of borrowed funds by the government. Continuing Ukraine's cooperation with the IMF is expedient and justified, as the IMF's credit resources are cheaper than those raised on world financial markets, and cooperation with the IMF determines the possibility of institutional restructuring of the domestic economy and inflow of funds from other creditors and investors.

REFERENCES

1. Колосова В. П. Вплив міжнародних фінансових організацій на економічний розвиток країни. Київ. 2016.
2. Марущак І. В, Полагнин Д. Д. Вплив кредитів МВФ на грошову систему України // Молодий вчений. 2018. № 5(2). С. 748–751.
3. Офіційний сайт Міністерства фінансів України. URL : http://www.minfin.gov.ua/
4. Співробітництво з міжнародними фінансовими організаціями. URL : http://www.kmu.gov.ua
5. Сучасні тенденції розвитку світової економіки : збірник матеріалів IX Міжнародної науково-практичної конференції, 26 травня 2017 р. Том І. Харків : ХНАДУ, 2017. 190 с.
6. International Monetary Fund (IMF): Country Profiles. URL : https://www.imf.org/en/
7. United Nations Commodity Trade Statistics Database (UNCTAD): Country Profiles. URL : http://unctad.org/en/Pages/statistics.aspx.
8. World Economic Forum: Global Competitiveness Report. URL : http://www.weforum.org/en/initiati ves/gcp/index.htm.

TOPICALITY OF THE PROBLEM OF PERSONNEL TRAINING FOR HOSPITALITY INDUSTRY

A. O. Avierina,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Avierina A. O., Saprun I. R. Topicality of the problem of personnel training for hospitality industry. The article examines the sphere of hospitality in tourism and the peculiarities of requirements that modern workers should meet. In addition, some problems of training personnel in Ukraine, which prevent the hospitality industry from developing are highlighted. Also, it undelines the importance of improving higher education and suggests the ways to improve it.

Keywords: higher education, highly skilled workers, hospitality, modern tourist market, professional training of specialists.

Авєріна А. О., Сапрун І. Р. Актуальність проблеми підготовки кадрів для сфери гостинності. У статті розглядається сфера гостинності у туризмі та особливості вимог, яким мають відповідати сучасні працівники. Окрім цього, тут виділяються проблеми підготовки кадрів в Україні, які заважають індустрії гостинності розвиватися. Також, тут підкреслено важливість вдосконалення вищої освіти та запропоновано шляхи, які допоможуть її покращити.

Ключові слова: вища освіта, висококваліфіковані працівники, професійна підготовка кадрів, сучасний туристичний ринок.

1. Introduction

The object of the article is the industry of hospitality. The subject is training of professional staff. The purpose of writing this article is to define the problems of training personnel in the sphere of hospitality and prospects of its development. Hospitality is a special component of the economic system and a variety of business activities, the efficiency and profitability of which depends on the ability of staff to perform their duties professionally.

Note that the key indicators of success of any placement facility are the quality of service and customer satisfaction. Achieving these indicators is impossible without the active involvement of the human factor, which makes the industry labor-intensive and emphasizes the importance of personnel training. In addition, global changes in the world tourism business, increasing the role of tourism in the problem of preserving and developing the country’s human potential in a pandemic, constant diversification of demand and corresponding modification of the tourist product leads to an increase in the list of necessary criteria and requirements to specialists in this field.

2. Requirements of the tourist market to employees

The modern tourist market requires competent highly skilled workers, who are able to make complex professional decisions and solve unusual problems, ensuring high quality of service and satisfaction of the needs of consumers in conditions of instability of internal and external environment.

The specialist must be a comprehensive personality with a set of important qualities, among which a positive attitude towards people (kindness, courtesy, tactfulness, etc.) and flexibility and the desire for self-improvement,learning, occupy a special place. For future professionals, it is still necessary to determine what qualities they already have and what others to work on.

The main way of ensuring this level of qualification of employees is the proper level of the system of quality assurance of higher education in this sphere. It is during the training in higher education institutions that future specialists should be able to obtain all the necessary theoretical knowledge on various aspects of work in this field, as well as practical skills of professional functions.

3. Problems of personnel training in Ukraine

But, unfortunately, haveing of a degree on high education in Ukraine is not a guarantee of employment in the area of hospitality and tourism. Thus, according to the State Statistics of Ukraine, in 2019 only 38,7% (4598 out of 11877) of staff employees who work in subjects of tourist activity have a high or secondary special education in the industry of tourism. [3]

According to the survey among the top managers of different tourist enterprises, which was conducted in the framework of a scientific research on the basis of Chernivtsi National University named after Yu. Fedkovych, among the decisive criteria for selection of personnel for work at tourist enterprises, the presence of higher education is only in fourth place. The first three requirements are:

1) experience,
2) personal qualities of the specialist,
3) age of specialist. [4]

This attitude of HR specialists to the presence of high education of workers in this sphere can be explained by the fact that high education in Ukraine in this sphere has appeared relatively recently, and is still at the stage of development and modernization. And although the quality of modern higher education in tourism in Ukraine has already increased significantly over the last decade, it has not yet managed to gain trust in the eyes of entrepreneurs in this sphere. The modern formation of the tourism industry in Ukraine requires higher and secondary education institutions to take a multi-level approach to training specialists in this field, while simultaneously connecting the priority direction of additional education on practical experience, by means of practice and training of future specialists in travel agencies, operators and other enterprises of this sphere

This situation has a negative effect on young people regarding the vector of choice of the future specialty and the motivation to receive the future qualification.

4. State`s attitude to personnel training in the hospitality industry

This problem has been reflected in the normative-legal documents of development of tourist industry of Ukraine. This is indicated by a separate section on human resources development in the Strategy of Tourism and Resorts Development for the period up to 2026 of March 16, 2017, it states as one of the main directions of the Strategy implementation, improvement of the system of professional training of specialists in the field of tourism by harmonization of qualification requirements and standards of higher education in higher educational institutions and approval of qualification requirements to specialists of tourist support. [2] That is, modernization of approach to professional training in higher education institutions and actualization of necessity of presence of higher education in specialists of this sphere is a priority issue of development of tourism in the state.

It is important to note that the excessive academic degree and the lack of practical skills of graduates make the situation difficult and reduces their chances to find a decent place of work and to realize their potential fully.

5. Ways to solve the problem of personnel training

Thus, it is necessary to search for ways of closer cooperation of tourism and hospitality enterprises and educational institutions in personnel training, development of educational standards and definition of criteria of quality assessment of specialists' training for the industry.

One way to solve this problem is to introduce a dual form of education, which provides for the combination of contractual education in educational institutions with training in workplaces at enterprises, institutions and organizations.[5] Foreign experience demonstrates the high viability and reliability of this system, which is explained by satisfaction of the needs of all participants of the process, namely employers, future specialists and the state.

6. Conclusion

The problem of personnel training has become urgent in connection with the development of the hospitality industry. This has drawn attention to the situation in Ukraine. As a result, a serious problem is uncompulsory higher education has been found out, consequently, a disgruntled attitude toward it among young people, who choose a profession for themselves, can be observed. Higher institutions also need to collaborate with various travel agencies, travel companies and operators to make the education process more practical and effective for graduates. Such an approach will emphasize the need for higher education in the specialists of this branch and will lead to an increase in the general level of qualification of personnel support, which is a necessary condition for further development of the hospitality and tourism sector in Ukraine to the level at which it will meet the modern international requirements of the tourism industry.

Thus, the implementation of the new model of personnel training for the hospitality sector will help to improve the overall level of professionalism in the industry, promote innovation, creativity, personalization and improve the quality of the production process and create the necessary conditions for sustainable development and increase the competitiveness of the domestic tourism industry.

REFERENCES

1. Tourism statistics data // The World Tourism Organization. URL : https://unwto.org
2. Про схвалення Стратегії розвитку туризму та курортів на період до 2026 року: Розпорядження Кабінету міністрів України від 16.03.2017 № 168-2017-р // База даних «Законодавство

України» / ВР України. URL : https://zakon.rada.gov.ua/go/168-2017-%D1%80;

3. Туристична діяльність в Україні // Державна служба статистики України. URL : http://ukrstat.gov.ua
4. Орлова М. Л., Ярьоменко С. Г., Стрікаленко Т. В. Фахівці з вищою освітою у сфері туризму на ринку праці // Науковий вісник Чернівецького університету. серія «Географія». 2015. Вип. 744–745. С. 163–168.
5. Любіцева О. О. Можливості запровадження дуальної освіти в туризмі : матеріали науково-практичної конференції «Актуальні питання туризмології та туристичної практики». К. : АПСВТ, 2019. С. 31–33.

LA DÉFINITION DE L'ENTREPRENEURIAT SOCIAL DANS LES RECHERCHES SCIENTIFIQUES EUROPÉENS

A. A. Belinsky,
L. A. Dudka (consultante linguistique)
Université nationale V. N. Karazin, Kharkiv

Belinsky A. A., Dudka L. A. La définition de l'entrepreneuriat social dans les recherches scientifiques européens. Aujourd'hui l'entrepreneuriat social constitue un sujet de recherche qui intéresse beaucoup de savants dans le domaine économique et social en Europe. Avant tout il faut noter que ce thème attire l'attention comme des Etats qui créent les structures organisationelles pour développer l'entrepreneuriat social et ainsi les sociétés de chercheurs qui ont organisé de neubreuses conférences scientifiques, les publications des numéros des révues où on a mit l'accent sur ce phénomène.

Mots clés: définition, entrepreneuriat social, entrepreneur social, voies de recherches.

Белінський А. А., Дудка Л. А. Визначення соціального підприємництва в європейських наукових дослідженнях. На сьогодні соціальне підприємництво є предметом дослідження, що цікавить багатьох вчених як в економічній так і в соціальній сфері у Європі. Перш за все, слід зазначити, що ця тема привертає увагу держав, які створюють організаційні структури для розвитку соціального підприємництва, а також, дослідницькі компанії, які організовують численні наукові конференції, публікують наукові журнали, де приділяють особливу увагу дослідженням цього феномена, що з'явився разом з третім сектором економіки – некомерційними організаціями. Перед нами постала задача розкрити значення соціального підприємця та соціального підприємництва в доробках європейських вчених для подальших наукових пошуків.

Ключові слова: визначення, соціальне підприємництво, соціальний підприємець , шляхи пошуків.

Oui, la pratique de l'entrepreneuriat social n'est pas nouvelle, mais elle n'attire l'attantion des chercheurs que depuis une vingtaine d'années [1-3]. Les savants posaient telles questions comme: est-ce qu'on peut appeler l'enrepreneuriat social si on utilise une partie des revenues de l'entreprise à la résolution de problèmes sociaux[3] ou une personne, qui s'occupe de la gestion d'une entreprise et qui est engagée dans des activités communautaires, bénévoles ou sociales, si elle est un entrepreneur social.

Dans notre article nous avons fait l'objectif d'essayer d'analyser les études sur le phénomène de l'entrepreneuriat social pour mieux comprendre sa signification et le sens de cette notion pour nos recherches futures.

Avant tout il faut indiquer qu'il existe des divers aspects de l'entrepreneuriat social :

- recevoir des avantages ;
- résoudre des problèmes sociaux- innovation sociale;

Dans le cadre de ces aspects, les aspects économiques, sociaux et managériaux de l'entrepreneuriat social sont évalués de différentes manières. Examinons chacun de ces aspects.

La fonction de l'entrepreneuriat est de découvrir, d'évaluer et d'utiliser de nouvelles possibilités, de savoir ses revenues, des services ou des processus de production [4]. L'objectif d'un entrepreneur est de recevoir des avantages [5]. L'entrepreneuriat est un effort pour créer une entreprise viable [6; 7], et résulte du choix professionnel d'un individu qui préfère travailler pour lui-même [8].

Selon la tradition française, on définit les entrepreneurs comme « les personnes entreprenantes qui stimulent le développement du progrès économique qui trouvenr pour cela de nouvelles et meilleures façons d'agire ».

La meilleure formulation appartient au savant Jean Baptiste Say, qui a donné au XIXe siècle la signification suivante : « L'entrepreneur assure la transformation des ressources économiques d'un niveau inférieur à un niveau supérieur de la productivité et de la rentabilité. A cela peut s'ajouter la mention d'économiste anglais J. Dees : « Les entrepreneurs créent de la valeur » [9]. Selon le chercheur dans les sciences économiques et de la politalogie, Joseph A. Schumpeter, « la fonction des entrepreneurs est la réforme et les changements cardinaux dans la structure de la production ». Comme J. Dees l'a noté, « les entrepreneurs, selon Schumpeter, sont des réformateurs de l'économie. Ils contribuent au développement économique à travers le développement de nouveaux modes d'activité » [9].

Mais pour donner la meilleure signification, d'après notre envie, il faut citer l'un des principaux théoriciens de l'entrepreneuriat, professeur de Harvard Business School Howard Stevenson [10], qui a distingué la gestion entrepreneuriale et les formes plus générales (standard) de gestion « administrative ». Il a conclu que « les entrepreneurs ne recherchent pas seulement des avantages qui ne sont pas disponibles pour les cadres ; les entrepreneurs ne laissent pas leur dotation initiale en ressources limiter leurs avantages. Les entrepreneurs mobilisent les ressources des autres pour atteindre leurs buts et objectifs entrepreneuriaux.

Ainsi les entrepreneurs sociaux répondent à des besoins sociaux . Les entreprises sociales génèrent des effets positifs [3], c'est-à-dire la valeur créée par ces entreprises est consommée principalement par la société. Bien entendu, les entrepreneurs peuvent également créer des effets positives (par exemple, par la création d'emplois), ainsi que négatives (par exemple, la pollution de l'environnement). Cependant, c'est la création des effets positifs qui peut être considérée comme l'objectif de l'entrepreneuriat, tandis que dans l'entrepreneuriat commercial ce n'est qu'un sous-produit [11].

En recherche de la réponse à la question « quelles sont les différences entre l'entrepreneuriat social et l'entrepreneuriat commercial on a trouvé les travaux du centre de recherche IESE de University School of Business Navarre (Espagne) [2] :

- les entrepreneurs sociaux sont motivés par une forte volonté de changer la société ;
- les entrepreneurs sociaux peuvent profiter à la fois d'avantages commerciales et sociales, c'est-à-dire toutes les formes de prestations sociales ;
- les entrepreneurs sociaux se concentrent sur la création de valeur sociale, et non sur bien-être économique. Créer de la valeur sociale signifie la solution d’un problème public. Ils aident à trouver la solution du problèmes d'emploi en créant d'emplois pour les groupes de citoyens socialement non protégés ayant des difficultés à trouver un emploi : pour les chômeurs peu qualifiés, les personnes handicapées, les mères célibataires oules personnes avec une longue interruption d'expérience qui ont perdu leurs compétences passées. Par exemple, le cabinet de conseil commercial danois The Specialists [12] embaucher des personnes autistes. L'objectif principal de l'entreprise est d'offrir au plus grand nombre de personnes autistes un emploi et de bonnes conditions de travail.

Comme conclusion, les entrepreneurs sociaux agissent directement pour créer un produit, un service ou une méthodologie qui entraîne la transformation du statu- quo. » L’entrepreneur social est quelqu'un qui non seulement milite pour le changement social, mais crée aussi nouvel équilibre social. Les recherches dans la domaine de l’interpreneuriat est multidisciplinaire et s’adresse au grand public. Les savants européens ont classé les recherches théoriques en : descriptive, analytique et prédicitve.

BIBLIOGRAPHIE

1. Dearlove D. Interview: Jeff Skoll // Business Strategy Review. 2004. Vol. 15. No. 2. P. 51–53.
2. Mair J., Martı I. Social entrepreneurship: What are we talking about? A framework for future research. IESE Business School, 2004. No. D/546.
3. Bacq S., Janssen F. The multiple faces of social entrepreneurship: A review of definitional issues based on geographical and thematic criteria // Entrepreneurship & Regional Development. 2011. Vol. 23. No. 5–6. P. 373–403.
4. Shane S., Venkataraman S. The promise of entrepreneurship as a field of research // Academy of Management Review. 2000. Vol. 25. No. 1. P. 217–226.
5. Ekelund R., Hébert R. A History of Economic Thought and Method, third edition. New York: McGraw-Hill, 1990.
6. Gartner W. «Who is an entrepreneur?» is the wrong question // Entrepreneurship. Theory. Practice. 1989. No. 13 (4). P. 47–68.
7. Reynolds P., Bosma N., Autio E., Hunt S., De Bono N., Servais A., LopezGarcia P., Chin N. Global entrepreneurship monitor: data collection design and implementation 1998–2003 // Small Business Economy. 2005. No. 24. P. 205–231.
8. Hébert R., Link A. The Entrepreneurs: Mainstream Views and Radical Critiques. New York: Praeger, 1988.
9. Dees J., Anderson B. Framing a theory of social entrepreneurship: Building on two schools of practice and thought // Research on Social Entrepreneurship: Understanding and Contributing to an Emerging Field. 2006. Vol. 1. No. 3. P. 39–66.
10. Drucker P. F. The discipline of innovation // Harvard Business Review. 1985. Vol. 63. No. 3. P. 67–72.
11. Stevenson H. H. A perspective on entrepreneurship. Harvard Business School Working Paper, 1983.
12. Specialisterne Foundation. URL: http://specialistpeople.com/specialisterne/

THEORETICAL ASPECTS OF THE IMPORTANCE OF ENGLISH IN THE FIELD OF COMBATING HUMAN TRAFFICKING

M. O. Berezhna,
O. G. Saprunova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Berezhna M. O., Saprunova O. G. Theoretical aspects of the importance of Englishin the field of combating human trafficking. The article the theoretical and applied aspects of international legal assistance in the field of combating trafficking in human beings. In particular, the study describes in detail the doctrinal approaches of domestic and foreign scholars – internationalists on: the issue of human trafficking and its study by legal doctrine; generalization of international legal acts on means and principles of combating trafficking in human beings in international experience. For the first time, the ways of implementing international standards for the prevention of human trafficking in Ukraine are clearly outlined, the problematic issues of obtaining the status of a victim of human trafficking are revealed, and the prospects for improving international cooperation in the field of human trafficking are described. The conceptual and terminological apparatus of the problem is characterized. The importance of English in the international legal assistance in combating human trafficking is identified.

Keywords: combating human trafficking; English, global problem; human trafficking; international organizations; non-governmental organizations.

Бережна М. О., Сапрунова О. Г. Теоретичні аспекти важливості англійської мови у сфері боротьби 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. Охарактеризовано понятійно-термінологічний апарат проблеми. Визначено значення англійської мови в міжнародній правовій допомозі у боротьбі з торгівлею людьми.

Ключові слова: англійська мова, глобальна проблема; міжнародні організації; неурядові організації; протидія торгівлі людьми; торгівля людьми.

1. Introduction

Today English is one of the important means helping to solve the problem of human trafficking which is widespread not only in Ukraine but also in many other countries regardless the development level of a country. It is necessary to know that English as a method of a communication between people from different countries because this language is considered to be the multi-national language around the world in order to look for people and return them to their homeland successfully. The scale of human trafficking in the world has reached such proportions that it ranks the third one in the terms of its effects after illegal arms trade and drugs. According to the information during the last ten years, the main countries that suffered from human trafficking were Turkey, Poland, Czech Republic, Italy, the Arab Emirates, Germany, Israel, Greece and Ukraine. At the same time, 100 % of the Ukrainians suffered from human trafficking on the territory of Ukraine.

Basing on the study of scientific literature, it is found that certain aspects of the problem have been disclosed in foreign and Ukrainian scientists' researches. Thus, human trafficking crimes were pointed out in the nineteenth and early twentieth centuries by Otto Henne, M. Gernet, S. Gogel, Ch. Otto Henne, M. Gernet, S. Gogel, V. Deryuzhinsky, C. Lombroso, F. List, Г. Ferraro, S. Shashkov, F. Yanovsky. Trafficking in women and children was studied as a crime of the international nature by I. P. Blishchenko, L. N. Galenskaya, I. I. Karpet, I. I. Lukashuk, A. V. Naumov, V. P. Panov, Y. A. Reshetov, etc.

Scientific researches devoted to human trafficking by transnational criminal groups were done by G. A. Zorin, V. E. Yeminov, V. I. Kulikov, A. I. Kononov, V. V. Luneev, A. S. Ovchinsky, V. S. Ovchinsky, S. S. Ovchinsky, V. A. Tankevich, M. P. Yablokov.

The study of criminal law aspects of combating human trafficking was given by O. M. Bandurko, I. O. Ivaschenko, V. A. Kazak, Y G. Lizogub, V. V. Luneev, A. A. Musica, O. V. Naden, A. M. Orleans, I. G. Poplavsky, E. L. Streltsov, P. P. Serdyuk.

At the same time, the analysis of scientific work on the problem gives let us conclude that the issues of the importance of English in the field of combating human trafficking remains unstudied.

Therefore, the relevance of the problem and its insufficient theoretical development led the author to the choice of the research topic "Theoretical aspects of the importance of English in the field of combating human trafficking".

The o b j e c t of the analysis is the English language. The s u b j e c t of the analysis is the importance of English in the field of combating human trafficking. The a i m of this article is to justify the theoretical foundations in the processes of using English in the field of human trafficking.

According to the goal, the following research tasks were defined:

1) to characterize the conceptual and terminological apparatus;

2) to identify **t**he importance of English in the international legal assistance in combating human trafficking.

We used a set of research methods to solve the tasks:

- theoretical: generalization, studying and the systematization of scientific papers and analysis of training manuals on the problem in order to determine the main essence of the main theoretical aspects of the English importance in the field of combating human trafficking**.**

2. The characterization of the conceptual and terminological apparatus of the problem using English in the field of combating human trafficking

Such types of the international crimes in today's world as drugs and arms trafficking is increasingly developing human trafficking. For example, Ukrainian researcher Kateryna Levchenko defined the concept of human trafficking as a range of social phenomena. The objects of this crime can be any person regardless of his or her gender and age. Firstly, men for the purpose of their exploitation Secondly, children for using them in begging. Thirdly, trafficking in women and girls may be a forced marriage, forced labor, forced domestic or industrial usage. Finally, any person for the organ removal and transplantation [5]. Of course, this is the violation of the human rights and freedom enshrined in the Universal Declaration of Human Rights adopted by the United Nations General Assembly. It is human trafficking that is one of the dangerous criminal acts according to the UN Palermo Convention and its Protocol adopted in November 2000. There are a number of conventions, covenants and protocols to deal with this issue.

1. Convention on the Elimination of All Forms of Discrimination against Women entered into force Sept. 3, 1981 [4].

2. UN Convention against Transnational Organized Crime entered into force Now 15, 2000 [2].

3. Convention for the Suppression of the Traffic in Persons and of the Exploitation of the Prostitution of Others, adopted by the UN General Assembly entered into force Dec 2, 1949 [3].

4. International Covenant on Civil and Political Rights entered into force Dec 16, 1966 [6].

5. Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the UN Convention against Transnational Organized Crime [7].

We believe that important measures taken by the state to combat human trafficking must be the following:

1. Creating conditions for increasing the number of legal workers, first of all, in the countries where most the Ukrainian citizens migrate. The signing of relevant interstate agreements should be intensified.
2. Ensure that the social work and social services are provided to the victims of human trafficking.
3. Raise the level of awareness in the community.
4. To ensure the implementation and functioning of the National Mechanism for Interaction of Actors Performing Activities in the Field of Combating Trafficking in Human Beings.
5. The elimination of the violence against women in all areas of the public life and the provision for the protection and assistance to victims of the violence.
6. Supervise the activities of tourist organizations.
7. Create good conditions for the successful youth employment.

3. The Importance of The English Language Proficiency in The International Legal Assistance in Combating Human Trafficking

There is a process of the globalization in the world now: the emergence of a hybrid world culture, the mix of any national traditions and increasing a cooperation between nations. It manifests itself in the unification of various aspects of people's life: their worldview, politics and economics, social life and production, science and education, culture and art, religion and language, sports, etc.

The processes of the world globalization and integration have led to the explosion of intercultural contacts in all spheres of our lives. Such situations of intercultural communication as school and university exchanges, internships for scientists, international conferences, joint ventures, tourist trips, exhibitions, tours, sports competitions have firmly entered it. Thus, one of the conditions for successful adaptation in the social space is the knowledge of English as an international language [8].

We can consider English as an integrated part of the international legal assistance for combating human trafficking. For instance, as we can notice, in real life women are more trustful than men, especially children and if they cannot speak English visiting foreign countries, they can get into the hands of fraudulent traffickers. In this case their passports can be taken and they have to work for any food (Дайчман, 2003, с. 235). Consequently, human trafficking is a set of actions for transporting, transferring and receiving persons using force threats or other forms of the coercion and the intimidation through the provision of the false information about the possibility of receiving (earning) money at the destination.

Studying this industry in Ukraine ranks the fifth one in the West for human trafficking. Ukraine establishes criminal liability for human trafficking or other unlawful agreement to transfer a person, It should be noted that Ukraine has brought the national legislation closer to the requirements of international norms than the countries of the European Union.

A manifestation of it can be seen in a broader interpretation of the forms of human trafficking than it is found in the legislation of EU member states which are usually limited to trafficking for the sexual exploitation.

4. Conclusions

The author was led to the conclusion that human trafficking is one of the dangerous criminal acts in the modern world and English can become the real arms for the prevention for people to avoid it.

Subsequent studies will focus on describing the conditions for the formation of foreign language training in the sphere of combating human trafficking. Note that the topic of combating human trafficking, in particular international legal assistance in this area, is extremely relevant for many countries, so its further scientific discussion remains relevant.

REFERENCES

1. Дайчман И. Интерпол: Всемирная система борьбы с преступностью. Москва : Рипол Класик, 2003. 480 с
2. Конвенція ООН проти транснаціональної організованої злочинності.
   URL : https://zakon.rada.gov.ua/laws/show/995_k27#Text

3. Конвенція про боротьбу з торгівлею людьми та експлуатацією проституції третіми особами. URL : https://zakon.rada.gov.ua/laws/show/995_162#Text
4. Конвенція про ліквідацію всіх форм дискримінації стосовно жінок. URL : https://zakon.rada.gov.ua/laws/show/995_207#Text
5. Левченко К. Б. «Торгівля людьми» та «торгівля жінками»: проблеми формування термінології сучасних документів // Вісник Харківського національного університету внутрішніх справ. 2000. № 11. С. 24–30.
6. Міжнародний пакт про громадянські та політичні права. URL : https://zakon.rada.gov.ua/laws/show/995_043#Text
7. 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
8. Soatova G. K. The importance of learning vocabulary in speaking English. URL : http://habrahabr.ru/post/126189

HOW THE SOCIAL MEDIA CONTRIBUTE TO THE SPREAD OF ENGLISH

D. Y. Bielik,
Ye. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Bielik D. Y, Broslavska Ye. M. How the social media contribute to the spread of English. English has become a global language of communication. In 21st century social media is playing a great role in the spreading of English. The article discusses certain areas which define the role of social media in this process and explores the positive and negative effects social media has on the English language.

Keywords: communication, English language, linguistics, social media, spreading.

Бєлік Д. Ю., Брославська Є. М. Як соціальні мережі сприяють поширенню англійської мови. Англійська мова стала глобальною у світі спілкування. У 21 столітті соціальні мережі відіграють надзвичайно велику роль у поширенні англійської. У статті розглядатися галузі, які грають важливу роль в поширенні англійської мови, серед них й соціальні мережі, а також досліджуються позитивний і негативний вплив соціальних медіа на англійську мову.

Ключові слова: англійська мова, комунікації, лінгвістика, розповсюдження, соціальні мережі.

1. Introduction

Over the past three decades, English has come to take a singular position among languages. Earlier only one among several dominant European languages, on a par with French and Spanish, it is today a world language, the language people use whenever they wish to communicate with others outside their own linguistic community.

As English has moved toward domination, the status of the other main languages has changed. Even though they are spoken by more people now, than ever before, they have been disrated, and to some extent degraded in relation to English. Today, German, Russian, French, Spanish, Arabic, more or less have the status of regional and national languages that can be used beyond their national borders, but, they are losing their value as the language of international communication, both formal and informal.

The o b j e c t of the article is the comprehensive research of the reasons why English known as a global language and why other languages do not have this ability and the changes that are taking place in English language due to social media. The s u b j e c t is problems and opportunities for the spread of English through social media. The purpose of the study is to examine what positive or negative impacts social media has on English and how they are affecting the structure of it.

2. English as a global language

English has become a worldwide language for several reasons. England started discovering new territories in the 16th century, established its first colonies in North America in the 17th century, claimed land on the Australian continent in the 18th century, and occupied the Dutch colony at the Cape of Good Hope in 1795. The use of English grew rapidly when colonies were conquered all over Africa and Asia on behalf of the British Empire in the 19th century. In the end, the language was present all over the globe.

This is a knowledge-driven world, so we need to learn a language that is shared globally or we risk sliding behind others. There is not much sense in throwing away what advantages we had with regard to English, despite its colonial implications. The world has changed quite a lot over the last sixty years. It has become a kind of language laboratory, and the sheer flood of information transferred by electronic means has brought erstwhile strangers, even enemies, into some sort of linguistic bracket.

It seems reasonable enough to recognize that English is not only dominant on a global level, but can even be dominant on a local level relative to the home language. This can happen even when English does not have any legal or official status, or counts few fundamentals that would suggest a strong English-speaking community or infrastructure.

Some linguists and cultural historians speak of “linguistic genocide” and point accusing fingers at globalization. Rather than speaking of “extinction”, which means a natural and probably inevitable process, they use a term signifying “mass murder” to point out the societal and purposeful nature of this phenomenon [3]. When languages die out, it is the consequence of the actions of specific institutions. Among the principal offenders of this cultural and linguistic genocide should be highlighted one prevalent actor – mass media.

3. The contribution of the media to the spread of English

Media is the fourth power. In all countries whatever the state of law, the press has established itself as a force in society and the driving force of world’s communication. Newspaper, radio, television and social media have given humanity unlimited access to information which can be turned into knowledge. Appropriately used – interactively and with guidance – they have become tools of development of higher order scales. Recent cable technology and the Internet have changed the face of our society. The age of communication has improved the chances of reducing conflicts, and has created a suitable environment for social development [2].

Nowadays the media are more than a neutral channel through which Anglo-American culture spreads. By virtue of their institutional structure and a strong domination of English-speaking actors in the global society, they actively contribute to promoting the supremacy of English over other languages. The linguistic effects of the media play a part in processes of social and cultural distinction in modern society and therefore that is not proper to view these influences in national terms only. In other words, languages construct our worldviews as well as adjust them [1].

The evolution of social media in general and the development of social media in particular has led to it being an essential part of our everyday lives. Its influence is irrefutable as it now connects us with the world within seconds. In the following we will consider the use of English in the social media and examine more closely the extent and character of English influences as well as when they began to make an impact in a serious fashion.

Global communication has cardinally and impressively improved with time and is now responsible for most of our communications these days. The stretch is from businesses to personal interaction, seeking medical help, spreading awareness about an important issue, standing together on a single platform to raise voice, setting political or religious narrative.

4. Spread of English through Social Media

The importance of language has been ignored for some time and explored only. But now the domination of English language on this planet is inevitable. English plays an important role almost in every angle of people's life. It has been and is now being used in many domains of the world such as education, political relations, trade, communication, science, etc. Due to the fact that English has been used for developing communication, technology, programming, software, etc., it controls the web.

The importance of English language can be gauged from the fact that it is the sole language which is not only adopted by social media but also it has compelled people to communicate via English while using and indulging in social networking all across the globe. It is evident that most of the content produced on the internet is visibly in English which indicates that even a mere comprehension of English language will allow one to access an incredible amount of information on the internet which can be utilized in a variety of ways.

The term Social Media, has taken a role as a shelter term that contains internet based sites and services that elevates social interactions between people who use them as an important part of their interpersonal communication [6]. Social media is another crucial part that makes English as a global language. It has seized on the broad range of our daily activities and contributions. Nowadays, people probably have used social media as the way to interact with other people for different reasons or purposes.

Social media entail websites and applications that enable users to create and share content or to participate in social networking. In the contemporary world social media has played a vital role in replacing not only the conventional methods of communication but it has also adapted an avant-garde approach in various walks of life such as in education, politics, medical, economic and social activities and above all in progression and development of technology[4].

5. How People Use English Language to Communicate on Social Media

Basically, social media acts as a rebound in a way that it not only demands the usage of English language but it also virtually improves English skills. People are exceedingly interacting through a wide range of social networking sites since these are convenient and time-saving devices that make communication and deliberations possible irrespective of time and place anywhere around the globe. Following are the most popular social networking sites that require the usage of English for communication.

Facebook has been an enormous type of social media, which currently most of people have stalked with it. Facebook launched in 2004 by Mark Zugerberg in the USA [5]. With its rapid spreading in the world, it has become easier facility to make people interact and communicate with each other than the old-fashioned services such as Mails and Telegraphs. In such case, mostly Facebook is being used for the reasons like learning languages and communication.

In recent years, a great number of students in various departments from different stages have used Facebook as a resource for learning language or enliven their skills of language through Facebook. Thus, students tend to utilize Facebook faster than any other sites or pages because of the constant improvement of its facilities which are in service for users like groups, pages, add friends and messenger.

In addition to that, it has been found that the students believed Facebook could be used as an online environment to promote the learning of English since it led to improvement of language skills, confidence, motivation to communicate in English and a positive attitude towards learning English as a second language.Finally, Facebook has been used as something that could help students to boost their potential in language at the same time become a way that brings people to interact and contact with each other in a preferred way[9].

There are many other types of social media outlets enormously present in the current times in which English has played a great role. Twitter is one of the obvious examples of them that operates almost the same way as Facebook in getting people interact, which began to commence in 2006. Twitter is utilized for a quicker reading and writing tweets, letting limited character space.

There are many other types of social media outlets enormously present in the current times in which English has played a great role. Twitter is one of the obvious examples of them that operates almost the same way as Facebook in getting people interact, which began to commence in 2006. Twitter is utilized for a quicker reading and writing tweets, letting limited character space. Thus, a huge number of twitter users tend to use English as the main language of the Twitter, because tweeting in English is more convenient than any other language (for example like Kurdish) to the default rules of twitter and they can make a tweet that give a complete idea.

However, YouTube is another popular service. YouTube has made a tremendous position in the life of most people around the world since its existence in 2005. YouTube is entirely present for streaming videos and the person who shares video is “YouTuber” [7].

In addition to Social Networks, Instagram is also one of the services which largely appear amid young generation and started its service in 2010. Instagram is mostly used for posting pictures and short videos, and English apparently seized a great place in Instagram. Moreover, statistics of Instagram show that Instagram utilizers in April 2017 since its invention in 2010 reached to 700 million, with 80% of those utilizers being outdoors the U.S.A (Instagram, 2017) [9].

Apart from the aforementioned social networking sites, the internet encompasses infinite websites, a meager number of these might be in other languages but since English has attained the status of an international language, a pop up window appear for websites in foreign languages to be translated into English.

6. How Social Media Is Affecting Structure of English

As social media tries to let people communicate together. Since there are many languages in today's world, interaction would be a kind of impossible if one common language is not used. English is the most apparent alternative, because it is the most common language used in the present world. These factors have contributed to an emerging necessity of English and the command of a minimal degree of proficiency in the use of the English language in order to reach at least a basic understanding of the surrounding realities.

Finally, there are many types of social media that make a special climate in the world and they go into the life of every single person on this planet due to the consistent development in technology and English language. However, types of social media have made the world a small village thanks to those mentioned types.

With this amazing potential, the power of the media must be canalized in the right direction. It can educate and guide over two-thirds of the population that English is a language of prosperity and development to help overcome current ambivalences in this society and bridge the communication gap between different counties around the world and create 'unity in diversity'.

Social media are also seen as stages where non-native English speakers are offered chances to increase more extensive access for association and correspondence. It was seen that these advances interface them to native English speakers or language specialists in all pieces of the world. Social media additionally cleared to route for the lead of online training or classes. Furthermore, language students are probably going to mirror or get how the individuals they "follow" talk and compose through video online journals, tweets, Facebook posts, Instagram inscriptions, digital recordings, music sounds and recordings, and significantly more. For them, Social media give chances to language students to cooperate with specialists over all fields or intrigue and get the ideal information that they look for.

Weaknesses Social media presents stages for language learning, one of all the more squeezing concerns is that the sort of language individuals learn in the web. Indecent talks, revolting substance, also, exclamations are only a few drawbacks of the online networking that are impacting their crowds these days. The impact is language students will in general pick these up in their speaking and writing.

7. Positive or Negative Impact Social Media Has on English

A large portion of us need to access to the Internet, many incessant online networking to express their conclusions as they are qualified for and tons don't utilize the language effectively endangers the very language by spreading unessential and now and then indecent phrasings that shouldn't be said on all events.

Moreover, ungrammatical terms, words, or articulations become more adequate these days in light of the impact of social media. Web languages, condensing, abbreviated writings, and such are adversely changing the correct method for collaboration, what's more, causing correspondence breakdown.

Absence of real language interaction. The collaboration procedure in social media needs the eye to eye, individual part of correspondence. The non-verbal communication, motions, facial articulations, feelings, and other non-verbal signals are insufficient, if not thoroughly missing, in a few social media destinations. Depletion in writing skills.

The ascent of the online life likewise brought the utilization of contracted works, content informing, images, and web languages. The participants communicated that these cutting edge arrangement of composing effectively affect the learners' scholastic composition. Most of these cyber slang and writing shortcuts appear in people’s formal writing. Opportunity More extensive access to native speakers of English [7].

Social media were seen by others as stages where non-native English speakers are offered chances to increase more extensive access for association and correspondence. It was seen that these advances interface them to native English speakers or language specialists in all pieces of the world. Social media additionally cleared to route for the lead of online training or classes.

Threat Information indicated three dangers of the social media in English language learning. To begin with, social media cause interruption to learning and time wastage. Second is the language contrasts that cause correspondence hindrances. In conclusion, is the ascent of web slangs and subverting language [4]. Cause of learning distraction and time wastage. Participants discovered that this age's immersion to innovation, specifically with the social media, is the reason why a large number of them are occupied. These interruptions brought about by social media are large dangers in learning, center, what's more, soundness of their clients.

8. Conclusions

To draw a conclusion we should say, that at the present time English, to a much greater extent than any other language, is the language in which the fate of most of the world's millions is decided. English has, in the twentieth century, become the international language par excellence. The notion that English is in fact an essential cornerstone of the global system needs to be examined in greater depth, but on the face of it the hypothesis is a strong one. English has a dominant position in science, technology, medicine and computers; in research, books, periodicals, and software; in transnational business, trade, shipping and aviation; in diplomacy and international organizations; in mass media, entertainment, news industry and journalism; in youth culture and sport; in educational systems, as the most widely learnt foreign language. English has become a lingua franca to the point that any literate educated person is in a very real sense deprived if he does not know English [8].

Language spread invariably occurs in conjunction with the force such as media, which is seen by some as extra-linguistic, but the significance of language as a tool for unification has long been recognised. English is now entrenched worldwide, as a result of British colonialism, international interdependence, 'revolutions' in technology, transport, communications and commerce, and because English is the language of the USA, a major economic, political and military force in the contemporary world[4].

The spread of English is as significant in its way as is the modern use of computers. When the amount of information needing to be processed came to exceed human capabilities, the computer appeared on the scene, transforming the processes of planning and calculation. When the need for global communication came to exceed the limits set by language barriers, the spread of English accelerated, transforming existing patterns of international communication. English has been successfully promoted, and has been eagerly adopted in the global linguistic marketplace.

REFERENCES

1. Al Mubarak, A. A. (2016). Learning English as a second language through social media: Saudi Arabian tertiary context. International Journal of Linguistics, V. 8 (6). P. 112–127.
2. Berns, M. (2009). English as Lingua Franca and English in Europe. World English, 2010. V. 92, N. 7 P. 192–199.
3. Borrás, I., & Lafayette, R. C. (1994). Effects of multimedia courseware subtitling on the speaking performance of college students of French. The Modern Language Journal, V. 78(1). P. 61–75.
4. Crystal, D. (2001). Language and the Internet. Cambridge : Cambridge University Press, 2017. P. 37–41.
5. Facebook Company Info, (2018). Web accessed: 14 Nov. 2021, from https://newsroom.fb.com/company-info/.
6. Instagram News (2017). Web. accessed: 15 Nov. 2021, from https://instagrampress.com/blog/2017/04/26/700-million/
7. Johann, D. J. (2017). Language of Social Media: Examination of English as a Lingua Franca in Social Media. (Unpublished bachelor dissertation). University of Iceland, Iceland.
8. Karchu, B. (1986). The Alchemy of English The Spread, Functions and Models of Non-Native English. Oxford Pergamon Press.
9. Wei, C. W., & Chen, N. S. (2012). A model for social presence in online classrooms. Educational Technology Research and Development, V. 60(3). P. 529–545.
10. Zaidieh, A. J. Y. (2012). The use of social networking in education: Challenges and opportunities. World of Computer Science and Information Technology Journal V. 2(1). P. 18–21.

RÔLE DES MÉDIAS DANS L'APPRENTISSAGE DU FRANÇAIS

D. Y. Bielik,
L. A. Dudka (superviseur de langue)
V. N. Karazin National University, Kharkiv

Bielik D. Y, Dudka L. A. Rôle des médias dans l'apprentissage du français. Le français est l'une des langues de communication les plus populaires. Les médias jouent désormais un rôle extrêmement important dans sa diffusion, car c'est un outil clé de communication dans le monde moderne. L'article examine le rôle des médias dans la diffusion de la langue française, ainsi que les influences positives et négatives des médias sur la structure de la langue en général et sur la radiodiffusion en général.

Mots clés : communication, diffusion, langue française, mondialisation, influence.

Бєлік Д. Ю, Дудка Л. А. Роль ЗМІ у вивченні французької мови. Французька мова одна з найбільш популярних мов спілкування у 21 сторіччі. Медіа нині відіграють надзвичайно велику роль у її поширенні, бо є ключовим інструментом спілкування у сучасному світі. У статті розглядається роль медіа в поширенні французької мови, а також досліджуються позитивні і негативні впливи СМІ на структуру мови в цілому та на мовлення загалом.

Ключові слова: вплив, розповсюдження, спілкування, глобалізація, французька мова.

1. L' introduction

Dans le monde moderne, la connaissance et les technologies de l'information et de la communication sont à la base du développement social. Nous sommes sous l'influence de flux continus d'informations, y compris celles transmises par les canaux des médias de masse (chaînes de télévision, produits vidéo et audio, journaux, magazines, sites Internet, etc.).

Les réseaux sociaux ont révolutionné l'environnement médiatique moderne : chacun a la possibilité de publier du contenu qu'il aime et de le partager avec d'autres utilisateurs du réseau. Il ne fait aucun doute que la capacité d'une personne à exercer des droits tels qu'exprimer son opinion, communiquer et recevoir des informations a considérablement augmenté [3]. En même temps, les possibilités des réseaux sociaux ont un aspect négatif en cas d'abus de ces mêmes droits. Les violations commises via les réseaux sociaux peuvent être prévenues en examinant les politiques des principaux acteurs de l'industrie, tels que Facebook, YouTube, Twitter et Snap, sur l'ordre de publication, les particularités de la modération.

L'objet de l'article est la recherche complète des raisons pour lesquelles le français est connu comme langue populaire et pourquoi d'autres langues n'ont pas cette popularité et les changements qui se produisent dans la langue française en raison des médias. Le sujet porte sur les problèmes et les opportunités de diffusion du français à travers les médias. Le but de l'étude est d'examiner quels impacts positifs ou négatifs les médias ont sur le français et comment ils affectent la structure de celui-ci.

2. Quel est l'apport des médias et des technologies à l'apprentissage

Cette question récurrente se trouve au centre de nombreux enjeux, certes pédagogiques, mais aussi technologiques, économiques, sociaux et politiques. Parmi ceux-ci, et de façon plus précise, nous pourrions identifier premièrement ceux qui relèvent du niveau stratégique (dans quels médias ou quelles technologies doit-on investir ?) et ensuite ceux qui ressortissent du niveau tactique (une fois que les choix sont faits et que la technologie est là, comment l'utiliser et composer au mieux avec elle ?) [10].

Cette question est lancinante, la réponse donnée, toujours identique, paraît loin d'être convaincante. Plus de cinquante années de recherches mènent inéluctablement à la même conclusion : la preuve scientifique de la supériorité de l'enseignement avec des technologies éducatives par rapport à un enseignement sans technologies n'a pas été faite. Dès lors, il paraît opportun d'interroger les résultats eux-mêmes, mais aussi la conception des recherches ainsi que leurs fondements. De nombreux chercheurs ont mis en cause les fondements épistémologiques du paradigme comparatif. Celui-ci se base en effet sur la comparaison expérimentale entre les apprentissages réalisés par des groupes ad hoc construits de façon à pouvoir être considérés comme analogues, chacun utilisant ou non un média ou une technologie particulière.

Le principe de cette démarche consiste à modifier la variable « média » du dispositif tout en « contrôlant » toutes les autres. Si dans le cadre d'une procédure expérimentale, le chercheur peut maîtriser, neutraliser les multiples variables du groupe ainsi que de la situation d'apprentissage, ce n'est pas le cas dans la réalité de l'école et des classes. Pour cette raison, les résultats expérimentaux – faisant ou non état d'un effet positif du média – sont rarement généralisables à des élèves en situation réelle de classe[9]. Un second argument consiste à dire que ces recherches s'intéressent au résultat de l'apprentissage et pas au processus d'apprentissage dans lequel justement se marqueraient les différences et l'effet du média. La preuve scientifique de la supériorité de l'enseignement avec des technologies éducatives n'a pas été faite.

Enfin, une troisième difficulté réside dans l'assimilation entre l'objet empirique et l'objet théorique, autrement dit entre la technique – les moyens de stockage, de diffusion et de restitution – et les modalités sensorielles et perceptives de réception, les opérations cognitives indispensables à la compréhension tant du dispositif technologique que du message qu'il propose. La confusion entre les objets empirique et théorique a pour conséquence de considérer le média ou la technologie comme un tout, sans permettre d'identifier des caractéristiques ou des dimensions spécifiques susceptibles de produire un impact cognitif, relationnel ou social [7].

Par ailleurs, lorsque les chercheurs identifient certaines de ces dimensions, il est peu probable qu'elles puissent être considérées comme la cause de l'effet observé tant est grande la complexité de la situation observée. En synthèse, le modèle expérimental apparaît donc comme un modèle d'explication causale qui correspond mal à l'analyse des phénomènes complexes observés en situation.

Depuis le milieu des années 1990, de nombreux chercheurs ont suggéré de clore ce débat et de s'intéresser à l'analyse de l'impact de certains attributs ou caractéristiques spécifiques des médias comme des technologies en observant l'apprenant en situation d'apprentissage et de construction de connaissances. Dans cette perspective, l'approche méthodologique a dû évoluer : une approche multidisciplinaire et compréhensive cherchant donc à mettre en lumière une causalité multiple semble en effet plus adaptée et plus prometteuse [2].

C'est en tenant compte de ces réflexions liminaires que nous allons proposer dans la suite de cette contribution trois modélisations, trois conceptualisations successives des médias et des technologies dont chacune a influencé la manière de concevoir leur impact sur l'apprentissage tant du point de vue des thèmes de recherche que de l'approche méthodologique elle-même[4]. Ces trois approches particulières peuvent être considérées comme chronologiques dans l'histoire du domaine même si aucune d'elles n'a remplacé ou effacé complètement la ou les précédentes. La confusion entre les objets empirique et théorique a pour conséquence de considérer le média ou la technologie comme un tout.

3. Le média comme véhicule de l'enseignemen

On qualifiait auparavant de média tout moyen physique était utilisé pour communiquer une information, pour véhiculer un contenu. Les nouvelles technologies ont ajouté en complexité à cette fonction de communication en permettant, outre la transmission et la récupération de contenus, le traitement ou la production des informations par le récepteur. Si les fonctions des médias d'apprentissage ont évolué, leur composition physique s'est aussi complexifiée.

Si l'on observe présentement les médias utilisés dans les quatre situations pédagogiques décrites dans ce texte, que remarque-t-on? D'abord, il faut noter l'infrastructure qui permet de communiquer les informations ou d'encadrer les relations pédagogiques [1]. Il peut s'agir de la télématique, de la câblodistribution, de la communication en réseau local, etc. Ensuite, il y a des véhicules (ordinateurs, télévision, etc.), qui traduisent les codes en langage que l'apprenant peut interpréter, qui les transportent de ce lieu de traduction interne jusqu'à l'écran ou l'apprenant et qui impliquent des modes de fonctionnement différents. Mais toutes ces informations résident sur des supports: disquettes, Cédérom, disque dur, cassette vidéo, serveur local ou distant, etc. L'ensemble des multiples informations rendues disponibles à l'écran forment des messages. Voilà ce que l'on peut observer sous l'angle technologique.

Du côté pédagogique, et en considérant que l'apprenant est actif dans son apprentissage, à quoi servent les médias d'apprentissage? Les médias d'apprentissage peuvent être séparés selon leurs fonctionnalités en trois groupes distincts:

- les médias de consultation, qui permettent de rechercher, de récupérer, de consulter et de communiquer de l'information
- les médias de production, qui permettent de produire, colliger ou de modifier des documents
- les médias de gestion, qui permettent la gestion du temps, des espaces, des échéanciers, des communications, etc.

Le but de tout média d'apprentissage est de soutenir l'apprentissage en permettant à l'apprenant de rentrer en contact ou de créer des informations dans des environnements d'apprentissage conviviaux, afin de pouvoir les traiter et les emmagasiner en les ajoutant à ses schèmes mentaux , les médias d'apprentissage doivent pouvoir jouer un rôle dans le processus de traitement de l'information en établissant un lien entre le savoir des apprenants et les nouvelles connaissances à développer.

Les médias sont des véhicules qui délivrent l'enseignement, ils n'influencent pas directement la réussite de l'élève, mais plutôt le coût, l'efficacité et l'accès à l'enseignement. C'est la méthode d'enseignement qui est préhéminente, qui est susceptible d'occasionner des différences dans l'apprentissage des élèves. Il convient de chercher les attributs des médias nécessaires à l'apprentissage.

4. Principes d'utilisation des médias dans l'étude de la langue française

Dans la sélection des médias, il est important de pouvoir répondre à la question : « Quels attributs spécifiques de quel média sont propres à favoriser l'apprentissage en fonction des traits caractéristiques des apprenants et compte tenu de quelle tâche d'apprentissage à accomplir? » [4]. Comme la recherche sur les médias n'a pas pu mettre en relation les médias et leur efficacité, les choix de médias sont fondés sur des critères tels les considérations économiques, la disponibilité du matériel, les préférences individuelles et les exigences administratives et organisationnelles [4].

Deux principes généraux pour la sélection des médias d'apprentissage s'adaptent particulièrement bien au concept de média d'apprentissage développé dans ce texte et à la conception du rôle des médias d'apprentissage pour les relations pédagogiques [2]. La sélection des médias d'apprentissage peut s'opérationnaliser à partir du principe général de sélection négative, qui veut que des solutions s'éliminent d'elles mêmes aussitôt qu'elles ne rencontrent les besoins techniques ou pédagogiques du système d'apprentissage.

Par exemple, l'utilisation du rétroprojecteur est éliminée d'emblée lorsque le mode de livraison du système d'apprentissage utilise la télématique. Aussi, un média qui ne peut pas représenter le mouvement, comme la bande audio ou l'acétate, est éliminé pour tout contenu portant sur des relations de causes à effet, les mouvements en activité sportive, etc. Le principe de sélection négative suppose qu'un inventaire des médias d'apprentissage potentiels est disponible au moment des activités de macrodesign [7].

Si l'on poursuit le raisonnement amorcé plus haut, on pourrait dire que la sélection des médias d'apprentissage consiste à déterminer et décrire d'abord la situation pédagogique dans laquelle s'inscrit le système d'apprentissage. Cette description doit préciser les critères qui serviront à éliminer des médias. Ensuite, il faut identifier, pour cette situation pédagogique spécifique, l'infrastructure du système d'apprentissage qui correspond le mieux à la situation pédagogique.

Les véhicules qui composeront le système d'apprentissage et permettront de définir le mode de traitement de l'information et les supports qui permettront de transmettre, de récupérer et de traiter des informations seront choisis à partir du principe de sélection négative. La formulation du message pédagogique dépendra du type d'infrastructure(s), du (ou des) véhicules et du (ou des) supports sur lequel le message sera emmagasiné [3].

L'autre principe qui est applicable tant dans la sélection que dans la formulation du message pédagogique est liés au mode compensatoire des médias. Le principe de supplantation de Salomon (1979) stipule que le média peut remplacer un sous-processus de traitement de l'information, ce qui le rend hors du contrôle de l'apprenant [2]. La compréhension des processus cognitifs devrait permettre au concepteur de choisir, en connaissance de cause, le traitement compensatoire adéquat pour les apprenants, selon les contenus et les connaissances préalables des apprenants.

Les médias peuvent différer par rapport à la nature du processus de traitement de l'information à supplanter et au niveau de supplantation à atteindre [8]. Plus le message présente une structure forte, plus le niveau de supplantation des étapes du processus de traitement de l'information est élevé et moins l'apprenant est actif dans son apprentissage. L'adéquation entre les attributs des médias et la situation réelle à représenter est une condition à respecter dans le choix des médias d'apprentissage et la formulation des messages pédagogiques [7].

5. Conclusion

Pour conclure, il faut dire qu'à l'heure actuelle, le français, beaucoup plus que toute autre langue, est la langue dans laquelle se décide le sort de la plupart des millions de personnes dans le monde. Le français est devenu, au XX siècle, la langue internationale par excellence. L'idée que le français est en fait une pierre angulaire essentielle du système mondial doit être approfondie, mais a priori l'hypothèse est forte. Le français occupe une place de choix dans les domaines de la science, de la technologie, de la médecine et de l'informatique ; dans la recherche, les livres, les périodiques et les logiciels ; dans les affaires transnationales, le commerce, la navigation et l'aviation. Le français est devenu une lingua franca au point que toute personne instruite et alphabétisée est dans un sens très réel privé s'il ne connaît pas le français [10].

La diffusion de la langue se produit invariablement en conjonction avec des forces telles que les médias, qui sont considérées par certains comme extralinguistiques, mais l'importance de la langue en tant qu'outil d'unification est reconnue depuis longtemps. Le français est maintenant implanté dans le monde entier, en raison du colonialisme britannique, de l'interdépendance internationale, des « révolutions » dans la technologie, les transports, les communications et le commerce, et parce que le français est une langue d'une force économique, politique et militaire majeure dans le monde contemporain .

La diffusion du français est aussi importante à sa manière que l'est l'utilisation moderne des ordinateurs. Lorsque la quantité d'informations à traiter dépassa les capacités humaines, l'ordinateur fit son apparition, transformant les processus de planification et de calcul. Lorsque le besoin de communication mondiale a dépassé les limites fixées par les barrières linguistiques, la diffusion du français s'est accélérée, transformant les modèles existants de communication internationale. Le français a été promu avec succès et a été adopté avec enthousiasme sur le marché linguistique mondial.

LES RÉFÉRENCES

1. Bonvoisin, D., Culot, M. (2015), Éducation aux médias et jeux vidéo. Des ressorts ludiques à l'approche critique, Bruxelles, Média Animation. P. 42–52.
2. Christensen, Pia Monrad et Allison James (éd.). (2000). Research with Children – Perspectives and Practices. Londres : Falmer Press. P. 269–272.
3. Jacques Piette (1996). Éducation aux médias et fonction critique, Paris, L'Harmattan, coll. « Éducation et formation ». P. 186–188.
4. Josiane Jouët (2000). « Retour critique sur la sociologie des usages », Réseaux, no 100, CENT/Hermès. P. 489–521.
5. L'expression est de Pierre Moeglin, « Du mode d'existence des outils pour apprendre », Revue électronique du GRESEC : consulté le 21.11.2021 wwwww. u-grenoble3. fr/ les_enjeux/ n1/ index. htlm
6. Emilie Moreau, « François Heinderyckx, La Malinformation », Études de communication [En ligne], 26 | 2003, mis en ligne le 20.11.2021, consulté le 21.11.2021. URL : http://journals.openedition.org/edc/138
7. Michel Erlich. « L'éducation à l'audiovisuel et aux médias. », Agora débats/jeunesses, vol. 10, no 1, 1997. P. 135–136 (lire en ligne [archive], consulté le 17.11.2021)
8. Giardina, M. (1992). L'Interactivité dans un environnement multimédia. Revue des sciences de l'éducation, XVIII (1). P. 43–66.
   Schramm, W. (1977). Big media, little media. Beverly Hills. P. 12–18.
9. Tremblay, Y. (1986). Médias, symboles et styles d'apprentissage. Montréal : Bellarmin. P. 129–132.

RECENT TRENDS IN FRANCHASING IN UKRAINE

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

Bielokon K. O., Kalyuzhna A. B. Recent trends in franchising in Ukraine. The article focuses on the current state, features and development trends of franchising in Ukraine. Different aspects of franchising as a business model are studied. The article pays special attention to the analysis of pros and cons of buying a franchise in Ukraine, showing benefits and possible risks for a franchisee. The examples of the most profitable franchises in Ukraine are provided**.**

Keywords: brand, business model, franchising, franchisee, franchisor, royalty.

Бєлоконь К. О., Калюжна А. Б. Сучасні тенденції франчайзингу в Україні. Стаття присвячена дослідженню сучасного стану, особливостей та тенденцій розвитку франчайзингу в Україні. В статті висвітлюються різні аспекти франчайзингу як бізнес моделі. Особливу увагу приділено аналізу плюсів та мінусів покупки франшизи в Україні, показано вигоди та можливі ризики для отримувача франшизи. Наведено приклади найбільш успішних підприємств, які працюють за цією моделлю.

Ключові слова: бренд, бізнес-модель, франчайзинг, франчайзі, франчайзер, роялті.

1. Introduction

Franchising is one of the most attractive models of small and medium business development, which not only minimizes risks for start-up entrepreneurs, but also “represents one of the most dynamic and widely used business growth strategies” [7]. The o b j e c t of the article is franchising as a way to building your business. The s u b j e c t is the current specifics of franchising in Ukraine. The p u r p o s e of the article is to determine the essence of franchising, its pros and cons, the ways to enter this business and identify possible risks as well as demonstrate current trends and successful examples of franchises in Ukraine

2.1. Franchise: what it is and how it works

A franchise is a type of license that gives its acquirer (hereinafter the franchisee) access to know-how, processes, business models and trademarks for the sale of goods or provision of services. For a fee, the franchisor provides the franchisee partner with its trademark, business scheme, advertising materials, consulting and technical support, and sometimes helps to hire and certify personnel. As a franchisee you are entitled to open a business under a well-known brand and count on a high rate of revenue growth from the moment of opening to reaching target indicators, as well as ensure a stable average market level of revenue in the long term; work within the framework of a ready-made business model and corporate standards – to minimize losses from possible errors (you can compare your project with other franchises or competitors) and reduce investments in the development of a new business concept; get ready-made tools for information and advertising support of the business, thereby reducing operating costs. At the same time, there are additional risks and obligations: you will have to pay royalties for using the brand, which is most often calculated as a percentage of turnover; in addition to royalties, there is an additional one-time payment. The corporate standards of the franchisor rigidly set the level of investment in infrastructure, impose requirements on suppliers and assortment; for the information support of the business, you will need to make contributions, which are also usually defined as a percentage of the turnover [4].

2.2. Types of franchises and their specifics

Franchising can be found in both manufacturing and distribution. In this area, there are three main types of it [4]. Let's consider each of them in detail.

Commodity: Everything is simple here: the franchisee sells goods under the trademark owned by the manufacturer. In fact, this is a resale. This is beneficial for the franchisee: firstly, there is no need to spend money on production, and secondly, on advertising (these costs are borne by the brand owner). The main expenses are as follows: renting or buying a sales area and hiring staff. The franchisor often helps with the training of employees – conducts seminars or trainings.

Production: A franchisor allows to produce and sell goods using its name and trademark. In this case, all costs of production of the goods fall on the shoulders of the franchisee. At the same time, its products must meet the standards of the brand owner, who can recommend suppliers of raw materials and equipment or provide production technologies.

Franchise in the service sector: in this case, the amount of investment may be different. It's one thing if the licensee plans to install software or provide real estate services, for example. And it is completely different when it comes to building a fitness club under a license. If in the former case the costs are relatively low, then in the latter case the franchisee will seriously invest in the project [4].

2.3. How is the license paid?

Now let's figure out the amount of royalty in a franchise. Typically, there is a one-time purchase fee and royalties – a regular, usually monthly, fee for using the brand and services. Royalty is calculated as a percentage of net sales, less often as a profit. The amount of deductions can be determined both per unit of production and as a percentage of the franchisee's margin. When calculating the percentage, the specifics of the industry should also be taken into account. Sometimes brand owners set regular payments not from the first, but, say, from the fourth month to make it easier for a startup to get started. The definition of royalties as a percentage shows the interest of the franchisor in the growth of the partner's turnover or profit. Some firms set a regular payment of a fixed amount. This can be both a plus and a minus for the license acquirer: on the one hand, he will have to fork out at the initial stage, when he can still work at a loss for himself. On the other hand, in case of success in the future, he will have to pay relatively little, because the amount is fixed. In this way, the franchisor insures his risks. Sometimes royalties also include a percentage for the use of advertising products, but it happens that the partner has to make such payments separately. It happens that companies, for example, footwear or apparel manufacturers, do not collect royalties separately [2].

2.4. Pros and cons of different types of franchises

The general advantage of a franchise for the acquirer is that he gets the opportunity to use a well-known brand, and the franchisor has invested or is investing in its advertising, and provides the franchisee, if necessary, with advertising brochures, advertising samples, catalogs, etc. All the difficulties in licensing products and services also fall on the shoulders of the seller. In addition, the trademark owner, as a rule, conducts trainings for the partners' personnel, provides technical and other consultations by phone. The franchisor can also provide a financial scheme of the business developed by him. Thanks to the brand awareness and such support, franchising can be of interest to both business sharks and those who have practically no experience. In the case of a product franchise, the franchisee, being, in fact, an intermediary, receives and then sells finished products of a standardized quality. His job is only to find sellers, find retail space and ensure an influx of buyers. Unfortunately, there are also disadvantages: strict limits on the volume of purchases of goods. It is beneficial for the franchisor to buy from him as much as possible, so the contract will most likely spell out the minimum batch of goods that the partner undertakes to purchase. If we are talking about production under a license, then in this case the franchisee is not left without support. He can gain access to the research and know-how of the brand owner, which will allow him not to spend money on it and achieve the desired product quality. The franchisor can also indicate suppliers who offer raw materials and equipment that are optimal in terms of quality and price [5; 6].

2.5. The most profitable franchises in Ukraine

Franchising is becoming a popular business model in Ukraine. The demand for franchises in various industries has grown around the world in the past decade, and Ukraine is no exception.

There are examples of sustainable franchise businesses. One of them is the launch of the Nova Poshta franchise: 78% of the 8300 branches of the company are owned by 600 franchisees (Table 1).

Table 1

TOP Franchises in Ukraine 2021.
The most profitable franchises in Ukraine

Name	Department	Number of franchises in Ukraine	Investments $ 000	Entrance fee $ 000	Royalties and marketing fee per month	Pay-back period months
«Nova Poshta»	Services	6500	5	0	0,5%	8-18
Aroma Cava	Catering	320	10-50	1	0%	6-15
Family bakery	Grocery retail	230	18-22	5	0%	10-16
Good beer	Grocery retail	144	5-12	0	2%	2
Express haircut	Services	114	9-11	1,3	2,5-3	n / a
Pawnshop sail	Services	113	3-30	0	$100	6-9
AMAKids	Education for children	105	2-3	1-12	10%	n / a
DUSHKA	Non-food retail	28	5-20	0	0%	12
CitySItes	Media	70	4-18	2-5	$180-650	12-14
Perfums Bar	Non-food retail	25	1-2,5	0	0%	4-6

Table 1: Adapted from ForbesUA

It is worth clarifying that in this table you see franchises worth up to 20,000 thousand dollars, which is a fairly reasonable price for starting your own business [3].

3. Conclusions

A franchise is a preferable model of small and medium business development, which minimizes risks for start-up entrepreneurs. Despite a number of strict obligations on the part of the franchisee, this type of business model is gaining popularity in Ukraine. 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. Франшиза // Юридична енциклопедія : [у 6 т.] / ред. кол. Ю. С. Шемшученко (відп. ред.) [та ін.]. К. : Українська енциклопедія ім. М. П. Бажана, 1998–2004. URL : https://www.wiki.uk-ua.nina.az/%D0%A4%D1%80%D0%B0%D0%BD%D1%88%D0%B8%D0%B7%D0%B0.html.
2. Dnipro M corporation. URL : https://dnipro-m.ua/franchise/.
3. ForbesUA. URL : https://forbes.ua.
4. InventureUa. URL : https://inventure.com.ua/.
5. Leprekon. URL : https://leprekon.ua/ru/franshiza-leprekon.
6. Pharmaceutical encyclopedia. URL : https://www.pharmencyclopedia.com.ua.
7. The value of franchising. A report for the international franchise association, 2021. URL : file:///c:/users/user/downloads/the%20value%20of%20franchising.pdf.

THE ENGLISH LANGUAGE FOR SPECIALISTS IN THE ECONOMIC SPHERE

K. V. Bilianska,
O. V. Karpenko (language supervisor)
V. N. Karazin National University, Kharkiv

Bilianska K. V., Karpenko O. V. The English language for specialists in the economic sphere. The article analyzes the importance of English language for the economic sphere. It is impossible to imagine the modern world and our life without the English language; it has firmly entered it and completely changed our understanding of communication in the whole. The range of professions requiring the knowledge of English is increasing year by year. National economy and markets require people who have professional skills as well as the knowledge of foreign languages, first and foremost English.

Keywords: communication, economic sphere, English, globalization, professional skills

Білянська К. В., Карпенко О. В. Англійська мова для спеціалістів економічної сфери. У статті аналізується значення англійської мови для економічної сфери. Сучасний світ і наше життя неможливо уявити без англійської мови, вона міцно увійшла в неї і повністю змінила наше розуміння спілкування в цілому. З кожним роком збільшується коло професій, для яких потрібна англійська мова. Національна економіка та ринки потребують людей, які мають професійні навички, а також знання іноземних мов, насамперед англійської.

Ключові слова: англійська мова, глобалізація, економічна сфера, комунікація, професійні навички

1. Introduction

The o b j e c t of the article is the analysis and the comprehensive research of problems and prospects of the role of the English language in the economic sphere and its influence on the development of economy in the whole. The s u b j e c t is difficulties and opportunities for this development. The p u r p o s e of the study is to examine the language challenges that business can face as well as the means to overcome such challenges in future, as the economic sphere is closely linked to foreign languages.

2. Current state of English in the economic sphere

The English language is the global language in which most international conferences, negotiations and deals are held. That is why international companies choose English for business communication [1].

International business, business relations with foreign partners are rapidly gaining momentum, and today it is already not enough just to be a great specialist in the commercial and business sphere, since the difference in the monthly income of a company's manager whose resume lists the knowledge of one or more foreign languages and a professional manager with just experience is obvious.

There is a growing demand for the services of translation companies and many spend time and money looking for an interpreter for business meetings or for signing contracts with foreign companies. Today, English is the international language, it is taught as a second language throughout the world. The fact that English became the predominant language of business in the second half of the twentieth century has various reasons.

As the international nature of business grew, the need for a "common" language was growing proportionally. English was a perfect candidate because it has already been spoken, as a first or second language, by many people around the world (partly as a result of British colonialism). It is currently spoken over 500 million people in many territories, including the UK, Canada, the United States of America, Australia, India and South Africa.

Therefore business English considered to be the main one for people who want to work in any area of business, aviation, computing, etc. As the economy becomes more global, the importance of business English continues to grow. Any industry or the area of interaction between people united by a common goal, task and type of activity, has its own specific designations, terms and titles.

Firstly, English is now considered critical for national participation in the globalised economy, a means of providing the individual with access to knowledge, skills and employment opportunities, and also an enabler of social mobility. As a result, investment in the English language education is increasing worldwide as Ministries of Education, schools and universities seek to maximise the economic, social, cultural and political returns of the English language proficiency.

Underpinning this investment is the recognition that English is now a global language for communication, and therefore linked to economic value through the opportunities it brings for employment and entrepreneurialism, alongside a range of socio-cultural and political benefits realised by facilitating international mobility and communications.

3. Prospects and goals

However, for a government to justify a major investment in English language education, evidence for these wide-ranging benefits must be presented.

Good command of a professional foreign language for specialists in the field of economics and finance is one of the conditions for successful work and career growth. Business is increasingly integrated into the global economy, and knowledge of a foreign language, at least one, becomes the same basic a skill as the ability to work on a computer. Enterprises and firms are trying to refuse the services of translators, at least from European languages, and are more willing to hire employees who speak a foreign language and able to translate narrow-profile literature and documentation. Knowledge of a common foreign language is often not enough for a free orientation in business and professional information, for effective communication with foreign experts in the field of economics and finance [2].

A foreign language for an economist (or better not one) is a pass to the most modern trends in applied economics. Many experts say that it is impossible to be an economist without knowing English, since most of the ideas and concepts of economics have developed in English-speaking countries [3].

In everyday professional activities of specialists in the field of economics and finance, a foreign language knowledge is vitally necessary for:

1. studying the theory and practice of foreign economic activity;
2. running international business;
3. knowledge of a vocabulary of economic terms, expanding knowledge in the field of economic science (all modern textbooks are written in mostly in English);
4. reading special literature and materials with extraction the necessary information, the acquisition of abstracting skills, annotations;
5. processing large amounts of information in a foreign language;
6. free professional communication with colleagues abroad;
7. for business correspondence, documentation;

8. intercultural communication, broadening of horizons, rapprochement cultures of different peoples [1].

The role of language in socio-economic development cannot be overemphasised. Where there is no language there is no development, and this is a fact. However, the mere presence of a language does not entail facilitation of the primary purpose of language which is communication. In turn, effective communication facilitates development. Communication is an important prerequisite of development and this is manifested through language. Language must be seen to be communicating the intended meaning as a vehicle to achieving set goals, and not an end in itself. These set goals in this case, would be education, national unity and/or identity, and socio-economic development.

As already pointed out, communication is not an end in itself. It is a means to achieving set aspirations or inducing cooperation, to use Aristotle's term, "adherence of the minds". When one is communicating, one has objectives to be accomplished or aspirations to be realised. These aspirations could be national unity or identity of a nation, socioeconomic interaction and education. We contend that it is possible to align education with national unity and socio-economic development and still mandate language use.

As economists say, a genuine choice is made on entities which are similar; not those which are not at par. To use an Economics concept, one can have things which are not equal without any opportunity cost. Specifically, national unity, education and socio-economic development, on one hand, and language use on the other, are not equal. In fact, language use facilitates socio-economic development, unity and attainment of education. These can be achieved without undermining the other.

To confirm a high level of proficiency in professional English language in the field of economics and finance, there are international certificates. In the field of accounting and financial management – ICFE (International Certificate of Financial English). For all spheres of economic activity, a certificate of ownership of a business English language is BEC (Business English Certificate). For a specialist, the possession of such certificates is a pass to work in international companies [4].

4. Conclusion

To sum up, in conditions of the globalization of the economy, a foreign language, especially English, is becoming an extremely important information product, it helps to objectively assess the situation in the global economy, develop a strategy to increase efficiency of the economy for any company.

REFERENCES

1. Англійська для спеціальних цілей. URL : http://langprofi.com/index.php?a=30&id=48
2. Економіка – основа професії економіст. URL : http://www.moeobrazovanie.ru/ekonomika_osnova_ professii_ekonomist.html
3. Навіщо фахівцям у галузі економіки та фінансів іноземні мови. URL : http://www.imtp.ru/ courses/language-courses/english-courses/articles/language_for_economic. php
4. Професійні сертифікати з англійської мови. URL : http://www.ed.vseved.ru/higher-schoolrussia/education-article.php3?pt=text&stat_id=129

THE IMPORTANCE OF FOREIGN LANGUAGE SKILLS IN THE TOURISM SECTOR

V. V. Bilous,
R. Sh. Musaieva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Bilous V. V., Musaieva R. Sh. The importance of foreign language skills in the tourism sector. The article analyzes the main prospects in the development of international tourism and cross-cultural communications in the context of globalization. National differences have great importance in communication process. It is quite obvious that high level of foreign languages establishes viable foreign relations between a nation of the world. The proficiency in multiple foreign languages is a basic prerequisite for successful communication in the tourism industry.

Keywords: foreign languages, intercultural communication, tourism, travel.

Білоус В. В., Мусаєва Р.Ш. Значення знання іноземної мови в туристичній сфері. У статті аналізуються основні перспективи розвитку міжнародного туризму та міжкультурних комунікацій в умовах глобалізації. Національні відмінності мають велике значення в процесі спілкування. Цілком очевидно, що високий рівень володіння іноземними мовами встановлює життєздатні зовнішньополітичні відносини між народами світу. Володіння кількома іноземними мовами є основною умовою успішного спілкування в туристичній індустрії.

Ключові слова: іноземні мови, міжкультурне спілкування, подорожі, туризм.

1. Introduction

The o b j e c t of the article is the benefits and prospects of foreign language skills in the tourism. The s u b j e c t is the opportunities that give us knowledge of foreign languages. The p u r p o s e of the study is to define the importance of learning languages. We live in the 21st century that is the century of international travel and globalization. Each country has its own history, culture and language. Language is the primary and the most elaborate form of human communication. With the use of language in its oral and written form, humans are able to communicate and express their feelings within the cultural norms. The Tourism and Hospitality industry is a large and complex industry and one that is of significant economic importance. Each country has own customs of communication, which greatly affects the communication process. National differences can play a very important role even in business relations.

2. What languages most popular in tourism sector

Currently, there are a lot of different languages and dialects in the world, but only a few of them are the most important and significant. First of all, these languages are English, French, Spanish, Portuguese, Russian and Arabic.

Foreign languages are one of the most important factors in the development of the international tourism. All the languages mentioned above, except Arabic, are the main languages of Europe and English, French, and Russian are the main languages of the United Nations.

60% of Africa`s population speaks English, French and Arabic. Spanish and Portuguese languages are popular in Latin America. Asia, a continent where about 60% of the world`s population speaks more than a hundred languages, including English, French and Arabic. And most Slavic countries speak Russian. However, many people travel in our time, which mixes languages.

What does the international tourism mean? The international tourism is a system of traveling and tourist exchanges, and tourist movements from one side to another as well. Many people travel to see new parts of the world, their buildings and works of art; to learn new languages and to taste national dishes. International tourism can contribute to increasing the motivation and efficiency of learning a foreign language.

People who do not travel also encounter a huge number of foreign words in their everyday speech. For example, every time when we go out, we can hear such foreign words as: internet cafe, fitness club, show, supermarket, department, office, cottage, townhouse, manager, etc.

Nowadays there are lots of languages and dialects (only in Africa there are more than thousand ones), but if you know the basic languages you will be able to travel all over the world and also you will be able to understand local inhabitants of these countries. And they will be able to understand you.

3. Benefits and goals of learning foreign languages

Today, in the early 21st century, international tourism is the most fast-growing industry in the world. Tourism has also become a significant sector of the global economy. In the increasingly mobile and multilingual Europe, knowledge of foreign languages plays an important and sometimes a decisive role in the employability of graduates.

When you work for a tourist company or a prestigious restaurant or hotel, for example, one of the first questions of the employer will be how many and what foreign languages you have. Even a waiter in a good restaurant must know at least two foreign languages at a good level. In almost every sphere of society, knowledge of foreign languages is important for professionals, as it is means of communicating with people of other cultures.

In many ways, the tourism and hospitality industry is an ideal fit for people who love travel and other cultures. A career in hospitality provides many of the same experiences and opportunities that attract people to world languages; the chance to meet new people, explore the world, and learns about other cultures. The hospitality industry covers a wide variety of employment opportunities at all levels; everything from restaurants to hotels to travel agents to resorts to senior communities falls under the hospitality umbrella. Hospitality is a big industry and the primary source of income for many countries. Hotel and resort management is an enticing career for students of world languages.

Knowledge of foreign languages will increase our cultural consciousness, because when we are communicating with other cultures, we can identify the positive and negative aspects of cultures and learn about their diversity. Diversity helps to create valuable new skills and behaviors.

In order to develop intercultural competence, people should not only learn a foreign language, but such a process should also include intercultural training and intercultural exchange of ideas. It is evident that the knowledge and the skills acquired in this learning process will highly contribute to the development of tourism and hospitality services in general.

4. Necessity of learning foreign languages

Knowledge of foreign languages is important for the further development of international tourism. The tourism industry is closely connected with foreign languages. Travelers must know at least one foreign language, often English. It is considered the main language of international tourism, as it had a significant impact on the development of international relations in the days when the whole world was engulfed in the Cold War between the two superpowers of the USSR and the United States.

English is an international language not only in tourism, but also in business, education and trade, science and technology. Regardless of what language is spoken in a particular country, the role of the English language remains significant, and, together with the significance, culture is transferred.

Language is core part of culture of any region. Petrovska (2010) stated the importance of language as ‘the true manifestation of a culture and people’s value systems. Language is the most important medium of human communication, since through it we express information, ideas, emotions, attitudes and so many other things.’ The word ‘language’ is defined as the system of words or signs that people use to express thoughts and feelings to each other (Marium Webster online dictionary).

Knowledge of foreign languages increases employment opportunities, creates a network of business contacts, facilitates business via the Internet and opens the door to successful business cooperation and economic prosperity.

5. Conclusions

According to the above statements, it can be concluded that knowledge of foreign languages plays not the least role in the field of tourism. It is first and foremost necessary for people who works in the tourism and hospitality sector, also for tourists and for exchange students. After all, it is means of communicating with foreigners and understanding cultural differences. In fact, for those who are seeking employment in the tourism, hospitality and service industry, it is essential to stay highly motivated in order to be accurately fluent in a high level of professional service language.

In the field of tourism, in addition to communicative language skills, it is extremely important to develop so-called intercultural competence, or the ability to successfully communicate between people from different cultures. Tourism and hospitality are clearly seen as transition drivers. The language is the vehicle they use in this transition process.

Knowledge of several foreign languages is a basic prerequisite for successful communication tourism. It is also undeniable to state that in today's world of globalization, tourism and mobility have significant and important role, where intercultural contacts contribute to the development of intercultural dialogue. We live in a dynamic world, so cultural diversity, as well as understanding and appreciating the language and culture of others, will become part of the global economy for the rest of this century. Anyone in the business world already knows that this gives you an incredible advantage be able to communicate directly with your client, without intermediaries. It creates a relationship between you. You will never succeed if you try to do your job through an interpreter.

REFERENCES

1. Al-Khatib, M, (2015). English in the Workplace: An Analysis of the communication Needs of Tourism and Banking Personnel. Asian EFL Journal, 7(2).
2. Bagarić, V. and Mihaljević Djigunović, J. (2017). Defining communicative competence. Metodika, 8 (1), 84–93.
3. Blue, G. M. & Harun, M. (2013). Hospitality language as a professional skill // English for specific purposes. 22(1). 73–91.
4. Changkee Min & Hyunduk Kim. (2013). Relationship between cross-cultural attitudes and attitudes toward the foreign language study of tourism majors: the South Korean Case // Journal of Tourism and Cultural Change. 11(1), 109–125. URL : http://dx.doi.org/10.1080/14766825.2013.801486
5. Davies, J. (2014). A study of language skills in tourism industry // Language Learning Journal. Vol. 21.
6. Garipova A. N. The role of international tourism in foreign language learning. URL : https://www.sportacadem.ru/files/sbornik_smrisot_1-2_iyunya_20171.
7. Nikolina B. & Joško S. (2016). Language proficiency for career in tourism and learning different second language. TURIZAM. Volume 17, Issue 3, 121–130.
8. Simion, M. O. (2012). The importance of teaching English in the field of tourism // Annals-Economy Series. 2. 152–154.
9. T. Nektaria, N. Giovanis, C. Papacharalabous (2016). The role of foreign languages in hospitality management. URL : https://doi.org/10.12681/ijltic.10353

ENGLISH AS A TOOL FOR INTERNATIONAL COMMUNICATION

Y. V. Blazhko,
Y. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Blazhko Y. V., Broslavska Y. M. English as a tool for international communication. In the modern world, borders between countries are becoming less and less visible. And the importance of the English language in the world community can't be overestimated. Nowadays English has penetrated in many areas of life. Today over 1 billion people speak English. About half of them are native speakers of the language, but the other half chose him as a foreign one. Since the 20th century it has been considered as the language of international communication. The article provides the reasons why English has become the most spoken language in the world and discusses the areas in which it is widely used.

Keywords: communication, English**,** globalization, global language, international.

Блажко Ю. В., Брославська Є. М. Англійська мова як засіб міжнародного спілкування. У сучасномі світі кордони між країнами стають все менш помітними. Та важливість англійської мови у світі не може бути переоцінена. У наш час англійська проникла у багато сфер життя. Сьогодні більше 1 мільярда людей говорять англійською. Приблизно половина з них є носіями мови, але інша половина обрали його її як іноземну мову. Починаючи з 20 століття, англійську вважають мовою міжнародного спілкування. Стаття наводить причини, чому англійська є найбільш поширеною мовою та обговорює сфери, в яких вона широко використовується.

Ключові слова: англійська мова, глобалізація, глобальна мова, комунікації, міжнародна.

1. Introduction

The ongoing process of globalization has made an impact on different aspects of life of the society. In the information society of the globalized world, there is a need for a common language of communication, which would make it possible to overcome intercultural and language barriers. Undoubtedly, due to its wide spread in the world, English plays a significant role as a tool for international communication.

The o b j e c t of the article is the comprehensive research of the reasons why English has become the global language and determination of the areas where it is widely used. The s u b j e c t is the importance of the

English language as a global one in the contemporary world. The p u r p o s e of the study is to examine the spread of the English language in the world and to assess the importance of English in various areas in the modern world.

2. The brief history of the spread of English

The need for a common language of international communication has arisen long ago. For more than a thousand years in the history of European peoples, Latin served as the universal language of international and intercultural communication. With the expansion of some countries, their languages also became widespread, primarily English, Spanish and Portuguese. This was a solution to the problem of communication at the regional level. At the global level there was no need for a common language for the whole world yet [1].

With the development of trade, economy, political and cultural international relations the language that would be understood and spoken by people, who take part in the interaction, became vitally important. The creation of artificial languages such as Esperanto, designed to facilitate international communication in the age of globalization, received little response.

It is well-known that the spread of the English language in the world began a long time ago and is linked with both the political and economic influence of the English-speaking states over the centuries. Half of the territory of North America, many countries in Africa and Asia, Australia, India were under British rule. The English language began to penetrate in almost all parts of the world [5].

English became the main language of commerce, as the local languages lacked the necessary terms for trading. English was firmly rooted in this area, and the locals spoke it quite well. When the territory of the United States was developing, the inhabitants of Britain were the first to move there, bringing their culture and their language with them. English has become a link between the two continents.

3. The English language in the information society

Talking about our century, one of the main features of the modern information society is the increased attention to the problems of language due to the fact that it is the major communication tool that is crucial in various areas of life. In the modern world, with the intensive development of trade, economic and political relations between countries, the means of communication between partners and colleagues is becoming increasingly important. A foreign language is a vital means of establishing relations between entrepreneurs, professionals and employees of international companies.

English has become the optimal means of communication between people of different nationalities. It seems that the reason for this includes different factors, such as the existence of a large number of former colonies of Great Britain, which chose English as the state language (Australia, Canada, USA); traditional study of the English language by local elites in colonies on different continents (Hong Kong, India, Philippines); the use of English as an official language by influential international organizations (UN, UNESCO, etc.). Moreover, the significant role of English-speaking countries in geopolitics played important role as well as the rapid spread of the English language over the Internet [9].

But before claiming that English has become a global or international language, we need to search for a definition of the terms. In the “Longman Dictionary of Language Teaching and Applied Linguistics” we can find the definition of the term "international language”. It is “a language in widespread use as a foreign language or second language of international communication. English is the most widely used international language [6].

According to the statistics of Tom McArthur, who was a Scottish linguist and an expert on English as a world language, there are now more than 90 countries in which English has the status of an official or semi-official language or plays a significant role, which corresponds with the number of more than a billion people, a seventh of the world’s population, that are users of English. Today, non-native speakers far outnumber the native speakers of English [7].

4. Reasons for gaining the status of the global language

David Crystal believed there were three ways for a language to become global Firstly, this is the function of the main state language for residents of a large number of countries. Secondly, the language can acquire official status and become widespread in the institutions of power, the legal system, advertising, the media and the education system. The third way of globalization of the language is associated with the educational policy of the country, in which the language doesn’t have an official status, but is studied more often than the official one [2].

There are different reasons for choosing a particular foreign language as a global one. One of the main conditions that are necessary for any language to acquire the status of a global one is the stable social position of the native speakers of this language, since the language can't be separated from the society in which it exists. As Crystal claimed, the main factors were stable economic, political and military situation in a country whose language could be global. It is obvious that English meets all the requirements for a global language. First of all, it is spoken in many countries of the world, including the USA, Canada, Great Britain, Ireland, Australia, New Zealand, South Africa. Secondly, it has the status of an official language in Ghana, Nigeria, Zimbabwe, India, Singapore and seventy other countries around the world. And finally, it is the main foreign language studied in more than a hundred countries around the world. The number of non-native speakers of English is growing steadily and currently stands at approximately 1.5 billion [8].

English is used in various areas of everyday life. It is the major language of the media, business, economy, education, sports and entertainment. It has become the language of science as more than 70% scientific papers are first published in English. Today, English has replaced French in the world of diplomacy and has become the language of most international organizations such as NATO, UN, UNESCO, European Central Bank and others. The five largest broadcasters – CBS, NBC, ABC, BBC and CBC (Canadian Broadcasting Company) – reach a potential audience of approximately 500 million people through broadcasts in English. It is also the language of satellite television.

Today, English has the status of an official or semi-official language in 62 countries of the world and 97% of the world's population consider it to be the language of international communication [3] .

The current stage of the spread of the English language is characterized by the fact that it is already firmly rooted in countries that did not have any ties with the British Empire. It is studied as a foreign language in European countries starting from school. The successfully developing American economy has stimulated interest in the English language in Asia (China, Japan, South Korea). Consequently, the English language first went outside of England and spread within the British Empire. Over the past 50 years, it has been gaining global status.

5. English in business and marketing

Nowadays English is widely used in various areas of life. First of all, it has become the language of commerce and business. Currently, Great Britain and the USA are the world's financial centres. Consequently, their language was spread all over the globe, since the business life of giant companies and international financial organizations is concentrated there. The example is London's Stock exchange – over sixty countries use its services. Also, international companies use English regardless of their location in the world [8]. Speaking about the special role that English plays in international business communication, it should be mentioned that English has been declared the official language of international and transnational corporations (Philips, Bosch). About 50% of companies in Europe communicate with each other in English. As an example, Philips is a Dutch multinational company that has chosen English as its language of communication, rather than Dutch, because the company employs relatively few Dutch people. A similar situation is observed in the French company Bosch, where English was preferred to the French language, despite the fact that many French people work in the company and also the fact that French itself is the language of world communication.

In our days English is a language of advertising and it is easily recognized everywhere. For example, you can see T-shirts with different slogans in any country and often notice English inscriptions in commercials while watching TV.

6. English in education and science

One of the most significant areas where the English language is often used is education. Leading world's Universities are English-speaking (and located in the USA and Great Britain) and it is also the most popular foreign language in schools. Also, you can find educational programs in English in most countries of the world. So, knowing English is an excellent opportunity for getting a good education and building a career.

English is also a language of science and technology. All instructions and many programs are written in English, as well as a major part of all information in different areas like sports, science, news, and entertainment. As known from statistics – about 80 % of all information published on the Internet is written in English [4].

7. English and popular culture

Furthermore, English is the language of youth. American and British actors, actresses, musicians remain idols for the generations of people. English-language movies dominate in the world with Hollywood as a leader of the film industry. America is the place, where blues, rock-n-roll, and other music styles came from. These days everywhere throughout the world you can hear English songs. A lot of local artists in different countries also produce English-language songs.

8. Conclusion

In this article we have determined the nature of English as the global language, and pointed out the areas, in which the English language is widely used and can't be replaced any time soon. The political, economic, scientific, sports life of the whole world "flows" in English nowadays. English is the official and working language of the United Nations and many other international powerful organizations. All kinds of international summits and meetings, negotiations and debates are mainly conducted in English. International trade, the banking system, the activities of the transport are carried out in English. This language is a tool for communication for scientists from all over the world. Moreover, the statistics make it obvious that at the moment English plays a major role in the international communication. Over 400 million people are native speakers, 300 million people use it as a second one and 500 million speak it. It definitely makes the English language the crucial tool for communication between different nations.

REFERENCES

1. A brief history of the English language. URL : https://www.oxfordinternationalenglish.com/a-brief-history-of-the-english-language/
2. Crystal D. (2003). English as a Global Language (2nd ed.). Cambridge University Press. 69 p.
3. European Commission. Special Eurobarometer 386: Europeans and Their Languages (Report). *Eurobarometer Special Surveys*. Retrieved 12 February 2015. URL : https://europa.eu/eurobarometer/api/archives/ebs/ebs_386_sum_en.pdf
4. Graddol D. (1997). The Future of English? The British Council. URL :

https://web.archive.org/web/20070219042327/http://www.britishcouncil.org/de/learning-elt-future.pdf

5. Jambor, Paul Z. (2007). English Language Imperialism: Points of View. *Journal of English as an International Language*. 2: 103–123.
6. Longman Dictionary of Language Teaching and Applied Linguistics (4th edition). URL : https://www.emerald.com/insight/content/doi/10.1108/09504121111114171/full/html
7. McArthur T. The Oxford guide to world English. URL : https://openlibrary.org/books/OL3656273M/The_Oxford_guide_to_world_English
8. Williamson J. Globalization: The Concept, Causes, and Consequences. URL : https://www.piie.com/commentary/speeches-papers/globalization-concept-causes-and-consequences
9. Багдасарова Н. А. Lingua franca эпохи глобализации. МГИМО-Университет, 2008. URL : https://docs.google.com/file/d/0B4O1kjQ7yYFnb1RSclpvNldhQXc/edit?resourcekey=0-R691WoD9Mf66xmBIm1elTA

DIE ROLLE FÜHRENDER FREMDSPRACHEN IN DER INTERNATIONALEN WIRTSCHAFT DES XXI JAHRHUNDERTS

K. A. Bliakh,
A. A. Mordvynova (wissenschaftlicher Betreuer)
V. N. Karazin National University, Kharkiv

Bliakh K. A., Mordvynova A. A. Die rolle führender fremdsprachen in der internationalen wirtschaft des XXI jahrhundert. S. In dem Artikel wird der Prozess der Integration von Fremdsprachen in die Weltwirtschaft des XXI Jahrhunderts analysiert. Aufmerksamkeit wird auf die Rolle der wichtigsten Sprachen in der Entwicklung der Weltwirtschaft gelegt. Unter Berücksichtigung historischer, politischer und sozialer Besonderheiten wurde die führende Sprache auf dem Gebiet der Weltwirtschaft ermittelt, wurden die Aussichten für ihre weitere Entwicklung betrachtet.

Schlüsselwörter: Weltwirtschaft, Englische und Chinesische Sprachen, Globalisierung, internationale Arbeitsteilung, Kommunikationsmittel, transnationale Konzerne.

Блях К. О., Мордвинова А. О. Роль провідних іноземних мов у міжнародній економіці XXI століття. У статті аналізується процес інтеграції іноземних мов у світову економіку XXI ст. Визначено провідну мову у розвитку світового бізнесу. З урахуванням історико-політичних та соціальних особливостей визначено провідну мову у сфері світової економіки, розглянуто перспективи її подальшого розвитку.

Ключові слова: світова економіка, англійська та китайська мови, глобалізація, міжнародний розподіл праці, засоби комунікації, транснаціональні корпорації.

1. Einleitung

D a s Z i e l des Artikels ist eine umfassende Studie über die Probleme der Schaffung einer einzigen Sprache der Weltwirtschaft und Business zur Steigerung der Produktivität und Steigerung der Produktionseffizienz. D a s T h e m a sind die Probleme und Chancen für die Entwicklung einer einzigen Sprache der Weltwirtschaft. D e r Z w e c k der Forschung ist es, den Prozess der Integration von Fremdsprachen in die Weltwirtschaft des XXI Jahrhunderts zu analysieren. Um dies zu erreichen, ist es sehr wichtig, alle Faktoren zu analysieren, die das Problem bilden, und die mögliche Entwicklung dieses Problems zu berücksichtigen.

2. Die am weitesten entwickelten Länder

Die führende Sprache ist Englisch. 90% der weltweiten Geschäfte werden auf Englisch abgeschlossen und alle Weltfinanzbörsen arbeiten auf Englisch. Unter den gegenwärtigen Bedingungen der Entwicklung der Weltwirtschaft ist es notwendig, die Tatsache der unvermeidlichen Stärkung der Rolle der Volksrepublik China und infolgedessen die mögliche Ersetzung der englischen Sprache durch Chinesisch zu berücksichtigen.

Unter Berücksichtigung der führenden Positionen der Vereinigten Staaten und Chinas in der Rangliste der wirtschaftlich am weitesten entwickelten Länder und des Wachstums der Globalisierung, die zu einem verstärkten Wettbewerb der stärksten Länder führt, wurde im Rahmen dieser Studie beschlossen, den Einfluss dieser Sprachen auf die Sphäre der Weltwirtschaftsgemeinschaft zu vergleichen und weitere Perspektiven für die Entwicklung der Länder zu bewerten, um die Hauptgründe zu identifizieren, die zum Einfluss der englischen und chinesischen Sprache auf verschiedene Faktoren der Weltwirtschaft beitragen.

Darüber hinaus lässt die Analyse der historischen und politischen Besonderheiten der Verbreitung der englischen Sprache in verschiedenen Bereichen des menschlichen Lebens den Schluss zu, dass die folgenden Aspekte dieser Sprache den Erhalt des Status der "lingua franca" im betrachteten Gebiet garantieren. Diese Aspekte sind:

- Englisch ist die Sprache des internationalen Handels;
- die rasante Entwicklung der Neuen Welt durch die Briten. All dies trug zur erfolgreichen Entwicklung der Wirtschaft der Vereinigten Staaten bei;
- der Beginn der Phase des "Wirtschaftsbooms der Nachkriegszeit", d.h. wirtschaftliche Erholung in den Vereinigten Staaten nach dem Zweiten Weltkrieg, die Übernahme der wirtschaftlichen Führung durch diesen Staat für viele Jahre (bis 1970), die Bildung der Vereinigten Staaten als Weltsupermacht;
- Bereitstellung von Krediten und militärischer Hilfe, Investitionen in ausländische Unternehmen;
- die Fähigkeit, wirtschaftliche Ressourcen für die Wiederherstellung des Wirtschafts- und Industriepotentials der Länder Europas und Asiens zu günstigen Bedingungen für die Amerikaner bereitzustellen;
- schließlich das Erscheinen des ersten experimentellen Internetnetzes in den Vereinigten Staaten im Jahr 1969 und die darauf folgende Informationsexplosion und die Entwicklung des "World Wide Web", sowie

der absolute Vorrang der Vereinigten Staaten in der Populärkultur auf der ganzen Welt.

3. Wirtschaft von China und Amerika

Nach Untersuchungen seit 1970 ist die Entwicklung der Wirtschaft der Vereinigten Staaten von Amerika und Chinas von gegensätzlichen Trends geprägt. So war es 1970, der Beitrag der USA zur Sicherstellung des Volumens der gesamten Weltproduktion von Waren und Dienstleistungen betrug 21,2%, während ähnlicher Beitrag Chinas auf nur 4,1% geschätzt wurde. Chinas Wirtschaft hingegen war von rasantem Wachstum geprägt. So ist Chinas Anteil am Gesamtvolumen der Weltproduktion von Waren und Dienstleistungen seit 1990 jährlich stetig gestiegen. Auf diese Weise steht China derzeit an erster Stelle nach der BIP-Größe aus Sicht der Kaufkraft und überholt die Vereinigten Staaten in Bezug auf den Beitrag zur Sicherung der Weltproduktion. Eines der wichtigsten Themen der Weltwirtschaft ist ein transnationaler Konzern (TNC).

Die Rolle von TNC ist sehr wichtig für die Entwicklung der Weltwirtschaft, da solche Unternehmen bis zu 25% der Weltproduktion liefern und der Umsatz der größten TNDs das BIP einiger Länder übersteigen kann. Nach Angaben der Konferenz der Vereinten Nationen für Handel und Entwicklung sind es die Vereinigten Staaten, die bei der Anzahl der TNDs, die eine führende Rolle in der Welt spielen, führend sind. Das heißt, die Kontrolle über die ständig wachsenden Märkte wird den Vereinigten Staaten gehören, was die führende Position der englischen Sprache in der Entwicklung der Weltwirtschaft, des Finanzwesens und der Wirtschaft beeinträchtigen kann.

4. Perspektiven

Auf der anderen Seite ist es unmöglich, die potenzielle Entwicklung der chinesischen Sprache in allen Bereichen der menschlichen Tätigkeit, einschließlich der Weltwirtschaft, zu ignorieren. Chinesisch ist die verbreitete Sprache der Welt und wird von mehr als 1,4 Milliarden Menschen auf der Erde gesprochen. Dies liegt jedoch eher an der größten Bevölkerung dieses Landes als an der Popularität dieser Sprache auf globaler Ebene. Darüber hinaus wird die Verbreitung der chinesischen Sprache auf verschiedenen Kontinenten durch ihre allgemein anerkannte Komplexität behindert.

Chinesisch ist im Guinness-Buch der Rekorde als eines der am schwersten zu lernenden Sprachen aufgeführt. Zweifellos ist die oben erwähnte Tatsache der unvermeidlichen Stärkung der chinesischen Wirtschaft wichtig, was dazu führen wird, dass internationale Handelsabkommen sowie Geschäftsentscheidungen auf Chinesisch abgeschlossen werden müssen. Es ist unmöglich, die Tatsache eines möglichen Auftauchens eines neuen Sprachführers im Bereich des internationalen Handels und der Wirtschaft in der Zukunft zu leugnen. Der nächste Punkt, der besonders besorgniserregend ist, ist die Frage, wie sich der Brexit-Status Großbritanniens in der Europäischen Union auf den Status der englischen Sprache auswirken wird. Es wird auch angenommen, dass aufgrund des Endes der Existenz der englischen Sprache als inoffizielle, sondern die gebräuchlichste Sprache in der Europäischen Union, die französische Sprache ihren früheren Status zurückgeben und ihren Einfluss auf die Länder der Welt wiederherstellen wird.

Im Rahmen dieser Studie ist es interessant, die verschiedenen Sprachen zu vergleichen, die in verschiedenen Stadien der Entwicklung der menschlichen Zivilisation dominierten. Es ist auch beachtenswert, die Gesetzmäßigkeiten der hellsten Vertreter der Sprachpriorität herauszufinden: die lateinische Sprache, die die Epoche der "römischen Welt", sowie die englische Sprache, die die Entwicklung der Epochen der "britischen" und "amerikanischen Welt" markierte.

Die lateinische Sprache verlor mit dem Zusammenbruch des Römischen Reichs den Alltagsgebrauch und obwohl sie immer noch als Sprache der medizinischen und wissenschaftlichen Begriffe gilt, ist es unmöglich, auf ihr zu kommunizieren und den Weltfortschritt zu lenken, da diese Sprache eine der toten ist und es gibt keine Menschen, die sie im Alltag sprechen. Englisch erwies sich als zäher - nachdem es sowohl in der britischen als auch in der amerikanischen Welt den Status der Hauptsprache erlangt hatte, blieb es nicht nur mit dem Aufstieg anderer Länder stehen, sondern entwickelte sich auch schnell, was den wesentlichen Einfluss auf die Gestaltung des Lebens und der Kultur aller übrigen Staaten ausgeübt hat.

5. Schlussfolgerung

So lassen uns die oben genannten Fakten und Ergebnisse der Studie den Schluss ziehen, dass die Meisterschaft im sprachlichen Kampf im Bereich des Außenhandels und der Wirtschaft Englisch als führende Sprache der

Globalisierung erhält, was durch das Muster historischer, politischer und sozialer Aspekte ihrer Entwicklung und Weltverteilung bestätigt wird.

Wir halten es für möglich zu glauben, dass Englisch die führende Sprache aufgrund der über mehrere Jahrhunderte gebildeten sprachlichen Traditionen bleiben wird, die dem Erbe des Britischen Reichs entsprechen und die Entwicklung der Wirtschaft der Vereinigten Staaten fördern. Gleichzeitig schafft das unvermeidliche Wachstum amerikanischer multinationaler Unternehmen im Kontext der Globalisierung zusammen mit den oben genannten Bedingungen einen Wettbewerb um das enorme Potenzial der chinesischen Wirtschaft und die Aussicht auf ihre Führungsrolle in der Weltwirtschaft gegenüber der US-Wirtschaft.

LITERATURVERZEICHNIS

1. Гальченко С. И. Перспективы развития английского языка как как языка мировой политической и экономической элиты. URL : https://cyberleninka.ru/article/n/perspektivy-razvitiya-angliyskogo-yazyka-kak-yazyka-mirovoy-politicheskoy-i-ekonomicheskoy-elity
2. Научно-техническое соперничество США и Китая: первые итоги. URL : https://ushistory.ru/nauchnye-stati/269-pav
3. Погорлецкий А. И. Мировая экономика и международные экономические отношения: учебник для бакалавриата и специалитета; под ред. А. И. Погорлецкого, С. Ф. Сутырина. Москва : Юрайт, 2019. 499 с.
4. Торгово-экономические отношения Китая и США в цифрах. URL : http://russian.people.com.cn/n3/2017/0225/c31518-9182648.html
5. Устинова А. М. Роль английского языка в международной связи и общении. URL : https://cyberleninka.ru/article/n/rol-angliyskogo-yazyka-v-mezhdunarodnoy-svyazi-i-obschenii

SLUM TOURISM: TWO SIDES OF A COIN

P. V. Blokhina,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Blokhina P. V., Saprun I. R. Slum tourism: two sides of a coin. This article considers the issue of slum tourism as a global tourism trend in the world and the and prospects of its development. The etymology of the term "slum" is analyzed. The issue of the ethics of this type of tourism is examined as slum tourism is one of the most controversial and complex phenomena in tourism practice. The article examines the reasons for the demand for slum tourism. The most popular slum tourism destinations in Brazil, India, South Africa are viewed. The impact of slum tourism on the development of tourism and the economy is determined.

Keywords: controversial phenomenon, ethics, global tourism trend, tourism destinations, slum tourism

Блохіна П. В., Сапрун І. Р. Трущобний туризм: дві сторони монети. У статті розглядається проблема трущобного туризму як глобального туристичного напряму у світі, а також перспективи його розвитку. Проаналізовано етимологію терміна «трущоби». Розглядається питання етики даного виду туризму, оскільки трущобний туризм є одним із найбільш суперечливих і складних явищ у туристичній практиці. У статті розглядаються причини попиту цього виду туризму. Розглядаються найпопулярніші туристичні напрямки трущоб у Бразилії, Індії, Південній Африці. Визначено вплив трущобного туризму на розвиток туризму та економіки

Ключові слова: етика, глобальна туристична тенденція, суперечливе явище, трущобний туризм, туристичні напрямки.

1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of slum tourism. The s u b j e c t is problems and ethics of the existence of slum tourism. The p u r p o s e of the study is to explore the phenomenon of slum tourism in the world and determine its impact on the development of tourism and the economy. To achieve the enumerated above, it is very important to analyze the factors that form the issue and consider possible solutions to the problem.

2. Etymology

The main objects of slum tourism locations are the self-built suburbs (slums) of large cities, mainly in developing countries. The term “slum” is usually used to name slums in English literature. The modern term “slum” appeared in English slang in the early 19th century and was used to refer to a room or “back” room. In the middle of the 19th century, the concept of “slum” was already known in the sense of narrow streets in a dirty part of the city or the streets of poor people [Etymology Dictionary, Douglas Harper, 2001].

Currently, the content of the concept of “slum” is defined quite clearly by the United Nations. According to the United Nations Human Settlements Program (UN-HABITAT), slums are spontaneously developed housing estates with a high population density in urban areas, consisting of dilapidated, poor quality and uncomfortable dwellings [Slum, 2020].

The term “shanty town” or “squatter area” is now also used to name slum suburbs, describing settlements in cities or suburbs, built from corrugated cardboard or sheet metal, plastic sheets and packaging [Beyond the stereotype of slums, 2016].

Along with the concepts of “slum” and “shanty town”, there is also the term “ghetto”. However, they cannot be completely identified. Ghettos are areas of voluntary or forced compact residence of predominantly one ethnic or confessional group. Slums, on the other hand, can be home to very diverse populations [Enclaves yes, ghettoes, no: Segregation and the state, Marcuse Peter 2001]. However, in terms of housing conditions, modern ghettos often differ little from slums. Today, the term “ghetto” is often used to refer to areas of US cities inhabited by “minorities of color”. In the United States, there are also so-called Colonias – informal settlements near the Mexican border and in Texas, settled by immigrants (often illegal) from Mexico and other Latin American countries [Eveline Durr, Rivke Jaffe, 2012].

In countries where slums are widespread, local names are used. In Brazil, the slum is known as the favela. The word “favela” comes from the name of the hill Morro da Favela, which, in turn, is named after the plant of the same name “favela” growing on its slopes [Cavalcanti, ana rosa chagas, Traditional Dwellings and Settlements Review, 2017]. In official documents, favelas are called “communities”. These are settlements of poor people of mixed origin, located on the slopes of mountains, descending towards the metropolis[(John Rayan, 2020; Kibera slum tours, 2019].

In Guatemala, the slum villages are called Asentamientos. In Spanish-speaking countries, the concept of “barrio” has a similar connotation, in France – “banyeu”, where immigrants of Arab and African descent live. In Turkey, the slums are called “gecekondu” (literally “built overnight”) – a dwelling house built without permission. According to Turkish tradition, a house built in one day with a roof cannot be demolished [Cheyanne campsite, 2014].

3. The most known slum tourism destinations

The Dharavi slum area in the Indian city of Mumbai (Bombay) is best known in the slum tourism world thanks in large part to the movie Slumdog Millionaire. Dharavi slums originated in the early 20th century and are the largest in Asia. It is home to one million people in an area of two square kilometers. Slum tours can be booked in Mumbaiand Delhi. Guided tours are held twice a day. The cost of a group tour is $ 8-12 per person, an individual one – $ 55–60. About a thousand tourists visit the slums of Dharavi every month [Eveline Durr, Rivke Jaffe 2012].

In Venezuela, a unique vertical slum called the Tower of David (Torre de David) was formed as a result of the termination of construction of the Financial Center Confinansas (Centro Financiero Confinanzas) in Caracas, the third tallest skyscraper in the country. Construction on the building began in 1990 and halted in 1994 due to the death of the main investor David Brillembourg (after whom the slums are named) and the Venezuelan banking crisis. In September 2007, low-income residents began to move into the building.

In China, the objects of visit are hutongs, ancient city quarters, which are one-story houses with courtyards and public toilets. In the 1920s, 1940s many new hutongs appeared, which were actually slums. In the historical centers of cities, many old hutongs are taken under state protection as ancient monuments. Recently, specially designed hutongs have been created for display to not very experienced tourists. The daily walking tour costs $ 30 per person.

In Hong Kong, the slums are known as Rooftop Slum or penthouse slum (rooftop slums) because, in the face of severe land shortages, they constitute illegal structures on the roofs of comfortable residential buildings [Rooftop slum, 2021].

The favelas of Brazil are home to about 65 million Brazilians, and this is a third of the population of the entire country. The bulk of the slums is located in Rio (there are about 750 in this city) and Sao Paulo. Slum tourism is also actively developing in the capital of Kenya, Nairobi, where the largest slums in Africa are located, in South Africa, especially in the city of Johannesburg, as well as in countries such as Cambodia, Mexico, Bangladesh [Fabian Frenzell, 2018].

The same tendency can be observed not only in third world countries, but also in the USA, Europe, Australia. For example, in Chicago there are "black quarters" tours through the poorest neighborhood in the city. In New York, East Harlem and the Bronx are available to slum tourists. In Prague, London, Amsterdam tramps will confidently lead along the slum paths. In Gothenburg, for a small fee, travelers can sleep in a sleeping bag on a park bench or in an abandoned building next to the local homeless [Fabian Frenzell, 2018].

4. Ethical issue

Slum tourism advocates, including tour operators present, argue that slum tourism has the potential to transform the way people live in slums and their inhabitants. According to them, the tours educate tourists, show the real situation in the slums and dispel the myth that life in them is connected exclusively with drugs and violence. It is considered that slum excursions will help tourists to better understand the world and become more compassionate [Humanitarian intervention in violence-hit slums – from whether to how, Palus Nancy, 2013)]. An important argument is the possibility of using funds from the income of tour operators to improve the economic situation of slum dwellers. Slum tourism is believed to be a legitimate way to fight poverty. The flow of tourists provides homeless and unemployed people with the opportunity to engage in legal work [Slum, 2020].

Opponents believe that this is the exploitation of disadvantageous people. At the same time, the basic human rights of local people to privacy are violated. One of the leading specialists in slum tourism, Coens, gives a very hard-hitting assessment of this type of tourism [J. Coens, p. 237].

This type of tourism is perhaps the most extreme, mainly because tourists invade the living space of other people, enter their homes and get acquainted with their life. All this makes such excursions very personal. Work exclusively for travel agencies. Is it possible to allow this from the point of view of ethical standards?

An important aspect of the study of slum tourism is the problem of the perception of tourists by local residents. A study by the University of Pennsylvania found out that most of the Dharavi slum dwellers were ambivalent about tours. Community leaders are also concerned about the limited economic benefits that remain in the community compared to the amount of profit that tour operators receive [Slum, 2020].

5. Conclusions

Despite the unresolved ethical problems, slum tourism will develop in the future. This is due to objective factors: according to forecasts, by 2030, the number of slum dwellers will have increased to two billion people, and subjective: there are more and more people who want to go where no one has ever been and get the maximum of previously inaccessible impressions. The development of slum tourism is promoted and is reflected in modern cinema and media.

At the same time, slum tourism can become socially acceptable if the purpose of such excursions is to improve the quality of life of the poorest. If tours are carried out in communities where negative stereotypes have changed and local residents have control over tourism revenues, then it can bring real relief to the poorest communities. Tourism has every opportunity to have a positive impact on more people, bring financial resources for the implementation of social projects and create jobs for the local population [Slum tourism poverty, power and ethic, 2012].

REFERENCES

1. Владыкина Ю. О., Воротникова Е. Ю., Комарова О. С., Назаркина В. А., Малетин С. С., Стребкова Л. Н., Чернышева Т. Л., Штейнгольц Б. И. Виды и тенденции развития туризма: учеб. пособие / под общей ред. Б. И. Штейнгольца. Новосибирск : Изд-во НГТУ, 2014. 235 с.
2. Beyond the stereotype of ‘slums’. Environment and Urbanization, 2016. P. 2–5.
3. Eveline Dürr and Rivke Jaffe. Theorizing Slum Tourism: Performing, Negotiating and Transforming Inequality // European Review of Latin American and Caribbean Studies 93. October 2012. P. 113–123.
4. Fabian Frenzel1. Slum tourism in the context of the tourism and poverty (relief) debate // DIE ERDE. Journalof the Geographical Society. Vol. 144. № 2. P. 117–128.

5. Favelatourismworkshop. URL : http://www.favelatourismworkshop.com/
6. Kibera slum tours. URL : http://kiberatours.com/kibera-slum-tours/
7. Palus, Nancy. 2013.
8. Poorism Is A Real Word In A Real Tourism World. URL : http://cheyannescampsite.blogspot.ru/2014/04/poor-ism-is-real-word-in-real-tourism.html
9. Rooftop Slum. Wikipedia, the free encyclopedia. URL : http://en.wikipedia.org/wiki/Rooftop_slum
10. Slum. Wikipedia, the free encyclopedia. URL : http://en.wikipedia.org/wiki/Slum
11. Slum Tourism. Poverty, Power and Ethics // Edited by Fabian Frenzel, Ko Koens, Malte Steinbrink. Routledge, 2012. 246 p.
12. Slums of the world: the face of urban poverty in the new millennium, UN-Habitat. P. 30.

THE SOCIAL PLATFORMS (INSTAGRAM) CAPABILITIES IN THE ECONOMY

A. O. Bogatyrova, Y. E. Shavrina,
E. O. Derkach (language supervisor)
V. N. Karazin National University, Kharkiv

Bogatyrova A. O., Shavrina Y. E., Derkach E. O. The social platforms (Instagram) capabilities in the economy. The Internet and in particular social networks are gaining more and more our attention and time, it can become an excellent tool for influencing on the economy. We investigate the impact of such a social network as Instagram on the economy and its potential as such a tool in the future, as well as the impact of communications of network participants on their economic behavior and employment, economic activity and market interaction.
Keywords: social network, Instagram, economic activity, economic potential.

Богатирьова А. О., Шавріна Ю. Є., Деркач Є. О. Можливості соціальних платформ (Instagram) в економіці. Інтернет і, зокрема, соціальні мережі завойовують все більше нашої уваги і часу, він може стати відмінним інструментом впливу на економіку. Ми досліджуємо вплив такої соціальної мережі, як Instagram на економіку і її потенціал в якості такого інструменту в майбутньому, а також вплив комунікацій учасників мережі на їх економічну поведінку і зайнятість, економічну активність і взаємодію на ринку.
Ключові слова: соціальна інтернет мережа, Інстаграм, економічна діяльність, економічний потенціал.

1. Introduction

Social media has also been increasing its importance in the business world. It has been increasing its presence in our daily lives and therefore it has introduced various opportunities to companies to exploit different ways of improving their business. The significant advantage is the possibility of a two-way communication between customers and businesses, encouraging the customer engagement on social media. According to these obvious facts we define that the o b j e c t of the article is the economic opportunities of social computer networks in the economy. We focuses on the s u b j e c t of our research is the hypothesis that Instagram, as a wide world social network, has significant capabilities as a tool for any business. So the p u r p o s e of the study is to analyze the all potential capabilities of using Instagram as an instrument in economic activity. To achieve this, it is vital to remember that Social networks include people, organizations, and the connections between them. So, it is important to understand how it is possible to improve the interaction within their online community and what factors influence the customer engagement and how the influence of that certain factors have on the content that brands share with their customers.

2. History of Instagram development

Instagram was founded by Kevin Systrom and Mike Krieger in San Francisco, California, as a location-based social network mobile application for sharing photos and videos. The original name of the application was Burbn, and creators focused exclusively on photo sharing option**.**. This service allows users to apply digital filters and share their photos and videos on other social networks and social media platforms. Users can “like” and comment on images, follow other users’ feeds, and connect their Instagram account to other social networking sites and share photos. Instagram has an embedded feature that is location based, which enables users to add geo-located data to their content. Adding geographical identification metadata on Instagram attaches economic and social value to the content because it makes it more searchable [1].

In January 2011, due to adding the hashtags service Instagram contributed to the creation of communities of interest, and to the large-scale dissemination of photographs. Web profiles were created in 2012, allowing users to use their account like a social network Web site thus it became the social photosharing application to a location-based social network application. In 2013-2014 a new feature for sharing and making videos was added.

The vital aspect to the viability of Instagram is contribution and collaboration by the members. The users’ motivations to cooperate and co-create can be individual and related to the network structure. The economics of sharing photos is based on the collective intelligence of consumers and the idea that the consumer is a co-creator of a resource, value and personal unit. Instagram promotes mass collaboration through user-generated content. As co-creation is a social process based on collaboration and interaction between people, sharing photos involves users in the creation of value through thematic communities and network ties. Companies use Instagram not only to encourage users to share photos but also to create engagement with brands, generate traffic to Web sites, establish a visual image for products and services, index content via hashtags, create interactive campaigns with hashtags, and promote competition [1].

3. Instagram as a significant tool of the modern business process

The social networks exist exactly as long as people carry out interpersonal communications [4].From an economist's point of view, there are two important aspects to the study of networks. The first is to understand how network structure affects economic activity. The second important aspect of network research from an economist's perspective is that economic tools are very useful both for analyzing network formation and for studying its effects and these tools can complement each other from many other disciplines that also study social networks [2].

Why is Instagram already so much more than a social network, and is actually an economic institution and an economic sphere?

According to statistics for 2020, 1,2 billion people in the world are Instagram users, i.e. actually every sixth inhabitant of the planet visits Instagram daily. For example, in Ukraine there are 11,5 million users, i.e. every fourth person is an Instagram user [6]. In 2020 financial transactions, which somehow pass through Instagram, amounted to more than 1.8 billion dollars [3]. On the scale of the global economy, this seems to be not much, but we do not take into account the huge sums earned by entrepreneurs and bloggers indirectly through promotion on Instagram [4].

Today it is hard to find a more popular platform for advertising blogs, companies and various professionals than Instagram. For example, in 2020, American marketers spent about 70% of the budget allocated to marketing strategy on Instagram. The social network Instagram itself earned over $20 billion from advertising [6].

In general, based on this information, we can surely talk about the era of Instagram as a significant tool of the economy:

4. The Importance of Instagram in economic activity

One of the key factors of success for business nowadays is the ability to create and maintain long term relationships with customers. This has been a concern and a goal for managers and brands since a long time but the appearance of social media highlighted the importance of establishing interactions with customers . Thus, customer engagement is a relevant topic for managers across all industries and companies.

Customer engagement presents several advantages for brands since it is seen as a factor that drives better organizational performance, increases sales, profitability and customer loyalty. The customer engagement plays a key role in having a competitive advantage and that due to the change of customers' role in the buying process, companies have to adapt and respond to their new needs (the desire of co-create brand content, interact with other customers and have emotional experiences). Similarly, the role of customers has changed over the past few years as they have become more active and participate, not only in the buying process but also in activities provided by brands and/or initiated by themselves [5].

Moreover, the customer engagement goes beyond the simple act of purchase as customers now are deeply involved with brands. For instance, customers who are engaged and have a relationship with the brand are more likely to give good feedback about their experience with family and friends which generates word-of-mouth about the brand. Consequently, they could become brand advocates that generate value for the brand. Thus, customer engagement isn't static, but instead, is a process of interactions that goes beyond the moment of the purchase.

5. The role of Instagram in modern society

Instagram account has become a kind of indicator of the success of a person, a brand, a company. A company without an Instagram account is perceived as backward, not following the trends of the world economy. Among professional Instagram accounts almost all industries are represented:online retailers, manufacturers of goods, beauty services, fashion, educational resources, in general, a layer of the most diverse services – from legal to fitness [5]. Instagram even has its own shadow sector – these are double accounts, scammers, thieves. Instagram, like any economic institution, has all its inherent attributes – Instagram has its own rules of the game (how often to publish posts, how and what stories to publish, how to promote accounts), informal settings (which filters and masks to use, at what time to conduct live broadcasts, when to publish posts) and sanctions (bans, account blocking, subscriber outflow, etc.) [7].

Instagram has the absolutely defined benefits:

Social Benefits	Economic and Business Benefit
Maintain Customer Relationships	To Beat Competition
Use Opinion Leaders for Influencer Marketing	Humanize Brand and Relationship Building
Generate Goodwill for the Brand	Build Brand Awareness and Reputations
	Boost Brand Visibility
	Recruitment
	Generate Leads And Boost Sales

Technology has permeated every single organizational domain and subsequently, disruptive changes have ushered in new organizational cultures, working styles and mannerisms. The world of the internet has pushed virtualization into every facet of individual lives-both personal and organizational. Social media is a very important ambit in this technology driven world. It has completely transformed the manner in which brands and consumers communicate among themselves. The new tools and approaches provided by Social Media can be applied to all industry verticals. But it is imperative for businesses to learn and adopt the correct social media practices that are consistent with the requirements of their industry vertical and business plan. By adopting apt social media practices the organizations will be able to carve a niche for themselves [2].

6. Conclusions

Social media determines considerable potential in functioning any business. Effectively using their power requires analyzing the specificity of social media, charac teristics of its individual kinds, and observation of directions and intensity in using them and of determining needs and expectations of potential users. Surely it is very important to carry out a comparative analysis concerning exploiting individual kinds of social media for the realization of basic activities of the business, to which marketing communication and creating the image of the company among current and potential stakeholders, supporting marketing research , and the development of employees or operation within business partners, will be an interesting challenge. Social networks hold enormous economic potential, which is constantly increasing with the involving the new users in the network. Each participant of the network is a distributor and recipient of economic information, forms supply and demand for certain types of goods and services, creates its own groups, whose participants trust the received information [2].

Through the dissemination of scientific information, network users are trained, increasing the overall human and intellectual capital of society. Among institutional functions, social networks that shape economic behavior should be singled out. The economic aspects of social networks require further study by marketers, financiers, economists and other specialists.

REFERENCES

1. Amaral Inês. Instagram – Socila media. In book: The SAGE Encyclopedia of Economics and Society. Publisher: Thousands Oaks, CA: Sage. January, 2015. Pp. 943–944.
2. Alavi Shirin, Ahuja Vandana. Managing Social Media Practices in the Digital Economy (Advances in Marketing, Customer Relationship Management). Business Science Reference. December 27, 2019. 344 p.
3. Dell' Anno, R, Rayna, T. and Solomon, H. Impact of Social Media on Economic Growth – Evidence from Social Media. URL: https://www.tandfonline.com/doi/full/10.1080/13504851.2015.1095992
4. Conick, H. From Knowing Alexa, to Following @Alexa, to 'Hey, Alexa': THE EVOLVING MARKET MAVEN. Marketing News, 53(4), 40–49.
5. Miroshnichenco N. Instagram Economy: Illusion or Reality. WAYXAR. 2021 URL : https://wall.wayxar.com/social-network/instagram_ekonomika_illyuziya_ili_realnost
6. Mishkin, F. The Economics Of Money, Banking, And Financial Markets. 11th ed. Pearson 2016.
7. Stroebel Johannes, Kuchler Theresa. The Economic Effects of Social Networks. URL : https://www.nber.org/reporter/2021number1/economic-effects-social-networks.

THE USE OF MODERN MARKETING TECHNOLOGIES IN TOURISM

D. V. Bohdan,
N. M. Startseva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Bohdan D. V., Startseva N. M. The use of modern marketing technologies in tourism. The article considers modern marketing technologies, the main ones being digital marketing, guerrilla marketing, viral marketing, event marketing. The author has analyzed the websites of tourist destinations in eight centers of Ukraine in order to identify the dependence between the Internet promotion system and tourist flow. Facebook, Instagram, YouTube, Twitter are among the most popular channels for online promotion of tourist services/products. Websites were evaluated by design, content, and structure. Website optimization for social networks and the presence of corporate accounts in social networks are the most used SMM tools. The main requirements for the site of selected destinations were put forward.

Keywords: destination, digital marketing, Internet promotion system, marketing technologies, online promotion channel, tourist flow, website optimization.

Богдан Д. В., Старцева Н. М. Використання сучасних маркетингових технологій в туризмі. У статті розглянуто сучасні маркетингові технології, основними з яких є цифровий маркетинг, партизанський маркетинг, вірусний маркетинг, подієвий маркетинг. Автор проаналізував веб-сайти туристичних напрямків у восьми центрах України з метою виявлення залежності між системою Інтернет-просування напрямків та туристичним потоком. Facebook, Instagram, YouTube, Twitter є одними з найпопулярніших каналів для онлайн просування туристичних послуг/продуктів. Веб-сайти оцінювалися за дизайном, змістом і структурою. Оптимізація сайту для соціальних мереж та наявність корпоративних акаунтів у соціальних мережах є найбільш використовуваними інструментами SMM. Були висунуті основні вимоги до сайту обраних напрямків.

Ключові слова: дестинація, цифровий маркетинг, система просування в інтернеті, маркетингові технології, онлайн-канал просування, туристичний потік, оптимізація сайту.

1. Introduction

The s u b j e c t of the study is the survey of the modern marketing technologies in tourism. The p u r p o s e of the study is to analyze the use of marketing technologies in tourism at the present stage on the example of Ukraine. Therefore, it is necessary to conduct research and identify aspects that need to be improved in order to attract tourists flows to destinations of Ukraine which constitutes the a c t u a l v a l u e of the study.

Increased demands for customer service motivate brands to create better communication with their customers. To this end, marketers are trying to use a variety of technologies that help increase their company's profits to the maximum. The marketing technology represents the methods aimed at successful operation of the company in the market. In recent years, development of these technologies has been quite rapid and their number is constantly increasing thanks to the spread of mass information technologies and the modernization of market relations. Among the main modern marketing technologies that are used in the tourism business are the following: digital marketing Social Media Marketing (SMM), content marketing), guerrilla marketing, viral marketing, event-marketing. At the current stage of tourism development the most effective is digital marketing, which has a number of tools for promotion of the destination [12].

Since more than 60% of social media users apply them when selecting new tourist products, SMM marketing has become very popular in the world due to the varied number of promotion channels, as well as the ability to influence accurately on the target audience, select platforms and services where it is possible to minimize targeting of disinterested users, and on the contrary desired contingent is represented by the full amount.

In Ukraine in 2021 the audience of users of social networks is 26 million (60% of the total population), mainly Facebook, Instagram, YouTube, less frequently Twitter are used for online promotion of tourist services/products. Instagram is the most popular network among young people, so it is appropriate to promote excursions, weddings, youth tours and festival trips, whereas budget family tours are best suited for Facebook and Twitter users, given their age indicators [11].

2. Analysis of SMM use in tourism of Ukraine

In order to assess the level of development of SMM-marketing in tourism, the websites of tourist destinations in eight centers of Ukraine have been analyzed, namely:

- National museum-reserve of Ukrainian pottery in Oposhne (Opyshnya village, Poltava region),
- park "Kyivska Rus" (Kopachev city, Kyiv region),
- State Historical and Architectural Reserve "Khotyn fortress" (Khotyn city, Chernivtsi region),
- National Natural Park "Podolskie Tovtry" (Kamenets-Podolsky city, Khmelnitsky region),

- the M. F. Sumtsov Kharkiv Historical Museum (Kharkiv),
- Castle-Museum Radomysl (Radomyshl city, Zhitomir region),
- National Reserve “Khortitsa” (Zaporozhye city),
- Butsky Canyon (Buky village, Cherkasy region).

The implementation of the main tools of SMM, the highest value of which is 100% has been analyzed, each indicator has received its share, depending on the degree of implementation [3-10]:

- communication activities (communication with the audience in a personal forum);
- website optimization for social networks (SMO);
- optimization of the e-commerce site;
- presence of a corporate blog;
- messenger (Telegram);
- presence of a profile on social networks (Instagram, Facebook, Twitter);
- use of the video hosting site YouTube (Table 1).

Table 1

Characteristics of the sites of tourist destinations in Ukraine by the degree of use of SMM-tools

SMM-tools	“Kyivska Rus”	Khotyns Fortress	Museum of Pottery	Butsky Canyon	Khortitsa	Museum Radomysl	NNP “Podolskie Tovtry”	Historical Museum
Communication activities (0,1)	+	+	+	+	-	+	-	+
SMO (0,2)	+	+	+	+	+	+	+	+
Optimization e-commerce (0,1)	-	-	-	-	-	+	-	-
Corporate blog (0,1)	-	+	+	+	+	-	-	-
Messenger (0,1): Telegram	-	-	+	-	-	+	+	+
Presence of profile on social networks (0,3): Instagram Facebook Twitter	+ + -	- - -	+ + -	- + +	+ + -	+ + -	+ + -	+ + +
Use of the video hosting YouTube (0,1)	+	-	+	+	+	-	+	+

According to the results of the study (Table 2) the average score is 0.5, which means that these tourist destinations use SMM promotion tools only by 50%, which is quite low.

Leaders of the rating are National Museum Reserve of Ukrainian Pottery in Opyshny, the M. F. Sumtsov Kharkiv Historical Museum (70% of use of SMM-tools), the lowest indicator is at the State Historical and Architectural Reserve "Khotyn fortress" (30%).

Table 2

Level of SMM tools usage on Ukrainian destination websites

Name of the Destination	Score
National museum-reserve Ukrainian pottery in Oposhne	0.7
The M. F. Sumtsov Kharkiv Historical Museum (Kharkiv)	0.7
Butsky Canyon	0.6
Castle-Museum Radomysl	0.6
NNP "Podolskie Tovtry"	0.5
State Historical and Architectural Reserve "Khotyn fortress"	0.5
Park "Kyivska Rus"	0.5
National Reserve "Khortitsa"	0.3

In addition, it should be noted that SMO and the presence of corporate accounts in social networks are the most used SMM tools. In particular, 6 out of 8 destinations communicate with the audience on a personal forum and have a YouTube channel. However, the indicators "e-commerce optimization" and "availability of a corporate blog" are used by all of the analyzed subjects.

3. Analysis of the use of marketing technologies in Ukrainian tourism

The author has analysed the effectiveness of the websites of the same tourist destinations in Ukraine in order to assess the promotion of tourist and recreational services on the Internet. The websites have been evaluated on a 10-point scale according to twelve parameters, which defines its three main components: design, content and structure.

The table 3 shows the results of the evaluation of the selected websites. The highest scores have been given to the official websites of the Radomysl Castle-Museum (7,08) and the National Museum-Reserve of Ukrainian Pottery in Opyshny (6,33).

Table 3

Rating websites of Ukrainian destinations

№	Parameters	Destinations								$\overline{x}$
		1	2	3	4	5	6	7	8	
	Design of the interface	7	5	7	6	9	8	9	9	7,5
	Informativeness for tourists	8	9	7	8	8	8	9	9	8,25
	Usability	8	9	6	7	9	6	5	8	7,25
	Calatogue	7	9	6	6	9	8	8	8	7,62
	The search option	7	9	0	0	9	0	0	9	4,25
	Event calendar	8	4	3	6	4	5	4	0	4,25
	Integration with maps	8	0	8	8	8	8	8	8	7
	Updating websites for mobile devices	7	9	7	7	7	7	7	7	7,25
	Availability in foreign languages (depending on the number of languages)	4	4	8	4	4	4	3	4	4,37
0	Completeness of the foreign language version	4	7	3	6	2	3	4	9	4,75
1	Feedback (survey, quality assessment)	0	0	5	0	0	7	7	10	3,62
2	Social media integration	4	4	1	6	7	4	0	4	3,75
	In	6	5,75	5,08	5,33	6,33	5,66	5,33	7,08	
	$\bar{Y}$	2,23	3,21	2,73	2,53	2,76	2,19	2,65	3,07	
	Y	1,11	1,48	1,31	1,23	1,32	1,09	1,28	1,43	

The content analysis has allowed the author to make the following conclusions about the directions of development of the websites of tourist destinations as channels of communication with consumers:

- these destinations typically are well-represented in the Internet space with a website rating above 5.0;

- the evaluated websites (except for the site of park “Podolski Tovtry”) have versions in one or two foreign languages only; this is a negative indicator of functioning, because there is a correlation between the availability of foreign language versions of the destination website and the flow of foreign tourists, as this function is ever-helpful in finding a new holiday destination;

- an analysis of the parameter estimates have shown that practically all the websites have received very high scores (from 5 to 9 points) for the criteria, to characterize the date warehouse;

- adaptability for images in mobile applications for all versions of the websites adapted to the tourist theme;

- all the evaluated websites have a good function of integration with Google maps, which is important for the development of information support in the tourism industry.

Based on the input from survey evaluation of Internet sites and statistics of visits to the site of the National Reserve "Khortytsa" (data obtained in the program Ubersuggest) and actual visitors of the destination in the period 2018–2020 (Fig. 1) the author has conducted a study, which showed that there is a relationship between the number of site visitors and number of visitors of the destination.

For a fuller analysis the author has used as one of the variables – the number of public holidays in hours, since the lack of free time is the biggest problem for tourists visiting a destination.

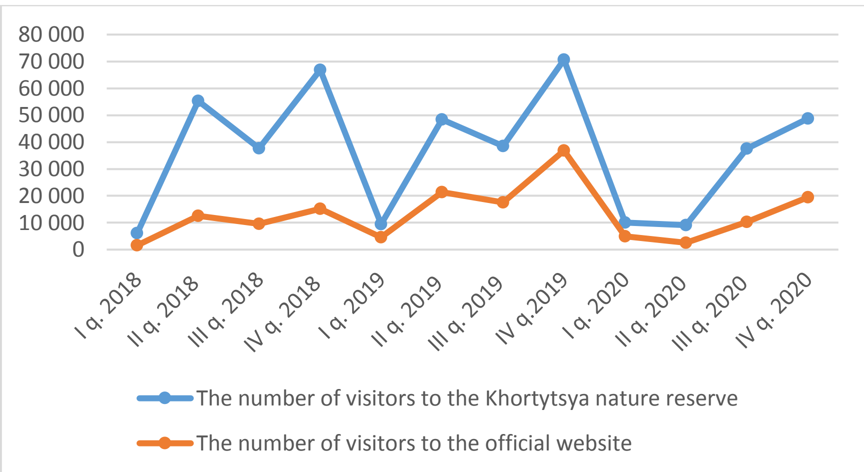


Fig. 1. The number of online and offline visitors
to the Khortytsa Reserve

Forecasting with a trend line has showed that an increase in site visitors up to 60,000 per quarter leads to an increase in visitors to the reserve up to 100,000 or more. It has been proven by the approximation coefficient of 70%.

4. Recommendations for improving the use of marketing technologies

Modern technological website of a destination is an effective promotion system and a powerful means of communication and advertising, working for the entire regional market. The findings of the study have highlighted the following requirements for websites as an information system for tourists:

- attractive modern design, easy and convenient navigation, adaptable to mobile devices, because the destination should look attractive on the screens of smartphones or tablets;
- destination brand (logo, slogan) must be presented in the design of the website, create and maintain a recognizable image of the destination being promoted in the tourist market;
- the competitive advantages of a destination should be presented on the home page, with the possibility for detailed introductions in other sections of the site;
- the current feature of the destination with a calendar of events should be renewed every year, which will additionally attract more tourists;
- description of the destination: nature, culture, history, traditions, popular routes, programs, news, etc. which might be interesting for tourists;
- photo gallery, virtual tours, videos for tourists in order to create the effect of presence and visualization of tourist opportunities of the destination;
- availability of foreign language versions in the target markets of tourist attraction, which should contain the specifics of travel arrangements for foreign tourists from a particular region (country);
- availability of reviews, surveys, visitor chat facilities, assessment of services, ratings of businesses and places of recreation based on user ratings;
- in the case of target consumer markets (e.g., young people, families, retirees, etc.) special sections which focused on target segment are required;
- integration with social networks, where destination pages have been created; in case the user subscribes, the destination will get a direct channel of communication with consumers by sending push messages and news, and social networks are a good channel for receiving feedback;

- the option to download a mobile app is an important and attractive feature that allows direct access to the consumer's smartphone and creates a convenient channel of communication with;
- the website of a tourist destination must appear on the first search position, so search engine optimization (SEO) and SMM promotion is critical.

5. Conclusion

Promotion in social networks is an important tool of marketing communication in the tourism industry. The online positioning of a destination is one of the components of its successful functioning and the use of SMM has an impact on the success and prosperity of the company. The analysis revealed that in eight Ukrainian tourist destinations SMM is fully applied. Therefore it is important that all other destinations of Ukraine must use this method as it will allow tourism in Ukraine to break a new ground.

REFERENCES

1. Сердюков С. Д., Сердюкова Н. К., Романова Л. М. Система продвижения туристской дестинации как составляющая информационного обеспечения в туризме. *Вестник Евразийской науки*. 2018. № 2. С. 71–85. URL : https://esj.today/PDF/08ECVN218.pdf
2. Шталь Т. В., Дмитрієв Г. Б. SMM як сучасні технології маркетингу. *Бізнес Інформ*. 2019. № 12. С. 446–452. URL : https://www.elibrary.ru/download/elibrary_42733398_21410348.pdf
3. Офіційний сайт Буцького каньйону. URL : https://buky.com.ua/uk/
4. Офіційний сайт Державного історико-архітектурного заповідника «Хотинська фортеця». URL: https://khotynska-fortecya.cv.ua/
5. Офіційний сайт замку – музею Радомисль. URL : https://www.radozamok.com/en/gifts/
6. Офіційний сайт Національного заповідника «Хортиця». URL : https://ostriv.org/en/
7. Офіційний сайт Національного музею-заповідника українського гончарства в Опішному. URL : https://opishne-museum.gov.ua/
8. Офіційний сайт Національного природного парку «Подільські Товтри». URL : https://parkkyivrus.com/ua/

9. Офіційний сайт Харківського музею імені М. Ф. Сумцова. URL : https://ostriv.org/en/
10. Офіційний сайт центру культури та стародавньої історії «Київська Русь». URL : https://parkkyivrus.com/ua/
11. Social Media Stats Ukraine 2021. URL : https://gs.statcounter.com/social-media-stats/all/ukraine.
12. Sushchenko O. Trends in the development of marketing technologies in the tourism market. *Economics of Development*. 2019. Vol. 18, № 1. P. 9–22. DOI: 10.21511/ed.18(1).2019.02

IMPACT OF ENGLISH LANGUAGE AND WESTERN CULTURE ON TOURISM TENDENCIES IN ASIAN REGION

E. R. Boriachok,
D. M. Petrenko (language supervisor),
V. N. Karazin National University, Kharkiv

Boriachok E. R., Petrenko D. M. Impact of English language and Western culture on tourism tendencies in Asian region. The article discusses the problem of the impact on tourism tendencies in Asian region. Western culture has become the primary motive for individuals to travel in Asia, and it even had an impact on people's mentality and behaviour. This article investigates the contrasts between western and Asian culture, as well as people's perceptions on culture as a source of tourism.

Keywords: culture, contrasts, impact, language, mentality, perception, tendencies.

Борячок Є. Р., Петренко Д. М. Вплив англійської мови та на туристичні тенденції в Азії. У статті розглядається проблема впливу на туристичні тенденції в азіатському регіоні. Західна культура стала основним мотивом подорожей по Азії, і вона навіть вплинула на менталітет і поведінку людей. У цій статті досліджуються контрасти між західною та азіатською культурами, а також уявлення людей про культуру як джерело туризму.

Ключові слова: вплив, контрасти, культура, менталітет, мова, сприйняття, тенденції.

1. Introduction

The o b j e c t of the article is the impact of English language and Western culture on tourism tendencies in Asian region.

The s u b j e c t of this research is development of tourism in Asia under the impact of English culture. As a result, the article will investigate what motivates fans of western culture to travel, as well as how popular culture influences Asia tourist tendencies. Because as people can only observe the visible effects of mass culture, it is critical to investigate the psychological and behavioral effects of long-term exposure to other cultures.

The p u r p o s e of this article is to investigate the relationship between tourism, culture, and destination attractiveness and competitiveness. In doing so, it:

• examines national and regional experiences and practices of destinations where cultural resources drive overall attractiveness.

• investigates how tourist production and distribution mechanisms have evolved in connection to cultural resources.

• identifies elements that influence the success or failure of activities aimed at improving the location's attractiveness to visitors, residents, and investors.

2. Current state of industry

Asia is a major hub for global migration, and its importance is spreading. The need for services, particularly tourism, is increasing. At the same time, Asia is growing in importance as a cultural force. Unlike in the past, when the region was mostly a beneficiary of Western culture, with Asian inhabitants avid consumers of Hollywood films and British pop music, today cultural flows are reciprocal. Asia has the scale, cultural content, and diversity to produce its own blockbusters in the entertainment industry. Asians are transferring their on-screen interest into real-life exploration as the region becomes an increasingly major center for people flows, including tourists, and global transportation networks, in addition to observing and learning about other cultures through digital media. Tourism, aviation traffic, and cultural material were the three emerging networks we looked into [6; 7].

According to the World Tourism Organization (2020) the top 10 tourist destinations in the world in 2009, the Asian countries on the list are China and Malaysia, ranking 4th and 9th respectively. In 2019, the 10 most visited destinations around the world, China ranked 3rd, Thailand ranked 7th and Japan ranked 10th. Asian countries performed better in 2019, and most of the rankings improved or maintained, while China has remained the best performer among Asian countries, and even became the top 3 in 2019. UNWTO interacted with travellers from all over the world and concluded that from 2009 to 2018, the number of tourists visiting in Asia and the Pacific region who traveled for leisure, recreation and holidays rose from 47% to 58%. The average annual growth rate of leisure, recreation and holidays option was 6% between 1999 and 2009.

From 2008 to 2018, it increased at a rate of 9% per year (UNWTO, 2020). In 2009, the number of persons travelling for business and professional purpose was less than 100 million, but by 2018, the number had risen to 200 million. As can be seen, tourism in Asia is fast growing. At the same time, the development of leisure and entertainment in Asia has enhanced the recognition of the Asian region in the global tourism business, attracting a huge number of tourists. Because supply and demand can result in social and economic benefits, the Asian tourism industry places a greater emphasis on its development, and market expansion and changes make Asian tourism a competitive and diversified environment [10].

Tourists are increasingly choosing to travel for the sake of western culture rather than broadening their horizons, challenging themselves, gaining knowledge, or relaxing. The promotion and prosperity of culture are founded on changes in consumerism and people's adoration. It's also worth investigating why mainstream culture has such a significant impact on Asia's tourism business. However, there are few studies that go into great detail on culture and explain how it affects the tourism business. South Korea was one of the first countries to use popular culture to promote its economy, and other countries soon followed suit. And this is undeniably a recognition of Korean pop culture's success and impact on the Asian economy. Is everyone aware of the positive and bad consequences that pop culture will have? Are people oblivious to or perhaps morbidly obsessed with mass culture? [2]

3. Problems of the industry

Because the tourism and cultural sectors frequently appear to speak a different language, establishing successful partnership is particularly difficult. This has a lot to do with the cultures of the two sectors, as the tourism industry is generally commercial, whilst the cultural sector is often non-profit.

Collaboration issues are exacerbated by the cultural sector's difficulty in identifying direct benefits from tourism development. The motivation for serving non-resident visitors is frequently phrased in economic terms, as the public service ethos is primarily based on serving the needs of residents or citizens. However, in comparison to tourism suppliers, many cultural organizations today reap comparatively little direct economic gain from tourists.

Another issue that some locations may face in mobilizing their cultural assets for tourism is that intangible assets are becoming more relevant in destination competition. Whereas countries used to focus on getting their national treasures inscribed on the UNESCO World Heritage List, they now appear to be vying for a spot on the new UNESCO Intangible Heritage Register. This is only one indicator that cultural competition is no longer simply about culture, but also about inventiveness [7; 9].

4. Prospects

As their importance in regional attractiveness and competitiveness has become evident, tourism and culture have become increasingly intertwined. Most places, including those that have traditionally relied on their natural assets, such as sun and beach or mountains, are likely to include culture in some form in their tourism product and advertising. Destinations are also attempting to improve their comparative advantage by expanding their cultural offerings (e.g. building new museums or heritage centres). They are also attempting to cultivate their intangible culture and creativity (for example, offering “atmosphere,” cultural events, and food). Destinations are increasingly using innovative forms of organization and marketing to gain a competitive advantage in culture and tourism. Local communities, for example, are beginning to work together to generate cultural offerings for tourism rather than competing directly. New strategies are anticipated to include new structures and programs incorporating public-private partnerships and bringing together a broader range of stakeholders to use culture to promote regions as places to live, work, and invest in addition to attracting visitors. The following chapter examines how tourism and cultural policies have evolved, focusing on the experiences of a variety of OECD members as well as other case studies [3].

5. Conclusions

The importance of English in the tourism business cannot be underestimated. This is one of the factors that contribute to the tourism industry's success. Because it is an international language, language plays a vital role as a communication tool. Language plays a critical function in forming social bonds and serving as a means of communication. The purpose of English in the tourism industry is to facilitate communication, eliminate misunderstandings, strengthen relationships, and foster a family feeling among tourists and those who work with them. The following information was gathered as a consequence of the study on the role of English in the tourism industry.

According to the data, a travel agent and a tour guide should use suitable English when doing their tasks, and their comments should be logically acceptable and based on common sense. This means that the tourism personnel’ remarks and explanations should be related to the actual phenomenon. They couldn’t make something up or say something that wasn't true. To be effective in their jobs, hotel workers should have a good command of the English language. As a result, people with strong English abilities are more likely to get work in the tourism business and to work more efficiently [4].

The mission of the language in tourism industries is to improve communication, prevent misunderstandings, develop relationships, and foster a family atmosphere among international tourists and their relatives. Because of the expansion of globalization, which requires tourism personnel to be able to compete in numerous domains of the tourism business, the function of English in the tourism industry is very significant. According to the findings, tourist workers need to be able to communicate smoothly and appropriately in English, using acceptable expressions, vocabulary, and grammar. Furthermore, tourist professionals must improve their communication methods in order to communicate effectively in a variety of scenarios.

REFERENCES

1. APEC (2001). Best Cases on Tourism and Cultural Festivals in APEC Member Economies, LINE PIA Communications, Seoul, Korea.
2. Kim, C. W. (2007). Analysis of the Temple Stay. Korean Buddhism Cultural Organisation.
3. Mattila, A. S. (2000). The impact of culture and gender on customer evaluations of service encounters // Journal of Hospitality & Tourism Research. P. 263–273.
4. McKercher, B. and H. du Cros (2002). Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management. The Haworth Hospitality Press, New York.
5. Puczko L. and Ratz T. (2007). Trailing Goethe, Humbert and Ulysses Tourism: Cultural Routes in Tourism // Cultural Tourism: Global and Local Perspectives. Haworth Press, New York.
6. Reisinger, Y., & Turner, L. (1998). Cross-cultural differences in tourism: A strategy for tourism marketers // Journal of Travel & Tourism Marketing. P. 79–106.
7. Tomlinson, John (1999). Globalization and Culture. Chicago : University of Chicago Press.
8. Tourism Malaysia (1998). Malaysia: A General Guide. Kuala Lumpur: Ministry of Culture, Arts and Tourism.
9. UNESCO Intangible Heritage Register. URL : https://ich.unesco.org/en/lists
10. UNWTO Tourism data. URL : https://www.unwto.org/statistics

THE IMPACT OF GLOBALIZATION ON INTERNATIONAL RELATIONS

Y. J. Borokh
N. A. Bolibok (language supervisor)
V. N. Karazin National University, Kharkiv

Borokh Y. J., Bolibok N. A. The impact of globalization on international relations. The article is devoted to the globalization of economic activity, which is one of the main trends in the development of the modern world, which has a huge impact not only on economic life, but also attracts internal and cultural issues. The author considers the disclosure of the essence, the main stages of globalization, the impact of globalization on economic processes within countries, as well as the study of the global economic crisis. In conclusion, the author says that the processes of globalization directly affect the national economic policy, limiting its possibilities. The international economy, which has an increasing impact on the situation of individual countries, is outside the jurisdiction of national governments, ministries, central banks and their economies.

Keywords*:* Globalization, international economy, national economy, world economy, impact of globalization, crisis, politics.

Борох Є. Я., Болібок Н. А. Вплив глобалізації на міжнародні відносини. Стаття присвячена глобалізації економічної діяльності, яка є однією з головних тенденцій в розвитку сучасного світу, що величезним чином впливає не лише на економічне життя, але й тягне за собою політичні (внутрішні і міжнародні), соціальні і навіть культурно-цивилізаційні наслідки. Автор розглядає розкриття сутності, основних етапів глобалізації, впливу глобалізації на економічні процеси всередині країн, а також дослідження світової економічної кризи. У висновку автор говорить про те, що процеси глобалізації безпосередньо зачіпають національну економічну політику, обмежуючи її можливості. Міжнародна економіка, що надає все більший вплив на становище окремих країн, перебуває поза юрисдикцією національних урядів, міністерств, центральних банків і їх економічної політики.

Ключові слова: Глобалізація, міжнародна економіка, національна економіка, світова економіка, вплив глобалізації, політика.

1. Introduction

Problem statement: The national economies of the countries of the world and the manifestation of the way in which globalization affects them. In my work, I have considered the characteristics and features of the development of globalization and regionalization, how these processes affect the color economic economy.

R e l e v a n c e of the study: At this time, modern globalization processes are unfolding, above all, between industrialized countries and only secondarily occupying developing countries. Globalization strengthens the position of the first group of countries, gives them additional advantages. At the same time, the development of globalization processes in the framework of the current international division of labor threatens to freeze the current situation in the less developed countries of the country.

The s u b j e c t of this work is disclosure of the essence, the main stages of globalization, the impact of globalization on economic processes within countries, as well as the study of the global economic crisis.

The objectives of this work are: The national economies of the countries of the world and the elucidation of how globalization affects them. In my work I have considered the characteristic features and peculiarities of the development of the processes of globalization and regionalization, the way in which these processes affect the world economy and the economy.

2. Factors, main features and directions of globalization of the world economy

Factors, main features and directions of globalization of the world economy.

Prerequisites for the emergence of modern processes of globalization are:

1) The common division of labor and, consequently, the desire to unite the various branches of the economy into a single mechanism;
2) The emergence of trade;
3) Sustainable economic growth of individual countries;
4) ndustrialization and the emergence of global environmental and other problems;
5) NTP;
6) Formation of transnational corporations and international organizations;
7) Development of information technologies, formation of the world information network Internet.

The main thing is that the goods warehouse of the people is being sold and the goods are being sold: the goods are being transported by the goods themselves, and the goods are being stored by the car, the possessions, the science, the high-tech objects, and they are ready to buy. For its own zmeist, it is not important to be a Midgalusian, but an inner-Galusian bargain, based on the inner-Galusian specialisation of the surrounding region.

The main trend is a significant transformation of the totality of capital relations. Tendencies to change the concept of capital entail the transformation of the entire system of production relations. Forms of intellectual and human capital are more internationalized than physical capital, which determines the accelerated development of globalization in this sector. The processes of modern globalization lead to both positive and negative phenomena. The degree of positive impact of globalization processes on the economy of individual countries depends on the place they occupy in the world economy.

3. Analysis of positive and negative aspects of globalization

The process of globalization can be considered in terms of different aspects, which to some extent will have a positive or negative impact on the development of national and world economies.

- The positive aspects of globalization include: -stimulation of the development of production forces and technologies, in particular information;
- the ability of developing countries and economies in transition to receive direct investment, which contributes to the creation of new jobs and to some extent increase the income of the population;
- globalization allows humanity to show mutual assistance during – natural disasters and anthropogenic catastrophes;
- there is a change in preferences in favor of intellectual capital and the quality of personnel, rather than cheap labor and resources;
- developing countries with emerging economies have an incentive to develop in the face of fierce global competition;
- developed countries have the opportunity to hire cheap labor in countries with less developed economies;
- globalization contributes to the development of international relations and the strengthening of ties, which is one of the factors preventing world wars.

The negative aspects of globalization include:

- the global Capital market and the retirement of international financials and retail between international financial Potions, before the financial community is being taken away from the financial community, before the financial community is in a very less accurate country. This brings them into the deep and thriving crisis of Oma, through this cocitive and humanitarian script.

- uneven distribution of benefits from globalization in certain sectors of the national economy;
- development of international transport infrastructure. This greatly facilitates the flow of migrants from poor countries to the rich in search of earnings and a better life. The growing influx of immigrants creates in the West not only social but also ethnic tensions, gives rise to neo-nationalist tendencies, undermines the foundations of democracy;

The most painful consequences of globalization can be felt by less developed countries that belong to the so-called world periphery. Most of them, taking part in internationalization as suppliers of raw materials and producers of labor-intensive products, are more dependent on advanced countries and countries.

4. The impact of globalization on world development

Principal Regional Farm of the 1x0th State is imminent to implement on the continuous side of global implications, which consistently promoted the implications of global implications, which consistently promoted the implications of global implications, which consistently endorse of global implications, which consistently endorse of global practice. In the whole global impact must look at the World Research for the activities of the National Assembly of the active and international instruments in the mind of this. The only possible output of global broadcast is the power of global logging to disposal of judgment, mixing in the middle-galuulesis of international connections, and therefore the sophisticated brain, regulated, rivalry, rivalry, rival, rival, sober-level interaction, regulatory, one-level cooperation. How the National Assembly operated, so with interstate construction that should be a direct-based effect of global implications, including differentiation, and considered differentiation of the enterprise of global interests. In the country with the overhead econocomic state is a rival of regulatory, brings the uninvited effects on the commitment to global promotion. The tools are kept regulation in which you have to impact the DNA, empire, to make a very good brain to institute. To help the country from the crossing exosure is being made by a different international government job that regulate the levels on an international level and are crushing the integration stream. The first Ukraine problem with a given item on a given item is to go to a secondary care, a job institution, a higher-level mining with a full-scale, a higher security guard, a higher security preparation with a regional security guard, a higher security guard, a higher security guard, a higher security guard on its windmilital corporation, a higher security guard.

5. Conclusions

The prophecy of a global imprisonment is after national Portics to protect it in their ability. International ecosystems, ministers that will be more powerful in the former country, and their ecosystem. That's what this 'Grasshopper' project, the budget, the budget, the link, the business, get a job done, getting a job as an agent or an anthemera now is recycled. International factors lower efficiency and wanted to make creativity in our national river. The deeper and deeper prophecy of global prophecy, the more likely to feel it about this.

It's in this country, obviously coordination of the economic states. The market value is not important without different rules.

But it's an act of decent and sacrifice of global economic economy, and it's happened during this question, and also internal and internal politics and borders that don't give them. Some of these irrational military campaigns will be improved or implemented in getting a community with internal regulation.

REFERENCES

1. Загашвили В. На пороге нового этапа экономической глобализации // Мировая экономика и междунар. отношения. 2012. N 3. С. 15–23.
2. Костин А. И. Общее достояние человечества и политика // Вестник Московского университета. Серия 12: политические науки. 2014. № 2.
3. Ломакин В. К. Мировая экономика : учебник ; 3-е изд., перераб. и доп. М. : ЮНИТИ-ДАНА, 2012. 671 с.
4. Мировая экономика: глобальные тенденции за 100 лет / под ред. И. С. Королева. М. : Юристъ, 2013. 604 с.
5. Никулина Т. Е. Глобализация и мировой финансовый кризис // Микроэкономика. 2013. N 1. С. 19–22.
6. Субботин А. Перспективы глобального рынка // Мировая экономика и международные отношения. 2012. N 1. С. 75–80.
7. Ширай В. И. Мировая экономика и международно-экономические отношения. М. : Издательство корпорации “Дашков и К”, 2004. 528 с.

UNO UND PROBLEME IHRER REFORM

Y. J. Borokh
A. A. Mordvynova (wissenschaftlicher Betreuer)
V. N. Karazin National University, Kharkiv

Borokh Y. J., Mordvynova A. A. UNO und Probleme ihrer Reform. Der Artikel ist für die Organisation der Vereinten Nationen bestimmt – sie ist eine globale übernationale Institution, die praktisch jedes Ereignis sowohl auf der internationalen Bühne, als auch innerhalb jedes einzelnen Mitgliedslandes beeinflussen kann. Sie deckt fast das ganze Spektrum der internationalen Beziehungen ab und lässt kein bedeutendes UNO-Ereignis außer Acht. Daraus geht die Aktualität des von mir gewählten Problems hervor – die Reform der UNO in der modernen Welt. 68 Jahre sind seit der Gründung der UNO vergangen, die Welt hat sich grundsätzlich verändert und dementsprechend muss sich die Organisation ändern, sich unter neue Realitäten umstrukturieren. Die UNO befindet sich derzeit in einer schwierigen und langwierigen Krise. Diese Krise wird nicht verschwinden, bis ihre Ursachen verständlich werden und die Organisation reformiert wird. Aber die neue Form der politischen Korrektheit erschwert die Durchführung solcher Reform.

Schlüsselwörter: UNO, internationale Reform, Krise, Reform, internationaler Konflikt

Борох Є. Я., Мордвинова А. А. ООН та проблеми її реформування. Стаття призначена організації Об'єднаних Націй – це глобальний наднаціональний інститут, який здатний вплинути на будь-яку подію, яка відбувається як на міжнародній арені, так і всередині кожної окремої країни члена-організації. Вона охоплює практично весь спектр міжнародних відносин та не залишає без уваги будь-яку значущу подію ООН. Звідси виникає і актуальність обраної проблеми – реформування ООН у сучасному світі. З моменту створення ООН минуло вже 68 років, світ кардинально змінився і відповідно Організація повинна змінюватися, перебудовуватися під нові реалії. ООН перебуває зараз у тяжкій, довготривалій кризі. Ця криза нікуди не зникне до тих пір, поки її причини не будуть зрозумілі і організація не буде реформована. Але нова форма політичної коректності ускладнює проведення такої реформи.

Ключові слова: криза, міжнародне реформування, міжнародний конфлікт, ООН, реформа.

1. Einleitung

Eine der Hauptursachen der UNO-Krise ist die Veränderung der internationalen Lage nach dem „Ende“ der Sowjetunion und der Ausbreitung unterentwickelter Staaten. Viele Länder, die durch die Aktivitäten nationaler

Befreiungsbewegungen in den 1940er und 1990er Jahren unabhängig wurden, erwiesen sich als unfähig, die Voraussetzungen für ein normales Leben zu schaffen. In der Epoche der Globalisierung bleiben sie so hoffnungslos und mit großem Rückstand hinter den entwickelten Ländern liegen.

Darüber hinaus sind viele dieser Regelungen einfach ineffektiv und sie werden verschwinden oder in naher Zukunft erhebliche Veränderungen erfahren. Dies wird unweigerlich eine Quelle langfristiger politischer und militärischer Instabilität in weiten Teilen Afrikas, des Nahen Ostens, Zentral- und Südasiens und einer Reihe der ehemaligen Sowjetrepubliken sein.

Die Aktualität der Arbeit ist dadurch bedingt, dass derzeit das Thema der Reform der UNO im Vordergrund der offenen 66. Sitzung der Generalversammlung steht.

Forschungsobjekt sind dabei die UNO selbst, ihre Institute und Strukturen.

Gegenstand der Forschung sind die Unzulänglichkeiten und Ineffizienzen in der Aktivitäten der UNO-Strukturen.

Ziel der Forschung ist es, Probleme in der Arbeit der UNO und ihre Fähigkeit, die der Organisation gestellten Aufgaben zu erfüllen, sowie Vorschläge zur Behebung der identifizierten Probleme herauszufinden. Die Erreichung dieses Ziels wird durch folgende Aufgaben sichergestellt:

1) die Ziele und Zielsetzungen der UNO zu berücksichtigen;

2) die Fragen der Reform der UNO- Friedenssicherungstätigkeit, des Sicherheitsrats und der UNO-Generalversammlung zu behandeln;

3) die problematischen Fragen der UNO-Reform zu analysieren.

2. Ziele und Aktivitäten der UNO

Die Vereinten Nationen (UNO) sind eine internationale Staatsorganisation, die gegründet wurde, um Frieden, Sicherheit und die Entwicklung der Zusammenarbeit zwischen Staaten zu unterstützen und zu stärken.

Die wichtigsten Aufgaben der UNO sind friedenserhaltende Aktivitäten, Achtung der Menschenrechte, Wahrung des Friedens und der internationalen Sicherheit, Einstellung der Waffenverbreitung, Reduzierung und Beseitigung aller Vorräte von Massenvernichtungswaffen.

Die UNO veranstaltet Konferenzen und Foren, um Lösungen für viele internationale Probleme zu diskutieren und zu entwickeln. Dazu gehören Wirtschaft, Sicherheit, Kriminalität, Gesundheit, Wissenschaft usw. Während ihres Bestehens hat die UNO die für alle Staaten wichtigsten internationalen Dokumente im Bereich der Menschenrechte, des Völkerrechts, der nuklearen Sicherheit und anderer verabschiedet.

Darunter:

- Allgemeine Erklärung der Menschenrechte (1948);
- UN-Erklärung zur Beseitigung jeder Form von Rassendiskriminierung (1963);
- Wiener Übereinkommen zum Schutz der Ozonschicht (1985);
- UNO-Rahmenübereinkommen über Klimaänderungen (1992) und das Kyoto-Protokoll dazu (1998);
- Übereinkommen über nukleare Sicherheit (1994) usw.

Im Gegensatz zur UN-Charta ist die Annahme der Konventionen für die Mitglieder der Organisation jedoch nicht bindend.

Die UNO führt auch die Tätigkeit durch, die auf Verbesserung der Lebensbedingungen der Menschheit, Überwindung der Probleme, die mit dem Wachstum der Weltbevölkerung, der Industrialisierung der entwickelnden Länder verbunden sind, Hilfe den Flüchtlingen, Besserung der Umwelt, abzielt.

Zur Umsetzung dieser Aufgaben sind im Rahmen der Vereinten Nationen die Organisationen gegründet, die praktisch alle Bereiche menschlicher Tätigkeit umfassen: das UNO-Entwicklungsprogramm (UNDP); Organisation der Vereinten Nationen (UNO) ist internationale staatliche Organisation; Das UN- Umweltprogramm usw.

3. Problematische Fragen der Reform des UNO-Sicherheitsrats

Das grundlegende Problem der Reform des Sicherheitsrats ist der Widerspruch zwischen der rechtmäßigen Erweiterung der Mitgliedschaft dieses Gremiums und dem drohenden Verlust seiner Wirksamkeit. Eine Erhöhung der Zahl der ständigen Mitglieder würde die Möglichkeit der Ausübung der Vetorechts erweitern und und zusätzliche Schwierigkeiten auf dem Weg zu einer zeitnahen Entscheidungsfindung schaffen. Der Entzug des Vetorechts wäre eine Diskriminierung gegenüber neuen ständigen Mitgliedern.

So lassen sich folgende problematische Aspekte der Reform des UNO-Sicherheitsrats ausmachen:

1) die mangelnde Einheitlichkeit der Positionen der Länder bezüglich der Mitgliedschaft und des Beschlussfassungsverfahrens des UNO-Sicherheitsrats;

2) die Ausweitung des Kreises der ständigen Mitglieder kann zur Bildung neuer Konfrontationsblöcke durch die ständigen Mitgliedsländer führen, was die Beschlussfassung des UNO-Sicherheitsrats weiter erschweren wird;

3) die Ausweitung des Kreises der ständigen Mitglieder impliziert die Gewährung eines Vetorechts für mehr Länder, was derzeitige Situation weiter verkomplizieren kann;

4) mangelnde Objektivität in der Vision der Funktionsweise der UNO, da alle vorgeschlagenen Reformoptionen der UNO auf subjektiven politischen Interessen und Ambitionen einzelner Staaten beruhen;

5) die Notwendigkeit, dass die absolute Mehrheit der UNO-Mitgliedstaaten das Konzept der Reform des UNO-Sicherheitsrats unterstützt.

4. Die Frage der Reform des UNO-Sicherheitsrats: Vorschläge, Probleme und Perspektiven

Die Befugnisse des Sicherheitsrats sind in folgende Gruppen unterteilt: Befugnisse zum Handeln bezüglich der Friedensbedrohung, Befugnisse zum Handeln bei Bedrohungen des Friedens, Friedensverletzungen und Angriffshandlungen, sonstige Befugnisse zur Afrechterhaltung der Sicherheit und der Friedenserhaltung; zur Umsetzung der inneren Sanktionen des UNO- Systems ; zur Aufnahme neuer Mitglieder des Statuts des Internationalen Gerichtshofs; im Hinblick auf Änderungen und Überarbeitung der UNO-Charta; zur Ernennung von Amtsträgern und der Zusammensetzung von UNO-Gremien (Nominierungsbefugnisse); Exekutivbefugnisse; bezüglich der Schaffung neuer Gremien des UNO-Systems; zur Umsetzung des internationalen Vormundschaftssystems. Eines der Hauptprobleme bei der Reform des UNO-Sicherheitsrats ist die Praxis der Ausübung des „Vetorechts“ durch ständige Mitglieder. So wurden aufgrund des Vetos eines oder mehrerer ständiger Mitglieder keine wichtigen Entschließungen angenommen. Ein Beispiel ist der Vorwurf, dass Großbritannien 1982 seine Befugnisse im Sicherheitsrat missbraucht habe, wodurch die UNO nicht in der Lage war, das offizielle London daran zu hindern, den Krieg für Falklandinseln mit Argentinien zu beginnen. Ein weiteres Beispiel ist die scharfe Kritik an den USA für die Invasion in den Irak im Jahr 2003. Die internationale Gemeinschaft hat für heute folgende Reformvorschläge vorgelegt: Beschlussfassung des UNO-Sicherheitsrats im Konsens aller Mitglieder, Frankreichs Vorschlag zur freiwilligen Weigerung ständiger Mitglieder des UNO-Sicherheitsrats, ihr „Veto“ in Fällen von Massenverbrechen auszuüben, zu denen Frankreich selbst Völkermord, Verbrechen gegen die Menschheit und schwere Kriegsverbrechen zählt, Vetorecht, wenn zwei oder mehr ständige Mitglieder des Sicherheitsrats gleichzeitig gegen den Beschluss stimmen, das Vetorecht zu den Fragen, die unter Kapitel VII der UN-Charta fallen (Maßnahmen bei Bedrohung oder Bruch des Friedens und bei Angriffshandlungen), Einführung der Möglichkeit, das „Vetorecht“ mit zwei Dritteln der Stimmen des Sicherheitsrats zu überwinden, Abschaffung des „Vetorechts“.

5. Schlussfolgerungen

Gegenwärtig gibt es keine andere Organisation, die die UNO ersetzen kann. Infolgedessen versucht niemand, den Erfolg zu schmälern, den die UNO in den Jahren ihres Bestehens erzielt hat. Die Organisation ist die wichtigste Plattform für Verhandlungen, Diskussionen über Probleme in der Welt, Suche nach akzeptablen und Kompromisslösungen in kontroversen Fragen. Zusammenfassend lässt sich jedoch auf die „alten“ Organisationen schließen. Nicht jeder hat die Stabilität gesehen, die die UNO bringen sollte, und für sie wächst es zu einer Pattsituation. Der Prozess des Autoritätsverlusts in den Augen der Weltgemeinschaft ist im Gange. Mit dem Zusammenbruch des bipolaren Systems ist der NATO-Block zunehmend zu einem "Ersatz" für die UNO geworden, der auf internationaler Ebene mit der Macht der "Urteile" agiert. Beispiele für solche Aktionen sind die Bombardierung Jugoslawiens, die Kriegsaktion im Irak (2003) und der Konflikt in Libyen. Bei diesen Aktionen wurden die Grundprinzipien und Postulate der Vereinten Nationen verletzt: das Prinzip der Souveränität, die Verletzung der territorialen Integrität und so weiter.

Die Reform der Zusammensetzung und Arbeitsweise des Sicherheitsrats ist nicht dringend, während das Problem der Reform der Praxis der Ausübung des "Vetorechts" durch ständige Mitglieder des Sicherheitsrats äußerst dringend ist. Nach der Analyse der Äußerungen und offiziellen Positionen der fünf ständigen Mitglieder des UN-Sicherheitsrats wenden sich diese Staaten gegen die Einschränkung ihrer Rechte und Vorrechte und stimmen daher der Durchführung solcher Reform nicht zu. Am besten ist es, Änderungen der UNO-Charta auf einer internationalen Konferenz zu verabschieden, auf der neben den anderen Veränderungen abschließende Entscheidung bezüglich der Zahl der Mitglieder des

Sicherheitsrats, der Kriterien für die Gewährung des Status als ständiger Mitglieder und ihres Vetorechts in Empfang genommen wird.

LITERATURVERZEICHNIS

1. Бикова О. В. Військово-політичні конфлікти сучасності та можливі шляхи їх правового вирішення // Військово-юридичний журнал. 2011. № 2. С. 15–22.
2. Валєєв Р. М., Курдюков Г. І. Міжнародне право. Особлива частина : підручник для вузів ; під ред. Р. М. Валєєва. М. : Статут, 2010. 369 с.
3. Говердовський Т. М. Реформа Ради Безпеки ООН. Значення реформування для підтримки міжнародного миру і безпеки. М. : ИНФРА-М, 2011. 376 с.
4. Заемский В. Ф. ООН и миротворчество. СПб : Международные отношения, 2008. 420 с.
5. Карташкін В. А., Поджідаева М. В. Пакти про права людини та реформування правозахисного механізму ООН. До 40-річчя прийняття Пактів // Юрист-міжнародник. 2007. № 3. С. 2–19.
6. Сашин В. Л. Основные факты об Организации Объединенных Наций. М. : Весь Мир, 2005. 456 с.

HYBRID WARS IN INTERNATIONAL RELATIONS

A. O. Bratkov,
N. O. Bolibok (language supervisor)
V. N. Karazin National University, Kharkiv

Bratkov A. O., Bolibok N. O. Hybrid wars in international relations. This article analyzes the concepts, purpose and methods of conducting hybrid wars. The events that are rapidly breaking out before our eyes in many regions, which lead to changes in governments and changes in the political configuration of regions and states, are characterized by the fact that they combine both lethal and non-lethal means of achieving geopolitical, economic, demographic and other goals modern international confrontation. It is enough to analyze the events in the Middle East and in Ukraine. Therefore, such a type of conflict as hybrid warfare is quite relevant today.

Keywords: conflict, geopolitics, hybrid war, international confrontation, war.

Братков А. О., Болібок Н. О. Гібридні війни в міжнародних відносинах. Ця стаття аналізує поняття, мету та способи ведення гібридних воєн. Події, які стрімко розгортаються на наших очах у багатьох регіонах, які призводять до зміни урядів і зміни політичної конфігурації регіонів і держав, характеризуються тим, що вони поєднують в собі як летальні, так і не летальні засоби досягнення геополітичних, економічних, демографічних та інших цілей сучасного міжнародного протиборства. Досить проаналізувати події на Близькому Сході та в Україні. Тому такий вид конфлікту, як гібридна війна є досить актуальним на сьогоднішній день.

Ключові слова: війна, геополітика, гібридна війна, конфлікт, міжнародне протистояння.

1. Introduction

The o b j e c t of the article is a comprehensive study of the problem of hybrid wars and the characteristics of the origins of hybrid wars. The s u b j e c t of the research is the process of formation of conflicts and hybrid wars and their impact on international relations. The p u r p o s e of the study is to show the goals and objectives of wars and conflicts in the modern world. To achieve this, first of all, it is necessary to analyze the concept of war as a whole, to study the causes of wars and ways to solve them.

2. Hybrid war concept

Hybrid warfare is a modern type of war waged not only by military equipment, but also by forces of political propaganda, terror, misinformation and economic pressure on the enemy.

Hybrid warfare also includes the subversive activities of special services in enemy territory, and various techniques of distorting information [1].

It covers the entire population, fills the information space, including print and electronic media, cyberattacks, seminars, training courses with lectures for supporters of opposition movements, etc. It applies to various spheres of public life: political, economic, social, cultural. Its purpose is the mental component and the system of public organization of the enemy. Ultimately, hybrid wars are not just armed conflicts that have no boundaries in time, space, or the means used. Their main difference is that they blur the boundaries that separate war from other forms of political, economic, or ideological confrontation [5].

3. The purpose of hybrid wars

The purpose of the war – is the desired or estimated end result of the war, in fact – the expected results of a set of strategic tasks, each of which is an intermediate, private result. Usually the purpose of war is to forcibly subjugate the opposing side to the will of the political leadership of the other side. In hybrid warfare, various strategies for achieving the goals of war are used as mixed elements. Hybrid actions during military campaigns have always been used, but the successful conduct of hybrid wars became possible only at the beginning of this century. The development of the media and other forms of mass communication allows the opposition leadership to effectively manipulate the consciousness of the masses through television, radio and the Internet, inciting them to disorder, disobedience and sabotage [7].

4. A kind of hybrid wars

Depending on the order and scale of the use of armed violence and the actions of the agents, there are three types of hybrid wars.

The first (most common): the agents has long been preparing the ground for external aggression under the guise of humanitarian goals and restrictions on the use of military force.

Second: the armed forces in a short time destroy the state infrastructure and the enemy's army, and the agents ensures the unimpeded capture of the country's territory and its further management.

Third: the armed forces of the aggressor country and the agents act synchronously and consistently in the implementation of each strategic task; this is usually accompanied by medium and high-level armed violence under ideological cover [6].

5. Stages of hybrid wars

The first stage: innovative aggression (cyber warfare, economic pressure, information and psychological attacks, etc.). It is often quite difficult to detect and identify a covert economic attack that can be disguised as competition and leadership struggles between countries and multinational corporations in particular sectors or sectors of the economy. It is not always possible to trace the act of aggression in promoting the national culture of one country in another. A similar situation occurs in the promotion of the media, which are fighting for target audiences and areas of influence that may extend to neighboring countries and individual continents. Even if it is possible to track these trends, it is extremely difficult to substantiate and prove the accusations and force the opponent to stop aggressive actions. This involves international arbitration institutions, which have been sentenced for years and have unclear decisions. In addition, the decision-making process of such structures is quite lengthy, and hybrid attacks are carried out quickly [5].

The second stage: the use of irregular armed groups or private armies (insurgent, guerrilla movement, terrorism). The second stage of the hybrid war takes on the character of a certain openness, when it becomes clear who is the initiator of the aggression, however, it is quite difficult to provide evidence in this case, because the attacking side does not finally reveal its cards.

The third stage: official military action or demonstration of force (identified uniform, weapons, official recognition of participation in the conflict). In the third stage of the hybrid war, the struggle actually takes an open form and can turn into a formal armed conflict. This is done either in the format of open intervention or under the guise of introducing peacekeeping forces. In both cases, the main official reason is an attempt to stop internal conflicts or stop illegal actions of official authorities that contradict modern norms and principles of human rights protection, established and enshrined in international agreements and declarations of the UN, UNICEF, Council of Europe and others [6].

6. Conclusions

In this article, the main features of the emergence of a hybrid war were considered, the types and stages of hybrid wars were highlighted. Some aspects of the formation of a new approach to understanding the phenomenon of hybrid warfare are highlighted.

In general, the formation of a unified comprehensive concept of hybrid war, conceptualization of the concept of hybrid war in political discourse and its further consolidation in normative documents make it possible to bring scientific research of this phenomenon to a qualitatively new level. Further research should identify certain elements of a hybrid war, the specifics of operations, and mechanisms for countering hybrid war.

REFERENCES

1. Возняк А. П. Геополітичні аспекти війни в Україні. Львів : Незалежний культурологічний журнал «Ї», 2015.
2. Гай-Нижник П. П. Росія проти України (1990–2016 рр.): від політики шантажу і примусу до війни на поглинання та спроби знищення. 2017. 332 с.
3. Горячев А. І. Феномен гібридної війни в сирійському контексті. Військовий академічний журнал. 2018. № 2. С. 28–36.
4. Дамьян ван Пьювелде. Гибридная война – существует ли она вообще? 2015. URL : https://www.nato.int/docu/review/ru/articles/2015/05/07/gibridnaya-vojna-sushchestvuet-li-ona-voobshche/index.html
5. Клименко С. В. «Теорія і практика ведення «Гібридних воєн» (за поглядами НАТО) – 2015». «Закордонний військовий огляд». 2015. № 5. С. 109–112.
6. Манойло А. В. Кольорові революції в контексті гібридних воєн. Право і політика. 2015. С. 1400–1405.
7. Оганнисян А. Гибридные войны: традиции и новации. 2016. URL : https://www.imemo.ru/publications/periodical/pmb/archive/2016/1-50/articles/military-policy-and-strategy/hybrid-wars-traditions-and-innovations
8. Троян С., Киридон А. Грузія 2008 – Україна 2014: запаралелення російських стратегем. Зовнішні справи. 2014.
9. Тюхтенко Є. Нові технології і методи гібридної війни. 2018. URL : https://www.radiosvoboda.org/a/29591806.html
10. Уизер Джеймс К. Смысл гибридной войны. 2015. URL : http://connections-qj.org/ru/article/smysl-gibridnoy-voyny

SUR L'ÉMERGENCE D'UN CONFLIT COMMERCIAL ENTRE LES ÉTATS-UNIS ET LA CHINE

V. Budanova,
N. T. Bezvesilna (consultante linguistique)
Université nationale V. N. Karazin de Kharkiv

Budanova V., Bezvesilna N. T. Sur l'émergence d'un conflit commercial entre les États-Unis et la Chine. Cet article analyse les conditions préalables à l'émergence du conflit commercial entre les États-Unis et la Chine, l'impact du conflit sur l'économie mondiale et l'économie chinoise en particulier, ainsi que la stratégie des dirigeants chinois dans le contexte des négociations commerciales avec les États-Unis.

Mots-clés: commerce mondial, partenaires commerciaux, la crise financière mondiale, des accords de libre-échange,

Буданова В., Безвесільна Н. Т. Про виникнення торгового конфлікту між США і Китаєм. В цій статті проводиться аналіз передумов виникнення торгового конфлікту США та Китаю, вплив конфлікту на світову економіку та економіку Китаю зокрема, а також стратегію керівництва Китаю у контексті торгових переговорів із США.

Ключові слова: світова торгівля, торгові партнери, світова фінансова криза, угоди про вільну торгівлю.

1. Introduction

La croissance du commerce mondial a ralenti après la crise financière mondiale de 2008. En 2017, il y a eu de la croissance, mais après l'introduction de mesures protectionnistes par l'administration de Donald Trump, qui ont affecté les principaux partenaires commerciaux du pays – le Canada, la Chine, le Japon, le Mexique, la Corée du Sud et l'Union européenne, lacroissance a de nouveau ralenti. Grâce à des négociations, les États-Unis ont obtenu une révision des accords de libre-échange avec le Canada, le Mexique et la Corée du Sud, mais avec la Chine, l'administration américaine a adopté une position ferme en introduisant des droits de douane sur les produits chinois importés. En réponse, la Chine a également imposé des droits d'importation sur les produits américains. En conséquence, un conflit a éclaté dans lequel la position des États-Unis se résume à la protection des intérêts nationaux et la Chine défend les principes du libre-échange.

La guerre commerciale entre les États-Unis et la Chine affecte négativement non seulement les économies de ces pays, mais aussi l'économie mondiale dans son ensemble, puisque la part des « deux grands » représente environ 40% du revenu mondial. Cette circonstance est un facteur déterminant de la croissance économique mondiale à long terme. L'article analyse les conditions préalables à l'émergence du conflit commercial entre les États-Unis et la Chine, l'impact du conflit sur l'économie mondiale et l'économie chinoise en particulier, ainsi que la stratégie des dirigeants chinois dans le contexte des négociations commerciales avec les États-Unis.

2. Partie principale

Le commerce mondial est impossible à imaginer sans conflits entre ses participants, mais c'est pendant la période de mondialisation et d'importance croissante des relations internationales que la concurrence entre eux devient spéciale. Dans la lutte pour les meilleures conditions de vente des marchandises, les pays se mettent de plus en plus sur la voie de la guerre commerciale, c'est pourquoi ce sujet est extrêmement pertinent.

Parmi les principales causes des guerres commerciales peuvent être montrés les suivantes :

– protectionnistes (protection du marché intérieur contre les importations et création de conditions favorables aux activités étrangères des fabricants nationaux. En termes simples, cela peut s'expliquer par le système de certaines restrictions, le plus souvent des droits à l'importation et à l'exportation, des subventions, etc.) ;

− politique (insatisfaction à l'égard de la politique intérieure et extérieure de certains États, revendications territoriales, etc.) ;

− idéologique (incompatibilité des systèmes de valeurs qui dominent les sociétés de pays, par exemple communistes, libéraux, conservateurs, nationalistes, etc.) ;

− environnement (lié à la violation des normes d'équilibre environnemental dans divers environnements, en particulier : sous-sol, eau, air, etc.) et autres [10].

Les formes sont très similaires dans leurs caractéristiques aux méthodes de conduite des guerres commerciales internationales. Au total, il existe 6 formulaires, parmi lesquels le tarif est le plus souvent utilisé.

Un exemple de la méthode tarifaire est la guerre entre les États-Unis et la Chine, qui a commencé en 2018. Les pays ont imposé des droits mutuels sur un certain nombre de produits : du pétrole et du charbon aux produits métallurgique et aux équipements médicaux. Cela a conduit à une réorientation des flux commerciaux entre les États-Unis et la Chine, respectivement, la présence de produits chinois et américains a augmenté sur d'autres marchés.

En analysant les conséquences de cette guerre, nous pouvons dire qu'à partir de 2018, les indicateurs commencent à diminuer, comme l'indiquent les facteurs suivants : confrontations commerciales extérieures entre les deux plus grandes économies du monde, réduction de la demande, réduction de l'offre et de la croissance en raison de cela des prix mondiaux des biens concernés, renforcement de la politique monétaire, augmentation des tarifs douaniers, fixation de droits appropriés, etc [7].

Malgré la guerre commerciale avec les États-Unis, la Chine est restée un des plus grands exportateurs du monde. En 2020, la Chine est devenue l'un des plus grands partenaires commerciaux dans l'exportation de marchandises vers l'UE. L'exporte de la Chine a augmenté jusqu'à 3 trillions de dollars. Ce qui est un résultat record, C'est 4% de plus, qu'en 2019. Cependant, les importations sont tombées à 2 trillions [8].

Quant aux États-Unis, l'Amérique reste le deuxième exportateur mondial. En 2020, les exportations totales de biens se sont élevés à 1,43 trillions de dollars. La majeure partie des exportations a été envoyée au Canada, qui est de près de 18%, au Mexique – 14,8% et à la 3-ème place à la Chine – 8,7%. Les importations totales de biens aux États-Unis se sont élevés à 2,4 trillons de dollars en 2020, ce qui est de 6% de moins qu'en 2019. La Chine est l'un des plus grands partenaires commerciaux d'importation avec une part de 19%.

En 2019, les indicateurs du commerce bilatéral ont baissé, mais les données ont montré que la demande extérieure stimule la reprise de l'économie chinoise et devrait se poursuivre. Les exportations devraient continuer de croître en raison de la demande accrue aux États-Unis pour un programme d'aide économique attendu. Les fabricants chinois ont rapidement ajusté leurs lignes de production pour fournir des produits répondant à la demande dans la nouvelle ère de COVID-19. En outre, la Chine a connu une augmentation significative de la production de biens associés à la pandémie et non liés à celui-ci [6].

Bien que ce conflit soit formellement bilatéral, ses conséquences pour l'économie mondiale peuvent être plus dévastatrices que la dernière crise financière, car de plus en plus nombre de pays est progressivement entraîné dans le-dit conflit.

Selon les estimations du FMI établies en 2019, l'introduction de droits de douane sur tous les échanges bilatéraux entre les États-Unis et la Chine a traîné une baisse du PIB mondial en 2020. En effet, en 2020, le PIB mondial s'est élevé à près de 84 milliards dollards, c'est-à-dire de 4,23% de moins qu'en 2019 (88 milliards USD) [9].

Il convient également de noter que les principales conséquences négatives des guerres et des différends commerciaux sont les suivantes: l'augmentation des dépenses budgétaires; la modification du prix du produit, la restriction de sa quantité; la diminution de la compétitivité des produits ; les limitations au commerce international ; la perte des relations commerciales établies.

Le 15 janvier 2020, une cérémonie de la signature de l'accord commercial et économique de la première phase entre les États-Unis et la Chine a eu lieu à Washington. L'accord aborde un large éventail de questions de l'agenda commercial et économique bilatéral. Malgré le volume important (environ 100 pages), l'accord laisse de nombreuses questions quant à savoir qui est son principal bénéficiaire, si la Chine a fait des concessions significatives et si le mécanisme de sa mise en œuvre mentionné dans l'accord sera effectivement mis en œuvre [5].

L'accord commercial et économique de la première phase entre les États-Unis et la Chine soulève un large éventail de questions de coopération entre les deux pays, mais n'est évidemment qu'un lien intermédiaire sur la voie d'un document plus complet. De nombreuses dispositions de l'accord actuel sont de nature de recommandation, puisque le mécanisme de mise en œuvre stricte n'a pas été développé. S'il y a une grave divergence d'intérêts, par exemple, dans la situation de l'incapacité de la Chine à satisfaire aux exigences américaines pour l'achat de produits prescrits en quantités, il n'y a pratiquement pas aucun autre mécanisme outre des consultations.

Au moment de retarder le processus de discussion et de ne pas être en mesure de parvenir à la compromission l'accord est déchiré, ce qui a pour résultat un retour à l'état de « guerre commerciale ». L'option de l'échec de la Chine à respecter les exigences américaines en matière de volumes d'approvisionnement devient plus réelle, compte tenu de la préservation par la partie américaine de la plupart des droits de douane (250 milliards de dollars), ce que D. Trump ne promet qu'après la mise en œuvre de la deuxième étape de l'accord [4].

En fait, le mécanisme de contrôle et de règlement des différends se résume à des consultations et à certaines mesures proportionnelles. En fait, les États-Unis n'ont pas prescrit de mécanisme spécifique pour contrôler le respect des obligations par la partie chinoise, ce qui était la préoccupation la plus importante de la communauté des experts américains. Le document ne précise pas les valeurs spécifiques de l'augmentation des droits ou d'autres types de mesures restrictives auxquelles les parties pourraient recourir en cas de non-respect des obligations découlant du contrat. Sans cela, le document est plutôt de nature de recommandation, et toutes les questions sont résolues par la consultation. On peut mentionner que seulement les consultations de la conclusion de la première phase de l'accord commercial ont pris plus d'un an [3].

Il est important de noter que l'accord ne contient aucune disposition spécifique pour réformer le système économique chinois. Par exemple, les États-Unis ont insisté pour consacrer par voie législative des restrictions spécifiques aux subventions gouvernementales, ce qui pourrait aider à résoudre le problème de la concurrence déloyale à laquelle sont confrontées les entreprises américaines du côté des fabricants chinois avec un fort soutien de l'État. La question d'une plus grande ouverture du marché chinois aux entreprises étrangères ne touche également que brièvement [2].

3. Conclusion

On peut supposer que toutes les parties sont devenues les gagnantes de cette étape de la confrontation commerciale. La Chine, après avoir fait un certain nombre de concessions sans obligations très strictes de respecter leur mise en œuvre, a pu obtenir un répit et gagner du temps pour se concentrer sur ses questions internes (les événements à Hong Kong, les élections présidentielles à Taïwan, la pression de la communauté internationale sur la situation autour du Xinjiang). Dans le même temps, Trump se trouvait dans la situation la plus gagnante, car au milieu de la course présidentielle, il gagnait des points supplémentaires en concluant un accord qui « corrigerait les erreurs du passé » [1].

LITTÉRATURE

1. Боун, Чад (2020). Тарифы американо-китайской торговой войны: актуальная диаграмма. URL : https://www.piie.com/research/piie-charts/us-china-trade-war-tariffs-date-chart.

2. Мату, Адитая и Арвинд Сабраманиан (2011). Китай и мировая торговая система. Рабочий документ Всемирного банка по исследованию политики 5897. URL : https://elibrary.worldbank.org/doi/abs/10.1596/1813-9450-5897.
3. Мату, Адитая, Мишра, Прачи и Арвинд Сабраманиан (2017). Эффект обменных курсов Разори соседа: исследование юаня. Американский экономический журнал: Экономическая политика 9 (4): 344–366.
4. МТЦ (2020). Двусторонняя торговля между Соединенными Штатами Америки и Китаем. URL : https://www.trademap.org/tradestat/Billar_TS.aspx?nvpm=1%7c842%7c%7c156%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c1% 7c1% 7c1.
5. Хуфбауэр, Гарри (2020). Управляемая торговля: центральная часть Первой фазы торговой сделки США и Китая. URL : https://www.piie.com/blogs/trade-and-investment-policy-watch/managed-trade-centerpiece-us-china-phase-one-deal.
6. Lesley Wroughton, Jeff Mason. Trump orders probe of China's intellectual property practices (англ). URL : Reuters.com
7. President Trump Announces Strong Actions to Address China’s Unfair Trade (англ.). Office of the U.S. Trade Representative (ustr.gov)
8. Tom DiChristopher. Trump's solar tariffs could put the brakes on rapid job growth in renewable energy (англ.). URL: CNBC.com
9. Trump accuses China of 'raping' US with unfair trade policy (англ). URL: BBC.com
10. US publishes list of 1,300 Chinese goods worth US$50b to be targeted by tariffs (англ.). The Straits Times. URL: www.straitstimes.com

THE TRADE WAR BETWEEN THE UNITED STATES AND CHINA

V. R. Budanova
M. V. Karpusenko (language supervisor)
V. N. Karazin Kharkiv National University, Kharkiv

Budanova V. R., Karpusenko M. V. The trade war between the United States and China. The main participants in trade wars and disputes are developed countries. The leader among them is the United States, which has been a party to the dispute more than 200 times. China, as a leading country in international trade, has often (31 times) been the subject of complaints from trading partners during its WTO membership, but has initiated only 10 complaints from its trading partners. The basis of trade wars in the international economy is the conflict of economic interests of the participants in the war and the variety of tools of covert protectionism used in the trade war.

Keywords: covert protectionism, international trade, trade war.

Буданова В. Р., Карпусенко М. В. Торгова війна між США та Китаєм. Основними учасниками торгових воєн і суперечок є розвинені країни. Лідером серед них є США, які були стороною у суперечці понад 200 разів. Китай, як країна–лідер у міжнародній торгівлі, часто (31 раз) був об’єктом скарг від торгових партнерів під час свого членства в СОТ, але ініціював лише 10 скарг від своїх торгових партнерів. В основі торгових воєн у міжнародній економіці лежить конфлікт економічних інтересів учасників війни та різноманітність інструментів прихованого протекціонізму, що використовуються у торговельній війні.

Ключові слова : міжнародна торгівля, прихований протекціонізм, торговельна війна.

1. Introduction

In the economic history of each country there have been clashes and wars, both domestic and foreign policy. Accordingly, society, presenting the consequences of this disaster, seeks to compromise, but can not always influence the decisions of the authorities. The war begins to achieve certain goals: political, ideological, diplomatic, psychological, and others. In the age of development of innovative technologies and direct dependence of people on money, the most destructive and widespread is the trade war, which significantly affects the financial and budgetary sphere of the state. Analyzing the historical consequences of trade wars, we can say that there are two probable results of the trade war – the loss of economic status in certain areas or their complete ruin.

The main a i m s of this article are to summarize the consequences of trade wars and their impact on economic development and to analyze the scale of the problem at the national and international levels as a result of the trade war between the countries.

The t a s k s of the article are to analyze the impact of the trade war in the world economy on the example of China and the United States and to reveal the concept, essence and causes of trade wars on the world stage.

The o b j e c t of the article is international trade wars.

The s u b j e c t of the article is analysis of world trade wars.

The following m e t h o d s were used to address the issues raised in the article: methods of quantitative and comparative analysis (to clarify development trends and structural changes in world trade in goods and services), observation method (for monitoring the dynamics of indicators due to wars), method of economic and mathematical modeling (to study the impact of international trade wars on economic indicators of countries and around the world) and other.

The information base of the study consists of analytical and statistical data of the WTO (World Trade Organization), the World Bank, independent studies of domestic and foreign scientists, analytical reviews of specialized institutions.

2. The trade war between the United States and China

World trade wars are closely linked to international trade, which in turn is an integral part of international economic relations. But international trade can be used not only for exchange but also as a means of political and economic pressure [1]. When one state assesses the economic policy of another state as unfavorable for itself and takes appropriate measures – a trade war begins.

The purpose of the trade war is to ensure the interests of national monopolies, creating favorable conditions for them to combat monetary competitors in domestic and foreign markets [8, pp. 55–57].

The system of trade, political and legal measures taken at the state level acts as an instrument of trade war. Thus, a trade war is a foreign policy action of any country, aimed at maintaining and increasing its economic position through a strict trade policy towards other countries.

The result of a trade war is either the loss of economic status by countries, or their complete ruin (if the war is successful – for competitors, if unsuccessful – for the country that started the trade war, or for both countries) [9]. The high degree of monopolization of commodity markets, the transnational structure of the corporations dominating them serve as a breeding ground for the emergence of new trade wars, which involve not only individual states but also interstate alliances.

We can conclude that trade wars involve mainly powerful states and their blocs, their outcome in most cases unpredictable, because it depends on the international situation in the world and the psychology of people living in the countries [4].

In 2018, the trade war between the United States and China began. Countries have imposed reciprocal tariffs on a number of products. This is likely to lead to a reorientation of US and Chinese trade flows, respectively, it is expected that the presence of both Chinese and American products will grow in other markets.

Despite the trade war with the United States, China remained the largest exporter in the world (the share in world exports of goods was: 2015 – 13.9%, 2016 – 13.3%, 2017 – 12.9%, 2018 – 12.9%, 2019 – 13.4%). As mentioned above, total exports of Chinese goods in 2019 amounted to almost 2.5 trillion dollars, imports – 2.07 trillion dollars, and the balance of foreign trade amounted to 429.6 billion dollars.

In 2019, exports of goods increased by 0.2% (by 4.3 billion dollars), imports decreased by 3.1% (by 66 billion dollars) compared to the same period in 2018 [3, pp.110–111].

The largest commodity groups of Chinese imports are: electric cars (24%), mineral fuels; oil and its products (16.6%), nuclear reactors, boilers, machinery (9.2%), ores, slag and ash (7.9%), as well as optical and photographic instruments and apparatus (4.8%). Compared to 2018, imports in 2019 decreased by 3.1%, but increased significantly during 2016–2018.

The largest commodity groups of Chinese exports are: electric cars (26.9%), nuclear reactors, boilers, machines (16.7%), furniture (4%), plastics, polymeric materials (3.4%) and land vehicles, except for rail (3%). Starting from 2016, total exports gradually increased and increased by 17.9% in 2019 compared to 2016.

As for the United States, it remains the second largest exporter in the world (the share in world exports of goods was: 2015 – 9.2%, 2016 – 9.1%, 2017 – 8.8%, 2018 – 8.6%, 2019 – 8.8%).

The total export of goods of the United States in 2019 amounted to 1.65 trillion dollars. US dollars, imports – 2.57 trillion dollars, and the balance of foreign trade is negative and amounted to USD 923.2 bn. In 2019, exports of goods decreased by 1.2% (by USD 20.8 bn) and imports – by 1.7% (almost $ 44 billion) compared to the same period in 2018 [12].

The largest commodity groups of US imports are: nuclear reactors, boilers, machinery (14.8%), electric machinery (13.7%), land vehicles other than rail (12.1%), mineral fuels; oil and its products (8.2%), as well as pharmaceutical products (5%). Compared to 2018, imports in 2019 decreased by 1.7%, but increased significantly during 2016–2018.

The largest commodity groups of US exports are: nuclear reactors, boilers, machinery (12.5%), mineral fuels; oil and its products (12.1%), electric vehicles (10.5%), aircraft (8.3%) and land transport, except rail (8.1%). Compared to 2018, exports in 2019 decreased by 1.2%, but increased significantly during 2016–2018, but there were no significant changes in the commodity structure of exports [5].

It is worth noting that the European Union and China were the leading export partners of the United States in 2019, in particular, the European Union imported 20.6% of US exports. China was the third largest importer of American goods with a share of 6.5%.

China is one of the largest trading partners of the United States and in 2019 ranks 3rd after Canada and Mexico, to which the largest exports of American products (in 2001, China ranked 8th). At the same time, China is the first and largest supplier of goods to the United States (since 2007).

The trade war between the US and China, which has escalated since 2018, may lead to a reorientation of US and Chinese trade flows, respectively, will increase the presence of Chinese and US products in third country markets, and increase the presence of imports from third countries in these two markets.

Trade wars in the international economy are based on the conflict of economic interests of the participants in the war and the variety of tools of covert protectionism used in the trade war.

The use of these tools of covert protectionism in the trade war leads to: an increase in state budget revenues, GDP growth, activation of the labor market, and others. However, in addition to receiving positive results from the use of covert protectionist tools, the corresponding actions of other countries in the trade war lead to negative consequences for the national economy.

The question arises as to the effects of the trade war between China and the United States on the world economy (Potential Economic Effects of a Global Trade Conflicts). Although this conflict is formally bilateral, its consequences for the world economy may be more devastating than the recent financial crisis, as more and more countries are gradually drawn into it. In particular, the following consequences can be identified:

1. Firstly, the trade war forces the conflicting countries to look for markets for their products, which provokes a fall in world prices for these same goods;
2. Secondly, the introduction of reciprocal restrictions leads to a reduction in the production of those goods that become in surplus and, consequently, to an increase in unemployment in the countries;
3. Thirdly, the substitution in the domestic market of goods, the import of which is subject to restrictions, leads to their rise in price and, as a consequence, accelerates inflation;
4. Also, the world trade regime may move from "openness" to "protectionism", which will have a particularly negative impact on countries whose economies are export–oriented (and this is the majority of developing countries);
5. Another consequence may be a reduction in the influence of the international community, in particular the World Trade Organization (WTO) [2].

According to IMF estimates set in 2019, the introduction of tariffs on all bilateral trade between the US and China will reduce world GDP by 0.3% in 2020, and the effect will be halved due to deteriorating business expectations and investor sentiment in financial markets.

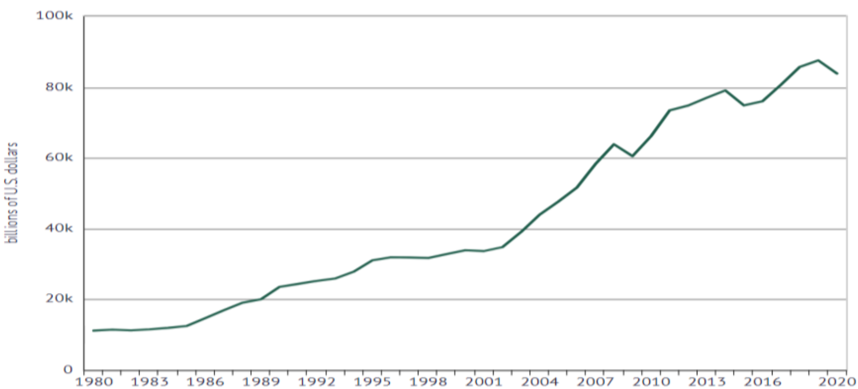


Fig. 1. World GDP, USD bn

Indeed, in 2020, the world GDP amounted to almost USD 84 bn , which is 4.23% less than in 2019 (USD 88bn) [13].

Meanwhile, WTO economists estimate that the medium–term impact of a full–scale trade war, in which all the countries will impose tariffs unilaterally, will reduce global economic activity by 2% and trade by 17% in 2022.

Below, you can see that the left chart shows the marginal (i.e. additional) impact on the level of GDP from the recently announced and projected tariffs between the US and China [10].

The announced tariffs correspond to an increase in tariffs from 10 to 25 percent by $200 billion of United States imports from China as of May 8, 2019. The proposed tariffs are possible 25 percent tariffs on approximately $267 billion of United States imports from China, announced May 13, 2019. Simulation involves revenge by China.

The right chart shows the marginal impact on world GDP of tariffs that were introduced in 2018, as well as tariffs that were announced and projected in May 2019.

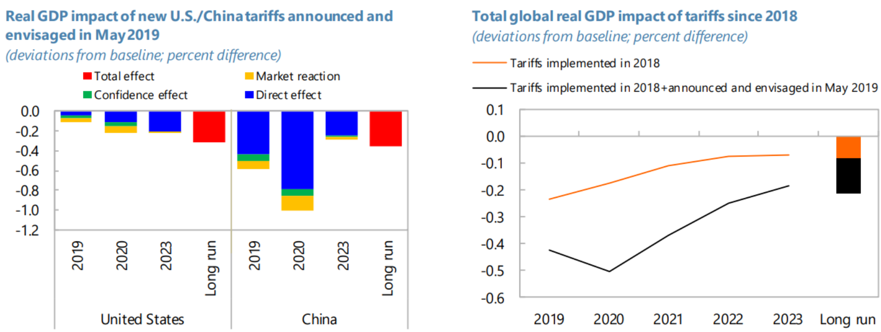


Fig. 2. The impact of tariffs that were introduced in 2018 on world GDP, USD bn

At the same time, emerging markets will suffer the most from US–China confrontation. This will happen through:

– general slowdown in world economic activity;
– reduction of world trade and, consequently, exports, on which EMs are excessively dependent as small open economies;

- lower prices for basic customs goods, including metals, agricultural products, and other commodities amid concerns about the stability of demand;
- acceleration of inflation due to currency devaluation and related deterioration of inflation expectations due to a significant level of dollarization of economies;
- increase in volatility (an indicator that characterizes the trends of market prices and incomes over time) in world commodity and financial markets [11].

Deteriorating economic growth prospects in emerging markets will reduce investor demand for the assets of these countries, which will create conditions for capital outflows and, consequently, the devaluation of their national currencies.

3. Conclusion

The article summarizes the consequences of trade wars and their impact on economic development and analyzes the scale of the problem at the national and international levels as a result of the trade war between the countries.

Based on the analysis, trade wars can be described as situations that arise between participants in international relations, which in turn try to reduce the quality characteristics of competing goods or eliminate the trade opponent through a system of customs, tariff, quota and other restrictive sanctions. Also, a trade war can be an unfair competition aimed at reduction of goods produced by a country in the interests of one state. Thus, the emergence of trade wars is facilitated by certain reasons, which also become factors in the development of these conflicts. There are certain types of trade wars, which differ in their characteristics, causes and solutions to problems.

The article analyzes the impact of the trade war on the world economy on the example of China and the United States. Due to the fact that countries have imposed reciprocal tariffs on a number of products, this is likely to lead to a reorientation of US and Chinese trade flows, respectively, it is expected that the presence of both Chinese and American products will grow in other markets. As it can be seen from the graphs, trade between the countries decreased significantly, exports and imports between them fell. The main factors that indicate a decrease in certain indicators include the following: foreign trade confrontation between the two largest economies in the world, declining demand, declining supply and rising world prices and related goods, tightening monetary policy, raising tariffs, setting tariffs and more.

We can say that the main participants in trade wars and disputes are developed countries. The basis of trade wars in the international economy is the conflict of economic interests of the participants in the war and the variety of tools of covert protectionism used in the trade war. The use of these tools of covert protectionism in the trade war leads to: an increase in state budget revenues, GDP growth, activation of the labor market, and others. However, in addition to receiving positive results from the use of covert protectionist tools, the corresponding actions of other countries in the trade war lead to negative consequences for the national economy.

REFERENCES

1. Cortiens Judy, Cortiens Marseille. Trade wars. M. : Potpourri, 2005 [in Ukrainian].
2. G–20 Finance Ministers and Central Bank Governors' Meetings. URL : https://www.imf.org/external/np/g20/pdf/2019/060519.pdf. [in Ukrainian].
3. Gordeeva T. International trade disputes in the modern regulatory paradigm. International economic policy. 2013. 2 (19). 110–111. [in Ukrainian].
4. Kulisher I. M. Basic questions of international trade policy. *Society.* 2016 [in Ukrainian].
5. Lutskaya E. E. The modern global economy: the risk of trade wars. Institute for Scientific Information for Social Sciences. 2018 [in Ukrainian].
6. Potential Economic Effects of a Global Trade Conflicts. URL : https://www.wto.org/english/res_e/reser_e/ersd201904_e.pdf. [in Ukrainian].
7. President Donald J. Trump is Addressing Unfair Trade Practices That Threaten to Harm Our National Security. URL : https://www.whitehouse.gov/briefings–statements/president–donald–j–trump–addressing–unfair–trade–practices–threatenharm–national–security/. [in Ukrainian].
8. Serpukhov M. Y. Substantiation of the interests of participants in trade wars in the international economy. *Development economics*. 2013. 3 (67), 55–57 [in Ukrainian].
9. Thain Greg, Bradley John. Trade wars: Battle for su ccess on the shelves and online. *Alpina Publisher.* 2013 [in Ukrainian].

10. Trade and economic relations between China and the United States in figures. People's Daily. URL : http://russian.people.com.cn/n3/2017/0225/c31518–9182648.html. [in Ukrainian].
11. Trade statistics for international business development. URL : https://www.trademap.org/Country_SelProductCountry_Graph.aspx?nvpm=1%7c842%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c1%7c1%7c1%7c2%7c1%7c1%7c2. [in Ukrainian].
12. Varfalovskaya R. A. The Development of China's foreign trade in conditions of globalisation and "trade wars" of the US. Russian Academy of Sciences. 2018 [in Ukrainian].
13. World GDP, 1980–2020, billion dollars. URL : https://knoema.ru/atlas/Весь–мир/ВВП. [in Ukrainian].

DIGITAL DIPLOMACY AS A NEW MEANS OF CONDUCTING INTERNATIONAL RELATIONS

T. K. Bulyhina,
Y. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Bulyhina T. K., Broslavska Y. M. Digital diplomacy as a new means of conducting international relations. The article analyzes digital diplomacy as a new type of public diplomacy. In the age of globalization and digitalization, digital diplomacy has become the most relevant means of conducting international relations. During the pandemic, the importance of social networks, the development of information technology has increased several times. The goal of digital diplomacy is to establish and maintain contact with the audience online, use new means of communication to analyze and attract potential audiences, as well as use in their practice the influence of important influencers.

Keywords: digital diplomacy, diplomacy, international relations, social networks, Twitter.

Булигіна Т. К., Брославська Є. М. Цифрова дипломатія як новий засіб здійснення міжнародних відносин. У статті наводиться аналіз цифрової дипломатії, як нового виду публічної дипломатії. У час глобалізації та діджиталізації цифрова дипломатія стай найактуальнішим засобом ведення міжнародних відносин. У час пандемії важливість соціальних мереж, розвитку інформаційних технологій збільшилась у декілька раз. Метою цифрової дипломатії є налагодження та підтримка контакту з аудиторією онлайн, використання нових засобів комунікації для аналізу та залучення потенційної аудиторії, а також використання у своїй практиці впливу важливих інфлюенсорів.

Ключові слова: дипломатія, міжнародні відносини, соціальні мережі, Твіттер, цифрова дипломатія.

1. Introduction

Diplomatic activity began its existence on the Internet, which led to the formation of the term «digital diplomacy». Such is diplomacy through information and communication technologies and the Internet. It is also thought that digital diplomacy is part of public diplomacy, but these two types differ in the use of distribution, where the digital diplomacy is sold through social media and the Internet. The s u b j e c t of this article is diplomatic relations and digital diplomacy, and the o b j e c t is the existence and promotion of digital diplomacy on social networks.

The p u r p o s e is to reveal the role of digital diplomacy in public and diplomatic practice, as well as the influence of social networks on international relations. Based on the purpose, the objectives of the article are to define the concept of digital diplomacy and the history of its formation. It is also necessary to determine the importance of social networks in relations between states and the development of digital diplomacy in the period of Covid-19 pandemic.

Digital diplomacy allows going beyond traditional diplomacy and establishing constant interaction with a large and diverse audience. The global proliferation of social networking sites has led to the mass migration of people of all ages to the Internet, where people use different social networking sites for different purposes.

2. The process of formation of digital diplomacy

With the popularization of new media devices, social networks and other Internet tools, diplomacy in its classical sense began to transform into a new digital form. Digital diplomacy is also known as Internet diplomacy, social networking diplomacy and e-diplomacy [9].

The history of digital diplomacy dates back to 2003, when the US State Department reorganized diplomacy, which resulted in the opening of the Office of Digital Diplomacy, which aimed to develop information and technical resources [2].

In 2006, United States Secretary of State Condoleezza Rice established the first Digital Outreach team to monitor information and misinformation about the United States. Departments have been set up to analyze international and national networks, blogs and chat rooms. These were the State Department, the CIA, the Department of Defense, and the United States Agency for International Development. These departments also worked to spread positive information about the United States on the Internet [3].

The next important milestone in the development of digital diplomacy was 2009, when Secretary of State in the Barack Obama administration Hillary Clinton initiated a renewal of the US foreign policy agenda. This program was called *Public Administration in the 21st Century*, and one of the areas was digital diplomacy. Under Hillary Clinton, digital diplomacy reached a new political level, so many American experts began to call it the creator of this type of policy [6].

After such events, countries began to create their own structures on social networks. In 2009-2010, the greatest development was observed: countries such as the United States, Russia, France, China, Germany and Iran began to create official profiles on Facebook, Twitter, YouTube, etc., as well as international media companies.

In general, the development of digital diplomacy can be divided into three stages, the first of which having begun in 2009 and lasted 3 years. This period is characterized by the fact that the main purpose of digital diplomacy was to attract the target audience and promote a positive image of states. The second stage refers to 2013-2017, when methods of user analysis were created on social networks, which allowed advertising political campaigns and elections. And the third period, which begins in 2018 and continues to this day, focuses on processing large amounts of data and implementing artificial intelligence to prepare posts, instant messages and convincing responses to comments. New programs are also being created to search for sources of misinformation, reputable bloggers and trends of a certain year [5].

3. Twitter as a new platform for establishing international relations

In 2012, at a conference in Italy, digital diplomacy was discussed as a separate phenomenon, where the final document recognized the importance of social networks. Twitter has become the main platform for communication between heads of state. Since 2012, 140 characters available for posting on this social network have changed the world, due to this restriction, diplomats organize statements in such a way that they acquire semantic value [4].

For 2021, Twitter diplomacy does not stop in its development, every year representatives of different countries create their accounts in this social network. Since 2006, after the creation of the social network Twitter, it has become a platform for communication between diplomats and representatives of different countries, which has become a source of such a concept as Twiplomacy [1].

In 2011, Matthias Lufkens, CEO of DigiTips, proposed the term. Twiplomacy (Twitter + diplomacy) is an electronic form of public diplomacy carried out on the social network Twitter by diplomats, politicians, public figures and government agencies. Hugo Chavez (former President of Venezuela), Dmitry Medvedev (Prime Minister), Alvaro Uribe (former President of Colombia), Rafael Correa (former President of Ecuador) and many other political leaders have registered since 2010, where everyone can observe life and political steps of world leaders [4].

Twiplomacy is a modern tool for building relationships by subscribing to each other on Twitter. One can find an example of how the United States resumed relations with Cuba after several years of embargo. On May 26, 2015, DOS decided to follow the State Department of Cuba on Twitter. Later that day, Cuba repeated the same gesture. Importantly, this online connection took place 2 months before the two countries officially greeted each other on their networks. Other countries have tried to establish similar connections at the touch of a button. For example, Peru follows 509 world leaders on Twitter [7].

In addition to the accounts of official missions, senior officials from different countries have their own personal pages. They publish opinions, excerpts from speeches, communicate with their colleagues and other users. The most famous are former US President Donald Trump (finally blocked in early January 2021), British Prime Minister Boris Johnson, Turkish President Recep Tayyip Erdogan and others. Also, according to the study, the most active user is the US administration. Next are the governments of Great Britain and Australia, in third place is the Swedish establishment.

Instagram, Facebook, VK or YouTube are also relevant tools of public diplomacy, but due to their specifics do not have universal functions for official digital diplomacy, and act as information platforms or personal blogs of individual diplomats or diplomatic missions [8].

4. Impact of COVID-19

Prior to the pandemic, there was very little focus on digital diplomacy. Digital diplomacy is playing a pivotal role in advancing the diplomatic agenda today. Diplomatic activity is also expected to move to the digital space amid quarantine, isolation and restrictions on the movement of people.

Bilateral and multilateral formats around the world throughout 2020 (and continue to be) are conducted using telephony or video conferencing applications.

In public relations, world leaders have used Twitter to promote #stayhome. Many shared hygiene guidelines and demonstrated proper handwashing, earning political points and expressing community involvement.

In fact, the pandemic was used throughout 2020 as a key source of information to publish negative messages addressed to target countries. The experience of the United States and China is important in this regard. For example, Trump's regular posts on official social media accounts claiming the origin of the pandemic in China, the threat of sanctions, and the rejection of a trade deal with China as punishment for allegedly deliberately hiding data. The effect of such information bombardment was enormous. In particular, if we analyze hashtags, words, frequently used terms, and user reactions to COVID-19, we can see in most cases negative references to China in the context of the spread of the virus [8].

5. Conclusions

The article analyzes new ways of establishing diplomatic relations, namely through social networks. Digital diplomacy has become one of the fastest growing diplomatic practices of the 21st century. The development of social networking sites such as Twitter has led to the emergence of open communication spaces where government officials can communicate directly with specific audiences and individuals. These two-way lines allow people to influence their government in ways that were previously impossible.

However, in general, the principles of diplomatic activity, its goals and specificity have not changed − digital diplomacy has been and remains an instrument of classical public diplomacy, the importance of which will increase with the development of digital technologies.

The use of social networks in communication between the parties opens up new horizons for the development of digital diplomacy. In the future, the role of digital diplomacy will only grow. Thus, new generations of diplomats will see digital diplomacy as the backbone of diplomacy and strive to leverage the latest digital technologies and new opportunities, thereby creating integrated teams with programmers who develop digital diplomacy tools.

REFERENCES

1. Віденська конвенція для кіберпростору: Фонд Горчакова провів експертну дискусію щодо феномену цифрової дипломатії. *Фонд підтримки громадської дипломатії імені О. М. Горчакова.* 2021. URL : https://gorchakovfund.ru/news/venskaya-konventsiya-dlya-kiberprostranstva-fond-gorchakova-provel-ekspertnuyu-diskussiyu-o-fenomene/.

2. Епова М. А. Поява цифрової дипломатії та американський досвід. *Історія та археологія*. 2015. № 3. URL : https://history.snauka.ru/2015/03/1767.
3. Карпович О. Г., Троянский Г. М. Особливості використання цифрової дипломатії іноземними зовнішньополітичними відомствами та міжнародними організаціями. *Дипломатична служба*. № 4. 2020. С. 96–105.
4. Торреальба А. А. Твітпломатія: вплив соціальної мережі Твітер на дипломатію. *Вісник РУДН, серія Міжнародні відносини.* № 3. 2015. С 152–163.
5. Цвєткова Н. А. Феномен цифрової дипломатії у міжнародних відносинах та методологія його вивчення. *Вісник Російського державного гуманітарного ун.верситету. Серія "Політологія. Історія. Міжнародні відносини"*. 2020. No 2. С. 37–47.
6. Цвєткова Н. Програми Web 2.0 у громадській дипломатії США. *США та Канада: Економіка, політика, культура.* 2011. № 3. С. 109–122.
7. Andreas Sandre. Twitter for diplomats. Diplofoundation and Istituto Diplomatico. 2013. 71 p.
8. Ashish Sharm, Varsha Sisodia. Digital diplomacy and the global pandemic. Asian Media Information and Communication Centre. Routledge Taylor and Francis group. 2021.
9. Bridget Verrekia. Digital Diplomacy and Its Effect on International Relations. Independent Study Project. Collection 2596. 2017.

THEORETICAL ASPECTS OF DETERMINING THE HUMAN RESOURCES POLICY OF THE ENTERPRISE

M. K. Butenko,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Butenko M. K, Ponikaryova A. Y. Theoretical aspects of determining the human resources policy of the enterprise. The main theoretical aspects of the formation of personnel policy of the enterprise are considered in the article. The main types of personnel policy are analyzed, their weaknesses and strengths are identified, differences in their formation are considered. The purpose of the study is to analyze the stages of formation of personnel policy at the enterprise. The main aspects of selection and formation of personnel policy of the enterprise are determined.

Key words: labor resources, management, personnel management, personnel policy, strategies.

Бутенко М. К, Понікарьова А. Ю. Теоретичні аспекти визначення кадрової політики підприємства. У дослідженні розглянуто основні теоретичні аспекти формування кадрової політики підприємства. Проаналізовано основні типи кадрової політики, виявлено їх слабкі та сильні сторони, розглянуто відмінності у їх формуванні. Метою дослідження є аналіз етапів формування кадрової політики на підприємстві. Визначено основні аспекти вибору та формування кадрової політики підприємства.

Ключові слова: кадрова політика, управління персоналом, менеджмент, стратегії, трудові ресурси.

1. Introduction

Over the past twenty-five years, there have been many changes in the development of the activities of enterprises, so the rules and methods of personnel management, which previously operated, have ceased to be effective.

The r e l e v a n c e of this topic is that constant development in the technological and social aspects of the production process have identified the need for changes in management methods. New systems and subsystems are being created, the management of which requires appropriate skills and competencies. Skilled professionals and workers increase the efficiency and competitiveness of the enterprise, reveal its main purpose and are the main purpose of the enterprise [7]. Accordingly, the formation of an effective personnel policy is one of the most pressing issues of modern management.

Many domestic and foreign scientists, in particular: V. Voronkova, V. Arutyunova, O. Krushelnytska, O. Shapoval, A. Ivaniy, G. Galchenyuk, P. Levadina, G. Shchekin, E. Yakhontova have studied the issue of determining the personnel policy of the enterprise. However, despite the research in the field of personnel policy, this problem has not been studied to the end and there is no specific plan to define strategies for management and selection.

The p u r p o s e of the article is to determine the main theoretical aspects of the formation of personnel policy of the company and the selection of necessary staff to identify ways to achieve the most effective policy of the enterprise.

The s u b j e c t of the article is the formation of an effective personnel policy of the enterprise.

The o b j e c t is employees, that is, people who work in the relevant areas of the enterprise, since they are the main carriers of knowledge and competencies.

2. Personnel policy system

Personnel policy is a system of methods and measures of personnel management aimed at achieving the main goal of the enterprise – to increase its efficiency, to use available labor and material resources rationally, to increase competitiveness and determine the position in the market [1]. As well as timely and correctly respond to changes that may occur in the internal and external environment of the organization and establish a set of specific methods and actions on real terms.

In accordance with the goal of the personnel policy, several priority areas could be identified to create the necessary strategy for the selection and management of personnel [2]:

1. Determination of the main goal of the enterprise, its priorities and tasks.

2. Obtaining and occupation by the enterprise of the corresponding market segment based on the analysis of competitors and partners.

3. Processing the resource base of the enterprise, identifying strengths and weaknesses.

4. Distribution of material and labor resources in accordance with certain strategic goals of the organization.

5. Creation of the necessary conditions for the development and effective use of available resources.

6. Based on the actions taken, determine the required staff competencies and its number.

7. Selection and professional development of personnel.

The personnel policy defines all priority areas and conditions for personnel management, terms and methods of achieving them. Therefore, it is so important for the company to choose the most effective and suitable type of personnel policy.

3. The main types of personnel policy:

1. Depending on the level of understanding and adequate use of the standards and rules of the enterprise, we can determine [3]:

a) Passive personnel policy. The management and management of the enterprise do not have clearly defined rules for personnel management. All management activities are some of the measures and actions established to eliminate the negative factors and consequences of the organization's activities. That is, they do not influence the removal of the centre of these negative phenomena, but try to neutralize their results.

b) Reactive personnel policy. In contrast to the passive personnel policy, the reactive policy is aimed at analyzing the centers of the emergence of negative factors in the development of the enterprise. That is, the management and analysts of the enterprise monitor the problems and prospects in working with personnel, analyze the state of crisis phenomena and draw certain conclusions about their occurrence. However, the problem of reactive policy is that usually the enterprise does not have enough resources, competencies and methods for comprehensive forecasting of the state of personnel, its development, etc. [6].

c) Preventive personnel policy. The main feature that distinguishes preventive policy from others is that the company has the necessary resources, competencies and capabilities to conduct and create a complete and objective forecast of problems and prospects for personnel development. However, the main problem is that the enterprise does not have enough resources and funds to influence the situation, that is, to achieve positive changes in the state of personnel management.

d) Active personnel policy. This is the most optimal and rational personnel policy, when the enterprise has enough resources and funds to create a long-term forecast for the development of the personnel industry and a specific plan for its full achievement and compliance [8].

2. The second type of personnel policy is formed depending on the strategic focus of managers on the personnel of the enterprise or on personnel in the external environment:

a) Open personnel policy. This type of policy is characterized by the fact that the enterprise is open to others. That is, managers can hire personnel without severe restrictions. Employees could work in other, even competitive enterprises, and do not have a sufficient level of qualifications. The main thing is the available labor resources and their willingness to work.

b) Closed policy. Enterprises that adhere to a closed personnel policy are focused on preserving the characteristics of their corporate and industrial culture. They recruit staff exclusively in such a way that employees of the lower level of positions can develop and then occupy higher positions. That is, focus on their personnel, so that there is no "flow" of information and the disclosure of strategically important features of the enterprise.

4. Prospects

In order to choose the necessary type of personnel policy of all above-mentioned, the management of the enterprise must agree on certain aspects, in particular [4]:

1. Determine the priority goals of the enterprise, its purpose, in order to understand what kind of policy the enterprise should pursue;

2. Identify the available resources and strategic reserves of the enterprise in order to be able to choose a personnel policy based on its capabilities;

3. Make a forecast of the number of required personnel; establish conditions for the exchange of information among different levels;

4. To provide conditions for continuous growth and development of personnel, so that employees have the opportunity to improve their qualification [5];

5. To determine the orientation of the enterprise, in particular, towards its own employees or towards the external environment;

6. Research and analyze the results of the enterprise and each employee separately;

7. By systematizing and grouping all these conditions, determine the most effective personnel policy at the enterprise.

5. Conclusions

Personnel policy is one of the main levers for achieving maximum efficiency of an enterprise, increasing its competitiveness and maximizing profits, therefore it must be thought out and clearly outlined, depending on the characteristics of each individual enterprise. It depends on the position of the company in the market, its main goal and purpose, the availability of the necessary resources, the internal and external orientation of the company and the creation of the necessary conditions for work and the constant development of personnel. Only after analyzing all these aspects and determining how they can interact, management can choose the most effective personnel policy at the enterprise.

REFERENCES

1. Воронкова В. Управління персоналом / за ред. В. В. Арутюнова. Ростов-на-Дону, 2004. 335 с.
2. Крушельницька О. В., Мельничук Д. П. Управління персоналом : навч. посібник ; вид. 2-ге, переробл. і допов. Київ, 2005. 308 с.
3. Шаповал О. А., Іваній А. О., Гальченюк А. О. Кадрова політика підприємства як інструмент системи управління персоналом. *Економічний вісник Запорізької державної інженерної академії*. 2018. № 5 (17). С. 195–151.
4. Щекин Г. В. Основи кадрового менеджменту : навч. посібник ; вид. 3-те, переробл. і допов. К. : МАУП, 1999. 288 с.
5. Яхонтова Е. Ефективні технології управління персоналом. Санкт-Петербург : посібник. Санкт-Пітербург, 2003. 272 с.
6. Дикань В. В., Гладух М. В. Формування кадрової політики як запоруки ефективної економічної безпеки підприємства. Европейская наука XXI века. 2013. URL : http://www.vedomosti.ru/newspaper/article.shtml?2005/06/17/93510 (дата звертання: 10.12.2021)
7. Internet usage statistics. The Internet big picture world Internet users and 2021 population stats. URL : https://www.internetworldstats.com/stats.htm (Last accessed: 17.11.2021).
8. Online sources used by consumers worldwide to start searching for products as of March 2020. URL : https://www.statista.com/statistics/1034209/global-product-search-online-sources/ (Last accessed: 15.11.2021).

THEORETICAL PRINCIPLES OF THE IMPORTANCE OF FOREIGN LANGUAGE SKILLS FOR THE SUCCESSFUL EMPLOYMENT

A. S. Butenko,
O. G. Saprunova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Butenko A. S., Saprunova O. G. Theoretical principles of the importance of foreign language skills for the successful employment. The importance of learning foreign languages in general is outlined in the article. The advantages of English knowledge for students are highlighted. The author draws a parallel between learning foreign languages and successful employment. The requirements of a big company as for English for hiring are studied. Arguments in favor of learning foreign languages are given. Privileges for people who know a foreign language are noted. The situation with learning English in Ukraine is investigated.

Key words: company, employment, foreign languages, requirements.

Бутенко А. С., Сапрунова О. Г. Теоретичні положення про важливість володіння іноземною мовою для успішного працевлаштування. У статті окреслено важливість вивчення іноземних мов загалом. Висвітлено переваги знання англійської мови для студентів. Автором проводиться паралель між вивченням іноземних мов та успішним працевлаштуванням. Дослідженно вимоги компанії щодо знання англійської мови при прийомі на роботу. Наведено аргументи на користь вивчення іноземних мов. Відзначено привілегії для людей, які знають іноземну мову. Досліджується ситуація з вивченням англійської мови в Україні.

Ключові слова: вимоги, іноземні мови, компанія, працевлаштування.

Introduction

Actually, today the humanity on the Earth is in the era of globalization and international travelling. To tell the thruth, there are about two hundred countries in the world and each of them has its own history, culture and language. Moreover, there are many languages and dialects in the modern world, but only a few of them are the most important and powerful. First of all, they are English, French, Spanish, Portuguese, Russian and Arabic.

Besides, learning foreign languages is an important aspect of the modern life. It is clear that the knowledge of foreign languages also gives people an opportunity to get acquainted with other cultures and traditions, supports the development of the people’s intellect, imagination and memory.

It is generally assumed that the knowledge of foreign languages is necessary for the effective interaction between people from different countries in many spheres of their life such as science, politics, culture and art and it is one of the requirements for their professional competence.

Basing on the study of the scientific literature, it is established that some aspects of the problem hase been revealed in studies of foreign and Ukrainian scientists. So, A.A. Kolesnik, S.A.Volkova, N.I Sorokina and Hakan Ringbom's researches devoted to the value of the English language in the modern world space.

At the same time the analysis of the scientific articles on the problem let us conclude that the importance of foreign language skills for the employment status hasn't studied enough.

Topicality

The significance of the research problem is exacerbated by the demand of foreign languages skills to be an integral part in the education process of a future profession. We can see that people who know at least the only foreign language in addition to their native one can make a more favorable impression on employers in our country. So, the personal and professional development of a modern person cannot be done without the good knowledge of foreign languages. We think that the ability of any specialist to communicate with people from different countries allow him to climb up his career ladder successfully.

Thus, the topicality of the problem and the lack of its theoretical studying led the author to the choice of her research topic "The importance of foreign language skills for the employment status".

The o b j e c t of the article is foreign languages. The s u b j e c t of the article is the importance of foreign languages skills for the employment status. The a i m of the article is to study how foreign language skills affect the successful employment status.

The following research t a s k s are identified in accordance with the aim of the research:

1) to outline the importance of learning foreign languages in general;
2) to highlight the advantages of English knowledge for students;
3) to draw a parallel between English and successful job;
4) to clarify the situation with English for the Ukrainian employees;

The set of research m e t h o d s was used to solve the set of tasks:

- t h e o r e t i c a l   m e t h o d s : analysis, generalization, studying of scientific papers on the problem to determine the basic ideas of our research.
- e m p i r i c a l   m e t h o d s : diagnostic methods (studying scientific articles, interviews), observational methods (direct, indirect, inclusive observation, retrospective analysis of students' experience).

1. The knowledge of English is your ticket to the future

As a matter of fact, English is the language of the international communication and it is also the language of the navigation, aviation, literature, education, contemporary music, international sports, tourism and programming. As a result, this language is the most widely spoken one in the world: more than 400 million people speak it as their mother language, but a number of people who speak it as a foreign language is rising [6].

It should be noted that some companies require knowledge of the second foreign language such as German or French in addition to English, too. Our research shows that German is the second most used language after English because today Germany is one of the most economically stable countries. Surely, today a lot of highly qualified specialists need both the experience in their professional activities and foreign language skills.

No doubt, it is difficult to overestimate the importance of the foreign language knowledge. Actually, most modern means of communication are aimed for people who speak the English language fluently. So, we often come across English in our everyday life: for example, the information from the Internet or foreign music. Currently, there is a great influence of information technology in the work environment where the knowledge of English helps us to do the competent work [1].

2. The importance of learning English for students

The role of English as one of the human success indicators has increased since the 20-th century.

People are right who say that it is important not only to know English, but also to use the skills acquired in the process of learning it. Now the standards of modern education are aimed at preparing a well educated and creative person who is able to adapt in the modern socio -economic environment [3, p.192].

I think that students with a high level of the English proficiency are more likely to implement the latest qualified standards in their professional fields. In addition, nowdays many students spend more and more time on learning not only English but also at least one or two other foreign languages. Also, the good knowledge of a foreign language can help future specialists to get their education abroad or to be involved in scientific work.

As we see, the students with the good English language skills can have internships that will help them to gain not only the invaluable experience but also they will give future specialists an opportunity to get acquainted with the structure of the foreign business, for instance, or to learn about development trends in the area of their interest [1, p. 562].

3. The way to the successful employment status lies through the process of foreign language learning

As a matter of fact, employers are interested in specialists who know a foreign language well. The high degree of the language proficiency serves to the growth prospects for any company [5].

We agree with scientists who thinks that English is the working language in pro-Western companies because all their internal documentation and correspondence is written in it. For example, in international companies, the knowledge of a foreign language is a mandatory requirement for all specialists. The knowledge of the English language is one of the requirements for the employment status in companies operating in foreign markets or working with foreign partners. Moreover, such a requirement is set not only for candidates for "top" positions, but also for middle-level employees. In 30% of job advertisements, employers require candidates to know basic, spoken or fluent English depending on their position. The verification of this knowledge, as a rule, occurs at the first interview. It should be noted that today a lot of Ukrainian organizations are cooperating with foreign partners and also want their employees to demonstrate their proficiency in English [2, p. 62].

4. The English level of the Ukrainian employees

Any career growth and salary are directly related to the level of the English proficiency. A person who knows English can be useful to his company much more than one who does not have this knowledge. Today, the high English skills in Ukraine is shown not only by specialists who are busy in such fields as IT, marketing, law and finance but also by office workers, distributors and accountants and even waiters [6].

5. Conclusions

The author came to the conclusion that firstly, using foreign languages, especially English, have covered all spheres of human life: science, media, studying, work and leisure. So, in order to keep up with the times, it is important to know at least English, which is spoken by about two billion people in the world. Secondly, students with a high level of English proficiency are more likely to apply the latest qualification standards in their professional fields and can study abroad or engage in their scientific work. Thirdly, the proficiency in English is one of the requirements for being hired by a big company operating in foreign markets or working with foreign partners. Moreover, every self-respecting organization introduces knowledge of a foreign language as one of the main sub-points in hiring. Finally, it should be noted that learning of English in Ukraine has increased significantly recently and any career growth and salary are directly related to the level of the English proficiency.

Further researches will focus on the causes of imperfect learning of a foreign language (English) in our country and ways to solve them.

REFERENCES

1. Колесник А. А. Актуальность владения иностранным языком в современном мире // Молодой ученый. 2017. № 3 С. 562–564.
2. Сорокина Н. И. Коммуникативная компетентность в профессиональной подготовке специалиста // Сельскохозяйственное образование и наука. 2016. № 2. 62 с.
3. Hakan Ringbom The Role of the First Language in Foreign Language Learning // Multilingual Matters, Ltd. 1987. 205 p.
4. Importance of English language in our life. URL : https://www.engconvo.com/blog/importance-of-english-language-in-our-life/
5. 10 most popular foreign languages in the world. URL : http://www.openlanguage.ru
6. The importance of foreign languages. URL : https://msmstudy.eu/the-importance-of-foreign-languages/

THE ROLE OF THE ENGLISH LANGUAGE IN THE MODERN WORLD

I. S. Chernov,
B. A. Karatayev (language supervisor)
V. N. Karazin National University, Kharkiv

Chernov I. S., Karatayev B. A. The role of the English language in the modern world. The article analyzes the role of the English language in the modern world. In today's world knowledge of foreign languages is a step towards achieving success, while communication in foreign languages and the processing of vast amounts of information is becoming increasingly important. The interest in learning languages is traditionally great, for to paraphrase a well-known expression, we can safely say that one who speaks languages will reign over the world. In general, a person who speaks languages is versatile enough to have better abilities in learning something new, is freer and more confident in communicating with people. Each of us is increasingly faced with it in order to communicate with partners at work and while resting on vacation, so additional knowledge of English will always be needed in today's world; even, for example, in negotiations knowledge of the language will also be needed. We are progressing day after day, new and modern technologies are being developed, so mastering the English language is no longer an amazing skill, but a necessity.

Keywords: Additional knowledge, communication, foreignlanguage, language, modern technologies, modern world, negotiations.

Чернов І. С., Каратаєв Б. А. Роль англійської мови в сучасному світі. У статті наводиться аналіз ролі англійської мови в сучасному світі. Знання іноземних мов – це крок до успіху в сучасному світі, де спілкування іноземними мовами та обробка величезних обсягів інформації набуває все більшого значення. Інтерес до вивчення мов традиційно великий, бо перефразовуючи відомий вислів, можна сміливо сказати, що той, хто володіє мовами, володіє світом. Загалом людина, яка володіє мовами, – різнобічно розвинута особистість, володіє кращими здібностями до вивчення нового, вільніша та більш впевнена у спілкуванні з людьми. Кожен з нас все частіше стикається з нею у спілкуванні з партнерами по роботі і на відпочинку, додаткові знання англійської мови завжди будуть потрібні в сучасному світі, навіть наприклад, при переговорах, також будуть потрібні знання мови. Ми з кожним днем розвиваємося, з'являються нові сучасні технології, і володіння англійською мовою – вже не дивовижна навичка, а необхідність.

Ключові слова: Додаткові знання, іноземна мова, мова, переговори, спілкування, сучасний світ, сучасні технології.

1. Introduction

It seems that everyone wants to be successful and happy. Andinthiscase, again, knowledge of a foreign language can help. Firstly, it is additional knowledge, andsecondly, employers are willing to hire a specialist who speaks a foreign language. However, this is not the main thing. The main point is the opportunity to plunge into the world of the mysterious and incomprehensible, it is the opportunity to communicate with people and with another layer of world view and mentality. Given that modern technology allows you to do it easily and playfully. Language is our main means of communication. It is a method by which we share our ideas and thoughts with others. Some people even say that language is what separates us from animals and makes us humans.

2. The main part

The importance of English in the modern world at the moment is quite large. Most recently we new it to be a foreign language, and today it is an international language. The study of English is of great importance in all countries of the world. Almost everyone dreams of English to be taught at least at an elementary level. Today children begin to learn this language at a preschool age. Many people do not understand whether English is needed in today'sworld. However, it is no secret that today it plays an important role in employment. People who want to find a prestigious and high-paying job must know English well. This is due to the fact that large firms often cooperate with foreign partners.

Today, English is an international language. They must have good enough knowledge to fully negotiate and conclude agreements with foreign partners. Travel to English-speaking countries is possible only if you know and understand a foreign language. It's no secret that today almost every one wants to go on vacation abroad. Thanks to your knowledge of English, you can easily communicate with people not only in English-speaking countries.

There are several factors that will develop the English language important for communication in our time. First of all, it is the most common foreignlanguage. This means that two people who come from different countries (for example, Mexican and Swedish) usually use English as a common language for their communication. That is why everyone needs to learn one language to communicate internationally. Honestly it will help you communicate with people from all over the world, not just English-speaking people.

English is very important in today's world. In addition to our native language, we need to have a common language that allows us to communicate with other parts of the world. English is a common language known to most people in the world. It is very important to have a good command of English, as effective communication can unite people better. The English words used should be simple and easily accessible to individuals, as well as easy to understand. Currently, English is taught to children at the very elementary level. Students are strictly required to speak English while on school premises, and some modern schools also fine students – this helps to build good communication as well as body language. Of course English is needed in today's world, because you need to communicate from the time you get up and before you go to bed.

English is mainly divided into two accents – American and British. The American accent is very slow compared to the British accent. Most people in the world use the British accent, and only a few people have the American accent. Intoday's world of English, it is very useful to have business relationships, as well as a social network with friends and family. The best communicator can communicate effectively, and this is very goodf orpeople, and the chances of misunderstanding are much lower. People can be influenced by thoughts and ideas, and they can communicate with them without much difficulty in understanding. In any part of the world there is a certain percentage of the population who can understand a foreign language. English is also well mastered by people whose work is related to tourists. If you know a foreign language, you can always easily ask for help in another country. That's why you will feel confident abroad.

The role of English in the modern world is obvious to students who want a decent education. One’s knowledge of the language allows them to study at any university. The received document on education is cited in all countries. It is no secret that, having, for example, a degree from the University of London, a graduate can get a prestigious job anywhere in the world.

In many countries, children are taught and encouraged to learn English as a second language. Even in countries where it is not an official language, such as the Netherlands or Sweden, we find that many science and technology curricula are written in English. Because this language is the dominant language in the sciences, most of the research and observations you will find in any given field of science will also be written in it. At the university level students from many countries study almost all of their subjects in English to make the material more accessible to international students.

The relevance of learning English can also be explained by the rapid development of technology. Every year, professionals from around the world, such as laptops, computers, scanners, mobile and others, come from English. Due to the rapid development of the Internet, representatives of different countries began to work closely together on the Web. To understand each other, we use English.

With a good understanding and communication of English, you can travel around the world. As it is an international language for foreigners, it is easy to get help in any part of the world. You can check this through online travel. Any travel booking site you may know will have English as a booking option.

Knowledge of English will also help you in any business you decide to do. If you visit some offices, companies, government organizations, or even math or engineering companies, you will see the importance of English. Any large company will hire its own professional staff after finding out if they speak English well. Companies that want to work internationally only consider their staff to be well-versed if they are good English speakers, writers or readers. Those who are still unaware of the importance of English should start learning it, because the time will come when everyone will understand that everyone speaks and writes English.

3. The conclusions

Foreign languages play an important role in the life of an educated and ambitious person. With their help, we broaden our horizons, communicate with people from other countries, join a foreign culture, go up the career ladder and look at the world in a new way.

English dominates everywhere. Nearly 400 million people speak it as their first language: another billion people know it as a second language. It is the official language in at least 50 countries and the unofficial language in a dozen other countries. It is everywhere – the language of global business, the Internet, science, diplomacy, star navigation and avian pathology. There is a direct way to trace the growing influence of the English language, and it is enough to look at how its words penetrate into such a large number of words. For a millennium or more, English has been an importer of words, borrowing words from Latin, Greek, French, Hindi, Aztec and many others. However, during the twentieth century, when the United States became the dominant superpower and the world became more interdependent, English became a pure exporter of words.

Thus, in my opinion, in addition to the native language, we need to have a common language to communicate with others and exchange ideas with them. English plays the role of a common language between all countries. English is the official language of many countries, and it plays a prominent role in all sectors, and is very useful for business and the private sector. In addition, English is good, its melodi can be easy to learn. English has one of the richest vocabulary in the world, but it has a simple grammar. The words themselves are attracted to each other, forming concise and clear sentences. The international language must be simple and understandable. Perhaps we are very lucky that such a simple language united the world.

REFERENCES

1. Іноземна мова. URL : http://clubinternational.com.ua
2. Про англійську мову. URL : https://uk.wikipedia.org/wiki/Англійська_мова
3. Роль англійської мови у сучасному світі. URL : https://vseosvita.ua/library/referat-rol-anglijskoi-movi-u-sucasnomu-sviti-anglijska-mova-vsudi-i-skriz-dominue-227323.html
4. Сучасні технології пов'язані з англійською мовою. URL : https://essuir.sumdu.edu.ua
5. Шурма С., Головня А. English speaking countries. Англомовні країни світу. Країнознавство. К. : Арій, 2018. 256 с.

THEORY OF POLITICAL BUSINESS CYCLES

S. S. Chernukhina, P. A. Zinevich,
E. O. Derkach (language supervisor)
V. N. Karazin National University, Kharkiv

Chernukhina S. S., Zinevich P. A., Derkach E. O. Theory of political business cycles. Consideration of economic cycles is one of the most important tasks of modern economy, they provide an opportunity to predict the consequences of a factor, to predict the growth or decline of economic activity, and the need to develop recommendations for improving work in this area. In order to be aware of this issue, we will look at the main political theories and how they can influence people's choices and future economic destiny. We will also consider how the political business cycle in Ukraine works and its regularities.

Key words: Theory of political business cycles, stages of development of political cycles, political cycles in Ukraine.

Чернухіна С. С., Зіневич П. А., Деркач Є. О. Теорія політичних ділових циклів. Розгляд економічних циклів є одним з найважливіших завдань сучасної економії, вони дають можливість передбачати наслідки того або іншого чинника, дати прогноз зростання або спаду економічної активності, а також полягає в необхідності розробки рекомендацій щодо вдосконалення роботи в даній області. Власне тому, щоб бути усвідомленими щодо цієї справи, ми роздивимось головні політичні теорії та як вони можуть впливати на вибір людей і подальшу економічну долю. Також розглянемо, як працює політичний діловий цикл в Україні та його закономірності.

Ключові слова: Теорія політичних ділових циклів, етапи розвитку політичних циклів, політичні цикли в Україні.

1. Introduction

Some economists attribute the frequent fluctuations in monetary policy to changes in the political orientations of the elected highest authorities. They argue that most politicians are trying to influence economic activity in the hopes of gaining popularity and re-winning new elections. In such circumstances, the length of the period for which the politician is elected, or the so-called election cycle, will be quite important. The hypothesis that cycles of economic activity are determined by the election of the highest authorities, called the theory of political business cycle.

2. The origin and essence of the political business cycle

Controversy over the causes and nature of cyclical fluctuations in economic reproduction has long been rampant in economics. Many proponents of exogenous theories, such as W. Nordhaus, D. Gibbs, A. Alesina, and others, associate economic fluctuations with a factor external to the economic system, such as the political process. In particular, their attention is drawn to the phenomenon of the business political cycle – the cycle of economic and political activity of the government between elections. The theory of political business cycles is another area of development of the ideas of the theory of social choice. It examines the possibility of manipulating macroeconomic variables such as GDP, unemployment and inflation – in order to gain political advantage in the upcoming elections in a democratic society. The frequency of elections leads to cyclical fluctuations in the national economy. As a rule, the impact on the economy is due to the monetary policy pursued by the central bank.

It will be recalled that President Nixon's active manipulation of the American economy for his own political purposes in 1972 attracted the attention of William Nordhaus and served as the basis for his founding of the theory of political business cycles. In the models of the political business cycle of W. Nordhaus (1975) and A. Lindbeck (1976) fluctuations in business activity in the economy are explained by opportunistic motivation of politicians: – "traditional opportunistic theory" of the political business cycle. According to this model, the support of the ruling party depends on the indicators of economic development in the pre-election period. This explains politicians' choice of economic programs aimed at economic growth and unemployment reduction, and the need for post-election overcoming of their inflationary effects by the victorious political forces. In this theory, voters are irrational, ignoring the consequences of previous government action if they have caused the same cyclical fluctuations associated with the election.

Nordhaus's theory of the political business cycle caused a great resonance among political scientists and economists and created a new scientific direction of research at the intersection of political and economic sciences. William Nordhaus has always used simple models to describe complex socio-economic processes, and this clear vision of the essence of the studied phenomena led to scientific breakthroughs and the emergence of new fields of knowledge. Assumptions about the inverse dependence of inflation on unemployment, when the government in the run-up to the election stimulates economic growth and, consequently, high inflation, and after the election affects the decline in inflation and business activity in general [2], were widespread in theory until the mid-1970s.

Thus, the economy is in a cyclical process: immediately before the election there is an acceleration of economic growth and – with a slight time lag – rising inflation, and in the post-election period inflation is declining, and as a result of deflationary policies, economic growth is declining. Such an economic cycle, according to the authors, does not provide economic growth, in addition, it can increase average inflation without increasing economic growth or reducing unemployment. The assumption that the electorate is very naive and prone to make systematic mistakes in predictions is a significant drawback of this model.

Therefore, in the 1970s, another theoretical concept was developed – the "traditional party model" of the political business cycle of D. Gibbs (1977). Its main assumption is that left-wing political forces are more interested in reducing unemployment and increasing economic growth than in reducing inflation. Members of the right-wing political forces have opposite preferences. This is due to the ideological beliefs of these parties: the left is traditionally focused on supporting employees, and the right – to support big business. In addition, parties tend to consistently adhere to their electoral platforms when in power. Thus, we can say that the exacerbation of inflation may lead to the defeat of the left-wing government, and the exacerbation of unemployment will lead to the defeat of the right-wing government.

This model is based on the idea of the conditionality of economic cycles by changes in right and left governments, and their consistency in their decisions, ie the consequences of their policies are longer than the consequences of decisions made before and after elections by opportunistic politicians. According to this theory, voters act rationally [2] and, accordingly, limit the ability of decision-makers to influence the development of political and economic fluctuations using opportunism. More advanced models of this type assume that the economy adapts to shocks caused by changes of government, and therefore their effects are manifested only for a short period. Thus, political business cycles are opportunistic, when economic fluctuations are caused by the actions of political actors to win elections in order to gain power. Business cycles are party cycles, when economic fluctuations are due to differences in the programs of political parties that form the government.

The second stage in the development of macroeconomic theory of the political business cycle began in the mid-1980s. The models of political business cycles developed at this stage by American economists are based on the concept of rational expectations and explain how rational voters limit the ability of policymakers to develop the political cycle in the economy. The very idea of the need to take into account rational expectations in the analysis of business cycles was first expressed in 1982 by P. Minford and D. Peel. Recalling the second stage in the development of this theory, we must mention A. Alesin, who is the author of the rational-party model of the political business cycle [3], which is based on the idea of rational expectations of voters in the uncertainty of their preferences. This theory also works in conditions of price and wage inflexibility. It follows that the regulation of aggregate demand is significant in the short run, and therefore the model describes the alternation of high levels of inflation and unemployment, which can be sharp, in contrast to the assumption in the traditional party model.

Subsequent similar studies in the modern economic literature have proposed models that synthesize a model of the Nordhaus-Lindbeck political business cycle with the hypothesis of rational expectations of voters. Scientists such as K. Rogov and A. Siebert (1988), A. Zuckerman, and A. Meltzer (1986), as well as T. Person and G. Tabelini (1990), developed a "rational opportunistic theory" of the business political cycle. According to them, the main reason for the emergence of the political business cycle is the asymmetry of information between politicians in power and society, as well as the level of competence of the government. Because the rational expectations of voters limit the opportunistic behavior of decision-makers, the rational-opportunistic political cycle model assumes a short political cycle with less amplitude and regularity. [2] The focus is on changes in fiscal policy, rather than changes in inflation and unemployment over longer periods. In this case, the government pursues a stimulating fiscal policy aimed at economic growth.

3. Political business cycle theory and economic realities

Considering the theories of political business cycles, we can test them in reality. For example, the relationship between the ruler and society is very similar to the relationship between the working and unorganized employer – society does not have the opportunity to enter into a formal contract based on the quality of governor's management and can not dismiss the ruler at any time. Thus, the ruler may abuse power and disregard the interests of his employer, ie society. Elections, the main feature of a democratic society, partially solve this problem. In the case of a fair election, voters can choose the candidate from whom they expect the greatest gain for themselves. Elections act as a filter that allows society to choose the most acceptable rulers [1].

The basic principle of cyclical changes in political objects is the alternation of periods of political development and political degradation. Practical evidence of the existence of political business cycles in different countries is quite ambiguous, but most of them are compatible with the concept of economic theory, which is based on assumptions about price volatility and rational expectations of economic entities. Thus, most of the current so-called “rational” theories of the political business cycle are more practically justified than the previous – “traditional”.

The business cycle is observed in all countries: both industrialized and developed democracies, and underdeveloped countries, as well as countries undergoing transformational changes in political and economic systems. However, according to political experts and economists, the most significant destructive potential is found on the periphery of poorer countries, where the low standard of living of the vast majority of the population provides a higher level of electoral cost-effectiveness of the business cycle.

4. Features of the political business cycle in Ukraine

As for Ukraine, like any country in transition, it experienced a period of deep transformational decline in the 1990s due to numerous economic and institutional factors. If we analyze the main macroeconomic indicators that characterize the situation in Ukraine, we can conclude that the country has signs of fiscal business cycle, which is explained by the opportunistic motivation of both pro-government politicians and other political forces participating in the election.

In general, after research, we can say that in Ukraine there are manifestations of political cycles, which are characterized by increasing GDP, state budget expenditures and money supply before the election, followed by “restrictive adjustment of economic policy”, when expansionary economic policy affected the dynamics of real sector of the economy, not limited to monetary measures.

5. Conclusions

In conclusion, we have that every country strives for political and economic stability, because it is a way to development and establishment in the international arena. This stability within the state must be ensured by the government elected by the people's majority. If the short-term goals prevail in the state economic policy, they, no matter how successful, bring worse results than if the long-term goals prevailed. Therefore, the prosperity of the country requires a competent government that has defined goals aimed at improving the economic situation of the country. According to Edward Prescott, in order to develop the economy more evenly, it is necessary to monitor the expectations of market participants on the future dynamics of prices and public policy measures in this area, and on the other hand to stimulate technical innovation. [6] However, sometimes the election process undergoes unforeseen changes due to the phenomenon of the political business cycle.

REFERENCES

1. Вешко А. Т. Політичний цикл і структурні тенденції в економіці України // Вісник Львівської комерційної академії. Сер. «Економічна». 2013. № 41. С. 35–46.
2. Грабинська І., Миронович Ю. Ділові політичні цикли у сучасній ринковій економіці // Науковий вісник НЛТУ України : Сер. «Економічна». 2007. Вип. 37. С. 342–347.
3. Alesina, A., Roubini N., Cohen G. Political Cycles and the Macroeconomy. Cambridge, Mass. : The MIT Press, 1999. 302 p.
4. Hibbs D. Political Parties and Macroeconomics Policy // American Political Science Review. 1977. Vol. 71. P 1467–1487.
5. Nordhaus, W. The Political Business Cycle // Review of Economic Studies. 1975. Vol. 42. P. 169–190.
6. Prescott, Edward C. Interest on reserves, policy rules and quantitative easing. Journal of Economic Dynamics and Control, Elsevier, 2014. Vol. 49 (C), P. 109–111.

THE PARIS CLUB: PROBLEMS FACED DURING THE PANDEMIC

A. M. Chuchko,
A. B. Kalyuzhna, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Chuchko A. M., Kalyuzhna A. B. The Paris Club: problems faced during the pandemic. The article deals with the activity of the Paris Club of creditors. The paper describes the reasons of arisen problems in the Club's activity including both internal shortcomings and external factors. The article pays special attention to the activity of the Paris Club during the pandemic of Covid-2019, especially possible ways of debt relief in crisis conditions. Some ways to maintain the Club's efficacy and competitiveness as well as to renew its status of one of the most important creditors are proposed.

Keywords: credit, crisis, debt relief, pandemic, the Paris Club, transparency.

Чучко А. М., Калюжна А. Б. Паризький клуб: проблеми у час пандемії. У статті йдеться про діяльність Паризького клубу кредиторів. У статті описано причини проблем, що виникли у діяльності Клубу, включаючи як недоліки у внутрішній діяльності клубу, так і зовнішні чинники. У статті особлива увага приділяється діяльності Паризького клубу під час пандемії Covid-2019, особливо можливим способам списання боргу в умовах кризи. Запропоновано шляхи підтримки ефективності та конкурентоспроможності Клубу, а також відновлення його статусу одного з найважливіших кредиторів.

Ключові слова: кредит, криза, пандемія, Паризький клуб, прозорість, списання боргів.

1. Introduction

The world of finance has always been shrouded in mystery due to its nature. Nowadays the situation is not becoming any clearer because of the complexity of the financial structure of the world and the global problems of society. The t o p i c a l i t y of the work is determined by the fact that the world is facing increasingly burdensome challenges: high credit debt, a pandemic that erupted in 2020, and problems of this kind should be dealt with as soon as possible to avoid further collapse of the global economic system. The Paris Club of creditors plays an important role in regulating the economic processes associated with the debt of countries and the world of finance in general. The o b j e c t of the article is the activity of the Paris Club of creditors. The peculiarities of its activities during the pandemic of Covid-19 will be the s u b j e c t of research. The a i m of the study is to determine the role played by the Paris Club of creditors in the XXI century and its shortcomings as well as to identify possible ways to improve its activities in crisis conditions during the pandemic.

2. Results and discussion

Creditors of the Paris Club can postpone the payment of the debt or reduce the amount of payments by debtor countries, i.e. to restructure the debt. Restructuring means revising the terms of the loan, which may include deferral of repayment. Some countries are offered preferential redevelopment-reduction of debt service obligations for a certain period. So, the Paris Club is a group of creditors who search for solutions of debt relief for indebted countries.

The Paris Club provides conditions which can be used as the sources of debt relief. For instance, Highly Indebted Poor Countries Initiative. The initiative is expanding the list of redundant debts to include debts to multilateral creditors (international financial institutions). Until now, the IMF (International Monetary Fund) and the World Bank could only provide additional loans to their clients who had problems with debt service [1].

The initiative sets a clear indicator of the country's sustainable external debt. Within the framework of the Initiative, the indicator of sustainable external debt is established in the form of two ratios: the reduced value of debt to exports (not more than 150%) and to government revenues (not more than 250%) [1].

New sources and mechanisms for financing debt reduction have been found to implement the Initiative. These include selling some of the IMF's gold reserves and enabling the World Bank and other international organizations to use some of their own resources. A HIPC Trust Fund has also been established, to which official donors can contribute to help international organizations reduce debt [1].

The club's activities during the crisis are worth exploring in detail.

The COVID-19 pandemic, which erupted in 2020, has exacerbated the debt vulnerability faced by an unprecedented number of countries. It is impossible to predict to what extent this problem will spread and what adaptations the Paris Club will have to make to play its role in restoring the creditworthiness of these countries.

The debt problems linked to the borrowing of finance from developing countries by export credit agencies in high-income countries led to the Paris Club foundation in 1956, when Argentina faced a crisis. Therefore, the history of the Paris Club dates back to 1956 when the crisis arose and Argentina agreed to meet with its public creditors in Paris. Since then, the Paris Club has signed 476 agreements with 100 different debtor countries. Since 1956, the debt, which is considered under the agreements of the Paris Club, has reached 611 billion dollars [5].

Recently the importance of the club has increased again. The United Nations estimates that by the end of 2021 developing countries will have to repay or refinance $ 2.7 trillion in debt, not counting the billions of dollars in additional loans needed to combat the pandemic and mitigate its economic impact [4]. Covid-19 is a serious problem: according to the World Bank, the level of poverty in the world increased in 2020 for the first time since 1998.

Given that world commodity prices are approaching their lowest level in almost 50 years and there is turbulence in the oil market, many of the poorest borrowing countries have been shaken by a sharp decline in export earnings and the instability of the US dollar creating additional problems with refinancing [4].

During a period of high world commodity prices and relative prosperity that lasted until about 2014, many low-income countries accumulated significant debts to a number of non-Paris Club creditors, including China, and are relatively new to the market.

However, during the pandemic China has taken the role of the main creditor and now it threatens the existence and efficacy of the Paris Club. Consequently, Paris Club becomes less competitive. Much of the debt of developing countries belongs to China, which has aggressively intensified public and private lending, for instance, in Africa and other developing regions in recent decades. Thus, to be more effective and to hold the status of efficient creditor the Paris Club has to overview its principles and turn its status of informal group into an official group of creditors.

The creditors' base is now diverse and includes official bilateral and multilateral creditors, as well as private sector creditors and bondholders, which makes a better coordination among creditors more important.

The economic consequences of the Covid-19 crisis are likely to lead to even higher indebtedness in some of the world's poorest countries, forcing official creditors and private sector lenders to reduce or restructure loans.

Any such move would go beyond the ongoing initiative to suspend the debt service (DSSI) of the G20 group, including members of the Paris Club, according to which 42 of the 73 countries are eligible to apply for a moratorium on government debt payments.

The head of the Paris Club said that the extension of the DSSI is likely to exceed the planned completion date, after which a more detailed assessment of the sustainability of the debt will be conducted in each case [2]. Any relief beyond the current moratorium on official payments should include additional support in the form of lending from the IMF, and will require “the full participation of private sector creditors to ensure equal treatment for both official and private creditors” [2].

The current DSSI applies to payments on government loans payable over eight months from April 1. The latest G20 figures show that 42 countries have applied to participate, which has allowed them to defer total payments of $ 5.3 billion this year, although debts must eventually be repaid in full [2].

According to the World Bank, which is one of the coordinators of the DSSI, the total amount is much less than the expected savings of 11.5 billion dollars for 73 countries. The $ 5.3 billion figure was shocking. Then the G20 announced that the total amount for the year would be much higher [2].

The Paris Club sets particular principles of activity and the principle of transparency is one of the most significant guidelines of its activity. However, incorrect disclosure of debt may lead to the cases of laundering of money. Improper disclosure of information about debt undermines the analysis of debt sustainability and creates serious problems for macroeconomic surveillance. As some low-income countries, such as Zambia, began issuing Eurobonds, investors underestimated risks in countries with non-transparent debt structures, which contributed to unsustainable debt growth. Since early detection of possible problems is a cornerstone for preventive policy action, transparency is crucial.

However, first, a significant share of these debts remained unrecorded in the main databases and was not in the line of sight of companies that assess credit ratings. External borrowing by state (or guaranteed) enterprises, which have very uneven reporting standards, has also increased. Now that an increasing proportion of countries have entered a phase of economic crisis, the need for transparency has become urgent. The DSSI has played an important role in freeing up debt relief resources, so governments have been given fiscal opportunities to combat the pandemic; by design it is a temporary measure. The overall debt structure approved by the G-20 at the end of last year recognizes that short-term measures alone are not capable of overcoming unbearable debt. This structure provides for a comparable regime on the part of all official bilateral creditors, both the Paris Club and the non-Paris Club, as well as private creditors. Three countries have applied for debt relief under it (Chad, Ethiopia and Zambia), and resolving these test cases is likely to affect future restructurings [2].

Secondly, the resolution of past debt crises has often been delayed by uncertainty about the willingness or ability of debtor governments to take on a sound multi-year action plan.

Thirdly, an obstacle to a more recent turn of events, speedy turn of events is that many developing countries face a more complex and diverse group of creditors than the Paris Club and the commercial banks of the 1980s. This can complicate a coordinated response.

Transparency may not overcome all challenges, but it can significantly increase the success of the joint system by increasing trust among groups of creditors, which is currently quite low. Disclosure should come from all creditors and debtors, as multilateral organizations continue to expand the coverage of data gaps in existing databases, creating more comprehensive databases, and revising their lending policies to improve disclosure requirements.

All this will take time and requires a concerted effort. Transparency is a global public good. The IMF and the World Bank will continue to support this important program through their functions, such as oversight, and through their policies to support debtors and creditors in achieving greater debt transparency [3].

Undoubtedly, the Paris Club has certain shortcomings. The main disadvantage is that in the event of a global crisis, as in the case of the 2020 pandemic, the Paris Club is not ready to urgently adapt the principles of debt repayment. A significant share of debt remained unrecorded in the main databases and was not in the line of sight of companies that assess credit ratings. In this case, the principle of "information exchange" is violated, which undermines the analysis of debt sustainability and creates serious problems for macroeconomic surveillance, so the transparency of information avoids money laundering and the intensification of the economic crisis against the background of global problems.

Thus, from the existing shortcomings we can conclude that a possible solution would be a partial reformatting of the status of the Paris Club of creditors, i.e. establishing it as an official credit institution with its own statute and clearly defined rules. In addition, the flexibility of creditors would help to avoid collapse and debt repayment problems in the event of a crisis.

3. Conclusions

So, the Paris Club is an informal group of creditors which provides debt relief for poor countries with large sums of debts. In view of the above, we may conclude that this organization faces a number of problems. Firstly, China threatens the existence of the club as China becomes more competitive and carries out its economic expansion being a creditor of most poor countries. Secondly, the absence of flexibility causes difficulties in repayments, however being adjustive is essential to meeting the need of debt relief during the crisis such as pandemic. Thirdly, the absence of transparency of debt information leads to difficulties of debt relief. To solve such problems the Paris Club must implement reforms. To become more competitive it has to change its status from informal group to official one and overview the principles and conditions of debt relief to be effective in the crisis conditions of XXI century.

LIST OF ABBREVIATIONS

DSSI – Debt Service Suspension Initiative
PSI – Private Sector Involvement
IMF – International Monetary Fund
HIPC – Highly Indebted Poor Countries Initiative

REFERENCES

1. Мозговий О. М., Оболенська Т. Є., Мусієць Т. В. Міжнародні фінанси : навч. посібник. К. : КНЕУ, 2005. 557 с. URL : https://buklib.net/books/28476.
2. Covid-19 crisis set to push poorest nations into debt distress, Paris Club warns. Financial Times: web-site. URL : https://www.ft.com/content/1466fdd7-b50e-4c66-af27-64d60296e32f.
3. Key to Resolving Covid’s Global Debt Crunch: Transparency VIEWS & COMMENTARIES: web-site. URL : https://www.imf.org/en/News/Articles/2021/03/12/vc-key-to-resolving-covid-sglobal-debt-crunch-transparency.
4. Paris Club creditors to collaborate on debt relief for poorest nations. Reuters: web-site. URL : https://www.reuters.com/article/us-health-coronavirus-debt-idUSKBN22C0SF.
5. STIMSON Normalizing China’s Relations with the Paris Club: web-site. URL : https://www.stimson.org/2021/normalizing-chinas-relations-with-the-paris-club/

THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM BUSINESS AND INTERNATIONAL INFORMATION

S. M. Dereka,
O. V. Karpenko (language supervisor)
V. N. Karazin National University, Kharkiv

Dereka S. M., Karpenko O. V. The role of foreign languages in the development of tourism business and international information. The article analyzes the main problems and prospects for the role of foreign languages in the development of tourist business and international information. The concept of the role of "foreign languages" "tourist business" and "international information" is revealed. It is emphasized that the knowledge of foreign languages is important for the further development of international tourism, as it is closely connected with foreign languages. It is concluded that international tourism can contribute to increasing the motivation and efficiency of learning a foreign language.

Keywords: business tourism, foreign languages, international information, international tourism, tourism.

Дерека С. М., Карпенко О. В. Роль іноземних мов у розвитку туристичного бізнесу та міжнародної інформації. В статті аналізуються основні проблеми та перспективи ролі іноземних мов і розвитку туристичного бізнесу та інформаційної безпеки. Розкривається концепція ролі "іноземних мов", "туристичного бізнесу" та "міжнародної інформації". Підкреслюється те, що знання іноземних мов має важливе значення для подальшого розвитку міжнародного туризму, оскільки індустрія туризму тісно пов'язана з іноземними мовами. Робиться висновок про те, що міжнародний туризм може сприяти підвищенню мотивації та ефективності вивчення іноземної мови.

Ключові слова: бізнес-туризм, іноземні мови, міжнародна інформація, міжнародний туризм, туризм.

1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of foreign languages of tourism business and international information. The s u b j e c t is problems and opportunities for the development of the role of foreign languages.

The p u r p o s e of the study is to examine the development of the role of foreign languages in the tourism business and international information. To achieve this, it is crucial to analyze the factors that form the problem and consider possible solutions to the problem.

2. Current state of industry

One of the features of the modern information society is the increased attention paid to language problems, since it is language that bears the brunt of the information and communication plan.

Firstly, language becomes one of the most important means of ethnic identification when traditional forms of collective, cultural, and moral regulations that unite people are destroyed.

Secondly, language is an essential factor in ensuring stable communication, focusing on understanding, dialogue and sociocultural factors.

Thirdly, language is the only mediating link in dialogue, direct emotional-spiritual communication between «I» and «Other» as an actual event.

Fourthly, language reality, as an expression of intersubjective experience, increasingly intrudes into the human world, creating a new type of communicative behavior – linguistic interaction, new forms of human behavior coordination, new governance mechanisms: on the one hand money and power and on the other hand language.

Fifthly, the study of communication processes is increasingly oriented towards the study of linguistic communication, where the essence of the human being is linked to the question of language, since there is no more effective means of forming the human being, as through language.

3. Problems of developing

In foreign practice, organizations are required to include international communication in the development and implementation of communication policies. It is the coordination of international campaigns; advising and assisting foreign investors in a given country and local investors abroad; advising and facilitating companies, to states or state or supranational foreign organizations when communicating with the authorities of a given country and foreign authorities; theoretical development and coordination of international crisis prevention and management programmes.

Concepts of «foreign languages» and «tourism business» are closely related are interlinked, affect each other’s development and one is unthinkable without another. Indeed, tourism business implies a system of travel and tourist exchanges concerning representatives of different countries and cultures that speak a variety of languages. International tourism is a factor in world tourism integration processes, and the tourism business has long since become an important sector of the economy. When seeking employment in a prestigious restaurant, tourist company or, hotel, etc. one of the first questions the employer will be asked is how many and what foreign languages a candidate for a vacancy speaks. In almost every sphere of any social activity, especially in the field of international tourism or hospitality management, it is important for specialists to know a foreign language – it is a means of communication with tourists from all over the world as representatives of a different culture.

4. Prospects

In the 21st century, no one needs to be persuaded to study foreign languages and, even more so, participation in intercultural communications involves people from different backgrounds and nationalities from different countries of the world and different continents. Knowledge of foreign languages is important for further development of international tourism. The tourism industry is intimately linked related to foreign languages. Travellers feel need to speak at least one foreign language (English is considered the principal language of international tourism, as it has had a major impact on development international relations). English is not only an international language in tourism, but also in business, education and trade, science and technology. Outside depending on the language spoken in a given country, the role of the English language remains extremely relevant.

In addition to the foreign language, tourist activities require the knowledge of other cultures and the respect for them. Such knowledge is provided by the theory and practice of intercultural communication that introduces the peculiarities of mentality, develops the ability to think in the same way as a representative of another culture. A specialist in international tourism should be able to relate the peculiarities of another mentality to norms of a mother tongue.

Travel agents must be able to anticipate the difficulties that tourists may encounter when they arrive in their country. It is no coincidence that learning a foreign language is defined as the process of mastering ethnic and intercultural resources and the aim of the language training is to train professionals, capable of applying knowledge of a foreign language to a decision of their professional tasks.

Foreign languages are the most important factor in the development of international tourism. Today, there are countless languages and dialects (in Africa alone there are more than 1,000), but if you know the most massive of them, you can travel to almost every country on every continent, and you can understand the people of those countries very well. Therefore, knowledge of foreign languages is so important for the further development of international tourism. As noted above, international tourism is an industry in which millions of people of all nationalities live. This is the reason why knowledge of foreign languages and intercultural communication is very important in the work of the manager of inbound and outbound tourism.

5. Conclusions

Thus, an important factor for success in international activities is the competence of a specialist based on language and especially English as the «universal language of global culture». Such analytical and communication competencies include: professional management and humanities education; foreign language proficiency, especially in English; communicative competence; innovation sensitivity; cultural knowledge of those countries, where the organization communicates with the public; taking into account both real and symbolic values; studying forms of international communication; creative approach to solving communication problems.

REFERENCES

1. Английский язык и туризм. URL : http://www.edutur.org/eng/angliyskiy-yazyik-i-turizm (Дата обращения: 22.11.2016).
2. Знание иностранного языка – значение при трудоустройстве. М., 2011. URL : http://www.yastudent.ru/ articles/3/%202/2954.html
3. Козырева М. П. Принципы отбора содержания обучения иностранному языку специалистов по сервису и туризму // Вестник СамГУ. 2008. № 5/2 (64). 354 с.
4. Плужник И. Л. Формирование межкультурной коммуникативной компетентности студентов в процессе профессиональной подготовки. М. : ИНИОН РАН, 2003. 216 с.
5. Сафонова В. В. Изучение языков международного общения в контексте диалога культур и цивилизаций. Воронеж : ИСТОКИ, 1996. 237 с.

MODERN PROBLEMS OF DEVELOPMENT OF INFORMATION-ANALYTICAL ACTIVITY IN UKRAINE

A. S. Diskovska,
O. Y. Sergeeva (language supervisor)
V. N. Karazin National University, Kharkiv

Diskovska A. S., Sergeeva O. Y. Modern problems of development of information-analytical activity in Ukraine. The article is devoted to the active development of information and analytical activities in domestic government and commercial institutions and has acquired the features of one of the significant trends of recent times. Its actualization is due to certain objective factors: on the one hand – is the democratization of social life, development of market relations, legitimacy, rapid development of entrepreneurial activity, and on the other – the associated increase in the importance of the intellectual component in decision-making in management and other areas public life, as well as the growing flow of information needed for management decisions and other social activities. In conclusion, the author says that scientific substantiation and development of methodological and practical recommendations are needed to improve the mechanisms of information and analytical activities in Ukraine at the present stage.

Keywords: factors, Information-analytical activity, market relations, science, state, Ukraine.

Дісковська А. С., Сергєєва О. Ю. Сучасні проблеми розвитку інформаційно-аналітичної діяльності в Україні. Стаття присвячена активному розвитку інформаційно-аналітичної діяльності у вітчизняних державних та комерційних установах і набула ознак однієї із значущих тенденцій останнього часу. Його актуалізація зумовлена певними об'єктивними факторами: з одного боку – це демократизація суспільного життя, розвиток ринкових відносин, легітимність, стрімкий розвиток підприємницької діяльності, а з іншого – пов’язане з цим підвищення значення інтелектуальної складової в прийняття рішень в управлінні та інших сферах суспільного життя, а також зростаючий потік інформації, необхідної для прийняття управлінських рішень та іншої соціальної діяльності. На завершення автор зазначає, що для вдосконалення механізмів інформаційно-аналітичної діяльності в Україні на сучасному етапі необхідні наукове обґрунтування та розробка методичних та практичних рекомендацій.

Ключові слова: Інформаційно-аналітична діяльність, наука, ринкові відносини, стан, Україна, фактори.

1. Introduction

Today, information has acquired the status of the fourth powerful recourse after land, capital and labor factor of economic reproduction and becomes the basis of all production relations. The main external manifestation of the information society is the intensive saturation of all spheres of its life with information products and computer and telecommunication technologies. An efficient and high-quality system of information support of public authorities is an integral part of the professional functioning of the public administration system. All this testifies to the urgency of the tasks of scientific research and confirms the need to develop methodological and practical recommendations for improving the system of public administration on the basis of modern information and analytical support of all levels of government. We set ourselves the following tasks:

- to reveal problems and characterize the current state of information analytical activities in Ukraine;
- to investigate the main trends of information.

2. Signs and processes of information-analytical activity

Of the American researcher P. Dixon writes: “They create almost nothing tangible except papers. Their main product is theoretical research, usually embodied in the form of reports or research, which are options for various measures, assessments, projects, theories, recommendations, warnings, long-term plans, statistics, forecasts, method descriptions, tests, analyzes or just new ideas”. Analytical activities are implemented by analytical centers, as well as analytics departments in organizations that meet the needs of the organization in significant amounts of specialized analytical information. Analysts, external consultants, usually perform the most complex tasks related to the development of anti-crisis programs, modernization of the organization, its research. The analytical activity of the leader and his team plays a significant role. The special socio-cultural mission of “mass analytics” is in its methodological function: analytical materials not only explain the laws of reality, but also demonstrate examples of analysis of events and facts, methods of interpreting their meanings, form an information culture that corresponds to the information regime of civil society. The governing body is faced with the task of obtaining information, its processing, as well as the generation and transmission of new derived information in the form of control effects. Such influences are carried out in operational and strategic aspects and are based on previously received data, on the truthfulness and completeness of which the successful solution of many management tasks largely depends.

3. Legal regulation of the information sphere in Ukraine

According to Art. 34, Constitution of Ukraine every citizen is guaranteed the right to freedom of thought and speech, free expression of their views and beliefs. Everyone has the right to freely collect, store, use and disseminate information orally, in writing or otherwise – at their discretion. The exercise of these rights may be restricted by law in the interests of national security, territorial integrity or civil order.

At the same time, in every society there is a so-called customary law – a system of undocumented norms and traditions that regulate the behavior of other members of this society.

Information is the object of property rights of citizens, organizations (legal entities) and the state. Information may be the object of property rights in full or only the object of possession, use or disposal. The law establishes the rights and obligations of participants in information relations, their responsibility for violating the legislation on information, determines the procedure for cooperation of the Ukrainian side with other states, foreign and international organizations in the field of information.

Provisions of the Law of Ukraine “On Information” are specified in other laws on information activities and protection of intellectual property rights, which are more specific, as well as in a number of other laws and regulations. We also include information collected in the process of operational and investigative, counterintelligence activities in the field of national defense, which is not classified as a state secret.

4. Problems and prospects of information support of the authorities of Ukraine

The development of the information sphere opens new opportunities for Ukraine in the field of economy, politics, and international relations. This has long been achieved by other developed countries, in varying amounts and with varying intensity.

The most important characteristic of any state is the level of its information support, which significantly affects all processes of socio-economic development of society. Information as a set of certain data, factors, characteristics of relevant objects, phenomena, processes, relationships, events, etc., collected and systematized in a usable form, is the basis of public administration.

In the developed countries of the world, the development of the information society is stimulated in the areas of cooperation with stakeholders, the establishment of an interagency body on information society, the State Department of e-Government, and the Central Information Authority. In Ukraine today there is no proper institutional support for the development of the information society.

The development of information and analytical support of the authorities, as one of the important areas of informatization of society, is also chaotic, without a clear balanced state strategy in this area. The activities of the State Department for Communications and Informatization of the Ministry of Transport and Communications of Ukraine and the State Service for Special Communications and Information Protection of Ukraine are aimed at solving certain technical problems of information activities of the authorities.

5. Conclusions

One of the priorities of building an information society is the informatization of public authorities and local governments, which should promote transparency and openness of government, increase the efficiency of officials, provide various information services to the population, democratization of the electoral process, integration with the global information space.

At the present stage of development Ukraine requires a scientifically sound paradigm of information support of all echelons of government, which provides for the widespread use of modern information and communication tools, especially the Internet, at all levels of government, the transition of all government agencies to electronic document management, access to the Internet as well as enabling interactive participation of citizens in the decision-making process.

REFERENCES

1 Dixon P. URL : https://pidru4niki.com/1953031653909/informatika/analitichna_skladova_informatsiyno-analitichnoyi_diyalnosti

2 Gurkovsky V. Relationships of public authorities in the field of information security of Ukraine: organizational and legal issues: textbook. Kyiv : Pravo, 2002. 32 p.

3 Konotopov P. Y. Analyst. Methodology, technological and organizational aspects of information-analytical work: textbook. Moscow : Rusaki, 2004, 250 p.

4 Koval R. A. and analytical support of public authorities: textbook. way. Kyiv : Condor, 2006. 226 p.

5 Krulkevych M. I. Information activity at enterprises: textbook. Donetsk : DonNU, 2001, 176 p.

6 Law of Ukraine "On Information". URL : https://www.president.gov.ua/ua/documents/constitution/konstituciya-ukrayini-rozdil-ii

7 Law of Ukraine "On the basic principles of development of the information society in Ukraine for 2007–2015: corresponds to the official. Text". Kyiv : Pravo, 2007. 82 p.

8 Mukovsky I. T. Information and analytical activities in international relations: textbook. way. Kyiv: Condor, 2012, 224 p.

USE OF INTERNATIONAL CAPITAL FLOWS IN UKRAINE

D. O. Dmitrieva,
O. Yu. Sergeeva (language supervisor)
V. N. Karazin National University, Kharkiv

Dmitrieva D. A., Sergeeva O. Y. Use of international capital movement in Ukraine. The article defines the use of international capital flows in Ukraine. A structural analysis of the capital that arrived in Ukraine during 2012-2020 was carried out, and the reasons for the receipt of foreign direct investment were analyzed.

Keywords: import, international capital movement, Investment, FDI.

Дмитрієва Д. О., Сергєєва О. Ю. Використання міжнародного руху капіталу в Україні. У статті визначено використання міжнародного руху капіталу в Україні. Проведено структурний аналіз капіталу, що прибували в Україну протягом 2012 – 2020 років, проаналізовано причини надходження прямих іноземних інвестицій.

Ключові слова: імпорт, інвестиції, міжнародний рух капіталу, ПІІ.

1. Introduction

The article is aimed at analyzing the international movement of capital in Ukraine. The subject of the research is practical aspects of assessing the international movement of capital in Ukraine. The object of the article is the international movement of capital in Ukraine. The purpose of the article is to study the current state of use of international capital flows in Ukraine.

2. Conditions for attracting foreign direct investment

The volume of foreign investment is one of the indicators that characterize the degree of integration of a country into the world community and depends on the attractiveness of the investment object. Foreign investment is the implementation of the export of business capital to recipient countries. In the law of Ukraine “on the foreign investment regime”, foreign investments are defined as values invested by foreign investors in objects of investment activity in accordance with the legislation of Ukraine in order to make a profit or achieve a social effect.

Receiving foreign investments and the conditions for attracting them are a factor that characterizes investment activity and contributes to the further development of foreign economic relations. Investment attractiveness is determined by investment entities based on the general investment climate in the country, conditions for conducting foreign economic activity, including legal and Customs ones.

Investments are cash, targeted bank deposits, units, shares and other securities, technologies, machinery, equipment, licenses, including for trademarks, loans, any other property or property rights, intellectual values invested in objects of entrepreneurial and other activities in order to make a profit and achieve a positive social effect.

In the implementation of a comprehensive program to encourage domestic and foreign investment, an important place is occupied by the creation and improvement of the legislative framework for investment activities in Ukraine and the implementation of necessary organizational measures.

The main ones are:

- stability of legislation on financial, currency, tax, tariff and non-tariff regulation of investments;
- early informing of entrepreneurs about upcoming changes in legal norms;
- development of procedures and mechanisms that protect investors from illegal actions of management bodies [1].

3. Status of foreign direct investment inflows 2012-2020

After the events on the Maidan and the beginning of the confrontation in Crimea and Donbas, new Foreign Direct Investment (FDI) in Ukraine has significantly decreased – from $ 4.5 billion in 2013 to $ 410 million in 2014. The main reason for the fall was the military conflict with Russia and the deepening political and economic crisis in the country.

At the same time, direct investment in Ukraine began to fall even before the events of 2014. Already in 2013, FDI decreased by 46.4% from $ 8.4 billion in 2012 – as a result of reduced demand for Ukrainian exports, worsening political situation and economic uncertainty. At the same time, the drop in FDI by more than tenfold in 2014 was unprecedented compared to neighboring countries. Despite growth in 2015 ($ 2.96 billion) and 2016 ($ 2.13 billion), FDI still has not reached the level of 2013, much less 2012. In addition, this growth is largely due to the recapitalization of banks with foreign capital, and investment remains at a very low level.

As of the end of 2020, the Ukrainian economy had 49 billion of foreign capital, of which 16 billion was invested in the last five years, including 3.2 billion of reinvested capital [2].

Table 1

Foreign direct investment in Ukraine from 2012 to 2020 (mln. dol. USA) [3]

Year	FDI to Ukraine	FDI from Ukraine
2012	8401 (+1194)	1206(+1014)
2013	4499 (-3902)	420(-786)
2014	410 (-4089)	111(-309)
2015	-458 (-868)	-51(-162)
2016	3810 (+4268)	16(+67)
2017	3692 (-118)	8(-8)
2018	4455 (+763)	-5(-13)
2019	5860 (+1405)	648(+653)
2020	-868(-6728)	82(-566)

Foreign capital is mainly concentrated in industries with rapid turnover of funds, rather than in production. More than 40% of all attracted investments are made in trade, finance, real estate and telecommunications. Only 2% of the total foreign investment was invested in Mechanical Engineering, and 1.6% in agriculture. The volume of foreign investment in the Ukrainian economy continues to decline. The outflow of Foreign Direct Investment (FDI) in 2020 amounted to $ 420 million, including due to an increase in direct investment of residents abroad and the outflow of capital of direct investors from Ukraine (minus $ 98 million). For comparison, in 2019, the inflow of FDI to Ukraine amounted to $ 5.2 billion.

Unprofitable activities of enterprises with foreign investments caused a reduction in their reinvested income in 2020 by $ 1.2 billion (in 2019 + $ 3.3 billion). The volume of payments of investment income in favor of non-residents in 2020 amounted to $ 7.9 billion, but the balance of primary income remained positive due to labor $ 12.1 billion in labor receipts [3].

4. Foreign investment in the Ukrainian economy

Foreign capital can bring to Ukraine the achievements of scientific and technological progress and the most advanced managerial experience. Therefore, the inclusion of Ukraine in the world economy and the attraction of foreign capital is a necessary condition for building a modern civil society in the country. Attracting foreign capital to material production is much more profitable than obtaining loans for the purchase of necessary goods, which are still spent haphazardly and only multiply public debts. The influx of investment, both foreign and National, is also vital for achieving medium – term goals-overcoming the current socio-economic crisis, overcoming the decline in production and the deterioration of people's quality of life [4].

In practice, currently the development of cooperation with foreign investors in Ukraine is carried out in the following areas:

- joint activities in the field of production, finance, economic services, foreign and domestic trade, etc .;
- attracting foreign investment on the basis of concessions or production sharing agreements;
- creation of Free Economic Zones in order to actively attract foreign investment to certain regions of the country, but subject to their economic feasibility and expediency.

The state faces a rather difficult task: to attract foreign capital to the country, and, without depriving it of its own incentives, to direct it by economic regulation measures to achieve public goals. Foreign investment can have a significant impact on the development of the economy. If macroeconomic stability is achieved and international investment cooperation is intensified, we can expect an increase in the inflow of foreign investment in economic development.

Internal and external investments are a complex multi-stage mechanism that can greatly increase the economic potential of the state, so the success achieved in this area will largely determine the implementation of all economic reforms in general [5].

5. Conclusions

To attract foreign capital to the development of the national economy of the country, various methods are used, including: loan incentives – the establishment of direct loan benefits or tax reduction, etc.; financial methods – the provision of loans, subsidies, loans; non – financial methods-the provision of information Assistance, Management Assistance, the creation of Special Economic Zones, etc.

Each state has its own system of resource prices, Tax Policy and legislative framework, different levels of Industry Development, and, accordingly, there are differences in the profitability of investment entities and objects. Import and export operations for the movement of capital are also related to political stability and the level of trade in the international market.

REFERENCES

1. Foreign direct investment in Ukraine: war and peace: news. URL : http://dia.dp.gov.ua/pryami-inozemni-investici%D1%97-v-ukra%D1%97ni-vijna-i-mir/ (Last accessed: 14.11.2021).
2. Foreign direct investment. URL : https://index.minfin.com.ua/economy/fdi/2020/(Last accessed: 14.11.2021).
3. Foreign investment in Ukraine's economy in 2020 fell 20 times: news. URL : https://inventure.com.ua/news/ukraine/inostrannye-investicii-v-ekonomiku-ukrainu-v-2020-godu-upali-v-20-raz (Last accessed: 17.11.2021).
4. Foreign investment in the Ukrainian economy. URL : http://nbuviap.gov.ua/index.php?option=com_content&view=article&id=2240:%20inozemni-investitsiji-v-ukrajinskij-ekonomitsi&%20catid=%208&Itemid=350 (Last accessed: 17.11.2021).
5. Conditions for attracting foreign investment into the economy of Ukraine. URL : https://nam.kiev.ua/ape/n_01_5-6/Gytkevih.htm (Last accessed: 17.11.2021).

THE ROLE OF ENGLISH FOR THE INTERNATIONAL COMMUNICATION

A. V. Dotcenko,
O. G. Saprunova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Dotcenko A. V., Saprunova. O. G. The role of English for the international communication. The article is devoted to the problem of defining the role of English as one of the means of the international communication. The importance of learning foreign languages in general is outlined. The article analyzes the main problems and prospects connected with English in the international communication. The most problematic issues related to English using as the language of the professional communication is identified. The effective interaction of partners in the intercultural communication is determined. The author concluded that English plays the major role in the international communication as the prior language and an important tool of the socialization.

Keywords: communication, the English language, international, socialization.

Доценко А. В., Сапрунова О. Г. Роль англійської мови для міжнародної комунікації. Стаття присвячена проблемі визначення ролі англійської мови як одного із засобів міжнародного спілкування. Окреслено важливість вивчення іноземних мов загалом. У статті аналізуються основні проблеми та перспективи, пов'язані з англійською мовою в міжнародному спілкуванні. Визначено найбільш проблемні питання щодо використання англійської мови як мови професійного спілкування. Визначено ефективну взаємодію партнерів у міжкультурній комунікації. Автор дійшов висновку, що англійська мова відіграє головну роль у міжнародному спілкуванні як основна мова та важливий інструмент соціалізації.

Ключові слова: англійська мова, міжнародний,соціалізація, спілкування.

1. Introduction

As we know, the spread of English in the world began many years ago and it is inextricably linked to both the political and economic influence of the English-speaking countries over the centuries. In addition, learning foreign languages is an important aspect of our modern life. It is clear that the knowledge of foreign languages also gives people an opportunity to know other cultures and traditions better and supports the development of people's intellect, imagination and memory. It is accepted that knowledge of foreign languages is necessary for the effective interaction of people from different countries in many areas of their lives such as science, politics, culture or art and it is one of the requirements for their professional competence.

Basing on studying of the scientific literature, it is established that some aspects of the problem has been revealed in researches of foreign and Ukrainian scientists. So, M. V. Kiskina, S. Y. Budennaya, S. A. Volkova, O. R. Zhernovaya, A. I. Latysheva, N. S. Lobanova and Hakan Ringbom's researches devoted to the value of the English language in the modern world space.

At the same time, the analysis of scientific researches on the problem let us conclude that a lot of issues of the role of English for the international communication need studying.

The topicality of the research is amplified by the interest of future professionals to study or work abroad because English is the leading language in the world. It is spoken by 600 million people in different countries and every year many people start learning it. The modern world tends to be globalized where the international language joins people all over the world, no matter what they do or what their native language is.

So, the topicality of the problem and the lack of its theoretical studying led the author to the choice of the theme for her research "The role of English for the international communication".

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 the English language for the international communication. The p u r p o s e of the study is to examine the development and importance of using the English language in the international communication and to identify the most problematic points. To achieve this, it is crucial to analyze the factors that form the problem and consider possible solutions for solving the problem as well as to identify how English affects the international communication efficiency.

The following research t a s k s are identified in accordance with the aim of the research:

1) to define the meaning of the international communication;

2) to outline the importance of learning foreign languages in general;

3) to determine the role of the English language for the international communication

The set of research m e t h o d s was used to solve the set of tasks:

- theoretical m e t h o d s: analysis, generalization, studying of scientific papers on the problem to determine the basic ideas of our research.

- empirical m e t h o d s: diagnostic methods (studying scientific articles, interviews), observational methods (direct, indirect, inclusive observation).

2. What international communication is

The international language is a language that can be used for communication by a significant number of people around the world.

The global or international communication is the development and sharing of any information through verbal and non-verbal messages in international settings and contexts. It is the broad field that incorporates multiple disciplines of people's communication including the intercultural communication, politics, health, media, crisis, social advocacy and market communication. Individuals with a degree in the global communication might find job in advertising and marketing, public relations, international journalism, foreign service, politics and lobbying, publishing, online media, entertainment or any other industry with an international focus [5].

3. The usage of the English language around the world

Nowadays English has become the international language, it is the most widely spoken in the world. More than 400 million people speak English as their first language, 300 million use it as a second language, and another 500 million speak some form of English [1].

The importance of the English language is stressed by David Crystal in this way: «We may, in due course, all need to be in control of two standard English—the one which gives us our national and local identity, and the other which puts us in touch with the rest of the human race. In effect, we may all need to become bilingual in our own language» [3].

English is the first language in the United Kingdom, the United States of America, Australia as well as New Zealand. It's also one of the official languages in Canada, the Irish Republic and the Republic of South Africa.

English is spoken in more than 60 countries as a second language. It is used by the government, businessmen and universities.

English is the language of politics and diplomacy, science and technology, business and trade, sport and pop music. 80% of all information in the world's computers is in English. 75% of the world's letters and faxes are sent in English. 60% of all international telephone calls are made in English. More than 60% of all scientific journals are printed in English [4].

4. The role of the English language for the international communication

There are 3 objective reasons why English has become an international language: historical heritage, economics and information.

Historical legacy: one of the main reasons English is so widespread is the dominance of Great Britain in the nineteenth century and afterwards America (the United States) taking over and has been a superpower since the twentieth century to the present day.

Economy: the Great Britain and the United States are the world's financial centers where the business life of large companies and international financial institutions are concentrated.

Information: the most communication sources and media publish their materials in English. More than 60% of all information in the Internet is created in English: movies, books, TV series, music and much more.

Nowadays, English plays a big role in international communication:

- English meets all the requirements for a global language. First of all, it is spoken in many countries around the world, including the United States, Canada, Great Britain, Ireland, Australia, New Zealand, South Africa. Secondly, it has official language status in Ghana, Nigeria, Zimbabwe, India, Singapore and seventy countries around the world and finally, it is the main foreign language studied in more than a hundred countries around the world. The number of people who are fluent in English, for which it is not a native language, is growing. The number of people who are fluent in English as a second language is growing too and now it is about 1.5 billion people.
- English is very important as the language of diplomacy, trade and business in many countries. Thus, 90% of the world's transactions are conducted in English. The world's financial funds and exchanges operate in English. World financial giants and large corporations use English.
- English is the most popular foreign language in schools. The most prestigious universities in the world are English speaking. English is the second state language in the countries where students learn it. The knowledge of English gives an opportunity to get a good education and have a successful career.

Thus, we can say that English has already passed through all the three stages of globalization we had mentioned earlier: it is the first language, it has the status of the official language and dominates among other languages [2, p. 45–46].

5. Conclusion

In conclusion, we can say that the importance of learning English is obvious. This is due to the process of globalization and the demand for English in the everyday and business spheres. Political, economic, scientific, sport life all over the world is also in English. English is defined as the official and working language of the United Nations and it is spoken in more than 60 countries. Various summits and meetings of the heads from different countries, creating laws and decrees, negotiations and debates are all done in English. The international trade, the banking system, transport activities on the land and in the sky are conducted in English which makes it the 'number one' language in the world. Therefore, we can determine that English plays the major role in the international communication as the prior language and an important tool of the socialization.

Further our research will be devoted to the problem using English in Ukrainian business.

REFERENCES

1. Березовский А. В. Английский как международный язык общения. URL : https://school-science.ru/2/3/30868
2. Рыцарева А. Э. Прагмалингвистический аспект интернациональной лексики (на материале английского языка): дис. ... канд. филол. наук : 10.02.04. Волгоград, 2002. 197 с.
3. Crystal David. The English Language.London: Penguin, 1988. 265 p.
4. English as a means of international communication. 2015. URL : https://englishforyou.my1.ru/load/topics/english_as_a_means_of_international_communication_topics_for_school/1-1-0-94
5. Masters in communications, Question: What is global/international communication? What can you do with a master's in global communication? 2019. URL : https://www.mastersincommunications.com/faqs/what-is-global-communication

CURRENT STATE AND TRENDS OF UKRAINIAN DEVELOPMENT IT INDUSTRY ENTERPRISES IN THE CONDITIONS OF DIGITAL TRANSFORMATIONS

A. O. Dubova,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Dubova A. O., Ponikaryova A. Y. Current state and trends of Ukrainian development it industry enterprises in the conditions of digital transformations. This article researches the current state and main trends of development of IT industry in Ukraine and the world terms of digital transformation of economy and society as a hole. The rapid dynamic development of the researched industry is proved, the main international rankings are analyzed*, which testify the level of development of IT sphere in different countries of the world and in Ukraine in particular. The reasons influencing* Ukraine's position in the considered ratings are found out. The state of IT industry of Ukraine as a whole is studied and the main problems that hinder its development are identified. Based on the research made, a number of measures are proposed that should have a positive impact on the development of Ukraine's IT sector and solve existing problems.

Keywords: information technology market, world IT market, IT enterprises, structure of IT market, competitiveness, domestic IT market.

Дубова А. О., Понікарьова А. Ю. Сучасний стан та тенденції розвитку України підприємств ІТ-галузі в умовах цифрових трансформацій. У даній статті досліджуються сучасний стан та основні тенденції розвитку ІТ-галузі в Україні та світі в умовах цифрових трансформацій економіки та суспільства в цілому. Доведено стрімкий динамічний розвиток досліджуваної галузі, проаналізовано основні міжнародні рейтинги, що свідчать про рівень розвитку ІТ сфери в різних країнах світу та в Україні зокрема. З'ясовано причини, які впливають на позиції України у розглянутих рейтингах. Досліджено стан ІТ-галузі України в цілому та виявлено основні проблеми, які стримують її розвиток. На основі проведеного дослідження запропоновано ряд заходів, які повинні позитивно вплинути на розвиток ІТсфери України та вирішити наявні проблеми.

Ключові слова: ринок інформаційних технологій, світовий ринок ІТ, підприємства ІТ галузі, структура ІТ-ринку, конкурентоспроможність, вітчизняний ІТ-ринок.

1. Introduction

The relevance of the article is a comprehensive research of the current state and development trends of Ukrainian enterprises in IT industry in the context of digital transformations.

The purpose is the current state and trends in the development of Ukrainian enterprises in IT industry in the context of digital transformations.

The subject of the research is to study the development trends of Ukrainian enterprises in IT industry in terms of digital transformations, as well as to identify prospects and main directions of the domestic IT sector and features of its integration into the global IT market. To achieve this, it is very important to analyze the factors that form the problems and consider possible ways to solve them.

In a short period of time, the field of information technology, compared to secondary industries, has become one of the main drivers of the world economy, becoming an incentive for tectonic changes and transformations in many other industries. According to research, in 2020, global spending on products and services in the field of information technology showed an increase of 6.4% compared to last year. Further development of the segment is stimulated by consistently high demand, which will continue to grow due to the "digital transformation", which is increasingly penetrating both the private and public sectors. For Ukraine, IT sector is especially important, because in the general economic and political crisis, it is able to smooth those problems with rapid development and also with ensuring the functioning of many similar industries. The main advantages of IT sector include the fact that the increase of production does not require significant investment in main assets because the main asset is the human factor and also a well-constructed strategy of technology companies. However, today the development of IT industry in Ukraine is influenced by many factors that constrain it.

2. The current state of the industry

The modern global economy is based on intellectual resources, knowledge-intensive and information technologies and the main essence of which in a qualitatively new innovation and technological level of all its sectors including the current productive forces of society. Developed IT companies open the way for the national economy to a higher level of development because this market is an effective tool for integration into the world economic space due to its features, such as: information and communication, attractiveness for investors, knowledge-intensive. The modern development of IT companies is able to fundamentally change people's lives, their work, leisure, ways of uniting in communities and even attitudes towards themselves. Fundamental changes in the development of IT affect our understanding of time, space, distance and knowledge unlike to previous radical technological changes based on matter and energy. In today's world knowledge and information generate new knowledge. Their quantity and impact to the productive development of society is growing over time which necessitates the development of new ways and means of disseminating and also using global knowledge for further progress, which is the main feature of the knowledge and information society. The most significant is the impact of the Internet. The global network has provided opportunities to create a completely new segment of online startups that have entered the global market with almost three billion Internet users due to low implementation costs. The largest of these startups are Google and Facebook which today are the leaders of IT companies in the world. Modern developed countries pay great attention to the development of information and communication technologies. Countries such as India, Ireland, South Korea, Malaysia, Taiwan, China, Singapore, Finland, and Israel have overcome the digital divide through well-designed and realistic information society development strategies. Their experience is especially interesting for us because Ukraine's share in the global IT market is extremely small and the level of infrastructure development in this industry is low.

3. Development problems

If we analyze The Global Competitiveness Index and Networked Readiness Index (NR), we can say that Ukraine is in a disappointing position. The reason for Ukraine's rather low positions in the ranking is the lag behind the components that characterize the political and regulatory environment, the 113 positions and low efficiency of Ukrainian legislatures (120 positions), the judiciary (131 positions). If we talk about The ICT Development Index, Ukraine ranks 77th among other countries. This state of affairs characterizes Ukraine as a technologically backward country and indicates the insufficient availability and prevalence of the use of ICT. Today in Ukraine there are more than 1000 IT companies, which employ more than 100 thousand IT professionals: developers, testers, product managers and others. Analyzing the key indicators by which we can determine the level of development of the IT sphere of Ukraine, we see that Ukraine's position in the rankings is quite low and characterizes it as a backward country. The main problems that hinder the development of the IT industry in Ukraine and the reasons for the rather low positions in the above rankings are: 1) Unfavorable business climate. The main problem of our country's IT specialists is that most of them work in the shadows; 2) The importance of the IT industry. Government agencies and entrepreneurs still ignore the possibility of introducing any innovative innovations that involve working with technology; 3) Lack of quality specialized education. Ukrainian universities are still working on an outdated teaching program, and the modern labor market needs specialists who understand the new trends; 4) Lack of qualified personnel. No matter how popular this field is, there is still a lack of IT specialists. The main reason for this is the education system which can`t train enough staff to meet demand. Also, many work in foreign markets and a number of IT professionals have migrated.

4. Prospects for the development of the IT industry

To develop the IT industry in Ukraine it is necessary to take a number of measures: to create transparent and stable rules for doing business; guarantee business security; to promote the development of the internal market, in particular food companies; to provide high-quality training of professional staff for the IT industry; to form a positive IT image of Ukraine; create an adequate fiscal system.

5. Conclusion

Analyzing the main current trends in the development of the IT industry it is determined that currently this industry is developing the fastest and is the most promising. The level of its development is one of the key aspects that determines the overall level of development of the country. However, in Ukraine, the support of the IT industry by the state is not effective enough and this creates a number of problems which in turn affect the position of Ukraine in the world rankings where Ukraine is represented as a backward country. For the effective development of the IT market in Ukraine by the state it is necessary to have a holistic vision of the IT industry; to single out the IT industry as a priority industry; to develop state incentives to support the development of enterprises in this industry. Prospects for further research in this area will focus on a deeper analysis of the development of IT enterprises and identify factors influencing their development and on this basis the development of possible ways to successful development of domestic enterprises in the IT industry.

REFERENCES

1. Sedikova I. O., Sedikov D. V. The current state of development of the telecommunications space of Ukraine // Economics of food industry. Kyiv : KNEU, 2014. N 4. P. 74–78. URL : http://nbuv.gov.ua/j-pdf/echp_2014_4_13.pdf
2. 5 things that hinder the development of IT in Ukraine. Baker Tilly. URL : http://www.bakertilly.ua/news/id1243
3. ICT Development Index 2019. International Telecommunication Union, ITU. URL : https://www.itu.int/net4/ITU-D/idi/2019/index.html
4. IT of Ukraine. To help, not to be disturbed. URL : https://news.finance.ua/ua/news/-/419649/it-ukrayiny-dopomagaty-ne-mozhna-zavazhaty
5. The Global Information Technology Report. URL : http://www3.weforum.org/docs/WEF_Global_IT_Report_2018.pdf
6. The Global Information Technology Report 2019. World Economic Forum. URL : http://www3.weforum.org/docs/GITR2016/GITR_2019_full%20report_final.pdf
7. TOP-50 largest IT companies in Ukraine. DOU: The community of programmers. URL : https://jobs.dou.ua/top50/
8. Shevchuk T. V., Kravchuk G. T. Status and prospects of information technology in Ukraine // Scientific Bulletin of NLTU of Ukraine. Kyiv : KNEU, 2018. V 28. N 9. P. 114–118.

PROBLEMS AND PROSPECTS OF THE DEVELOPMENT OF RELIGIOUS TOURISM IN UKRAINE

Y. I. Dudkin,
V. V. Ilchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Dudkin Y. I., Ilchenko V. V. Problems and prospects of the development of religious tourism in Ukraine. This article analyzes and explores important aspects of the development of religious tourism in Ukraine, considering all the factors that contribute to this. In addition, the article considers the problems that hinder the full development of this area of tourism and on the solution of which it is important to carry out further work. Despite this, Ukraine has all the possible resources that will allow with proper planning and organization to bring this tourism industry forward. To understand this, the article considers the prospects for further development and improvement of religious tourism in Ukraine. The article states the importance of the formation and development of religious tourism in Ukraine.

Keywords: churches, faith, development, monasteries, pilgrimage, tourism

Дудкін Є. І., Ільченко В. В. Проблеми та перспективи розвитку релігійного туризму в Україні. У цій статті аналізуються та досліджуються важливі аспекти розвитку релігійного туризму в Україні з урахуванням усіх факторів, які цьому сприяють. Крім того, у статті розглянуто проблеми, які перешкоджають повноцінному розвитку цієї сфери туризму і над вирішенням яких важливо проводити подальшу роботу. Незважаючи на це, Україна має всі можливі ресурси, які дозволять при належному плануванні та організації розвивати цю туристичну галузь. Щоб зрозуміти це, у статті розглядаються перспективи подальшого розвитку та вдосконалення релігійного туризму в Україні. У статті підкреслено важливість становлення та розвитку релігійного туризму в Україні.

Ключові слова: віра, монастирі, паломництво, розвиток, туризм, церкви**.**

1. Introduction

The o b j e c t of the article is the comprehensive research of religious tourism in Ukraine. The s u b j e c t is problems and prospects of the development of religious tourism. The p u r p o s e of the study is to examine the development of religious tourism in Ukraine and identify the most important problems and future prospects. Based on the tasks of this article, the objective is to identify the main factors in the development of regional tourism in Ukraine, analyze the problems and solutions and think about the prospects of further development of this type of tourism. In this regard, the in-depth analysis of the current state of religious tourism in Ukraine and the possible solutions of its problems constitute the a c t u a l v a l u e of this work.

2. The importance of religious tourism

Tourism is an effective factor in human development, manifested not only in increasing income and consumption, but also a conscious transformation of the structure of human needs, their shift towards social, cultural and spiritual ones. It targets not only the comfort of life and accessibility of a growing set of benefits, but also the harmonious existence of man in a complex and changing economic, social and natural environment. Travel for religious purposes is the most ancient type of tourism with deep historical roots [1]. One of the first tourists, undoubtedly, were medieval pilgrims. Among the reasons for making a pilgrimage are:

- to heal from mental and physical ailments;
- to repent of sins;
- to express gratitude for blessings sent from above;
- to show commitment to their faith and strive for asceticism;
- to pray for family and friends;
- to feel grace;
- to do God’s work, etc. [4].

In Hinduism, Orthodoxy, Catholicism, and other religions, it is common to go on a hiking pilgrimage mainly along the popular routes. People go on such a journey when they lack ritual activities in their usual places of residence. They drive or walk to holy places, which is more meaningful to them. The end points on pilgrimage routes can be monasteries, temples, or natural sites – mountains, rivers, lakes, groves, or caves. Pilgrimage is often timed to coincide with religious holidays. It should be noted that recently the interest in religious tourism and pilgrimage in the world has been on the rise. People increasingly go on pilgrimage and sightseeing trips to holy places and religious centers [1]. They seek to take part in religious ceremonies, pray and make sacrifices. As a consequence, the number of offers to organize such trips increases. These processes are not bypassed in Ukraine: many travel agencies specialize in organizing religious and pilgrimage tours; pilgrimage services are also created by monasteries, churches and other religious organizations. Due to their activities, the number of tourists traveling with religious and educational purposes in Ukraine as well as in other countries has significantly increased [4].

3. The availability of resources for religious tourism in Ukraine

As a result of centuries of historical development, Ukraine is now a multi-confessional state. Over 97 percent of the currently registered religious societies in Ukraine are Christian. Approximately half of them are from the Orthodox tradition [1]. Catholics and Protestants split the rest almost equally. Numerous monasteries are located throughout Ukraine – there are Orthodox monasteries in almost every region. At the end of the twentieth century, a Buddhist monastery was built in the Donetsk region. Most monasteries are active, many are in the process of restoration, and some are in the process of being handed over to religious communities. A smaller number of buildings have been destroyed, some monasteries are the subject of a dispute about belonging to one or another Christian denomination [4].

The most famous and large-scale monasteries are such monasteries as St. Michael's Golden-Domed Monastery in Kiev; Vydubetskiy Svyato-Mikhailovskiy in Kiev; St. Theodosius Stauropegic Monastery in Kiev [6]. Svyato-Georgievsky at Cossack Graves in the village of Plyashev, Rivne region; pilgrims are accommodated at the monastery; St. Nicholas in Volyn Region in the village of Zhidichin, Volyn Region; St. Nicholas Monastery in the town of Boguslav in Kyiv region. In Lviv on Ivan Franko Street there is a monastery of St. Clementius [7]. In Odessa on Malinovsky Street there is a male monastery of the Salesian Fathers, there is a hostel for tourists. Ruins of Franciscan monasteries are preserved in the towns of Kamyanets-Podilsky in Khmelnitsky region and Horodok in Lviv region. Kiev Pechersk Lavra and Svyatogorsk Lavra, Pochaev, Zarvanitsa, Mgarsky monastery – the map of Ukraine is dotted with holy sites and pilgrimage routes, and trips to the church are becoming more and more popular [3].

According to this information we can conclude that there are a great many religious places of varying degrees of prominence throughout the country. This means that the resources for the development and scale of religious tourism in Ukraine are significant [4].

4. Problems and prospects of the development of religious tourism in Ukraine

Visiting and worshipping holy places is the main purpose of pilgrimage. In its essence, pilgrimage is a ceremonial journey to a holy place, an object that contains all the attributes of tourist activity, but in certain respects, standing outside of it. It differs from the mass types of tourism accepted in secular society. Pilgrimage activity is an important ceremonial part of the activity of religious organizations of Christians, Muslims, Jews and other denominations [8]. There are not and cannot be legislative state acts directly regulating pilgrimage, because pilgrimage is the prerogative not of the state, but of religious organizations, separated from the state in their internal activities. In laws and regulations, we can find only indirect relations governing pilgrimage activity, because it partly takes place outside the territories and buildings of religious organizations and is subject to the general laws and norms of social existence and interstate relations [2].

The main reasons hindering the development of religious tourism include:

- lack of a comprehensive program for the development of religious tourism;
- underdevelopment of tourist infrastructure;
- insufficient number of hotel rooms and their mismatch with the structure of demand [5];
- lack of proper public order in places of pilgrimage;
- lack of advertising and informational products, propaganda and promotion of religious tourism;
- lack of a management system for religious tourism [5].

In today’s market of religious tourism, there are few businesses that work with such a specific tour product and are aware of all its intricacies. The successful organization of tourism in spiritual centers requires the cooperation of tourist enterprises with church representatives. Ukraine is a promising, safe and attractive country for the development of international religious and pilgrimage tourism. Recently there is observed an increased interest in religious tourism and pilgrimage. As a result of the rapid growth in the last decade in religious organizations in Ukraine, a regulatory framework for the development of religious tourism has begun to form. At the present stage, a certain segment of the market of religious tourism has formed in Ukraine, and it is gaining more and more development [4]. Due to the increasing number of proposals for the organization of pilgrimage trips, the task of tourism business professionals is to competently organize work in this sector of domestic tourism on the basis of market research and clear work of managers. In order for religious tourism to become a full-fledged type of tourism industry in the future, a set of legal, economic and organizational measures that promote its development is necessary [3].

5. Conclusions

It can be unequivocally stated that religious tourism, as well as its other forms, has a positive impact on the economic development of those regions where famous religious sites and spiritual relics are located. The arrival of pilgrims and tourists interested in these places contributes to the development of a network of hotels, restaurants, trade, souvenir making, food production, services for travelers, etc. In the process of writing this article we were able to analyze in detail all the existing problems and prospects for the development of religious tourism in Ukraine, given the presence of the necessary tourist resources. Therefore, it can be concluded that, with the right approach to the existing problems, it will be possible to significantly expand the scope of religious tourism in the future.

REFERENCES

1. Дмітрієвський А. В. Релігійний туризм для менеджерів туристичного бізнесу: практичні аспекти : навчальний посібник. Донецьк: Донецький університет туристичного бізнесу, 2004. 306 с.
2. Закон України «Про туризм». *Верховна Рада України. Законодавство України.* URL : https://zakon.rada.gov.ua/laws/show/324/95-вр#Text (дата звернення: 27.12.2021)
3. Любіцева О. О., Романчук С. П. Напрямки розвитку релігійного туризму в Україні // Матеріали Міжнар. наук.-практ. конф. «Туризм у XXI столітті: глобальні тенденції і регіональні особливості» (10-11 жовтня 2001 р., м. Київ). К. : Знання України, 2002. С. 61–65.
4. Павлов С. В., Мезенцев К. В., Любіцева О. О. Географія релігій : навч. посібник для студентів географічних і філософських факультетів вищих навчальних закладів. К. : «АртЕк», 1999. 504 с.
5. Проблемы развития религиозно-паломнического туризма в Украине. *Туристическая библиотека.* URL : https://tourlib.net/statti_tourism/konischeva2.htm (дата звернення: 28.12.2021)
6. Религиозный туризм в Украине. *Travelluxtour*. URL : https://travelluxtour.info/vidy-turizma/religioznyi-turizm/ (дата звернення: 27.12.2021)

7. Релігійний туризм – історія та сучасність. *Туристическая библиотека.* URL : https://tourlib.net/statti_ukr/kljus2.htm (дата звернення: 26.12.2021)
8. Характеристика религиозного туризма в Украине. *Studbooks*. URL : https://studbooks.net/1565276/turizm/harakteristika_religioznogo_turizma_ukraine (дата звернення: 25.12.2021)

CAPSULE HOTELS IN THE HOSPITALITY MARKET

A. O. Dudnik,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Dudnik A. O., Saprun I. R. Capsule hotels in the hospitality market. Capsule hotels as competitive means of accommodation in the market are considered in the article. Some facts from the history of capsule hotels, their advantages and disadvantages are described. The article quotes and analyses reviews of guests as well. The authors of this article make conclusions on the perspectives of capsule hotels in the accommodation market.

Key words: accommodation, capsule hotel, hospitality industry, tourism.

Дуднік А. О., Сапрун І. Р. Капсульні готелі на ринку гостинності. У статті капсульні готелі розглядаються як конкурентоспроможні засоби розміщення на ринку. Стаття розкриває факти з історії створення капсульних готелів, їх переваги та недоліки. Також у статті наводяться приклади та аналізуються відгуки гостей. Автори статті роблять висновки щодо перспектив існування капсульних готелів на ринку гостинності.

Ключові слова: засіб розміщення, капсульний готель, індустрія гостинності, туризм.

1. Introduction

The o b j e c t of the article is comprehensive research of capsule hotels. The s u b j e c t is place of capsule hotels in the hospitality market. The p u r p o s e of the article is to provide full description and segmentation of capsule hotels.

Hospitality and tourism are one of the most prominent industries as it greatly contributes to the global economy.One of the most vital parts of the hospitality industry is the hotel sector. The hotel industry has unique offerings for tourists ranging from business transactions, lodgings, recreation, and entertainment services [11]. Furthermore, the growing hotel industry has more employment opportunities. The hotel sector comprises of more than 8% of the total direct and indirect jobs internationally, indicating the growing emphasis of the industry and its importance in the modern world [2].

2. Definition of a Capsule Hotel

A capsule hotel, also known as a pod hotel, is a type of hotel developed in Japan that features a large number of small bed-sized rooms known as capsules. Capsule hotels provide cheap, basic overnight accommodation for guests who do not require or who cannot afford larger, more expensive rooms offered by more conventional hotels.

A capsule hotel is one of the most unique and compact hotel experiences that you can have. Of course, this also makes it one of the most affordable. These hotels feature rooms that are extremely small. The capsule's dimensions are usually 1.2m wide, 2m long and 1m high, so they are not exactly suitable for standing or squatting. The idea is to give people just enough space to feel comfortable and get a good night's rest, without all of the extras that take up space and could occupy your time and money. The quality capsule hotels include a small television as well as free wi-fi access.

3. From the History of Capsule Hotels

Capsule hotels are unlike any other hotels in the world. They originated in the city of Osaka in the Kansai region of Japan and on the island of Honshu. First debuted in the year 1979, capsule hotels were at the time considered to be the height of Japanese practicality and efficiency. The word 'capsule' first began to enter the Japanese vocabulary in the 1960s and used to have connotations of technological advancement, as well as compact and futuristic design.

The first capsule hotels were conceived as a solution to a growing problem in Japan's centers of commerce. The 'salary men' – white-collar workers who spent their days toiling in the office and their nights drinking in bars – needed a place to pass the hours between and buy a clean shirt before beginning the cycle anew each day. For the same price as a lengthy train ride to their homes in the outskirts, they could instead book a personal pod, complete with TV, alarm clock and other basic amenities.

4. Advantages and Disadvantages of Capsule Hotels

After analyzing, the reviews of guests of capsule hotels the following advantages and disadvantages of staying in a capsule hotel were identified.

Advantages	Disadvantages
Low price	Not suitable for people with claustrophobia and with the extra weight
Modern design	Sometimes a lack of ventilation in capsules
Secure storage	Extraneous noise
Privacy	Ability to accommodate only one person in the capsule
A wide range of facilities	Shared shower room
Unique experience	
Communication with the locals	

Comparison gender of capsule hotel guests

1. Local towns people. Residents who want to live near the place of work and spend little time on the road.

2. Transit guests. These are the people who need a bed only for one night. As a rule, the country of accommodation is an intermediate point. Capsule hotels are perfect for such tourists because of the close location to the airports and railway stations. Some hotels have hourly rates, which makes them more attractive.

3. Backpackers. Typically, a younger crowd, this type of travelers is very price sensitive and will try to save as much as possible. They will be more interested in tourist sightseeing, popular shops and cafes, and local nightlife.

4. Business travelers. Highly valuable for capsule hotels. They typically will want to stay close to mass transit stations, conference and meeting centers, and/or large corporate offices.

Once considered a “men’s only” establishment, an increasing number of capsule hotels have been opening recently with a distinct feature: they have been designed with the female traveler in mind.

Capsule hotels have age limits. Children 5 years old and younger are not allowed. Due to the researches, the approximate age correlation of guests of capsule hotels was found out (Fig.1):

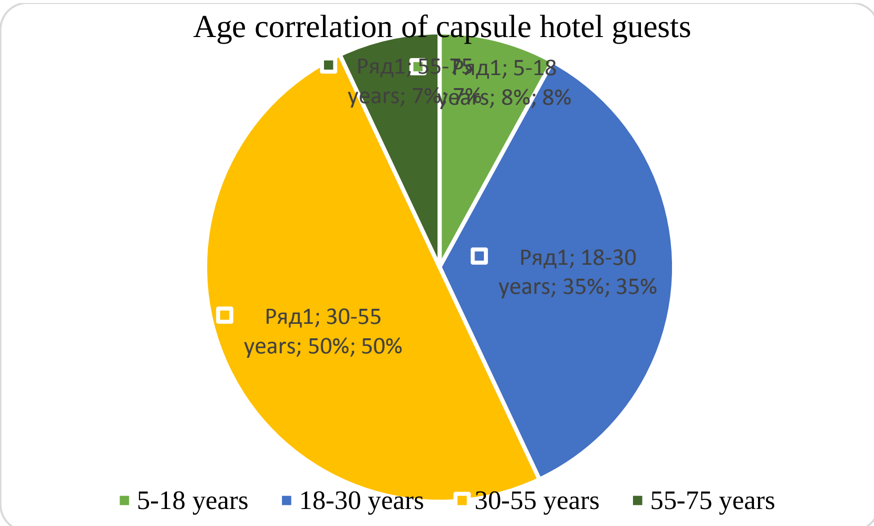


Fig. 1. Age correlation of capsule hotel guests

5. Segmentation

The global capsule hotel market is segmented into traveler type, booking mode, age group, and region. By traveler type, the market is classified into solo and group. By booking mode, it is divided into online booking and offline booking. By age group, the market is segregated into generation X, generation Y, and generation Z. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

By traveler type, the solo segment accounted for the highest capsule hotel market share in 2019. According to the recent trends, solo tourism is on a rise and thus, there has been an increase in the number of people travelling solo by choice and looking for inexpensive accommodation. Thin in turn has propelled the demand for accommodation in capsule hotels, which is cost-effective; thus contributing toward the growth of the capsule hotel market.

By booking mode, the offline booking segment accounted for the highest share in the market in 2019. Most of the travelers prefer the offline mode of booking option for booking capsule hotels, as they find it easy. However, the online booking segment is anticipated to witness growth attributed to the novel coronavirus, where people have started following social distancing norms and prefer the online payment options.

By age group, the generation Y segment accounted for the highest market share in the global market in 2019. This generation prefers to opt for budget friendly accommodation, which in turn has driven the growth of capsule hotel market. However, the generation Z segment is likely to witness significant growth during the capsule hotel market forecast period as this generation prefers to travel and explore the world.

By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA (Latin America, Middle East and Africa). Asia-Pacific accounted for the highest market share in 2019 attributed to the increase in number of travelers coupled with rise in the purchasing power of countries such as India, China, and Japan. However, Europe serves as the lucrative market for capsule hotel and is expected to grow at a significant rate during the forecast period.

The key players operating in the global capsule hotel industry focus on prominent strategies to overcome competition and to improve their share worldwide. Some of the major players operating in the global capsule hotel market include The Capsule Hotel, First Cabin HD Co., Ltd., UZ.Hotesl, Book

& Bed Tokyo, Urbanpod Hotel, The CUBE Hotel Group, Riccarton Capsule Hotel, Nadeshiko Hotel Shibuya, The Bed KLCC, and Pangea pod hotel.

6. Conclusions

The introduction of capsule hotels, some 40 years ago, continues to influence the whole hotel industry. In a sense, it has highlighted the popularity and demand for basic necessity and practicality; yet there is of course still the need and desire for indulgence and home-from-home accommodation; nevertheless the added choice of paying for only what you need is a welcome solution in this financially conscious age.A rising trend in budget travel inevitably increased the demand for capsule hotels. A lot of tourists prefer to stay in an accommodation with basic amenities to spend less money. The capsule hotel has also become an option for business travelers looking to minimize travel expenses.

In addition, recent trends about capsule hotels also encourage the growth of capsule hotels across the world, which are expected to reach unprecedented levels of market valuation over the coming years. Hotel enterprises and owners are revolutionizing the hospitality industry overall by providing an innovative design that is still cost-effective and flexible. Various capsule hotel companies are mushrooming new ventures around the globe, showcasinginnovative, convenient, and practical capsules or sleeping pods.

REFERENCES

1. Birinci, H., Berezina, K., & Cobanoglu, C. (2018). Comparing customer perceptions of hotel and peer-to-peer accommodation advantages anddisadvantages // International Journal of Contemporary Hospitality Management. URL : https://www.emerald.com/insight/content/doi/10.1108/IJCHM-09-2016-0506/full/html
2. Bustamam, F. L., Teng, S. S., & Abdullah, F. Z. (2014). Reward management and job satisfaction among frontline employees in hotel industry in Malaysia // Procedia-Social and Behavioral Sciences. 144(1). P. 392–402.
3. Callan, R. J. & Bowman, L. (2000). Selecting a hotel and determining salient quality attributes: a preliminary study of mature British travelers // International Journal of Tourism Research. Vol. 2. P. 97–118.

4. Chan, E. S. & Wong, S. C. (2006). Hotel selection: when price is not the issue // Journal of Vacation Marketing. Vol. 12, No. 2. P. 142–159.
5. Chiang, C. F. (2018). Influences of price, service convenience, and social servicescapeon post-purchase process of capsule hotels // Asia Pacific Journal of Tourism Research. 23(4). P. 373–384. URL : https://www.tandfonline.com/doi/abs/10.1080/10941665.2018.1444649
6. Dominici, G. and Guzzo, R. (2010). Customer Satisfaction in the Hotel Industry: A Case Study from Sicily // International Journal of Marketing Studies. 2(2). P. 3–12, 2010.
7. Drescher, C. (2016). How Capsule Hotels Become A Global Trends. Conde Nast Traveler. URL : https://www.cntraveler.com/stories/2016-06-10/how-capsule-hotels-became-a-global-trend
8. Geoffrey, M. (2016). What It's Like To Stay At A Japanese Capsule Hotel. URL : https://www.forbes.com/sites/geoffreymorrison/2016/07/24/what-its-like-to-stayat-a-japanese-capsule-hotel/#65a3b3d21448
9. Jones, Peter & Hillier, David & Comfort, Daphne. (2014). Sustainability in the global hotel industry // International Journal of Contemporary Hospitality Management. 26. Kapferer, J. N. (1986) 'Beyond positioning, retailer's identity', Esomar Seminar Proceedings, Brussels, 4–6 June. P. 167–76.
10. Mattila, A. & O'Neill J. W. (2003). Relationship between hotel room pricing, occupancy, and quest satisfaction: a longitudinal case of a mid-scale hotel // Journal of Hospitality and Tourism Research. 27(3). P. 328–341.
11. Sharma, C. (2014). A service quality model applied on indian hotel industry to measure the level of customer satisfaction // International Journal of Science and Research. 3(3). P. 2319–7069.
12. Yu, Youcheng & Byun, Woo-Hee& Lee, Timothy. (2013). Critical issues of globalization in the international hotel industry // Current Issues in Tourism. 17. P. 114–118.
13. Zeithaml, V. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence // Journal of Marketing. 52(3). P. 2–22.
14. Zhang, Z.; Ye, Q. & Law, R. (2011). Determinants of hotel room price: an exploration of travellers' hierarchy of accommodation needs // International Journal of Contemporary Hospitality Management. 23(7). P. 972–981.

INTERNATIONAL LABOUR MIGRATION: CAUSES AND CONSEQUENCES FOR ECONOMY

O. V. Dzium,
M. V. Karpusenko (language supervisor)
V. N. Karazin National University, Kharkiv

Dzium O. V., Karpusenko M. V. International labour migration: causes and consequences for economy. The article considers the concept, nature and current state of labor migration in the world in the context of globalization, reveals the positive and negative consequences of international labor migration for migrants, society and economies in general. Factors and reasons that contribute to the formation of modern labor migration flows are also revealed. The impact of labor migration on the state of national economies is studied, and attention is focused on problematic issues of labor migration in Ukraine. Factors influencing migration flows are identified.

Keywords: consequences of international labor migration, globalization, international labor migration, labor migration flows, reasons for the formation of migration flows.

Дзюм О. В., Карпусенко М. В. Международная трудовая миграция: причины и последствия для экономики. У статті розглянуто поняття, сутність і сучасний стан трудової міграції у світі в умовах глобалізації, розкрито позитивні та негативні наслідки міжнародної трудової міграції для мігрантів, суспільства та економік країн в цілому. Також розкрито чинники та причини, що сприяють формуванню сучасних трудових міграційних потоків. Досліджено вплив трудової міграції на стан національних економік, а також зосереджується увага на проблемних питаннях трудової міграції для України. Виявлено фактори, що впливають на міграційні потоки.

Ключові слова: глобалізація, міжнародна трудова міграція, наслідки міжнародної трудової міграції, причини формування міграційних потоків, трудові міграційні потоки.

1. Introduction

The o b j e c t of the article is international labor migration. The s u b j e c t of the article is the impact of international labor migration on the economy and population in the context of globalization. The p u r p o s e of this article is to study the causes and consequences of international labor migration the most important component of global development, and at the same time a threatening challenge to international and national security. In the late twentieth century the problems of international labor migration acquire the first theoretical and practical significance due to several factors. First, as a result of common demographic difficulties in industrialized countries have created disparities in labor markets. Not only development, but also the functioning of the economy, becomes impossible without the involvement of migrants. Secondly, international labor migration largely offsets the negative effects of large-scale restructuring in many parts of the world, accompanied by an increase in the number of unemployed, exacerbation of poverty and economic inequality. Third, international labor migration is accompanied by strong remittances from migrants, helps fight poverty, and promotes the use of additional sources of funding for developing countries.

2. The concept and essence of international labor migration

The close relationship between migration and economic development is confirmed by significant historical experience. He is indisputable even today. However, at the present stage, the nature of this relationship is much more complex and multifaceted and often ambiguous. The versatility of modern migration processes in the context of global development necessitates the development of new conceptual approaches to the study of labor migration, which will help to evolve migration policy [1].

Migration in the broadest sense is relocation, the relocation of a population directly related to a change of residence or regular return to it; it is a complex socio-economic phenomenon. The nature, directions and intensity of migration are determined primarily by changes in the structure of the economy and productive forces, social and labor mobility of the population. At the same time, it should be noted that migrants are a type of migrants who cross domestic and international borders in search of work or to buy or sell small consignments of goods. The main reasons that motivate people to such migration are: unemployment, long delays in the payment of wages, its meager size, impoverishment, etc. Most often, migrants are unskilled or low-skilled workers who have a low status in society. However, labor migrants can also be professionals with a scarce profession, higher education and even academic degrees. Migrants are divided into three major groups: a) those who leave the country of residence forever; b) those who work in another country for a long time; c) so-called labor tourists who cross borders for a short time (for several days or months) [1].

3. Causes of international labor migration and its consequences for the economy

Among the causes of economic migration in the scientific literature are the following: a) socio-economic crisis; b) the decline in production and the crisis of the national economy; c) reformation miscalculations and failures resulting from political innovations; d) money laundering, which requires their migration in the interstate space; e) exacerbation of economic contradictions and social contradictions; f) reduction of the labor market, which leads to mass unemployment and migration changes [1].

The development of modern market relations determines the intensification of territorial movements of the population. It is the migration processes that have proved to be a separate and specific, but at the same time, quite effective factor in the formation of the national labor market in many countries around the world. The reasons for migration can be different: economic, national, religious, political, environmental. A special place among the causes and motives of migration is the quality of the environment, natural disasters, low level of economic development of a region, sectoral structure of the economy, extensive transport network, development of social infrastructure (educational, cultural, material well-being, etc.) [1].

Current trends in the development of international labor migration are [3]:

1) the spread of labor migration processes in almost all countries;
2) the main direction of labor migration – from developing countries and countries with economies in transition to developed countries;
3) intensification of migration processes from one developed country to another;
4) strengthening interstate resettlement within developing countries;
5) revival of pendulum migration between countries with economies in transition;
6) the emergence of a new form of labor migration – the migration of scientific and technical personnel;
7) strengthening the trend of outflow of intelligence from countries with economies in transition and developing countries to developed countries;
8) increasing share of "young migration";
9) expansion of illegal migration.

It is well known that labor migration has a multifaceted impact on society, it has a peculiar effect on the demographic situation, labor market, economic development and social sphere.

The positive consequences for migrants include higher wages; improving the living standards of the employee and his family members; gaining new professional experience; raising the level of expertise; obtaining language practice; broadening the worldview, gaining awareness and understanding of the real conditions of a market economy; acquiring skills to live in a culture of democratic society [2].

The positive consequences for the states are the reduction of the unemployment rate in the country; money transfers, raising the living standards of family members of migrants; reduction of social tension in the conditions of economic crisis; reducing the burden on social funds; advanced training of migrants who have returned home; the spread of values in society to live in a culture of democratic society.

Negative consequences for migrants are the separation of family members and the breakdown of families; problems of raising children; employment in simple low-skilled jobs; often illegal and semi-legal employment; employment in heavy, often unregulated, unhealthy jobs; lower wages compared to local workers; unavailability of qualified medical care; threat of violence from employers; difficult living conditions; general despair, loss of national identity; acquisition of other people's customs and unusual mentality [2].

Unprofitability and losses from investments in education and training can be negative consequences for states; loss of highly qualified most economically active workers; loss of family values in society; reducing the birth rate; the aging of the nation, the growing demographic burden on workers in the domestic market; reduction of tax revenues and contributions to social funds; rising prices for goods and services in the domestic market with the existing low purchasing power of the majority of the population [2].

4. The impact of international labor migration on Ukraine

For modern Ukraine, the issue of the impact of labor migration on the development of the state's economy remains quite relevant, because the administrative and legal regulation of labor migration, which has its own characteristics in the period of economic transformation, is an important component of social policy. During the years of Ukraine's independence, the nature, composition and direction of internal and external labor migration flows in connection with the transformation of socio-economic relations, democratization of public life, simplification of procedures abroad and change of residence, economic crisis and falling living standards have undergone significant changes and acquired new significance. They are reflected primarily in the reduction of labor migration within individual regions of the state and at the interregional level, a significant outflow of population outside the state, the formation of strong and constant flows of external labor migration [1].

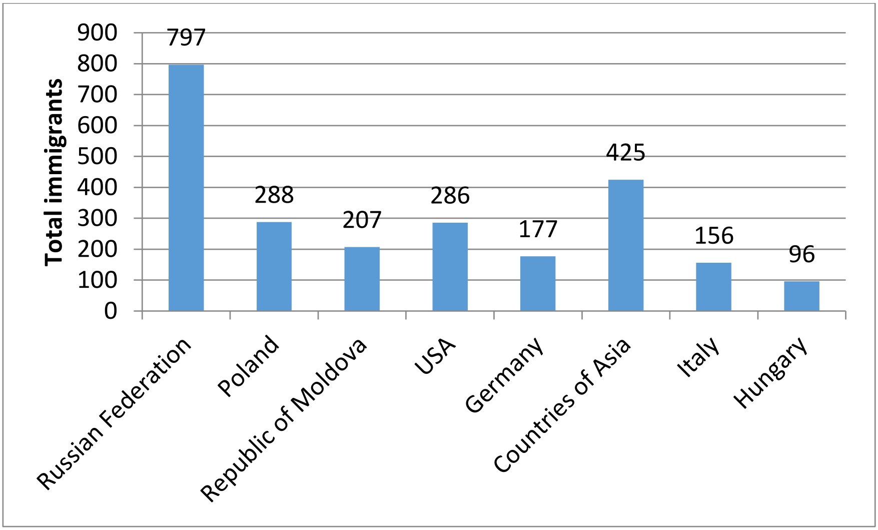


Fig. 1. Number of inter-state migrants who are citizens of Ukraine by country of immigration in 2020 [4]

It is worth identifying recipient countries of labor from Ukraine. The largest number of migrants in 2020 is observed in countries such as the Russian Federation, Poland, the Republic of Moldova, the United States, Germany, Italy, Hungary and Asia (Fig.1). This is not surprising, because in 2019, Europe and Asia each hosted around 82 million and 84 million international migrants, respectively – comprising 61 percent of the total global international migrant stock combined [5].

Among the negative consequences for society, it should be emphasized that, on the one hand, Ukraine, as one of the largest labor donor countries in Europe, is losing the most active part of the population in reproductive and working age.

On the other hand, in the context of the socio-economic crisis, labor migration helps to reduce pressure on the labor market and reduce tensions in society. The positive features of labor migration for migrants themselves, there are opportunities to improve the well-being of certain categories of workers and their families.

Thus, labor migration of Ukrainian citizens abroad continues to be a mass socially significant migration flow. At the same time, the analysis and assessment of labor migration in terms of their impact on labor migrants themselves, on Ukrainian society as a whole are quite ambiguous.

5. Conclusion

Thus, we can conclude that migration processes significantly affect various aspects of social life, phenomena that occur continuously in politics and economics, ideology, religion, culture. In view of this, Ukraine is interested in developing a policy in the field of migration relations, which would be aimed at effective, maximizing the benefits provided by labor migration, solving the priorities of society. Modern migration policy should also focus on economic and investment processes that should lead to increased demand in the Ukrainian labor market.

REFERENCES

1. Волоско Я. О. Міжнародна трудова міграція населення // Вісник Національного університету Львівська політехніка. 2015. № 824. С. 21–26.
2. Петроє О. М., Васільєв В. Т. Міжнародна трудова міграція: аналіз ситуації та наслідків для України // Вісник НАДУ. 2015. № 4. С. 93–100.
3. Січко С. М. Міжнародна трудова міграція як форма міжнародних економічних відносин // Вісник Миколаївського національного університету ім. В. О. Сухомлинського. 2016. № 10. С. 112–116.
4. Національна служба статистики України. Демографічна ситуація. URL : http://www.ukrstat.gov.ua.
5. World Migration Report 2020. URL: https://publications.iom.int/system/files/pdf/wmr_2020.pdf.

INTERNATIONALE MIGRATION DER ARBEITSBEVÖLKERUNG: URSACHEN UND FOLGEN FÜR DIE WIRTSCHAFT

O. V. Dzium,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Dzium O. V., Pirog I. I. Internationale Migration der Arbeitsbevölkerung: Ursachen und Folgen für die Wirtschaft. Der Artikel betrachtet Konzept, Wesen und aktuelle Lage der Arbeitsmigration in der Welt im Kontext der Globalisierung, zeigt die positiven und negativen Folgen der internationalen Arbeitsmigration für Migranten, Gesellschaft und Wirtschaft im Allgemeinen auf. Auch Faktoren und Gründe, die zur Entstehung moderner Arbeitsmigrationsströme beitragen, werden aufgezeigt. Es werden die Auswirkungen der Arbeitsmigration auf den Zustand der Volkswirtschaften untersucht und die Aufmerksamkeit auf problematische Fragen der Arbeitsmigration für die Ukraine gerichtet. Es wurden Faktoren identifiziert, die die Migrationsströme beeinflussen.

Schlüsselwörter: Arbeitsmigrationsströme, Folgen der internationalen Arbeitsmigration, Globalisierung, internationale Arbeitsmigration, Gründe für die Entstehung von Migrationsströmen.

Дзюм О. В., Пірог І. І. Міжнародна трудова міграція населення: причини виникнення та наслідки для економіки. У статті розглянуто поняття, сутність і сучасний стан трудової міграції у світі в умовах глобалізації, розкрито позитивні та негативні наслідки міжнародної трудової міграції для мігрантів, суспільства та економік країн в цілому. Також розкрито чинники та причини, що сприяють формуванню сучасних трудових міграційних потоків. Досліджено вплив трудової міграції на стан національних економік, а також зосереджується увага на проблемних питаннях трудової міграції для України. Виявлено фактори, що впливають на міграційні потоки.

Ключові слова: глобалізація, міжнародна трудова міграція, наслідки міжнародної трудової міграції, причини формування міграційних потоків, трудові міграційні потоки.

1. Einführung

G e g e n s t a n d des Artikels ist die internationale Arbeitsmigration als Manifestation der Globalisierung in den internationalen Beziehungen. D e r Z w e c k des Artikels ist es, die Ursachen eines solchen Konzepts wie Arbeitsmigration und deren Folgen für die Volkswirtschaften der Welt zu ermitteln sowie die Migrationssituation zu analysieren und die

Auswirkungen der internationalen Arbeitsmigration als Bedingung für eine Verbesserung der Migrationspolitik zu prognostizieren.

Der enge Zusammenhang zwischen Migration und wirtschaftlicher Entwicklung wird durch bedeutende historische Erfahrungen bestätigt. Er ist bis heute unbestritten. Im gegenwärtigen Stadium die Natur dieser Beziehung ist viel komplexer und vielschichtiger und oft mehrdeutig. Die Vielseitigkeit moderner Migrationsprozesse im Kontext der globalen Entwicklung erfordert die Entwicklung neuer konzeptioneller Ansätze der Arbeitswissenschaft Migration, die dazu beitragen wird, die Migrationspolitik zu entwickeln, die negativen Folgen zu mildern und das Entwicklungspotenzial der Arbeitsmigration aufzuzeigen [1].

2.1. Konzept, Wesen und aktuelle Lage der Arbeitsmigration in der Welt

Migration im weiteren Sinne – ist Umsiedlung, Umsiedlung der Bevölkerung, direkt im Zusammenhang mit einem Wohnortwechsel oder einer regelmäßigen Rückkehr; es ist ein komplexes sozioökonomisches Phänomen. Art, Richtung und Intensität der Migration werden vor allem durch den Wandel bestimmt Wirtschaftsstruktur und Produktivkräfte, soziale und Arbeitskräftemobilität der Bevölkerung. Gleichzeitig ist zu beachten, dass Arbeitsmigranten eine Art von Migranten sind, die interne Migranten überqueren und internationale Grenzen auf der Suche nach Arbeit oder zum An- oder Verkauf von Kleinsendungen Waren. Die Hauptgründe, die Menschen zu einer solchen Migration motivieren: Arbeitslosigkeit, Monate Verzögerungen bei der Zahlung von Löhnen, seine magere Größe, Verarmung der Bevölkerung usw. Meistens Migranten sind ungelernte oder gering qualifizierte Arbeitnehmer mit einem niedrigen Status in die Gesellschaft. Fachkräftemangel können aber auch Wanderarbeiter werden Beruf, Hochschulbildung und sogar akademische Abschlüsse. Wanderarbeitnehmer werden in drei große Gruppen eingeteilt: a) diejenigen, die das Wohnsitzland für immer verlassen; b) diejenigen, die längere Zeit in einem anderen Land arbeiten; c) sogenannte Arbeitstouristen, die für kurze Zeit (für mehrere Tage oder Monate) die Grenze überschreiten [1].

Die Empfehlungen der Vereinten Nationen zur Statistik der internationalen Migration definieren einen „internationalen Migranten“ als jede Person, die das Land ihres gewöhnlichen Aufenthalts geändert hat, wobei Unterschieden wird zwischen „Kurzzeitmigranten“ (Personen, die ihr gewöhnliches Aufenthaltsland für mindestens drei Monate, aber weniger als ein Jahr gewechselt haben) und „Langzeitmigranten“ (Personen, die dies seit mindestens einem Jahr getan haben). Allerdings verwenden nicht alle Länder diese Definition in der Praxis [5].

2.2. Folgen der internationalen Arbeitsmigration für Gesellschaft und Wirtschaft

Einige Länder verwenden unterschiedliche Kriterien, um internationale Migranten, indem sie beispielsweise unterschiedliche Mindestaufenthaltsdauern anwenden. Unterschiede in Konzepten und Definitionen sowie in den Datenerhebungsmethoden zwischen den Ländern erschweren eine vollständige Vergleichbarkeit der nationalen Statistiken über internationale Migranten [4].

Insgesamt ist die geschätzte Zahl internationaler Migranten in den letzten fünf Jahrzehnten gestiegen. Die Gesamtzahl der geschätzten 272 Millionen Menschen, die 2019 in einem anderen Land als ihrem Geburtsland lebten, waren 119 Millionen mehr als 1990 (damals 153 Millionen) und mehr als das Dreifache der geschätzten Zahl von 1970 (84 Millionen). Auch wenn der Anteil internationaler Migranten in diesem Zeitraum weltweit zugenommen hat, ist ersichtlich, dass die überwiegende Mehrheit der Menschen weiterhin in den Ländern lebt, in denen sie geboren wurden [5].

Die Arbeitsmigration von ukrainischen Staatsbürgern ins Ausland ist nach wie vor ein massenhafter Migrationsstrom von gesellschaftlicher Bedeutung. Gleichzeitig sind die Analyse und Bewertung von Arbeitsmigrationen hinsichtlich ihrer Auswirkungen auf die Arbeitsmigranten selbst und auf die ukrainische Gesellschaft insgesamt recht zweideutig.

Zu den Ursachen der Wirtschaftsmigration in der wissenschaftlichen Literatur zählen: sozioökonomische Krise, Produktionsrückgang und Wirtschaftskrise, Reformation Fehleinschätzungen und Misserfolge aufgrund politischer Innovationen, Waschen von "Schattenkapital", das ihre Migration in den zwischenstaatlichen Raum erfordert, Verschärfung wirtschaftlicher Widersprüche und sozialer Widersprüche, Abbau des Arbeitsmarktes, der zu Massenarbeitslosigkeit und Migrationsveränderungen führt.

Für Wanderarbeitnehmer lassen sich folgende positive Effekte feststellen: höhere Löhne; Verbesserung des Lebensstandards des Arbeitnehmers und seiner Familienmitglieder; neue berufliche Erfahrungen sammeln; erweitertes Training; Erwerb der Sprachpraxis; Weltbild erweitern, Bewusstsein und Verständnis für die realen Bedingungen einer Marktwirtschaft gewinnen; Erwerb von Fähigkeiten, um in einer Kultur der demokratischen Gesellschaft zu leben [3].

Zu den negativen Folgen für Wanderarbeitnehmer gehören der getrennte Aufenthalt von Familienmitgliedern und der Zusammenbruch von Familien; Probleme der Kindererziehung; Beschäftigung in einfachen geringqualifizierten Berufen; oft illegale und halblegale Beschäftigung; Beschäftigung in schwerer, oft ungeregelter, ungesunder Arbeit; niedrigere Löhne im Vergleich zu einheimischen Arbeitern; Nichtverfügbarkeit qualifizierter medizinischer Versorgung; Gewaltandrohung durch Arbeitgeber; schwierige Lebensbedingungen; allgemeine Verzweiflung, Verlust der nationalen Identität; Aneignung fremder Sitten und ungewöhnlicher Mentalität [2].

Auch in Bezug auf die positiven Folgen für die Gesellschaft und die Volkswirtschaften der Länder ist der Abbau der Arbeitslosigkeit im Land erwähnenswert; Geldtransfers, die den Lebensstandard von Familienmitgliedern von Wanderarbeitern erhöhen; Abbau sozialer Spannungen unter den Bedingungen der Wirtschaftskrise; Entlastung der Sozialfonds; Weiterbildung von heimgekehrten Migranten; die Verbreitung von Werten in der Gesellschaft, um in einer Kultur der demokratischen Gesellschaft zu leben [2].

Zu den negativen Folgen für Staaten gehören Unrentabilität und Verluste durch Investitionen in Bildung und Ausbildung; Verlust hoch qualifizierter erwerbstätiger Arbeitnehmer; Verlust von Familienwerten in der Gesellschaft; Verringerung der Geburtenrate; die Alterung der Nation, die wachsende demografische Belastung der Arbeitnehmer auf dem heimischen Markt; Reduzierung von Steuereinnahmen und Beiträgen zu Sozialfonds; steigende Preise für Waren und Dienstleistungen auf dem heimischen Markt bei bestehender geringer Kaufkraft der Mehrheit der Bevölkerung.

Unter den negativen Folgen für die Gesellschaft ist hervorzuheben, dass einerseits die Ukraine als eines der größten Arbeitsgeberländer in Europa den aktivsten Teil der Bevölkerung im gebärfähigen und erwerbsfähigen Alter verliert. Andererseits trägt die Arbeitsmigration im Kontext der sozioökonomischen Krise dazu bei, den Druck auf den Arbeitsmarkt zu verringern und Spannungen in der Gesellschaft abzubauen. Zu den positiven Merkmalen der Arbeitsmigration für Migranten selbst gehört die Möglichkeit, das Wohlergehen bestimmter Kategorien von Arbeitnehmern und ihrer Familien zu verbessern. Gleichzeitig ist die Arbeit im Ausland für Wanderarbeitnehmer mit einer Reihe von Risiken und vielen negativen Folgen verbunden. Unter den Bedingungen der Globalisierung und der europäischen Integration, der raschen Intensivierung der internationalen Arbeitsmigration gewinnt die Bevölkerung der Ukraine zunehmend an Bedeutung, Migrationsprozesse zu regulieren, ihnen einen organisierten, sicheren und konfliktfreien Charakter zu geben, die Aufgabe, einen effektiven Verlust zu bilden und zu schaffen Bedingungen für die Rückwanderung. Die Aussetzung von Migrationsverlusten liegt in der Schaffung günstiger Rahmenbedingungen für die Geschäftstätigkeit, in der staatlichen Unterstützung bei der Lösung des Wohnungsproblems insbesondere für junge Menschen, in der Schaffung neuer Arbeitsplätze und in der Erhöhung des Lebensstandards. Eine wichtige Richtung der Migrationspolitik sollte die Politik sein, Bedingungen für die Rückmigration einer großen Kohorte ukrainischer Arbeitsmigranten zu schaffen. Ein bewährter und zuverlässiger Faktor der Rückmigration in das Herkunftsland von Arbeitnehmern ist die Gewährleistung besserer wirtschaftlicher Bedingungen und angemessener sozialer Standards [2].

3. Schlussfolgerungen

Die Analyse lässt den Schluss zu, dass Migrationsprozesse verschiedene Aspekte des gesellschaftlichen Lebens, die ständig neu entstehen, in Politik und Wirtschaft, Ideologie, Religion, Kultur, Moral und mehr, erheblich beeinflussen. Vor diesem Hintergrund ist die Ukraine gefordert für eine solche Politik im Bereich der Migrationsbeziehungen, die auf ein wirksames Recht abzielt, mit der maximalen Nutzung der Vorteile der Arbeitsmigration, die Prioritäten der Gesellschaft lösen.

LITERATURSVERZEICHNIS

1. Волоско Я. О. Міжнародна трудова міграція населення // Вісник Національного університету “Львівська політехніка”. 2015. № 824. С. 21–26.
2. Петроє О. М., Васільєв В. Т. Міжнародна трудова міграція: аналіз ситуації та наслідків для України // Вісник НАДУ. 2015. № 4. С. 93–100.

3. Січко С. М. Міжнародна трудова міграція як форма міжнародних економічних відносин // Вісник Миколаївського національного університету ім. В. О. Сухомлинського. 2016. № 10. С. 112–116.
4. International Migration Outlook 2020. URL: https://read.oecd-ilibrary.org/social-issues-migration-health/international-migration-outlook-2020_ec98f531-en#page1.
5. World Migration Report 2020. URL : https://publications.iom.int/files/pdf/wmr_2020
.

LES LANGUES ÉTRANGÈRES COMME MOYEN DE COMMUNICATION DANS LE DOMAINE DES RELATIONS INTERNATIONALES

A. Yu. Eroshenko,
L. A. Dudka (consultante linguistique)
Université nationale V. N. Karazin, Kharkiv

Eroshenko A. Yu., Dudka L. A. Les langues étrangères comme moyen de communication dans le domaine des relations internationales. L'article propose une analyse des principaux problèmes et perspectives de développement de l'industrie de la langue dans les relations internationales. Dans la sphère diplomatique, les langues jouent un rôle presque primordial. L'étude de cette question est particulièrement importante, car les experts prédisent l'émergence de nouvelles langues sur la scène mondiale. Il est à noter qu'avec le développement des relations entre les pays, de plus en plus de motifs d'introduction de nouvelles langues internationales apparaissent dans les organisations internationales. Et à côté de cela, de nouveaux problèmes apparaissent dans la sphère linguistique. En conséquence, il est conclu que malgré la présence de problèmes, la sphère linguistique dans les relations internationales est une direction prometteuse, qui se développe rapidement et est d'importance à l'échelle mondiale. En conséquence, son développement est particulièrement important maintenant.

Mots clés : langues, relations internationales, problèmes linguistiques.

Єрошенко А. Ю. Дудка Л. А. Іноземні мови як засіб спілкування у сфері міжнародних відносин. У статті наводиться аналіз основних проблем та перспектив розвитку мовної галузі у міжнародних відносинах. Мови у дипломатичній сфері грають практично першочергову роль. Вивчення цієї проблематики є особливо актуальним, адже фахівці прогнозують появу нових мов на світовій арені. Слід зазначити , що з розвитком відносин між країнами міжнародних організацій з'являються дедалі нові причини запровадження нових міжнародних мов. І, крім цього, з'являються нові проблеми в мовній сфері. В результаті, робиться висновок, що незважаючи на наявність проблем, мовна сфера в міжнародних відносинах перспективний напрямок, який розвивається стрімко, і має важливість у світовому масштабі. В результаті чого, розвиток його особливо важливий зараз.

Ключові слова: мови, міжнародні відносини, мовні проблеми.

1. Introduction

Les langues enrichissent énormément nos vies. Ils vous permettent de communiquer avec plus de personnes, de mieux comprendre les autres et d'être mieux compris. Malheureusement, dans de nombreux pays du Conseil de l'Europe, la question de la langue est encore utilisée pour opposer les gens les uns aux autres. L'interdiction d'utiliser la langue maternelle dans divers domaines de la vie peut conduire à la violation des droits de ceux qui la parlent. Elle affecte également négativement des communautés entières. Les problèmes d'utilisation des langues conduisent souvent à des conflits entre différents groupes de population ou même entre pays voisins.

Quand on parle de relations internationales, et même de négociations, qu'il s'agisse de négociations concernant les affaires ou les problèmes du pays, il est tout simplement difficile d'imaginer tout sans langues. Langues étrangères. Ce sont les principaux outils que les diplomates, et pas seulement eux, utilisent pour comprendre les autres et résoudre les problèmes soulevés lors d'une réunion.

L'objet de l'article est une étude approfondie des problèmes et des perspectives du développement et de la mise en œuvre des langues dans les relations internationales. Sujet - problèmes dans la sphère linguistique.

2. L'état actuel de l'industrie

Aujourd'hui, il existe un grand nombre de langues. Et c'est avec l'aide d'eux que les sujets des relations internationales communiquent. Bien sûr, des langues telles que l'anglais, l'arabe, l'espagnol, le français, le chinois et le russe prévalent[2]. Il est très difficile d'en distinguer une, car ce sont les langues les plus populaires au monde et un très grand nombre de personnes les parlent. Un nouveau terme est apparu dans les organisations mondiales.

Multilinguisme. Prenez l'ONU, par exemple, c'est là que ce terme prévaut, le multilinguisme permet aux diplomates et autres membres de l'organisation d'établir un processus de communication entre les États membres de l'ONU dans les salles de réunion de l'ONU, en tenant compte de leurs caractéristiques linguistiques et culturelles[1] . En promouvant la tolérance, le multilinguisme assure une plus grande participation de tous les États membres aux travaux de l'Organisation, ainsi qu'une plus grande efficacité, de meilleurs résultats et une plus grande participation. Afin d'éliminer « les déséquilibres dans l'utilisation de l'anglais et des cinq autres langues officielles » et « d'assurer un traitement complet et égal de toutes les langues officielles des Nations Unies ».

3. Problèmes de langue

L'un des problèmes et des aspects les plus fondamentaux de l'étude et de l'utilisation d'une langue étrangère dans la sphère internationale est le grand nombre de mots qu'un traducteur ou un diplomate doit connaître. Une langue peut contenir jusqu'à un demi-million de mots ou plus. Compte tenu des spécificités du travail d'un diplomate, il doit non seulement connaître le sens des mots, mais aussi les utiliser habilement. Pour une communication réussie, un bon diplomate ou internationaliste doit connaître le vocabulaire des différentes sphères de la vie humaine. Culture, économie, politique, etc [4].

Un autre problème est que parfois, lors de la communication même dans une seule langue, par exemple en anglais, les gens peuvent ne pas se comprendre, ce qui peut entraîner des conséquences énormes et terribles[5]. Dans certains pays, il y a aussi un problème de langue, ils n'ont pas de langue officielle ou d'État. Mais cela peut aussi jouer un mauvais côté sur la scène internationale. Soutenir une langue officielle ou d'État pour protéger l'ordre public, consolider l'identité nationale et renforcer la cohésion sociale est un objectif de politique publique légitime. Une bonne maîtrise de la langue officielle profite également aux membres des minorités nationales eux-mêmes, favorisant leur implication et leur participation à la vie publique. Cependant, cela ne peut se faire au détriment des droits des locuteurs d'autres langues, en particulier des représentants des minorités nationales, et il est inacceptable que de telles mesures aggravent la fracture existante.

4. Résoudre un problème avec un grand nombre de mots

Dans la Grèce antique, les techniques de mémorisation à l'aide d'associations (par exemple, sous forme de mnémoniques) étaient très populaires, mais dans le monde moderne, il en existe un grand nombre de types. Les anciens Grecs avaient une mémoire fantastique, car à cette époque, il n'y avait pas de manuels ou de cahiers que vous pouviez emporter chez vous. La plupart des gens ne savaient pas écrire, d'autant plus que l'analogue du papier coûtait très cher. Les gens ont trouvé diverses meilleures façons de mémoriser des poèmes, des histoires et des passages de conférences. Mais au fil du temps, la disponibilité et l'abondance des livres ont conduit au fait que les gens ont cessé d'apprendre quelque chose. Mais les experts internationaux ne peuvent pas user de ces commodités, ici il faut parler, communiquer, faire passer sa pensée sans regarder le livre, pour ne pas ternir l'image de son pays.

Quelles sont les solutions pour mieux mémoriser une langue étrangère ? En premier lieu, ce sont encore des associations, c'est beaucoup plus facile d'apprendre n'importe quelle langue avec elles. Par exemple, le mot japonais "yama" signifie une montagne, pour un Russe, il est très facile de se rappeler que c'est le contraire d'un yamegora. La mémorisation est un autre type de mémorisation d'une langue. Sans répéter un mot 100 fois, vous ne vous en souviendrez pas. Cartes associatives, où il y a des images avec lesquelles vous pouvez facilement vous souvenir d'un mot. Et bien sûr, vous devez toujours pratiquer tous les nouveaux mots. Après avoir appris un nouveau mot, vous devez essayer de l'utiliser dans la conversation de tous les jours, aussi souvent que possible.

5. Introduction d'une nouvelle langue

L'ONU est dominée par seulement 6 langues (russe, arabe, anglais, chinois, français et espagnol) [3]. Est-il possible d'ajouter une autre langue et de la rendre internationale ? La langue japonaise est populaire auprès d'une grande population. Le Japon est un pays développé avec lequel, avec de bonnes négociations, on peut négocier des conditions très favorables. Et sur la scène internationale, il occupe une place de choix. Un pays bien développé du point de vue politique et économique. Cependant, les perspectives pour le japonais de devenir une langue internationale sont minces. Tout cela à cause de la complexité de la langue. Le japonais n'est pas comme l'européen. Et il sera très difficile pour les Européens de s'en servir. Par exemple, le grand nombre de niveaux respectueux que les Japonais utilisent pour communiquer. En prenant l'Allemagne comme exemple avec de bonnes performances économiques et politiques, la langue allemande ne deviendra pas internationale. Du moins à l'ONU. Tout cela en raison du fait que le Japon et l'Allemagne étaient des pays agresseurs et étaient des opposants à la Seconde Guerre mondiale. Par conséquent, la proposition d'introduire le japonais en tant qu'international n'est pas appropriée.

6. Conclusions

L'article analyse les principaux problèmes et perspectives du développement et de la mise en œuvre des langues dans les relations internationales. L'étude de cette industrie est maintenant particulièrement pertinente, puisque les actions sur la scène mondiale vont se poursuivre et se développer, et avec elle le développement et l'introduction de nouvelles langues. En effet, le développement de la sphère linguistique est compliqué par des coûts élevés, des coûts humains en particulier, un temps énorme pour apprendre une nouvelle langue, la complexité de l'introduction d'une nouvelle langue dans un statut international, des coûts en argent pour les manuels, le matériel nécessaire, etc. En conséquence, il a été conclu que, malgré la présence de problèmes, la sphère linguistique dans les relations internationales est un domaine prometteur et en développement dynamique avec un potentiel de rentabilité élevé. Par conséquent, son développement est maintenant particulièrement important dans le contexte du maintien de la paix.

LES REFERENCES

1. Международный язык. URL : https://ru.wikipedia.org/wiki/%D0%9C%D0%B5%D0%B6%D0%B4%D1%83%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D1%8B%D0%B9_%D1%8F%D0%B7%D1%8B%D0%BA (дата звернення 1.12.2021)
2. Языки международного общения. URL : https://revolution.allbest.ru/languages/00242265_0.html (дата звернення 1.12.2021)
3. Language disorders. URL : https://en.wikipedia.org/wiki/Language_disorder (дата звернення 1.12.2021)
4. Language Difficulties. URL : https://www.icommunicatetherapy.com/child-speech-language/child-speech-language-hearing-literacy-communication-disorders-delays/language-difficulties/ (дата звернення 1.12.2021)
5. United Nation. URL : https://www.un.org/en/ (дата звернення 1.12.2021)

FOREIGN LANGUAGES AND THEIR INFLUENCE ON EMPLOYMENT

A. S. Evdokimova,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Evdokimova A. S, Ponikaryova A. Y. Foreign languages and their influence on employment. The article discusses the role and influence of learning foreign languages in employment in the field of management of foreign economic activity, the IT sphere and other vacancies where a foreign language is an important part of the work. Studying the influence of foreign languages on employment is especially important in our time, since most of the companies with an international focus are interested in a specialist who knows one or several languages at the same time. The main language in which employers are interested is English at least intermediate level (B1, B2 and above), but knowledge of other foreign languages can affect the decision of hiring and the level of salary. As a consequence, this topic is especially important for studying in modern conditions.

Keywords: foreign language, employment, employer, job seeker, foreign economic activity, salary.

Євдокімова А. С., Понікарьова А. Ю. Іноземні мови та їх вплив на працевлаштування. У статті представлено роль та вплив вивчення іноземних мов при працевлаштуванні у сфері менеджменту зовнішньоекономічної діяльності, IT сфері та інших вакансіях, де іноземна мова є важливою частиною роботи. Вивчення впливу іноземних мов на працевлаштування особливо актуально в наш час, оскільки більшість компаній міжнародного напряму зацікавлені у фахівці, який знає, як один так і кілька мов одночасно. Основною мовою, в якій зацікавлені роботодавці є англійська не нижче за середній рівень (B1, B2 і вище), але знання інших іноземних мов може вплинути на рішення про прийняття на роботу та рівень заробітної плати. Внаслідок чого обрана тема є особливо важливою для вивчення в умовах сучасності.

Ключові слова: іноземна мова, працевлаштування, претендент, зовнішньоекономічна діяльність, заробітна плата, роботодавець.

1. Introduction

The o b j e c t of the article is the influence of knowledge of foreign languages on employment in Ukraine. The s u b j e c t is the issue which particular foreign language influences the decision to hire. The p u r p o s e of the study is to examine the influence of foreign language proficiency while looking for a job and determine the vacancies requiring the possession of foreign languages on the labour market in Ukraine. To achieve this, it is crucial to analyze the factors affecting recruitment and to consider possible solutions to the problem.

2. Main notions of sphere

With the development of international business relations, the mastery of new foreign technologies and the expansion of professional cooperation with foreign experts, the need for foreign-language specialists has increased. Knowledge of foreign languages, especially English as a language of international communication, is relevant for all Ukrainian youth wishing to find a good job, come into contact with the outside world and improve their professional knowledge.

Knowledge of a foreign language is an important point in the resume of an applicant for a vacancy opened in the Ukrainian branch of a foreign company. It is worth noting that today the IT sphere is not complete without this skill and such an item as fluency in a foreign language will be a mandatory item in the requirements for such a position as SQL-analyst, foreign trade manager or any other similar vacancy. The exception is when the firm is extremely interested in the experience and qualifications of a particular specialist. In such a situation, the management can make concessions and pay for courses to teach him foreign languages [1].

In most cases, English remains the most popular language. It has long acquired the status of the language in which business communication is conducted, and over time, this trend only intensifies. In some corporations, records and reports are conducted in German or French. And recently, more and more vacancies have appeared on the labour market where knowledge of Chinese is required.

3. Research results

Learning a foreign language is costly. It requires both financial investment and time. Recently, in order to find out the demand for knowledge of languages at the spoken level for employment, a statistical study was carried out. It was attended by 500 companies with representative offices throughout Ukraine.

Its participants had to answer the question: "Are there any vacancies in your company where the applicant is required to know a foreign language at a conversational level?"

52% of respondents say that such requirements are never imposed on candidates for a vacancy. About 46% answered the question in the affirmative way. And representatives of 2% of the companies participating in the survey noted that they need employees who speak several foreign languages at the same time [2].

To summarize: almost half of Ukrainian companies are interested in having their employees speak the language, at least English, at an above average level. According to their leaders, the mere ability to read and translate a document is no longer enough.

For the high-quality performance of serious tasks, the special knowledge is needed that will allow a specialist to learn economic terms, quickly track innovations in financial legislation, communicate freely with colleagues in other countries and conduct business correspondence without the help of an interpreter.

Modern accountants, to work successfully in a company with foreign capital, should be fluent in English or another language, in which it is customary to keep records in the head office. In addition, knowledge of International Financial Reporting Standards (IFRS), as well as Generally Accepted Accounting Principles (US GAAP) is required.

At the same time, the requirements for deep knowledge in English can increase the size of the salary by 15-25%, and knowledge in another language of one of the European countries can raise its size up to 30% [3].

Today, many companies try to adapt the reports to international standards. The leaders of these firms focus on the acute shortage of highly qualified specialists. In such conditions, the company agrees to double pay for the work of some of them than for the work of accountants who do not possess these skills.

If we talk about banking workers, then, alas, it is impossible to build a successful career without knowledge of the English language. This is due to the fact that modern banks operate "transparently" and submit reports in accordance with the requirements of IFRS, which is drawn up in English.

Knowledge of languages for effective research and reporting is essential for financial market analysts. To work as a trader, deep knowledge of English is simply necessary.

On the other hand, if you work in a narrow field, do not have contact with foreign partners or use foreign sources, or do not plan to go beyond your current duties, you can do without English. It would be foolish to require that workers in production, couriers, realtors, members of certain other professions should be fluent in the language.

4. Current state of sphere

Knowledge of foreign languages (especially two or more) is in demand only in positions where it is simply impossible to work without them. For example, translators, secretaries-assistants, managers of foreign economic activity (FEA). For a translator, a second language increases the salary by 30-40%, for a foreign trade manager – 15-20%.

English is the leading language in demand among employers – in 96% of vacancies where knowledge of a foreign language is required, and we are talking exactly about English. Among other foreign languages, the palm belongs to German – it is mentioned in 59% of vacancies where a foreign language other than English is required.

Even less common are vacancies for applicants who speak French (14%), Italian (11%), Chinese (5%) and Spanish (4%). In some cases, employers require candidates who know Turkish, Japanese, Arabic and other languages [4].

Recently, there has been an increasing demand for specialists who, in addition to English, speak oriental languages, deep knowledge of Asian culture and the specifics of doing business. Such employees are needed both in the head offices in Ukraine and in the field offices.

Chinese companies are actively expanding their presence in Ukraine. The Chinese language will be an advantage if you go to work at the company's head office in China. If they choose an applicant without a language, they will offer less money. But you shouldn't rush to learn the Chinese language yet. English remains the main language of communication and will be sufficient for successful work. In addition, the Chinese rarely put foreigners in leadership positions, even if they speak the language [5].

The situation is a little different with the Arabic language. Arab countries, and the UAE in particular, are much more likely to invite employees to work with relocation. Therefore, knowledge of the Arabic language in such a situation will be really in demand and promising.

Another common language in the world is Spanish, but, unfortunately, it is not so easy to apply it in work.

5. Conclusions

As with many other discussion topics, language learning cannot be approached in a piecemeal manner. On the one hand, it cannot be denied that a failure to comply with formal requirements can prevent strong and experienced professionals from reaching their desired position. On the other hand, one cannot say that everyone needs English at all times. Summing up, we can say that almost half of Ukrainian companies are interested in having their employees speak the language, at least English, at an above average level.

Nowadays, businesses everywhere require employees to learn foreign languages (especially English). As English is the most widely spoken language in the world, one in five people can speak or even understand it. Therefore, regardless of the current or future career plans of the applicant, there is every reason to study this topic so that communication in English in the modern world is clear and accessible.

REFERENCES

1. Балезин Д. Зачем изучать иностранные языки? URL : https://www.yourfreedom.ru/zachem-izuchatinostrannye-yazyki/
2. Как знание английского влияет на уровень заработной платы. URL : https://www.work.ua/ru/articles/jobseeker/2089/
3. Каким образом знание языков влияет на карьеру и уровень заработной платы. URL : https://finexecutive.com/ru/news/kakim_obrazom_znanie_yazykov_vliyaet_na_karyeru_i_uroveny_zarabotnoy_platy
4. Кроме английского: какой иностранный язык повысит вашу зарплату. URL : https://1way-to-english.livejournal.com/613073.html
5. Иностранный язык – инвестиция. URL : https://telegra.ph/Inostrannyj-yazyk-investiciya-04-26

PRODUCT QUALITY, ITS MEANING AND QUALITY ASSURANCE FACTORS IN THE TOURISM SECTOR

D. V. Fen,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Fen D. V., Saprun I. R. Product quality, its meaning and quality assurance factors in the tourism sector. The article discusses product quality as a factor ensuring competitiveness in tourism. The concept and meaning of product quality are also defined here. The article considers the factors of quality assurance. In particular, the authors of this article determine the importance of quality directly in the tourism sector. Five main approaches to defining quality are also distinguished. In addition, some criteria and indicators that a tourist company has to use to maintain and improve quality are defined in this article.

Keywords: competitiveness, product quality, quality assurance factors, quality, tourism sector.

Фень Д. В., Сапрун І. Р. Якість продукції, поняття і фактори забезпечення якості в туристичнії сфері. У статті розглядається якість продукції як фактор забезпечення конкурентоспроможності в туристичній діяльності. Також визначається поняття та значення якості продукції. Крім цього, у статті розглядаються фактори забезпечення якості. Зокрема, автори статті визначають значення якості безпосередньо в туристичній сфері. Також виділяються п'ять основних підходів щодо визначення якості. Крім того, у статті визначено критерії та показники, які туристична компанія має використовувати для підтримки та покращення якості.

Ключові слова: конкурентоспроможність, туристична діяльність, фактори забезпечення якості, якість продукції, якість.

1. Introduction

The o b j e c t of the article is product quality. The s u b j e c t is product quality in the tourism sector. The p u r p o s e of the article is to study product quality as a factor of ensuring competitiveness in the tourism sector.

In market conditions, business will not survive long if it cannot ensure the competitiveness of its products, which includes many quality indicators. Competitiveness, on the other hand, is connected with such indicators as the level of price and the level of product quality. Moreover, the latter, to some extent, is uppermost in it. The improvement of product quality is one of the most important directions of intensive economic development as it is a source of economic growth and efficiency of social production. In the market economy, the problem of quality is the most important factor for improving living standards, for economic, social and environmental security. In turn, the problem of service quality in tourism is one of the most pressing in the development of this type of activity. In the international tourism market, the quality of service is the strongest weapon in the competitive struggle.

2. The concept and importance of product quality

Product quality is the most important enterprise performance indicator. Product quality is a set of product properties that determine its ability to satisfy certain needs in accordance with its purpose.

Five main approaches to defining quality can be distinguished such as: the transcendent approach, the product approach, the user approach, the production approach and the value approach. However, each of the main approaches to quality has a common problem. Each of them is vague and imprecise when it comes to describing the basic elements of product quality [3]. This omission is unfortunate because much can be learned by treating quality in a less homogeneous way.

Nowadays product quality includes not only consumer properties, but also technological properties of products, artistic features, reliability, durability, the level of standardization and unification of parts and units in the design, etc. Product quality becomes very important because it affects company's activities and determines its level of competitiveness. It is very important for the company's management to understand the different ways in which the quality of goods or services can affect the organization and take them into account while developing and implementing a quality assurance program.

In addition to competitiveness, the main ways in which quality affects an organization include: total plant failure, commitment, productivity, costs and prices [4].

Weak designs or defective goods and services can lead to loss of business. Lack of attention to quality can damage the image of a business organization and lead to a decrease in its market share, or it can lead to increased criticism and/or scrutiny of a government agency or non-profit organization.

Devastating consequences for the foundations of the organization is the reaction of the consumer who receives a defective product that does not satisfy their service. Poor quality increases certain costs that an organization incurs. These include scrap and rework costs, warranty costs, replacement and post-sale repair costs or other costs associated with shipping, labor inspections, consumer payments and a system of discounts due to poor product quality. In addition to these direct monetary costs, there are unproductive costs associated with loss of competitiveness, as dissatisfied consumers switch to competitors' products [4].

Considering the issues of quality assurance, it should be taken into account that improvement of product quality at the company requires additional production costs, therefore, both the cost of production and its price increase. However, the additional costs are fully compensated with the help of the higher price of higher quality goods, which ensures the growth of profitability level and profit volume. Also, to ensure quality, one should listen to customers, ask them what they would like to improve in the product. It is important to test products before launching to anticipate the way customers might react to the product and to see what changes one might need to make.

A large number of factors influence product quality. They can act both independently and interconnect with each other [2]. They are divided into external and internal factors.

External factors are the basis for the formation of quality in market conditions. The main factors can include the requirements of potential buyers, the density of competition, regulatory and legal aspects and legal documentation in the field of quality, maintaining the image of the company at a favorable level, relations with suppliers. Moreover, external factors affect different componies in very different ways, that’s why companies usually carry out the distribution of these factors by level of importance, giving priority to those that have the greatest impact on quality, which allows them to manage it more effectively [11].

As for internal factors, they include such factors that the company can influence independently. These include technical, organizational, economic, social, operational and production factors. The organization itself decides to carry out any operation aimed at improving quality [9].

Consequently, it is possible to say that the quality of products is influenced by many different factors. Both product quality and its competitiveness depend on the correct analysis of these factors, which is a key point in the life of the product.

3. Quality assurance in the tourism industry

In tourism industry, quality is one of the main components of the tourist product. The tourist product itself is a complex concept, which includes many interrelated components – tourist services. The quality of the tourism product depends on the quality of the latter. Quality of tourist product can be defined as a measure of its conformity to the generally accepted requirements or standards [1]. The meaning of the concept of "quality" in the tourism industry includes:

- properly defined customer needs (to provide services that meet the needs of guests);
- the correct provision of service (not only the services should meet the needs of the client, but the entire service system should ensure the convenience of guests);
- consistency (the need to provide services at the same level millions of times).

Consumers of tourist services always demand high standards of service, and the fulfillment of customer expectations should be almost the main goal of the company, which provides services. Therefore, an important role in improving quality is also played by both customer service staff, additional staff and managers. Each employee of a travel company performs certain functions, guided by job descriptions. The internal atmosphere of the firm or company should help to motivate staff to work, to improve the quality of customer service, to grow professionally, as well as to encourage suggestions for different areas of the travel company, for example, the development and improvement of individual services. Management of the tourist company, above all, must define and document the quality policy, explaining and defining the objectives, main directions and goals of the tourist organization in this environment. The company is responsible for the implementation of this policy and must ensure that its explanation and communication of all structural units and employees of the organization. Below are the criteria and indicators that a tourist company must use to maintain and improve quality: [6]

- material standard (this includes accommodation, equipment, infrastructure);
- aesthetic impressions (this is the architectural component, the functional purpose of the premises, the appearance of the staff);
- reliability of the agreements made (i.e. trust, compliance with deadlines);

- understanding of the client's needs and individual approach to the client (assistance in solving problems)
- knowledge and experience of the staff, politeness, sociability, ease of understanding (ability to listen, truthfulness);
- reputation (fame, public recognition);
- safety (both physical and financial, and psychological);
- accessibility (communication, market, information, consulting) [6].

It is important to note that in the marketing activity of tourist companies the assessment of quality perceived by customers has a place. An indicator of this is the level of customer satisfaction.

The client evaluates the quality of service at once when buying and consuming. Therefore, it is important for the company to keep an ongoing measurement of the quality of customer satisfaction [6]. The following methods can be used for this purpose:

- complaint and suggestion systems (using forms or record books provided to customers);
- method of control purchases of services (information about the strengths and weaknesses of the tourist enterprise's offer);
- questionnaire survey (research of the real level of service quality and reasons for dissatisfaction with the quality);
- client loss analysis (support of contacts with clients who refused from services).

Assessment of service quality depends primarily on the customer's expectations and whether they will enjoy the service consumed [6].

Quality standards of tourist services are defined by a system of standardization and certification. Standardization is the most important tool of state regulation of activities and protection of the rights of consumers of tourist services [8]. Standardization is an activity aimed at the development and establishment of requirements, norms, rules, characteristics both mandatory and recommended, ensuring the consumer's right to purchase services of proper quality at an acceptable price, as well as the right to safety and comfort. As for certification, it is an important element of the system of state regulation of tourism, ensuring the safety of services and the most globally recognized way of independent confirmation (evaluation) of their compliance with the established requirements. Its use creates preconditions and conditions for successful solution of a number of the most important socio-economic problems and tasks, corresponding to the integration of individual states into the world economy [8].

Only taking into account all of the above, it is possible to achieve both the necessary quality of a single service and to improve the quality of service in general, and therefore increase the competitiveness of the organiza tion.

Conclusion

Nowadays the quality of products includes various properties and features of products. Product quality reflects the essential sides of both economic phenomena and processes, and becomes very important because it affects the activities of the company, its position on the market of goods and services and determines its level of competitiveness.

High quality becomes the main competitive advantage. To be competitive means to provide services of "luxury" class. The level of quality must be designed for a wide range of populations.

Overall, continuous improvement of quality becomes a strategic basis for tourism development. Specifics of tourist services quality are determined by effective organization of tourist company employees' activity as carriers of quality, including the involvement of each employee in the work of ensuring compliance of the service with the client's requirements. Conformity of the service to the requirements of the tourist depends on the suppliers. Knowledge of the characteristics of the tourist product includes its features that meet the needs of the client. Consequently, in order to provide a service that meets customer requirements, the manager of the travel sales company must know the relevant features of the tourist product.

REFERENCES

1. Кобяк М. В. Качество туристических услуг как стратегическая основа развития туризма // Мнения и суждения. 2011. С. 261–262.
2. Поняття, значення та фактори забезпечення якості товарів. URL : https://pidru4niki.com/1978021453537/menedzhment/ponyattya_znachennya_faktori_zabezpechennya_yakosti_tovariv
3. Рябушкіна А. А. Якість продукції та забезпечення її конкурентоспроможності. 2013. URL : http://www.economy.nayka.com.ua/?op=1&z=2184
4. Значение качества продукции. URL : https://center-yf.ru/data/Menedzheru/Znachenie-kachestva-produkcii.php
5. Качество продукции. URL : https://piter-soft.ru/knowledge/glossary/process/kachestvo-produktsii.html

6. Качество туристических услуг. URL : https://studbooks.net/18926/turizm/kachestvo_turisticheskih_uslug
7. Качество услуг в сфере туризма. URL: https://scienceforum.ru/2013/article/2013003331.
8. Обеспечение качества туристского продукта. URL : https://studbooks.net/728479/turizm/obespechenie_kachestva_turistskogo_produkta
9. Шацких Е. А. Факторы, влияющие на качество продукции в промышленном производстве. URL : https://www.gramota.net/articles/issn_1993-5552_2014_12_41.pdf
10. Elevating Expectations: 6 Ways Product Quality Affects Your Brand. URL : https://www.business.com/articles/5-reasons-why-product-quality-matters/.
11. What Does “Product Quality” Really Mean? URL : https://sloanreview.mit.edu/article/what-does-product-quality-really-mean/

MECHANISMS FOR ENFORCEMENT OF ENVIRONMENTAL LAW IN THE WORLD: UN POSITION

A. M. Filin
A. B. Kalyuzhna, PhD (language supervisor)
V. N. Karazin National University, Kharkiv, Ukraine

Filin A. M., Kalyuzhna A. B. Mechanisms for enforcement of environmental law in the world: UN position. Environmental policy is an important means of solving environmental problems, but at the same time, few countries use it as a means of solving the problem of environmental destruction. As one of the most influential intergovernmental organizations in the world, the UN has certain mechanisms to address this issue. Such mechanisms can be improved through their clear classification. The article gives a detailed outline of the UN enforcement mechanisms in the field of environmental policy.

Key words: environmental issues, environmental policy, implementation mechanisms, sustainable development, the UN.

Філін А. М., Калюжна А. Б. **Механізми запровадження екологічного права у світі: позиція ООН.** Екологічна політика є важливим засобом вирішення проблем навколишнього середовища, але водночас з тим мало які країни використовують її як засіб вирішення проблеми знищення навколишнього середовища. Як одна із найвпливовіших міжурядових організацій світу ООН має певні механізми задля вирішення даної проблеми, котрі можуть бути покращені шляхом їхньої чіткої класифікації. Стаття окреслює головні механізми ООН у сфері екологічної політики.

Ключові слова: екологічна політика, екологічні проблеми, механізми реалізації, ООН, сталий розвиток.

1. Introduction

Formulation of the problem. The environmental situation in the world is getting worse every year, and the actions taken by states alone do not have a significant impact on improving the environmental situation not only in the world but also in some regions. Relevance of the research. The UN as a world organization can have an impact on consolidating and motivating states to join forces to overcome the environmental challenges through various mechanisms. This problem has been studied by various scientists. The works by Ukrainian and Russian authors [1; 3; 5] are of particular interest for the subject under discussion. The object of the article is UN policy in the field of environmental policy at the global level. The s u b j e c t of the article is specific UN actions to implement environmental policy. The p u r p o s e of the article is to systematize and analyze the UN mechanisms in the field of environmental policy.

2. Results and discussion

Before we begin to analyze the mechanisms of UN environmental policy, we consider it appropriate to provide a definition of environmental policy. The definition given by A. Ursul states that "environmental policy (in the narrow sense) – a strategy for survival and continuous development of civilization and the country in terms of preserving the environment, especially the biosphere" [5, p. 27]. M. Vasilieva determines environmental policy as "a system of state incentives, prevention and restriction of various activities, which associated with dangerous human impact on the environment. Environmental policy consists of a set of organizational, regulatory and legal measures in the fields of economics and environmental protection, aimed at people" [2, p. 25].

Comparing these two terms, we can say that the basis for understanding the term should encompass both the actions aimed at environmental damage and harm to human health directly or indirectly and the introduction of actions, mechanisms aimed at stopping and preventing such destructive actions.

So, when we talk about the mechanisms of the UN environmental policy, we will mean the actions taken by this organization to prevent destructive activities on the environment and human health.

In the context of this paper, we consider the UN to be a large, leading intergovernmental organization that has an impact on the activities of individual countries. Despite its inability to introduce coercive and / or mandatory institutions the UN unites most countries in the world, and therefore can influence them and implement environmental policies through the participating countries.

In the current political system international organizations can only influence the decisions of countries and help them resolve certain issues, and therefore cannot pursue a direct environmental policy. This being true in regard to the UN. The organization cannot implement environmental policy directly, as this would violate the sovereignty of countries.

Thus, the first point of our systematization will be the division of environmental policy mechanisms into direct and indirect, as well as the fact that international organizations, such as the UN, cannot use direct means of influence.

To analyze the UN mechanisms, it is necessary to refer to the analysis of documents and meetings that have been adopted and implemented in the context of environmental policy, which are listed in Table 1 below**.**

Table 1

Key UN meetings and documents on environmental policy

Meetings		Documents	
Year, place	Description	Name	Description
1972, Stockholm	The first meeting at which an action plan was adopted at the international level	-	-
1982, Nairobi	The first document listing environmental issues was adopted	Declaration of the UN Assembly	The document noted environmental problems and the need to address them
1987, New York	It was decided that the concept of sustainable development should be promoted	-	-
1992, Stockholm	The conference drew attention to the need for urgent action to improve the environmental situation	-	-
1992, Rio de Janeiro	A number of important documents were adopted	"Agenda for the 21st century"; "Rio Principles"	The 27 principles of environmental policy are enshrined as guidelines for States to follow when implementing environmental policy.
1992, New York	A separate commission was set up to oversee the implementation of the concept of sustainable development	-	-
1997, New York	"Agenda for 21st Century" was approved	-	-
2002, Johannesburg	A number of documents were adopted	"Johannesburg Declaration on Sustainable Development" and "Implementation Plan"	The list of actions necessary for achieving sustainable development is specified.

2012, Rio de Janeiro	The results of actions to achieve the goals of sustainable development were summed up, and a document was adopted.	“The future we strive for”	An important aspect of the document is the acknowledgement of the importance of the green economy for sustainable development and the importance of the institutional aspect.
2015, New York	Document adopted	“Transforming our world: an agenda for sustainable development until 2030”	The action plan until 2030 is presented and new goals are set for achieving sustainable development in the world.

Thus, analyzing Table 1, we can say that the conference in Stockholm in 1972 became the first manifestation of concern about environmental problems. An attempt was made to address these problems at the international level. It should be noted, that the meeting was not initiated by the UN but Sweden, the UN serving only as a platform. In addition, no important documents were adopted at this meeting.

Speaking of this conference, we can mention the following mechanisms that were used by the UN. They are as follows:

– a platform mechanism, which is manifested in the fact that the UN acts as a platform for negotiations between states on a given topic;

– informational mechanism implies the use of information channels to cover the topic;

– incentives are a mechanism whose essence is that the UN has drawn attention to the importance of the topic and made countries start thinking about solving this problem. For example, the incentive mechanism manifested itself in the fact that a number of influential countries, such as Canada and the United States, began to establish their institutions to address this problem.

These meetings became more or less regular after 1982, after the conference in Nairobi where for the first time a document was adopted that recognized the world’s environmental problems that needed solving. We believe that only since 1982 can we assume that the UN has begun to address environmental issues and implement environmental policies. In the context of our work, we will also note that since the conference in Nairobi, the UN has also begun to use the legislative mechanism. It should also be noted, that this mechanism is not direct, because, as mentioned above, it is not binding on member states.

The 1987 New York Conference added to the United Nations, along with a stimulus mechanism, a promotion mechanism. Speaking about the mechanism of promotion, we note that its difference from the informational one is that this mechanism also includes actions to involve non-governmental institutions and celebrities in the implementation of information and incentive policy.

The 1992 conference in New York introduced a monitoring mechanism for UN action, as a commission was set up to oversee countries' actions to implement environmental policy.

In the same year, the conference in Rio de Janeiro also used the legislative advisory mechanism, as it introduced 27 principles for the implementation of environmental policies of states, which they can draw upon when drafting their own laws.

3. Conclusions

Thus, based on the actions of the UN in the field of environmental policy, we can say that due to the lack of direct mechanisms this implementation is ineffective, as it is based on stimulating the actions of the UN member states. Among the indirect mechanisms there are: platform, information, monitoring, legislative, advisory, incentive and promotion. In addition, we note that although the mechanisms are indirect and ineffective, the UN still has an important role to play in raising awareness about environmental issues.

REFERENCES

1. Алексєєнко І. Р. Міжнародне співробітництво у галузі охорони довкілля. Історичний аспект // Вісник НАН України. Київ. 2014. № 4. С. 60–74.
2. Васильева М. И. Государственная экологическая политика как часть экологического права // На пути к устойчивому развитию. 2006. Вып. 33. С. 21–33.
3. Васюта О. А. Екологічна політика України на зламі тисячоліть : монографія. К. : КМУ, 2003. 306 с.
4. Наші публікації. Дізнайтесь більше про нашу роботу для досягнення Цілей сталого розвитку. ООН : веб-сайт. URL : https://ukraine.un.org/uk/resources/publications (дата звернення: 04.11.2021).
5. Урсул А. Д. Проблемы государственности в перспективе перехода к устойчивому развитию // Социально-гуманитарные знания. 1997. № 2. С. 27–45.

THE TAIWAN ISSUE IN MODERN RELATIONS BETWEEN CHINA AND THE UNITED STATES

D. O. Filipov,
Y. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Filipov D. O., Broslavska Y. M. The Taiwan issue in modern relations between China and the United States. The article discusses the current state and prospects of the development of the problem of Taiwan's political status through the prism of relations between China and the United States. Special attention is paid to the historical background of the emergence of the Taiwan issue. The article studies the stance of China and the United States in relation to Taiwan and outlines the consequences of such a crisis situation and forecasts of its further development.

Keywords: China, crisis situation, political status of Taiwan, prospects, the United States.

Філіпов Д. О., Брославська Є. М. Тайванське питання у сучасних відносинах Китаю та США. У статті розглядається сучасний стан та перспективи розвитку проблеми політичного статусу Тайваню через призму взаємовідносин США та Китаю. Особлива увага приділяється історичним передумовам появи тайванського питання. Було досліджено позиції Китаю та США щодо Тайваню та представлено наслідки такої кризової ситуації та прогнози її подальшого розвитку.

Ключові слова: Китай, кризова ситуація, політичний статус Тайваню, перспективи, Сполучені Штати.

1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of the Taiwan issue. The s u b j e c t is the problematic aspects of the Taiwan issue through the prism of relations between China and the United States. The p u r p o s e of the article is to study the development of the Taiwan issue and give a forecast of the possible future development of the situation. To achieve this, it is crucial to analyze the factors that form the problem and consider possible development of the situation. The r e l e v a n c e of this problem is confirmed by the fact that for a long time the Taiwan issue has remained a destabilizing factor in the Asia-Pacific region.

2. Background of the issue

For seven decades, the Taiwan issue has been a factor that increases tension and distrust in China-America relations. During the last stage of the Chinese Civil War in 1946-1949, the nationalist Kuomintang Party lost to the Communist Party of China. The Kuomintang government evacuated to Taiwan Island in 1949. To protect them, the 7th Fleet of the US Navy was located in the Taiwan Strait. In the civil war, a temporary truce has come, lasting until now. The Republic of China on Taiwan claims power in all of China. In turn, People's Republic of China considers Taiwan an integral part of China. The Republic of China is a partially recognized state, as it is recognized by 14 countries [5]. Many countries do not recognize Taiwan as an independent state, but have long informal ties with it, including the European Union, the United States, Russia and even the PRC itself. Taiwan was China's official representative to the UN until 1971.

In the late 1970s, Beijing established diplomatic relations with the United States (which broke off official relations with Taiwan for this, although they continued to provide Taiwan with economic and military assistance).

But the documents adopted by China and America (the Shanghai Communique of 1972, the Communique on the Establishment of Diplomatic Relations between China and the United States of 1978 and the US-PRC Joint Communique of 1982) contained neither a clear statement by the United States on the political status of Taiwan, nor any specific deadlines for America to stop the supply of weapons to the island, which created the basis for discrepancies in the texts signed by both Beijing and Washington. Moreover, the parties have consolidated their positions on the Taiwan issue unilaterally. The Constitution of China declares that “Taiwan is part of the sacred territory of the People's Republic of China” [4] and the People's Republic of China acts as the sole legitimate representative of the entire Chinese people. The “Anti-secession Law” of 2005 legitimizes the right of the People's Republic of China to use force in the unification of the country.

As for the United States, while maintaining uncertainty about the sovereignty of Taiwan, they confirmed their commitment to the island with the “six guarantees” of R. Reagan, as well as the adoption of the Law on Relations with Taiwan in 1979. With its help, the United States secured the possibility of its intervention, including military, in inter-coastal relations if the actions of the mainland create “any threat to the security or the social or economic system of the people on Taiwan and any danger to the interests of the United States arising therefrom" [6].

The democratization processes in Taiwan, which have intensified since the 1990s, have further complicated the relationship between Beijing and Washington. Forces defending the idea of Taiwan as an independent sovereign state, such as the Democratic Progressive Party (DPP), have emerged in its political arena. An example of how risky Taipei's policy can become was the period of the presidency of the representative of the DPP Chen Shui-bian (2000–2008). The PRC and the United States were forced to pursue a partially parallel course aimed at containing this leader in order to avoid a flare-up of the conflict in the Taiwan Strait zone.

3. Current situation

Since the summer of 2017, US activity in the region has steadily increased and since 2018, the beginning of the American offensive in all directions should be noted. A milestone was the signing by D. Trump in March 2018 of the "Law on Trips to Taiwan" (Taiwan Travel Act), which authorized the practice of systematic visits to the island by officials of US government agencies (State Department, Pentagon, etc.) [2]. In parallel, the activities of the informal American embassy – the American Institute in Taiwan were significantly expanded and intensified. It must be admitted that the "Law on Trips to Taiwan" has become an obvious revision of the entire system of US-Chinese relations created by the agreements of 1979–1982. It is quite logical that it was perceived by the leadership of the People's Republic of China as a direct interference in China's internal affairs. In particular, the Ministry of Defense of the People's Republic of China issued an official statement in which it demanded that the United States "prevent the implementation of the provisions of the law, cease official ties with Taiwan, cease contacts with the armed forces of Taiwan and the sale of weapons to Taiwan in order to avoid serious damage to relations between the Chinese and US Armed Forces, as well as peace and stability in the Taiwan Strait area" [1].

However, the protests of the PRC were not to be heard. Against the background of increasingly close cooperation with Taiwan, on June 6, 2018, the US Senate Committee published an updated version of the National Defense Authorization Act of 2019, which provided for deepening cooperation with the island in the field of security, including by expanding sales of weapons and equipment, exchanging visits of the US Navy and Taiwan, etc.

In particular, according to Bloomberg, Washington approved the sale of 66 F-16 fighters ($13 billion) to Taiwan [3]. Along with the growth of US arms sales to Taiwan, the topic of revising the status of the island and the US attitude to the principle of “one China” sounded in the American media and even in the White House.

4. Prospects

The Taiwan issue is escalating against the background of a general increase in power balancing in Chino-American relations. It seems, however, that the outbreak of a conflict in the Taiwan Strait zone in the short and medium term is contrary to the interests of all participants in the triangle. Chinese diplomacy faces the task of stabilizing relations with the United States while ensuring respect for its fundamental interests in relation to Taiwan. As for the United States, despite its current, more confrontational approach to China, the outbreak of conflict in the Taiwan Strait zone is a risk that the American administration is unlikely to dare.

Further cooperation between the countries on the Taiwan issue will largely depend on how accurately the two countries will be able to determine their goals in the region, the means for their implementation and the possible costs of the decisions taken.

5. Conclusions

S u m m i n g u p , it should be noted that for a long time Taiwan remains a zone of high “seismic activity” – both geophysical and political. Even after a partial settlement of the problem on the basis of consensus, conceptually we have two long-term strategies running through the entire period of the People's China's existence. For the People's Republic of China, the decisive course is the restoration of a unified China, the absorption of Taiwan as one of the “provinces”. For the United States, which retains the status of a guarantor of Taiwan’s security (initially in the form of support for the Kuomintang regime, which claimed to be a military unifier of China, then – a “democratic“ state that recognizes the possibility of peaceful integration into the PRC in the indefinite future), the main political vector has always been maintaining an unstable balance that allows controlling regional processes as an arbitrator. Accordingly, during the entire period, the United States was a more mobile and actively “playing” party, periodically significantly changing the private components of its political course depending on current tasks. Consequently, further study of this issue remains relevant.

REFERENCES

1. Китай обвинил США во вмешательстве в свои дела. URL : http://ua-ru.info/news/124721-kitay-obvinil-ssha-vo-vmeshatelstve-v-svoi-dela.html
2. All Information (Except Text) for H.R.535 – Taiwan Travel Act. URL : https://www.congress.gov/bill/115th-congress/house-bill/535/all-info
3. China Protests Possible Trump Move to Sell F-16s to Taiwan. URL : https://www.bloomberg.com/news/articles/2019-03-21/trump-aides-said-to-back-selling-f-16-fighter-planes-to-taiwan
4. Constitution of the People's Republic of China. URL : https://english.www.gov.cn/archive/lawsregulations/201911/20/content_WS5ed8856ec6d0b3f0e9499913.html
5. Countries That Recognize Taiwan 2021. URL : https://worldpopulationreview.com/country-rankings/countries-that-recognize-taiwan
6. Taiwan Relations Act [Electronic resource]. URL : http://www.ait.org.tw/en/taiwan-relations-act.html

THE IMAGE OF UKRAINE IN INTERNATIONAL RELATIONS

A. M. Giryak,
Y. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Giryak A. M., Broslavska Y. M. The image of Ukraine in international relations. The article analyzes the political, economic, diplomatic, and ideological factors that are built between nation-states. The image of the state plays an important role in international relations, because it consists in a number of characteristics that are formed on the basis of economic, political, demographic and national factors and processes of their interaction. Unfortunately, the current image of Ukraine on the world stage is not very positive, but over the past five years, hundreds of reforms have been carried out in all areas. It is these reforms that contribute to the improvement of domestic and foreign policy, and they also influence the strengthening of the state's economy and the improvement of its legal system.

Key words: development, image, international system, politics, state.

Гиряк А. М., Брославська Є. М. Імідж України у міжнародних відносинах. У статті аналізується політичні, економічні, дипломатичні, ідеологічні чинники, які будуються між національними державами. Імідж держави відіграє важливу роль у міжнародних відносинах, тому шт саме він складає ряд характеристик, які формуються на основі економічних, політичних, демографічних та національних чинників и процесів їх взаємодії. Сьогоднішній імідж України на світовій арені є, на жаль, непрезентабельним, проте за останні п‘ять років проведено сотні реформ у всіх сферах. Саме ці реформи сприяють покращенню внутрішньої та зовнішньої політики, також вони впливають на зміцнення економіки держави та вдосконалення її правової системи.

Ключові слова: держава, імідж, міжнародна система, політика, розвиток.

1. Introduction

The p u r p o s e of the article is to study the international factors that affect the development and formation of the image of Ukraine and the definition of international legal issues. The s u b j e c t of the research is the image of Ukraine, while the o b j e c t is the establishment of the image of the state in the international arena and the external factors that affect its development.

The article examines the issues of the image of the state in the context of the implementation of democratic reforms in Ukraine. It has been proved that the image of the state in the international arena is one of the main factors in the formation of the country's international relations. It is indicated that it is necessary to strengthen the information potential of the state and establish targeted interaction with the mass media for the correct formation and provision of information about the country. It has been substantiated that a prerequisite for a positive perception of the country and the successful development of internal public relations is the formation of a common value base acceptable for the overwhelming majority of the population, different strata and social groups and the formation of the general idea of the nation. Thus, it is necessary to create a special structure for image management (for example, as part of the Ministry of Information of Ukraine), whose tasks will include the formation, coordination and implementation of the country’s image policy.

2. The current position of the country in the international arena

One of the main tasks of the modern state is to contribute to the formation of its positive image, since this, in turn, affects implementation of a policy to protect national interests, achievement of foreign policy goals and creating an atmosphere of support by the world community for its actions in the international arena.

Before proceeding to the study of the peculiarities of the influence of international legal factors on the formation of the image of Ukraine and its reflection on the choice of foreign policy strategy, it is necessary to consider the essence and components that form the image of the state. Since the image is a rather complex conceptual category, then in order to analyze it and determine the essence, it is important to determine the structure and factors of creating the image of Ukraine

Some scientists distinguish internal, external and technological factors of image formation. Internal factors include the well-being of the population, observance of the constitutional rights of every citizen, the level of corruption, the crime rate, the share of the shadow sector of the economy, and social well-being External factors include foreign policy of Ukraine, national interests and priorities, membership in international organizations, development of relations with strategic partners, signing international agreements, etc. [6].

A positive attitude towards the state is based on the real state of affairs, but image is an artificial construct that has symbolic filling and therefore, requires technological filling and constant “feeding”. There is a certain difference known to exist meanwhile between how a certain branch in the state really develops or not and innovations are introduced or not and the way it is perceived by the outside world.

3. The problems of development

Some experts believe that today Ukraine has a rather vague image in the eyes of the international community. As a result, it leads to a loss of dividends not only in the political space, but also in national security, economic growth, democratic reforms, etc. The indistinct image of Ukraine in the world and the information vacuum regarding its possible potential negatively affect the development of the cooperation between highly developed countries and our state [2, p. 107]. However, after a significant drop in 2018 (-2.9 points) now Ukraine's reputation demonstrates a slow growth (+0.6 points).

At the same time, the country still occupies the same low positions in the rankings it took in 2019 − 64th place out of 73. Separately, experts note the gap between the assessment points received for attractive environment and remaining two − developed economy and effective management – which are considered to be reputation drivers. Especially low is the ranking received for the latter one [3].

In order to create a positive image of Ukraine it is necessary to promote the interests of the state in the international arena in the context of the formation of a global information space and deepening processes of information and economic integration of states, which are an integral part of foreign policy and national security of Ukraine.

Recently a concept of popularizing Ukraine in the world and promoting the interests of Ukraine in the world information space has been brought up. The concept emphasizes the need for the determination of an effective mechanism for informing the world community about current events taking place in Ukraine. Today in the global information space, there is almost no objective and up-to-date information about Ukraine. As a result, foreigners, in particular the Ukrainian diaspora receive incomplete or distorted information about events, occurring in Ukraine. The consequence of this is the creation of a negative image of our state, which accordingly affects a political, economic, tourist, investment and other areas [5].

4. The improvement of Ukraine's image in the international arena

Evaluating how successful the efforts to improve the image of Ukraine have been, it should be noted that Ukraine has significantly improved its position in the world rankings in terms of the ease of doing business. After many tax transactions have moved online our country has gone 9 points up in doing business, compared to 2016 and took 76th place instead of 85th. The performance of Ukraine in the rating of innovations is also good as we have climbed 6 positions up and took 50th place instead of 127th.

There are a number of other positive shifts towards strengthening the positions of Ukraine in the world. But at the same time, the Ukrainians have become less happy, their quality of life has decreased and these indicators have a negative impact on the attitude towards the state and the process of forming its positive image. [Prentice, A. 2016.]

Consequently, this requires active efforts of the entire society and the government aimed at improving the living standards on the basis of which the image of the country is formed.

5. Conclusion

To sum up, in order to improve the image of Ukraine and choose the correct vector in the implementation of the foreign policy of the country, first of all, it is necessary to:

− enhance political association and find compromises in strengthening the political security of the country;

− promote international stability and security based on effective multilateralism;

− strengthen cooperation and international dialogue on international security and anti-crisis management;

− overcome corruption in Ukraine;

− build respect for democratic principles, the rule of law and good governance, human rights and fundamental freedoms, including the rights of persons belonging to ethnic minorities, non-discrimination of persons belonging to minorities and respect for diversity, as well as contribute to the consolidation of internal political reforms;

− strengthen safety and defense of the country;

− promote the principles of independence, sovereignty, territorial integrity and inviolability of borders.

REFERENCES

1. Аудиторський звіт за результатами державного фінансового аудиту діяльності Державного підприємства «Мультимедійна платформа іномовлення України» за період 01.01.2016 по 01.08.2018 від 12.11.2018 № 031-32/749. URL :

http://dkrs.kmu.gov.ua/kru/doccatalog/document?id=144457 (дата звернення: 10.01.2020).
2. Браун Л. Имидж – путь к успеху. СПб. : Изд. дом “Питер”, 2001. 188. с.
3. Голіната А. (2016). 10 українців, які змусили світ говорити про Україну в 2016 році. *Радіо Америки.* URL : https://ukrainian.voanews.com/a/desiat-ukraintsiv-proslavyly-ukrainu-2016/3654654.html. Копійка, М. (2017).
4. *Гілея: історичні науки, філософські науки, політичні науки*. Вип. 124 (№ 9). С. 266–269.
5. Popova T. (2018). Nash imidzh. Yak Ukrayinu spryymayut’ u sviti [Our image. How Ukraine is perceived in the world]. NV zhurnal [НВ magazine]. URL : https://nv.ua/ukr/opinion/nash-imidzh-jak-ukrajinu-sprijmajutu-sviti-2459084.html. [in Ukrainian].
6. Prentice A. (2016). Ukrainians shocked as politicians declare vast wealth. Reuters. URL : https://www.reuters.com/article/us-ukraine-crisiscorruption/ukrainians-shocked-as-politicians-declare-vast-wealthidUSKBN12V1EN.

COMPÉTITIVITÉ DE L'INDUSTRIE LAITIÈRE UKRAINIENNE : ÉTAT ACTUEL

D. Gonchar, A. Philine,
N. T. Bezvesilna (consultante linguistique)
Université nationale V. N. Karazin de Kharkiv

Gonchar D., Philine A., Bezvesilna N. T. Compétitivité de l'industrie laitière ukrainienne: état actuel. Dans cet article on examine le développement de l'industrie laitière en Ukraine, les problèmes de sa faible augmentation. L'aspect écologique de l'industrie laitière est pris en compte, les voies d'augmentation de la compétitivité sont également développées.

Mots-clés: le lait; le fromage, l'industrie laitière, l'économie nationale, la nourriture; les produits laitiers, le volume de production, le marché laitier, le volume de consommation, le bétail.

Гончар Д., Філін А., Безвесільна Н. Т. Конкурентоспроможність української молочної індустрії: сучасний стан. В цій статті проводиться аналіз розвитку молочної продукції в Україні та причини її недостатнього зростання. Розглянуто екологічний аспект молочної промисловості, також розроблено шляхи підвищення конкурентоспроможності.

Ключові слова: молоко, сир, молочна індустрія, національна економіка, їжа, молочні продукти, обсяг продукції, ринок молочної продукції, обсяг споживання, худоба.

1. Introduction

Industrie laitière c'est une des principales branches de l'économie nationale, qui fournit de la nourriture à la population. Elle a commencé à se développer à l'époque primitive, la demande des produits latiers est en augmentation constante car la population mondiale augmente aussi.

Pour l'Ukraine, la production laitière est une direction traditionnellement développée depuis longtemps, mais ces dernières années, les volumes de production diminuent constamment, les prix des produits laitiers augmentent, il devient de plus en plus difficile de les exporter. C'est pourquoi nous croyons qu'il est nécessaire d'étudier la situation actuelle sur le marché laitier en Ukraine et de déterminer les perspectives de son développement ultérieur.

2. Partie principale

Comme vous le savez, l'industrie laitière comprend les entreprises de production de beurre, de produits laitiers, d'aliments laitiers en conserve, de lait en poudre, de fromage, de crème glacée, de caséine et d'autres produits laitiers [4].

Selon Organisation des Nations Unies pour l'alimentation et l'agriculture le plus grand fabricant du lait est l'Inde. Le deuxiéme est le Brésil, après le Pakistan et la Chine [5].

En Ukraine, la production laitière réelle est beaucoup plus faible que les volumes de consommation requis, ce qui joue sur la qualité de la nutrition de la population. L'augmentation de la production laitière est entravée par la faible rentabilité du bétail et le fait que la majorité de la population ukrainienne ne peut pas acheter la quantité nécessaire de produits laitiers en raison de son coût élevé.

Pendant ce temps, selon le Service national des statistiques, en Ukraine depuis 2016, les exportations de produits laitiers n'ont cessé de croître (Fig. 1), tandis que le bétail, au contraire, est en baisse. La production de fromage reste pratiquement inchangée en raison de la faible rentabilité de la production. La croissance des exportations de produits laitiers peut s'expliquer par le fait que les producteurs ukrainiens ont commencé à suivre la voie l'intensification de la production. Tout d'abord, le génie génétique est utilisé, bien que la qualité des aliments contribue également à une augmentation quantitative de la production laitière.

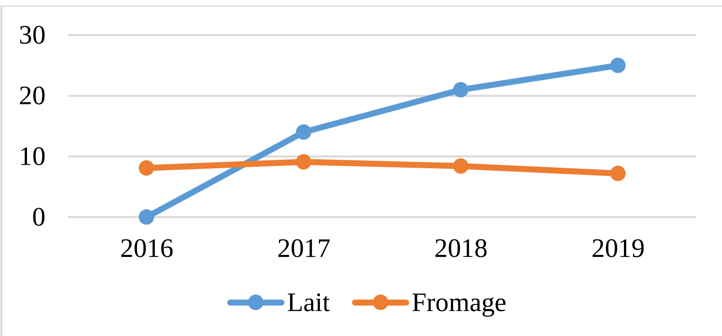


Fig. 1. Exportation de lait et de fromage d'Ukraine 2016–2019, en milliers de tonnes [1]

Malgré le fait que l'Ukraine ait choisi la production végétale comme spécialisation principale, l'élevage est principalement axé sur les bovins laitiers. À notre avis, cela est dû à une forte concurrence avec les produits carnés européens (en particulier polonais). La production de fromage est principalement axée sur la couverture de la demande intérieure, qui parvient actuellement à satisfaire y compris par le biais d'importations [7]. L'accord de libre-échange signé avec l'UE a rendu le marché ukrainien du fromage peu sûr, mais le point positif est la suppression des droits de douane sur certains fromages [2]. En termes monétaires, selon l'OES, l'Ukraine a exporté du fromage pour 25,8 millions de dollars américains en 2018. Les plus gros consommateurs de fromages ukrainiens étaient le Kazakhstan, la Moldavie, l'Égypte, le Kirghizistan [6].

Cependant, il est nécessaire de prendre en compte le côté environnemental de la question, car l'industrie laitière peut devenir un accélérateur du réchauffement climatique. Il existe des preuves que une vache par jour émet environ 4 litres de méthane, par conséquent, on peut supposer que l'industrie laitière seulement en Ukraine en 2020 a produit environ 110 milliards de litres de méthane. Bien que davantage de voitures avec des émissions de dioxyde de carbone soient maintenant blâmées pour le réchauffement, le méthane est 20 fois plus dangereux [3].

La compétitivité de l'économie nationale dans son ensemble est influencée non seulement par la qualité des technologies, la demande de produits sur les marchés étrangers et nationaux, le climat macroéconomique, mais aussi par une politique efficace d'Etat pour soutenir cette industrie.

La réglementation, les incitations d'Etat, qui sont utilisées avec la politique de « protectionnisme raisonnable », facilitent la situation de l'industrie à la fois au niveau national et assurent la compétitivité lors de l'entrée sur le marché étranger. Ainsi, le soutien de l'État est déclaré à l'article 16 de la loi ukrainienne « Sur le lait et les produits laitiers » de 2004. En particulier, cette loi prévoit le soutien des travaux d'élevage, ainsi que l'octroi de prêts préférentiels, de subventions, etc. Cependant, depuis 2010, la nature de la politique de subvention a changé, ce qui a directement affecté la rentabilité de la production.

3. Conclusion

Après avoir mené cette étude, il a été constaté que l'industrie laitière ukrainienne est en mesure de rivaliser sur les marchés mondiaux des produits de base. On prévoit que la demande mondiale pour ces produits augmentera, c'est pourquoi l'accent mis sur les produits laitiers dans la production et les exportations nationales permettra à l'Ukraine d'accroître sa compétitivité.

L'accroître les exportations vers les pays partenaires (Kazakhstan, Moldavie, Kirghizistan, pays du Moyen-Orient) pourrait devenir les perspectives de développement de l'industrie laitière, car l'Ukraine est en mesure de rivaliser sur la plupart des marchés régionaux, à l'exception des marchés européens.

Cependant, à l'avenir, la situation pourrait changer radicalement en raison de la composante environnementale de la production laitière. Par conséquent, l'Europe pourrait commencer à réduire le volume de sa propre production et serait obligée d'importer des produits laitiers.

LITTÉRATURE

1. Головна сторінка. *Державна служба статистики України*. URL : http://www.ukrstat.gov.ua/ (дата звернення: 21.11.2020).
2. Експорт молока та молочних продуктів до ЄС: перші кроки. Євроінтеграційний портал. URL : http://eu-ua.org/eksport-yes/moloka-ta-molochnoi-produktsii (дата звернення: 21.11.2020).
3. Защита климата: как заставить коров производить меньше метана. DW. URL : https://cutt.ly/7WhpZf6 (дата звернення: 21.11.2020).
4. Статистика експорту молочної продукції. *УкрМолПром*. URL : http://www.ukrmolprom.kiev.ua/ua/ (дата звернення: 21.11.2020).
5. Gateway to dairy production and products. *Food and agricultural organisation of the UN*. URL : http://www.fao.org/dairy-production-products/production/en/ (дата звернення: 21.11.2020).
6. Merchandise: Intra-trade and extra-trade of country groups by product, annual. UNCTADstat. URL : https://unctadstat.unctad.org/wds/TableViewer/tableView.aspx?ReportId=24397 (дата звернення: 21.11.2020).
7. Ukraine: Dairy Sector. Clal. URL : https://www.clal.it/en/?section=stat_ucraina (дата звернення: 21.11.2020).

FOREIGN LANGUAGES AS A MEANS OF COMMUNICATION IN THE FIELD OF INTERNATIONAL ECONOMIC RELATIONS, MANAGEMENT OF FOREIGN ECONOMIC ACTIVITY, INTERNATIONAL AND INTERNATIONAL INFORMATION

T. V. Gusak,
M. V. Karpusenko (language supervisor)
V. N. Karazin National University, Kharkiv

Gusak T. V., Karpusenko M. V. Foreign languages as a means of communication in the field of international economic relations, management of foreign economic activity, international and international information. This article is devoted to the consideration of the issue of a foreign language as a means of communication in the field of international economic relations, management, foreign economic activity and international economy, international law, International Information. It is determined that the new millennium, which humanity has recently entered, is characterized by a desire for close cooperation and integration. It is proved that the sphere of international cooperation includes several different aspects, the most important of which is, on the one hand, the material, in the broad sense of the word, the basis of international cooperation, which is a specific sphere of human activity (education, medicine, pharmacy, technology).

Keywords: Communication, cooperation, international economy, International Relations, foreign language.

Гусак Т., Карпусенко М. В. Іноземні мови як засіб спілкування у сфері міжнародних економічних відносин, управління зовнішньоекономічною діяльністю, міжнародної та міжнародної інформації. Дана стаття присвячена розгляду питання іноземної мови, як засобу спілкування у галузі міжнародних економічних відносин, менеджменту, зовнішньої економічної діяльності і міжнародної економіки, міжнародного права, міжнародної інформації. Визначено, що нове тисячоліття, в яке людство недавно вступило, відрізняється прагненням до тісної співпраці та інтеграції. Доведено, що сфера міжнародного співробітництва включає в себе кілька різноманітних аспектів, найбільш важливим з яких є, з одного боку, матеріальна, в широкому сенсі цього слова, основа міжнародного співробітництва, що представляє собою специфічну сферу людської діяльності (освіта, медицина, фармація, технології).

Ключові слова: іноземна мова, міжнародна економіка, міжнародні відносини, співробітництво, спілкування.

Formulation of the problem

In recent decades, foreign languages have become the object of close attention and study not only of scholars but also of ordinary people. At the same time, the role of foreign languages in influencing the consciousness and activities of the general population is growing. It should also be borne in mind that knowledge of foreign languages is very important in the field of personal and professional communication, which allows him to be one step ahead of others. It is difficult to overestimate the importance of knowing a foreign language (often English). It is almost impossible to imagine the life of a modern person who does not know a foreign language, because most modern means of communication and communication are people-oriented, to some extent speak this language. The topic of international and interethnic communication never ceases to be relevant, especially now. There are more than 7,000 languages in our world. But only a few of them have the status of international and international language.

The o b j e c t of the article is a foreign language as a means of international communication.

The s u b j e c t is problems and role of a foreign language in international relations.

Globalization means the emergence of a hybrid world culture, the mixing of national traditions and the strengthening of cooperation between nations. Enormous achievements in the field of telecommunications, a huge expansion of computer capabilities and the creation of information networks such as the Internet, stimulate the process of globalization. The interdependence of states, interpenetration, and sometimes the merging of national economies into integration structures is growing.

Communication and transport networks are being formed, covering the planet, capital flows and migration are increasing. Globalization removes barriers to capital, technology, intellectual achievement, information, and skilled labor [1, p. 7].

It may seem that globalization applies only to leading countries, such as the United States, Canada and European countries, and, accordingly, only knowledge of English as a language of leading countries and a means of international communication is required. But life and facts show a slightly different picture.

On the one hand, the growth rate of gross world product (GDP), which has been the main economic indicator over the past ten years, was determined mainly by the state of the economies of the world's largest industrialized countries, such as the United States, the European Union, Japan and China. The largest countries and unions in terms of GDP are the United States – 21.6% of gross world product, the European Union 21.4%, China – 12%, Japan – 7.0%, India – 6.0%. From these data it is clear that English is no longer the only necessary language, if we also take into account the fact that China's population is over a billion people and India's population is rapidly reaching the same level (900 million) [1, p. 7].

On the other hand, developing countries will become the engine of the world economy in the next 25 years, the World Bank (WB) is confident. Thanks to them, world GDP will double by 2030, according to the World Bank. The difference in the level of development of individual countries will decrease – the countries of Asia, Latin America and Eastern Europe will approach the level of developed countries, the report said.

In our eyes, instead of the bipolar world of the second half of the 20th century and the unipolar world of the last two decades, a multipolar world is being formed. China, India and Brazil are becoming new superpowers. Japan, Korea, Taiwan and Singapore have already overtaken Western countries in terms of economic development. The economic wonders of Vietnam, Indonesia and Malaysia suggest that they will soon reach the latter.

Latin America and some countries in the Middle East are gaining momentum. GDP per capita in China, Mexico and Turkey will be comparable to today's Spanish. Now comes to the fore not just knowledge of English, but her understanding and ability to use skills acquired in the learning process in everyday life. Now the world standards of modern education are aimed at training an educated, thinking and creative person capable of adapting to our rapidly changing world and modern socio-economic environment.

It becomes important to educate a person who can and wants to participate in intercultural communication in a foreign language. The basis of the existence and thinking of the new century is the dialogue of different cultures. Factors of the native socio-cultural environment play an important role in forming ideas about the culture of the country of the language being studied. Any national culture is an integral part of world culture.

Contact of different cultures is reflected in the language in the form of lexical borrowings. The processes of interaction and internationalization of cultures are expressed in the formation of international culture. It can be concluded that a person needs to study foreign languages, culture, traditions of other nations for spiritual growth, to enrich their worldview and worldview.

Culture in all its diversity of meanings of this word becomes the purpose and content of teaching foreign languages at the final stage of school education. The subject of foreign language educational communication is the study of spiritual and material culture of languages studied as part of world culture, culture of interaction between the individual and the state, society and nature, communication culture as a tool to achieve mutual understanding between people [4].

The principle of teaching foreign language communication in the context of intercultural dialogue creates the conditions for studying the culture of languages studied on the basis of world culture and rethinking national culture “in the mirror” of world culture.

Modern language education requires interdisciplinary integration, multilevel, variability, focus on the intercultural aspect of language acquisition. New tasks include changing the requirements for the level of foreign language proficiency, defining new approaches to the selection of content and organization of material, the use of adequate forms and types of control.

Knowing a foreign language, you can read scientific journals in the original on the topic you are interested in. You are free to learn information from the Internet in a foreign language and communicate with colleagues from another country, to listen to a beautiful song and enjoy not only the melody but also the words. Or watch a foreign film without subtitles and off-screen translation.

Knowledge of a foreign language, which has long been international, will help you communicate with friends and colleagues if you work in an international team or make friends online with a wonderful couple from a distant country on vacation. If you speak the same language, it will be easier for you to understand each other, even if the language is not your native language. It has long been known that if a person knows two or three foreign languages, then to learn a couple of other languages will not be difficult. However, this is quite a difficult task – in order to speak and write relatively fluently, even in a language close enough to your native grammar and vocabulary, you will need at least a year or two of intensive training [1, p. 4).]A foreign language acts as a means of getting acquainted with another culture and serves as a source of knowledge. In the process of perception of a foreign culture, the facts of another culture are identified and analyzed. As a result of this perception, certain ideas about another culture are formed, from euphoric and illusory, unreliable and reliable to adequately acceptable.

Very often the generalized idea leads to the formation of stereotypes as a generalized image of the country, nation, culture, language. These stereotypes are sometimes historically and politically determined or subjectively colored [3, p. 19].

Noting the growing importance and practical importance of foreign languages as a means of intercultural communication, it is impossible not to mention some negative phenomena in educational policy. The choice of a foreign language is determined by the range of political, economic and cultural needs, cooperation in the economic sphere and the establishment of various contacts, as well as a number of factors such as geographical proximity, development of historical ties, priority and importance of cultural values.

Conclusions

Language is a means of international and interethnic communication in the modern world. It should also be noted that the common foreign languages today retain their uniqueness for many centuries thanks to the work of the Russian people, various figures of science, culture, technology and politics. Thanks to the talent of different native speakers, the language of the people has become rich, stylistically balanced and able to meet national and universal language needs. And the maximum completeness of its functions, compliance with literary norms and ease of translation and perception have provided a high communicative and informational value of a foreign language in international communication.

REFERENCES

1. Васюнець Н. За другу державну – за... англійську! // Експрес. URL : http://expres.ua/main/2014/04/28/105605-drugu-derzhavnu-angliysku
2. Костенко О. Мовою міжнародного спілкування в Україні має бути англійська. *День*. 2012. № 134. С. 90–98.
3. Ніколаєва С. Ю. Сучасні технології навчання іноземних мов і культур у загальноосвітніх і вищих навчальних закладах: колективна монографія / С. Ю. Ніколаєва, Г. Е. Борецька, Н. В. Майєр, О. М. Устименко, В. В. Черниш та інші [за ред. С. Ю. Ніколаєвої; техн. ред. І. Ф. Соболєвої]. К. : Ленвіт, 2015. 444 с.
4. Роль іноземних мов в міжнародному спілкуванні. URL : https://er.nau.edu.ua/bitstream/NAU/33249

THEORETICAL FOUNDATIONS OF INTERNATIONAL CONSULTING

K. S. Halushka,
O. V. Karpenko (language supervisor)
V. N. Karazin National University Kharkiv

Halushka K. S., Karpenko O. V. Features of US logistics systems. The article considers the features of US logistics systems. Based on the disclosure of trends in logistics systems and indicators of the largest TNCs in the United States and their competitors. A complete description of the United States as a logistically developed country is analyzed. Also, the dynamics of the logistics efficiency index for the last ten years was revealed.

Key words: Logistics system, trend, development, index.

Галушка К. С., Карпенко О.В. Особливості логістичних систем США. У статті розглядаються особливості логістичних систем США. На підставі розкриття тенденцій розвитку логістичних систем та показників найбільших ТНК у США та їх конкурентів. Проаналізована повна характеристика США, як логістично-розвиненої країни. Також виявлена динаміка індексу ефективності логістики за останні десять років.

Ключові слова: Логістична система, тенденція, розвиток, індекс.

1. Introduction

The o b j e c t of study is US logistics system. The s u b j e c t of research is the development of the US logistics system. The p u r p o s e is to trace the structure of the US logistics systems and the largest US TNCs. The r e l e v a n c e shows that logistics does not stand still, and it is always necessary to improve in order for these services to be high quality and reliable. As the United States has a well-developed logistics infrastructure, it plays and will play one of the most important roles in the world market.

2. Trends in the development of US logistics systems

The United States, a state of 50 states, occupies much of North America. It is washed by the Atlantic Ocean from the east and the Pacific Ocean from the west. It borders Canada to the north and Mexico to the south. It has the following borders: land – 9,161,923 square kilometers, territorial waters – 664,707 square kilometers, coastline – 19,924 square kilometers.

The United States has a well-developed logistics infrastructure. North America offers a wide range of transportation service providers for all modes of transport, modern equipped warehouses and additional services. Starting decades ago to use IT to support logistics, the continent remains the world's largest user. The conclusion of the North American Free Trade Agreement (NAFTA) between Canada, the United States and Mexico had a positive impact on logistics activities.

Ocean transport plays a leading role in the international supply of South American countries. With the expansion of US exports, more shipping lines have appeared in the region, connecting with Latin America. However, logistics activities in the region are hampered by factors such as protectionist import duties, high transport tariffs for domestic transportation, and weak competition.

Table 1

Dynamics of the LPI logistics efficiency index for the last ten years

Year	LPI rating	LPI score
2007	14	3,84
2010	15	3,86
2012	9	3,93
2014	9	3,92
2016	10	3,99
2018	14	3,89

Compiled by the author according to his own calculations based on [1]

According to the LPI, since 2007 the United States has always been in the top 15 countries in terms of logistics efficiency.

Table 2

US logistics efficiency indicators for 2018

Customs	Infra-structure	Interna-tional transport-tations	Logistic competence	Tracking	Timeliness
3,78	4,05	3,51	3,87	4,09	4,08

Compiled by the author according to his own calculations based on [1]

Looking at the performance indicators of US logistics in 2018, we can say that the strongest aspects are infrastructure, tracking and timeliness.

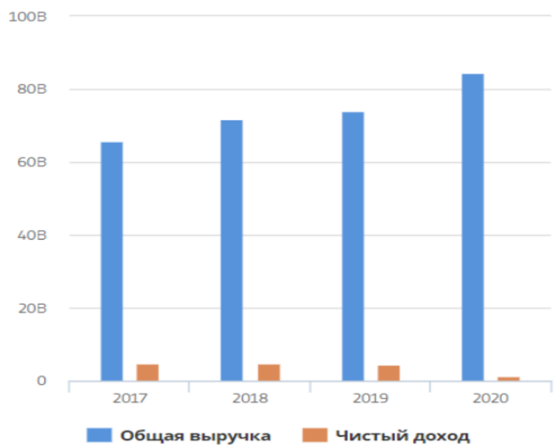
3. The largest TNCs in the United States

The United States has many logistics companies, but the largest are UPS, FedEx and C. H. Robinson.

UPS – Founded in 1907 by James Casey, UPS is the world's largest freight company and the world's leading provider of specialized transportation and logistics services. The company has 543,000 employees. Every day the company delivers more than 17 million units of cargo to more than 220 countries. The company has its own airline, with its fleet of 237 aircraft, which is one of the largest in the world in terms of fleet size. Headquarters – Atlanta [2].

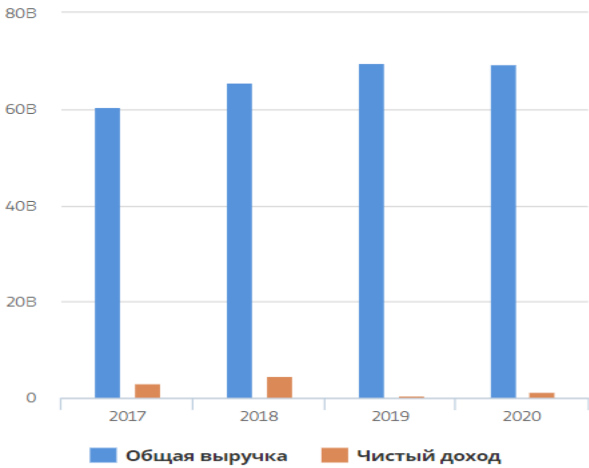
FedEx is an American company that provides logistics, postal and courier services worldwide. The company was founded in 1971 by Frederick Wallace Smith under the name Federal Express and has approximately 400,000 employees. The company's cargo aircraft fleet is one of the largest in the world. Headquarters – Memphis, Tennessee, USA [3].

C. H. Robinson – C. H. Robinson is a provider of multimodal transportation and third-party logistics services. The company offers freight, transport management, air transportation, sea transportation, brokerage and warehousing services. Founded in 1905 by Charles Henry Robinson in the United States. Headquarters – Eden Prairie, Minnesota, USA [4].



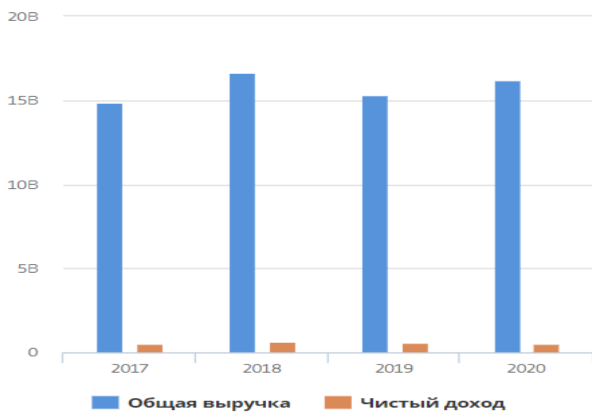
Source: compiled by the author based on materials [8]

Figure 1. UPS's total revenue and net income since 2017. The figure shows that the company is growing rapidly in revenue and there are no setbacks.



Source: compiled by the author based on materials [8]

Figure 2. FedEx's total revenue and net income since 2017. The company has a positive development trend until 2019, and in 2020, there was a slight decline of $ 500 million



Source: compiled by the author based on materials [8]

Figure 3. C. H. Robinson's total revenue and net income since 2017. This company is quite stable, has both good growth and recessions, had good revenue in 2018, but then there was a recession, but in 2020 the company regained its position slightly

Competitors of these companies are:

DHL Express is a subsidiary of the German logistics organization Deutsche Post DHL, which operates worldwide. It is undoubtedly the largest brand in the field of logistics. DHL has four divisions – DHL Express, DHL Global Forwarding, DHL Global Mail and DHL Supply Chain. DHL is part of the worldwide postal and advertising organization Deutsche Post DHL Group. Founded in 1969 in the United States [7].

Kuehne + Nagel International AG is an international logistics company founded in the German Empire in 1980. The company provides sea freight and air transportation, contract logistics and warehousing and project logistics services with an emphasis on providing IT solutions. The company has more than 1,300 branches in 109 countries [5].

DB Schenker is a division of the German railway operator Deutsche Bahn AG. The company was acquired by Deutsche Bahn as Schenker-Stinnes in 2002. It includes units for air, land, sea and contract logistics. Schenker was founded in Austria in 1872. Schenker has around 65,000 employees in 2,000 offices worldwide [6].

4. Conclusion

The United States is considered one of the most important countries for international logistics, which emphasizes the rating and rating of LPI. It also emphasizes its geographical location, access to the two oceans of the Atlantic and Pacific, bordering Canada and Mexico. Developed logistics infrastructure. The country is trying to improve from year to year, this conclusion can be said by looking at the performance of the largest US companies that are positive or stable.

REFERENCES

1. Rating and evaluation of the country: USA. URL : https://www.worldbank.org/en/home (дата звернення 15.12.2021)
2. Official site of UPS. URL : https://www.ups.com/ua/en/Home.page (дата звернення 15.12.2021)
3. Official website of FedEx. URL : https://www.fedex.com/en-us/home.html (дата звернення 15.12.2021)
4. The official website of C. H. Robinson. URL : https://www.chrobinson.com/ (дата звернення 15.12.2021)
5. Official site of Kuehne + Nagel International AG. URL : https://home.kuehne-nagel.com/ (дата звернення 15.12.2021)

6. Official website of DB Schenker. URL : https://www.dbschenker.com/global (дата звернення 15.12.2021)
7. Official site of DHL Express. URL : https://www.dhl.com/en/express.html (дата звернення 15.12.2021)
8. Income indicator of logistics companies. URL : https://www.etoro.com/ (дата звернення 15.12.2021)

UKRAINE IN THE SYSTEM OF INTERNATIONAL RELATIONS

A. H. Haman,
O. Yu. Sergeyeva (language supervisor)
V. N. Karazin National University, Kharkiv

Haman A. H., Sergeyeva O. Yu. Ukraine in the system of international relations. The article analyzes the main problems and prospects of Ukraine's development in the system of international relations. International relations have long occupied an important place in the life of every state, society and individuals. Its importance is growing even more today, when the processes of globalization and integration are intensifying in the world, and all states are closely intertwined in an extensive network of various interactions that affect the lives of the entire planet.

Keywords: globalization, integration, international relations, Ukraine.

Гаман А. Г., Сергєєва О. Ю. Україна в системі міжнародних відносин. У статті наводиться аналіз основних проблем і перспектив розвитку України в системі міжнародних відносин. Міжнародні відносини з давніх часів займали важливе місце в житті кожної держави, суспільства та окремих людей. Її значення ще більше зростає в наші дні, коли в світі посилюються процеси глобалізації та інтеграції, а всі держави тісно вплетені в розгалужену сітку різноманітних взаємодій, що впливають на життя всієї планети.

Ключові слова: глобалізація, інтеграція, міжнародні відносини, Україна.

1. Introduction

The r e l e v a n c e of the research topic is explained by the fact that in modern conditions of development of the world historical process, no state can exist in isolation, because the processes of globalization cause deep interdependence and interpenetration, leveling the boundaries between foreign and domestic policy, national and international levels of society. In view of this, any state to ensure development must constantly enter into relations with other actors in international relations, so that this is realized through national foreign policy.

The process of studying the history of foreign policy of any state contains an analysis of many related terms and concepts, categories. It is based on a system of basic categories that are traditionally leading. At the same time, the very concept of "foreign policy" is constantly evolving. Many researchers still emphasize the imperfection of the modern conceptual apparatus of this field of research. In view of this, work is constantly underway to clarify, develop and improve the main approaches to the study of foreign policy as a component of the world historical process.

The a i m of the article is to study the priorities of Ukraine's foreign policy and the formation of Ukraine's foreign policy in the system of modern international relations. The t a s k of the article is to study the foreign policy of Ukraine and to consider the foreign policy of the state in modern conditions. The o b j e c t of research is Ukraine in the system of international relations, and the s u b j e c t is a general analysis of Ukraine's foreign policy, features of Ukraine's foreign policy and trends in foreign policy development in modern conditions.

2. Formation of Ukraine's foreign policy in the system of modern international relations

After the adoption of the Declaration of State Sovereignty on July 16, 1990 and the proclamation of the Act of Independence of Ukraine on August 24, 1991, the formation of Ukraine as an independent state began. It should be noted that the process of awareness of one's own national interests in Ukraine continues today under the influence of many external and internal factors.

Foreign policy of independence (1991–1994). The European vector in Ukraine's foreign policy is natural, as Ukraine is a European country with a unique geographical location, developed economy and transport and communication infrastructure, high educational and cultural potential, rich historical traditions.

Approval in the international arena (1994–1997). In 1994–1995, the emphasis was somewhat shifted: the economic aspect of foreign relations was put on a par with the defense of political interests and the interests of national security. The issues of providing favorable external conditions for socio-economic transformations in the country and the formation of Ukraine as an influential regional state of Central and Eastern Europe, as well as intensifying efforts to engage in European processes have become more important.

Development of Ukraine's foreign policy (1998–2010). The official proclamation of European integration as a priority of Ukraine's state development took place in 1998, when the Decree of the President of Ukraine of June 11, 1998 approved the Strategy for Ukraine's Integration into the EU.

Non-alignment policy (2010–2013). On July 1, 2010, the Verkhovna Rada of Ukraine adopted the Law of Ukraine "On the Principles of Domestic and Foreign Policy". Through practical actions, our country has confirmed the understanding of the interdependence of foreign and domestic policy, i. e. that the essence and content of foreign policy changes depending on the domestic situation of the state and the international situation. Among the principles of Ukraine's foreign policy is declaratively defined "ensuring the integration of Ukraine into the European political, economic, legal space in order to gain membership in the European Union." At the same time, the same law declared Ukraine a "non-aligned state", which suspended the process of Ukraine's Euro-Atlantic integration, the need for which was often mentioned along with the need to ensure European integration [3].

3. Problems of developing

Each state is obliged to build its foreign policy on its own interests and the interests of its own interests. The foreign policy goal is historically specific and varies depending on economic, scientific and technical, domestic and other factors. The foreign policy of any state is formed on the basis of many factors due to the geographical location, historical ties and mentality of the nation, its religious, moral and ideological features.

Ukraine is a newly independent country, which in the conditions of the modern world political process determines its own priorities and directions of foreign policy, including military-political activity. That is why during the formation of Ukraine's foreign policy it is necessary to take into account a set of factors that will directly affect the process of realization of its foreign policy interests.

Fig. 1. Geopolitical position of Ukraine

Analyzing the path taken by Ukraine, it can be stated that the essence and peculiarities of the country's geopolitical situation are of special importance in the process of forming foreign policy. In the analysis of the peculiarities of the geopolitical situation of Ukraine it is necessary to take into account the following factors: location on the geopolitical axis of the Eurasian continent, which unites the European and Asian systems; occupying a middle ground between the European (Euro-Atlantic) integration zone and Russia; being in the area of interest of the three most powerful centers of power – the United States, Western Europe (currently the Euro-Atlantic community) and Russia, and more.

4. Priorities of Ukraine's foreign policy

Ukraine occupies a favorable geopolitical position between the West and the East, but this does not provide automatic benefits for the country, but involves the conduct of foreign policy.

Ukraine's foreign policy is a strategic approach of the Ukrainian state to relations with foreign states, cooperation with international organizations, promotion of its national interests and protection of the rights of its citizens and the Ukrainian diaspora abroad [4].

The strategic goal of Ukraine's foreign policy is European and Euro-Atlantic integration, formation of strategic partnership with the EU, USA, active work in the UN and other international organizations, ensuring effective participation in the world economy with maximum protection of national interests, transformation of Ukraine into a powerful regional state.

The Association Agreement between Ukraine and the EU was signed after the new political forces came to power in Ukraine: on March 21, 2014, the Prime Minister of Ukraine signed the political part, and on June 27, 2014, the President of Ukraine signed the economic part.

In order for the Association Agreement to enter into force in full, its ratification by all parties is required. On September 16, 2014, the European Parliament ratified the Association Agreement between Ukraine and the EU simultaneously with the Verkhovna Rada of Ukraine (in the form of a teleconference). As of September 1, 2017, the ratification process has been completed. Part 2 of Article 11 of the Law of Ukraine "On the Principles of Domestic and Foreign Policy" enshrines the basic principles of foreign policy.

In foreign policy, Ukraine is guided by key priorities. After the declaration of independence, Ukraine set out to become a non-aligned, non-nuclear state. At the first stage of Ukraine's independence, it secured its support from the world community and distanced itself from Russia.

The principles of Ukraine’s foreign policy are also reflected in the Constitution (Basic Law) of Ukraine. So in section 1, Art. 18 states: “Ukraine’s foreign policy is aimed at ensuring peaceful and mutually beneficial cooperation with members of the international community in accordance with generally accepted principles and norms of international law” [2].

5. Conclusions

The article analyzes the main problems and prospects of Ukraine’s development in the system of international relations. At present, the priority strategic directions in the field of foreign policy are the active development of political, economic, scientific, technical, cultural and other relations with states. Bilateral relations with border states, Western EU and NATO member states, Asia, Asia-Pacific, Africa and Latin America continue to develop.

An important factor influencing Ukraine's foreign policy is its geopolitical position – the middle zone of Western and Eastern European culture. Ukraine has organically absorbed the influence of both, and thus is a legitimate bearer of two cultures and two spiritual and socio-political traditions. Probably that is why Ukraine has been at the crossroads between two cultures, two civilizations, two political regimes for centuries. Today, as the process of forming a united Europe continues, Ukraine is given a chance to be an equal and full-fledged European state, but this chance must be realized.

Also, the implementation of Ukraine's foreign policy course will be directly affected by a clear definition of its national foreign policy interests and their awareness and perception by the general public.

REFERENCES

1. Верховна Рада України (офіційний веб-портал). URL : https://iportal.rada.gov.ua/meeting/stenogr/show/1542.html
2. Конституція України (The Constitution of Ukraine) – Розділ I. URL : https://www.president.gov.ua/ua/documents/constitution/konstituciya-ukrayini-rozdil-i

3. Пошедин О. И. Международные отношения и внешняя политика Украины. К. : НУОУ, 2013. 372 с. URL : http://ir.nusta.edu.ua/jspui/bitstream/doc/1639/1/1557_IR.PDF
4. Тараненко Г. Г. Зовнішня політика України в умовах сучасних викликів глобальної і регіональної безпеки // Politology bulletin. 2018. Iss. 80. С. 61–67.
5. Hudson V. Foreign Policy Analysis: Classic and Contemporary Theory. Lanham : The Rowman and Littlefi eld Publishing Group, 2007. 234 p.
6. Rosenau J. The Study of World Politics: Theoretical and Methodological Challenges. New York : Routledge, 2006. P. 171–197.

THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM BUSINESS AND INTERCULTURAL COMMUNICATIONS

A. O. Havrylenko,
R. Sh. Musaieva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Havrylenko A. O., Musaieva R. Sh. The role of foreign languages in the development of tourism business and intercultural communications. The article is devoted to the development of international tourism and its role in the study of foreign languages. The role of tourism and intercultural communication is analyzed. It is emphasized that knowledge of foreign languages is important for the further development of international tourism, as the tourism industry is closely linked to foreign languages. Tourism can contribute to increasing the motivation and efficiency of foreign language learning. The role of a foreign language in the implementation of interethnic cooperation and its importance in solving problems of communicative orientation are noted.

Keywords: Foreign language, international tourism, intercultural communication, the role of tourism, tourism.

Гавриленко А. О., Мусаєва Р. Ш. Роль іноземних мов у розвитку туристичного бізнесу та міжкультурних комунікацій. Стаття присвячена розвитку міжнародного туризму та його ролі у вивченні іноземних мов. Аналізується роль туризму та міжкультурна комунікація. Наголошується, що знання іноземних мов є важливими для подальшого розвитку міжнародного туризму, оскільки індустрія туризму тісно пов'язана з іноземними мовами. Туризм може зробити свій внесок у підвищення мотивації та ефективності навчання іноземної мови. Зазначається роль іноземної мови у здійсненні міжнаціонального співробітництва та його значення у вирішенні завдань комунікативної спрямованості.

Ключові слова: Іноземна мова, міжнародний туризм, міжкультурна комунікація, роль туризму, туризм.

1. Introduction

The article is devoted to the development of international tourism and its role in the study of foreign languages. The concept of “international tourism” is revealed. The role of tourism in the study of foreign languages is analyzed. It is emphasized that knowledge of foreign languages is important for the further development of international tourism, since the tourism industry is closely related to foreign languages. It is concluded that international tourism can contribute to increasing the motivation and efficiency of learning a foreign language.

The p u r p o s e of this article is to clarify and substantiate the importance and role of foreign languages in the professional activities of tourism managers and the formation of their foreign language communicative competence.

Tourism has become an integral part of the 21st century. His contribution to the economic, social and cultural life of society is difficult to overestimate. As the integration of our country into the European and world community, there is a need for an active line and multilingual personality of a cultural worker of tourism, able to adequately dialogue culture, communicate in two or more foreign languages in various professional situations of intercultural communication. Due to this special transformation, the professional activities of tourism managers have been found. Knowledge of foreign languages is a requirement for tourism professionals, and it is a tool needed to solve certain professional problems, an integral component of the professional competence of tourism managers.

2.1. The role of foreign languages in the development of international tourism

We live in the 21st century, the century of international travel and globalization. Today there are about two hundred countries in the world with a huge number of languages and cultures. But the most common are English, French, Spanish, Russian, Portuguese, Polish and Arabic.

It should be noted that foreign languages are one of the most important factors in the development of international tourism. All these languages, except Arabic, are the main languages of Europe, and English, French, Russian – the main European languages of the United Nations. About 60% of Africa's population speaks English, French and Arabic, and the total number of languages and dialects across Africa exceeds thousand. Spanish and Portuguese are the official languages of Latin America. Asia is a region of the world where about 60% of the world's population lives. This is a continent of contrasts. It is a continent with 47 states with a population of more than a hundred languages, including English, French and Arabic. However, this is a region of exotic tourism, where many people from around the world come to rest every year [3].

It should be noted that international tourism is the most popular among the population is an industry in the world, which is developing very rapidly.

And this is a sign of the concept of “international tourism”? International tourism is a system of travel and tourist exchanges, ie tourist movements from one place to another.

A huge number of people who do not want to travel and prefer to stay at home are forced to use many foreign words in their everyday speech. For example, every time we go outside, we hear: internet cafe, fitness club, show, supermarket, department, office, cottage, town house, manager, etc.

If you find yourself in any hotel in any country in the world, then you can't hear many foreign words, especially English and French, for this simple reason. That the French hospitality model is by far the oldest and most luxurious of all the existing hospitality business models. Therefore, every time you enter the hotel, you hear: “concierge”, “receptionist”, “reception”, “doormen”, “restaurant”, “lobby bar”, “hall”, “executive director”, “general manager” and many other words.

A foreign language for specialists of any profession is a means of communication with representatives of other cultures. Knowledge of foreign languages is especially important for professionals in the field of international tourism and hospitality, who deal daily with people from around the world [1].

2.2. Intercultural communications

Intercultural communication in tourism as an activity involves the interaction of representatives of different cultures in the process of joint activities in tourism: within the framework of the activities of transnational companies, partnership activities of service providers and tour operators, proactive and receptive tour operators, the activities of companies of the receptive community to receive and serve foreign tourists. Intercultural communication as a condition and organizational principle of a tourist product, the development of marketing communications, planning and implementation of advertising and exhibition activities, organizing the reception of foreign tourists on the territory of the host ethnocultural or multicultural community.

Intercultural communication as a factor and criterion for the quality of a tourist product means that any tourist product positioned in foreign markets must meet the requirement of "interculturalism", that is, take into account as much as possible the specificity of the culture of foreign tourists and the peculiarities of contact between cultures of the initiative and receptive communities.

Intercultural communication as a professionally significant quality and competence of a specialist in international tourism means that in order to effectively fulfill their professional duties, tourism specialists must have not only knowledge, skills and abilities in the field of intercultural communication, but also professional readiness to act in accordance with modern tasks and challenges of tourism development in the context of globalization of culture, that is, the level of knowledge, abilities, skills and experience of a specialist in tourism activities in the field of intercultural communication should correspond to the level of complexity of tasks, challenges and problems [2].

Knowledge of a foreign language, especially English, also plays an important role. Knowledge of English for tourism staff and for tourists themselves is a very important factor. If you speak English, you you get many benefits:

1) communication with people all over the world;

2) conducting conversations in international chats and groups;

3) the ability to travel around the world;

4) the opportunity to learn a lot of new and interesting things about life and the culture of other countries and nations.

3. Conclusions

Thus, we come to the conclusion that foreign languages exist the most important factor in the development of international tourism. Today there are a huge number of languages and dialects (in Africa alone the number exceeds one thousand), but if you know the most common, you can travel to almost all countries on all continents, as well as be able to understand the people of these countries and be understood by locals population. That is why knowledge of foreign languages is so important for the further development of international tourism. As mentioned above, international tourism is an industry that involves millions of people of different nationalities. This is why knowledge of foreign languages and intercultural communication is very important in the work of a tourism manager and a hospitality manager. The tourism industry is most closely linked to foreign languages. Every year the number of travelers increases. But it is impossible to travel around the world and not know foreign languages. Many people believe that if you want to travel, you need to know many different languages, but not everyone shares this position.

REFERENCES

1. Матеріали V Міжнародної науково-практичної конференції «Туристичний та готельно-ресторанний бізнес в Україні: проблеми розвитку та регулювання»: 20–21 березня 2014 року, м. Черкаси [Текст]: у 2-х томах. Т. 1. Черкаси : Видавець Чабаненко Ю. А., 2014. 196 с.
2. Тахтарова С. С., Фахрутдинова А. В. Иностранные языки в современном мире : сборник материалов IX Международной научно-практической конференции. Казань : Изд-во Казан. ун-та, 2016. 364 с.
3. Туризм: реалії та перспективи сталого розвитку : матеріали доп. Міжнар. наук.- практ. конф. (Київ, 23–24 жовт. 2014 р.) / голова редкол. С. В. Мельниченко. К. : Київ. нац. торг.-екон. ун-т, 2014. 418 с.

STABLECOINS AS AN ALTERNATIVE AGAINST CRYPTOCURRENCY'S VOLATILITY

D. R. Honchar,
A. B. Kalyuzhna, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Honchar D. R., Kalyuzhna A. B. Stablecoins as an alternative against cryptocurrency's volatility. The article examines stablecoins as an innovative and advantageous type of cryptocurrency. High volatility is a key feature of cryptocurrencies. This is primarily because this market has been developed relatively recently. At the same time, the volatility of the cryptocurrency exchange rate on world markets calls into question the possibility of using these digital assets as money. At the present stage there is a massive issuance of new coins designed to minimize market fluctuations by pegging to another asset. Due to their relative stability and predictability these assets were called stablecoins.

Keywords: bitcoin, cryptoassets, cryptocurrency, digital tokens, fiat cash, stablecoins, volatility.

Гончар Д. Р., Калюжна А. Б. Стейблкоїни як альтернатива проти волатильності криптовалют. У статті розглядаються стейблкоїни як інноваційний та вигідний тип криптовалют. Висока волатильність є характерною рисою криптовалют. Це обумовлено, перш за все тим, що цей ринок сформувався відносно недавно. Водночас волатильність курсу криптовалют на світових ринках ставить під сумнів можливість використання цих цифрових активів в якості грошей. На сучасному етапі активно випускаються нові типи монет, розроблені так, щоб мінімізувати ринкові коливання за допомогою прив'язки до іншого активу. Через відносну стабільність та передбачуваність дані активи було названо стейблкоїнами.

Ключові слова: біткоїн, волатильність, криптоактиви, криптовалюта, стейблкоїни, фіатні гроші, цифрові токени.

1. Introduction

Formulation of the problem. Volatility is one of the key financial indicators in financial flow management processes as a measure of the risk of using a financial instrument over time. Digital financial assets (cryptocurrencies) are prone to high levels of volatility, which makes their use inconvenient from a practical point of view as a means of exchange and a measure of value. One solution to this problem is to tie the cryptocurrency to any underlying asset. At the same time, pegging the cryptocurrency to the underlying asset minimizes the volatility of its market rate. Relevance of research. The built-in price stabilization mechanism inherent in stablecoins, which is their key difference from other cryptocurrencies, makes it economically feasible to use them as a medium of exchange, a means of saving, and a measure of value, which in turn determines the relevance of the study. The object of the article is the comprehensive research of cryptocurrency market and its features. The subject is stablecoins as an alternative to the volatility of bitcoin and other cryptocurrencies. The purpose is to reveal the economic nature and identify the characteristics of stablecoins as well as explain the principle of stabilization of this asset.

2. Results and discussion

There are about a thousand cryptocurrencies in the world, but the most famous is bitcoin. In Ukraine attention to bitcoins has recently increased due to the rapid rise in their prices [1]. This is a type of asset that is different from our usual money or other financial assets in several ways. It differs from conventional money in that you own the currency directly and do not need a bank or any permitting body. It is stored in a personal e-wallet.

A unit of cryptocurrency is a code born as a result of complex computer mathematical calculations. The idea of creating a cryptocurrency was not to copy paper money, but to be an equivalent of gold, i.e., very close in value [4]. The relative stability of this asset may increase a crypto-adaptation, i.e. people will show more trust in this type of coins, so the number of operations with cryptocurrencies will rise and the average share of cryptoassets in the investing portfolios will increase.

Unlike the money you are accustomed to, these assets have the following advantages [3]:

1) Cryptocurrencies can be obtained by anyone.

2) Information about the storage and use of this type of money is carried out using a blockchain.

3) This type of money cannot be copied. First, it should be noted, that the limited release of bitcoins makes it possible to track the path of all transactions, which enables everyone to know where this or that bitcoin was earned or spent. Absolutely all Bitcoin transactions are completely transparent and unique, and also represent a certain sequence of actions in a single algorithm. That is why it is simply unrealistic to create another block just like that. Secondly, Bitcoin mining is a complex multi-level process controlled by the blockchain. Of course, there may be those who tried to

cheat in this way, but they did not succeed. Therefore, one conclusion can be made – you cannot fake bitcoin.

4) Bitcoin ownership is completely anonymous, i.e. hidden. There is no information about the owner of the crypto wallet (there is only a wallet number).

Disadvantages of cryptocurrency [5]:

1) Government agencies can negatively affect the circulation and distribution of cryptocurrencies, including banning them.

2) Loss of the password to the e-wallet will result in the loss of all cryptocurrencies belonging to this e-wallet.

3) The more complex the algorithms (the tasks that computers solve), the harder it is to mine cryptocurrency on home computers. It is also becoming more energy-consuming due to more difficult algorithms, so it may accelerate the global warming.

If there is a flow of public information in traditional markets, regular corporate reporting under international standards, reporting by regulators on macroeconomic indicators, forecast estimates of analysts on the current and future state of the markets, in the field of cryptocurrencies such an environment is just being formed [6]. This leads to the fact that cryptocurrency rates (mostly in US dollar terms) are prone to high levels of volatility, which makes their use inconvenient from a practical point of view as a means of exchange and value. At the same time, the volatility of bitcoin and other cryptocurrencies in the financial market prevents the use of these digital assets as money. Along with tools to mitigate the currency risk of using existing cryptocurrencies, new cryptocurrencies are being developed specifically designed so that their market exchange rates have low volatility for an asset. Such cryptocurrencies are called stablecoins [7].

In world practice, stablecoins are divided into three types:

– stablecoins secured by traditional currencies and other assets. By analogy with the provision of the national currency with gold from gold reserves, a conditional amount of, for example, dollars is taken, and digital markers in the ratio of 1 to 1 are issued under this volume;

– stablecoins are secured by other cryptocurrencies. Everything is the same as described above, but instead of fiat currencies (a currency, which is issued under governmental control and not backed by a commodity such as gold) and other financial assets, such stablecoins are "tied" to top cryptocurrencies, such as bitcoin. At the same time, this type of stablecoins is less reliable, because a sharp collapse of the cryptocurrency ensuring stablecoins can almost completely devalue them;

– stablecoins without collateral. Such coins differ from ordinary cryptocurrencies in that the function of smart contracts is to automatically increase or decrease the supply to regulate their value.

Let's consider in more detail each of these types of stablecoins. Currency-backed stablecoins are directly pegged to the fiat currency in a 1: 1 ratio and represent a debt obligation. The central issuer (or depository bank) keeps a certain amount in the reserve currency and issues a proportional amount of stablecoins.

Stablecoins secured by fiduciary currencies (fiduciary money is a type of money or currency whose value does not come from its value or guarantee of exchange for gold or another currency but from a government order to use them as a means of payment) have a high counterparty risk that cannot be reduced: all reserves are held by a third party, so there is no guarantee that these stablecoins are indeed secured by anything. As a result, companies issuing such stablecoins need to conduct regular independent audits to increase the transparency of their operations. At the same time, the high level of centralization contradicts the basic principle of cryptocurrencies, which provides for the absence of a single body of influence on the functioning of the system. However, this type of stablecoins is currently the most common. These include types of stablecoins, such as Tether (USDT), TrustToken (TUSD), USD Coin (USDC), and others [2].

We propose to consider stablecoins with the largest capitalization:

1) Tether (USDT)

This is the first stablecoin in the history of cryptocurrencies, which was created in 2014 by Tether Limited. The first platform to integrate the coin into its listing was the Bitfinex exchange. It turned out that the exchange used stable coin reserves to hide from users the disappearance of the $ 850 million cryptocurrency. This is not the only scandal involving Tether. In 2019, it turned out that the platform reserve is not sufficient to support all stablecoins – cryptocurrency is backed only to as much as 74%.

2) USD Coin (USDC)

It is a digital coin, the price of which is also tied to the price of the dollar. The cryptocurrency runs on the Ethereum blockchain and went live by one of the largest digital exchanges in the world – Coinbase. Like bitcoin, this cryptocurrency can be bought in small particles – for example, 0.001 USDC. USD Coin can be traded on almost all major exchanges, including Binance, Poloniex, Bitfinex, Uniswap, KuCoin, and, of course, Coinbase itself.

3) Gemini USD

Gemini USD is also a stablecoin, invented by a cryptocurrency exchange, this time Gemini, headed by brothers Cameron and Tyler Winklevoss. It is also the first stable currency to receive approval from the state regulator – in 2018, the New York Department of Financial Services recognized cryptocurrency as the first regulated stablecoin. The cryptocurrency operates on the Ethereum blockchain, and the founding brothers themselves see it as a bridge between the "traditional financial sector and the crypto industry" [2].

4) TrueUSD

It is another stablecoin based on Ethereum. This cryptocurrency is considered Tether's biggest competitor not only because of its significant market capitalization, but also its focus on transparency and reliability. TrustToken, a company emitting this cryptocurrency, is regularly audited and users' resources are insured. The project is also licensed to operate in the United States and works with the country's largest banks. Keep in mind that TrueUSD also doesn't have its reserve – that is, the tokens you buy will essentially be certificates for exchanging dollars at partner banks.

5) PaxGold – an alternative to the Paxos Standard Token coin, which is backed by gold. Each PAXG token entitles users to own one ounce of gold from London's Brink vault or even exchange coins for an equivalent ingot at partner organizations. These tokens can be used as a classic cryptocurrency and exchanged, for example, for cash.

6) Tiberius – this coin offers you a whole portfolio of different metals, including aluminum and copper. This cryptocurrency was founded by the Swiss fund Tiberius Group, which manages investments and sells precious metals. The total number of metals that "support" the coin is seven. Following the announcement of the project, the Tiberius Group has announced a delay in the issuance of the coin. In the future, the developers plan to link stablecoin to investments in electric cars, solar energy, and even artificial intelligence [2].

3. Conclusions

Stablecoins are a new, hybrid variety of digital assets that combine innovative direct exchange mechanisms and financial transaction management without the involvement of intermediaries with centralized issuance mechanisms and the use of various methods to ensure price stability of financial assets. As a way of protection of the capital from market volatility, stablecoins are becoming a key element in the integration of cryptocurrencies in the financial market. However, despite their ability to support mass crypto-adaptation, stablecoins have certain disadvantages. Despite increasing awareness of the benefits of using this type of cryptocurrency there are significant barriers to its widespread use. The main ones are uncertainty in the field of law, collective efforts to standardize the basic requirements for the implementation of stablecoins, the relatively high cost of development. There are also difficulties in gaining confidence in this type of cryptocurrency, because stablecoins are only comparable to traditional currencies, or considered to be counterparts to them in most countries. Prospects for the study. This study launched a search in the field of cryptocurrencies, which opens up new opportunities for the study of options such as altcoins and an in-depth study of stablecoins to assess their stability in the market.

REFERENCES

1. Бречко О., Желюк Т. Використання криптовалюти на ринку платежів: нові можливості для національних економік // Вісник Тернопіл. нац. економ. ун-ту. 2016. Вип. 3. С. 50-60. URL : http://nbuv.gov.ua/UJRN/Vtneu_2016_3_7.
2. Князева Н. Що таке стейблкоїни? URL : https://nachasi.com/crypto/2021/07/15/stejblkoyin-stabilni-kryptovalyuty/.
3. Мамуненко М. С., Жмай О. В. Переваги та недоліки застосування криптовалюти в умовах сучасної ринкової економіки в Україні // Наук. вісник Ужгород. нац. ун-ту : серія: Міжнародні економічні відносини та світове господарство. Ужгород : Гельветика, 2019. Вип. 26. Ч. 1. С. 127–130.
4. Молчанова Е., Солодковський Ю. Глобальна сервісна природа сучасних крипто-валют // Міжнародна економічна політика. 2014. № 1. С. 60–79. URL : http://nbuv.gov.ua/UJRN/Mep_2014_1_6.
5. Система біткоїн: плюси і мінуси. Invest Program. 2015. URL : http://invest-program.com.ua/tag/bitkoin .
6. Сословський В. Г., Косовський І. О. Віртуальні інноваційні валюти як валюти майбутнього. Фінансовий простір. 2016. С. 24–30.
7. Стейблкойни в криптовалютах і їх застосування. Cryptoexplorer: веб-сайт. URL: http://www.cryptoexplorer.net/794-stejblkojny-v-kryptovalyutakh-i-yikh-zastosuvannya.html.

TRENDS OF INDUSTRIAL TOURISM IN UKRAINE

A. S. Hryhorievska,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Hryhorievska A. S., Saprun I. R. Trends of industrial tourism in Ukraine. This article provides a comprehensive analysis of the state, problems and prospects of industrial tourism in Ukraine. It examines the process of formation and development of industrial tourism in Ukraine. It considers the main trends of industrial tourism, as well as the main concepts and the essence of this direction of tourism in general. The article highlights the main trends and the possibility of their application, in addition, also it analyzes the possible prospects for further development. The article considers some problematic moments, namely the peculiarities of the development of industrial tourism cluster and the factors that significantly hinder the full implementation of this type of tourism in Ukraine.

Keywords: culture, heritage, industrial regions**,** industrial tourism, tourism, trend.

Григорьєвська А. С., Сапрун І. Р. Тенденції розвитку промислового туризму в Україні. У статті аналізується процес становлення та розвитку промислового туризму в Україні. Розглянуто основні тенденції розвитку промислового туризму, а також основні поняття та сутність цього напрямку туризму загалом. Оглянуто тенденції та можливості їх застосування, а також проаналізовано можливі перспективи подальшого розвитку. У статті охарактеризовано деякі проблемні моменти, а саме особливості розвитку кластеру індустріального туризму та фактори, що значно гальмують повноцінне впровадження цього виду туризму на території України.

Ключові слова: культура, напрям , промислові регіони, промисловий туризм, спадщина, туризм.

1. Introduction

The o b j e c t of the article is the comprehensive research of state, problems and prospects of industrial tourism. The s u b j e c t is trends in the development of industrial tourism in Ukraine. The p u r p o s e is to examine the trends in the development of industrial tourism in Ukraine and to identify the most problematic points. To achieve these aims some aspects of the development of industrial tourism in Ukraine have to be analyzed, this type of tourism has to be defined and characterized, as well as some trends in the development of industrial tourism have to be identified. Also, it is important to discover the factors that form the trends.

2. The essence and concepts of industrial tourism

Like any other type of tourism, industrial tourism is divided into varieties. Industrial tourism is the exploration of areas, buildings and engineering structures of industrial (not civil) or special purposes, as well as any abandoned structures for the purpose of mental and aesthetic pleasure or satisfaction of the research interest. The object of industrial tourism can be called an object of cultural heritage. Industrial sites can also be monuments of architecture, and secondly, any industrial site is a monument to the era of industrial society. That is, there are industrial sites that can be classified as the cultural heritage of the state [8].

The most famous variety of this type of tourism is an independent visit to abandoned industrial sites – unfinished or abandoned structures, areas and even cities, now non-operational industrial, economic and military facilities. This type of industrial tourism is amateur tourism, that is, tourism, organized by the tourist himself [8]. The next type is infiltration that means the independent penetration of tourists in protected industrial sites, for example, on the territory of operating industrial zones, areas not created for human presence in them, etc. This type of industrial tourism is the most extreme. Infiltration requires serious training, equipment. Visiting protected objects is associated with a violation of laws. Post-pilgrimage – visiting abandoned, de-sacralized sites of religious veneration. Other one is digging that means the study of underground structures erected by people using technology and building materials. These can be drainage systems, sewers, underground rivers, industrial tunnels, subways (including abandoned subway stations) [7].

The next one is organized industrial visits to operating facilities, or production tourism. This type of excursions are divided into subgroups: industrial-historical, industrial-economic, industrial-technical and professionally oriented. There are special tours for businessmen who are in search of profitable investments in production, in search of innovative ideas for production, business partners. This type of tourism is also called business industrial tourism. Like the previous type of industrial tourism, business industrial tourism is an organized sightseeing tour, although the main purpose of people engaged in business tourism in general and business industrial tourism, is the study of the production primarily from an economic point of view in order to analyze whether it is profitable to invest in this type of production, as well as familiarization with innovative technologies in production [7].

Thus, there are many varieties of industrial tourism, but, first of all, industrial tourism is divided into organized and “unorganized” – unofficial and, in some cases, illegal.

3. Development of industrial tourism in Ukraine

Industrial tourism in Ukraine began to develop only at the end of the last century. The most attractive regions for industrial tourists are Donbass, Krivoy Rog, Transcarpathia and the Carpathians. In the Donetsk region a business association “Artemsol”, which for more than a century of its existence produced 200 million tons of salt can be considered to be the most popular one. The mines of the company are located in different towns, such as Soledar, Artemovskoye. What is more, there is a salt mine offering tours, which is in the town Solotvino in Transcarpathia . The largest object of industrial tourism in the region is the management of main gas pipelines ”Prikarpattransgas”, founded back in 1910. [7, pp. 124–127]. Now this company is engaged in storage of natural gas, has a huge scale of storage facilities, some of them also organise tours. A non-trivial object of industrial tourism can be considered a company “Tikaferlux”. During tours, each tourist learns about the history of the creation and evolution of the company, learn how the company creates fur. Also original objects of industrial tourism is the art of wine production in Zakarpattya, Bukovina and Prikarpattya. In these regions a wine festival is organized yearly, which has a significant popularity among both domestic and foreign tourists [8]. The most promising center for the development of industrial tourism in Ukraine is Krivoy Rog. This is due to the fact that there 45 iron ore mines, 41 pits, 89 dumps, 26 subsidence zones and zones of displacement in the fields of mines, 15 slime storehouses, 27 speleological sites, 6 power enterprises, 5 metallurgical enterprises, 28 mechanical engineering, 5 chemical, 14 construction, 9 woodworking enterprises, 5 light industry enterprises, 12 food industry are concentrated here. Also, Kryvyi Rih is characterized by a rich industrial heritage, including more than 800 of the remains of production facilities, railroads, hydraulic structures, bridges, ancient mining landscapes, the remains of worker settlements [8].

4. Problems of development industrial tourism in Ukraine

Despite the huge potential for the development of industrial tourism in Ukraine, there are certain problems that slow down the process. Now we will consider only some of them. The peculiarity of organizing an industrial tourism cluster is that it can arise in any region of our country, since each of them has mining and/or something producing enterprises [8]. The main problem of organizing such excursions is the ill-preparedness of enterprises to be "open up" for excursions. The first reason and problem is the ill-preparedness of the enterprise itself to receive those who are ready to go sightseeing. As a rule, this applies to old production facilities, the shops of which are simply not intended for visiting groups of tourists. The organization of excursions at such enterprises is associated with a "cramped" space and increased safety requirements for tour groups, and can only be solved by the strong will of the company management and the development of a special timing and route that would minimally interfere with the production process [8]. The next important obstacle is the closed nature of the enterprise. As a rule, these are high-tech and strategically important enterprises, or production of the military-industrial complex. as for this aspect, the problem can be solved by creating a museum, some part of the exposition of which is devoted to highlighting the general principles of "how it works" [7]. And the last, but not the least factor is the ill-preparedness of the company's management to take sightseers and the lack of understanding of the purpose of creating a tourist product. As a rule, it is associated with the first factor and evaluation of the product only from a financial and economic point of view.

5. Conclusions

In this article we managed to define the current state, some crucial problems and the prospects of the development of industrial tourism. In addition, we have outlined the existing problems of the development of industrial tourism in Ukraine and traced the current trends. Consequently, industrial tourism has all the prospects to occupy a certain segment of the tourist market of Ukraine. The springboard for this is a powerful industrial center, which provides the opportunity for further development and improvement. The analysis of the problems make it possible conclude that their solution is quite achievable and possible even in the near future.

REFERENCES

1. Закон України «Про туризм» від 15.09.1995 № 324/95 ВР.
2. Індустріальна культура промислових регіонів України як передумова розвитку у них туризму. URL : https://tourlib.net/statti_tourism/pacjuk.htm

3. Індустріальний туризм в Україні. URL : https://travel.tochka.net/13326-industrialnyy-turizm-v-ukraine-5-mest-kotorye-stoit-posetit/
4. Індустріальний туризм, його історія і різновидності. URL : https://studbooks.net/757238/turizm/industrialnyy_turizm_istoriya_raznovidnosti
5. Індустріальний туризм і перспективи його розвитку в Україні. URL : https://tourlib.net/statti_ukr/pacjuk2.htm
6. Індустріальний туризм: регіональний аспект. URL : http://www.economy.nayka.com.ua/?op=1&z=4066
7. Казаков В. Л., Завальнюк О. Й. Техногенний туризм у системі природокористування // Зб. наук. праць Сумського держ. пед. ун-ту, 2006. 244 с.
8. Казакова Т. А. Екскурсії в шахту – перспективний напрямок розвитку техногенного туризму. Кривий Ріг, 2005. С. 124–127.
9. Можливості та перспективи розвитку індустріальноготуризму у східному регіоні України. URL : https://tourlib.net/statti_ukr/cherednychenko.htm
10. Промисловий туризм як новий тренд 2021 року. URL : https://welcometimes.ru/opinions/promyshlennyy-turizm-kak-novyy-trend-2021-goda
11. УкрІнформ. Індустріальний туризм. URL : https://www.ukrinform.ru/rubric-tourism/3108686-industrialnyj-turizm-v-ukraine-polucit-doroznuu-kartu-razvitia.html
12. Definition of industrial tourism stages. URL : http://global-national.in.ua/eng/archive/2-2014/31.pdf
13. Industrialtourism. URL ; https://industrial-tourism.eu/en/industrial-tourism/concept/
14. Industrial Tourism: Benefits, Costs And Implementation. URL : https://www.tarifold.com/industrial-tourism-benefits-costs-and-implementation/
15. Travel trends. URL : https://www.thealternativetravelguide.com/2020/03/07/what-is-industrial-and-post-industrial-tourism-meaningful-travel-trends-in-tourism/

KOREAN CONGLOMERATES: CONCEPT AND DEVELOPMENT

A. O. Hudyma,
V. O. Gutorov, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Hudyma A. O., Gutorov V. O. Korean conglomerates: concept and development. The article analyzes the concept of Korean conglomerates – chaebols, and their influential development in the sectoral field of the economy of the Republic of Korea. Chaebols remain one of the most powerful forces that contributed to South Korea's economic transformation in 1953 and launched an active process of successful economic growth. Despite the negative aspects of chaebols, they remain the core of South Korea's economy. As a result, the concept of chaebols is important to analyze and consider in order to find the ways of economic enlargement.

Keywords: chaebols, development, economy, Korean conglomerates, South Korea.

Гудима А. О., Гуторов В. О. Корейські конгломерати: поняття та розробка. У статті наводиться аналіз концепту корейських онгломератів – чеболів, та їхній впливовий розвиток у секторальному полі економіки Республіки Корея. Чеболі залишаються однією з найпотужніших сил, які сприяли економічній трансформації в Південній Кореї в 1953 року та запустили активний процес успішної економічної розбудови країни. Незважаючи на негативні аспекти чеболів, вони залишаються ядром в економіці Південної Кореї. Внаслідок цього, концепція чеболів є важлива до аналізу та розгляду задля віднайдення шляхів економічного розвитку.

Ключові слова: чеболі, розвиток, економіка, корейські конгломерати, Південна Корея.

1. Introduction

According to Joe Studwell, author of "Why Asia Succeeded: The Successes and Failures of the World's Most Dynamic Region", there is one common characteristic of declining nations: they are all politically and economically introverted. And such states now, in different variations, are learning the same lesson as China before 1978, the Soviet Union before 1989 and India before 1991 – namely, if a country does not trade and interact with the world, its advance in the "game of development" is impossible [1, p. 18].

Thus, the sector of economic development and its instruments are one of the most important factors in the state growth, regognition and prosperity. For instance, the historical way of once one of the poorest countries in the world, and now one of the most developed nations – South Korea (the Republic of Korea – ROK). The phenomenon of its development does not subside to this day. That is why the chosen research issue is very relevant at the moment.

This work is an attempt to answer the following q u e s t i o n : What is the concept of chaebol and what its leading development in the ROK's economy? And for this, the experience of South Korea will be analyzed.

The o b j e c t of the article is the South Korean economy and its development. The s u b j e c t is the essence and development of Korean conglomerates – chaebols. The p u r p o s e of the study is to investigate the development and processes of Korean conglomerates – chaebols, and to identify their influence on South Korean's economy. The research is based on the descriptive case studies with historical approach.

T h e s t a t e o f r e s e a r c h . The following authors are working on the sectoral economic development of the Republic of Korea: Joe Stadwell, Dieter K. Schneidewind, Jonathan James Ince, John Chen, Martin Galstyan, Du Hyun, Selvendran Catheraison, K. Ali Akkemik, Mark E. Clifford, Yonsuk Jan.

In this way, the following parts of the article are being focused on the economic instrument of the Republic of Korea – chaebols – and their influence on the state's economy.

2. Concept and Development of Korean Conglomerates

Until the 1960s the pace of economic recovery in Republic of Korea remained slow. In addition to the loss of manpower and the disruption to infrastructure, much of the ROK's industrial capacity had been destroyed in the Korean War [2, p. 97].

One of the most powerful forces that contributed to the economic transformation in South Korea between 1953 and the 1980s was the emergence of corporate conglomerates – chaebols, modeled on postwar World War II "zaibatsu" in Japan. Japanese zaibatsu were owned by individual families and together dominated Japan's economy. They have all been used as tools by the Japanese government in pursuing its expansionist political policies since the 1880s, including the annexation of Korea in 1910 and its administration as a colony until 1945 [7, p. 11].

One of the significant differences between Korean bean and Japanese zaibatsu before World War II was that Japanese groups had their own banks to arrange for their financing, but Korean chaebols did not. This way has made Korean groups more dependent on the government and therefore more susceptible to pressure from various departments and ministries that control finance, production, imports and exports. One of the results of this difference is that the bigger and more successful Korean companies became, the more independent their decisions and actions were.

As a result of the above, like their Japanese models, the Korean chaebol was motivated by a call to diversify and control all aspects of its activities, from the supply of raw materials and production to the sale of finished products. Most companies have also "entered" a completely non-core business, using their financial resources and government contacts. In many cases, they have managed to monopolize these industries, focusing on their market share rather than profits. This state of affairs also included the process of becoming the main shareholders in companies [7, p. 48].

Choong Soon Kim, a Korean-American anthropologist, described the first generation of chaebol leaders as authoritarian, comprehensive, and committed to hereditary family values in enterprises. As a result, the chaebols were fully family businesses [6].

Through the years, chaebols were often referred to as "octopuses" because, as mentioned, their "tentacles" were spread in many industries and fields. For the most part, the negative public attitude has arisen due to the fact that conglomerates have illegally profited from close ties with government officials. There were numerous allegations of illicit accumulation of wealth, which not only related to illegal activities, but also contradicted the Confucian concept of political power [9, p. 15].

The Vietnam War (1955–1975) helped the growing Korean chaebol in some ways, especially for Hyundai and Hanjin. With the support of the US Army, Hanjin was in fact the sole operator of the key Vietnamese port of Kui Non and provided sea and land transportation to US troops in Vietnam, reating an air and sea transport company in the ROK to transport supplies and workers to Vietnam. After making a profit from these activities – and paid for by the US military in Vietnam – Hangin bought the abandoned Korean Air (KAL) and later turned it into one of the world's leading airlines. As for Hyundai, the company with hastily formed construction companies 23 for other chaebols received major construction contracts in South Korea from the US military, which provided the South Koreans with experience and huge profits, allowing them to expand their range and win numerous construction contracts in East Asia and other regions after the Vietnam War. Statistics show that in just four years in the late 1970s, the top ten Korean chaebols earned $22 billion on construction projects in the Middle East [12, p. 172].

In the early 1990s, the chaebols continued to grow rapidly, becoming well known and more independent from the government. Their scale reached the point where it was difficult to purchase any product made or imported in the country that was not affected by any of the conglomerates. Yet in 1995, close relations between the chaebols and the government raised public attention. As a result, President Kim Yeong-sam (1993–1998) has ordered the arrest of his two predecessors for bribery and accused the country's twenty-four entrepreneurs of illegally paying former presidents [12, p. 47].

However, government officials were quick to point out that they did not intend to destroy the conglomerates, as this would cause irreparable damage to the country's economy. The government has announced that its goal is to call and question the leaders of the chaebols – to draw the attention of leaders to the importance of voluntarily reducing their role and strength in the economy – and this is what most of them have agreed to do given their commitment to the nation's welfare.

Amid the rapid growth of chaebols over three decades, there was suddenly a serious obstacle to their progress. In 1997, the strained short-term borrowing of conglomerates caught up with them, and several of them went bankrupt – a phenomenon that was virtually unthinkable for the then South Koreans. It should be noted that Korean chaebols until 1998 mostly worked in the domestic market, while later expanded their activities to the Western market.

Under Kim Dae-jung (1998–2003) precidency and financial crisis of 1997, the specified axis "government–chaebols" had to be changed. Korean and foreign experts have recommended a number of measures: smaller headlines focused on core business with less diversification, greater transparency in banking practices and a more flexible workforce. Since each of the large companies – Daewoo, LG, Samsung, Hyundai and SK (SsangYong) – has expanded its powers to a large number of diverse businesses, investing excessively in subsidiaries, which led to futile and unnecessary competition [5, p. 200].

South Korea's GDP grew by 7 percent in 1996, and this year marked its membership in the Organization for Economic Cooperation and Development (OECD), with thirty members from the group of developed countries. Accordingly, South Korea ceased to be a developing country and joined the ranks of wealthy developed countries. However, the crisis of the following year overshadowed these results. Nonetheless, with the artificial depreciation of the South Korean won, which allowed exports to be more competitive, the economy recovered. South Korea soon surprised the international community by quickly paying off emergency loans. GDP grew by 10 percent in 1999 and by 9 percent in 2000 [10, p. 80].

To also mention, having skillfully overcome the crisis, by 2000 the leading chaebols, such as LG, Samsung and Hyundai, became global conglomerates, which now belong to the largest and most famous companies in the world. For example, Samsung accounts for 17 percent of the entire South Korean economy [4, p. 23].

By 2006, South Koreans had achieved what was later called the "Immanbul-Sidai" (an era of per capita income of $ 20,000), seeing this achievement as a guideline that the level of economic development was close to the OECD average. The government has launched a campaign to become the ninth member of the Group of Eight major economies (G-8). And during the economic summit in late 2008, the Republic of Korea managed to become part of the world's twenty largest economies. Moreover, by 2008, the ROK had become one of the largest creditor states in the United States, an impressive achievement for a country that a decade earlier could only boast of serious debt (Seth, 2010, p. 245). Exports grew in the 2000s, and Korea began to accumulate a large foreign reserve, reaffirming its strategy of export-oriented economy, which was formed under famous dictator Park Chung Hee (1963–1950) [3, p. 3].

3. Conclusions

The article analyzes the impact and buildout of the ROK's corporate conglomerates. As of it, chaebols remain one of the most powerful forces that contribute to the economic transformation in South Korea since 1953 and to our days. The concept of chaebols is a core of the ROK's economy. The negative aspects of this are that their close ties with the government and dominant characteristics over the sectoral field.

Currently, as initially, chaebols are government-led, the challenge, for now, is the dependence of the government on these exact conglomerates, as those keep in their hand most part of the nation's economy, thus the tremendous monopoly has been witnessed for a long time, which in turn affects the decrease of SMEs credibility (medium-sized enterprises) and overall market competitiveness. Plus, despite the introduced acts and laws, for instance, the Monopoly Regulation and Fair Trade Act in 2014, there are loopholes for chaebols. In order to enhance innovation growth and meet international standards, the axis of "chaebols–government" still should be structurally regulated and balanced (Park, 2021).

REFERENCES

1. Стадвелл Дж. Чому Азії вдалося: успіхи і невдачі найдинамічнішого регіону світу. Київ : Наш Формат, 2017. 446 с.
2. Buzo A. The making of modern Korea. New York, NY Routledge, 2016. 300 p.
3. Chen J. et al. Shipbuilding Cluster in The Republic of Korea. Harvard, MA: Harvard Business School, 2010. 35 p.
4. Clark D. N. Culture and customs of Korea. Greenwood Publishing Group, 2000. 204 p.
5. Clifford M. Troubled Tiger: businessmen, bureaucrats, and generals in South Korea. New York, NY : Routledge, 1997. 392 p.
6. Kim C. S. The culture of Korean industry. Tucson, AZ : University of Arizona Press, 1992.
7. Lafayette De Mente B. The Korean mind. Understanding contemporary Korean culture. Rutland, VT : Tuttle Publishing, 2018. 384 p.
8. Lafayette De Mente B. The Korean Way in business. Understanding and dealing with South Koreans in business. Rutland, VT : Tuttle Publishing, 2014. 224 p.
9. Nye Jr. J. Power in the global information age from realism to globalization. New York, NY : Routledge, 2014. 240 p.
10. O'Neil A. (2015). South Korea as a middle power: global ambitions and looming challenges. URL : https://research-repository.griffith.edu.au/handle/10072/141436.
11. Park S. (2021, March 24). Chaebol reforms are crucial for South Korea's future. URL : https://www.eastasiaforum.org/2021/03/24/chaebol-reforms-are-crucial-for-south-koreas-future/.
12. Schneidewind D.K. Economic miracle market South Korea. A blueprint for economic growth in developing nations. – Singapore: Springer Science+Business Media Singapore Pte Ltd., 2016. 290 p.
13. Seth M. A concise history of modern Korea : from the late nineteenth century to the present. Plymouth : Rowman & Littlefield Publishers, Inc., 2010. 305 p.

ROLE OF ENGLISH IN THE TOURISM DEVELOPMENT AND HOTEL AND RESTAURANT INDUSTRY IN UKRAINE

I. O. Huzhva,
V. O. Gutorov, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Huzhva I. O., Gutorov V. O. Role of English in the tourism development and hotel and restaurant industry in Ukraine. The article considers the issue of the influence of the English language on the tourism industry of Ukraine and in general. An analysis of tourism indicators was carried out to further clarify the problem of international tourism growth in Ukraine. The main problems of the industry related to the knowledge of English by service personnel and the population of Ukraine are analyzed and highlighted. Positive indicators of growth of English knowledge among potential employees of the branch are revealed. The main approaches to solving the language problem in Ukraine are outlined. The influence of English language skills on the work of the hospitality industry as a whole has been clarified. English is the language of tourism. In order to conduct international business and enter domestic enterprises into the arena of world recognition, it is necessary to follow the world rules of the service, namely its linguistic component.

Keywords: English, hotel and restaurant business, hospitality industry, international tourism, language barrier, tourist, tourism industry.

Гужва І. О., Гуторов В. О. Роль англійської мови у розвитку туризму та готельно-ресторанної індустрії в Україні. У статті розглянуто питання впливу англійської мови на туристичну галузь України та загалом. Здійснено аналіз туристичних показників, для подальшого з’ясування проблеми щодо зростання міжнародного туризму в Україні. Проаналізовано та висвітлено основні проблеми галузі, пов’язані зі знанням англійської мови персоналом сфери обслуговування та населенням України. Виявлено позитивні показники зростання знань англійської серед потенційних працівників галузі. Окреслено основні підходи до розв’язання мовної проблеми в Україні. З’ясовано вплив знання англійської мови на роботу індустрії гостинності в цілому. Англійська є міжнародна мова туризму. Для ведення міжнародного бізнесу та виходу вітчизняних підприємств на арену світової впізнаваності слід дотримуватися світових правил сервісу, а саме його лінгвістичної складової.

Ключові слова: англійська мова, готельно-ресторанний бізнес, індустрія гостинності, міжнародний туризм, мовний бар’єр, турист, туристична галузь.

1. Introduction

Statement of the problem. Today there are about two hundred countries in the world with a huge number of languages and cultures. The most common of these are English, French, Spanish, Russian, Portuguese, Polish and Arabic.

It should be noted that foreign languages are one of the most important factors in the development of international tourism. All these languages, except Arabic, are the main languages of Europe, and English, French, Russian – the main European languages of the United Nations.

Being the most widely used global language, English has been exerting a tremendous influence on all walks of modern man's life and playing an unsurpassed role in various spheres of his life. These comprise, among others, travel, tourism, and hospitality industry, in all of which the use of English has become an imperative need and much more than mere ostentation.

Analysis of recent research and publications. English is very important and necessary for the development and prosperity of international tourism. World tourism associations have given priority to linguistics and communication skills. The question of the role of English in the tourism was raised in the works of Panteleeva N., Ravantharanathe R., Al-Saadi N. [4; 6; 9]. The use of English in the modern tourism business is covered in the work of Stopnik D. [5]. The role of English for the hotel and restaurant business was covered in the works of Joseph T. [8].

All the research is useful and important for the Ukrainian tourist growth. However, the issue of education and professional knowledge of English staff in the industry is not covered enough.

The o b j e c t i v e of this article is to clarify and substantiate the role of knowledge of foreign languages for the development of tourism in the hospitality industry in Ukraine. To achieve this goal, the following tasks were set: to analyze the state of tourism in Ukraine, in particular international tourism; to study the issues of English language proficiency of the population of Ukraine; to determine the influence of the English language on the work of the hospitality industry.

2. English as a way to grow the tourism industry of Ukraine

The tourism industry, which covers the field of social development, is gaining national importance. Socio-economic changes in Ukraine, the processes of globalization, integration and informatization of society, the intentions of our country to join the European Union have led to increased interstate relations both at the official level and at the level of communication between people.

International tourism in Ukraine. Nowdays Ukraine has a powerful tourism potential, which, unfortunately, is not used very effectively. Nevertheless historical and cultural monuments are momentous driving forces for the country's tourist potential. Most tourists are attracted by the sights of Kievan Rus from 9–12 centuries. in Kyiv, Chernihiv et al., monuments of defense architecture (fortresses in Lutsk, Kamianets-Podilskyi, Khotyn, Uzhhorod and Mukachevo), palace complexes in Lviv and Chernihiv regions, monuments of cult architecture in Kyiv, Lviv, Ivano-Frankivshchyna, in Pochaiv, Mukachevo and Chernivtsi, wooden religious and civil architecture in the Carpathians [5]. Also "green tourism", which all the prerequisites for the development for exist in our country. After all, Ukraine has long been famous for the beauty of its landscapes.

We can note an increase in the number of tourists in Ukraine by 12.6% compared to the first three quarters of 2020. During 2021, more than 3 million foreigners came to Ukraine. Thus, according to the end of October, Ukraine in the first half of 2021 was visited by 70% of Europeans, 25.5% of tourists from Asia, 3% – tourists from North America, 1.4% – from Africa. 0.6% and 0.2% from Oceania and South America, respectively (while in the corresponding period of 2020 from Europe in Ukraine came 79.2%, tourists from Asia – 17.7%, from North America – 1 , 5%, from Oceania and Africa – 0.7%.) [1].

Foreign languages are a guarantee of international partnership and investment for Ukraine's tourism business. For a manager in the field of tourism, foreign language proficiency is one of the challenges, which is not only to act, convince the tools of the solution, but also to create a favorable business atmosphere, understand the culture of another country's representative and mentality [[4].

The issue of English communication for the Ukrainian hospitality. When people travel from place to place or embark on a tour, they come across people of different linguistic backgrounds and naturally they have to communicate with these people, if the purpose of their traveling, or touring activities has to be fructified. Although communication can take place through written language yet, it is the spoken form aided by the body language that is used more frequently for communicative purposes than any other modes. But the problem arises when tourists and travelers are ignorant of the languages used by the natives of the places visited [8].

One of the main problems facing Ukrainian hospitality today is the imperfect knowledge of foreign languages, including English, which does not allow inbound tourism to develop in full. The level of mastery is not only professional vocabulary, but also simple communication skills. For the development of tourism in Ukraine, knowledge of foreign languages for the population and staff in the services is extremely important: the main flow of tourists comes from neighboring countries belonging to the European Union and the Middle East. In the cities of millions, foreign tourists still have the opportunity to meet the staff of hotels, restaurants or other tourist facilities that speak English. However, other tourist cities and tourist attractions in Ukraine suffer from a lack of experienced and English-speaking staff, The Ukrainian people's knowledge of foreign languages, including English, rose from low to medium in 2020: Ukraine ranks 44th among European and Asian countries. 63% of the population in Ukraine can speak English, which gives a high level of growth of the English-speaking population in Ukraine, including its tourism staff [3]. With its ever-growing importance, the role of English in travel, tourism and hospitality industry has been assuming greater significance, and also undergoing some functional changes.

Usually foreign tourists face problems when they can’t get a proper answer to simple questions: "Can you tell me how to get there ...?"; "Can I take to ... by this bus ?".

In such cases, there is only one option left, and that is but using a common linguistic medium known to both the parties – the visitors and the visited. That medium, in all likelihood, in the present world situation, is none other than English, because among the numerous languages used in different parts of the world, it is English that is most extensively used in the world presently. Its coverage is so vast that not many countries are ignorant of, and illiterate in English. So when English comes handy, it can be used for easy and effective communication or interaction in a multi-lingual situation. Hence, it has to be learned as best as possible so that proper oral and written communication can be carried on without any disconcerting hitch. And learning English, in the true sense, calls for commitment and hard work [8].

English in hotel and restaurant business. Hotel and restaurant business is such a kind of activity where in 2021 it is almost impossible to work without professional knowledge of English. Hotels claiming to receive stars must respond European and world standards, which primarily requires knowledge of several foreign languages for staff in direct contact with guests. Hotel cards, menus, all services and department names in modern hotels are duplicated in English. Some companies invested by foreign partners may have employees who speak their native language or the languages of the investors (for example, Georgian restaurants: chefs, waiters can communicate in Georgian with guests).

The number of tourism establishments is growing: by 2020 their number (total hotels, accommodation establishments, public catering establishments) is 71748 units, and the number of employees in the field of temporary accommodation and catering is 183 thousand people.

An appropriate level of English language proficiency of the company's employees makes a pleasant impression on foreign customers, has a positive effect on productivity. The professionalism of staff working in the field of tourism is an indicator of the competitiveness of the organization. The reputation and success of the company in the tourism market depends on the quality of services provided, especially when working with foreign clients who can compare the service provided with the services provided in their country [9].

English has become a language of international communication in recent decades. Representatives of different countries who speak different languages can communicate with each other using English to do business. Those on the move, either propelled by entertainment purposes or profit motives, naturally have economic matters of grave import. Through its global communicability, intelligibility and universal acceptability, English helps not only international trade and other economic transactions to be conducted in an easier manner but inter personal economic dealings as well. Even internal trade is also smoothly carried out in a multi-linguistic set-up with the help of English [6]. Businessmen occasionally travel on business purposes to different states. Under linguistic plurality, it is mainly through English that they have their contracts, agreements, and transactions drafted and fulfilled without confusion. Even tourists buy many things while they are on tours. It is English that facilitates their dealings. Again, most banking activities are also carried out through English. This makes financial and business dealings much smoother, too.

3. Conclusions

To conclude, the modern development of the tourism industry and the hospitality industry in the framework of international cooperation is impossible without language and professional knowledge. English as the main means of communication and international activities, including at the state level, is necessary for study. The role of English for the Ukrainian population working in the field of hospitality, expands the boundaries of their professional knowledge and skills, enables new acquaintances and partnerships.

Concerning tourism in Ukraine, the acquisition of English language skills should be disseminated from higher education institutions at the professional level. This will increase the level of service and introduce new trends in Ukrainian tourism.

REFERENCES

1. Державна служба статистики України. Retrieved from http://ukrstat.gov.ua/.
2. Земліна Ю. Тенденції розвитку готельного бізнесу в Україні. Ресторанний і готельний консалтинг. Інновації, 2019. 121 с.
3. Миронова Н. (2020). Мировой рейтинг английского языка: Украина поднялась на новый уровень. URL : https://thepage.ua/news/mirovoj-rejting-anglijskogo-yazyka-ukraina-podnyalas-na-novyj-uroven.
4. Пантєлєєва Н. Г. Роль іноземних мов у розвитку міжнародного туризму // Туризм: реалії та перспективи сталого розвитку: матеріали Міжнародної науково-практичної конференції. Київ : Київський національний торговельно-економічний університет, 2014. С. 189–190.
5. Стопник Д. Г. Використання іноземної мови у туристичному бізнесі // Туризм: реалії та перспективи сталого розвитку: матеріали Міжнародної науково-практичної конференції. Київ : Київський національний торговельно-економічний університет, 2014. С. 197–199.
6. Al-Saadi N. Importance of English language in the development of tourism management. *Academic Journal of Accounting and Economics Researches*. 2015. URL : https://www.academia.edu/38711994/IMPORTANCE_OF_ENGLIS

H_LANGUAGE_IN_THE_DEVELOPMENT_OF_TOURISM_MANAGEMENT.
7. English for tourism, 2012. URL : https://www.homestayenglish.uk.com/english-for-the-tourism-industry/.
8. Joseph T. Role of English in travel, tourism and hospitality industry. Nagpur: Research Gate, 2012. P. 220–227.
9. Ravantharanathe R. The role of the english language in the tourism industry. URL : http://repo.uum.edu.my/3221/1/Ravi1.pdf.
10. Wigati E. (2015). English for tourism and hospitality industry. URL : https://www.researchgate.net/publication/348758992_ENGLISH_FOR_TOURISM_AND_HOSPITALITY_INDUSTRY.

HARVARD BUSINESS SCHOOL LEARNING METHODOLOGY IN THE NEW REALITIES OF TIME TRANSFORMATION

G. O. Ilyin
T. I. Skrypnyk (language supervisor)
V. N. Karazin National University, Kharkiv

Ilyin G. O., Skrypnyk T. I. Harvard business school learning methodology in the new realities of time transformation. The article analyzes the case-study principle used by Harvard Business School. This principle is important for the modern solution of the problems of the world economy, related to the growing inequality between high-income and low-income countries. An alternative view of economic theory, the application of the principles of the historical school of economic theory through the principles of "case-study". Modern technological development and the beginning of a new, fourth, industrial revolution raises new questions for economic theory, which can be solved by the principles of "case-study".

Keywords: alternative economic theory, case-study, historical school of economic theory

Ільїн Г. О., Скрипник Т. І. Методологія навчання Гарвардської школи бізнесу в нових реаліях трансформації. У статті проводиться аналіз принципу «case-study», який застосовується Гарвардською Школою Бізнесу. Даний принцип важливий для сучасного вирішення проблем світової економіки, зокрема, пов'язаних із зростанням нерівності між країнами з високим рівнем доходу та низьким рівнем доходу. Приводиться альтернативний погляд на економічну теорію, застосування принципів історичної школи економічної теорії через принципи "case-study". Сучасний технологічний розвиток та початок нової, четвертої, промислової революції ставить нові питання перед економічною теорією, яку здатні подолати принципи "case-study".

Ключові слова: альтернативна економічна теорія, case-study, історична школа економічної теорії.

1. Introduction

The modern development of digital technologies, which began in 1990-ies, and, as a result, the emergence of preconditions and the beginning of realization of new industrial revolution (Industry 4.0), requires defining new approaches for management of enterprises and institutions of the state. The progress of world science and the important role of science-intensive industries make it necessary to find new mechanisms for interaction of management at all levels. One of the most critical tasks for economic development in terms of the Industry 4.0 projects is a need to prepare and transform existing specialists to the reality of digital transformation of the world. The importance of rapid understanding of trends and the ability to predict the vector of future development may become a vital necessity of the state in preserving the competitiveness of the national economy.

2. Current state of industry

The gap between the rich and the poor on our planet has reached a record high and continues to grow today. Despite the huge infusions of money made during the decades of development that began in 1970, despite the trillions of dollars spent on development assistance, the situation remains depressing. Half the world's population has an income of less than $ 2 a day. In some countries, the maximum level of real wages was recorded in the 1970s. According to experts, in 1750 the gap between the richest and poorest countries was as a ratio of 2:1, since then, it has increased significantly [2].

The world has already faced the differences between economic harmony theories and tough economic reality in the past. We must take this experience into account, so we must refuse the theory which defines economic harmony as automatic divine and mathematical consequence or planned harmony.

The type of economic thinking that today's rich countries used to pursue during their transition from poverty to wealth has been lost. Due to the complete lack of interest in my chosen topic and the help of a small group of second-hand booksellers, I was able to collect material that illustrates this now forgotten, but no less relevant economic logic. Theories that have helped rich countries to get rich have disappeared from modern textbooks and practical economic policies, and texts that have given rise to successful economic strategies in the past have disappeared from libraries.

Modern economic theory recommends a strategy of comparative advantage. This strategy is based on David Ricardo's trade theory, which states that a country should specialize in the type of economic activity in which it is the least efficient.

Rich countries tend to impose on poor countries theories that they themselves have never imitated and most likely will never go for. Therefore, it is important to be able to look deeper than just through high theory to experience the reality. Unfortunately, there is only a history of economic thought - the science of what was to happen, according to theorists; there is no history of economic policy – the science of what policy was pursued in practice. Thorstein Veblen distinguished between esoteric theories, abstract theories for the needs of a few devotees, and exoteric theories, i.e., practical theories for everyone. The problem is that esoteric theories have had far less impact on the reality than historians of economic thought assure us. However, since the time of Adam Smith, esoteric theories have been used successfully for propaganda. A good example here is the prevailing international theory of trade today, according to which a pure market economy will make everyone equally rich [6].

Experience-based alternative economics is a methodology still used by Harvard Business School [2]. It combines economic approaches and theories, which are based on facts and experience in their reasoning about economics. Since the late 1400s, only the economic theory of the historical school, with its beliefs that economic activities are qualitatively different as carriers of economic growth, has managed to lift countries out of poverty. However, as soon as their economic growth began, they gradually switched from biological to physical economic theory, as did England in the late eighteenth and US in the mid-twentieth century. To understand how the economic policies of these successful countries worked and why they changed from one school to another.

From the point of view of the historical school, the country's prospects depend on what this country produces. History shows that symmetrical free trade between countries at about the same level of development benefits both parties. Asymmetric free trade means that a poor country specializes in poverty and a rich one in wealth. To benefit from free trade, a poor country must first overcome its international specialization in poverty. For the past 500 years, no country has managed to do so without resorting to market intervention.

Experience-based economies has ruled the world for centuries. Today's abstract standard theory is not yet 250 years old. It comes from the teachings of the Physiocrats, which did not last long in the economic policies of pre-revolutionary France. Adam Smith, considered an anti-physiocrat during his lifetime, used some of the ideas of the Physiocrats in his books written during the Industrial Revolution. However, the abstract model was really cemented only in David Ricardo's Principles of Political Economy and Taxation (1817). As we shall see, there are cases in history where these abstract principles have led to desolation, famine, and social problems because they have been used in inappropriate settings.

Changing the vector of economic theory and gradually losing the basic humanitarian beginning can identify certain problems for modern and future development and understanding of problems by economic theory [1]. The historical review of economic relations in the past should play a significant role in the decision-making process. So, according to John Keynes and Joseph Schumpeter, it is the synergy of existing knowledge that forms new approaches and solutions. Therefore, there is a need to search for new instruments in combination with modern knowledge of theoretical and historical basis [3; 5]. Harvard Business School, which, in my opinion, provides tools for solving issues of modernity and searching for answers in the future, is based on these principles.

According to the historical school of economic theory, mechanisms are used as elements that can be applied in different combinations and contexts. The task is to use the mechanisms that have successfully proved themselves in the past in new contexts. The same principle of "case-study" is used in Harvard Business School: explored cases become artificial experience, based on which decisions are made in new contexts. Erik Reinert, a graduate of Harvard Business School and a professor of economics, describes the effect of a historical approach in his study: "Although the deans of other business schools do not consider Harvard to be the leader of academic hierarchy, the labor market considers it different and rewards its graduates with an enviable initial salary. Experience is more valuable in business than in the academic world" [4].

Experience forces us to use temporary international economic interests so that they fit into the context of our country.

Professors at Harvard Business School have chosen several pages to summarize recent events, important issues, strategic planning, and important decisions taken by large companies and organizations. The idea was that, through direct contact with the real case, the students themselves can measure these facts, discuss, and compare their points of view and conclusions with their peers and finally open a new concept on their own.

3. Conclusions

The central idea of the case-based approach is that students are not given an "answer" or problem solution. Instead, as a member of the Council, CEO or manager, the student has to analyze the situation and find solutions without full knowledge of all methods and facts. Without excluding more traditional aspects, such as interaction with professors and textbooks, the case-based method gives the student an opportunity to think and act as managers.

This is what the case-based method does – it introduces students directly into the game and ensures that they acquire not only skills and abstract knowledge, but also a strong understanding of the outside world

Based on the above, it might be concluded that the need to seek new methods and ways of solving issues in the new economic paradigm is an important present-day issue. In my opinion, the approach of Harvard Business School to students' studies can be a basis for finding appropriate solutions in management. Past knowledge is bright examples that become the basis of new approaches.

In the historical school approach to economic theory, mechanisms are used as elements that can be applied in various combinations and contexts. The challenge is to apply the mechanisms that have successfully proved to be working in the past, to new contexts.

Based on the above, we can conclude that the need to find new methods and ways to solve problems in the new economic paradigm is an important issue today. But in my opinion, the Harvard Business School's approach to teaching students can be the basis for identifying management decisions. Knowledge of the past is a vivid example that becomes the basis of new approaches.

REFERENCES

1. Alfred Marshall (1879). The Economics of Industry (with Mary Paley Marshall).
2. Erik Steenfeldt Reinert (2007). How Rich Countries Got Rich … and Why Poor Countries Stay.
3. Foxwell Herbert. Foreword to Anton Menger (1899). The Right of the Whole Produce of Labour. London.
4. Harvard Business School. Doi: https://www.hbs.edu/Pages/default.aspx
5. Schumpeter, Joseph A. (1989). Sweezy, Paul M. (ed.). Imperialism and social classes. Fairfield, New Jersey: Augustus M. Kelley.
6. Thorstein Bunde Veblen (1899). The Theory of the Leisure Class. New York: MacMillan. Available at the Internet Archive and Project Gutenberg.

THE ECONOMIC ESSENCE OF VALUE ADDED TAX AND ITS ACCOUNTING FOR ENTERPRISE

O. R. Ivanova, P. A. Sokolova,
E. O. Derkach (language supervisor)
V. N. Karazin National University, Kharkiv

Ivanova O. R., Sokolova P. A., Derkach E. O. The economic essence of value added tax and its accounting for enterprise. The tax system, which is very important for the existence of the state, its development and economic activity is analayesed in this article. The wealth of all citizens and the state as a whole depends on taxes. Nowadays, VAT is one of the main sources of state budget formation. It is a relatively new type of indirect tax, but is confidently approaching a direct one, due to value added taxation. Value added tax is one of the most complex taxes that needs to be studied in depth by specialists in the economic field. There have been many debates over the collection of value added tax and its effectiveness, as it attracts a lot of attention, so this issue is still relevant.

Keywords: tax system, value added tax, value added tax collection.

Іванова О. Р., Соколова П. О., Деркач Е. О. Економічна сутність податку на додану вартість та його облік для підприємства. У статті аналізується податкова система, яка є дуже важливою загалом для існування держави, її розвитку та економічної діяльності. Від податків залежить достаток як усіх громадян, так і в цілому держави. У наш час ПДВ – це один із основних джерел формування державного бюджету. Він являється порівняно новим видом непрямого податку, але впевнено наближається до прямого, через оподаткування доданої вартості. Податок на додану вартість – це один з найскладніших податків, який потребує глибокого вивчення спеціалістами економічної галузі. Багато років ведуться суперечки, щодо справлення податку на додану вартість та його ефективності, адже він привертає до себе досить багато уваги, тому це питання досі залишається актуальним.

Ключові слова: податкова система, податок на додану вартість, справлення податку на додану вартість.

1. Introduction

Value added tax (VAT) is defined as a form of deduction from the budget of value added, which is created at all stages of production and circulation and is defined as the difference between the cost of goods, works and services and the cost of material costs. From this it is clear that the basis of the VAT is value added. The value added is the net income generated in the process of selling products and production, and it is used at all stages of this production. The role and essence of value added tax can be revealed through the following functions: fiscal, regulatory, incentive. Value added tax is considered one of the best taxes in terms of taxation, but the legislation needs to be improved to address the problematic aspects of collection in Ukraine. After solving all these problems, the tax will not only be effective, but also contribute to the development of the Ukrainian economy. The o b j e c t of the article is the value added tax in the accounting system of the enterprise and its impact on economic processes. The s u b j e c t of the work is practical and theoretical aspects of the procedure of VAT accounting. The p u r p o s e is to reveal the essence of value added tax and its formation in the enterprise. To achieve this goal, the following tasks are set:

- disclosure of the economic essence and role of value added tax;
- disclosure of the main elements of value added tax;
- determining the procedure for calculating value added tax at the enterprise.

2. The essence and role of value added tax

The main feature of value added tax is a special procedure for its collection and payment. VAT is a mandatory payment that is included in the cost of goods, works or services and its payment lies with the final consumer. One of the advantages of value added tax, identified by economists, is that it does not directly affect the results of financial and economic activities of sellers on producers. Other advantages of VAT include:

- it is a factor that regulates prices;
- it is a stable income for the state;
- it is a factor due to which production develops.

Examining the foreign experience of tax administration, we can conclude that in developed countries a large proportion are big business, because in these countries a fairly high level of service for this category of taxpayers [4]. Due to such large volumes of activity of the so-called "large" value added taxpayers, there are some features of tax control, and more precisely it is manifested in the methods, forms of control itself, etc.

3. Taxpayers

VAT has a fairly large share of taxpayers, which explains its high fiscal efficiency, and VAT is the leader among tax revenues to the budget of Ukraine. We can say that the system of payers can be divided into several groups: individuals and legal entities. Activities in excess of UAH 1,000,000 for the previous 12 calendar months are required for taxation. For tax purposes, value added taxpayers are listed in Article 180 of the Tax Code of Ukraine. In the tax practice of abroad, the tax control of value added taxpayers is quite specific, but very important for public administration. In foreign countries, there is no single criterion by which taxpayers are classified as "big". Most often, the following indicators are used to classify payers as "large": the amount of taxes paid to the budget (Serbia, Ireland, Bulgaria, etc.), the amount of gross income (Germany, Austria, France, Italy, etc.) and the number of employees Norway, Denmark, Austria, etc.) [5]. In general, in most countries, the service of value added taxpayers by different units is a universal thing. Units implement all the basic functions of tax regulation, not excluding tax control. Tax revenues must come steadily to the budgets of the countries and for this purpose such divisions which will carry out tax control of activity of subjects of big business are created.

4. Object of taxation

In general, based on the Tax Code of Ukraine Article 22, the object of taxation may be property, goods, income (profit) or part thereof, turnover from the sale of goods (works, services), transactions for the supply of goods (works, services) and other 'objects defined by the tax legislation, with the presence of which the tax legislation connects the occurrence of the taxpayer's tax liability. Objects of taxation are VAT specified in Article 186 of the Tax Code of Ukraine [1].

5. Tax rates

According to Article 193 of the Tax Code of Ukraine, tax rates are set from the tax base in the following amounts:

a) 20 percent;
b) 0 percent;
c) 7 percent;
d) 14 percent.

The rate of 20 percent is standard and the main one. The 0 percent rate applies to: various export goods or services; supplies for refueling or supply of ships, aircraft on the territory of Ukraine or spacecraft and others [2]. The rate of 7 percent is applied to operations on delivery to the territory of Ukraine of medicines and medical products or various cultural, artistic actions, such as: display of theatrical, musical or other performances;

adapted film distribution services and others. A rate of 14 percent applies to some agricultural products, such as corn, wheat, barley, sunflower and others. One of the main problems of VAT taxation is the rather high rate of this tax. Examining the size of value added tax rates among different countries around the world, we can say that the VAT rate in Ukraine is quite high, while the standard of living is not very high. Among indirect taxes, the main shares of revenues are excises and value added tax. In developing countries, VAT rates are lower. This affects the amount of investment in the country's economy and GDP growth [1].

6. Value added tax benefits

Preferential incentives implement value added tax incentives. This is due to the use of a rate such as zero. Thanks to this, Ukrainian companies around the world have the opportunity to expand and strengthen. According to Article 30 of the Tax Code of Ukraine, tax relief is a tax and customs legislation exemption of a taxpayer from the obligation to accrue and pay taxes and fees, pay taxes and fees in a smaller amount if there are grounds. The payer has the right to use the benefit from the moment when there are grounds for its provision [3]. In turn, the grounds for preferential taxation are the characteristics of some groups of taxpayers, the object of their taxation, their type of activity and more. VAT benefits are determined for the supply of goods or services and must be applied without the possibility of waiving the benefits. Considering foreign experience, such as the United States, we can say that almost all tax benefits are used to support economic growth. In turn, Ukraine uses benefits most often to address the quality of narrow industry issues. U.S.-based tax benefits are designed to harness the potential of taxes, and consist of elements such as:

- Accelerated tax depreciation of fixed assets of enterprises is often used. This in turn makes it possible to increase costs and reduce taxable income;
- great benefits for investors who invest their money in various scientific developments;
- in production activities, due to the use of other possible types of energy, special benefits are applied.

7. Procedure and terms of tax payment

It is impossible not to mention the reporting or tax period when it comes to the procedure and timing of VAT payment. Therefore, the reporting period is called one calendar month. According to the Tax Code of Ukraine, Article 203, the procedure for submitting a tax return and terms of settlements with the budget are:

1. The tax return is submitted for the base reporting (tax) period equal to a calendar month, within 20 calendar days following the last calendar day of the reporting (tax) month.

2. The amount of tax liability specified by the taxpayer in the tax return submitted by him shall be payable within 10 calendar days following the last day of the relevant deadline [3].

8. Conclusions

Considering the budget of our country, we can safely say that at the moment there is no alternative to value added tax and that is why the main goal of fiscal policy will be to solve the problems associated with this tax. Due to constant attempts of taxpayers to avoid paying taxes, VAT does not fully fulfill its main function – providing a large share of revenues to the state budget, unlike the practice of most foreign countries, so VAT taxation in Ukraine needs further improvement. Nowadays, with a large flow of information, it is necessary to pay special attention to taxation [6]. This is because any activity aimed at making a profit comes to the attention of the tax legislation of our state. In this regard, there is an active use of a wide range of people to study tax law. The tax system includes various types of taxes. One of the most important indirect taxes is value added tax (VAT). The process of accumulation of theoretical and practical knowledge in the field of value added tax contributes to a better understanding of issues related to the correctness of calculation and payment of VAT to the budget.

REFERENCES

1. Податковий кодекс України: Закон України №2755-VI (Редакція станом 21.11.2021 р) / ВР України. URL : https://zakon.rada.gov.ua/laws/show/2755-17?find=1&text=%D0%BF%D0%BE%D0%B4%D0%B0%D1%82%D0%BA%D0%BE%D0%B2%D0%B5+%D0%B7%D0%BE%D0%B1%D0%BE%D0%B2%27%D1%8F%D0%B7%D0%B0%D0%BD%D0%BD%D1%8F#w1_1 (дата звернення: 20.11.2021)
2. Паньків О. М. Тенденції формування ПДВ як виду непрямих податків у реформуванні податкової системи // Наукове товариство Івана Кушніра. URL :

http://www.rusnauka.com/11_EISN_2010/Economics/64027.doc.htm (дата звернення: 19.11.2021)
3. Бідюк О. О. Адміністрування податків:міжнародний досвід та українські реалії: Матеріали науково-практичного круглого столу // Реформування системи сплати податків та зборів з урахуванням міжнародного досвіду: зб. наук. праць за матер. наук.-практ. круглого столу, 5 жовтня 2012 року. К. : Алерта, 2012. С. 25–29.
4. Проскура К. П. Податкове адміністрування в Україні в посткризовий період: ефективність та напрями модернізації. К. : ТОВ «Емкон», 2014. 376 с.
5. Міністерство Фінансів України. URL : https://index.minfin.com.ua/ua/finance/budget/gov/income/ (дата звертання 24.11.2021).
6. Коваленко Л. Адміністрування ПДВ в системі фінансового менеджменту // Науковий вісник Полісся. 2016. № 4(8). С. 293–302.

FOREIGN LANGUAGES AS A MEANS OF COMMUNICATION IN THE FIELD OF INTERNATIONAL ECONOMIC RELATIONS

J. D. Ivlieva,
L. I. Izotova (language supervisor)
V. N. Karazin National University, Kharkiv

Ivlieva J.D., Izotova L. I. Foreign languages as a means of communication in the field of international economic relations. This paper is devoted to the role of foreign languages in the industry of international economic relations. Under the conditions of the formation of market relations the new international economic ties and a wide exchange of specialists take place, so the knowledge of foreign language has become especially important. Expanding economic ties with the world's leading countries and the possibility of direct contact with foreign language speakers encourage specialists to learn foreign languages, develop their interest in the professional sphere of communication, contribute to mastering the vocabulary necessary for communication with representatives of other countries.

Keywords: foreign languages, international economics, international economic relations.

Івлієва Ю. Д., Ізотова Л. І. Іноземні мови як засіб спілкування у сфері міжнародних економічних відносин. Подана стаття присвячена ролі іноземних мов у галузі міжнародних економічних відносин. В умовах формування ринкових відносин відбуваються нові міжнародні економічні зв'язки та широкий обмін фахівцями, тому знання іноземної мови набуває особливої значущості. Розширення економічних зв’язків з провідними країнами світу та можливість безпосереднього контакту з носіями іноземних мов стимулюють фахівців до вивчення іноземних мов, розвивають їх інтерес до професійної сфери спілкування, сприяють оволодінню лексикою, необхідною для спілкування з представниками інших країн.

Ключові слова: іноземні мови, міжнародна економіка, міжнародні економічні відносини.

1. Introduction

The o b j e c t of the article is goods and services that are traded on the international market. It is noteworthy that in the current conditions on the international market a significant part of the totality of objects falls on the factors of production (import of capital in foreign language). As a special object, it is necessary to identify the extensive and comprehensive knowledge of foreign languages for cooperation of countries and organizations in the sphere of economics. The s u b j e c t is the importance of foreign participants in an international economic phenomena who speak foreign languages, as well as other processes that are able to act independently and actively in order to realize their economic interests. The p u r p o s e is to understand the important influence of foreign languages in the field of international economic relations.

2. Current state of industry

One of the most important factors in foreign languages in modern international economic relations is knowledge of vocabulary and grammar in order to be able to convey their ideas and improve the level of economic relations abroad, as well as the integration between the economies of different countries, which in crises situations lead to an increase in their effects.

International relations on the market are actively influenced not only by economic factors but also by social ones, i.e. the stock of knowledge and vocabulary of specialists. At the present stage of the development of international economic relations it is necessary to consider it in new conditions, under conditions of globalization. In this case foreign languages in international relations act as a system of micro- and macro levels, because it includes suppliers, consumers, specialists, governments of countries and international organizations. A large part of modern economic relations depends on the amount of words in foreign language in the themes of innovation, research and customer service.

A significant part of today's companies is composed not so much of material components as of non-material (awareness, knowledge and qualification of their employees at the international level and international languages).

Foreign languages have their value for business in international economic relations, because they reduce ambiguity in economic decisions; affect the behavior of people, which also has economic consequences. The current study of foreign languages in economics changes relations between the consumer, the producer and the seller, taking them to a higher level.

Nowadays, the most important criteria of effectiveness in international economic relations is the satisfaction of individualized needs, i.e. international relations must be adapted, adjusted, set up in such a way as to meet the needs of global consumers as much as possible. Also today there is a growing demand for knowledge of foreigners in economic relations. In today's globalized conditions international economic relations are being transformed into a new quality, because information and knowledge become the object of purchase and sale, and new technologies for this purpose are being developed.

3. Conclusions

Proceeding from the conducted research, we arrive at the following conclusions.

1) International economic relations emerged and developed under the influence of under the influence of such factors as the international study of languages, knowledge development, awareness in this area, the activity of specialists and their qualification.

2) In today's globalized environment, international economic relations are being transformed into a new quality,

Because information and knowledge are becoming the object of purchase and sale on the international market, and it is becoming easier and easier every year in the modern world because new technologies are being developed for this purpose.

3) Foreign languages in international economic relations in the international market is actively influenced not only by economic factors but also by social factors (awareness, knowledge and qualification of their employees at the international level and international languages) and force majeure situations.

The company, which enters this market, also with the study of foreign languages, gains not only higher profits, but also increased risks. Consideration of these factors will enable the function with such economic relations.

REFERENCES

1. Ділова англійська мова. URL : https://msu.edu.ua/wp-content/uploads/2020/04
2. Інноваційні методи викладання ділової англійської мови. URL : http://molodyvcheny.in.ua/files/journal/2017/4.3/40.pdf
3. Міжнародні економічні відносини. URL : https://uk.wikipedia.org/wiki
4. Міжнародна торгівля послугами: тенденції розвитку і структура українського ринку. URL : http://194.44.12.92:8080/xmlui/bitstream/handle/123456789/1082/3944_4%272012%2859%29_I.Erina.pdf?sequence=1
5. The UNCTAD Handbook of Statistics 2019. URL : https://unctad.org/system/files/official-document/tdstat44_en.pdf

THE ROLE AND IMPORTANCE OF ANTI-DUMPING POLICY IN REGULATING INTERNATIONAL ECONOMIC RELATIONS OF UKRAINE

D. S. Kahadiy,
O. M. Petrenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kahadiy D. S., Petrenko O. M. The role and importance of anti-dumping policy in regulating international economic relations of Ukraine. The article analyzes the concept of dumping as a method of competition, as well as anti-dumping regulation in the system of international economic relations. Methods of counteracting and preventing anti-dumping investigations against Ukrainian producers are considered.

Key words: anti-dumping measures, anti-dumping regulation, competition, dumping, international economic relations, Ukrainian producers.

Кагадій Д. С., Петренко О. М. Роль та значення антидемпінгової політики у регулюванні міжнародних економічних відносин України. Стаття присвячена дослідженню поняття демпінг як методу конкурентної боротьби, а також антидемпінгового регулювання у системі міжнародних економічних відносин. Розглянуто методи протидії та попередження антидемпінгових розслідувань щодо українських виробників.

Ключові слова: антидемпінгові заходи, антидемпінгове регулювання, конкурентна боротьба, демпінг, міжнародні економічні відносини, українські виробники.

1. Introduction

The purpose of the study is to clarify the essence of anti-dumping regulation, analyze the practice of an anti-dumping regulation in Ukraine. The object of the research is dumping and anti-dumping regulation in foreign trade, general principles and practice of anti-dumping procedures in the economy of Ukraine. The subject of the study is anti-dumping measures in the system of international economic relations and anti-dumping measures applied against Ukrainian producers. In conditions of fierce competition in foreign markets, Ukrainian goods are increasingly subject to anti-dumping investigations, which leads to the closure of the most attractive markets for domestic producers. This is especially true of competitive products of the metallurgical and chemical industries.

2. Current situation in anti-dumping legislation

The modern world market is characterized by rapid growth of competition and relative oversaturation of various goods and services. The intensification of competition through the expansion of international trade is an objective process that cannot be avoided. Many countries are increasingly using various measures to promote domestic producers in foreign markets instead of trade restrictions. A common form of competition in the world market is price dumping.

The evolution of the interpretation of the concept of dumping allows us to make the following interpretations of dumping:

1. The price on the foreign market is lower than the cost;
2. The price on the foreign market is lower than the ex-works price;
3. The price on the foreign market is lower than the price on the domestic market of the exporting country;
4. The price on the foreign market is lower than the world price;
5. The goods are sold at a loss.

“Dumping is the importation into the customs territory of an importing country of goods at prices lower than the comparative price of similar goods in the exporting country, to the detriment of the domestic producer of such goods” [5, p. 144].

In order to liberalize international trade, the World Trade Organization was established on 15 April 1994 by signing a multilateral agreement in Marrakesh, Morocco. The World Trade Organization became the successor to the General Agreement on Tariffs and Trade, an organization that existed from 1947 to 1994. The main tasks of the World Trade Organization are to ensure the long-term and stable functioning of the system of international trade relations, consistent implementation of fair trade policy and the gradual abolition of customs and trade restrictions.

The World Trade Organization does not ban dumping, it gives member countries the right to take certain measures to protect their national producers from the negative effects of dumping. World Trade Organization members have the right to apply anti-dumping measures if there is dumping of imports, damage to the national producer of such products or threat of such damage. There is a significant number of anti-dumping investigations against Ukraine in the world, which affects the volume of Ukrainian exports in the direction of their reduction. According to the data for the period 2009-2016, Ukraine's losses from anti-dumping sanctions reach 1.5-2.5 billion US dollars.

For the above reasons, it is important to study the recommendations and provisions of the World Trade Organization (primarily because they are based on the laws of World Trade Organization member countries), analysis of the experience of foreign countries. Until recently, Ukraine's main problem was its non-market status. The essence of the problem was that in the case of dumping, the measures were applied not to individual producers or companies that sold products at dumped prices, but against all similar products coming from Ukraine.

3. Measures against domestic exporters

Anti-dumping processes are perceived by most Ukrainian companies as something extraordinary. Safeguards against domestic exporters are a normal reaction of the world economy to the growing presence of Ukrainian goods. There are several main reasons that allow foreign producers to accuse Ukrainian companies of dumping. Not all countries recognize Ukrainian enterprises as operating in market conditions. Ignorance of Ukrainian exporters of the legislation of the countries conducting the investigation. Refusal of exporters to participate in anti-dumping investigations automatically leads to the closure of markets. Information about the beginning of the investigation does not always arrive on time. Ukrainian products cannot objectively be sold at the same price as the products of economically developed countries. Most often in the world anti-dumping processes are initiated against the supply of ferrous metals, chemicals and plastics.

In order to prevent anti-dumping investigations into the export of Ukrainian goods, it is necessary to rely on the existing world practice of applying protection measures, which mainly consists of the following:

1. When negotiating with the importer, it is necessary to read the anti-dumping legislation in advance.

2. In carrying out export operations on a permanent basis, the exporter must pursue a reasonable pricing policy.

3. An important issue is marketing, that is the exporter's study of the importer's market as a whole.

4. Methods of preventing anti-dumping measures

The government is trying to prevent anti-dumping measures through the following: negotiations to increase quotas for Ukrainian exporters; implementation of the order of the Ministry of Economy “On measures to prevent the implementation of the relevant state bodies of foreign countries anti-dumping measures on exports of ferrous metals from Ukraine"; Decree of the President of Ukraine "On measures to prevent the export of goods from Ukraine at prices, including dumping and settlement of trade disputes"; providing information support to enterprises related to industries at increased risk of anti-dumping measures; advise on the use of law firms that have experience in addressing specific issues related to the application of anti-dumping measures.

"Providing a mechanism of anti-dumping regulation with modern information technologies and creating an analytical management system in this area will facilitate the rapid and complete provision of information necessary for the decision-making process" [2, p. 6].

According to the Ministry of Industrial Policy of Ukraine, in 2016 Ukraine lost $ 190 million due to anti-dumping sanctions. Since 47% of foreign currency to the country's budget comes from the metallurgical industry, it is clear that any attempts to limit supplies significantly affect government revenues.

5. Conclusions

Thus, dumping is a common form of competition in the world market. This is international discrimination in prices, when the exporting country sells its goods in one foreign market cheaper than in another.

Dumping practices should not be seen as a negative process of distorting the competitive environment of foreign markets, as anti-dumping measures at the current stage of international trade and economic relations are the most common tool of state regulation of foreign trade to protect domestic producers from dumping. And the prevention of unfair commercial activity and its cessation is one of the main goals of the World Trade Organization.

Dumping and anti-dumping are effective methods of competition, the purpose of which for the business entity is usually to conquer the market, achieve economic advantages in foreign markets, increase cash flow, etc., and for the state – to protect its economic interests in the international market. Expanding markets for domestic products and supporting the national producer. Therefore dumping and anti-dumping measures by both economic entities and the state should be used as an additional instrument to influence international trade in the context of fair competition and in accordance with international requirements in this area.

REFERENCES

1. Гарасим Ю. Й. Антидемпінгове регулювання – загроза вільній торгівлі чи одна з умов її становлення? // Дослідження міжнародної економіки : зб. наук. праць від 06.03.2015 р. №2/67. С. 193–200.
2. Герасим Ю. Й. Сучасна антидемпінгова політика у світі, ЄС та Україні // Зовнішня торгівля і право. 2016. № 3. С. 5–10.
3. Закон України «Про захист національного товаровиробника від демпінгового імпорту» від 22 грудня 1998 р. № 330 – XIV.
4. Капуш І. С. Міжнародно-правові засади антидемпінгового регулювання // Актуальні проблеми політики : зб. наук. праць. Одеса, 2015. Вип. 30. С. 119–124.
5. Кочергіна О. Регулювання питань антидемпінгу Генеральною угодою про тарифи і торгівлю // Право України. 2014. № 4. С. 144-147.
6. Лукяненко Д. Г. Міжнародна економічна інтеграція. К. : ВІПОЛ, 2012. 358 с.
7. Митний Кодекс України від 13.03.2012 р. № 4495-VI. Зі змінами та доповненнями. URL : https://zakon.rada.gov.ua/laws/show/4495-17#Text .
8. Митно-тарифне та нетарифне регулювання зовнішньоекономічної діяльності. URL : https://arm.naiau.kiev.ua/books/mutne_pravo/parts/part6.html .
9. Статистична інформація. Антидемпінгові, спеціальні та антисубсидиційні розслідування. URL : https://me.gov.ua/Documents/Detail?lang=uk-UA&id=2d92511f-c6fa-468a-97f3-bc353742db15&title .
10. Угода про застосування статті 7 Генеральної угоди про тарифи і торгівлю 1994 року: міжнародний документ від 15.04.1994. URL : https://zakon.rada.gov.ua/laws/show/981_011#Text

DIGITALE TRANSFORMATION IN DER LOGISTIK: DER FAHRZEUGAUTOMATION

O. A. Kalmykova,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Kalmykova O. A., Pirog I. I. Digitale Transformation in der Logistik: der Fahrzeugautomation. Der Artikel widmet sich der Untersuchung der Fahrzeugautomatisierung als Haupttrend in der Entwicklung der Logistikindustrie 4.0. Dabei werden die Evolution der Transportautomatisierung und der aktuelle Entwicklungsstand betrachtet. Das Hauptaugenmerk wird auf die Vorteile gelegt, die der autonome Transport der Logistikbranche bietet, sowie auf ihre Nachteile und Punkte, die ihre Entwicklung behindern.

Schlüsselwörter: Autonome Fahrzeuge, Digitalisierung, Evolution, Logistik 4.0, Transport, Vorteile.

Калмикова О. О., Пірог І. І. Цифрова трансформація у логістиці: автоматизація транспортних засобів. Статтю присвячено дослідженню автоматизації транспортних засобів як основного напряму розвитку логістичної галузі 4.0 покоління. Розглянуто еволюцію автоматизації транспорту та її сучасний стан. Основна увага приділяється перевагам, які автономний транспорт привносить у логістичну галузь, а також його недолікам та моментам, що перешкоджають його розвитку.

Ключові слова: Автономні транспортні засоби, еволюція, Логістика 4.0, переваги, транспорт цифровізація.

1. Einführung

G e g e n s t a n d der Forschung ist die Technologie der Fahrzeugautomatisierung als Haupttrend der Digitalisierung in der Logistikbranche. D e r Z w e c k des Artikels ist es, den aktuellen Stand dieses Trend und seine Auswirkungen auf die Weiterentwicklung der Logistik im Kontext der globalen Digitalisierung zu ermitteln.

Heutzutage muss der Herstellungsprozess aktualisiert werden und eine der Innovationsmöglichkeiten ist das Konzept der Industrie 4.0. Dieses Industrie 4.0-Konzept kann als Instrument der Wettbewerbsfähigkeit gesehen werden. Sein Hauptbestandteil ist die Digitalisierung. In Analogie zum Industrie 4.0-Konzept heißt das moderne Konzept der Logistikentwicklung mit digitalen Technologien Logistik 4.0.

2.1. Logistik 4.0 ist die Logistik autonomer Lösungen

Autonomie wird nicht nur in Versorgungsmanagementsystemen, Ladungsverfolgung, Ladungslagerung, sondern auch direkt im Transportwesen implementiert. Bis vor kurzem war der autonome Verkehr, der ohne menschliches Eingreifen auskommt, eine ferne Zukunft. Aber die Automatisierung von Fertigungsprozessen ist so weit verbreitet, dass Roboter, künstliche Intelligenz und maschinelles Lernen auch aus der Logistikbranche nicht mehr wegzudenken sind. Dies ist nun der Haupttrend in der Entwicklung der Transportlogistik. Die Hauptprioritäten bleiben gleich: schnelle Lieferung, Gewährleistung der Sicherheit und Qualität des Transports sowie Reduzierung der Transportkosten [1].

Dem Trend der digitalen Globalisierung folgend, sucht die Logistik auch nach Lösungen für zwei große Herausforderungen, die sich unmittelbar während der COVID-19-Pandemie verschärft haben. Erstens gibt es einen wachsenden Arbeitskräftemangel. Die American Trucking Associations schätzt, dass es aufgrund einer alternden Belegschaft und Schwierigkeiten bei der Gewinnung jüngerer Fahrer bis 2024 174.500 Fahrerengpässe geben wird [3]. Zweitens besteht eine hohe Nachfrage nach kürzeren Lieferzeiten. War es früher für Verbraucher ausreichend, ihre Waren sicher und gut zu erhalten, möchten sie heute den Zustand und den Standort der Ware, wo und warum es eine Verzögerung gibt und erwarten, dass sie so schnell wie möglich erhalten werden.

Der entscheidende Punkt, den die Pandemie jedoch aufgedeckt hat, ist die Notwendigkeit einer kontaktlosen Lieferung, um einen sichereren und effizienteren Transport von Waren zu ermöglichen.

Um diese Probleme zu lösen, sowie die Lieferzeiten und gleichzeitig die Transportkosten zu reduzieren, ist es möglich, durch die Automatisierung des Transports.

Fahrzeugautomatisierung ist ein evolutionärer Prozess. Es besteht aus 5 Stufen [4].

Stufe 0. Keine Automatisierung.

Stufe 1: Fahrerassistenz. Das Fahrzeug hat eine allgemein automatisierte Struktur, wird aber dennoch vollständig vom Menschen gesteuert.

Stufe 2: Teilautomatisierung. Die menschliche Kontrolle wird durch ein automatisiertes Geschwindigkeits- und Lenksystem reduziert.

Stufe 3: Eingeschränkte Automatisierung. Alle Teile des Autofahrens sind automatisiert, aber der Fahrer muss verfügbar sein, um das Auto bei Bedarf zu fahren.

Stufe 4: Hohe Automatisierung. In kontrollierten Regionen sind Fahrzeuge vollständig autonom. Sie können sich frei in den grosen Stadten bewegen, Karten nutzen und Daten mit dem Umland austauschen. In dieser Phase befindet sich die Logistikbranche gerade. Was ist er wirklich?

In der Luftfracht sehen wir die Einführung von Drohnen mit einer einfach zu bedienenden Schnittstelle zum Senden und Empfangen von Paketen rund um die Uhr. Matternet ist führend in der Luftzustellung in Städten. Das erste Unternehmen, das autorisiert ist, Waren per Drohnen in Städte in der Schweiz zu liefern. Auch das Logistikunternehmen DHL hat in Kooperation mit Chinas EHang ein gemeinsames Projekt zur automatisierten Auslieferung von Bestellungen per Drohnen gestartet. Natilus ist auf Boeing 747-Drohnen spezialisiert, die interkontinentale Frachtzustelldienste anbieten, um die Flugreisekosten zu senken.

Autonome Schiffe sind mit fortschrittlichen Sensoren ausgestattet, die es ihnen ermöglichen, in Echtzeit und mit einer Genauigkeit, die das menschliche Niveau übertrifft, ein detailliertes Bild ihrer Umgebung zu erstellen. Zusammen mit künstlicher Intelligenz bieten Berührungssensoren Schiffen Objekterkennung und Kollisionsvermeidung. Rolls-Royce und der finnische staatliche Fährbetreiber Finferries haben bereits die weltweit erste vollautonome Fähre namens FALCO demonstriert [5].

Autonome Güterzüge sind in Australien bereits im Einsatz, um Eisenerz über das Festland zu transportieren. Der Zug ist mit einem On-Board-Modul ausgestattet, das automatisch seine Position, Geschwindigkeit und Fahrtrichtung an die Leitstelle sendet. Deutsche Bahn und Siemens entwickeln den weltweit ersten autonomen Zug für die Personenbeförderung innerhalb der Stadt.

Die Automatisierung des Straßenverkehrs für den Gütertransport hat ein langsameres Tempo. Viele Tech-Unternehmen (Peloton, Continental, TomTom etc.) arbeiten bereits an der Entwicklung autonomer Lkw. Sie werden jedoch mindestens 2-5 Jahre brauchen, um auf den Markt zu kommen, da es eine Reihe von Hindernissen gibt, die angegangen werden müssen.

Stufe 5: Volle Automatisierung und unabhängige Bewegung in jeder Region. In diesem Fall ist die Anwesenheit des Fahrers nicht erforderlich.

Dies ist die letzte Phase der Fahrzeugautomatisierung, die die Transportlogistik derzeit anstrebt.

2.2. Automatisierte Logistiksysteme

Automatisierte Logistiksysteme sind auf hohe Effizienz ausgelegt, was für Unternehmen Zeiteinsparungen in Bezug auf Produktivität und Gewinn bedeutet. Automatisierter Frachttransport kann eine verbesserte Liefereffizienz und niedrigere Transportkosten bieten. Schauen wir uns einige der Vorteile der Implementierung des autonomen Transports an:

1. Behebung des Fahrermangels. Aufgrund des demografischen Wandels mangelt es im Straßenverkehr an qualifizierten Mitarbeitern. Der Einsatz autonomer Fahrzeuge könnte diese Lücke schließen, indem die menschliche Steuerung durch unbemannte Programmierung ersetzt wird.

2. Reduzierung des Transportabfalls und Erhöhung der Liefergeschwindigkeit. Autonome Fahrzeuge, insbesondere Lastwagen, werden in der Lage sein, den Kurs zu ändern, um Verzögerungen zu vermeiden, und sie werden ständig mit ihrer optimalen Geschwindigkeit fahren.

Früher brauchte ein Lkw einen Vollzeitfahrer, der Pausen einlegen musste. Der unabhängige Transport kann hypothetisch 24 Stunden am Tag, 365 Tage im Jahr betrieben werden. Wenn Produkte ohne Fahrer bewegt werden könnten, würden die Transportkosten erheblich gesenkt [6].

3. Lösung des Umweltproblems. Die Entwicklung autonomer Fahrzeuge beinhaltet die Einführung umweltfreundlicher Technologien. Die CO2-Emissionen werden deutlich geringer sein und zukünftige autonome Lkw werden in der Lage sein, die Umweltsituation zu analysieren [2].

4. Bildung eines einzigen Platoon. Der automatisierte Versand ermöglicht die effektive Bildung von Platoons: Mehrere Frachtfähren, die auf demselben Kurs fahren, werden zu einer Einheit organisiert. Der Haupttruck bestimmt die Geschwindigkeit und Richtung der Bewegung, alle anderen folgen ihm und wiederholen seine Manipulationen. Dieselbe Technologie wird im Bereich des Straßenverkehrs entwickelt [2].

5. Reduzierung der Unfallzahlen. Laut der National Highway Traffic Safety Administration (NHTSA) des US-Verkehrsministeriums sind 94% der Autounfälle auf menschliches Versagen zurückzuführen. Daher konzentrieren sich Verkehrssicherheitsbehörden und Autohersteller auf selbstfahrende Autos, die Verkehrsunfälle und Todesfälle reduzieren. Mithilfe von Sensoren sind autonome Fahrzeuge in der Lage, Fußgänger,

andere Fahrzeuge sowie Hindernisse auf der Straße zu unterscheiden, um eine Kollision rechtzeitig zu vermeiden [6].

6. In Echtzeit. Autonome Fahrzeuge sind in der Lage, Informationen in Echtzeit zu sammeln und auszuwerten und liefern sofortige Ergebnisse und Lösungen, optimieren die Bewegungsroute.

2.3. Die Entwicklung von Automatisierungslösungen

Während die Prozessautomatisierung heute ein wichtiger Trend in der Logistik und im Supply Chain Management ist und in naher Zukunft immer wichtiger werden wird, stehen Unternehmen bei der Entwicklung von Automatisierungslösungen immer noch vor Herausforderungen.

Erstens fehlt es an einem geeigneten Rechtsrahmen. Bisher sind die Regelungen nicht umfassend. Ein harmonisierter Rechtsrahmen ist Voraussetzung für einen reibungslosen grenzüberschreitenden Verkehr. Mit der Verantwortung für die Regulierung der Zukunft der automatisierten Technologie müssen Regierungen Richtlinien erstellen, die die Sicherheit und Funktionalität autonomer Fahrzeuge gewährleisten, Protokolle erstellen, die sicherstellen, dass Daten sicher und geschützt verwaltet werden können, und neue Systeme nach und nach in bestehende integrieren [5].

Zweitens benötigen autonome Fahrzeuge bessere Straßen, um zuverlässig zu funktionieren. Sie benötigen in der Regel deutlich gekennzeichnete Fahrspuren sowie Verkehrszeichen. Alle diese Daten können potenziell in Karten programmiert werden, die sie für die Navigation verwenden.

Drittens ist jedes Gerät anfällig für Fehler, Systemabstürze und Fehlinterpretationen. Die Hersteller stehen daher vor der schwierigen Aufgabe, diese Fehler zu minimieren und dies erfordert höhere Kosten [6].

Viertens werden hier wie in jedem neuen Bereich qualifizierte Arbeitskräfte benötigt. Die Fahrzeugautomatisierung hat ihre eigenen Besonderheiten und erfordert daher eine besondere Herangehensweise.

3. Schlussfolgerungen

Daher entwickelt sich die autonome Verkehrstechnologie allmählich weiter, und die Entwickler dieser Technologie unternehmen zunehmend Schritte, um sicherzustellen, dass die richtige Sicherheitstechnologie vorhanden ist und die Gesellschaft vorbereitet ist. Vor der erfolgreichen Implementierung dieser Technologie müssen jedoch eine Reihe von Problemen angegangen werden. Mit einem effektiven Zusammenspiel zwischen der Regierung und dem privaten verarbeitenden Gewerbe wird die Logistikbranche ein neues Niveau erreichen. Gleichzeitig wird die Warenlieferung einfacher, sicherer, kostengünstiger und rentabler. Der Anteil des Logistiksektors am globalen BIP wird steigen und die allgemeine Gesundheit der Wirtschaft in führenden Ländern und auf der ganzen Welt verbessern. Der Transport von Gütern war und ist schon immer so. Seine Rolle ist in der modernen Welt sehr wichtig.

LITERATURSVERZEICHNIS

1. Липкин Е. Индустрия 4.0: Умные технологии – ключевой элемент в промышленной конкуренции. Москва, 2017. 142 с.
2. Autonomous Vehicles in logistics: Everything you Need to Know // Business Partner Magazine. 2021. URL : https://businesspartnermagazine.com/autonomous-vehicles-logistics-everything-need-know/ .
3. Heather Somerville. Self-driving trucks begin mail delivery test for U.S. Postal Service. 2019. URL : https://www.reuters.com/article/us-tusimple-autonomous-usps/self-driving-trucks-begin-mail-delivery-test-for-u-s-postal-service-idUSKCN1SR0YB .
4. Jean-Paul Rodrigue. The Geography of Transport Systems, 5th edition. New York: Routledge, 2020. 456 p. Chapter 10.
5. Jorge Hurtado. The Future of Transportation: An Autonomous Landscape. Chicago, 2021. URL : https://www.prescouter.com/2021/01/automated-logistics-the-future-of-freight/ .
6. Martin Grolms. Autonomous vehicles in logistics part 1: Opportunities and risks. 2020. URL : https://www.allthingssupplychain.com/autonomous-vehicles-in-logistics-part-1-opportunities-and-risks/

THE LAST MILE IN LOGISTICS. CHALLENGES AND EFFICIENT SOLUTIONS

O. A. Kalmykova,
O. I. Radchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Kalmykova O. A., Radchenko O. I. The last mile in logistics. Challenges and efficient solutions. The article is devoted to the study of the last mile in logistics, as the main stage of the entire process of delivering goods to the consumer in terms of e-commerce. The key tasks that the logistics of the last mile aims to solve in order to meet the growing demands of consumers are considered. The article also identifies the existing problems of transport logistics at the last mile stage and suggests efficient ways to solve them.

Keywords: delivering, e-commerce, growing demand, last mile, transport logistics.

Калмикова О. О., Радченко О. І. Остання миля в логістиці. Виклики та ефективні рішення. Стаття присвячена дослідженню останньої милі в логістиці, як основного етапу всього процесу доставки товару до споживача в умовах електронної комерції. Розглянуто ключові завдання, які має на меті вирішити логістика останньої милі для задоволення зростаючих запитів споживачів. У статті також визначено існуючі проблеми транспортної логістики на етапі останньої милі та запропоновано ефективні шляхи їх вирішення.

Ключові слова: доставка, електронна комерція, зростаючий попит, остання миля, транспортна логістика.

1. Introduction

The o b j e c t of the article is the last mile delivery, as the most important and problematic component of whole transport and distribution logistics. The s u b j e c t of the article is the obstacles on the way to efficient logistics of the last mile and modern solutions to overcome them. T h e p u r p o s e of this article was to explore organizational ways to improve the delivery process of the last mile.

The r e l e v a n c e of the topic is based on the fact that consumer shopping patterns have been changing over time. With the expansion of the range of services and the alternative of choice, the requirements are growing, and to remain competitive in the market, companies must keep up with them.

The Covid-19 pandemic also made some adjustments. Being limited in their actions due to the quarantine, more and more people have turned to online shopping. The structure of e-commerce markets has changed during the Covid-19 period, and online sales have drastically increased. As a result, companies faced some challenges related to delivering products to their customers and following contactless delivery of Covid-19.

What are consumers now expecting from the delivery?

1. Free shipping. 43% of shoppers expect free shipping on their orders. For companies, this component increases the likelihood of repeat purchases and customer loyalty level.
2. Delivery speed. 45% of shoppers expect next-day delivery, 33% expect 1-2 hours for purchase to be delivered, and 22% expect 3-4 hours for the delivery. This is the key factor that determines the success of the company.
3. Home delivery. 66% of shoppers prefer home delivery. This was especially actual during a pandemic.
4. Tracking delivery. 81% find it important to keep track of their orders. It also increases consumer loyalty and confidence in the company [9].

The last mile is a stage that aims to solve these problems to satisfy the requirements of consumers quickly, efficiently and without delays. After all, the last mile has the most points of convergence with customers.

The term “the last mile” is used in logistics to describe the last stage of delivery of goods to the consumer, for example, from the distribution center to the door of the house.

But while this is the most important stage of the transport chain, at the same time it is the least efficient one. Most of the delivery problems occur in the last mile delivery, including the main part of the costs. According to Business Insider Intelligence, the last mile delivery costs have a 53% share of total transport costs [10].

2. Existing problems and solutions

In general, the last mile problem can be characterized as follows. If 90% of the work is done on a high level, but since the remaining 10% is poorly solved (i.e. delivery is not completed on time, takes too long, is expensive, etc.), all work is also considered poor as a result.

Very often, due to failures of the last mile delivery, online stores lose customers and even their reputation. And all the efforts of the seller to promote their store, goods, attract buyers, increase their loyalty are nullified.

Therefore, barriers to efficient the last mile delivery must be overcome to provide the highest quality customer experience. Ultimately, the success of companies and their profits, the efficiency of national economies, and, at the highest level, the world economy depends on it.

So what are the challenges facing the last mile and what are the solutions?

1. Location of warehouses and a final delivery address.

As already mentioned, the last mile is the path from the warehouse to the door of the customer's house. The speed of delivery and transport costs directly depends on the distance between these two points. The closer the warehouse is to the delivery addresses, the faster and more optimal delivery is.

However, most of the main warehouses are located on the outskirts of cities. This is due to the fact that with such a location, the main highways are located nearby, and the territories are freer than in the city center. Such a centralized warehouse system loses its functionality, as it is too far from consumers.

Most of the costs are for transportation (50.3%), and for renting a warehouse – only 4.3%. Cushman & Wakefield has calculated that reducing the distance from the warehouse to the first destination by just 20 minutes can save €2 million per year [5].

As the concept of same-day delivery is growing rapidly, e-commerce companies need to expand their network of warehouses directly in cities for instant delivery. Thus, a decentralized system is a better option. The bulk of the inventory is concentrated in a network of warehouses, located in various distribution regions, in immediate proximity to the consumer [3, c. 76]. At the same time, companies can quickly respond to demand and deliver orders the same day or even after a few hours.

A variation of this approach is microstorage. This tactic is already being successfully used by Amazon. Thanks to a wide network of small warehouses within cities and a special Prime Now program, they can deliver orders late at night and on weekends, within 24 hours after checkout. Unsurprisingly, Amazon products are in such high demand [4].

2. Digital technologies and automation.

The last mile is the stage where the highest human input is required. Companies need drivers who will deliver the goods to addresses, couriers who will deliver the order to the door of the house. At the same time, the entire transport logistics suffers from a lack of drivers due to the aging of the nation and the difficulties in attracting young workers. And in this aspect, the role of technology is just increasing. In the context of global digitalization, human input is increasingly being replaced by automation.

This is also the optimal solution for transport logistics. Autonomous vehicles can operate 24/7. If goods could be delivered without a driver, transportation costs would be significantly reduced and along with it the cost of delivery for the consumer as well.

Drones are now the most common autonomous vehicle. Although this technology is in its early stages of implementation, it is already making progress.

Many companies, including DHL, Amazon, Google, are experimenting in this direction [4]. The potential of the global transport drone market is estimated at $11.2 billion by 2022 and is expected to reach $29.06 billion by 2027 [8]. The advantages of the new direction include increased delivery speed and reduced operating costs. Moreover, it will optimize delivery routes. The use of drones, like other autonomous vehicles, would make it possible to dynamically redistribute cargo flows, avoiding traffic jams and busy transportation channels.

Automation is also being actively introduced in the field of road transport, but less actively. For example, TuSimple, a manufacturer of self-driving trucks, conducted an experiment in the United States to deliver goods along a route of just over 1,500 kilometers from Arizona to Oklahoma. Although the experiment was carried out so far under the control of the driver, in the future it will be possible to switch to full automation. In this case, the delivery time will be reduced at least from 24 hours to 14 hours 6 minutes, or by 42% [6].

By using electric vehicles and drones, companies are also reducing their carbon footprint and doing better for the environment. Environmentally friendly transport gives companies an additional competitive advantage. To be competitive in the local and global market, companies choose this development path as a key one.

3. Route optimization and delivery tracking

Route planning is one of the most difficult steps as it depends on many variables. The efficiency of the undertaken routes determines the cost spent on fuel and ETA of the delivery. A delay at any stage of the route can lead to disruption of the entire delivery schedule. Customers who ordered goods for a specific time, after delays are unlikely to make a second purchase and consider the service to be of insufficient quality.

The main problem in planning the route, as well as following it, is the lack of detailed and up-to-date maps. This leads to other problems as well.

Due to bad routes, drivers have to drive an extra distance and the same roads. Moreover, it is not always possible to guess when the customer will be able to pick up the order, and this threatens with downtime.

In addition to map detailing, leading logistics companies are using digital technologies such as LI [1] to address this issue and improve their last mile delivery process. This is a fairly young technology, but its importance can hardly be overestimated. Location Intelligence provides a comprehensive approach to combining, visualizing, and analyzing geographic data. Thanks to the implementation of this technology into route planning, it is possible to track the goods in real-time, optimize the route at any stage of delivery (based on the current data on weather forecasts, traffic jams, accidents, etc.), and also manage the vehicle fleet [1, c. 309–316].

This technology is widespread among IT giants (Google, Amazon, Facebook, Apple, Yandex, etc.), as well as small delivery and transportation services such as Uber and Glovo.

The same technology allows consumers to track their orders at every stage of delivery [11]. The easiest way to implement this technology for customers is in the form of a mobile application, where all the information about the order is stored. This will replace the currently used shipping tracking codes.

On the other hand, using such an application, customers will be able to choose a convenient time and place of delivery. Thus, companies do not have to return to the same place several times to finally deliver the order to the customer.

Also, crowdsourcing is now an effective last mile logistics solution. This is especially true for companies that do not have their vehicle fleet and do not want to use the services of private logistics distributors.

This technology allows retailers to connect with local non-professional couriers who use their transport for delivery. Local couriers are easier to navigate in the area and are able to choose independently the best route. This way, companies can deliver their online orders to customers faster, and customers can receive their purchases at the most suitable time and place. Companies that cooperate with local couriers based on crowdsourcing can quickly respond to demand, fully control the delivery process and provide their customers with a convenient service afterward.

Crowdsourcing is actively used not only by small local companies but also by such giants as Walmart, Amazon in the Flex service, Uber in the Rush project, and others. The well-known Glovo is also an example of crowdsourcing. However, in order to reach a higher level, Glovo must be modernized and meet the standards of the global logistics industry. But its main advantage is that it will not need to be designed from scratch. In addition, Glovo has already managed to gain recognition from customers, has a loyal customer base, and a base of reliable couriers. Consequently, a significant part of the cost of promoting and delivering a new service to consumers may also be skipped [2, c. 113-123].

But no matter how companies try to keep up with technology and improve their delivery system, it is always important to collect and analyze logistics data.

Data on stocks, vehicle fleets, current delivery times, drivers, customer reviews – if all this is not organized, then it is very difficult to determine the direction of development and be successful in your field.

Centralization of logistics data in a single digital system, for example, ERP, will allow to identify the shortcomings in the delivery of the last mile and eliminate them as efficiently as possible, to eradicate the possibility of delays and missed or failed deliveries [7]. Moreover, this way companies will have a clearer idea of what their customers are looking for and how to meet their needs.

3. Conclusions

Thus, the main problems of the last mile, as in general transport logistics, are associated with the problems of efficient and fast delivery of goods to consumers. By providing quality service to their customers, companies also strive to reduce their costs.

There are many powerful developments taking place in this area, like drones and autonomous vehicles, autonomous warehouses, real-time tracking, etc. The development of technology is ongoing; digital technologies are changing traditional last mile logistics and making it more powerful.

In addition, last mile logistics is closely interconnected with other supply chain management systems. And as it has been mentioned, if the goods are delivered to the client at the wrong time or not delivered at all, then the whole supply chain suffers, and all work is reduced to zero.

Therefore, the delivery of the last mile is a key stage to be improved for the companies in the whole world. They are looking for more efficient delivery services because they want to offer their end consumers alternatives and earn a loyal customer base.

REFERENCES

1. Герхардт Э. Location Intelligence // Вестник НГУЭУ. 2015. № 4. С. 309–316.
2. Карпунь О. В. Використання краудсорсингу в логістиці "останньої милі", як спосіб підвищення якості обслуговування клієнтів // Моделювання та інформаційні системи в економіці. 2019. № 98. С. 113–123.
3. Кузьмина Т. С. Складское хозяйство в логистической системе. Волгоград : Изд-во ВолГУ, 2000. 76 с. URL : https://www.studmed.ru/view/kuzmina-ts-skladskoe-hozyaystvo-v-logisticheskoy-sisteme_c00702a.html
4. «Хабр». Портал для IT-специалистов. URL : https://habr.com/post/402475
5. Cushman & Wakefield. Last Link: Quantifying the Cost. URL : https://www.cushmanwakefield.com.ua/en/last-link
6. Kolodny Lora. TuSimple says its self-driving trucks shaved 10 hours off a 24-hour run. URL : https://www.cnbc.com/2021/05/19/tusimple-self-driving-trucks-saved-10-hours-on-24-hour-run.html
7. Rosencrance Linda. 7 ways to improve last-mile delivery. URL : https://searcherp.techtarget.com/feature/Top-7-ways-to-improve-last-mile-delivery
8. Research and Markets. URL : https://www.researchandmarkets.com/research/mmcvlf/29_06_billion?w=5
9. Royal Mail Delivery Matters report 2020. URL : https://www.royalmail.com/business/guides-and-insights/delivery-matters-for-online-shoppers
10. Shelagh Dolan. The challenges of last mile delivery logistics and the tech solutions cutting costs in the final mile. URL : https://www.businessinsider.com/last-mile-delivery-shipping-explained?IR=T
11. Shilpi Chhabra. Challenges and Opportunities of Last mile Delivery. URL : https://jungleworks.com/challenges-and-opportunities-of-last-mile-delivery/

THE ROLE OF THE ENGLISH LANGUAGE IN PUBLIC ADMINISTRATION

O. R. Kapshuk,
A. V. Burman (language supervisor)
V. N. Karazin National University, Kharkiv

Kapshuk O. R., Burman A. V. The Role of the English Language in Public Administration. The article analyzes the position of Ukraine on the level of English, the main factors influencing the importance of learning English in our time. Public policy in our state is an integral part of state development. The English language skills of civil servants are extremely important at this stage of our country's development. Its study by civil servants is especially relevant today because this language is recognized as an international language and is spoken by 54 countries. It should be noted that knowledge of the English language is highly valued by employers. As a result, it is concluded that despite the fact that now in our state is not too high level of language proficiency, it is very promising and will bring Ukraine closer to the last stages of European integration. As a result, its development is important especially now.

Keywords: english, civil servants, public policy.

Капшук О. Р., Бурман А. В. Роль англійської мови в державному управлінні. У статті наводиться аналіз становища України за рівнем володіння англійською мовою, головні чинники, що впливають на важливість вивчення англійської мови в наш час. Публічна політика внашій державі є складовою частиною розвитку держави. Володіння англійською мовою державних службовців надзвичайно важливе на данному етапі розвитку нашої держави. Вивчення її державними службовцями особливо актуальне сьогодні, адже ця мова визнана міжнародною мовою і на ній говорять 54 держави. Варто зауважити, що знання англійської мови дуже цінується роботодавцями . В результаті, робиться висновок, що незважаючи на те що зараз в нашій державі не надто високий рівень знання мови, це є дуже перспективним і наблизить Україну до останніх етапів євроінтеграції. Внасідок чого, його розвиток є особливо важливим зараз.

Ключові слова: англійська мова, державні службовці, публічна політика.

1. Introduction

Today Ukraine is oriented towards European integration and as stated in the Constitution of Ukraine – is a democratic, legal, social and independent statethis is virtually impossible. Without the formating a stable and well-developed civil service. A public servant is someone who must have a high-quality professional training, master modern management technologies and knows English well, but not every public servant knows it at the proper level, which is a strong barrier in the professional activity – in public administration.

Relevance of the research: At the moment there are 54 countries where English is an official language, this language is widespread throughout the world and is international, so to improve your professionalism at work you need to pay a lot of attention to the language. Perhaps the most difficult and very relevant at the same problem in the process of retraining and improving the qualifications of state managers is the formation of English-language competence.

Analysis of the latest research: According to the ENLISH PROFICIENCY INDEX for 2021, our state ranks 40th out of 112 and that's not a bad indicator but in Europe English proficiency remains much higher than in other regions.

Purpose of the study: To determine what place English in the lives of citizens and employees.

The task and the course of their solution in the article is to determine what is the level of English language proficiency of civil servants in Ukraine; to understand the importance of English in the professional activities of civil servants.

2. English in the professional activities of civil servants

The object of the study English in the professional activities of civil servants.

Subject of the study: the formation of English-language competence within the framework of professional activity.

Research methods: theoretical, deduction, observation.

We live in a time when travel, comfortable and well-paid jobs, barrier-free communication with partners at work just need English at the proper level. English is currently the language of the internet. According estimated of 565 million people use the internet every day and about 52% of the world's most visited websites are displayed in English. Therefore, learning this language gives access to over halfway content of the internet, which might not be available otherwise. Whether it is for fun or for work, if you understand English, you will be able to exchange information with people online and use many more materials. If you have a sufficient level of English, it opens the curtain of opportunities that are closed to citizens who do not speak the language.

2.1. English and the present

Today, people can get in touch through telephone or the Internet, they can find out about what other people think by reading a newspaper article or watching local television news. And that is why the public sphere today transcends space and includes all channels of communication by which citizens can send and receive information.

Thanks to the understanding of English, as mentioned above – it is an international language, you can get quality information not distorted by intermediaries in the process of translation.

A properly functioning public sphere that ensures the free flow of information and equal participation in discussion offers real opportunities for successful and effective governance.

2.2. Civil servants and their knowledge of English

Professional activities of public administration employees are associated with the official business style of English, focusing on the terminology of public administration, appropriate phrases and constructions of office work, the ability to conduct business correspondence, to negotiate not only at official receptions and ceremonies, but also in a private atmosphere, have a competent and correct command of grammatical material.

Professional vocabulary is, in one way or another, closely related to general vocabulary, so one must adhere to a harmonious combination of learning the correct use of professional terms with the use of general lexical units, since one cannot speak using only the professional terminological apparatus. In addition, the civil servant must distinguish between formal and informal styles in the language, he must clearly select them.

The ability to express your thoughts freely, both in writing and orally, is very important for career development at this stage of human civilization. Today, when hiring for almost any job, the employer wants to see knowledge of the language in subordinates, which, of course, has its privileges in the form: a higher position, higher wages compared to colleagues who do not have sufficient knowledge of the english and much more.

3. Conclusions

Consequently, it is safe to say that English plays a major role not only in the lives of citizens and society as a whole, but also in the professional activities of civil servants and public administration as a whole.

According to ENLISH PROFICIENCY INDEX, our state this year ranks 40th out of 112, it seems to be a good result, but other states have much better results and are developing much faster than Ukraine. Having English opens up new opportunities that can help you move up the career ladder faster, have higher wages than other workers, and be a versatile person. Because the public sphere is an area in which people are constantly communicating with each other, and usually this happens not only between regions, but also with representatives of other countries who speak a different language. It is in English, because it is an internationally recognized language. Through possible international cooperation, public servants can improve not only themselves and their skills, but also the society of our state as a whole.

English plays a really big role in public administration. Perhaps it wasn't very important before, there wasn't as much public policy and widespread English in the world as there is today. It is necessary to spend as much time as possible on learning and practicing English. It is the future of the development of our state on a level with European ones. And it brings Ukraine closer to the final stages of European integration.

REFERENCES

1. Панасенко Є. О. Оптимізація процесу викладання англійської мови для державних управлінців в україні // Проблеми та перспективи розвитку освіти. Львів, 30-31 березня 2017 р. URL : http://molodyvcheny.in.ua/files/conf/ped/21march2017/52.pdf
2. Сурмін Ю. П. Необхідність концептуальних змін професійного навчання державних службовців в Украïн // Вісник НАДУ. К. : Вид-во НАДУ, 2005.
3. Чому важливо вивчати англійську мову. URL : https://englhouse.ru/uk/uchashhimsya/pochemu-vazhno-изучать-anglijský-yazyk.html
4. Communication for Governance & Accountability Program public sphere. URL : https://assets.publishing.service.gov.uk/media/57a08b45e5274a27b2000a69/PubSphereweb.pdf

5. International Review of Administrative Sciences. URL : https://journals.sagepub.com/doi/10.1177/0020852320986230
6. Odugbemi, A. (2008). Public opinion, the public sphere, and quality of governance: An exploration. In S. Odugbemi & T. Jacobson (Eds.), Governance reform under real-world conditions. Citizens, stakeholders, and voice.
7. The Importance of Learning English // Discover 5 reasons why learning English is important for your career and profil. URL : https://www.etsglobal.org/pl/en/blog/news/importance-of-learning-english
8. The orwell foundation // Politics and the english language. URL : https://www.orwellfoundation.com/the-orwell-foundation/orwell/essays-and-other-works/politics-and-the-english-language/
9. The world’s largest ranking of countries and regions by English skills. URL : https://www.ef.com/wwen/epi/

UTILISATION DES CONTINGENTS TARIFAIRES HORS TAXES DE L'UE PAR L'UKRAINE

K. A. Kaverina
L. A. Dudka (consultante linguistiaue)
Université nationale V. N. Karazin, Kharkiv

Kaverina K. O., Dudka L. A. Utilisation des contingents tarifaires en franchise de droits de l'UE par l'Ukraine. L'article couvre les contingents tarifaires en franchise de droits pour l'Ukraine établis par l'Union européenne dans le cadre de l'Accord sur une zone de libre-échange approfondi et complet. L'exportation de marchandises vers l'UE dans le cadre des quotas existants a été analysée. Les positions des exportations nationales dépassant le volume des contingents tarifaires sont décrites. L'opportunité d'augmenter les contingents tarifaires ou de leur suppression complète avec l'introduction d'un régime hors taxes pour la fourniture de produits nationaux à l'UE est justifiée.

Mots-clés: droit, contingent tarifaire hors taxes, UE, exportations, ALE.

Каверіна К. О., Дудка Л. А. Використання безмитних тарифних квот ЄС Україною. У статті розглядаються встановлені Європейським Союзом безмитні тарифні квоти для України в рамках угоди про Поглиблену і всеохоплюючу зону вільної торгівлі. Проаналізовано експорт товару до ЄС в рамках існуючих квот. Охарактеризовано позиції вітчизняного експорту, що перевищують обсяги тарифних квот. Обґрунтовано доцільність збільшення тарифних квот чи їх повне скасування з запровадженням безмитного режиму поставок вітчизняної продукції до ЄС.

Ключові слова: безмитна тарифна квота, експорт, ЄС, ЗВТ, мито.

1. Introduction

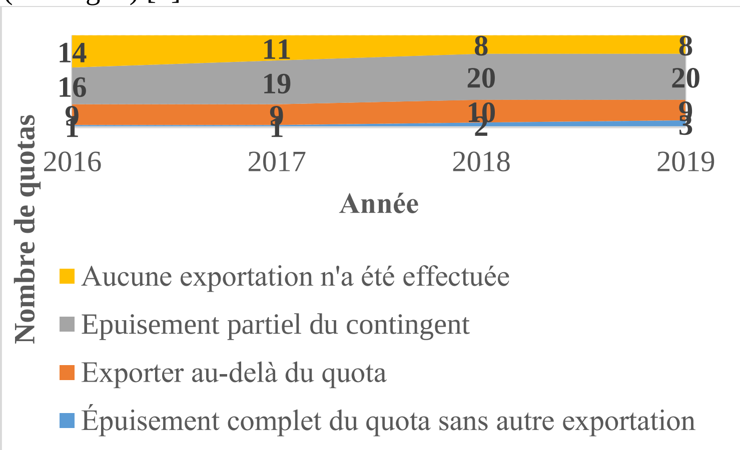
Afin d'importer des produits ukrainiens sur le territoire de l'UE, l'UE et l'Ukraine appliquent des contingents tarifaires en franchise de droits extrêmement faibles à la partie des produits agricoles et alimentaires. L'expérience de l'utilisation des quotas (certains d'entre eux s'épuisent complètement au cours des premiers jours ou mois de l'année) montre que les niveaux établis d'offres en franchise de droits pour les produits agricoles et alimentaires sont souvent trop faibles par rapport à la capacité actuelle d'exportation et de production du secteur agricole ukrainien. La valeur réelle de ce travail est stipulée par le fait qu'après la crise de 2014, l'UE est le principal partenaire commercial de l'Ukraine. L'objectif de l'étude est d'examiner l'état actuel de l'utilisation des contingents tarifaires en franchise de droits et de justifier leur augmentation. Les caractéristiques et les perspectives des contingents tarifaires en franchise de droits de l'Ukraine font l'objet de l'étude.

2. L'état actuel des contingents tarifaires en franchise de droits

Dans le cadre de l'accord sur une zone de libre-échange approfondi et complet entre l'Ukraine et l'UE, l'utilisation de contingents tarifaires est envisagée. Des droits nuls sont imposés sur une certaine quantité de marchandises, tandis que les échanges sans droits de douane ont lieu en utilisant les taux de droits d'importation standard [1].

L'UE a établi des contingents tarifaires en franchise de droits pour 36 types de produits ukrainiens, avec des contingents supplémentaires pour 4 types (ainsi, 40 contingents tarifaires ont été accordés). Aux termes de l'ALE approfondi et complet, les contingents tarifaires individuels sont soumis à des augmentations progressives sur la période 2017-2021 [3].

Les exportateurs ukrainiens utilisent activement les possibilités d'exportations hors taxes vers l'UE dans le cadre de contingents tarifaires de base, supplémentaires et temporaires. En 2019, 32 des 40 contingents tarifaires ont été appliqués aux livraisons, dont 12 ont été pleinement utilisés et 1 dépassé de plus de 95 pour cent (32 contingents tarifaires ont été utilisés en 2018, 29 contingents tarifaires en 2017 et 26 contingents tarifaires en 2016) (voir fig. 1) [4].



Source : compilé par l'auteur à partir de matériaux [4]

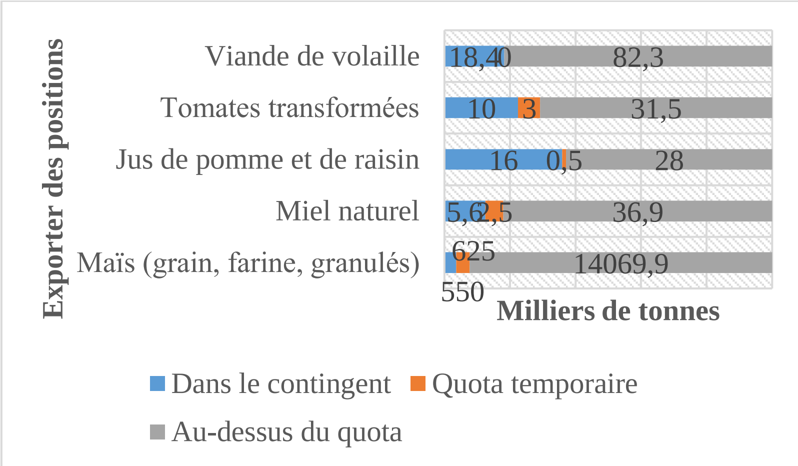
Fig. 1. Utilisation de contingents tarifaires en franchise de droits pour les exportations de produits ukrainiens vers l'UE en 2016–2019

En 2019, les contingents tarifaires pour le miel naturel, les tomates transformées, le beurre et les pâtes laitières, les grains d'orge, le blé (grains, farine et granulés), le maïs (grains, farine et granulés), la viande de volaille (de base), les jus de pomme et de raisin, le sucre, l'amidon, l'amidon transformé et les produits de malt et d'amidon étaient tous épuisés.

Au total, 20 contingents tarifaires en franchise accordés par l'UE ont été partiellement épuisés par les exportateurs nationaux en 2019. Les exportations avec les 8 quotas restants (produits transformés à base d'huile, sorbitol, quota supplémentaire pour les champignons, bœuf, porc, ovins) n'ont pas encore commencé, l'Ukraine n'ayant pas encore été autorisée à exporter les produits concernés vers l'UE.

Pour un certain nombre de produits, les exportations intérieures vers l'UE dépassent de loin les niveaux établis des contingents tarifaires. Il s'agit notamment du maïs (céréales, farine et granulés), du miel naturel, des jus de pommes et de raisins, des tomates transformées et de la viande de volaille (fig. 2).

Ainsi, en 2019 pour le maïs, les exportations dépassant le quota (14,07 millions de tonnes) ont dépassé de 12,0 fois les exportations en franchise de droits dans le cadre des quotas principaux et temporaires (totalisant 1,175 million de tonnes). De même, le volume des exportations de miel naturel d'Ukraine vers l'UE, qui a été importé au-delà du quota (36,9 milliers de tonnes), a dépassé de 4,6 fois le volume total des quotas temporaires et principaux (8,1 milliers de tonnes). Pour la viande de volaille, le ratio était de 4,5 fois, pour les tomates transformées – 2,4 fois, pour les jus de pomme et de raisin – 1,7 fois.



Source: compilé par l'auteur sur la base de documents [2]

Fig. 2. Livraisons de l'Ukraine vers l'UE dans et au-delà du volume des contingents tarifaires en franchise de droits en 2020

3. Problèmes de développement

Dans ce contexte, la question de savoir s'il y a lieu d'augmenter ou d'abolir les contingents tarifaires pertinents avec l'introduction d'un régime en franchise de droits pour l'approvisionnement de ces produits nationaux vers l'UE est urgente. Bien que les contingents tarifaires n'arrêtent pas les exportations nationales vers l'UE de maïs, de blé, de viande de volaille, de miel, de jus, de beurre, de tomates transformées et de sucre, Néanmoins, il est conseillé d'augmenter et de renforcer l'accès en franchise de droits garanti pour ces produits dans le l'UE dans le cadre de la zone de libre-échange de façon permanente. Elle éliminerait également l'incertitude liée à l'introduction de quotas temporaires pour l'Ukraine, qui résultait d'une évaluation favorable de la situation et d'un geste de bonne volonté de la part de l'UE, et peuvent donc être annulées irrévocablement après l'expiration de leur période de validité.

4. Perspectives

En ce qui concerne la modification des dispositions de l'accord sur une zone de libre-échange approfondi et complet, l'assouplissement des restrictions d'accès au marché de l'UE liées aux contingents tarifaires en franchise de droits, qui peuvent prendre la forme d'une suppression en tant que contingents eux-mêmes, est souhaitables ainsi que les droits d'importation qui s'appliquent en dehors d'eux, sont les plus appropriés pour les groupes de produits «tomates transformées», «miel naturel», «jus de pomme et de raisin», «viande de volaille». Les exportations nationales vers l'UE pour ces groupes de produits dépassent systématiquement les volumes des quotas (par conséquent, les droits hors quotas n'ont pas d'impact restrictif significatif), tandis que la part de la production ukrainienne sur les marchés de l'UE reste faible (il n'y a donc aucune menace d'éviction des producteurs locaux). La combinaison de ces facteurs rend les contingents tarifaires inefficaces dans la réglementation du commerce de ces groupes de produits et favorise la libéralisation de l'accès au marché européen.

Pour les articles candidats, il est important de consulter les producteurs nationaux et de mener une analyse détaillée de la manière et dans quelle mesure il est approprié d'augmenter l'accès au marché en franchise de droits dans les pays de l'UE. Les consultations avec l'UE devraient se concentrer sur l'augmentation de l'accès en franchise de droits pour les produits ukrainiens à plus forte valeur ajoutée.

5. Conclusion

L'analyse des contingents tarifaires en franchise de droits de l'UE pour l'Ukraine a montré que pour un certain nombre de produits, les exportations nationales vers l'UE dépassent de loin les niveaux établis des contingents tarifaires. Il s'agit notamment du maïs (grains, farine et granulés), du miel naturel, des jus de pomme et de raisin, des tomates transformées et de la volaille.

Dans ce contexte, la question de savoir s'il faut augmenter ou supprimer les contingents tarifaires concernés avec l'introduction d'un régime en franchise de droits pour la fourniture de ces produits nationaux à l'UE est urgente. La situation est aggravée par le fait qu'un grand nombre d'entreprises nationales, ayant perdu le marché russe et n'ayant pas trouvé le moyen de se réorienter vers de nouveaux marchés, ont arrêté leurs activités économiques. Dans plusieurs groupes de produits, malgré le remplacement attendu du marché russe par l'Europe, les exportations dans les deux sens ont baissé, ce qui prouve une fois de plus la pertinence de la révision des contingents tarifaires accordés par l'Union européenne à l'Ukraine.

RÉFÉRENCES

1. Безмитні тарифні квоти та їхнє використання. *Євроінтеграційний портал*. URL : https://eu-ua.kmu.gov.ua/zona-vilnoi-torhivli/bezmytni-taryfni-kvoty-ta-yihnie-vykorystannia (дата звернення: 06.11.2021).
2. Тарифні квоти в рамках ПВЗВТ. *Міністерство економіки України*. URL : https://me.gov.ua/Documents/Detail?lang=uk-UA&isSpecial=True&id=f5cea3c3-d7e0-4e49-994d-f87089e3d3fc&title=TarifniKvotiVRamkakhPvzvt (дата звернення: 06.11.2021).
3. Тарифні квоти та нетарифні заходи в ПВЗВТ. *Угода про асоціацію Україна-ЄС*. URL : https://eu-agreement.ed-era.com/b4/p3 (дата звернення: 08.11.2021).
4. Час переглядати: як Україні вести діалог з ЄС про збільшення безмитних квот. *Європейська правда*. URL : https://www.eurointegration.com.ua/articles/2020/05/25/7110262/ (дата звернення: 08.11.2021).

USE OF EU DUTY-FREE TARIFF QUOTAS BY UKRAINE

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

Кaverina K. O., Zmiyova I. V. Use of EU duty-free tariff quotas by Ukraine. The article covers duty-free tariff quotas for Ukraine established by the European Union within the framework of the Agreement on a Deep and Comprehensive Free Trade Area. The export of goods to the EU within the framework of existing quotas has been analysed. The positions of domestic exports exceeding the volume of tariff quotas are described. The expediency of increasing tariff quotas or their complete abolition with the introduction of a duty-free regime for the supply of domestic products to the EU is substantiated.

Keywords: duty, duty-free tariff quota, EU, exports, FTA.

Каверіна К. О., Змійова І. В. Використання безмитних тарифних квот ЄС Україною. У статті розглядаються встановлені Європейським Союзом безмитні тарифні квоти для України в рамках угоди про Поглиблену і всеохоплюючу зону вільної торгівлі. Проаналізовано експорт товару до ЄС в рамках існуючих квот. Охарактеризовано позиції вітчизняного експорту, що перевищують обсяги тарифних квот. Обгрунтовано доцільність збільшення тарифних квот чи їх повне скасування з запровадженням безмитного режиму поставок вітчизняної продукції до ЄС.

Ключові слова: безмитна тарифна квота, експорт, ЄС, ЗВТ, мито.

1. Introduction

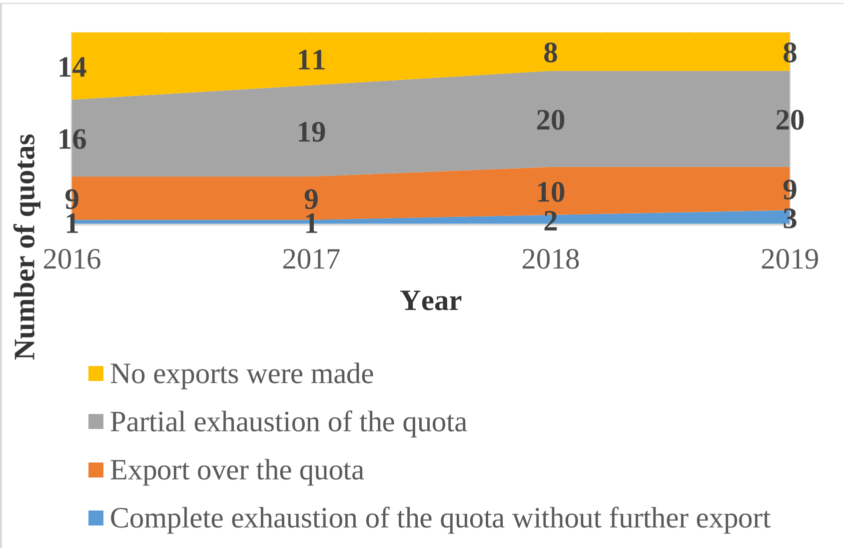
In order to import Ukrainian goods into the EU territory, the EU and Ukraine apply extremely low duty-free tariff quotas to the part of agricultural and food products. Experience with the use of quotas (some of them completely exhaust in the first days or months of the year) shows that the established levels of duty-free supplies for agricultural and food products are often too low in terms of the current export and production capacity of the Ukrainian agricultural sector. The actual value of this work is stipulated by the fact that after the 2014 crisis, the EU is Ukraine’s main trading partner. The purpose of the study is to review the current status of the use of duty-free tariff quotas and to justify their increase. Features and prospects of Ukraine’s duty-free tariff quotas are the subject of the study.

2. The current state of duty-free tariff quotas

Within the framework of the Agreement on a Deep and Comprehensive Free Trade Area between Ukraine and the EU, the use of tariff quotas is envisaged. Zero duty is imposed on a certain quantity of goods, while non-duty trade takes place using standard import duty rates [1].

The EU has established duty-free tariff quotas for 36 types of Ukrainian goods, with additional quotas for 4 types (thus 40 tariff quotas have been granted). Under the terms of the in-depth and comprehensive FTA, individual tariff quotas are subject to incremental increases over the period 2017–2021 [3].

Ukrainian exporters are actively using the possibilities of duty-free exports to the EU within the framework of basic, additional and temporary tariff quotas. In 2019, 32 out of 40 tariff quotas were applied to deliveries, 12 of which were fully utilized and 1 exceeded by more than 95 per cent (32 tariff quotas were used in 2018, 29 tariff quotas in 2017 and 26 tariff quotas in 2016) (see Fig. 1) [4].



Source: compiled by the author based on materials [4]

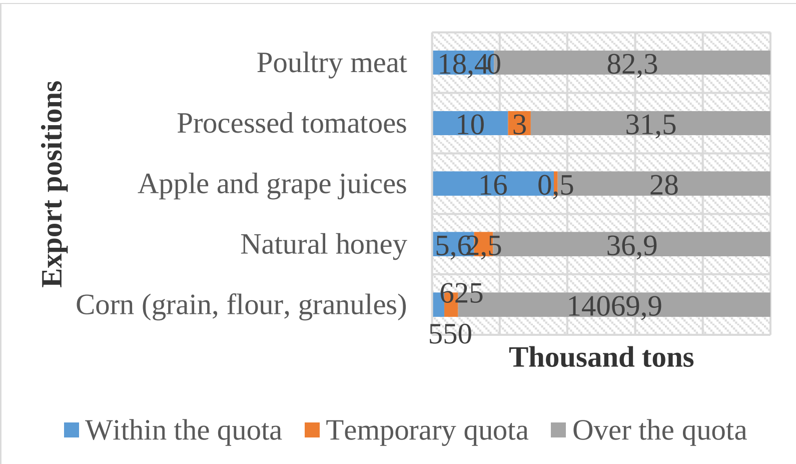
Fig. 1. Use of duty-free tariff quotas
for exports of Ukrainian products to the EU in 2016–2019

In 2019, the tariff quotas for natural honey, processed tomatoes, butter and dairy pastes, barley grains, wheat (grains, flour and granules), maize (grains, flour and granules), poultry meat (basic), apple and grape juices, sugar, starch, processed starch, and malt and starch products were all exhausted.

In total, 20 duty-free tariff quotas granted by the EU were partially exhausted by domestic exporters in 2019. Exports with the remaining 8 quotas (processed products from oil, sorbitol, additional quota for mushrooms, beef, pork, ovine) have not started, as Ukraine has not yet been allowed to export the relevant products to the EU.

For a number of products, domestic exports to the EU far exceed the established levels of tariff quotas. These include maize (grain, flour and granules), natural honey, apple and grape juices, processed tomatoes and poultry meat (Fig. 2).

Thus, in 2019 for maize, exports exceeding the quota (14.07 million tons) exceeded duty-free exports under the main and temporary quotas (totalling 1.175 million tons) by 12.0 times. Similarly, the volume of exports of natural honey from Ukraine to the EU, which was imported in excess of the quota (36.9 thousand tons), exceeded the total volume of temporary and main quotas (8.1 thousand tons) by 4.6 times. For poultry meat, the ratio was 4.5 times, for processed tomatoes – 2.4 times, for apple and grape juices – 1.7 times.



Source: compiled by the author based on materials [2]

Fig. 2. Deliveries from Ukraine to the EU within and above the volume of duty-free tariff quotas in 2020

3. Problems of developing

In this context, the question of whether to increase or abolish the relevant tariff quotas with the introduction of a duty-free regime for the supply of these domestic products to the EU is an urgent one. Although tariff quotas do not stop domestic exports to the EU of maize, wheat, poultry meat, honey, juices, butter, processed tomatoes and sugar, Nevertheless, it is advisable to increase and strengthen the guaranteed duty-free access for these products in the EU within the framework of the free trade area on a permanent basis. It would also remove the uncertainty associated with the introduction of temporary quotas for Ukraine, which was the result of a favourable assessment of the situation and a goodwill gesture on the part of the EU, and therefore can be cancelled irrevocably after the expiry of their period of validity.

4. Prospects

With regard to the amendment of the provisions of the Agreement on a Deep and Comprehensive Free Trade Area, the easing of restrictions on access to the EU market related to duty-free tariff quotas, which may take the form of elimination as quotas themselves, is desirable as well as import duties that operate outside them, are most appropriate for product groups of ‘processed tomatoes’, ‘natural honey’, ‘apple and grape juice’, ‘poultry meat’. Domestic exports to the EU for these product groups consistently exceed quota volumes (hence, duties outside quotas have no significant restrictive impact), while the share of Ukrainian production in EU markets remains small (hence there is no threat of crowding out local producers). The combination of these factors makes tariff quotas ineffective in regulating trade in these product groups and favours liberalization of access to the European market.

For candidate items, it is important to consult with domestic producers and conduct a detailed analysis of how and to what extent it is appropriate to increase duty-free market access in EU countries. Consultations with the EU should focus on increasing duty-free access for Ukrainian goods with higher value added.

5. Conclusion

The analysis of EU duty-free tariff quotas for Ukraine showed that for a number of products, domestic exports to the EU far exceed the established levels of tariff quotas. These include maize (grain, flour and granules), natural honey, apple and grape juices, processed tomatoes and poultry.

In this context, the question of whether to increase or abolish the relevant tariff quotas with the introduction of a duty-free regime for the supply of these domestic products to the EU is an urgent one. The situation is aggravated by the fact that a large number of domestic enterprises, having lost the Russian market and not finding a way to reorient themselves to new markets, have stopped their economic activities. In a number of product groups, despite the expected replacement of the Russian market by Europe, exports in both directions have fallen, which once again proves the relevance of the review of the duty-free quotas granted by the European Union to Ukraine.

REFERENCES

1. Безмитні тарифні квоти та їхнє використання. *Євроінтеграційний портал*. URL : https://eu-ua.kmu.gov.ua/zona-vilnoi-torhivli/bezmytni-taryfni-kvoty-ta-yihnie-vykorystannia (дата звернення: 06.11.2021).
2. Тарифні квоти в рамках ПВЗВТ. *Міністерство економіки України*. URL : https://me.gov.ua/Documents/Detail?lang=uk-UA&isSpecial=True&id=f5cea3c3-d7e0-4e49-994d-f87089e3d3fc&title=TarifniKvotiVRamkakhPvzvt (дата звернення: 06.11.2021).
3. Тарифні квоти та нетарифні заходи в ПВЗВТ. *Угода про асоціацію Україна-ЄС*. URL : https://eu-agreement.ed-era.com/b4/p3 (дата звернення: 08.11.2021).
4. Час переглядати: як Україні вести діалог з ЄС про збільшення безмитних квот. *Європейська правда*. URL : https://www.eurointegration.com.ua/articles/2020/05/25/7110262/ (дата звернення: 08.11.2021).

CULTURAL DIPLOMACY AND DIPLOMATIC ETIQUETTE IN CHINA

D. A. Kazakov,
O. M. Petrenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kazakov D. A., Petrenko O. M. Cultural diplomacy and diplomatic etiquette in China. The article analyzes the development of Chinese diplomacy, how cultural diplomacy is used to promote the Chinese culture, as well as, a short overview of Chinese etiquette is done. Chinese diplomacy is an important subject that needs to be deeply analyzed using its characteristics. The term cultural diplomacy is analyzed, together with how China uses it for their own benefit by organizing different activities and programs. Moreover, this article gives a short description of Chinese etiquette and what one should do when meeting with Chinese interlocutors in order to gain their trust.

Keywords: Chinese culture**,** Chinese diplomacy**,** cultural diplomacy**,** diplomatic etiquette**,** interlocutors**,** programs.

Казаков Д. А., Петренко О. М. Культурна дипломатія та дипломатичний етикет в Китаї. У статті аналізується розвиток китайської дипломатії, як культурна дипломатія використовується для популяризації китайської культури, а також був зроблений короткий огляд китайського етикету. Китайська дипломатія є важливою темою, яку необхідно глибоко проаналізувати, використовуючи її характеристики. Проаналізовано термін культурна дипломатія, а також те, як Китай використовує його для власного блага, організовуючи різні заходи та програми. Крім того, ця стаття коротко описує китайський етикет і що потрібно робити при зустрічі з китайськими співрозмовниками, щоб завоювати їхню довіру.

Ключові слова: дипломатичний етикет, китайська дипломатія, китайська культура, культурна дипломатія, програми**,** співрозмовники.

1. Introduction

The o b j e c t of the article is the comprehensive analysis of particular characteristics of Chinese diplomacy. The s u b j e c t of the article is how cultural diplomacy and diplomatic etiquette work in China, what are its features and goals. The p u r p o s e of the study is to examine the development of Chinese diplomacy in general, how it operates and to determine the main facts about it in order to better understand it and work with Chinese interlocutors.

For this purpose, it is important to give an overview of Chinese diplomacy, its short history, main goals and position on the world stage.

Secondly, it is crucial to look into how China uses "cultural diplomacy", what this country wants to achieve using this tool and what institutions promote Chinese culture. In the end, we should analyze Chinese etiquette customs, what one should or should not do when meeting with the Chinese.

2. Overview of Chinese diplomacy

Chinese diplomacy has centuries-old historical customs and periods of institutional development, which have been forming over several millennia of its development. In the history of political thought and institutional development of China's foreign relations, diplomacy has always been a part of the political culture of the society, as one of the most important goals of protecting the interests of the state and the processes of state formation.

Chinese diplomacy in the second half of XX century has undergone significant changes. From a backward country, China has become a nuclear power with a billion-strong population and a powerful industry. In the modern world order, the People's Republic of China (PRC) occupies one of the most important places. China ranks first in the world in terms of population, second in the world (after the United States) in economic power and third in area. The country is a member of the Nuclear Club and a permanent member of the UN Security Council. Every year for the past three decades, since Deng Xiaoping's policy of reform and openness, China has consistently demonstrated high economic growth.

In order to gain global advantage, Beijing seeks to use soft, indirect diplomatic methods, trying to attract as many states as possible to its allies, especially in Asia and among developing countries. China is trying to prevent threats to its national interests by deepening cooperation with potentially threatening states. Moreover, China almost never puts political, economic and security cooperation on the same level, only occasionally using economic action for political purposes. Thus, the existing political, historical and border disputes with Japan do not prevent the two countries from being the largest trading partners. Political differences with the United States and some EU countries, including on the human rights situation in China, Taiwan and Tibet, do not hinder the rapid development of trade and economic cooperation between them [6, c. 521–522].

3. Cultural diplomacy in China

"Cultural diplomacy" is quite a new term that is widely used by politicians, activists, cultural figures, journalists and researchers. At the level of intuition, everyone can understands that we are talking about international communication through the implementation of cultural projects – exhibitions, concerts, publishing projects, cultural exchanges etc. [5].

When it comes to China, first, it is necessary to highlight four main goals of this modern country:

1. Beijing wants to be seen as a country that works hard to give its people a better future.
2. China has an interest in looking like a stable, reliable and responsible economic partner, as a growing economic power that should not be feared.
3. China's leaders want the country to be seen as a trustworthy member of the international community, capable and ready to actively promote world peace.
4. Official Beijing wants to be respected as an ancient culture with a long history [7, pp. 93–94].

The Ministry of Education is considered the most important player in China's cultural diplomacy. It organizes international educational exchanges and cooperation, develops and oversees programs for Chinese students studying abroad and foreign students studying in China, as well as joint educational programs of Chinese and foreign educational institutions.

Confucius Institutes play an important role in the global spread of the Chinese language and culture. This is a network of international cultural and educational centers created by the State Chancellery for the Spread of the Chinese Language Abroad of the Ministry of Education of the PRC. The mission of Confucius Institutes is to promote the growth of understanding of China and its culture throughout the world, and to develop friendly relations between China and other countries. Training at Confucius Institutes is focused on the specifics of cooperation with China. Tasks of the Institutes include:

- organization of Chinese language and culture courses;
- holding scientific conferences dedicated to China;
- popularization of Chinese language and culture through various competitions and events;
- conducting a proficiency test in the Chinese language;
- preparation and publication of educational literature on the Chinese language;
- student and teaching internships in China, consulting on education in the PRC.

Chinese Ministry of Culture operates many overseas cultural centers. There are currently over 20 centers promoting Chinese language and culture around the world. Chinese Cultural Centers provide information services and training programs, as well as various educational and cultural events, such as lectures on China.

There also exists the China Cultural Center, which is a non-profit government organization. It regularly hosts various cultural events – exhibitions, lectures, film screenings, concerts, as well as a variety of courses, so that anyone interested in Chinese culture will find entertainment, which suits their liking [2, c. 154–156].

4. Diplomatic etiquette in China

Another important aspect that needs to be brought up in order to understand the Chinese diplomacy is its unique etiquette. Awareness of the basic principles of communication with the Chinese people, as well as Chinese diplomatic etiquette – is the key to successful negotiations. By learning Chinese etiquette, one will be able to attract almost any Chinese interlocutor, making communication more productive and enjoyable for both sides.

When meeting, the Chinese will appreciate if you try to greet them in their language. Say “Ni hao”, which means “hello”. If the interlocutor is significantly older than you are, it is better to say "Ning Hao" – this is a more respectable form of address. The Chinese do not like strong handshakes. This custom came to them from the western culture and it is not typical of the Chinese traditional etiquette. Therefore, when shaking hands, you should not lean on your partner's hand, it can be perceived as pressure and aggression on your part [3].

The Chinese are friendly hosts. If you are invited home or to a restaurant for lunch, be prepared for the fact that they can serve two dozen dishes, or even more. You should not outright refuse the offered meal. Even if you find one of the exotic dishes disgusting, try to eat at least a piece or a few spoonfuls and leave the rest. The guest in China must stand from the table first. Both vodka and wine are popular in China. They usually drink after a toast. The glass should be held in the right hand, supporting it with the left. In other people's glasses you need to pour to the edges, otherwise it will be considered disrespectful [4, c. 315].

China is not a country of the most punctual people. The Chinese are sometimes 20-30 minutes late for a meeting for no apparent reason. They have the right to be late, but you do not have that right in China. So be extremely punctual. Try to calculate the time accurately. You should remember that in Beijing, Shanghai, Guangzhou and other major cities there may be traffic jams – leave in advance.

The Chinese are fans of a restrained dress code, so business outfits in China are minimally bright and noticeable. According to the rules of etiquette in China, the choice of formal wear for men is freer than for the women. During their stay in the country with a business visit women are advised to exclude from their wardrobe, things with a deep neckline, shorts, dresses with a large neckline on the back and other things of similar kind [1].

5. Conclusions

The article analyzes the main features of Chinese diplomacy. These include a brief history where we can see that the Chinese diplomacy has undergone significant changes since its inception in 20th century and now the country stands as one of the most influential players on the world stage. Today, China wants to be seen as a peaceful nation that uses soft, indirect diplomatic methods to attract as many states as possible to its allies and puts economic prosperity over political disputes.

Cultural diplomacy is an important subject that China uses for its own interests to create a picture that the PRC is a peaceful, stable, reliable and responsible economic partner. China uses many government institutions and programs, that are increasing each year, to promote its culture, like educational exchanges and cooperation for Chinese, as well as foreign students, sponsored by the Ministry of Education. There also exists the Confucius Institutes and the China Cultural Center; both of them are an integral part that helps to promote Chinese language and culture throughout the world by organizing different events and programs.

Chinese diplomatic etiquette is very traditional and can often follow very strict regulations that one should know in order to have a successful diplomatic or a business meeting with a Chinese interlocutor. This article gives a few examples of how one should behave in order to gain someone’s trust in China. The most important advice is that you should not disrespect the Chinese hosts, follow their customs and not impose your own.

REFERENCES

1. Маслов А. А. Китай и китайцы [О чем молчат путеводители]. URL : https://culture.wikireading.ru/38935

2. Мухаметов Р. С. Культурная дипломатия КНР: институты, инструменты и проблемы // Известия Уральского федерального университета. Сер. 3: Общественные науки. 2019. Т. 14, № 4 (194). С. 150–157.
3. Редакція Uteka.ua. Китайський діловий етикет: як успішно провести переговори. URL : https://uteka.ua/publication/news-14-delovye-novosti-36-kitajskij-delovoj-etiket-kak-uspeshno-provesti-peregovory
4. Сагайдак О. П. Дипломатичний протокол та етикет : навч. Посібник. К. : Знання, 2006. 380 с.
5. Хартмонд М. Культурна дипломатія як професійний світогляд: креш-курс для українських культурних менеджерів. URL : https://www.culturepartnership.eu/ua/article/myroslava-hartmond
6. Ціватий В. Зовнішньополітичні та дипломатичні інститути Китайської Народної Республіки (КНР): погляд з України // Україна дипломатична. 2013. Вип. 14. С. 521–548.
7. d’Hooghe I. Public Diplomacy in the People’s Republic of China // The new public diplomacy: soft power in international relations / edite dy Jan Melissen. Basingstoke, UK : Palgrave Macmillan, 2005. P. 93–94.

APPROACHES TO EVALUATION OF EFFICIENCY OF ADVERTISING CAMPAIGN

M. V. Khaleeva,
I. G. Nikulimova (language supervisor)
V. N. Karazin National University, Kharkiv

Khaleeva M. V., Nikulimova I. G. Approaches to evaluation of efficiency of advertising campaign. The article describes the problem of evaluating the effectiveness of advertising and analyzes the main methods of solving this problem. Now companies invest most of their profits in advertising, so this task appears in any company. Recently, advertising on the Internet has become increasingly popular. There are evaluations of the effectiveness of banner advertising, subscription and site. That is why the article gives examples of its use, in the analysis of which the emphasis is on the psychological aspect. That is why this issue is relevant for any business.

Key words: advertising, methods of efficiency, profit, investments.

Халєєва М. В., Нікулімова Я. Г. Підходи до оцінки ефективності рекламної кампанії. У статті описано проблему оцінки ефективності реклами та проаналізовано основні методи вирішення цього питання. Зараз компанії інвестують у рекламу більшу частину прибутку, тому таке завдання з'являється у будь-якій компанії. Останнім часом дедалі популярнішим стає реклама в інтернеті. Розрізняють оцінювання ефективності банерної реклами, передплати та сайту. Саме тому у статті наведено приклади її використання, в аналізі яких зроблено акцент на психологічному аспекті. Через що це питання є актуальним для будь-якого бізнесу.

Ключові слова: реклама, методи ефективності, прибуток, інвестиції.

1. Introduction

These days, companies invest most of their profits in advertising. According to the study in 2019, the advertising market in Ukraine grew by almost 9.5% to $ 1.26 billion, of which $ 1.02 billion is accounted for advertising on the Internet and TV. Currently, there is a growing trend of the advertising budget in many companies, but the amount of advertising funding does not ensure its effectiveness, which is why the analysis and systematization of approaches to assessing the effectiveness of advertising is a topical issue in modern conditions [7].

The problem of evaluating the effectiveness of advertising arises in any company. At present, scientists and advertising specialists have proposed many different ways and models for evaluating the effectiveness of advertising. This situation raises another problem: difficulties in comparing models for evaluating advertising and choosing a more effective one [1]. Well-known researchers of advertising activity, such as F. Kotler [3], A. Kutlaliev [4], and others, developed approaches and methods of evaluation of advertising.

2. Analysis of methods

The question of choosing a quality and adequate model for evaluating the effectiveness of advertising still remains open. Without proper understanding and analysis of existing approaches, it is difficult to determine and choose the most effective one. Analysis of the effectiveness of advertising is carried out in different ways depending on the type of advertising. The following quantitative methods of advertising evaluation are used: analysis of sales dynamics, calculation of turnover under the influence of advertising, calculation of the economic effect of advertising, calculation of advertising profitability, calculation of target coefficient, efficiency evaluation based on ROI model, number of appeals, purchases, and new customers.

During the evaluation of advertising, experts receive various information. But all reviews can be divided into the following groups: positive, negative, and neutral. The most common of them are observations, focus groups, in-depth interviews, panel methods.

1. The method of observation, the essence of which is to study the actions of consumers in different situations, for example, the reaction to advertising, actions when choosing a product or service. Experts obtain the necessary data, analyze the situation on their basis and draw the appropriate conclusions, which are then used to increase the effectiveness of advertising under study.

2. Focus group method. A focus group is a certain number of people who are potential consumers of a product or service and are invited as participants in a survey and research. This method can be used to find new ideas, identify problems in the product, and ways to improve it. Required number of people: from 8 to 12 people.

3. In-depth interview method. This method involves interviewing a person who is a representative of potential customers. This analysis is used to assess the impact of advertising on consumer behavior.

4. Panel method. A panel (in marketing) is a group of people who take part in regular surveys on a chosen topic. Its feature is the regularity of surveys, which allows you to track trends and changes in results.

The obtained answers are analyzed to evaluate the effectiveness and adjust advertising in the future [5].

When assessing the effectiveness of advertising, the psychological aspect is considered important. That is why there are methods that are aimed at assessing the impact, recognizability, and persuasiveness of advertising, as well as loyalty to the brand itself.

3. Trends and trends

Recently, advertising on the Internet has become increasingly popular. There are evaluations of the effectiveness of banner advertising, subscription, and site. Impressions: The number of impressions, the number of ads viewed. Conversion: CTR, post-view conversion rate, click-through conversion rate. Traffic: number of visits, number of pages viewed, duration of visits, number of refusals to visit. Interaction: coefficient of interaction, time of interaction, activity in social networks. Subscription: number of subscriptions (requests for information), subscription price, recommendation ratio. Media: Overall Ranking (GRP), Advertising Memorability, Reach Level, Message Recurrence Rate. Sales: revenue, the conversion rate in the target audience, the impact on the frequency and volume of purchases.

The most common use of CTR is for the evaluation of advertising efficiency. But the main problem with using a given ratio is the underestimation of the overall brand image and its impact on customers.

Online advertising has a strong impact on brand awareness. In some cases, the Internet has a much greater impact on brand awareness than television. So McDonald's with its advertising company increased brand identification by 10%. Advertising on the Internet is developing dynamically. It is specific and requires special approaches to evaluation. Therefore, now of particular importance is the evaluation of the effectiveness of online advertising [2].

4. Conclusions

Control over the advertising campaign, analysis of current results and assessment of efficiency are important steps in the process of planning advertising visits. Studying the effectiveness of advertising for a company is of great importance. You should always know whether an advertising campaign is effective or it has a proper impact on potential customers. Should we reconsider this issue and decide to replace one advertising campaign with another, more effective one. Using modern models and approaches to evaluating the effectiveness of advertising campaigns, such as, for example, ROI – you can always answer these and many other questions.

Thus, evaluating the effectiveness of advertising is a complex, time-consuming and expensive process. But it is a must for all the entrepreneurs and business leaders who want to properly plan advertising budgets and optimize costs to increase the company's profitability.

REFERENCES

1. Analysis of methods for evaluating the effectiveness of the advertising campaign. URL : https://scienceforum.ru/2021/science/2009000027 (access date: 22.11.2021).
2. The effectiveness of online advertising and social media presence. URL: http://www.marketing.spb.ru (access date: 21.11.2021).
3. Kotler F. Marketing Management: Express Course. 2nd ed. St. Petersburg: PETER, 2012. 816 p.
4. Kutlaliev A., Popov A. The effectiveness of advertising .: Professional publications for business. Exmo, 2006. 416 p.
5. Methods for assessing the psychological effectiveness of advertising. URL : http://www.adbusiness.ru/content/documentBrBCE ± 4222FA ± 42DE ± 4BA8 ± A71B ± 1885886675A3.html (access date: 22.11.2021).
6. Evaluation of the effectiveness of advertising: 4 methods + indicators. URL : https://conversion.su/blog/otsenka-effektivnosti-reklamy/https://conversion.su/blog/otsenka-effektivnosti-reklamy/ (access date: 21.11.2021).
7. The results of the advertising market of Ukraine in 2019. URL : https://retailers.ua/news/menedjment/10010-rezultatyi-reklamnogo-ryinka-ukrainyi-v-2019-godu-rozetka-v-top-3-po-zatratam-na-tv-allo-otkazalsya-ot-reklamyi-na-televidenii (access date: 22.11.2021).

IF YOU WANT TO SELL YOU NEED TO SPEAK THE LANGUAGE OF THE PERSON WHO'S BUYING

R. Yu. Kholosha,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kholosha R. Yu., Ponikaryova A. Y. If you want to sell you need to speak the language of the person who's buying. The article examines the current issue – is it necessary to speak the language of the buyer to achieve the desired result in sales? As you know, language is the main means of communication between seller and buyer. Therefore, in order to find an individual approach to each consumer and successful counseling, it is necessary to attract his attention and gain commitment by switching to the language of communication of the buyer. The article concludes that communication with the customer in his language contributes to a deeper understanding of his needs and increase the level of trust in the seller through a better perception of the information provided.

Keywords: client, customer orientation, communication, language, seller.

Холоша Р. Ю., Понікарьова А. Ю. Якщо ви хочете продати, вам потрібно говорити мовою людини, що купує. У статті досліджено актуальне питання сьогодення – чи обов'язково говорити мовою покупця для досягнення бажаного результату у сфері продажів? Як відомо, мова є основним засобом комунікації між продавцем та покупцем. Відтак для пошуку індивідуального підходу до кожного споживача й успішного консультування варто привернути його увагу та здобути прихильність, перейшовши на мову спілкування покупця. У статті робиться висновок, що спілкування із клієнтом на його мові, сприяє глибшому розумінню його потреб та підвищенню рівня довіри до продавця через краще сприймання наданої інформації.

Ключові слова: клієнт, клієнтоорієнтованість, комунікація, мова, продавець.

1. Introduction

Throughout life, everyone spends a certain amount of time every day in stores and often faces the need to consult the seller about the characteristics of a particular product. For the most part, the seller serves the customer in the state language or the language in which the information is requested.

Therefore, research on the need to communicate with the buyer in his language to achieve the desired result in sales is extremely relevant. At the same time, the main problem is that this issue is insufficiently studied in the Ukrainian scientific community, as most scientific works are devoted to the study of the categorical apparatus of linguistics and theoretical understanding of the concept of language and derived words.

The o b j e c t of the article is a comprehensive study of the need to communicate with the customer in his language, as a guarantee of achieving the desired result by the seller.

The t o p i c of the article is the influence of the language of communication in communication between the customer and the seller.

The p u r p o s e of the article is to investigate the need and feasibility of communicating with the buyer in his language to achieve the desired result in sales. To do this, it is necessary to define the concept of "language" as a key component of communication in general; explore the choice of language of communication and its impact on communication between customer and seller.

2. Language as a key component of communication

When analyzing the concept of “language” it is necessary to use a number of methods, including comparative, historical, method of observation and analysis, and so on. It should be noted that this concept is historically determined. Language is the spiritual heritage of any nation, as it is a social phenomenon directly related to the social, psychological, material, industrial, cultural, intellectual and domestic life of the individual.

The Great Explanatory Dictionary of the Modern Ukrainian Language contains the following definitions of the concept of “language"”:

1) the ability of a person to speak, express their own thoughts;

2) a set of arbitrarily reproducible commonly accepted within a given society sound signs for objectively existing phenomena and concepts, as well as generally accepted rules for combining them in the process of expression;

3) speech that is inherent in someone; manner of communication;

4) what is said, someone's words, expressions;

5) public speech on any topic; speech;

6) that expresses a certain opinion that can be a means of communication [1, p. 682].

Ukrainian linguist Kochergan M. P. (2003) in a short terminological dictionary, which is placed in the textbook “General Linguistics”, defines the concept of language as “a natural system of communicative signs and rules of their functioning” [2, p. 429].

Particular attention should be paid to the study of opinions on the theoretical basis of the concept of “language”, which belong to the representatives of the Kazan Linguistic School (70–80s of the XIX century), in particular, V. A. Bogoroditsky, M. V. Krushevsky, S. K. Bulycha, I. O. Baudouin de Courtenay. Scholars of the Kazan Linguistic School recognized language as a mental phenomenon, but consistently emphasized its social nature, sought theoretical generalizations of linguistic problems (1978) [3, p. 8].

For I. O. Baudouin de Courtenay, language is a pervasive phenomenon in which a homogeneous mental and social component is particularly clearly traced. In this phenomenon, in his opinion, it is necessary to distinguish between the external, purely phonetic, extralinguistic side, or the side of semantic representations, and the morphological side; it is the latter that creates the main characteristic feature of human language, ie language form [4, p. 167–168].

In turn, according to the Great Explanatory Dictionary of the modern Ukrainian language, the term "communication" means:

1) communication, transfer of information;

2) the process of transmitting information, which includes the recipient, channels, encoding, decryption, content, efficiency, control, situation, intention;

3) the act of communication between people and the means of transmission of symbols, the purpose of which is mutual understanding.

Thus, the relationship between language and communication is obvious, because one of the main functions of language is the communicative function, the essence of which is that language is used as a means of communication between people, as an information link in society. Communication, as well as language itself is a necessary component of the development of public relations.

3. The choice of language of communication and its impact on communication between customer and seller

At the present stage of development of the world economy there are qualitative transformations that actively influence the main trends in the national economy. Thus, there is an improvement in economic indicators in the field of marketing, production of raw materials, finished products and sales, where at the national level maintains a relatively stable figure over the past few years [5, p. 21]. Not the least role in this is played by the human factor, in particular the skills of ordinary service workers in communicating with customers.

One of the most difficult stages in ensuring and controlling the activities of enterprises is the process of customer service, ie customers. The nature of the service is heterogeneous, its quality and results depend on the specific specialist who performs this work. The subjective factor plays a significant role – proper and professional communication between the seller and the potential buyer.

Therefore, the question arises – how and with what methods it is best to organize communication between seller and buyer. The service standards adopted by most service companies play an important role in resolving this issue. The implementation of these standards in practice must be inextricably linked with the ability to establish contact with a potential buyer, to correctly identify human needs, and most importantly – to meet them, mostly through the transition of the seller to the language of the buyer.

Even in the works of I. O. Baudouin de Courtenay, the idea that "language has a mental and social component" was highlighted [4, p. 167–168]. That is, it is through language that the customer perceives information from the seller, comprehends it and comes to conclusions – to buy the selected product or not. At the subconscious level, the potential buyer has a certain impression of the consultant (seller), evaluates the manner of communication and communication of information, takes into account the emotional component and the desire to understand his need for a particular product. In such a situation, the seller must not only from a communicative but also from a psychological point of view to attract the attention of a potential buyer and gain his favor by switching to the language of communication of a potential buyer.

The communication between the seller and the customer often takes the form of dialogue, when there is a mutual exchange of questions and answers. Therefore, even taking into account the above fact, it is more convenient for the client to perceive the received information in the language of their own communication. Providing advice to the seller in the customer's language will help to better understand the customer's needs and increase the level of trust in the seller, will focus the customer's attention on the characteristics of the product. In other cases, the customer must perceive a foreign language, making an effort and focusing on translating the words of the seller. Therefore, the attention of any person is distracted, the focus on important aspects of the information is significantly reduced and the customer will remain dissatisfied with the service, because the potential buyer was not created comfortable conditions for the desire to buy goods.

4. Conclusions

S u m m i n g u p the results of this study, we can conclude that language is the spiritual heritage of any nation, as it is a social phenomenon associated with all spheres of life. At the same time, at the present stage of state-building, there is an inseparable link between language and communication, particularly in the field of customer service. It was researched and found that communicating with the customer in his language helps to better understand his needs and increase trust in the seller through better perception of the information provided, focuses the customer's attention on the characteristics of the selected product and creates a sense of comfort and friendly atmosphere.

REFERENCES

1. Бусел В. Т. Великий тлумачний словник сучасної української мови (з дод., допов. та CD). К., Ірпінь : ВТФ «Перун», 2007. 1736 с.
2. Кочерган М. П. Загальне мовознавство : підручник. К. : Видавничий центр «Академія», 2003. 463 с.
3. Николаев Г. А. Иван Александрович Бодуэн де Куртене. 1845–1929. Казань : Изд-во Казан. ун-та, 2001. 19 с.
4. Бодуэн де Куртенэ И. А. Избранные труды по общему языкознанию. М. : Наука, 1963. Т. 1. 384 с.
5. Lypovs’ka, M. M. (2005). “Sotsializatsiia ekonomiky: sutnist', prychyny ta skladovi elementy" // Formuvannia rynkovoi ekonomiky : Mizhvidomchyj naukovyj zbirnyk. Vol. 14. P. 20–27.

BUSINESS COMMUNICATIONS IN THE FILM INDUSTRY

A. S. Kleshko,
I. G. Nikulimova (language supervisor)
V. N. Karazin National University, Kharkiv

Kleshko A. S., Nikulimova I. G. Business communications in the film industry. The article analyzes the business communications in the film industry. The study of this field is especially important, because Ukrainian cinema must be developed based on foreign experience and knowledge. The article considers the main methods of communication on the set and the differences between them. It is worth noting what obstacles in the filming can violate the rules of communication and what advice should be followed in order for teamwork to be coordinated and successful. As a result, it is concluded that it is important to use communication methods on the site.

Keywords: business communications, communication methods, communication rules.

Клєшко А. С., Нікулімова Я. Г. Ділові комунікації в кіноіндустрії. У статті наводиться аналіз бізнес-комунікацій в кіноіндустрії. Вивчення цієї галузі особливо актуально, адже українське кіно треба розвивати, опираючись на зарубіжні досвід і знання. У статті розглядаються основні методи комунікації на зйомках та різниці між ними. Варто зауважити, які перешкоди на зйомках можуть порушити правила комунікації і яких порад треба притримуватись, аби робота у команді була злагоджена і приносила успіх. В результаті, робиться висновок про важливість використання методів комунікації на майданчику.

Ключові слова: бізнес-комунікації, методи комунікації, правила комунікації.

1. Introduction

The o b j e c t of the article is the ways of communication on the set between all team members. The s u b j e c t is obstacles and ways of business communication in the film industry. The p u r p o s e of the study is to find effective communication during the filming and identify possible problems. To achieve this, it is crucial to analyze the factors that form the problem and consider possible solutions to the problem.

Film productions are incredibly complex operations. This is true whether you're filming a commercial, a TV show or a movie. You're not just working with the stars or the models. You're also directing dozens or hundreds of extras, lighting crews, production crew and support personnel.

That's why communication on-set is essential. But how do you maintain communication in such a large and dynamic group?

When everyone knows their job and communicates effectively, the day's filming moves faster, and there's a festive atmosphere. A misunderstood request can put the whole day's production in jeopardy. A crucial part of communication is good listening. Know precisely what is being asked of you, and if you are unsure, you need to ask for clarification. You also need to communicate directly with the other PAs, crew members, and talent. To do your job, you must speak concisely and clearly. You have to be confident when speaking to assistant directors and escorting talent. Avoid all non-essential chatter. Clear communication helps the film set run smoothly.

2. Theoretical explanations

What is Good Communication? Good communication happens when everyone is on the same page. If you are on a film set and everyone is communicating well, the filming goes smoothly, less time is wasted on mistakes, and time flies by. Good communication happens when each person on the film crew knows what their job will be that day. If you are prepared for the day, you can be a productive team member.

Why is Communication so Important, Especially on a Film Set? Communication is vitally important on a film set for several reasons:

1. Time is Money

In addition to location costs and equipment rental, the set of a film usually has a lot of people getting paid on the crew. From the director, producers, actors, lighting engineers, sound engineers, other production assistants, grips, and camera operators. Each production has a considerable staffing commitment. Communication errors waste time and can cost the production budget a significant amount of money.

2. Communication Makes a Fun, Engaging Workplace

Have you been on sets where there's a positive tone, and everyone is having fun? Conversely, if there's a negative tone, the day can drag on, and mistakes set in, making the day even longer. Positive, preemptive communication can make the difference between a positive and negative experience.

3. Methods of information transfer

There are a few different ways people communicate on a film set. They communicate verbally, in writing and through body language. All of these types of communication are important.

1. VERBAL COMMUNICATION

On a set, constant communication is vital. Usually, the day begins with an all-hands production meeting to go over the day's scene list and the goals for that day. This is the most essential piece of communication you will receive. If you have any questions, always check with your department head. Time is money, so it's much better to ask clarification questions before filming starts than risk making a mistake that would set the whole production back. You will use a radio throughout the day. Walkie talkies are invaluable communication tools. Quickly learn of technical and performance issues so you can address them as fast as possible. Use walkie talkies to keep key people in communication in real time instead of relying on text messages. You don't have to worry about having their phone number or whether their phone is on silent. Make sure to keep transmissions short and clear, use terminology correctly, and ask for confirmation that the recipient has heard and understood you. When you respond to requests over the radio, let the other person know you have understood by repeating the request back. For instance, "PA Fred, take the A/V cart to position 3." "I understand. I will take the A/V cart to position 3." When you repeat the request back, it lets the requester know that you have correctly heard and understood the request and that you will complete it.

2. WRITTEN COMMUNICATION

You don't always get to see a copy of the script and production notes. However, it is beneficial when you do. This gives you a clear idea of the overall direction of the filming. When you begin your day with the end product in mind, all the moving pieces make more sense. The call sheet is also beneficial to review prior to each day. This will detail the schedule to show who is needed where on each day and what time to arrive by.

– Create Call Sheets

Call sheets are used to identify who will be on set each day. This includes actors and actresses, extras, crew, and support staff. It will outline the shooting schedule. When will you be ready to start? How long does it take to shoot? When do you expect to finish? It should include instructions such as "bring your wardrobe" or "bring these set items". For example, you might ask extras to bring their marching band uniforms and instruments that day.

You'll state where the shoot will be, whether it is lot B or a remote location. Call sheets should be created for each day of shooting so that you can plan the necessary logistics. Call sheets allow you to minimize delays in shooting and keep production costs to a minimum if they're used right.

– Use Shot Lists

Shot lists map out a scene. What will each person do? What shots will you take? The shot list gives the camera crew and director a sense of the shot or scene. You know that you're going to shoot these two people kissing from this angle or the product demo from a wide-angle shot. The shot list allows you to organize the locations of crew members before you start shooting and ensure that there is nothing in the way. You might need to arrange equipment like ladders for high angle shots or cameras sliding on a track to keep up with a chase scene. You can use a template for your shot list, whether you're creating product videos for your channel or shooting a movie.

3. BODY LANGUAGE

Body language is one of the least talked about, but most important ways people communicate. Keep your body language positive: shoulders squared, eyes alert, always ready to hustle. Keep an eye out for other's body language. It helps you know who is available for questions, who is busy, and who could use an extra coffee.

4. Obstacles in communications

What Happens if Communication Breaks Down? A communication breakdown is bound to happen sooner or later. On a film set, there are so many different moving parts, and everything moves fast. When you misunderstand a request, it is best to apologize quickly and move forward. Spending 25 minutes in despair doesn't help the crew achieve their goals. Apologize, make sure you have understood the instructions, and carry out the mission.

These communication disorders are often a good learning experience. Therefore, it is appropriate to ask such questions to yourself:

- Why did you misunderstand?
- Should you be asking more follow-up questions?
- If a coworker misunderstood you, what can you do in the future to communicate more clearly?

What are Some Barriers to Good Communication? The best communication style on a set is upfront and to the point. There are a few different communication styles that make life on a film set challenging.

Passive-aggressive crew members make clear and concise communication challenging. There are certainly occasions when it's tempting to be passive-aggressive, but remember, time is finite, and the best communication style is straightforward and quick. Passive-aggressive comments add confusion and slow things down. If you are dealing with a passive-aggressive coworker, don't get angry or defensive. Try and understand the content of the request or direction and repeat the content back to the coworker in a non-aggressive way. Shyness is another problematic trait on set. Again, Keep the end goal in mind. If you have a shy coworker, make sure to build them up and let them know they are a rock star. If you are too talkative, remind yourself of the day's goals. You don't want a director or talent to see you wasting time chatting.

5. Advices

TIP #1: BE POLITE

It is important to be clear and concise, but politeness is important too. Saying "please," "thank you," and be careful not to interrupt, it goes a long way to creating good working relationships.

TIP #2: UNDERSTAND SILENCE

Before the cameras roll, the film set can feel chaotic. When the cameras are rolling, respect the rule for silence on set. It would be embarrassing to laugh, talk, or have a phone buzzing after the call for silence has gone out.

TIP #3: UNDERSTAND YOUR ROLE

If you don't like the costume designer's work, it's not for you to complain about or bring it up. Always think through your questions to make sure that it's appropriate for you to ask them. Don't waste time by asking unnecessary questions. Every person on a film set should contribute to the overall safety, so if you see that the talent is about to be hauled on a fraying line, speak up.

TIP #4: BE HONEST

Be honest if an assistant director asks you to do something that is simply beyond your ability. It's better to be honest upfront than risk not completing the task or causing a delay. If you make a mistake, apologize and try and make it right.

6. Conclusions

On a film set, good communication helps filming stay on schedule. Understand your role and duties for the day. The best method of communication is always to be clear and concise. Ask for clarification as needed. Begin your day and perform each task with the end goal in mind. You want the day's filming to be successful. When everyone on the film set is communicating effectively and professionally, it is like a well-oiled machine.

REFERENCES

1. The importance of communication in filmmaking. URL : https://cine-vue.com/2021/08/action-the-importance-of-communication-in-filmmaking.html
2. Communicating with the crew. URL : https://www.linkedin.com/learning/creating-a-short-film-06-working-on-set/communicating-with-the-crew
3. Communication On a Film Set. URL : https://www.youtube.com/watch?v=JZZizTnyhfQ
4. Film Set Etiquette: The 9 Things You Need To Know. URL : https://yamdu.com/en/blog/the-nine-things-filmmakers-need-to-know-about-etiquette-on-set/

TRANSFORMATION OF BUSINESS MODELS OF INTERNATIONAL COMPANIES UNDER THE INFLUENCE OF DIGITALIZATION

Y. Y. Kletsova,
T. I. Skrypnyk (language supervisor)
V. N. Karazin National University, Kharkiv

Kletsova Y. Y., Skrypnyk T. I. Transformation of business models of international companies under the influence of digitalization. Modern trends of the digital economy and their implications for international business are reviewed. The characteristics and features of digital companies, especially their digital tools, are studied. It is concluded that in the digital economy, small and medium-sized businesses become more competitive due to the usage of web platforms and the lack of need for physical presence. Traditional TNCs are digitizing their businesses through acquisitions, buying technological startups, and implementation startups` products in the business activities to increase profits.

Keywords: business, digital economy, startup, technology, TNCs.

Клецова Ю. Ю., Скрипник Т. І. Трансформація бізнес-моделей інтернаціональних компаній під впливом цифровізації. Розглянуті сучасні тенденції цифрової економіки та їх наслідки для міжнародного бізнесу. Досліджено характеристику та особливості роботи цифрових компаній, в особливості їх цифрові інструменти. Зроблено висновок: в умовах цифрової економіки, малий та середній бізнес стає більш конкурентоспроможним за рахунок використання веб-платформ та відсутності потреби фізичної присутності за кордоном. Традиційні ТНК цифровізують бізнес за допомогою поглинання, викупу технологічних стартапів та імплементування їх продукту в свою підприємницьку діяльність, за рахунок чого збільшують прибуток.

Ключові слова: бізнес, стартап, технології, ТНК, цифрова економіка.

1. Introduction

The o b j e c t of the article is the development of international business in the context of digitalization. The s u b j e c t is the implementation of information technologies in the practice of international business. The p u r p o s e of the study is to determine the direction of digitalization's impact on the development of international business.

One of the main factors of economic growth is technological progress, under the influence of which there are structural qualitative changes in the economy. As a result, former business models and strategies no longer operate in the new platform economy. The understanding and perception of resources are changing, so knowledge and technology are determined as the most significant asset; ways of entering the foreign market are being transformed, as the need for a physical presence abroad disappears; the set of basic skills that each employee must have to work effectively in the company is changing.

Profits of digital companies are constantly growing and with them their position in the market. Given that global companies dominate in almost all sectors of the world economy, the question of their future fate is of practical importance.

2. The role of global TNCs in the world economy

One of the key players in the global economy is multinational corporations. In 2017, TNCs accounted for 10% of global GDP, and digital TNCs accounted for 22% of the world's 100 largest corporations. Digital TNCs have significant competitive advantages due to the lack of need for large assets and their location abroad. With only 41% of foreign assets, digital giants receive about 73% of sales abroad. That is, the share of foreign assets is less than the share of sales abroad [8]. Digital firms influence the behavior of mature experienced TNCs, which must resort to price methods of competition to maintain their competitive position [2, p. 12–13].

The structure of global TNCs has changed over the past 10 years, the former leaders – industrial corporations with high capital intensity gave way to high-tech digital corporations, which occupy 20% of the 100 largest corporations in the world [4, p. 73-74]. Silicon Valley (California, USA) is home to world leaders in the digital technology market, outpacing leading companies in other industries in terms of exponential growth. An example is the well-known e-commerce giants Amazon, eBay, Alphabet, which are developing much faster than the classic companies in the industry – General Electric, Siemens, or even the leader in retail and wholesale Walmart. Indeed, Kukharyk V. in her work on current trends in international investment activities of TNCs described that Walmart has long been ranked first in terms of annual income, Amazon, in turn, 13th place [6, p. 35]. In 2020, Walmart's revenue amounted to 523, 964 billion dollars. US e-commerce giant Amazon has reported revenue of $ 280.522 billion. USA

3. The most powerful TNCs that has a strong digital capacity

The most famous example of the use of artificial intelligence in services is Uber, which is a prominent representative of the sharing economy (or sharing economy). In 6 years, the company's capitalization reached $ 40 billion. The USA. This trend will spread, new strong corporations will be created and developed in a relatively short time in industries that produce modern consumer demand [7, p. 64]. According to the American futurist and founder of the Institute of the Future today – Amy Webb, Amazon is one of the top nine IT giants that can change humanity [9]. Amazon's leading position in the digital economy is due to increased demand for online shopping and global digitalization processes [1, p. 13–17].

Amazon.com is a large online platform engaged in retail and wholesale of goods. In 1994, the company's founder, Jeff Bezos, founded an online bookstore in Seattle, investing $ 10,000. The USA. The "office" of the company from the very beginning was the garage of Bezos, where he and several employees solved working issues [3]. In 1997, Amazon began issuing shares on the stock exchange for $ 18. The USA. Overcoming the company's main competitor, the book giant Barnes & Noble, was no easy task, but Amazon has developed a competitive strategy in the market: it has begun to invest heavily in technology and limit the number of dividends paid. In 1998, the digital giant expanded its position and began selling CDs and DVDs. A little later, in 1999, Amazon patented the ability to purchase goods online with a single click of a computer mouse, giving the company a clear advantage by encouraging customers to buy more and collecting their personal information. Even later, the online platform zShops was launched, through which any person or company could place their products for sale [3].

4. Tendencies and predictions

In 2002, the company began selling clothing, in 2003 launched the first Amazon Web Services, which is 15 years will dominate in the field of cloud hosting, and in 2004 bought the largest online retailer of books and electronics in China – Joyo. In 2017, Amazon introduces a new device – Kindle, which is an electronic reader and allows you to wirelessly download books, magazines, and newspaper articles. In 2008, the company acquired Audible, an upgraded version of the audiobook, which currently accounts for 41% of the audiobook market. Over the next 13 years, Amazon managed to carry out the following operations: buy Zappos.com online shoe store; acquire Kiva Systems, a manufacturer of warehouse robots, which has helped strengthen process automation without human labor; enter the smartphone market with its Fire product; buy a three-year-old Twitch company that specializes in broadcasting video games; present your first virtual assistant for “smart” speakers; expand the location of headquarters; raise the minimum wage to $ 15. The US per hour [3]. The purchase of technology startups and the introduction of new products to the market led to an increase in the value of shares. The company's sales on Amazon.com increased significantly during the pandemic (by 38% compared to the previous year), as buyers used the online catalog to purchase the desired goods with home delivery, and revenue from the cloud computing platform Amazon Web Services grew by 29 % [3].

The purchase of technology startups and the introduction of new products to the market led to an increase in the value of shares (Fig. 1.).

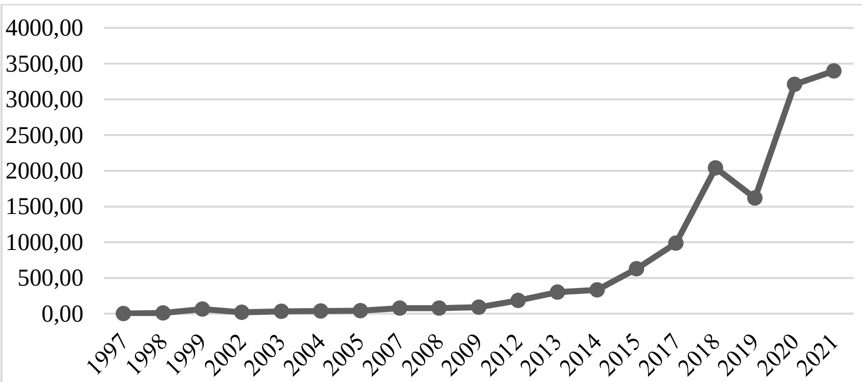


Fig. 1. Dynamics of Amazon share prices, 1997-2021
Source: Compiled by the author according to the data [5]

Fig. 1 shows the positive dynamics of stock price growth. The figure increased by 173,256% as of 2021 compared to 1997.

The capitalization of digital companies is growing rapidly, so we can conclude that the platform economy can transform all components of the economic system and bring companies to the global level of business through the mobility of information technology [2, p. 8].

In the age of digital technology, successful corporate transformation can be achieved in contradiction with traditional management theories. The processes of digital transformation taking place today are dictating new forms of organizing big businesses. The new generation of companies that thrive in the digital economy is aptly called “unicorns” [5, p. 24]. Companies of this type open up new economic opportunities and change the world for the better. A single advanced innovation can pose a threat to the entire industry, dramatically changing its competitive landscape. For example, the emergence of well-known online platforms for booking accommodation, such as Booking.com or Airbnb, has radically changed the balance of power in the industry. But this does not mean that the corporation, as a form of business, will give up its positions, it will have another very important niche: the support and development of key infrastructure assets, including the world of digital technologies. The transformation will take place from a large corporation, successful in the traditional field of business, to a much more dynamic and efficient, able to beat any of tomorrow's competitors [5, p. 24]. However, the corporation will cease to dominate as a form of big business, as there will be other forms of raising funds, operational management, and creating consumer value on a large scale, these forms will become increasingly important.

5. Conclusions

The digitalization of international business can be achieved through the purchase of digital companies. It will help companies reduce transaction costs, facilitate the process of finding intermediaries, customers, reduce the workload of documents, and remove territorial barriers. With the help of artificial intelligence, the level of labor productivity is growing, which helps to accelerate the pace of economic growth in developed countries. On the other hand, it can lead to digital gaps and result in the uncompetitiveness of small and medium-sized businesses. Features of the transformation of business models of international companies under the influence of digitalization are described. The study showed that the growth rate of the annual income of digital companies is higher than that of traditional TNCs. To remain competitive in the international market, corporations buy or acquire startups of technology companies and implement their product in their business activities. An analysis of Amazon's activity showed that as technology startups bought out, net income and share price rose accordingly.

REFERENCES

1. Andreeva E. L. (2020). *Digitization processes as a driver of economic development: the experience of the world's largest and largest Russian companies (*No 2), 5-23. Proceedings of the Far Eastern Federal

University: Economics and management. URL : https://cyberleninka.ru/article/n/protsessy-digitalizatsii-kak-drayver-ekonomicheskogo-razvitiya-opyt-mirovyh-i-rossiyskih-krupneyshih-kompaniy

2. Bereznoy A. V. (2018). *Transnational business in the era of the global digital revolution (*No 9), 5-17. The world economy and international relations. URL : https://elibrary.ru/item.asp?id=36439783
3. CNN Business. *Amazon's extraordinary evolution*. URL : https://edition.cnn.com/interactive/2018/10/business/amazon-history-timeline/index.html
4. Golubeva S. L. (2017). *Human in the era of NBICS convergence*, No 1-2 (27), 285. Nauchniy almanac. URL : http://ucom.ru/doc/na.2017.01.02.282.pdf
5. Kletsova Y. Y. (2021). *Digital business transformation in the context of international competition: the latest management challenges, 36.* URL : https://www.pdaa.edu.ua/sites/default/files/node/7174/bezpechnaugoda.pdf
6. Kuharyk V. V. (2020). *Current trends in the development of international investment activities of TNCs*, No 3 (23), 32-43. URL : https://echas.vnu.edu.ua/index.php/echas/article/view/605/490
7. Smirnov E. N. (2019). *Digital transformation of the world economy: trade, production, markets: monograph, 95*. URL : https://izd-mn.com/PDF/38MNNPM19.pdf
8. Vladimirova I. G. (2020). *Transnationalization of international companies: features and trends* (No 4*), 81*. Upravlenets. URL : https://cyberleninka.ru/article/n/transnatsionalizatsiya-mezhdunarodnyh- company-osobennosti-i-tendentsii
9. Webb E. (2020). *Great nine. How IT giants and their smart machines can change humanity*, 352.

ENGLISH IN THE CONTEXT OF GLOBALIZATION

A. A. Kliap,
A. Y. Ponikarova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kliap A. A., Ponikarova A. Y. English in the context of globalization. The article analyzes the main problems and prospects of English language development in the political and economic space in the context of globalization. Globalization is a process of global economic, political, cultural integration and unification. In the context of globalization, the question of the international language is actively raised, most often this honor falls on English. The study of this feature is relevant, because experts predict that communication at the international level will gain momentum. It is worth noting that Ukraine is on the path to European integration, which in turn concerns the language of international treaties and the settlement of relations between the European and world community. As a result, it is concluded that despite the problems, English will sooner or later become a part of every citizen's life.

Keywords: economic space, globalization, integration, international language, international treaties, political space, world community.

Кляп А. А., Понікарьова А. Ю. Англійська мова в контексті глобалізації. У статті наводиться аналіз основних проблем і перспектив розвитку англійської мови в політичному та економічному просторі у контексті глобалізації. Глобалізація – це процес всесвітньої економічної, політичної, культурної інтеграції та уніфікації. В умовах глобалізації активно повстає питання про міжнародну мову, найчастіше ця честь припадає на англійську. Вивчення цієї особливості актуально, адже експерти прогнозують, що спілкування на міжнародному рівні буде набирати оборотів. Варто зауважити, що Україна бере шлях на євроінтеграцію, що як наслідок стосується мови міжнародних догорів та урегулювання відносин між європейською та світовою спільнотою. В результаті, робиться висновок, що незважаючи на наявність проблем, англійська мова все одно рано чи пізно стане частиною життя кожного громадянина.

Ключові слова: глобалізація, економічний простір, інтеграція, міжнародна мова, міжнародний договір, політичний простір, світова спільнота.

1. Introduction

The o b j e c t of the article is to study the problems and prospects of the English language in the context of globalization. The s u b j e c t is the influence of the English language on political and economic relations. The p u r p o s e of the study is to study the development of the English language in the space of world relations.

2. Current state

The modern world is characterized by globalization and the spread of information trends, and therefore the growing role of foreign languages, including English. However, learning English is necessary not only for domestic use, but also in the context of professional development, especially in the political space. The most significant is the fact that communication becomes relevant at the international level, it concerns the language of international communication, the language of international treaties and the settlement of relations between the subjects of the international arena.

Of course, all languages are equally important and have an equal degree of dignity and significance. Each language reflects the culture and way of life of the people who communicate with it. On the other hand, it is obvious that there are dominant languages.

3. Main part

At the present stage of development, Ukraine has set a course for integration into the European space. Constructive reforms are being implemented and a number of variables are being implemented at the legislative and executive levels to ensure Ukraine's successful accession to the European Economic Area. As a result, communication at the international level becomes relevant, it concerns the language of international communication, the language of international treaties and the settlement of relations between the subjects of the international arena.

In determining current globalized trends, it is necessary to take into account the specifics of professional development of English within the political system of Ukraine, as the development of English language proficiency in Ukraine is directly related to international integration.

English as a language of international communication is one of the main means of ensuring successful mutual understanding between actors at the international level. However, at this stage in Ukraine there is a slow process of learning and implementing English as a language of international communication, which slows down the process of state accession to the European community.

The need for English language recognition of international communication is a fact that should be especially taken into account in the language policy of Ukraine. As English is the language of international communication, it should be given the appropriate status of the language of international communication in Ukraine [2].

It should be noted that in the formation of international political relations, English occupies a leading position among the languages used not only major political organizations (EU, NATO, UN, World Bank Group, Council of Europe, World Trade Organization), but also less significant (European Broadcasting Union, Cairo Demographic Center). For example, international organizations, which consist of representatives of Arabic-speaking or Spanish-speaking countries, may not use English in their work, but they compile final documents [3].

The use of English in politics, economics, diplomacy, in the global business community, in information technology, in law has a great influence on strengthening the world's political role.

In a dynamically developing world, where commercial, economic and political cooperation between countries is of great importance, forms of communication between partners and colleagues are becoming relevant. Language skills in the professional sphere are crucial in establishing relationships between business partners, employees and specialists of foreign companies. Competent negotiation and business correspondence ultimately shapes the image and professional competence of business or collaboration partners. The growing trend of the English language has given rise to a new type of business, which provides for the provision of consumer education services in different age groups. In most organizations, knowledge of English is now a major requirement.

Business and political relations with foreign partners, as well as international business are gaining momentum every day. Today it is not enough to be a good specialist, because you still need to know English. Many employers are willing to pay extra for employees who speak English.

Since, unfortunately, most people cannot boast of fluency in English, the demand for the services of translators is growing rapidly. Many people and organizations spend money and time looking for competent translators to sign contracts with foreign companies, international organizations or hold business meetings. Today, more and more people are beginning to realize the importance of the English language in life.

English has become the predominant language in politics and economics for a variety of reasons. As international relations and business grew, so did the need for a "universal" language. English was an ideal candidate because it was already spoken as a first or second language by many people around the world (partly as a result of British colonialism). It is currently spoken by more than 370 million people in many areas [6]. The dominance of the United States and the United Kingdom in world relations has played an important role. Therefore, business English is considered basic for people who. want to work in any field of politics, economics, business, aviation, computer science, etc. As the world becomes more global, the importance of business English continues to grow. Each branch or area of interaction of people united by a common goal, task and type of activity has its own specific designations, terms and names. When studying general business English courses, it is impossible to take into account all the subtleties and nuances of some industries.

One of the specific features of the business language is the professional level of knowledge, you need not only to know the name of the term, but also to be able to correctly understand and use. A simple example of a situation with the adoption of concepts can be the accounting term "intangible assets". Any financier, economist or accountant will immediately figure out what this wording implies. It remains only to correctly translate the meaning of the term. To a specialist who has nothing to do with an accounting chart of accounts or budgeting, this definition will not say anything. We'll have to, for a start, figure out the meaning of the accounting term in order to correctly interpret it.

In the process of concluding contracts, legal and commercial vocabulary is used. Therefore, without knowing the terms of sale in general, it will be quite difficult to translate any document. For example; Surely when reading the words "goods", there is an association with the adjective "good" –"*гарний*". It will be difficult for a person to understand why the ending "s" is present in a well-known word. However, any manager knows that "goods" in any business agreement, in any negotiation, means "*товари*". Vocabulary, the ability to use certain expressions or any common phrases play a significant role in business communication. It does not matter in what area or industry the dialogue is being conducted. To correctly translate English, you need to understand the vocabulary of the language, and you must be able to correctly construct phrases and sentences.

Now it is very important to understand that any state, any company, any community that claims to be one of the leading places in world society must be able to receive and process information received in English.

Therefore, English is the leading means of international communication, which is an indisputable fact.

4. Conclusions

Everything goes to the fact that soon the day will come when asking a person about knowledge of English will be as immodest as asking if he can use a computer, when English will be as important as his native language. The level of knowledge of the English language among our population of the countries remains low, despite the fact that the training program is increasingly striving to improve the level of proficiency in foreign languages.

English is an international language that is spoken in all spheres of society, especially in the political and economic. In the context of globalization, the role of the English language is becoming more and more, therefore, the question of English proficiency is raised as often as possible.

Thus, the English language is gaining more and more spread on the territory of Ukraine, plays an important role in the political and economic life of the country, as well as a way of international interaction and the key to integration into the European and world society.

REFERENCES

1. Кожушко С. П., Тарнопольский О. Б. Методика обучения английскому языку для делового общения. К. : Ленвит, 2004. 192 с.
2. Костенко О. Мовою міжнародного спілкування в Україні має бути англійська // День. 2012. № 134.
3. Кристал Д. Английский язык как глобальный. М. : Весь Мир, 2001. 240 с.
4. Слепович В. С. Деловой английский. Минск : ТетраСистемс, 2010. 256 с.
5. Сущинский И. И. Деловая корреспонденция на английском языке. М. : Эксмо, 2010. 320 с.
6. List of languages by number of native speakers. URL : https://en.wikipedia.org/wiki/List_of_languages_by_number_of_native_speakers

PLATZ UND ROLLE DER EUROPÄISCHEN UNION IN DER WELTWIRTSCHAFT

O. A. Kliuieva,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Kliuieva O.A., Pirog I. I. Der Platz und die Rolle der Europäischen Union in der Weltwirtschaft. Der Artikel analysiert den Platz und die Rolle der Europäischen Union in der Weltwirtschaft. Die Europäische Union ist heute ein einflussreiches Mitglied der Weltgemeinschaft und neben den Vereinigten Staaten und Japan eines der drei wichtigsten und am weitesten entwickelten Zentren der modernen Welt. Auf die EU entfällt ein Großteil des internationalen Handels.

Schlüsselwörter: Europäischen Union, internationaler Handel, Weltgemeinschaft, Weltwirtschaft.

Клюєва О. А., Пірог І. І. Місце та роль Європейського Союзу у світовій економіці. У статті проаналізовано місце та роль Європейського Союзу в світовій економіці. Європейський Союз є впливовим учасником світової спільноти, на сьогоднішній день, і одним з трьох основних і найбільш розвинених центрів сучасного світу, поряд з США і Японією. На ЄС припадає велике частка міжнародної торгівлі.

Ключові слова: Європейський Союз, міжнародна торгівля, світова економіка, світова спільнота.

Der Artikel zielt darauf ab, den Platz und die Rolle der Europäischen Union in der Weltwirtschaft zu bestimmen. Gegenstand des Artikels ist die Europäische Union als Integrationsgruppe. Gegenstand der Studie ist die wirtschaftliche und finanzielle Lage der EU und der Mitgliedstaaten und deren Rolle in der Wirtschaft. Ziel des Artikels ist es, die theoretischen und praktischen Aspekte der Europäischen Union und ihres Platzes in der Weltwirtschaft zu bestimmen.

Der Platz und die Rolle der EU in der modernen Welt stehen in keinem Verhältnis zum Platz und zur Rolle eines Handelsblocks oder einer internationalen Organisation. Die EU ist eine kohärente politische und wirtschaftliche Kraft, einer der wichtigsten Pole der Weltpolitik und wirtschaft.

Die Europäische Union zeigt, wie Länder ihre wirtschaftlichen und politischen Ressourcen erfolgreich im gemeinsamen Interesse bündeln können. Durch die Förderung von Sicherheit und Stabilität auf globaler

Ebene trägt die EU dazu bei, sicherere und günstigere Lebensbedingungen innerhalb ihrer eigenen Grenzen zu schaffen [1].

Die EU wollte keine Weltmacht werden. Die erste Aufgabe der EU, die kurz nach Ende des Zweiten Weltkriegs geschaffen wurde, bestand darin, die Nationen und Völker Europas zu vereinen. Als jedoch neue Mitglieder der EU beitraten und sich ihre Verantwortlichkeiten erweiterten, wurde es notwendig, die Beziehungen der Europäischen Union zum Rest der Welt zu definieren. So wie die EU innerhalb ihrer eigenen Grenzen daran arbeitet, Handelsbarrieren abzubauen, arme Regionen zu entwickeln und eine friedliche Zusammenarbeit zu fördern, arbeitet sie mit anderen Ländern und internationalen Organisationen zusammen, um die Vorteile offener Märkte, Wirtschaftswachstum und Stabilität in unseren Ländern zu gewährleisten Welt zum Eigentum eines jeden Menschen geworden.

Gleichzeitig verteidigt die EU ihre legitimen Wirtschafts- und Handelsinteressen auf internationaler Ebene. Eine der Hauptaufgaben der Europäischen Union besteht heute darin, die Zone des Friedens und der Sicherheit außerhalb der EU zu erweitern. Zu diesem Zweck entwickelt die Europäische Union eine gemeinsame Außen- und Sicherheitspolitik, damit die EU zu einer echten Kraft für Stabilität, Zusammenarbeit und Verständigung in der Welt werden kann.

Die Europäische Union ist der weltweit größte Verband für wirtschaftliche und politische Integration und nimmt die Position eines der Führer der modernen Weltwirtschaft ein. Angesichts des Wachstumsfaktors der Weltwirtschaft (aggregiertes Welt-BIP), des Anteils Chinas, Indiens, einiger anderer Entwicklungsländer sowie (mit einer günstigen Entwicklungsoption) und Russlands des Anteils der Europäischen Union an der langen Lauf wird zurückgehen.

Die EU steht auch vor dringenden Herausforderungen bei der Umsetzung von Reformen sowohl auf der Ebene der Gemeinschaft insgesamt als auch auf der Ebene einzelner Mitgliedstaaten, die darauf abzielen, die Wirksamkeit der öffentlichen Politik im wirtschaftlichen und sozialen Bereich zu verbessern. Mit anderen Worten, die Aufgabe besteht darin, die Wirtschaft deutlich zu modernisieren, auf Basis innovativer Entwicklungen strukturell zu verbessern und Dynamik und Effizienz zu steigern. Die EU muss den derzeitigen Rückstand gegenüber den Vereinigten Staaten und Japan bei einer Reihe von Indikatoren der wissenschaftlichen und technologischen Entwicklung überwinden, vor allem durch die Gestaltung und Verbesserung der europäischen Politik in den Bereichen allgemeine und berufliche Bildung und Umschulung, schließlich durch die Bildung einer wissensbasierten Wirtschaft.

Die Erhöhung des internationalen Wettbewerbs in innovativen Bereichen erfordert den weiteren Ausbau und die Verbesserung der gesamteuropäischen Zusammenarbeit im Bereich Forschung und Entwicklung.

Die EU führt ein Programm durch, dessen Hauptprioritäten in sieben thematischen Forschungsbereichen festgelegt sind: Informationstechnologie, nachhaltige Entwicklung und Umweltlösungen, Nanotechnologie und neue Materialien sowie neue Geräte und technologische Verfahren, Genomik und Biotechnologie für Gesundheit, Luft- und Raumfahrt Forschung, Entwicklung sicherer und hochwertiger Lebensmittel, Forschung, die zum Aufbau einer wissensbasierten Zivilgesellschaft beiträgt.

Betrachten Sie die aktuellen Trends in der EU-Wirtschaft. Zunächst einmal ist es ein weiterer Rückgang des Anteils des BIP an der materiellen Produktion, insbesondere der Landwirtschaft. Dieser Trend wird dazu beitragen, staatliche Subventionen für bestimmte Sektoren der materiellen Produktion (Landwirtschaft, Bergbau und Metallurgie, Bekleidung, Schuhe und andere Massenartikel) zu reduzieren und schrittweise abzuschaffen.

Wenn wir die Statistiken analysieren, können wir sagen, dass Luxemburg, Deutschland und früher das Vereinigte Königreich die reichsten Länder sind. Die führenden Regionen in der Rangliste des regionalen Pro-Kopf-BIP in den letzten Jahren waren Luxemburg (253%) und die südliche Region Irlands (220%) [2].

Gemäß der strategischen Forschung der Weltbank wurden Ungleichheiten in der Existenz der ärmsten und reichsten EU-Länder in den folgenden Regionen untersucht. Die wirtschaftlich stärksten sind Luxemburg, Deutschland, Frankreich, Belgien, Dänemark und andere. Luxemburg führt die Rangliste an, was zum Teil auf eine beträchtliche Zahl von Grenzgängern zurückzuführen ist.

Luxemburg ist nach wie vor das reichste Land der EU, und Bulgarien bleibt laut Weltbank trotz einer Reihe von Verbesserungen in den letzten Jahren das ärmste [3].

Die wirtschaftliche Entwicklung der EU wird zunehmend durch die zunehmende Konkurrenz aus China, Indien, Südostasien, Lateinamerika und anderen beeinflusst. In diesem Zusammenhang erwarten Analysten den schrittweisen Rückzug aus den EU-Ländern (insbesondere den „alten“ EU-

Mitgliedern) der traditionellen Industrieproduktion. Gleichzeitig werden die europäischen TNCs die Produktionsbasis wissensintensiver Güter und Dienstleistungen in den Ländern erweitern, die für die strategische Steuerung ihrer Auslandsabteilungen und die weitere Expansion im Weltwirtschaftsbereich sorgen.

Ein charakteristischer Trend in der Entwicklung der EU-Wirtschaft ist ein Anstieg des Anteils von Industrien und Dienstleistungen, vor allem aufgrund des Wachstums von Finanz- und Unternehmensdienstleistungen. Darüber hinaus sollen Tourismus und Hotellerie weiterentwickelt werden.

Aufgrund der zunehmenden Innovationstätigkeit und des Strukturwandels in der EU-Wirtschaft ist geplant, die Energieintensität der Produktion sowie deren Komplexität (auch im Bereich der Dienstleistungen durch den Ausbau der Nutzung von Internettechnologien) zu reduzieren.

Die Europäische Union, auf die 20 % der weltweiten Importe und Exporte entfallen, hat den größten Handelsumsatz der Welt. Der offene Handel zwischen den EU-Mitgliedstaaten bildete vor fast 50 Jahren die Grundlage für ihre Gründung und hat zu einer Steigerung des Wohlstands aller Mitgliedsstaaten geführt. Der Europäischen Union kommt somit eine führende Rolle bei den Bemühungen zu, sowohl reichen als auch armen Ländern gleichen Zugang zu den Weltmärkten zu verschaffen.

Die Ausweitung des Handels dürfte die globale Entwicklung zum Wohle aller stimulieren. Den Verbrauchern wird eine größere Produktauswahl geboten. Der Wettbewerb zwischen importierten Gütern und lokal produzierten Gütern führt zu niedrigeren Preisen und höherer Qualität. Nach Ansicht der EU kann die Globalisierung allen, auch den Entwicklungsländern, wirtschaftlichen Nutzen bringen, sofern auf multilateraler Ebene entsprechende Regeln verabschiedet und geeignete Schritte zur Integration der Entwicklungsländer in das Welthandelssystem unternommen werden.

Daher verhandelt die Europäische Union mit ihren Partnern, um den Zugang zu Märkten sowohl für Waren als auch für Dienstleistungen zu gewährleisten. Die EU möchte den Entwicklungsländern helfen, indem sie ihnen einen schnelleren Zugang zu ihrem Markt ermöglicht, ihnen aber andererseits mehr Zeit gibt, europäische Waren für ihre Märkte zu öffnen. Gleichzeitig reformiert die EU ihre Agrarpolitik, was auch positive Folgen für die Entwicklungsländer haben wird.

Die Europäische Union verfügt über ein System von assoziierten Mitgliedschaftsabkommen, Kooperationsabkommen und Handelsabkommen, an denen Länder aus fast allen Regionen der Welt beteiligt sind, von den nächsten Nachbarn der EU in Europa bis zu den am weitesten entfernten Partnern aus Asien und dem Pazifik.

Um diese Beziehungen zu lösen, hält die EU mit ihren wichtigsten Partnern regelmäßige Gipfeltreffen oder Ministertreffen ab. Die intensivsten Beziehungen hat die EU zu vier westeuropäischen Nachbarn aufgebaut: der Schweiz, Norwegen, Island und Liechtenstein.

Alle sind Mitglieder der Europäischen Freihandelsassoziation, die ihre Gesetzgebung mit den meisten EU-Binnenmarktvorschriften in Einklang gebracht hat und der EU in anderen Politikbereichen folgt. Alle diese Länder mit Ausnahme der Schweiz sind zusammen mit der EU Mitglieder des Europäischen Wirtschaftsraums.

Schlussfolgerungen

Die Wirtschaft der Europäischen Union zeichnet sich durch einen relativ hohen Selbstversorgungsgrad aus. Der gegenseitige Austausch in den Netzen der Union macht 2/3 des gesamten Außenhandels der Mitgliedstaaten aus. Für Kroatien, Ungarn, Lettland, Luxemburg, Polen, die Niederlande, Portugal, Rumänien, die Slowakei und Slowenien ist der EU-Markt der wichtigste Markt für Waren und Dienstleistungen: Sein Exportanteil beträgt über 70 %.

LITERATURSVERZEICHNIS

1. Європейський Союз та його роль : веб-сайт. URL : https://ukrstat.org/uk/nato/program.htm (дата звернення 11.11.2021)
2. Prague and Bratislava remain in top 10 richest EU regions : веб-сайт. URL : https://kafkadesk.org/2019/02/27/prague-and-bratislava-remain-in-top-10-richest-eu-regions/ (дата звернення 11.11.2021)
3. The World Bank : веб-сайт. URL : https://data.worldbank.org/ (дата звернення 11.11.2021)

LANGUAGE BARRIER IN BUSINESS COMMUNICATION

O. V. Kobylchenko,
N. S. Bezsonova (language supervisor)
V. N. Karazin National University, Kharkiv

Kobylchenko O. V., Bezsonova N. S. Language Barrier in Business Communication. The article analyzes the main problems and prospects for the development of international business, namely the problem of language barrier. More and more small and large enterprises are trying to expand their borders and reach a new, international level. The study of this field is especially relevant, because cooperation with different countries around the world requires a special approach to each of them, because they have their own customs, traditions and certain taboos that are very different from each other. As a result, it is concluded that despite the diversity of intercultural features of doing business, a number of major shortcomings can be identified, correcting which businesses of different sizes and scales will be easier to adapt and survive in the international arena.

Keywords: business, companies, English, language barrier.

Кобильченко О. В., Безсонова Н. С. Мовний бар’єр у діловому спілкуванні. У статті наводиться аналіз основних проблем і перспектив розвитку галузі міжнародного бізнесу, а саме проблеми мовного бар’єру. Все більше і більше малих та великих підприємств намагаються розширити свої кордони та вийти на новий, міжнародний рівень. Вивчення цієї галузі є особливо актуальним, бо для співпраці з різними країнами по всьому світі необхідний особливий підхід до кожної з них, бо вони мають свої звичаї, традиції та певні табу, що дуже різняться один від одного. В результаті, робиться висновок, що незважаючи на різноманіття міжкультурних особливостей ведення бізнесу, можна виділити низку основних вад, виправивши які бізнесам різних розмірів та масштабів буде легше пристосуватися та вижити на міжнародній арені.

Ключові слова: англійська мова, бізнес, компанії, мовний бар’єр.

1. Introduction

The o b j e c t of the article is the comprehensive research of problems language barrier and some advice on how to solve them.

The s u b j e c t is problems and opportunities for overcoming the language barrier in the business sphere.

The p u r p o s e of the study is to examine the more frequent problems of international business communication in the world and to identify the most effective ways to solve them. To achieve it, it is crucial to analyze the factors that form the problem and consider possible solutions to make international business communication more comfortable and effective.

2. Current statistic

A global company faces a language barrier. Poor English proficiency makes it difficult to do business.

Due to economic instability in Western Europe and the United States, local companies are actively seeking how to strengthen their presence in emerging markets. One of the most sufficient obstacles on this path is the language barrier.

While preparing to write this article, I came across the Competition Without Borders study of 572 business leaders and nonprofit organizations. According to the study, almost half of the respondents believe that misunderstandings in communication and inaccuracies in translation not only hinder the conclusion of international transactions but also lead to large financial losses.

The lack of knowledge of foreign languages and cultural characteristics of other countries creates the greatest difficulties for companies from the BRIC countries and Southern Europe. This opinion is shared by 85% of leaders in Ukraine, 88% of top leaders in Spain, 70% of leaders in Brazil, and 67% of China.

In the course of the survey, 47% of managers admitted that difficulties in interacting with foreign partners arise due to the fact that companies do not provide due language training. Approximately 40% believe that experience and skills of working in an international environment are not taken into account when recruiting personnel.

3. Problems of ignorance of foreign languages

Let’s see how poor English can get in the way of business and what can we do about it.

The first and most important thing that will be hindered by the lack of knowledge of English is work in foreign markets. This is obvious, but not many people realize that not only tech startups, but also small companies can face such a problem.

Secondly, exporting is a great way to increase turnover, but without good English, company employees are unlikely to be able to do this.

However, many of them try to trade with foreigners and speak only Russian [1].

During my research, I noticed that English is especially difficult in mechanical engineering. Almost all companies have existed since Soviet times when ministries and foreign trade organizations were involved in export activities. Therefore, most of them simply do not understand the rules of the game and do not know how to properly process orders from foreigners.

The most common problem is that the company, in response to an export order, issues a commercial offer signed and stamped by the director in Ukrainian in an unchangeable format. At the same time, the foreign customer is deprived of the opportunity to translate the document and understand what is at stake.

Few people want to translate the instructions for the purchased equipment or call the supplier and each time they encounter a misunderstanding of the employees. It slows down all processes and is annoying. Therefore, partners will sooner or later start spreading from a company that does not speak English.

According to The English Margin, 81% of companies are considering ending cooperation with partners who have poor English skills of their employees. They believe that in such conditions, export is impossible, which means that it makes no sense even to take on a project.

This often causes confusion among domestic companies. They think they do everything right and don’t even think about teaching their employees English.

However, in most cases, companies don't need to target the advanced level of the language proficiency. To get started, you may find it enough to have intermediate written English and a stock of professional vocabulary. This will allow you to prepare documentation and commercial offers, as well as to conduct correspondence with partners [2].

It is also worth noting that today, in many industries, knowledge of English is synonymous with professional growth and career growth. And it's not just the infamous IT people who constantly need to learn and who don't have time to wait for the translation of literature into Russian or Ukrainian. Professionals with good English are in demand in the field of services for business, retail, and finance sector, electronics, media, and other industries. The TOP 10 professions requiring English include account managers, support specialists, and even process engineers [3].

4. Ways to solve this problem

English language proficiency improves companies' ability to innovate and helps them attract and retain employees. And even if it seems to you that you are doing well, you should not wait until the need for English becomes really acute.

In the practice of international business, there are the following ways to overcome language barriers:

1. Attract external resources (using interpretation services). When contacting with foreign colleagues, it is necessary to draw up documentation in the state languages of the parties involved in the transaction. Of course, you can have one or two translators on staff, but the choice of language will be limited. The cost for permanent employees is much higher than for contacting companies that offer various translation services at affordable prices. Therefore, small companies most often use the resources of third-party organizations (outsourcing).

2. Language training of personnel. The main disadvantage of this method is the significant investment of time and financial resources. The language training of employees takes place according to several basic models. One of the models is the direct interaction of a company with a teacher, i.e. hiring a teacher as an employee. The biggest advantage of this model is that the teacher contracts directly with the company and receives all tuition fees from it.

3. The ability to hire employees who already have the required language skills. Proficiency in English is the most common requirement for job seekers in companies looking to operate internationally. The importance of foreign language proficiency in the international space is reflected in the HR strategies of companies. It is very rare that companies have never considered being able to speak multiple languages as a necessity for candidates. Many employers expect job seekers to be proficient in at least one foreign language.

5. Conclusions

Business is becoming more and more international every day: some companies enter the global market on their own initiative to open up new opportunities, while others are forced to do so due to slowing growth in local markets. Whatever the reason for expanding outside the country of origin, companies are clearly aware of the impact of international collaboration and communication with clients and colleagues from other countries, cultures, and time zones on their economic well-being. Linguistic and cultural barriers make it difficult to gain a foothold in unknown markets.

The challenge of overcoming cultural and linguistic barriers is difficult but achievable. It can be solved in different ways and the choice of them depends on specific conditions. Choosing the best way to overcome the existing language barriers in the relations between business units will minimize all the difficulties of working in the international arena.

REFERENCES

1. Ветрова О. Г. Лингвистические проблемы межкультурной англоязычной коммуникации в крэш-курсе культурного погружения // Преподавание иностранных языков и культур: проблемы, поиски, решения (Лемпертовские чтения – VII): материалы Международного науч.-метод. симпозиума (Пятигорск, 19-20 мая 2005г.). Пятигорск, 2005. С. 54–55.
2. Ещеркина Л. В., Королева Е. Н. К вопросу о кросс-культурной коммуникации в сфере бизнеса // Сборник трудов VII Всероссийской научно-практической конференции научных, научно-педагогических работников и аспирантов. 2017. С. 75–78.
3. Михельсон С. В. Культурные и коммуникативные (языковые) особенности в международном бизнесе // Вестник Челябинского государственного университета, 2016. № 8 (390). Философские науки. Вып. 41. С. 41–44.
4. Петрова Ю. С. К вопросу о преодолении языкового и культурного барьеров // Проблемы современной науки и образования. № 13 (95), 2017. С. 88–90.

MERCOSUR ECONOMIC INTEGRATION AS A FORM OF ECONOMIC DIPLOMACY OF SOUTH AMERICAN STATES

M. O. Kocherha,
I. V. Davydenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kocherha M. O., Davydenko I. V. MERCOSUR economic integration as a form of economic diplomacy of South American states. The article studies the nature of economic integration within the MERCOSUR bloc as a tool of economic diplomacy using South American states. This article focuses on both legal and institutional frameworks of MERCOSUR providing the member states with a platform for intra-regional economic diplomacy. It highlights the analysis of the impact of MERCOSUR member states', particularly their foreign policy departments, involvement in the process of intra-regional economic integration on their foreign trade positions and economic development.

Keywords: economic diplomacy, economic integration, foreign trade, institutional framework, intra-regional integration, MERCOSUR, South American states.

Кочерга М. О., Давиденко І. В. Економічна інтеграція МЕРКОСУР як форма економічної дипломатії країн Південної Америки. Стаття покликана дослідити природу економічної інтеграції в межах блоку МЕРКОСУР як інструменту економічної дипломатії, що застосовується державами Південної Америки. У цій статті зосереджено увагу як на правовій, так і на інституційній основах МЕРКОСУР, що являють собою платформу для реалізації державами-членами внутрішньорегіональної економічної дипломатії. У статті висвітлено аналіз впливу залучення держав-членів МЕРКОСУР, зокрема їхніх зовнішньополітичних відомств, у процес внутрішньорегіональної економічної інтеграції на їхні зовнішньоторговельні позиції та економічний розвиток.

Ключові слова: внутрішньорегіональна інтеграція, держави Південної Америки, економічна дипломатія, економічна інтеграція, зовнішня торгівля, інституціональна структура, МЕРКОСУР.

The modern world economy is still characterized by the dominant role of globalization processes, which, in particular, lead to increased competition on the global market. In this regard, states have to use, for instance, various means of economic diplomacy in order to ensure their own economic security, protect economic interests as well as improve the global competitiveness of their national economies. At the same time, at the current stage of the world economy there is a spread of international economic integration processes and, consequently, the formation of a significant number of integration groupings, particularly MERCOSUR, participation in which is seen by states as a means of strengthening both their global market position and economic prosperity. The object of the article is participation of countries in the process of economic integration as a tool of their economic diplomacy. The subject is the nature of economic integration within the MERCOSUR bloc as a tool of economic diplomacy using South American states. The purpose of the article is to analyze the legal and institutional frameworks of MERCOSUR as well as the impact of MERCOSUR member states' involvement in the process of intra-regional economic integration on their foreign trade positions and economic development.

MERCOSUR, or 'Southern Common Market' according to the 1991 Treaty of Asunción, is an integration trade bloc of four South American states, namely Argentina, Brazil, Paraguay and Uruguay, which was established by the Treaty of Asunción signed by the foreign ministers of these states in 1991. In addition, Bolivia, being a member of the Latin American Integration Association (LAIA), is currently in the process of joining MERCOSUR, having signed a relevant protocol in 2012, which was approved by all member states in 2015 [5; 11].

Today, MERCOSUR is South America's leading trade bloc and one of the largest economic integration associations in the global arena [10, p. 149].

From the very beginning, the process of economic integration of MERCOSUR states is subordinated to the following goals set out in Art. 1 of the Treaty of Asunción as the core legal act of the integration grouping:

- free movement of goods, services and means of production between member countries, in particular, by eliminating tariff and non-tariff restrictions in intra-regional trade;
- implementation of a common external tariff and adoption of a common foreign economic policy towards third countries or integration associations;
- coordination of positions within international economic organizations;
- harmonization of policies by member states within the following areas: foreign trade, agriculture, industry, fiscal and monetary policies, currency and investment, services, customs, transport and communications;
- harmonization of national legislation by member states within the above areas to strengthen the integration processes [2].

Obviously, as to the above-mentioned goals, the main objective of MERCOSUR member states is to achieve the common market as a stage of economic integration.

It should be noted that according to the 1994 Protocol of Ouro Preto, MERCOSUR having international legal personality can conclude trade agreements with third states or integration associations.

The Protocol also defined the permanent institutional structure of MERCOSUR as, in particular, the basis for the implementation of economic diplomacy by foreign policy agencies of member states for further economic integration within the bloc (Table 1).

Table 1

MERCOSUR institutional framework

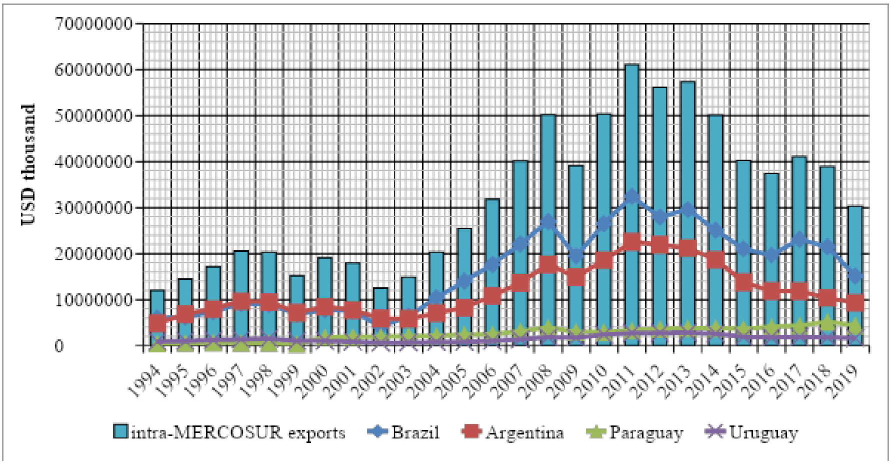
Name of body	Role	Membership	Key functions
Common Market Council	the MERCOSUR supreme body, which is responsible for the political leadership of the integration process	Ministers of Foreign Affairs and Ministers of Economy of the member states	1. to formulate policies and promote the measures needed to build a common market 2. to negotiate and sign agreements on behalf of MERCOSUR with third countries, groups of countries and international organizations
Common Market Group	the MERCOSUR executive body	representatives of the Ministries of Foreign Affairs, the Ministries of Economy and the central banks of the member states	to take measures which are necessary to implement decisions adopted by the Common Market Council
MERCOSUR Trade Commission	the body which is responsible for assisting the Common Market Group	representatives of the Ministries of Foreign Affairs, the Ministries of Economy and the central banks of the member states	to monitor and decide on the application of common trade policy instruments, in particular the Common External Tariff, both within MERCOSUR and with respect to third countries and international organizations

Source: Composed by the authors, using materials: [1]

Today, MERCOSUR has reached the free trade area as a stage of international economic integration, effectively freeing intra-regional trade from any tariff and non-tariff restrictions, and is an established customs union (especially after Member States adopted a common customs code in 2010) with a common customs tariff, which covers approximately 95% of MERCOSUR imports from outside [9; 12].

It is necessary to analyze how the economic diplomacy activities of foreign departments of MERCOSUR member states, especially negotiations and approval of agreements on economic integration within the association as well as work within the main bodies of MERCOSUR, influence the dynamics of foreign trade and economic development of member countries.

Regarding mutual trade in goods between MERCOSUR member states, the dynamics of intra-regional exports from 1994 till 2019, under the absence of most of tariff and non-tariff restrictions within the bloc didn't demonstrate monotony, due in particular to certain macroeconomic and global economic crises, such as the Brazilian real crisis and the economic crisis in Argentina in the late 1990s–early 2000s as well as the global economic crisis of 2008–2009 (Figure 1).

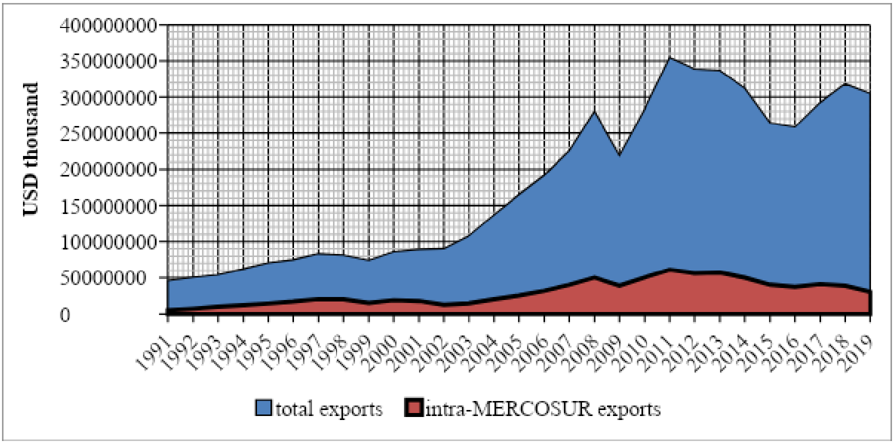


Source: Composed by the authors, using materials: [4; 7–8]

Figure 1. Dynamics of intra-MERCOSUR merchandise exports and merchandise exports by MERCOSUR member countries within the bloc during 1994–2019

Given the Figure 1, despite the 'rises and falls' of the curve of MERCOSUR's intra-regional trade during the declared period, the positive effect of economic integration between the member states seems to be obvious; liberalization of trade in goods and, consequently, expansion of markets have led to a dramatic increase in exports by member countries, including Paraguay (10.3 times during 1994-2019).

At the same time, over the last 20 years, there has been a general reduction in the role of intraregional exports for MERCOSUR member countries in their total exports (Figure 2).



Source: Composed by the authors, using materials: [3–4; 7–8]

Figure 2. Dynamics of total and intra-regional exports of MERCOSUR member countries during 1991–2019

This trend may be due to the increase in exports of MERCOSUR goods to third countries during the researched period. At the same time, the significant decline may indicate the possible exhaustion of the integration potential of MERCOSUR at the current stage of integration.

However, it should be noted that, during 1991–2019, the volume of intra-regional exports within MERCOSUR, in particular in the light of development of economic integration within the bloc, increased almost 6 times, namely from \$5.1 bln up to \$30.4 bln.

It is worth noting that it makes sense to study the impact of MERCOSUR member countries' participation in economic integration processes within this integration grouping on their economic development during 1994-2019 via the correlation analysis (Table 2).

Table 2

The value of the correlation coefficient of 'GDP per capita – intra-regional exports' indicators for MERCOSUR member countries

Member country	Coefficient value
Brazil	0,946254
Argentina	0,692494
Paraguay	0,854898
Uruguay	0,844126

Source: Composed by the authors, using materials: [4; 6–8]

We can see that there is a direct relationship between trade liberalization within MERCOSUR and the dynamics of national economies of the member countries, and the observed growth of MERCOSUR economies was largely due to the economic integration within the bloc.

Finally, MERCOSUR as one of the largest integration associations in the world arena, from the very beginning aiming to build a common market, has generally reached the free trade zone and customs union as stages of international economic integration over the past 30 years.

To achieve these goals, the member states of MERCOSUR have built an intergovernmental institutional structure serving as a set of permanent bodies which operate at the level of Ministers of Foreign Affairs and Economy of the Member States jointly coordinating the process of economic integration within MERCOSUR.

Despite a number of factors that have significantly slowed down the processes of MERCOSUR economic integration, such as disparities in the size of member economies, uneven economic development and economic crises in certain MERCOSUR countries, the participation of foreign policy departments of MERCOSUR member states has a positive effect on foreign trade as the first direction of liberalization of economic cooperation among member countries as well as the growth of national economies, which indicates compliance with the major objectives of economic diplomacy of MERCOSUR member states.

REFERENCES

1. Additional Protocol to the Treaty of Asunción on the Institutional Structure of MERCOSUR. URL : http://www.sice.oas.org/trade/mrcsr/ourop/ourop_e.asp.
2. MERCOSUR Free Trade Agreement. URL : https://www.worldtradelaw.net/document.php?id=fta/agreements/mercosurfta.pdf.
3. MERCOSUR: Objectives and Achievements. URL : http://documents1.worldbank.org/curated/en/747401468774610014/pdf/multi0page.pdf.
4. Observatory of Economic Complexity. URL : https://oec.world/.
5. Países del MERCOSUR. URL : https://www.mercosur.int/quienes-somos/paises-del-mercosur/.
6. The World Bank. URL : https://data.worldbank.org/.
7. Trade Map. URL : https://www.trademap.org/Index.aspx.
8. World Integrated Trade Solution. URL : https://wits.worldbank.org/Default.aspx?lang=en.
9. Воловик Н. П., Изряднова О. И. Развитие общего рынка стран Южной Америки (МЕРКОСУР) // Экономическое развитие России. 2019. № 7. С. 13–22. URL : http://vedi.ru/red_r/2019/red_0719_Volovik_Izryadnova.pdf.
10. Державна політика у сфері європейської інтеграції України: теорія, методологія, практика : монографія / за ред. В. В. Рєзнікова. Харків : «Діса плюс», 2020. 362 с.
11. Костюнина Г. М., Козлова О. А. Интеграционные процессы в Латинской Америке как фактор содействия внешней торговле // Российский внешнеэкономический вестник. 2018. № 4. С. 51-67. URL : https://mgimo.ru/upload/iblock/67d/%D0%9A%D0%BE%D1%81%D1%82%D1%8E%D0%BD%D0%B8%D0%BD%D0%B0%20%D0%93.%D0%9C.,%20%D0%9A%D0%BE%D0%B7%D0%BB%D0%BE%D0%B2%D0%B0%20%D0%9E.%D0%90.%2051-67.pdf.
12. Страны МЕРКОСУР приняли единый таможенный кодекс. URL : https://iz.ru/news/475117.

BRÉSIL: CARACTÉRISTIQUES DE LA POLITIQUE SOCIALE PENDANT LA CRISE DU COVID-19

M. A. Komar,
L. A. Dudka (consultante linguistique)
V. N. Karazin Université nationale, Kharkiv

Komar M. A., Dudka L. A. Brésil: caractéristiques de la politique sociale pendant la crise du COVID-19. L'article analyse les principaux problèmes et perspectives de la politique sociale brésilienne pendant la première et la deuxième vague de la pandémie de COVID-19. L'étude de ce domaine est particulièrement pertinente, car les problèmes de mise en œuvre du plan anti-coronation dans la sphère sociale sont aujourd'hui impératifs. L'attention se porte sur les spécificités du développement social du pays à la veille de la pandémie, ainsi que sur les conséquences sociales de l'épidémie. Il en résulte que l'expérience brésilienne de réponse au COVID-19 est inefficace en raison de problèmes structurels dans l'économie et la sphère sociale.

Mots clés : politique sociale du Brésil, COVID-19, mise en œuvre du plan anticoranovirus, lutte contre le coronavirus dans la sphère sociale.

Комар М. А, Дудка Л. А. Бразилія: характеристики соціальної політики під час кризи COVID-19. У статті наводиться аналіз основних проблем і перспектив соціальної політики Бразилії під час першої та другої хвилі пандемії COVID-19. Вивчення цієї галузі особливо актуально, адже проблеми реалізації антикороновірусного плана в соціальній сфері важливі і сьогодні. Важливу увагу приділяється специфіці соціального розвитку країни напередодні пандемії, а також соціальним наслідкам епідемії. В результаті робиться висновок, що бразильський досвід реагування на COVID-19 є неефективним через структурні проблеми в економіці та соціальній сфері.

Ключові слова: соціальна політика Бразилії, COVID-19, реалізація антикорановірусного плану, боротьба з коронавірусом у соціальній сфері.

1. Introduction

L ' o b j e c t de l'article est la recherche exhaustive de la politique sociale du Brésil avant et pendant la pandémie. Le s u b j e t de l'article est l'expérience de la réponse brésilienne à la crise coronarienne. Le p u r p o s e d e l'article est d'étudier les mesures les plus notables prises dans le pays pour atténuer les conséquences sociales négatives de la pandémie.

2. La crise socio-économique

La pandémie de coronavirus a considérablement affecté de nombreuses dimensions du développement du Brésil. C'est l'un des pays les plus gravement touchés par le COVID-19, non seulement en Amérique latine mais dans le monde entier. Selon une étude menée par le think tank australien Lowy Institute (Lowy Institute), l'un des plus importants en termes de superficie, de population et de potentiel économique des pays – le Brésil occupe la 98e place (sur 98 analysés) dans le classement des pays classés selon l'efficacité de la pandémie. En outre, il occupe la troisième place dans le monde pour le nombre de personnes infectées et affectées par le coronavirus – plus de 10 millions de personnes au début du mois de mars 2021, selon Worldometers.

La crise socio-économique résultant de la pandémie a incité le gouvernement national brésilien (une fédération basée sur son état et son territoire) à augmenter les dépenses sociales pour compenser les effets de la crise coronaire. Tout au long de l'année 2020, on a constaté une augmentation significative du nombre de mesures d'aide sociale anticrise (plus de 35), ce qui a entraîné une augmentation globale des dépenses sociales et un élargissement garanti de la couverture sociale. Cependant, malgré le fait que le gouvernement central du Brésil ait approuvé un ensemble assez important de mesures de soutien social (par exemple, les prestations en espèces, le rationnement des repas scolaires, les congés de maladie payés), il ne s'agit pas encore d'une transformation systémique de la sphère sociale de l'État.

Malgré le fait que la propagation de l'infection à coronavirus soit devenue un élément déclencheur de la complexité de la situation socio-économique, il convient de noter qu'au Brésil, la politique sociale a déjà connu un certain nombre de difficultés. Ainsi, avant la pandémie, la situation socio-économique du pays n'était pas très favorable en raison de la crise de 2015-2016, dont l'un des nombreux signes de détérioration peut être considéré comme une diminution du financement du programme Bolsa Família, qui fournissait une aide sociale aux familles brésiliennes à faible revenu qu'elles ont des enfants, ainsi qu'une accélération du chômage.

3. Problèmes de l'efficacité du plan anticoronavirus dans la sphère sociale

Premièrement, bien que l'aide sociale d'urgence ait partiellement amélioré la situation des groupes les plus pauvres, elle n'a pas permis de relever les défis structurels. En outre, selon les chercheurs, 26 millions de travailleurs brésiliens, qui représentent environ un quart de la population économiquement active, ne bénéficient toujours pas de paiements compensatoires (allocations de chômage, revenu de base d'urgence). En même temps, il est nécessaire de réaliser que le problème de la pauvreté au Brésil est extrêmement difficile et multidimensionnel, et que sa solution devrait inclure la modification des conditions de logement des groupes vulnérables, l'accès aux services publics, la réduction de la criminalité dans la région, la création d'emplois, ce qui ne peut être résolu par des paiements ponctuels et à court terme.

Deuxièmement, il n'est pas clair dans quelle mesure le budget du programme social Bolsa Família et son accès ne seront pas réduits à court terme, au fur et à mesure que la pandémie et ses conséquences seront surmontées, en parallèle avec l'expérience de 2015-2016. On sait que la Bolsa Família, qui dans les premières années après son introduction (2002-2006) a été évaluée comme assez efficace et suscite de grands espoirs, a été soumise à des contraintes de financement pendant sa mise en œuvre et avant la pandémie de COVID-19. En raison de la crise de l'économie brésilienne en 2014-2015. le budget du programme a été considérablement réduit. En août 2020, il couvrait 14,2 millions de familles (représentant environ 7 % de la population), recevant en moyenne 44 $ de prestations. US par mois (alors que le salaire minimum au Brésil est de 180 USD par mois).

Entre autres, la pandémie a été un élément déclencheur pour la fédération brésilienne, les états, pour intensifier sa politique de " récupération ". À cet égard, au niveau régional, les gouverneurs ont pris des mesures assez peu systématiques pour remédier à la situation, en fonction du degré de soutien au cours du président, en s'appuyant sur les pouvoirs dont ils disposent à travers les États.

4. Les résultats de la lutte contre la pandémie dans les États du Brésil

Le cas positif est la résistance à la propagation de l'infection dans l'État de Sao Paulo. En 2021, son gouverneur Juan Doria a signé un accord avec la société chinoise Sinovac pour fournir le vaccin CoronaVac car, selon l'administration de l'État, le vaccin AstraZeneca du gouvernement fédéral ne serait pas suffisant pour la plus grande population du pays. Auparavant, en mars 2020, le gouverneur, lors d'une réunion avec le président J. Bolsonar, avait annoncé que le gouvernement fédéral devait limiter les intrusions dans les mesures prises par l'État pour lutter contre la pandémie. En conséquence, la Cour suprême du Brésil a autorisé Sao Paulo à reporter le paiement de la dette envers le gouvernement fédéral afin que les fonds puissent être réorientés pour soutenir le système de santé. Cependant, le nombre de nouveaux cas et de décès à Sao Paulo, bien qu'inférieur à la moyenne nationale de la première vague, reste à un niveau assez élevé : au 6 mars 2020, 3 120 nouveaux cas ont été enregistrés.

Dans certains États, l'expérience de la lutte contre le COVID-19 n'a pas été aussi concluante, et la résistance à la maladie a été extrêmement inefficace. Les difficultés les plus graves sont apparues dans l'État d'Amazonas, qui a fait preuve d'une préparation minimale face aux défis et aux menaces d'une pandémie, tant en termes de manque d'équipement (par exemple, des ventilateurs) que d'application intempestive de mesures restrictives. Il en a résulté des tensions sociales croissantes, la nécessité d'alourdir le système de santé local et une mortalité élevée parmi la population de l'État due à l'infection par le coronavirus.

5. Conclusions

Aujourd'hui, l'expérience du Brésil en matière de réponse à la COVID-19 reste l'une des plus infructueuses, malgré une liste d'initiatives visant à atténuer la crise. Malgré l'augmentation des coûts sociaux et l'accès plus facile aux programmes existants, les mesures prévues par le gouvernement brésilien sont de courte durée et présentent un certain nombre de lacunes, notamment l'inefficacité des transferts ciblés et, en particulier, du principal programme d'aide sociale Bolsa Família. La question demeure de savoir si les mesures et actions anticrise constituent une adaptation temporaire aux défis de la pandémie ou si elles contribueront à la transformation systémique de la sphère sociale brésilienne à moyen et long terme.

RÉFÉRENCES

1. *Indice de performance Covid. Institut Lowy.* URL : https://interactives.lowyinstitute.org/features/covid-performance/#country-compare
2. *Pandémie de coronavirus COVID-19. Cas et décès signalés par pays ou territoire. Worldometers.* URL : https://www.worldometers.info/coronavirus/#countries
3. Обзор нового коронавируса 2019 года (2019-nCoV), CDC, 1 февраля 2020 г. Источник контента: Национальный центр иммунизации и респираторных заболеваний (NCIRD), Отдел

вирусных заболеваний; https://www.cdc.gov/coronavirus/2019-nCoV/summary.html

4. Косевич Е. Ю. Латинская Америка: коронавирус и новый политический ландшафт. *Латинская Америка*, 2020, № 10. С. 39–53.
5. Dong Y. H., Fu D. G. Autoimmune thyroid disease: mechanism, genetics and current knowledge. Eur Rev Med Pharmacol Sc. 2014; 17(20): 3510–3513.
6. Клиническое ведение тяжелой острой респираторной инфекции при подозрении на коронавирусную инфекцию COVID-19: Временные рекомендации 13 марта 2020 г. // ВОЗ.

BRAZIL: FEATURES OF SOCIAL POLICY DURING THE COVID-19 CRISIS

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

Komar M. A., Litovchenko Y. M. Brazil: features of social policy during the Covid-19 crisis. The article analyzes the main problems and prospects of Brazilian social policy during the first and second waves of the COVID-19 pandemic. The study of this area is especially relevant, because the problems of implementation of the anti-coronation plan in the social sphere are vital today. The author focuses attention on the specifics of the country's social development on the eve of the pandemic, as well as the social consequences of the epidemic. The author concludes that the Brazilian experience of responding to COVID-19 is ineffective due to structural problems in the economy and social sphere.

Keywords: COVID-19, fight against coronavirus, implementation of anticoranovirus plan, social sphere, social policy of Brazil.

Комар М. А, Літовченко Я. М. Brazil: features of social policy during the Covid-19 crisis. У статті наводиться аналіз основних проблем і перспектив соціальної політики Бразилії під час першої та другої хвилі пандемії COVID-19. Вивчення цієї галузі особливо актуально, адже проблеми реалізації антикороновірусного плана в соціальній сфері важливі і сьогодні. Важливу увагу приділяється специфіці соціального розвитку країни напередодні пандемії, а також соціальним наслідкам епідемії. В результаті робиться висновок, що бразильський досвід реагування на COVID-19 є неефективним через структурні проблеми в економіці та соціальній сфері.

Ключові слова: COVID-19, боротьба з корона вірусом, реалізація антикорановірусного плану, соціальна політика Бразилії, соціальна сфера.

1. Intoduction

The object of the article is the comprehensive research of social policy of Brazil before and during pandemic. The subject is Brazilian Coronary Crisis response experience. The aim of the article is to study the most notable measures taken in the country to mitigate the negative social consequences of the pandemic which can be adopted by Ukraine.

2. Socio-economic crisis

Covid outbreak has significantly affected many dimensions of Brazil's development. It is one of the countries most severely affected by COVID-19, not only in Latin America but in the world as a whole. According to a study conducted by the Australian think tank Lowy Institute (Lowy Institute), one of the largest in area, population and economic potential of countries – Brazil ranks 98th (out of 98 analyzed) in the ranking of countries classified by the effectiveness of pandemic. In addition, it ranks third in the world in the number of infected and affected by coronavirus infection - more than 10 million people as of early March 2021, according to Worldometers [1].

The socio-economic crisis unfolding as a result of the pandemic has prompted the Brazilian national government (a federation based on its state and territory) to increase social spending to offset the effects of the coronary crisis. Throughout 2020, there was a significant increase in the number of anti-crisis social support measures (over 35), which led to a global increase in social spending and guaranteed expansion of social coverage. However, despite the fact that the central government of Brazil has approved a fairly large package of social support measures (eg, cash benefits, rationing of school meals, paid sick leave), it is not yet a systemic transformation of the social sphere of the state.

Despite the fact that the spread of coronavirus infection has become a trigger for the complexity of the socio-economic situation, it should be noted that in Brazil, social policy has already experienced a number of difficulties. Thus, before the pandemic, the socio-economic situation in the country was not very favorable due to the crisis in 2015-2016, including one of the many signs of deterioration can be considered a decrease in funding for the Bolsa Família program, which provided social support for low-income Brazilian families they have children, as well as accelerated unemployment [2].

3. Problems of the effectiveness of the anticoronavarus plan in the social sphere

Firstly, despite the fact that emergency social assistance has partially improved the situation of the poorest groups, it has not helped to address structural challenges. Moreover, according to researchers, 26 million Brazilian workers, who make up about a quarter of the economically active population, remain out of compensation payments (unemployment benefits, emergency basic income). At the same time, it is necessary to realize that the problem of poverty in Brazil is extremely difficult and multidimensional, and its solution should include changing housing conditions for vulnerable groups, providing them with access to public services, reducing crime in the region, creating jobs, which cannot be solved by one-time payments and in short terms.

Secondly, it is not clear to what extent the budget of the Bolsa Família social program and access to it will not be reduced in the short term, as the pandemic and its consequences are overcome, in parallel with the experience of 2015-2016. It is known that the Bolsa Família, which in the initial years after its introduction (2002-2006) was assessed as quite effective and has high hopes, was subject to funding constraints during its implementation and before the COVID-19 pandemic. As a result of the crisis in the Brazilian economy in 2014-2015 the program budget has been significantly reduced [2]. As of August 2020, it covered 14.2 million families (accounting for about 7% of the population), receiving an average of $ 44 in benefits per month (while the minimum wage in Brazil is 180 USD per month).

Among other things, the pandemic was a trigger for the Brazilian federation, the states, to intensify its "recovery" policy. In this regard, at the regional level, governors have taken rather unsystematic measures to remedy the situation, depending on the degree of support for the president's course, relying on the powers available to them across the states.

4. The results of the fight against the pandemic in the states of the Brazil

The positive case is the resistance to the spread of infection in the state of Sao Paulo. In 2021, its governor Juan Doria signed an agreement with the Chinese company Sinovac to supply the CoronaVac vaccine because, according to the state administration, the AstraZeneca vaccine from the federal government would not be enough for the largest population in the country. Earlier, in March 2020, the governor at a meeting with President J. Bolsonar announced that the federal government should limit intrusions into measures taken by the state to combat the pandemic. As a result, Brazil's Supreme Court allowed Sao Paulo to defer the payment of the debt to the federal government so that the funds could be redirected to support the health care system [3]. However, the number of new cases and deaths in Sao Paulo, although lower than the national average of the first wave, but is still at a fairly high level: as of March 6, 2020, 3,120 new cases were recorded.

In some states, the experience of controlling COVID-19 has not been as successful, and resistance to the disease has been extremely ineffective. The most serious difficulties arose in the state of Amazonas, which showed minimal preparedness for the challenges and threats of a pandemic, both in terms of lack of equipment (for example, ventilators) and the untimely application of restrictive measures. The result has been growing social tensions, the need to burden the local health care system and high mortality among the state's population from coronavirus infection [5].

5. Conclusions

Today Brazil's experience in responding to COVID-19 remains one of the most fruitless, despite a list of initiatives aimed at smoothing the crisis. Despite rising social costs and easier access to existing programs, the measures provided by the Brazilian government are short-lived and have a number of shortcomings, especially the ineffectiveness of targeted transfers and, in particular, the main Bolsa Família social assistance program [4]. The question remains whether anti-crisis measures and actions are a temporary adaptation to the challenges of the pandemic or will contribute to the systemic transformation of Brazil's social sphere in the medium and long term.

REFERENCES

1. Клиническое ведение тяжелой острой респираторной инфекции при подозрении на коронавирусную инфекцию COVID-19: Временные рекомендации 13 марта 2020 г. – ВОЗ. URL : https://apps.who.int/iris/bitstream/handle/10665/331446/WHO-2019-nCoV-clinical-2020.4-rus.pdf
2. Обзор нового коронавируса 2019 года (2019-nCoV), CDC, 1 февраля 2020 г. URL : https://www.cdc.gov/coronavirus/2019-nCoV/summary.html
3. Dong YH, Fu DG. Autoimmune thyroid disease: mechanism, genetics and current knowledge. Eur Rev Med Pharmacol Sc. URL : https://pubmed.ncbi.nlm.nih.gov/25535130/
4. Covid Performance Index. Lowy Institute. URL : https://interactives.lowyinstitute.org/features/covid-performance/#country-compare
5. COVID-19 Coronavirus Pandemic. Reported Cases and Deaths by Country or Territory. Worldometers. URL : https://www.worldometers.info/coronavirus/#countries

FILM TOURISM: PROBLEMS AND OPPORTUNITIES

A. V. Konovalova,
E. V. Dovhaniuk, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Konovalova A. V., Dovhaniuk E. V. Film Tourism: problems and opportunities. The article analyzes the main problems and prospects for the development of the tourism industry. Film tourism has developed over the past 25 years, mainly due to the general increase in international travel and the influence of the media. Film tourism is a fairly new direction in the modern tourism industry. Research in this area is very important because experts predict its potentially high profitability. This paper considers the theoretical aspects and foundations of the organization of this field of tourism, as well as the importance of knowledge of a foreign language in travel. The impact of tourism on the country's economy is described. Recommendations for the development of film tourism in the country have been developed.

Keywords: development, film tourism, international travel, profitability.

Коновалова А. В., Довганюк Е. В. Кінотуризм: проблеми та можливості. У статті наводиться аналіз основних проблем і перспектив розвитку галузі кіно туризму. Кінотуризм почав розвиватися за минулі 25 років, головним чином через загальне підвищення міжнародних подорожей та вплив ЗМІ. Кінотуризм є досить новим напрямком у сучасній туріндустрії, дослідження цієї галузі дуже актуально, адже фахівці прогнозують її потенційну високу прибутковість. В даній роботі були розглянуті теоретичні аспекти та основи організації даної туристичної сфери, а також значення знання іноземної мови в подорожах. Описаний вплив, який туризм вказує на економіку країн. Розроблено рекомендації щодо розвитку кінотуризму в світі.

Ключові слова: кінотуризм, міжнародні подорожі, прибутковість, розвиток.

1. Introduction

The o b j e c t of research is the film industry and cinematic tourism of countries around the world. The subject of the research is the level and features of the development of the film industry and cinematic tourism in countries worldwide.

The p u r p o s e of the study is to identify geographical differences in the level and characteristics of the development of the film industry and their impact on the development of cinematographic tourism in countries around the world.

This article discusses:

1) Case studies of the growth of cinema tourism in different countries

2) Countries where film tourism plays a significant role

3) Suggestions for global film tourism development

4) The advantages and significance of knowing English while traveling

2. The industry's current state

Cinema tourism is actively developing all over the world. Filming locations such as The Beach and Game of Thrones have become must-sees for thousands of tourists. The development of cinema tourism will allow any country where a cult film is filmed to attract not only tourists but also investors. Traveling to the filming locations of popular films is becoming more and more popular around the world. Often, the film crew leaves the scenery intact on the former film sets, which become a place of pilgrimage for fans of a particular film. The formation of such a direction as film tourism began relatively recently [1]. Most tourism experts claim that the first "stream" of film tourism was trips to the filming locations of the cult saga about the brave Harry Potter. Millions of fans of Joan Rolling's books and subsequent films are ready to spend fortunes to plunge into the atmosphere of magic and wizardry. Every year in the world, about 100 million people from all over the world follow in the footsteps of their favorite movie characters, travel with the purpose of getting to know their favorite actors better, plunge into the atmosphere of filming, learn foreign languages in order to feel confident in understanding everything the guide is talking about, meet new people, look for like-minded people and friends who share your interests, and move freely in a foreign country. Almost every fifth tour to England is bought in order to see the filming locations of famous films, and first of all, "Harry Potter". New Zealand is gaining popularity thanks to "The Lord of the Rings", France is associated with the "Da Vinci Code", and Tunisia is still reaping the rewards of Star Wars' success. In demand among film tourists is New York, where Godzilla walked the streets, King Kong climbed skyscrapers and the wind fluttered the dress of Merlin Monroe [4].

3. Developmental issues

The complexity of the film tour organization is that it may still be little-known, unusual, inaccessible, and expensive. And the first thing that you may want to consider is the little awareness of this direction and its low level of development, since this type of tourism is not so popular and, because of this, it cannot fully develop like any other type of tourism industry.

The second problem that you can face is ignorance of a foreign language. English is a huge plus for any traveler. You get a few significant advantages at once, namely: self-confidence, communication without translators and dictionaries, respect for local residents, as well as independence from the guide.

Due to the fact that the specified direction is atypical for other tourists who are accustomed to relaxing or attending places with a certain orientation, film tourism is simply impossible to apply to one particular area due to its diversity [5].

It is impossible to determine the best place for film tourism because the films may be shot in caves, on steep slopes, in the meadows and savannas, underwater, and in the air. The area of filming can be absolutely any point on the planet. After the fan has chosen a place to visit, you need to get there, and this can become another difficulty.

The question arises of how much money it is necessary to spend. The category of tourists is different, but despite this, there are many of those who want a lot. Famous travel agencies organize tours for various categories of citizens so that they can visit the objects of their attention. It all depends on the place of residence of the tourist, because if he lives in England, he can easily visit such significant places as Kings Cross Station and Platform 9 34. Similarly, the inhabitants of Spain can stroll at the locations of the filming of the fifth season of the series “Game of Thrones”.

However, if the fan is completely in another country, he or she will be forced to pay exorbitant fees. Each tourist needs an individual approach, and this is another difficulty for the development of this type of tourism.

But despite all of the foregoing, the enthusiasm of the public every year, or rather, only increases with each new bestseller. People are attracted not only by the picturesque nature of this place but also by its connection with the action of the film [3].

4. Prospects

Film tourism is not fully developed. Therefore, it still cannot be attributed to a developed type of tourism. First of all, you need to advertise this type of recreation well because advertising is the engine of progress. After advertising, good reviews are needed. It is easier for people to trust an opinion already formed than a simple advertising slogan. Also, the budget plays a big role. Excursions are always more convenient and cheaper for groups of people, and not for two or three. Thus, it is necessary to create excursion programs for groups and not make them individual. It is easier to organize everything, and tourists will find the same fans as themselves, which will also help in organizing excursions [5].

Also, cinema tourism is an international type of tourism, and travelers come from different countries. People with weak willpower who value cinematography can be motivated to learn foreign languages through cinema tourism. For such a group of tourists, the organizers of the tour can preliminarily offer to take a training course in the English language. It will be useful both for people who do not know the language and for those who do but have not practiced for a long time. As the English artist Edmund Arthur Lowndes de Waal said, “With languages, you're at home anywhere” [3].

Below is a list of real film tours from around the world:

The geography of film tourism in Europe

Currently, the geography of film tourism is extensive. One of the most famous film travel destinations is the UK. According to the British Tourist Board, about 40 tourists would like to visit the filming locations of the famous James Bond and Harry Potter films. According to the heads of travel agencies, every fifth tour to the UK is undertaken in order to see the filming locations of famous films and, first of all, “Harry Potter”. And for such a trip, you need to pay about $500 or a thousand dollars.

In Great Britain, the outstanding Hogwarts Express was launched for Harry Potter fans, in which you can travel from Oxford to Carlisle and back for $ 200. And at the King Cross station, where in the film there is a secret station from where the train to Hogwarts departs. For fans of Harry Potter, an excursion called “Ten Hours in an English Fairy Tale” is organized, which, in addition to visiting the railway platform, includes visits to the zoo with a “talking” boa constrictor and a magic shop.

The geography of film tourism in New Zealand

One of the most recent destinations to benefit greatly from film tourism is New Zealand. New Zealand's travel site positions the country as “The Beginning of Middle-earth”. Thirty percent of tourists say they want to visit New Zealand solely because of the influence of the Lord of the Rings trilogy. In the vastness of modern New Zealand, Peter Jackson managed to create an amazing world that allows you to believe that a fairy tale is somewhere nearby. You just have to look around carefully. And millions of fans of the book and film go on trips to find this fairy tale in real life.

Mordor will become an integral part of the tour of the “hobbit” places. Filming of this dark place took place in Tongariro National Park – and here you can spend a lot of time exploring the vastness of an inhospitable but very colorful country.

Around Rivendell has grown an entire movie city, the heart of New Zealand movie tourism, Welllywood. After all, it is here that the film studio is located, where you can take a fascinating excursion and buy souvenirs for your memory. For fans of extreme sports, the opportunity is always open to going further to the mountains of the island of Remarkables, where the ski resort of the same name is located and also unforgettable footage of the wanderings of the Fellowship of the Ring along the snow-capped peaks on the way to Mordor was filmed.

The geography of film tourism in the United States

Since the release of The Twilight Saga, based on the books by Stephenie Meyer, visits to Seattle have grown from five thousand to five million tourists a year. The novel describes real-life streets, residential buildings, schools, shops, cinemas, cafes, and restaurants. Special weekly twilight tours have been developed, one in Oregon to the filming locations of the film version of the novel. The second is in the state of Washington, where the events described in the novel take place and where the true spirit of the saga itself is felt. Tourists visit the picturesque North Pacific coast of the USA and the National Park “Rain Forest” to get acquainted with the traditions of the Quileute Indians [2].

5. Conclusions

Thus, cinema tourism is not yet fully developed, but it is already safe to say that it is popular, and this popularity is growing with each new film premiere. Countries already embraced by a wave of film tourism report that after filming in a particular location, the interest of tourists increases by several percent, and the profit from new tourist flows significantly replenishes the country's budget.

The article considered the importance of learning foreign languages for a modern tourist, the relevance of cinema tourism, problems, and prospects for the development of this type of tourism. The impact of cinema tourism on the economy and how the interest of tourists in a particular country is associated with the development of cinematography in it.

REFERENCES

1. Калабахина Е. А. Развитие мирового кинобизнеса в условиях глобализации. 2017. С. 47–62.
2. Кинотуризм: фильмы, способные “продать” любое направление. 2013. URL : https://profi.travel/articles/181/details (Дата останнього звернення 18.12.2021)
3. Токманова М. М. Реализация потенциала кинотуризма. 2020. С. 13–41.
4. Film Tourism: Attract the Movie Goers. URL : https://www.tourism (Дата останнього звернення 18.12.2021)
5. Hudson S., Hudson P., Miller G. A. The measurement of service quality in the tour operating sector a methodological comparison [Text] // Journal of travel Research. 2004 . P. 305–321.

PLANNING OF FOREIGN ECONOMIC ACTIVITY AS A KEY FOR IMPROVING THE COMPETITIVENESS OF ENTERPRISES ON THE WORLD MARKET

O. S. Kopittsova,
O. M. Petrenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kopittsova O. S., Petrenko O. M. Planning of foreign economic activity as a key for improving the competitiveness of enterprises on the world market. The article defines the structure and components of sales activities. The importance of effective management of the sales system in increasing the competitiveness of enterprises in world markets has been determined. The features of understanding the term "sales" are analyzed. Strategic and operational decisions in the creation of a sales system are investigated. The features of sales management at enterprises are highlighted. The current state of foreign economic and sales activities of the car service enterprise LLC "Master Service" is considered and the ways of its improvement are proposed.

Keywords: sales activity, foreign economic activity, competitiveness, sales potential, world market.

Копитцова О. С., Петренко О. М. Планування зовнішньоекономічної діяльності як ключовий фактор підвищення конкурентоспроможності підприємств на світовому ринку. У статті визначено структуру та складові елементи збутової діяльності. Визначена важливість ефективного управляння збутовою системою у підвищенні конкурентоспроможності підприємств на світових ринках. Проаналізовано особливості розуміння терміну "збут". Досліджено стратегічні та оперативні рішення при створенні системи збуту. Виокремлено особливості управління збутом на підприємствах. Розглянуто сучасний стан зовнішньоекономічної та збутової діяльності автосервісного підприємства ТОВ "Майстер Сервіс" та запропоновані шляхи її удосконалення.

Ключові слова: збутова діяльність, збутовий потенціал, зовнішньоекономічна діяльність, конкурентоспроможність, світовий ринок.

1. Introduction

The o b j e c t of the article is sales management, which is becoming increasingly important for companies engaged in foreign economic activity in the process of globalization and international integration. The s u b j e c t is the sales system at the enterprise and the possibilities for its improvement.

The r e l e v a n c e of the chosen topic lies in the need for companies to always develop and improve sales activities through increased competition and the rapid development of foreign economic relations.

The p u r p o s e of the article is to study the theoretical foundations of foreign economic and marketing activities of enterprises, increase competitiveness and develop measures to improve the sales system in the context of expanding foreign economic relations in world markets, using the example of the activities of LLC Master Service. To achieve this, it is crucial to characterize the sales system and its features and propose possible measures to improve the sales activities of the LLC.

Many scientists, such as J. R. Evans, W. Berman, G. Assel, L. I. Abalkin, P. G. Break, L. V. Balabanova, T. D. Maslova, S. G. Bozhuk, L. M. Kovalik, O. Provolotskaya, P. Winkelmann, S. Shpilik and others paid attention to researching the problems of sales activities and studying sales strategies. But until now, a contradiction often arises between different concepts due to the vague delimitation of these processes. There are many definitions and approaches to understanding the term “marketing”. So, some scientists consider sales as a process of physical movement of goods and identify them with the concepts of “distribution" and “movement of goods”. The rest of the authors consider sales as a process of interaction with a customer [3]. But this is still different from “sales” and “sales activities”.

2. Theoretical foundations of foreign economic and marketing activities of enterprises

In general, the term “marketing” should be viewed in a narrow and broad sense. In a narrow sense, it should be understood as conditions for direct sales of products to the final consumer. In a general or broad sense, sales are characterized by a set of organizational and managerial solutions to generate demand and stimulate sales to meet the needs of consumers [5; 6].

There are several types of definitions for the sales category [2]:

- the first is the characterization of sales as contacts with consumers, the formation and development of relations with them;
- the second, typical for the management approach, according to which sales activities are identified with the elements of marketing (planning, control, pricing policy);
- the third approach is characterized by an emphasis on the exchange of goods for money;

- the fourth approach takes into account all of the above features.

This classification was proposed by N. V. Maybogina and emphasizes that sales activities can be viewed as a whole complex.

Summarizing the various approaches, we can define that "marketing" is a complex concept consisting of many elements: distribution, sale and movement of goods, which is also the last stage of industrial relations, starting with the completion of the production of goods and including the transfer of goods to the buyer and after-sales service. Figure 1 shows the components of the concept of the sales category.

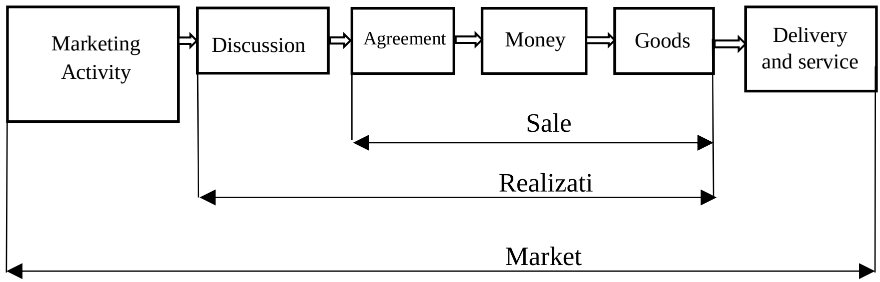


Figure 1. Composite concepts of the "marketing" category
(compiled by the authors from the source [4])

We agree that sales management is a complex system that requires constant monitoring and improvement. The creation of this system is a strategically important task for any company, in the formation of which it is better to focus on the consumer and develop the most suitable system for them. To do this, the enterprise needs to make several strategic and operational decisions. (fig. 2)

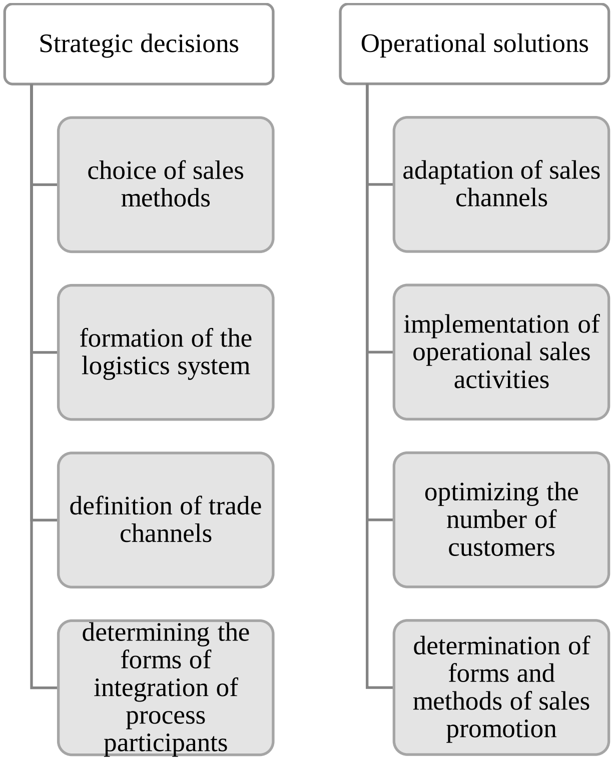


Fig. 2. Strategic and operational decisions when creating a sales system (compiled by the authors from the source [1])

The purpose of the sales activity is to provide the required volume of sales of the company's goods with a certain profit while meeting consumer needs. To achieve this goal, it is necessary [6]:

- to create a sales policy strategy;
- to choose effective ways of marketing;
- choose a certain level of the sales channel;
- choose and justify the type of intermediaries.

According to the purpose of marketing, its main task is to supply specific consumers of a certain product with the desired consumer qualities, in the required quantity, at a certain time, in a certain place and with optimal (minimum) costs. An important condition for achieving success in sales activities is the construction of an effective sales channel and the use of incentive measures aimed not only at increasing sales, but also at improving the recognition of the company's products in the market.

3. Measures to improve sales activities on the example of the "Master Service" enterprise

The investigated enterprise LLC "Master Service" has been operating for over 20 years, produces equipment and special tools, sells auto parts and offers repair and diagnostic services. In addition, the company is actively engaged in foreign economic activity. LLC "Master Service" both imports auto parts for further sale and exports its own manufactured products.

Clients of the "Master Service" enterprise are private persons and various enterprises of the world market. The main customer countries in 2020 are shown in Figure 3.

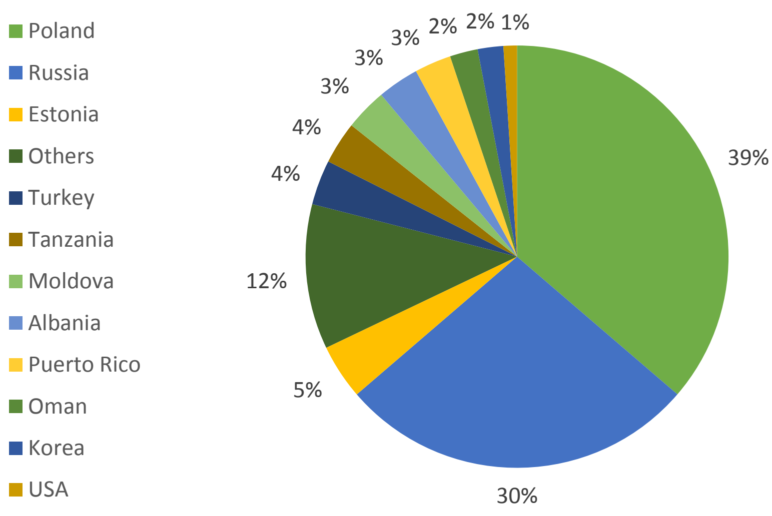


Fig. 3. The structure of the customer countries of "Master Service" LLC in 2020

To increase the competitiveness of the enterprise, the following strategic solutions can be proposed:

- stabilization of the financial condition (use methods that indicate the level of the company's financial and economic activities);

- innovation and introduction of new scientific advances to improve competitiveness;
- protection of competitive positions and maintaining the occupied market position;
- market segmentation to strengthen competitive positions.

Thus, an important stage in the development of the enterprise's foreign economic activity is the expansion of the list of potential world markets for product sales, their detailed analysis and study. The main task of an organization is to decide which new or existing markets to enter and to develop strategies that complement each other. For this, enterprises find the opportunity to participate in international exhibitions dedicated to industry topics. This helps them expand the geography of supply of export markets and increase the awareness of potential consumers about their own products.

4. Conclusions

Consequently, improving sales activities is an important part of enterprise development, especially when the majority of manufacturers operate on the global market and, due to the scale of production and sales activities, receive a greater economic effect.

But it should be noted that organizational decisions on the company's sales policy should be made only after an in-depth analysis of the current situation. Solutions should be aimed at solving specific problems for the company, namely, increasing the competitiveness of manufactured goods and gaining a large share of the world market, and thus maximizing profits. The result of sales activities depends on the company's ability to analyze and correctly assess the external environment and respond to its changes. In addition, the enterprise should aim to form strong partnerships, manage the quality of goods, develop and implement an effective marketing policy.

So, one of the most important steps to improve the sales system “Master Service” is the systematization of advertising activities, stabilization of the financial condition and the use of innovations. In addition, the implementation of sales and product policies is possible through participation in exhibitions. They are an ideal place to build personal and trusting relationships with partners, and also a meeting point for regular customers and suppliers. As a result, exhibitions are considered to be one of the most important elements of improving the sales of an enterprise.

REFERENCES

1. Балабанова Л. В. Маркетинговий менеджмент: навч. посібник / 3-тє вид., перероб. і доп. К. : Знання. 2010. 254 с.
2. Балабанова Л. В., Митрохіна Ю. П. Стратегічне маркетингове управління збутом підприємств : підручник. Донецьк : вид-во Дон. ДУЕТ. 2009. 245 с.
3. Бандура З. Л., Вейкрута Л. С. Маркетинговий аналіз збутової діяльності підприємства в умовах ринку // Вісник Львівської комерційної академії. 2011. Вип. 36. С. 22–26.
4. Дубівка Д. В. Поняття “збут” в системі управління підприємством // Економіка та держава. 2013. № 2. С. 93–96. URL : http://nbuv.gov.ua/UJRN/ecde_2013_2_26
5. Шпилик С. Управління збутовою діяльністю підприємства // Галицький економічний вісник. 2012. № 4(37). С. 88–95.
6. Юрчишена Л. В., Волинець С. М. Аналіз ефективності використання основних засобів на підприємстві // Ефективна економіка. 2011. № 8. URL : http://nbuv.gov.ua/UJRN/efek_2011_8_26

IMAGE MÉDIATIQUE DU PRÉSIDENT FRANÇAIS EMMANUEL MACRON EN 2020 SUR LA BASE D'ARTICLES DES JOURNAUX «LE MONDE», «LE FIGARO» ET «LE POINT»

D. V. Kotova,
L. A. Dudka (consultante linguistique)
Université nationale V. N. Karazin, Kharkiv

Kotova D. V., Dudka L. A. Image Médiatique Du Président Français Emmanuel Macron En 2020 Sur La Base D'articles Des Journaux «Le Monde», «Le Figaro» et «Le Point». L'objectif de cette étude est l'analyse de l'image du président français E. Macron en 2020 dans les articles des journaux «Le Monde», «Le Figaro» et «Le Point». L'étude a été réalisée à l'aide de l'analyse théorique des articles et la synthèse des éléments principaux. Dans l'étude on rédige l'image de Macron pendant la pandémie COVID-19, la campagne islamique en France et des manifestations en Biélorussie. Les médias français décrivent Macron comme un dirigeant autoritaire et efficace qui défend avec succès les intérêts de la France sur la scène mondiale, tandis que la contribution du président aux processus politiques nationaux français leur semble insuffisante et incohérente.

Mots-clés: France, image, journaux, médias, politique, président.

Котова Д. В., Дудка Л. А. Медіа-образ президента Франції Еммануеля Макрона у 2020 році за матеріалами газет «Le Monde», «Le Figaro» та «Le Point». Метою даного дослідження є аналіз образу президента Франції Е. Макрона 2020 року в статтях газет «Le Monde», «Le Figaro» та «Le Point». Дослідження проведено з використанням теоретичного аналізу статей та синтезу основних елементів. У дослідженні описан образ Макрона під час пандемії COVID-19, ісламської кампанії у Франції та протестів у Білорусі. Французькі ЗМІ описують Макрона як авторитарного та ефективного лідера, який успішно відстоює інтереси Франції на світовій арені, а внесок президента у французькі національні політичні процеси видається їм недостатнім і непослідовним.

Ключові слова: газети, ЗМІ, імідж, політика, президент, Франція.

1. Pandémie de COVID-19

La politique du président Macron pendant la pandémie a été critiquée par les principaux médias français. Ainsi, Emmanuel Macron a été plusieurs fois accusé de la myopie: malgré les avertissements et les craintes des médecins, la France n'était pas prête à la deuxième vague de l'épidémie. L'échelle de la nouvelle vague épidémique s'est avérée imprévisible pour le leader français, et les journaux voient la cause de cette attitude dans l'ignorance des alertes

[27]. C'est la raison pour laquelle les premières assurances de Macron concernant «le retour des beaux jours» en France et sa pleine préparation aux nouveaux défis sont jugées «illusoires» par les médias [7].

Les mesures prises par l'administration E. Macron sont généralement accueillies avec bienveillance par les médias. Le président a déclaré ouvertement que dans la lutte contre la COVID-19 ne choisirait pas entre le bien-être de la population et le fonctionnement normal de l'économie [11]. Le Président a lancé des appels spéciaux aux jeunes – la Génération Covid, montrant ainsi son attitude humaine et sa sollicitude. Sa phrase «C'est dur d'avoir 20 ans en 2020» [29] a été largement diffusée dans les médias. En même temps, les mesures concrètes du président français dans le domaine de la santé sont qualifiées comme floues et complexes à comprendre. Par exemple, la mise en place d'un couvre-feu dans certains départements français n'a donné lieu que la augmentation de la peur et de la paranoïa parmi les Français pendant la période déjà difficile [26].

Il vaut également examiner les articles du Figaro où on indique que la politique de santé de Macron vise au renforcement des pouvoirs publics. On note que l'élargissement de l'appareil bureaucratique et la multiplication des nouvelles règles et lois, accompagnées de propagande et d'un fort soutien dans les médias, vont au profit de E. Macron, augmentant ainsi son influence sur la prise de décisions. Les difficultés administratives rencontrées par le gouvernement français ne font qu'ajouter à l'imprévisibilité et aux décisions ralenties du dirigeant français [25].

Donc, les médias sont plutôt sceptiques face à la politique de santé du président français E. Macron en période de pandémie, notant son incertitude et son manque de prévision dans la prise de décisions.

2. Campagne islamiste en France

Depuis le début de la présidence de E. Macron en France, où on compte entre quatre et huit millions de musulmans, les sentiments des musulmans radicaux se sont intensifiés. Selon les autorités, depuis 2017 les services de renseignement français ont enregistré plus de 30 tentatives d'attentats islamistes. Après une série d'agressions survenues en automne 2020 – les attaques près de la rédaction de «Charlie Hebdo», le meurtre d'un professeur scolaire, les attaques dans l'église de Nice – les autorités françaises ont mis au point un nombre de mesures afin que les attentats ne se reproduisent pas à l'avenir. En octobre 2020, Macron a présenté son plan de lutte contre «le séparatisme islamiste» et a prononcé un discours pour déclencher un «réveil républicain». Dans son discours, comme

«Le Monde» a indiqué, le Président a qualifié l'islam comme la religion, qui traverse une crise aujourd'hui partout dans le monde, et a assuré de sa volonté de lutter contre cette «idéologie qui affirme que ses propres lois sont supérieures à celles de la République» [19]. Ainsi, «Le Point» cite les propos de Macron, selon lesquels le radicalisme islamiste est donc une question «extrêmement sensible qui constitue une menace pour la société» [21].

En décembre, le gouvernement français a approuvé le projet de loi sur le renforcement des principes républicains, qui vise à protéger le statut du pays en tant que société laïque et à contrer l'islamisme radical.

Les propos fermes de Macron ont provoqué des réactions enthousiastes dans les médias: «Le Figaro» les a annoncés comme «un petit pas dans la lutte contre le séparatisme, mais un grand pas dans la construction de l'islam de France» [2]. En outre, un autre article de ce journal indique que Macron a mis la France en première ligne de ceux qui luttent contre le terrorisme islamique [6], en exaltant ainsi la figure de Macron à l'échelle mondiale. Pendant le sommet des chefs d'État E. Macron a fermement affirmé la nécessité d'une coopération entre les pays, ce qui suscite le respect des journaux. Ainsi, l'article du «Figaro» met l'accent sur les déclarations de Macron sur le «besoin d'une réponse coordonnée et rapide» [18] et dans «Le Point» on a indiqué que le Président de la France «est passé à l'offensive contre l'islam radical avec le renforcement des contrôles à tous les niveaux» [22].

Mais plus tard, le président français a nié les propos, ce qui a laissé la presse perplexe. Face à l'indignation et aux manifestations des musulmans [8] et aux critiques des dirigeants d'autres États, Macron s'est empressé d'assurer à tous son calme. Ainsi, il a demandé au «Financial Times» de remplacer son expression «le séparatisme islamique» par «le séparatisme islamiste» [10], signalant l'erreur d'un journaliste. Le président français a ensuite rappelé l'absence de racisme envers les musulmans en France [15]. Dans les médias, le dirigeant français a immédiatement reçu des commentaires controverses: on note qu'il a anticipé ou sous-estimé le danger de ses propos et, sous pression, il a décidé de les refuser [14].

À ce jour, les médias jugent prudemment la politique de Macron dans ce domaine, notant à la fois les avantages et les risques. Les efforts de Macron pour rallier la population pour empêcher de nouvelles attaques terroristes et accroître la vigilance [17] provoquent du mécontentement croissant dans le monde islamique en général et chez les musulmans français en particulier [17]. L'auteur de l'article du «Figaro» fait allusion que par sa politique et ses déclarations Macron risque de laisser la France dans «une splendide solitude» [12].

3. Manifestations en Biélorussie

En août et septembre 2020 une série de manifestations de masse en Biélorussie a eu lieu en raison des résultats de l'élection présidentielle. Ces événements politiques n'ont pu que provoquer une large réaction sociale dans le monde entier. Dans ce débat, le président français E. Macron s'est exprimé fermement en faveur de la succession du pouvoir et contre la fraude électorale. Son fameux propos sur la crise du pouvoir en Biélorussie, son idée que le président biélorusse Alexandre Lukashenko «doit partir» [23] ont été largement discutés dans les médias. La plupart des médias français soutiennent la position du chef de l'État. Ainsi, ils partagent la position sur le comportement inacceptable de Lukashenko, la violation de la loi et la violence contre les manifestants, notant que Lukashenko s'est enfermé dans une posture de déni, invente des menaces inexistantes et ne résout pas le problème. Il y a aussi une crainte répandue que la Biélorussie ne soit une seconde Ukraine et la tâche de la communauté mondiale est d'éviter cela [3].

«Le Monde» montre Macron comme un homme politique responsable et préoccupé par la Biélorussie. Donc, Macron a lancé plusieurs fois des appels téléphoniques et des réunions pour discuter de la situation. Par exemple, lors d'une conversation téléphonique avec le président russe Vladimir Poutine et lors d'une rencontre avec la chancelière allemande Angela Merkel, Emmanuel Macron a exprimé sa profonde préoccupation face à la situation en Biélorussie et à la violence contre les citoyens [28]. À plusieurs reprises, E. Macron s'est rendu dans les pays baltes pour établir un dialogue avec eux sur la question de Biélorussie et a exprimé l'espoir d'une solution commune à la crise. «Le Figaro» note que Macron a réussi à convaincre les responsables de la Lituanie et de la Lettonie de le soutenir, mais les autorités ont souligné la nécessité d'obtenir le soutien de la Russie [9].

Comme de nombreux hommes politiques européens libéraux, Emmanuel Macron attache une grande importance au rôle des organisations et des associations internationales. Il n'est pas surprenant que le président français ait souvent précisé qu'il favorisait les négociations sous l'égide de l'Organisation pour la sécurité et la coopération en Europe (OSCE) et qu'il avait promis, lors de sa réunion avec Svetlana Tihanovsky, de faire tout pour maîtriser la crise le plus rapidement possible [20]. À plusieurs reprises, Macron a appelé à l'action à une autre association des États européens – l'Union européenne. «L'Union européenne doit continuer de se mobiliser aux côtés des centaines de milliers de Biélorusses» – le président français a-t-il déclaré [13].

Il est toujours souligné que la France appelle la Biélorussie à une transition du pouvoir pacifique et transparente et à la fin de la répression [1]. Les médias français représentent souvent Emmanuel Macron comme le médiateur de la crise en Biélorussie [5].

Les principaux médias français représentent donc le leader français comme un homme politique efficace et proactif qui défend fermement les intérêts de la liberté et de la démocratie sur la scène mondiale. Les médias soutiennent et apprécient positivement les activités du président Macron.

4. Conclusion

À la suite de l’étude, l'image médiatique du président français Emmanuel Macron a été compilée par rapport à des questions importantes de politique étrangère et intérieure à travers l'analyse de son image dans les articles des principales publications françaises «Le Monde», «Le Figaro» et «Le Point». Il est à noter que les médias sélectionnés suivent activement les actions du président et leur donnent leur appréciation dans des articles. Dans la plupart des cas, «Le Monde», «Le Figaro» et «Le Point» ont eu des opinions similaires sur les mesures politiques du président. L'analyse a montré que dans la lutte contre la pandémie de COVID-19 et la conduite des politiques islamistes en France, Macron s'est montré comme un homme politique insuffisant et incohérent, alors que sur la scène mondiale ses déclarations et actions sur la question des manifestations en Biélorussie étaient efficaces et décisives.

BIBLIOGRAPHIE

1. Belarus: «Il est clair que Loukachenko doit partir», (2020). Le Point. URL : https://www.lepoint.fr/monde/belarus-il-est-clair-que-loukachenko-doit-partir-affirme-macron-27-09-2020-2393773_24.php#xtmc=loukachenko-macron&xtnp=1&xtcr=2 (date de manipulation: 20.11.2021).
2. Berdah A. et al., Le plan de Macron pour un islam de France. Le Figaro. URL : https://vk.cc/bXkTaT (date de manipulation: 20.11.2021).
3. Biélorussie: l’Europe doit jouer son role, (2020). Le Monde. URL : https://www.lemonde.fr/idees/article/2020/08/24/bielorussie-l-europe-doit-jouer-son-role_6049781_3232.html (date de manipulation: 20.11.2021).

4. Biélorussie: plus de 1 000 nouvelles arrestations lors de manifestations contre Loukachenko, (2020). Le Monde. URL : https://www.lemonde.fr/international/article/2020/08/12/plus-de-1-000-personnes-arretees-en-bielorussie-dans-des-manifestations-contre-loukachenko_6048795_3210.html (date de manipulation: 20.11.2021).
5. Biélorussie: Emmanuel Macron promet son aide à la médiation, (2020). Le Point. URL : https://www.lepoint.fr/monde/bielorussie-emmanuel-macron-promet-son-aide-a-la-mediation-29-09-2020-2394104_24.php#xtmc=loukachenko-macron&xtnp=1&xtcr=7 (date de manipulation: 20.11.2021).
6. Bourmaud F-X., La France désormais moins seule face au terrorisme islamique, (2020). Le Figaro. URL : https://www.lefigaro.fr/politique/la-france-desormais-moins-seule-face-au- terrorisme-islamique-20201103 (date de manipulation: 25.11.2021).
7. Coignard S., Macron et le deuil des illusions (2020). Le Point. URL : https://www.lepoint.fr/editos-du-point/sophie-coignard/coignard-covid-macron-et-le-deuil-des-illusions-29-10-2020-2398606_2134.php#xtmc=covid-macron&xtnp=1&xtcr=2 (date de manipulation: 25.11.2021).
8. Des milliers de musulmans protestent contre Emmanuel Macron au Bangladesh, au Pakistan et dans les territoires palestiniens, (2020). Le Monde. URL : https://clck.ru/T2dss (date de manipulation: 25.11.2021).
9. En Lituanie, Macron attendu sur la crise en Biélorussie, (2020). Le Figaro. URL : https://www.lefigaro.fr/flash-actu/en-lituanie-macron-attendu-sur-la-crise-en-bielorussie- 20200928 (date de manipulation: 25.11.2021).
10. Faure V., Le terrorisme et le séparatisme islamiste, source de tensions entre Emmanuel Macron et la presse anglo-saxonne, (2020). Le Monde. URL : https://tinyurl.com/y4t4omf2 (date de manipulation: 25.11.2021).
11. Gatinois C., Reconfiner la population sans confiner l'économie, le pari d'Emmanuel Macron, (2020). Le Monde. URL : https://www.lemonde.fr/economie/article/2020/10/29/covid-19-reconfiner-les-francais-sans-confiner-l-economie-la-ligne-de-crete-d-

emmanuel-macron_6057729_3234.html (date de manipulation: 25.11.2021).

12. Gélie P., Macron et la laïcité: splendide solitude, (2020). Le Figaro. URL : https://www.lefigaro.fr/international/macron-et-la-laicite-splendide-solitude-20201117 (date de manipulation: 25.11.2021).
13. Grynszpan E., Biélorussie: la mobilisation change d'échelle, Loukachenko reste inflexible, (2020). Le Figaro. URL : https://www.lefigaro.fr/international/bielorussie-le- president-loukachenko-sous-pression-des-milliers-de-manifestants-defilent-20200816 (date de manipulation: 25.11.2021).
14. Islamisme: Macron sous pression, attendu sur des résultats concrets, (2020). Le Point. URL : https://tinyurl.com/yxzyayv7 (date de manipulation: 28.11.2021).
15. La France ne se bat pas contre l'islam, (2020). Le Monde. URL : https://www.lemonde.f r/politique/article/2020/11/05/la-france-ne-se-bat-pas-contre-l-islam-repond-macron-qui-s- estime-mis-en-cause-par-le-financial-times_6058541_823448.html (date de manipulation: 28.11.2021).
16. Lasserre I., La France ciblée par la fureur islamiste, (2020). Le Figaro. URL : https://www.lefigaro.fr/politique/la-france-ciblee-par-la-fureur-islamiste-20201029 (date de manipulation: 28.11.2021).
17. Lasserre I., Paris reste vigilant après la campagne anti-française dans le monde musulman, (2020). Le Figaro. URL : https://www.lefigaro.fr/international/paris-reste-vigilant-apres-la-campagne-anti-francaise-dans-le-monde-musulman-20201117 (date de manipulation: 28.11.2021).
18. Leclerc J-M., Contre le terrorisme, Macron appelle à un sursaut européen, (2020). Le Figaro. URL : https://www.lefigaro.fr/international/contre-le-terrorisme-macron-appelle-a-un-sursaut-europeen-20201110 (date de manipulation: 28.11.2021).
19. Lemarié A. et al., Emmanuel Macron présente son plan contre «le séparatisme islamiste», (2020). Le Monde. URL : https://www.lemonde.fr/politique/article/2020/10/02/emmanuel-macron-presente-son-plan-contre-le-separatisme-islamiste_6054517_823448.html (date de manipulation: 28.11.2021).
20. Louis C., Crise en Biélorussie: Macron promet de tout faire pour débloquer la médiation de l'OSCE, (2020). Le Figaro. URL : https://www.lefigaro.fr/flash-actu/bielorussie-l-opposante-

tikhanovskaia-appelle-macron-a-etre-un-médiateur-20200928 (date de manipulation: 28.11.2021).
21. Macron dévoile sa stratégie de lutte contre le «séparatisme» islamiste, (2020). Le Point. URL : https://www.lepoint.fr/politique/macron-devoile-sa-strategie-de-lutte-contre-le-separatis-me-islamiste-16-02-2020-2362936_20.php#xtmc=islam-macron&xtnp=1&xtcr=5 (date de manipulation: 28.11.2021).
22. Macron passe à l'offensive contre l'islam radical, (2020). Le Point. URL : https://tinyurl.com/yyvraekt (date de manipulation: 28.11.2021).
23. Macron sur la Biélorussie: «Il est clair que Loukachenko doit partir», (2020). Le Monde. URL : https://www.lemonde.fr/politique/article/2020/09/27/macron-sur-la-bielorussie-il-est-clair-que-loukachenko-doit-partir_6053770_823448.html (date de manipulation: 28.11.2021). Mallet V., Macron cracks down on Islamist «separatism» in France, Financial Times. URL : https://www.ft.com/content/293809e5-8353-4508-8a65-31281840f06f(date de manipulation: 28.11.2021).
24. Rioufol I., La fausse issue d'un retour à l'État tentaculaire, (2020). Le Figaro. URL : https://www.lefigaro.fr/vox/politique/ivan-rioufol-la-fausse-issue-d-un-retour-a-l-etat- tentaculaire-20200409 (date de manipulation: 28.11.2021).
25. Rioufol I., Le refus du risque rend la France apeurée, (2020). Le Figaro. URL : https://www.lefigaro.fr/vox/societe/ivan-rioufol-le-refus-du-risque-rend-la-france-apeuree- 20201015 (date de manipulation: 28.11.2021).
26. Sénécat A., Pourquoi Emmanuel Macron a tort de dire que l'épidémie de Covid-19 a «surpris» tout le monde (2020). Le Monde. URL : https://tinyurl.com/y4q4yrpd (date de manipulation: 28.11.2021).
27. Smolar P., A Brégançon, Macron et Merkel expriment leurs attentes communes face à la Russie, (2020). Le Monde. URL : https://tinyurl.com/y6e2osag (date de manipulation: 28.11.2021).
28. Sur Brut, Macron s'adresse à la «Génération Covid», (2020). Le Point. URL : https://www.lepoint.fr/politique/sur-brut-macron-s-adresse-a-la-generation-covid-03-12-2020-2403970_20.php#xtmc=covid-macron&xtnp=1&xtcr=1 (date de manipulation: 28.11.2021).

THE ROLE OF THE ENGLISH LANGUAGE IN THE DEVELOPMENT OF INTERNATIONAL TOURISM AND INTERCULTURAL COMMUNICATIONS

D. V. Kotova,
I. M. Lavrinenko, PhD (Language Superviser)
V. N. Karazin National University, Kharkiv

Kotova D. V., Lavrinenko I. M. The role of the English language in the development of international tourism and intercultural communications. The article is devoted to the issues of intercultural communication in tourism and the role of the English language as the main international means of communication. This article discusses issues related to international cultural exchange, as well as processes affecting the development of intercultural communication. The article reveals the importance of intercultural communication for international tourism activities, and also describes the main directions in professional tourism education.

Key words: cultural globalization, English, intercultural communication, tourism.

Котова Д. В., Лавріненко І. М. Роль англійської мови у розвитку міжнародного туризму та міжкультурних комунікацій. Стаття присвячена питанням міжкультурної комунікації у туризмі та ролі англійської мови як основного міжнародного засобу комунікації. У статті розглянуто питання, яки пов'язані з міжнародним культурним обміном, і навіть процеси, що впливають на розвиток міжкультурної комунікації. У статті розкривається значення міжкультурної комунікації для міжнародної туристської діяльності, а також описуються основні напрямки у професійній туристичній освіті.

Ключові слова: англійська мова, культурна глобалізація, міжкультурна комунікація, туризм.

1. Introduction

Throughout the centuries, tourism has been the most important form of intercultural contacts, an effective means of mutual enrichment of different cultures. We can say that the history of mankind is the history of travel. It will remain so in the foreseeable future, in which tourism will play a unique role in strengthening the already existing common cultural fund and deepening the spiritual and moral solidarity of mankind.

Cultural contacts have taken place at all times and in all regions of the globe. Interaction between cultures is an integral part and essential component of the cultural and historical process. But only in modern times began the process of their qualitative transformation, transformation into world ones, in the meaning of global interdependence. Cultural contacts, while continuing to be a stimulus for original national development, have become a factor in the process of world integration, a means of forming a unified system of world ties [2].

And this tendency is quite natural – the process of self-development cultural systems presupposes the constant interaction of their constituent structural units. It is possible under the condition of a mutually enriching dialogue of cultural worlds, each of which keep revealing its own semantic depths and uniqueness in the zone of cultural communication.

Being a phenomenon of the XX century, tourism continues to rapidly expand and strengthen its position as a socio-cultural practice and model of recreation, leisure and business, a system of international tourist relations and communications, the tourism market and large-scale industry in general, as a transnational and multicultural phenomenon in nature. According to experts, the XXI century will become the century of tourism. According to the forecasts of the World Tourism Organization (UNWTO), by 2021 the number of tourist arrivals will reach 1.6 billion. Consequently, in the conditions of a globalizing world and fierce competition in the field of tourism, proficiency in a foreign language, especially English, is a prerequisite for the professional demand and career growth of students spicializing in touristim.

2. The current state of international tourism

It should also be noted that today English is the main international medium of communication. Today it is rather difficult to imagine the development of science, culture, and education outside the international, intercultural communication.

The importance of issues related to international cultural exchange is reinforced by the importance attached to them by diplomats, politicians, businessmen and academics around the world. It is culture, due to its enormous human potential, that can become that unifying space where people of different nationalities, linguistic, religious, age, professional affiliation will be able to build their communication without any boundaries solely on the basis of mutual understanding [4, p. 24].

The culture of the XX–XXI centuries is increasingly acquiring an international character and is based on dynamic processes of cultural communication. Modern cultural ties are distinguished by significant diversity, wide geography, flowing in various forms and directions. The processes of democratization and transparency of borders make cultural exchange even more important in the system of international relations, which unites peoples regardless of social, religious or political affiliation. Therefore, intercultural communication is the key to enriching the national cultures of different regions and countries of the world. The processes of international cultural exchange are the basis for the development of civilization and an indispensable condition for moving along the path to progress. Scientific and technological progress also had a significant impact on the development of intercultural communication, which opened up new opportunities for communication, the formation of new types and forms of communication, the main condition for the effectiveness of which is mutual understanding, tolerance and respect for the culture of dialogue partners [5].

It should also be noted that one of the most important areas of modern cultural exchange is international tourism. International tourism occupies a significant place in the modern society. Today tourism is becoming an essential cultural, economic and political value. Tourism is an important means of understanding, expressing goodwill and strengthening relations between peoples. International tourism, undoubtedly has become one of the most important forms of intercultural communication, since it provides ample opportunities for people to get acquainted with the life of other peoples, their traditions, spiritual, natural and cultural heritage. The interests of the economy and culture are closely intertwined in the tourism system. At the beginning of the third millennium, tourism has become a powerful planetary socio-economic and political phenomenon, significantly influencing the world order and politics of states and regions. It has become one of the most profitable businesses in the world, comparable in terms of investment efficiency to the oil and gas industry and the automotive industry.

Intercultural communication in tourism as an activity involves the interaction of representatives of different cultures in the process of joint professional activities in tourism: within the framework of the activities of transnational companies, partnership activities of travel service providers and tour operators, proactive and receptive tour operators, the activities of companies of the receptive community to receive and serve foreign tourists. Intercultural communication as a condition and organizational principle of activity should be used in the design and development of a tourist product, the development of marketing communications, the planning and implementation of advertising and exhibition activities, the organization of reception and service of foreign tourists on the territory of the host ethnocultural or multicultural community.

Intercultural communication as a factor and quality criterion of a tourist product means that any tourist product positioned in foreign markets must meet the requirement of “interculturalism”, that is, take into account as much as possible the specificity of the culture of foreign tourists and the peculiarities of contact between cultures of the initiative and receptive communities.

Intercultural communication as professionally significant the quality and competence of a specialist in international tourism activities means that in order to effectively fulfill their professional duties, tourism specialists must have not only knowledge, skills and abilities in the field of intercultural communication, but also professional readiness to act in accordance with modern tasks and challenges of tourism development in the context of cultural globalization, that is, the level of knowledge, abilities, skills and experience of a specialist in tourism activities in the field of intercultural communication should correspond to the level of complexity of tasks, challenges and problems.

At the same time, the analysis of scientific literature shows that at present it is necessary to comply with the principle of interculturality both in the organization of tourism activities and in professional tourism education [3, p. 19]. Students of a higher educational institution of a tourism profile must master the skills and abilities of correlating, juxtaposing, understanding cultural traditions, norms, value systems, habits, preferences, life styles of their own and other ethnocultural communities, recognizing and taking into account cultural stereotypes in tourism activities, as well as prejudices of interacting (receptive and proactive) communities.

It is important to pay attention not only to knowledge, skills and abilities that form the intercultural competence of a specialist in the field of tourism, but also professional readiness to independently search for ways and methods of intercultural dialogue. Knowledge of a foreign language also plays an important role, especially English. Knowledge of English for tourism staff and for tourists themselves is a very important factor. If you speak English, you get many benefits:

1. communication with people all over the world;
2. conducting conversations in international chats and groups;
3. the ability to travel around the world;
4. the opportunity to learn a lot of new and interesting things about life and the culture of other countries and nations [1].

3. Conclusions

Thus, the training of specialists for international tourism activities, contact personnel of the tourism and hospitality industry in modern conditions of globalization cannot be recognized as effective if it is not based on the principle of interculturalism. As the researchers note, the effectiveness of international tourism education based on the principle of interculturalism should be associated with the skill, ability and willingness of tourism and hospitality specialists, tourism managers, not only to ensure sustainable tourism development, sustainable forms and management practices, but also to create conditions for interaction and mutual understanding between communities, their cultures and heritage [6]. Strengthening the role of foreign languages in the curricula of tourist universities, both in quantitative and qualitative terms, will contribute to the improvement and increase of the effectiveness of intercultural communication in the field of international tourism.

REFERENCES

1. Английский в ассортименте // Английский язык.ru: сайт. URL : http://www.english.language.ru
2. Александрова А. Ю. Экономика и территориальная организация международного туризма: учеб. пособие. М., 2016. 127 с.
3. Давыденко Л. Г. Положительные и отрицательные факторы воздействия глобализации на туристическую деятельность // Межкультурная коммуникация и туризм в современном поликультурном мировом сообществе: кол. монография. Пятигорск : Изд-во ПГЛУ, 2013. 127 с.
4. Смокотин В. М. Язык всемирного общения и Этнокультурная идентичность: комплементарность в условиях глобализации : автореф. дис. док-ра философ. наук. Томск, 2011. 34 с.
5. Фахрутдинова А. В., Кондратьева И. Г. Современные тенденции социоориентированного воспитания учащихся в условиях мультикультурализма: нравственный аспект // Ученые записки Казанской государственной академии ветеринарной медицины им. Н. Э. Баумана. 2015. Т. 221., № 1. С. 228–231.
6. English as an International Language: New Englishes // La Universidad Internacional de La Rioja: website. URL : http://idiomasunir.com/2012/08/08/englishas-an-international-language.

RE-ENGAGING THE MIDDLE EAST POLICY BY D. TRUMP

O. S. Kovaleva, O. S. Sayko,
E. O. Derkach (language supervisor)
V. N. Karazin National University, Kharkiv

Kovaleva O. S., Sayko O. S., Derkach E. O. Re-engaging the middle east policy by D. Trump. The development of international political processes in the Middle East has been at the center of attention of the international community and specialists in international relations since the first half of the twentieth century. Donald Trump's Middle East policy has become an important factor in changing the balance of power of the main actors in international relations in the region – primarily in reducing US involvement in relevant processes. This explains the relevance of conducting research on this topic – the analysis of recent US policy in the Middle East is designed to help predict developments in the region. This article will describe the main provisions of Donald Trump's policy towards the Middle East.

Key words: open conflict, the Middle East, Donald Trump's policy, Donald Trump's strategy, security.

Ковальова О. С., Сайко О. С., Деркач Є. О. Перезавантаження близькосхідної політики Д. Трампа. Розвиток міжнародно-політичних процесів на Близькому Сході залишається в центрі уваги міжнародної спільноти та фахівців з міжнародних відносин з першої половини XX століття. Близькосхідна політика Дональда Трампа стала важливим чинником змін у балансі сил основних акторів міжнародних відносин у регіоні – насамперед, у зменшенні залученості США до відповідних процесів. Зазначеним пояснюється актуальність проведення дослідження на зазначену тематику – аналіз нещодавніх подій політики США на Близькому Сході, покликаний сприяти прогнозованості розвитку подій у регіоні. В цій статті будуть описані основні положення політики Дональда Трампа стосовно Близького Сходу.

Ключові слова: відкритий конфлікт, Близьким Схід, політика Дональда Трампа, стратегія Дональда Трампа, політика безпеки.

1. Introduction

Discussions about the «charismatic features» of the former US president represent a direct accusation of the American leader of the potentially authoritarian nature of his rule. During the reign of Donald Trump, the United States had an open conflict with the Middle East. The Middle East region had been a longstanding major source of concern for American leaders due to its eternal religious and cultural relevance, a strategically pivotal location, huge oil reserves, interlocked and intractable conflicts, and the persistence of major security threats such as terrorism and the risk of nuclear proliferation. The Middle East region is undergoing security shifts. Regional security in the Middle East had been changed in Trump era. According to these facts we define that the o b j e c t of the article is Trump's policy and strategy in the Middle East. We focuses on the s u b j e c t of our research is the hypothesis that "U.S strategy on Middle East in Donald Trump policy based on offshore balancing, proxy war and increasing chaos". So the p u r p o s e of the study is to analyze the "Trump's Grand strategy in the Middle East". To achieve this, it is crucial to analise the nature of security in Middle East policy is based on Proxy war and Non-state actor's initiation. Furthermore, the essence of creation the co-operational security model with other great powers and regional actors like Iran, Turkey and Saudi Arabia is considered in our study.

2. Directions of US foreign policy during the presidency of D. Trump 2017-2021

The Middle East region in the throes of historic turmoil and facing massive challenges. Trump's foreign policy during the years of his presidency had influenced on the whole world. A number of issues of communication at the diplomatic level had changed a lot and lead to serious consequences. Running for the presidency of the United States in 2016, Donald Trump clamed that the the first place of his foreign policy would be America. []For almost four years of his stay in the White House, a foundation of facts and events had been being laid under his words: "America First". The US foreign policy had been represented by both confrontation and reckless pursuit of personal interests, as well as, constant personnel changes, surprises and embarrassment. All of the changes had a lasting impact on the behavior of other political players. There are the most important of the consequences:

• Fear of multilateralism. President Trump had undermined international cooperation. He had signed a decree on the US withdrawal from the Trans-Pacific Partnership (TPP), a trade agreement between the countries of Asia and the Pacific. They also recognized Jerusalem as the capital of Israel and moved the American embassy there. "Broken transatlantic relations and Trump's resistance to multilateralism demonstrates the difference in the philosophies of Washington and European capitals," was the assessment of the transatlantic relations given in February 2020 by the Carnegie Endowment for International Peace. Donald Trump actively criticized transatlantic relations, repeatedly questioned the value of alliances such as NATO and announced the withdrawal of some American troops from Germany arguing that Berlin spended too little resources on defense. Trump had imposed duties on trade with the EU [1].

• China had been forced to become the central target of criticism. Trump's course of confrontation with China had moved the Asian power into the center of global attention.

• The Dangers of Twitter Diplomacy. Trump and his administration at different times and through different channels had made conflicting statements (using the Trump's personal Twitter account) using belligerent rhetoric [3].

• Inspiring autocrats. The autocratic rulers felt energized on the world stage while many of them had been in power in their countries even before Trump came to the White House. His uncritical attitude to them shad shown rather of the Trump’s subconscious approval of their style of government. One example is Trump's attitude towards Saudi Arabia government after the assassination of journalist Jamal Khashoggi [4].

3. Analysis and problems of relations between the United States and the Middle East during the Trump presidency

Trump’s leadership style has also played a pivotal role in shaping his Middle East policy. By nature, he governed reactively and instinctively and ignored issues he found uninteresting. His tendency to prioritize loyalty over competence had led to the advisers such as Bolton, when it came to Iran, and steered him toward morenegative positions on Syria.

The implications of their decisions:

The negative consequences of abandoning support for a two-state solution to the Israeli-Palestinian conflict [2; 3] Trump supported the ascendancy of a Saudi-Israeli-UAE cooperation but noone can predict the geopolitical consequences of this strategy.

The administration’s vision for the National Security Strategy, set the goals such as promoting stability and a favorable balance of power, but it bearded little relation to the president’s other foreign policy pronouncements. Washington has longstanding alliances with Saudi Arabia and Israel, but Trump used this relation as a opportunity to take advantage of the president’s well-known susceptibility to flattery. Furthermore, siding with the Saudi-Israeli-UAE bloc had pleased the president’s political base. Iran attempted to resume its nuclear weapons program. The US influence in Iraq continues to ebb and that of Iran grows. The new security commitments, in the form of the Middle East Strategic Alliance and the plan to indefinitely station troops in Syria, lead to involvement in other regional conflicts.

Trump's national security had been proclaimed as rebalancing between Western powers and states of the Middle East. Trump's doctrine had been a shift away from Western states as the global center of economic power; and as economic power has been shifting to the East, countries in the region have been turning their political attention there as well. Unfortunately, it had been focused on commercial diplomacy and economic decision-making, but on the political and security elements of U.S. strategy.

4. Prospects of improving the relation between the United States and the Middle East

Relationships in US Middle East policy and security rounded and based on wider aspects than trade or security. There are cultural, social, educational and professional dimensions, with attention paid to such sensitive issues as ease of travel, degree of welcome to students and other aspects which if badly handled can undermine influence and friendship.

The Middle East is undergoing an era of transition and new challenges are direct and indirect, where boundaries in many cases count for little and there is an odd mixture of strong governments and weak governments. This process created an antagonist relationship between regional, subnational and international actors. The role of shale oil in its energy mix had reduced the importance of the Middle East to the US, a trend which led to a concomitant diminution of the protection of the region. Regional competition for regional hegemony between Saudi Arabia and Iran was destabilizing the region. The declining role of external states particularly the US had helped usher in, and been amplified by, a more multipolar Middle East. Throughout the region political conflicts were being conducted under the auspices of sectarian concerns, with the potential to trigger civil wars with religious dimensions. The reality of Middle East security is the powerful popularizing influence of communication and political interaction, driven by the expansion of technology and the mass move online on a scale never before known [1].Virtual reality such as new media and technology fusing with a rising young generation have been both triggering and enabling social change.

The United States must recalibrate its partnership with Saudi Arabia under the main circumstance proves that Partners should agree to disagree candidly where interests diverge, even as they find areas for cooperation on limited goals. The crosscutting U.S. foreign policy issues relevant to the entire region. Sahar Nowrouzzadeh and Jane Rhee contend that it is possible to manage the Iranian nuclear threat while also countering its dangerous regional behavior. They argue that a future Iran policy should retain an emphasis on dialogue, even if the channels of communication are limited. Mara Karlin and Melissa Dalton advocate for a smaller, smarter U.S. defense posture that confronts the threats the United States faces in the Middle East with more limited and strategic defense tools. Stephen Tankel argues for a more coherent, rigorous, and ultimately smaller U.S. security sector portfolio in the region [4]. Currently, the United States is achieving too few returns on its extensive and growing investments in security assistance in the Middle East.

5. Conclusion

President Trump's approach was grounded in three key ways of his views the world: the United States is overextended abroad, the global economy disadvantages the United States, and authoritarian leaders are sympathetic friends.

He had been highly critical of U.S. military alliances, believing the United States is overextended and subsidizing the armies of other countries. "He had also argued that the United States was disadvantaged by the structure of the global economy. Trump had generally opposed trade agreements and supported using tariffs to protect U.S. industry and punish economic malfeasance by other countries" [4].

So, the first problem is that U.S. foreign policymakers in a post Trump world are not be able to start from a clean slate; they have to contend with the legacy President Trump leaves in the Middle East, correcting for his many missteps to the extent possible [5].

There are three themes based on three big picture challenges that future policymakers will have to solve: addressing crosscutting regional issues, reimagining key U.S. security partnerships and de-escalating key regional crises.

The U.S. interests are practical, not transformational. In order the USA foreign policy be able to manage and resolve the many civil conflicts that persist across the Middle East, they focus on the counterterrorism, protecting civilians, providing humanitarian aid, and generating a diplomatic environment more favorable to U.S. goals in Syria and beyond.

A reduced, strategic, more disciplined and principled Middle East policy might bring new tactics and programs are needed to achieve these policy ends where earlier generations of policymakers fell short.

REFERENCES

1. Amon Michael and Parasie Nicolas, "Saudi Arabia's Economic Overhaul Is Backfiring," Wall Street Journal, March 23, 2019.
2. Boak, J. and Rugaber, "AP FACT CHECK: Trump falsely claims historic turnaround." Associated Press. Retrieved from 2018. https://apnews.com/a7e135215ebc4993a99a85f7eb6963f3.\
3. Fontaine Richard and Singh Michael, "Is America No Longer the Middle East's Greatest Power?" The National Interest, February 15, 2017.
4. Horsey, David "Trump's foreign policy statements are a source of constant confusion", LA Times, May , 2017
5. National Security Strategy of the United States of America (2017), available at: URL : https://www.whitehouse.gov/wp-content/uploads/2017/12/NSS-Final-12-18-2017-0905.pdf
6. Wright Thomas, ``Trump's team of rivals, riven by distrust," Foreign Policy, Dec. 14, 2016.

THE RISE AND FALL OF EVERGRANDE

K. K. Kovalevska,
Ye. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Kovalevska K. K., Broslavska Ye. M. The rise and fall of Evergrande. The article discusses the crisis of China Evergrande Group, its impact on both Chinese and world's economies. The study explores the Evergrande's path from the second large real estate giant in China to the world's most indebted developer. The article also explains the reasons of the current company situation in the developers' sector as well as discusses the consequences of such a crisis and provides different forecasts of its further development.

Keywords: China Evergrande Group, crisis, developer, economies, forecasts, real estate giant.

Ковалевська К. К., Брославська Є. М. Підйом і падіння Evergrande. У статті розглядається криза China Evergrande Group, її вплив на китайську та світову економіки. Було досліджено шлях Evergrande від другого за розміром гіганта нерухомості в Китаї до найбільшого боргового забудовника у світі. Пояснюються причини поточної ситуації в секторі забудовників. Представлено наслідки такої кризи та різні прогнози її подальшого розвитку.

Ключові слова: гігант з нерухомості, економіки, забудовник, криза, прогнози, China Evergrande Group.

1. Introduction

The o b j e c t of the article is the comprehensive research of the history of Evergrande – China's second largest real estate developer. The s u b j e c t is its path from one of the most powerful and successful companies in China to the world's most indebted corporation. The p u r p o s e of the study is to explore the origins of the problem and to explain the company's current situation. To achieve this, it is vitally important to analyze all the factors that caused this crisis and to indicate possible consequences. The u r g e n c y of this problem is confirmed by the fact that this is one of the main news of the last few months. In addition, the collapse of the Evergrande Group will cause a domino effect not only within China itself, but throughout the entire global financial system. This case resembles the situation with the collapse of Lehman Brothers, so experts pay close attention to Evergrande and try to solve this crisis with the least possible losses.

2. The background of Evergrande

The Evergrande Group is the second largest real estate developer in China. It owns 1300 projects in 280 cities around the country, including the biggest ones, such as Beijing, Shanghai, Shenzhen, Hong Kong, Chongqing, Chengdu, and the like. It was founded by Xu Jiayin, also known as Hui Ka Yan in 1996. He has been the one and only Chairman of the company since its establishment. Hui Ka Yan owns 77.47% of the shares of Evergrande, which makes him the largest shareholder of this holding.

The Evergrande Group owns eight major industries, such as Evergrande Real Estate, Evergrande New Energy Auto, Evergrande Property Services, HengTen Networks, FCB (Fangchebao Group), Evergrande Fairyland, Evergrande Health, Evergrande Spring, providing a full range of services to hundreds of millions of customers. It was included to the Fortune Global list, ranked 122nd. Currently, the total assets of the Evergrande Group have reached RMB 2.3 trillion, and annual sales volume exceeded RMB 700 billion, with accumulated taxation of more than RMB 300 billion [4].

3. The rise of the corporation

The rise of Evergrande began 30 years ago, when Chinese impetuous urbanization started. In 1990 only the quarter of the country's population lived in cities and since then this process has already lasted for more than 3 decades. At that time the Chinese economy was booming, so the wealthier people became, the more willing they were to invest in new housing and confidently take out loans. The Evergrande Group happened to be in the right place in the right time. It has been steadily increasing construction volumes, not least due to access to credit and the high demand of Chinese residents for residential real estate. Due to the sustainable growth, Evergrande attracted a lot of investors. Therefore, in 2006 it became one of the top twenty developers in China. Subsequently, the group began to take money for projects not related to real estate [1].

Year by year, real estate prices were rising steadily. Chinese government, on the contrary, encouraged the activities of development companies by providing them with cheap loans. The real estate sector played one of the most important roles in the economy growth, that is why state-owned banks were supporting developers significantly. During the process of urbanization, the real estate industry has become the leading object for investment, leaving ordinary citizens no choice but to invest their savings into housing. The fact that apartment and rental prices were constantly increasing led to the inability of Chinese people to buy flats. As a result, more than 65 million apartments remain empty, and so-called “ghost towns” are widespread throughout the country, where a huge amount of housing was built, but it turned out to be inaccessible to the vast majority of people.

4. The first wake-up call

Evergrande's economic expansion could continue, but in 2020 a Covid-19 pandemic appeared unexpectedly, and it significantly slowed the growth of the Chinese economy and confused all the cards of the Chinese real estate giant. In addition, the state introduced new regulations to combat speculation, which greatly complicated the company's work. Because of this, it cannot cope with the debt burden. Not all projects could withstand financial constraints and new government regulations. So, a striking example is the destruction of 15 unfinished high-rises in Kunming, the capital of Yunnan province, which took place on August 27, 2021. The massive $ 154 million project was razed to the ground. That has become the first massive wake-up call for Evergrande [1].

5. The evolution of the crisis

Evergrande – the second largest real estate developer in China, defaulted on interest payments on two bonds in September. Previously, they were given the 30-day grace period, but it ended back in October. Nevertheless, the world community was misled by showing information that interest payments would still be made on time. The international media also took the rumors for granted. Only the DMSA – Deutsche Marktscreening Agentur (German Market Screening Agency) already recognized the default at that time. The agency also proved in its study that the bankruptcy of Evergrande, the world's most indebted corporation, could ultimately lead to a “Great Reset”. To put it more precisely, Evergrande is going to become the final meltdown of the global financial system [3].

The Shenzhen-based company has 240 billion yuan in borrowings that have to be paid by June 2022 and 1.97 trillion yuan (US$308 billion) in total liabilities. November 10, 2021, Evergrande made overdue interest payments on three of its US-dollar-denominated bonds ahead of the end of a 30-day grace period after missing coupon payments of US$148 million due in October. Nevertheless, the company is still far from paying all debts and is looking for all possible ways to improve the situation. The Evergrande Group seeks to sell some of its assets and offload properties to try to keep ahead of its repayment schedule. For example, the company raised 144 million dollars by further selling down its stake in internet company HengTen Networks Group. Prior to this action, Evergrande held a majority stake in HengTen. However, because of a series of sales, the percentage of stocks reduced up to 20.82%. What is more, Xu Jiayin, the Chairman of Evergrande, also mortgaged his own luxury house, placed on the most expensive part of Hong Kong in November. As specialists state, the market value of this house is about 102.7 million dollars. A few days later, Xu Jiayin sold his $ 1.1 billion in assets to pay off the company's debts [2].

Evergrande’s shares have crashed by almost 85% so far this year. Its credit ratings were downgraded, citing its liquidity issues. This crisis sparked street protests in September, when lots of people broke out at the company’s headquarters, which are situated in Shenzhen. The situation also appears to be spooking investors in China more broadly, at a time when they're already reeling from Beijing's crackdown on private sector companies, particularly in the tech sector. Stocks in New York, Hong Kong, and other major markets have been swayed by fears of contagion from Evergrande and a slowdown in Chinese economy growth [5].

6. Experts forecasts

According to some forecasts, home sales in China are likely to fall by 10 per cent in 2022 and another 5 per cent to 10 per cent in 2023. It will be the first multi-year sales decline in the private home market’s history in China. The US Federal Reserve also warned that tension in China’s property sector could bring risks to the American financial system, taking to the account the size of China’s economy and its extensive trade links to the whole world [2].

The default of the company will lead to an outflow of capital from the real estate sector and to a crisis in this area. This will affect the growth of the Chinese economy, which is already experiencing a crisis for demand. A repetition of the 2008 crisis is not predicted, but this process will affect many economies of the world, including the Ukrainian one. Ukraine is linked with China by trade and investment. If the country survives the outflow of investments without any special losses, since Chinese investors invest quite little in the economy of our country, then the situation with trade is more serious. Ukraine supplies iron ore for the construction needs of China’s real estate construction [1].

Even with cash infusions, some suggest it may already be too late to save the company. Evergrande's financial problems have been widely dubbed by Chinese media as "a huge black hole," implying that no amount of money can resolve the issue. It is noted that the impacts from a large default by Evergrande would be remarkable [5].

7. Conclusions

The article analyzes the reasons of Evergrande's crisis and its current situation. Nevertheless, the story of China's second largest real estate developer is far from the denouement. The further studies of this case are now especially relevant, because The Evergrande Group has all the chances to become the second Lehman Brothers. If this really happens, it will lead to the collapse of the world's financial system, and this is not an exaggeration, but a possible outcome of events. That is why it is vitally important to take all necessary measures in order to avoid the worst.

REFERENCES

1. Мірошніченко Б. Китайський гігант нерухомості Evergrande на межі дефолту і тягне за собою інших. Чи варто готуватися до світової кризи? URL : https://www.epravda.com.ua/publications/2021/09/22/678057/
2. Bray C., Pearl L. Evergrande faces US$366 million of interest payments before year-end even after narrowly averting default on overdue coupons. URL : https://www.scmp.com/business/banking-finance/article/3155642/no-respite-evergrande-it-faces-us366-million-interest
3. DMSA. Evergrande officially defaulted – DMSA is preparing bankruptcy proceedings against Evergrande Group. URL : https://www.prnewswire.com/in/news-releases/evergrande-officially-defaulted-dmsa-is-preparing-bankruptcy-proceedings-against-evergrande-group-808496371.html
4. Evergrande Group. URL : https://mobilesite.evergrande.com/en/about.aspx?tags=2
5. Toh M. 5 things to know about the Evergrande crisis: A simple breakdown. URL : https://edition.cnn.com/2021/09/24/investing/china-evergrande-group-debt-explainer-intl-hnk/index.html

CARACTÉRISTIQUES ET ORIENTATIONS DE LA POLITIQUE ÉTRANGÈRE DU MEXIQUE

D. Kovtun,
N. T. Bezvesilna (consultante linguistique)
Université nationale V. N. Karazin de Kharkiv

Kovtun D., Bezvesilna N. T. Caractéristiques et orientations de la politique étrangère du Mexique. Dans cet article on examine le développement de la politique étrangère du Mexique. La base de la politique étrangère du gouvernement mexicain est créée sur la règle des principes du droit international inscrits dans la Constitution de l'État. La coopération internationale avec les autres membres de l'ONU pour maintenir la paix et la sécurité dans le monde est le principe fondamental dans la politique étrangère du Mexique.

Mots-clés: Mexique, politique étrangère du Mexique, accords commerciaux avec la Chine, relations internationales avec l'Espagne, relations internationales avec Cuba .

Ковтун Д., Безвесільна Н. Т. Особливості та напрямки зовнішньої політики Мексики. В статті розглядається розвиток зовнішньої політики Мексики. Грунтування зовнішньої політики мексиканського уряду є на базі принципів міжнародного права, записаних в Конституції держави. Міжнародне співробітництво з іншими членами ООН, щоб зберігати мир та безпеку у світі, являється головним принципом в зовнішній політиці Мексики.

Ключові слова: Мексика, зовнішня політика Мексики, комерційні договори з Китаєм, міжнародні зв'язки з Іспанією, міжнародні зв'язки з Кубою.

1. Introduction

Au cours de l'administration de Vincent Fox (2000–2006), des mesures actives ont été prises pour attribuer au Mexique le rôle d'initiateur de grandes décisi ons multilatérales, renforçant ainsi l'influence du pays dans les affaires mondiales. Le Mexique a fermement exprimé son soutien au renforcement du rôle central de l'ONU dans le système des relations internationales, en particulier dans la résolution des crises internationales, en adaptant l'organisation à une réponse rapide aux nouveaux défis et menaces. En outre, la direction mexicaine sous la présidence de Fox a contribué à la promotion d'initiatives internationales visant à universaliser le Traité sur l'interdiction générale des essais nucléaires, au développement de l'éducation sur le désarmement.

2. Partie principale

La ville de Mexico attache une grande importance au renforcement de la coopération internationale en matière de lutte contre le terrorisme et a signé la Convention internationale sur la lutte contre les actes de terrorisme nucléaire [1].

La politique étrangère du gouvernement mexicain est basée sur la règle de principes du droit international inscrits dans la Constitution de l'État.

Ainsi, les principes fondamentaux de la politique étrangère du Mexique coïncident pleinement avec les 10 principes du droit international inscrits dans la Charte des Nations Unies, par exemple :

- le principe de l'égalité et de l'autodétermination des peuples ;
- le principe de non-ingérence dans les affaires relevant de la compétence interne des États ;
- le principe du règlement pacifique des différends internationaux ;
- le principe du non-recours à la force et de la menace par la force.

Ces principes, ainsi que le principe de la coopération internationale avec d'autres membres de l'ONU pour maintenir la paix et la sécurité dans le monde, sont fondamentaux dans la politique étrangère du Mexique.

La politique étrangère du Mexique est basée sur la protection des intérêts nationaux, tout d'abord, dans la protection de tous les citoyens du Mexique. Deuxièmement, dans l'intérêt du bien-être des Mexicains, le Mexique devrait, face à la mondialisation, devenir un participant actif dans les relations internationales. Par conséquent, la politique étrangère de l'État est chargée de grandes tâches. La sécurité nationale du pays encourage une politique étrangère active, qui fournit des méthodes préventives pour identifier les risques, les menaces et les défis possibles de notre temps.

La politique étrangère devrait également protéger et défendre activement les droits des communautés de Mexicains vivant à l'étranger [7].

La prochaine orientation stratégique est liée à l'Amérique du Nord. L'Amérique du Nord est une région du monde qui a un plus grand impact sur le bien-être et l'avenir du Mexique d'un point de vue économique et politique. La participation du Mexique à l'ALENA depuis dix ans s'est avérée efficace pour développer et diversifier l'économie du pays. En outre, cette direction, à savoir les relations avec les États-Unis, est une priorité, compte tenu des problèmes de migration et de la résidence de nombreuses diasporas espagnoles aux États-Unis.

Pour le Mexique, la coopération avec les pays européens est la troisième orientation stratégique. Il existe de nombreuses conditions préalables et opportunités pour le développement du commerce, du tourisme et l'attraction des investissements. L'Europe est une source naturelle de connaissances, de technologies et de méthodes de gestion avancées dans de nombreux domaines.

Depuis 2013, elle a signé de plus en plus d'accords commerciaux avec la Chine, après la création d'un partenariat stratégique intégré. Entre 2012 et 2018, les investissements chinois au Mexique ont été multipliés par plusieurs fois, où plus de 1 000 entreprises chinoises ont déjà ouvert leurs succursales, par exemple, « Lenovo » et « Huawei ». Malheureusement, en raison d'une accusation de raisons telles que la guerre ouverte contre les cartels de la drogue, le rythme de travail indécent, le facteur national, les entreprises chinoises ont été contraintes de fermer leurs succursales [3].

Relations avec l'Espagne.

Depuis 2011 a commencé une nouvelle phase d'immigration de la population espagnole au Mexique, causée par la crise en Espagne et le chômage élevé. Les expatriés espagnols qui ont déménagé au Mexique sont principalement composés de professionnels qualifiés et d'entrepreneurs qui représentent, selon certains médias mexicains, une sorte de menace pour la population locale sur le marché du travail. Le 16 juillet 2007, la déclaration sur l'approfondissement du partenariat stratégique a été signée entre le Mexique et le Royaume d'Espagne, et en 2014 a été signé le plan d'action, visant à approfondir le partenariat stratégique, qui a commencé à inclure une liste de mesures nécessaires à la mise en œuvre dans divers domaines. Le Mexique a soutenu l'élection de l'Espagne en tant que membre non permanent du Conseil de sécurité de l'ONU pour une période de deux ans (2015–2016). Les deux pays ont également rejoint le groupe « unis pour le consensus », à la suite d'un consensus sur la réforme du Conseil de sécurité. L'Espagne et le Mexique ont activement contribué à la création d'un projet commun ibéro-américain, qui s'est exprimé dans la tenue régulière de sommets ibéro-américains [5].

Les États-Unis ont 50 consulats mexicains, c'est le plus grand nombre de bureaux de représentation à l'étranger situés dans tous les pays. 1 ambassade mexicain est au Canada, 3 consulats généraux sont à

Montréal, Toronto et Vancouver et 2 consulats fonctionnent à Calgary et Limington.1 ambassade est au Brésil et 2 consulats sont à Rio de Janeiro et São Paulo.

Pendant la Première Guerre mondiale, le Brésil a contribué à la résolution du conflit entre les États-Unis et le Mexique, afin d'empêcher le déclenchement d'une guerre entre eux.

À Pékin il y a aussi une ambassade mexicaine et des consulats généraux à Guangzhou, Hong Kong et Shanghai.

Il existe des relations diplomatiques bilatérales entre le Guatemala et le Mexique, car il y a plus de 9 000 km de frontière entre les pays.

À la fin des années 1950, il y a eu un conflit entre les pays, les relations diplomatiques ont été rompues, mais après la guerre civile au Guatemala, lorsque 80 000 réfugiés guatematic sont arrivés au Mexique, les relations entre les pays se sont améliorées. Ils luttent maintenant ensemble contre l'immigration illégale, le crime organisé et le trafic de drogues illicites. En 2013, par exemple, plus de 30 000 citoyens de Guatemala ont été détenus et expulsés par le Mexique. En 2001, le Guatemala et le Mexique ont signé l'Accord de libre-échange (avec le Salvador et le Honduras), connu sous le nom d'Accord de libre-échange entre le Mexique et le Triangle du Nord. En janvier 2013, cet accord de libre-échange a été élargi et le Costa Rica et le Nicaragua y ont également conclu [2].

Les relations entre le Mexique et Cuba sont restées neutres presque tout le temps. Au début du 20-e siècle, le Cuba et le Mexique ont établi des relations diplomatiques. Un prisonnier politique et Fidel Castro ont été libérés au milieu du 20-ème siècle. Lui et ses associés ont enlevé le président cubain, après quoi tous les pays d'Amérique du Nord ont rompu leurs relations avec Cuba, à l'exception du Mexique. En 2002, il y a eu un conflit entre les pays lorsque le président mexicain a demandé à Fidel Castro de quitter la conférence, pour éviter une rencontre avec le président américain George W. Bush, après quoi Cuba a suspendu le paiement de la dette du Mexique. Au total, le Mexique a pardonné à Cuba 70% de la dette, soit 340 millions de dollars américains. Aujourd'hui, Cuba est le troisième partenaire commercial du Mexique dans les Caraïbes [6].

En 2018, le président mexicain a eu décidé à la position du Mexique en matière de politique étrangère. À savoir, il a déclaré que le Mexique adhérera aux principes de non-ingérence dans la protection des droits des peuples à l'autodétermination, ce qui signifie que le gouvernement mexicain ne critiquera pas ouvertement les chefs d'État accusés de violations des droits de l'homme, ne s'abstiendra pas de voter sur cette question et développera activement des relations avec tous les dirigeants du continent américain. Le Mexique a fait le pari que la crise vénézuélienne est une occasion unique de restaurer l'ancienne gloire de la diplomatie mexicaine.

La crise vénézuélienne de 1902–1903 a eu lieu en lien avec le blocus naval de décembre 1902 à février 1903. Elle a été imposée contre le Venezuela par la Grande-Bretagne, l'Allemagne et l'Italie en raison du refus du président Cipriano Castro de rembourser les dettes extérieures et les pertes subies par les citoyens européens pendant la récente guerre civile vénézuélienne [5].

Relations entre le Mexique et la Colombie.

La Colombie et le Mexique ont une histoire commune depuis la période où ils faisaient partie des vice-royaumes espagnols. En 1989, la Colombie, le Mexique et le Venezuela ont formé un bloc commercial appelé le Groupe des Trois, dans le but de réduire les tarifs commerciaux et de créer une zone de libre-échange entre les trois pays. En 1995, le Groupe des Trois a officiellement commencé à fonctionner. En 2006, le président vénézuélien Ugo Chavez a annoncé que le Venezuela se retirerait du bloc en raison de relations tendues avec les dirigeants du Mexique (Vincente Fox Quesad) et de la Colombie (Alvaro Uribe Bleez). En 2007, le Venezuela a retrouvé son adhésion au Groupe des Trois.

Au cours de la dernière décennie, les deux pays ont été en guerre contre la drogue. Le Mexique est toujours un pays de transit pour les drogues colombiennes en route vers les États-Unis (où la plus grande demande mondiale se trouve sur le marché de la drogue) [4].

3. Conclusion

Le Secrétariat aux Affaires étrangères supervise le travail des missions diplomatiques qui représentent le Mexique dans les États étrangers et les organisations internationales. Le Mexique entretient des relations diplomatiques avec 193 pays. Le pays dispose d'un vaste réseau de ses missions diplomatiques à travers le monde, avec plus de 150 missions, y compris 80 ambassades, 67 consulats, 7 missions permanentes auprès d'organisations internationales à travers le monde et 3 départements de communication. Rien qu'aux États-Unis, il y a 50 consulats mexicains – c'est le plus grand nombre de bureaux de représentation étrangers situés dans n'importe quel pays. Le Mexique dispose également de bureaux de représentation auprès d'organisations internationales telles que les Nations Unies (à New York, Genève, Vienne et Nairobi), l'UNESCO, la FAO, l'OCDE, l'OACI, l'OEA, l'Association latino-américaine pour l'intégration, le Mercosur, l'Union européenne et l'Union africaine [7].

LITTÉRATURE

1. Аяпергенов Р. . Зовнішня політика Мексики в умовах глобалізації // Сучасні проблеми науки и освіти. 2013. № 2.
2. Гватемальсько-мексиканські відносини. URL : https://ru.wikipedia.org/wiki/ (дата звернення: 20.02.2021).
3. Китайсько-мексиканські відносини. URL : https://ru.wikipedia.org/wiki/
4. Колумбійсько-мексиканські відносини. URL : https://wikipedia.tel/
5. Косевич К. Ю. Сучасні мексиканськo-іспанські відносини // Актуальні проблеми Європи. 2018. С. 226–242.
6. Кубинсько-мексиканські відносини. URL : https://ru.wikipedia.org/wiki/ (дата звернення 20.02.2021).
7. Міністерство іноземних справ Мексики. URL : https://ru.wikipedia.org/wiki/ (дата звернення 20.02.2021).

WELTVERSCHULDUNG: DIE ROLLE INTERNATIONALER WÄHRUNGSORGANISATIONEN BEI DER REGULIERUNG DER AUSLANDSVERSCHULDUNG

B. K. Koziupa,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Koziupa B. K, Pirog I. I. Weltverschuldung: die Rolle internationaler Währungsorganisationen bei der Regulierung der Auslandsverschuldung. Im Kontext der Finanzglobalisierung ist die Entwicklung des internationalen Finanzsystems durch einen deutlichen Anstieg der Auslandsverschuldung der Welt gekennzeichnet. Die Staatsverschuldung ist ein organischer Bestandteil der Finanzsysteme der allermeisten Länder, eine wirksame Institution im Mechanismus der makroökonomischen Regulierung und ein Instrument zur Umsetzung der Wirtschaftsstrategie des Staates. Der Artikel behandelt das aktuelle Thema der globalen Verschuldung, diskutiert die Entwicklung und Entwicklungsstadien der globalen Verschuldung, zeigt und analysiert die wichtigsten Methoden des Schuldenmanagements.

Schlüsselwörter: Evolution, Reorganisation, Schulden, Stadien, Schulden**,** Weltwirtschaft.

Козюпа Б. К., Пірог І. І. Світова заборгованість: роль міжнародних фінансових організацій у регулюванні зовнішнього боргу. В умовах фінансової глобалізації розвиток міжнародної фінансової системи характеризується значним зростання обсягів зовнішньої державної заборгованості країн світу. Державний борг є органічною складовою фінансових систем переважної більшості країн світу, дієвим інститутом у механізмі макроекономічного регулювання та інструментом реалізації економічної стратегії держави. Стаття висвітлює актуальну тему світової заборгованості, розглядає еволюцію та етапи розвитку світової заборгованості, розкриває та аналізує основні методи управління борговими зобов'язаннями.

Ключові слова: борг, боргові зобов'язання, еволюція, етапи, методи, реорганізація, світова економіка.

1. Einführung

Das Ziel des Artikels ist es, die Weltverschuldung, die Entwicklung und die Entwicklungsstadien der Weltverschuldung sowie die Analyse der Methoden des Schuldenmanagements direkt zu untersuchen.

Die Relevanz dieses Themas liegt in der Tatsache, dass in der modernen Welt unter Bedingungen knapper finanzieller Ressourcen die Anziehung von Auslandskrediten, ein ineffektiver Mechanismus der Kreditvergabe zu einer relativ schnellen Anhäufung von Schulden und einer Konzentration von Zahlungen führte um es zu warten.

Im Kontext der Finanzglobalisierung ist die Entwicklung des internationalen Finanzsystems durch eine deutliche Zunahme der Auslandsverschuldung der Länder der Welt gekennzeichnet. Heute muss festgestellt werden, dass die Staatsverschuldung ein organischer Bestandteil der Finanzsysteme der allermeisten Länder der Welt, eine wirksame Institution im Mechanismus der makroökonomischen Regulierung und ein Instrument zur Umsetzung der staatlichen Wirtschaftsstrategie ist.

Bereits Anfang der 70er Jahre war der Grundstein für die Bildung eines internationalen Schuldensystems gelegt. Seine Ausgangspunkte sind der Zusammenbruch des Bretton-Woods-Systems 1971 und der erste Ölschock 1973. Nach diesen beiden Ereignissen begann ein regelrechter Boom internationaler Kredite. Darüber hinaus waren große Kreditnehmer nicht nur Entwicklungsländer, die kein Öl zur Finanzierung ihrer Defizite hatten, sondern auch Länder, die Öl zur Finanzierung von Expansionsprogrammen hatten. Der durch die explodierende internationale Kreditnachfrage eingetretene Zinsrückgang zwang viele Gläubiger- und Kreditnehmerländer, bereits abgeschlossene Kreditverträge neu zu verhandeln, die sich aufgrund einer grundlegenden Veränderung der außenwirtschaftlichen Zielsetzungen als unhaltbar erwiesen Bedingungen. Anfang der 1980er Jahre hatten viele Entwicklungsländer Schwierigkeiten, ihre Verpflichtungen zu erfüllen. Eine echte Schuldenkrise brach 1982 aus, als Mexiko ankündigte, seine Auslandsschulden nicht mehr bedienen zu können [1, S. 41–42].

2. Die Phasen in der Entwicklung der globalen Verschuldung

Es gibt drei Phasen in der Entwicklung der globalen Verschuldung. Die erste Phase umfasst den Zeitraum 1980-1985. Zu dieser Zeit begannen sich Volumen und Struktur der Schulden der Entwicklungsländer zu ändern. Große Länder mit mittlerem Einkommen waren hauptsächlich bei großen Geschäftsbanken verschuldet. Zudem überstieg die Verschuldung oft die Kapitalbasis vieler dieser privaten Institutionen. Die Schuldentilgung fiel auf offizielle Gläubiger. Die Finanzwelt war zu diesem Zeitpunkt noch zuversichtlich, dass die Schuldenkrise eine Folge kurzfristiger

Liquiditätsprobleme und damit der Laufzeitverlängerung sei. Der Fokus lag auf Ländern mit mittlerem Einkommen wie Brasilien und Mexiko [1, S. 42–43].

Die zweite Phase umfasst den Zeitraum von 1985 bis 1989. Mitte der 1980er Jahre verbesserte sich die aggregierte Bilanz der Geschäftsbanken, aber es zeigte sich, dass viele der Probleme der Kreditnehmer struktureller Natur waren. Derzeit hebt sich das Schuldenproblem der armen Entwicklungsländer von dem Schuldenproblem großer Länder mit mittlerem Einkommen ab. Erstere spürten eine sehr große Schuldenlast für das Potenzial ihrer Wirtschaft. Zudem waren diese Länder auf Exporterlöse von ein oder zwei Konsumgütern angewiesen. Daher hatte der Rückgang des Handelsvolumens mit diesen Gütern einen sehr negativen Einfluss auf die Fähigkeit dieser Länder, ihre Schulden zu bedienen [2, S. 57–58].

Die dritte Etappe begann 1989 und dauert bis heute an. Sie wird als die Phase der „Schuldenkrise“ bezeichnet. Den offiziellen Auftakt dieser Etappe bildete die Rede des damaligen US-Finanzministers Nicholas Brady. In seiner Rede forderte er eine neue Schuldentilgungsstrategie nach dem Prinzip des Schuldenabbaus. Diese Strategie wurde auf die Länder angewendet, die die von den internationalen Finanzinstitutionen verabschiedeten wirtschaftlichen Stabilisierungspolitiken verfolgten. Der Plan forderte auch eine Lockerung der Bedingungen von Umschuldungsvereinbarungen, damit sowohl Gläubiger als auch Schuldner mehr Freiheit bei der Gestaltung solcher Vereinbarungen haben. Die Hauptbedeutung dieser Rede war, dass zum ersten Mal die offizielle Anerkennung der Vereinigten Staaten erklang, dass die Schulden nicht vollständig beglichen werden und den Banken Verluste entstehen werden [2, S. 59].

Nach der Methodik der Weltbank werden eine Reihe von Indikatoren der Auslandsverschuldung für die Volkswirtschaft ermittelt, mit denen sich die Auslandsverschuldung verschiedener Länder vergleichen lässt. Unter ihnen:

- Verhältnis der gesamten Auslandsverschuldung zu den Exporten von Waren und Dienstleistungen
- Verhältnis der gesamten Auslandsverschuldung zum Bruttoinlandsprodukt
- Verhältnis Schuldendienst zu Exporten von Waren und Dienstleistungen
- Verhältnis des Auslandsschuldendienstes zum Bruttoinlandsprodukt.

- Das Verhältnis der amtlichen Reserven zur Gesamtauslandsverschuldung
- Verhältnis der amtlichen Reserven zu den Einfuhren von Waren und Dienstleistungen
- Anteil der kurzfristigen Schulden an der gesamten Auslandsverschuldung

Das externe Schuldenregulierungssystem sieht folgende Methoden des Schuldenmanagements vor:

• Die Umschuldung ist eine der Formen der Umschuldung, bei der sich Schuldner und Gläubiger auf die Stundung der Schulden auf den Darlehensbetrag und auf Zinsen einigen, deren Zahlung zu einem bestimmten Zeitpunkt erfolgen muss sowie zu einem neuen Zeitplan für solche Zahlungen [4, S. 56].

• Der Schuldenerlass ist eine Form der Neuordnung der Schuldenbedingungen, die nur als letztes Mittel angewendet wird. Ein solcher Fall tritt nur ein, wenn die Auslandsverbindlichkeiten die Zahlungsfähigkeit des Landes übersteigen. In einer solchen Situation ist der kreditnehmende Staat gezwungen, einen Teil seines eigenen BIP, der für die nationale Wirtschaftsentwicklung notwendig ist, umzuleiten, um Auslandsschulden zu begleichen, die faktisch zu einer zusätzlichen Steuer für die Bürger dieses Landes werden. [3, S. 95–97].

• Schuldenrückkauf ist eine Form der Neuordnung der Schuldenkonditionen, d.h. der Kauf von Schuldtiteln durch ein kreditnehmendes Land auf dem freien Markt mit einem erheblichen Abschlag.

• Die Verbriefung von Schuldtiteln ist eine Möglichkeit, die Schuldverschreibungen einer Bank in liquide Kapitalmarktinstrumente umzuwandeln, indem Schuldverschreibungen begeben werden, die durch einen Pool homogener Vermögenswerte besichert sind. die Bereitschaft des Marktes, zusätzliche Risiken einzugehen;

Umwandlung – Umschuldung ist die Umwandlung von unbezahlten Schuldverschreibungen (oder übermäßig belastenden Schuldverschreibungen) in neue Verpflichtungen, die die Situation des Kreditnehmers entweder finanziell oder prospektiv verbessern.

Die Konvertierung wird nach ihrem funktionalen Inhalt in drei Arten unterteilt:

1) Umrechnung von Schulden in lokale Währungen (Schulden- / Eigenkapital-Swaps, Schulden / Schulden, Schulden / Entwicklungsressourcen);

2) direkter Tausch gegen Vermögenswerte (Schulden / ausstehende Schuldenswaps, Schulden / lokale Schulden / finanzielle Restrukturierung);

3) direkter Tausch gegen Waren (Swaps Schulden/Waren, Schulden/Export) [5, S. 78-80].

Die Umschuldung ist für alle Beteiligten bis zu einem gewissen Grad bequem. Der Schuldner zahlt einen Teil seiner Schulden in lokaler Währung mit einem Abschlag von den Vollkosten ab, während der Investor die Investition zu einem günstigeren Zinssatz finanziert. Das Land profitiert von der Umwandlung eines Teils seiner Schuldenlast und neuen Produktionsvermögens. Heute gibt es keine einheitliche Lösung für das Problem des Schuldenüberhangs. Alle entwickelten Programme zur Restrukturierung der Auslandsverschuldung weisen eine Reihe von Mängeln auf. Daher ist es bei der Regulierung der Auslandsverschuldung erforderlich, jeden Einzelfall umfassend zu untersuchen, die Auswirkungen negativer Folgen zu minimieren und nicht nur wirtschaftliche, sondern auch politische Faktoren zu berücksichtigen.

3. Schlussfolgerungen

Historisch gesehen begann das Konzept der Auslandsverschuldung in den 70er Jahren Gestalt anzunehmen. Die Anhäufung von Auslandsschulden führt zu einem Verlust der Stabilität der Wirtschaft des Landes und einem Vertrauensverlust in den Staat auf den internationalen Märkten. Derzeit besteht weltweit ein klarer Trend, die Gesamtauslandsverschuldung zwischen allen Ländern zu erhöhen, dh alle Länder fungieren in einigen Ländern als Kreditnehmer, in anderen aber auch als Gläubiger. Die Schulden der allermeisten Länder steigen ständig, Grund für dieses Phänomen sind das Haushaltsdefizit, die Kosten für die Aufrechterhaltung der Landeswährung, die Finanzierung von Sozial- und Infrastrukturprogrammen, die mit den Staatshaushalten ihrer Länder nicht vergleichbar sind. Heutzutage sind viele Bürger, die sich Sorgen um die Finanzen ihres Landes machen, an Krediten beim Staat interessiert. Der Prozess der Kreditaufnahme ermöglicht es dem Land einerseits, akute Probleme schnell zu lösen und vielversprechende nationale Projekte zu finanzieren, andererseits wird der Staatshaushalt in den kommenden Jahren durch ineffiziente Verwendung der Kreditaufnahme deutlich belastet.

LITERATURSVERZEICHNIS

1. Булатов А. С. Экономика : учеб. издание. М. : ЭКОНОМИСТЪ, 2005. 894 с.
2. Вахненко Т. П. Зовнішні боргові зобов'язання у системі світових фінансово-економічних відносин : навч. посібник. К. : Фенікс, 2011. 536 с.
3. Гасім С., Журавльов О. В. Міжнародні організації : навч. посібник. Харків : ХНУ імені В. Н. Каразіна, 2014. 120 с.
4. Кудряшов В. П. Фінанси : навч. посібник. Херсон : Олді-плюс, 2002. 393 с.
5. Кушлин В. И. Государственное регулирование рыночной экономики : учеб. издание. М. : РАГС, 2005. 829 с.
6. Селезнев А. З. Государственный долг и внешние активы : учеб. пособие. М. : ИНФРА-М, 2010. 284 с.

IMPACT OF THE PANDEMIC COVID-19 ON FOOD DELIVERY SERVICE

D. P. Kramarenko,
N. M. Startseva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kramarenko D. P., Startseva N. M. Impact of the pandemic COVID-19 on Food Delivery service. The pandemic has forced some restaurants to shift their business models to new approaches in Food Delivery (FD) services. This paper seeks to study the impact of innovations on FD – new product/services – that aim to enhance the experiential value when ordering food online. Moreover, this paper analyses the willingness to order food delivery online during the COVID-19 pandemic. The participants of project assessed one out of four FD innovation options, its experiential value, and their own willingness to order it. The participants' fear of COVID-19 in different types was analyzed. A conditional process analysis was used to reveal that innovation in the FD business can increase the experiential value for the consumer, but this effect should be examined in light of customers' fear of COVID-19. Future research lines are suggested.

Keywords: conditional process analysis, COVID-19, experiential value, food delivery, FD, innovation options, restaurants.

Крамаренко Д. П., Старцева Н. М. Вплив пандемії COVID-19 на службу доставки їжі. Пандемія змусила деякі ресторани перенести свої бізнес-моделі на нові підходи у сфері доставки продуктів харчування (ДПХ). Ця робота спрямована на вивчення впливу інновацій на нові продукти/послуги, які мають на меті підвищити емпіричне значення при замовленні продуктів онлайн. Більше того у цій статті проаналізовано готовність замовляти доставку їжі в Інтернеті під час пандемії COVID-19. Учасники проекту оцінювали один з чотирьох варіантів інновацій ДПХ, його емпіричне значення та їх власна готовність її замовляти. Проаналізовано страх учасників COVID-19 у різних видах. Для того, щоб виявити, що інновації в бізнесі FD можуть збільшити досвід, був використаний умовний аналіз процесу. Цінність для споживача, але цей ефект слід оглядати з огляду на страх споживачів обумовлений COVID-19. Запропоновані майбутні напрямки досліджень.

Ключові слова: COVID-19, доставка продуктів, ДПХ, инновационные решения, практическая стоимость, ресторани, условный анализ процесса.

1. Introduction

Some restaurants are altering their business models by implementing rapid innovation in order to confront the changes and challenges of the coronavirus pandemic and to match the demands of this unprecedented scenario. Among the wide range of types of innovation [4], restaurants are changing their food delivery (FD) offerings by improving product presentations and by providing new services and/or products.

The FD business has emerged as a relevant channel to reach customers and provide them with higher quality services in these times [1] and is playing a major role in sustaining the business. The main advantage of this type of service is that, besides simplifying the ordering process for both the consumer and the restaurant [2] in times of social distancing, it offers restaurants alternative income, retains customers, and enhances customer experience by providing new delivery channels.

This paper a i m s to study the impact of FD innovation on new products and services, which helps to enhance the experiential value of FD and the consumers' willingness to order during the COVID-19 pandemic. Based on the level of meal preparation [3] and according to the trends observed in the FD business [5], three options of innovation in FD were suggested by a panel of hospitality experts. Each meal option innovates in the product/service to address the challenges posed by the coronavirus pandemic by increasing consumers' experiential value. This issue is addressed in a survey experiment with four experimental delivery conditions.

The o b j e c t of the article is a literature review of the current state of FD, the experiential value of FD and the influence of COVID-19 on consumer behaviour, which are explored leading to the formulation of the hypotheses. The s u b j e c t is the problems and opportunities for the Food Delivery services. The p u r p o s e of the study is a discussion of the results, the theoretical and professional implications, the limitations of the study. The future research prospects in the field are provided.

2. Methodology and research

Based on the level of meal preparation [3] and according to the trends observed in the FD sector [5], a panel of experts in hospitality, restaurants and FD – four restaurant owners, four academics, and three consultants – suggested three innovative FD options that could increase consumers' experiential value.

First, a sophisticated box with a gourmet menu featuring high-quality ingredients based on the Spanish cuisine would be used. The delivery box would include a letter alongside the instructions to end-cook the recipe. Every item of food would be carefully packed and, thus, the client would enjoy the surprise of unboxing a luxury experience. We will refer to this option as unboxing. The second was catering for small dinners at home, staffed by a chef with the British Dineindulge a go-to destination concept. This would provide an immersive experience at home. We will refer to this option as home chef. The third innovative proposal was inspired by the Mexican restaurant Bello Puerto that delivers the ingredients sealed and refrigerated, along with instructions from the chef. This option comprised a meal box with fresh, high-quality ingredients, delivered with the recipe to prepare a dinner for the number of guests. The host would feel pride in providing them an excellent dinner in a controlled setting. We will refer to this option as a DIY meal kit. In addition, we selected a standard delivery option as the control condition consisting of an Asian meal with no innovation in either the food or the service. We conducted a between subjects design survey to compare each of the three innovative delivery options (unboxing, home chef, and DIY meal kit) with a standard delivery option to test the influence of innovation in FD on experiential value at the consumption stage and its further effect on the willingness to order online delivery food during the COVID-19 pandemic.

Standard Unboxing

Home Chef DIY meal kit

Fig 1. Visual stimulus used in the questionnaire

The questionnaire had three sections: contextualization, scales to rate the stimulus and the general data on participants. Participants were initially informed that the study was to research FD during the COVID-19 pandemic. The participants were asked to read a brief description to set the study in context: they were supposedly hosting a dinner party at home with friends after the COVID-19 lockdown. After thinking about what their friends would like to eat and searching the Internet, they would receive the food they had ordered (stimulus) at home at the appointed time. See Fig. 1.

Participants were allowed to view the picture for as long as they wanted. Then each participant had to answer several questions about the innovativeness of the delivery option, the utilitarian and experiential value they perceived in the delivery option, and their willingness to order this online delivery food. Finally, participants answered the questions related to their fear of COVID-19 and their past behavior. Ultimately psycho-sociodemographic data was collected and analysed.

The questionnaire was examined by a panel of experts to ensure content validity. It was further tested in a group of 200 target participants to verify the clarity of the questions and gain feedback on the length of the questionnaire. The participants in the experiment were a convenience sample recruited from social media sites of Ukrainian subjects, aged between 18 and 70 (mean age: 48 years old). Participants chose from four options (standard delivery, unboxing, home chef, and DIY meal kit).

The participants were looking forward to meeting their friends and relatives, since lockdown had been a sad and lonely experience for everyone. Although Ukrainian customers love visiting restaurants (4,58%), they gave preference to FD (9,74%). However, their willingness to spend money when going to a restaurant is greater than when ordering online food.

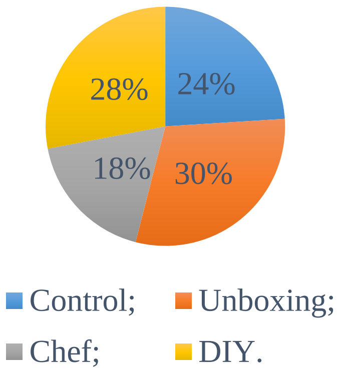


Fig. 2. Willingness to order food delivery

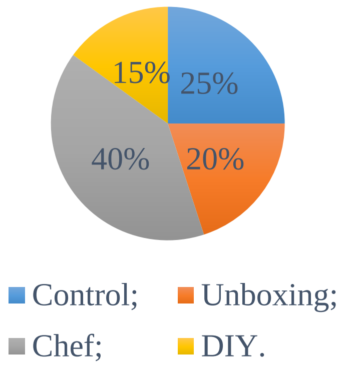


Fig. 3. Fear of COVID-19 related to different types of delivery

The results depicted in Fig. 2 show that not all delivery options are similarly attractive in terms of participants' intention to order food online, depending on their fear of COVID-19.

Customers prefer the unboxing (30%) and DIY home kit (28%) option as compared to standard delivery option (24%) or the home chef (18%) option. However, as consumers reported more fear of COVID-19, the willingness to order the unboxing option increased significantly (6%) compared to the standard delivery option. This result suggests that the direct effect of choosing the unboxing delivery option vs the standard one is dependent on the fear of COVID-19 (Fig. 3).

When comparing the willingness to order between the home chef condition and the standard delivery condition among customers with high fear of COVID-19, the difference was significant (6%). Therefore, the moderating effect of the fear of COVID-19 in this situation exerts the opposite influence to that of the unboxing option. The option of chef's arrival at the house was considered a dangerous one by 40% of customers.

Interestingly, customers were more willing to order a DIY meal kit than a standard delivery condition; however, the fear of COVID-19 did not exert a moderation effect in this condition. Furthermore, when comparing the delivery options of DIY meal kit (28%) vs the standard delivery option (24%), results showed that the fear of COVID-19 did not exert a moderating effect.

Therefore, there is a foregone conclusion that fear of COVID-19 exerted a moderation influence on consumers' willingness to order innovative online delivery food.

3. Conclusions

The COVID-19 pandemic has adversely impacted the restaurant industry and the industry is pivoting to stay afloat during this pandemic.

This research examined the effect of innovation in FD aimed at increasing the perceived experiential value on the willingness to order innovative online delivery food, together with a moderating role that the fear of COVID-19 can play on the willingness to order these innovative options. The results show that FD is a broad category that is not restricted to the convenience segment of ready-to-eat food. Innovation in FD can increase the experiential value evolving towards a ready-to-enjoy concept, thereby influencing consumers' purchasing decisions. The impact of COVID-19 on society has a direct effect on the customers' willingness to order.

However, due to the pandemic, the consumption of food at home has increased and consumers are likely to continue to do so after the pandemic. Therefore, DIY meal kits could be a future food trend to investigate.

REFERENCES

1. Alalwan, A. A., 2020. Mobile food ordering apps: an empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. Int. J. Inf. Manag. 50, 28–44. URL : https://doi.org/10.1016/j.ijinfomgt.2019.04.008.
2. Chavan, V., Jadhav, P., Korade, S., Teli, P., 2015. Implementing customizable online food ordering system using web based application. Int. J. Innov. Sci. Eng. Technol. 2 (4), 722–727. URL : http://ijiset.com/vol2/v2s4/IJISET_V2_I4_112.pdf
3. Costa, A., Schoolmeester, D., Dekker, M., Jongen, W.M., 2007. To cook or not to cook: a means-end study of motives for choice of meal solutions. Food Qual. Prefer. 18 (1), 77–88. URL : https://doi.org/10.1016/j.foodqual.2005.08.003.
4. Damanpour, F., 1996. Organizational complexity and innovation: developing and testing multiple contingency models. Manag. Sci. 42 (5), 693–716.
5. Keeble, M., Adams, J., Sacks, G., Vanderlee, L., White, C.M., Hammond, D., Burgoine, T., 2020. Use of online food delivery services to order food prepared away-from-home and associated sociodemographic characteristics: a cross-sectional, multi-country analysis. Int. J. Environ. Res. Publ. Health 17 (14), 5190.

CIS TARGETS
AND INTEGRATION PROCESSES

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

Kryukova A. D., Petrenko D. M. CIS targets and integration processes. The article describes the current state of the CIS, the main objectives, goals and integration processes of the regional interstate organization. It also shows that the Concept of further development of the Commonwealth of Independent States (CIS) needs evolutionary improvement.

Key words: CIS, development, evolutionary improvement, goals, integration process, regional interstate organization.

Крюкова А. Д., Петренко Д. М. Цільові завдання та інтеграційні процеси СНД. У статті описується сучасний стан СНД, основні завдання, цілі та інтеграційні процеси регіональної міждержавної організації. Також показано, що Концепція подальшого розвитку Співдружності Незалежних Держав (СНД) потребує еволюційного вдосконалення.

Ключові слова: еволюційне вдосконалення, інтеграційний процес, регіональна міждержавна організація, розвиток, СНД, цілі.

1. Introduction

The o b j e c t of the article is CIS as a regional international organization. The s u b j e c t is the target tasks and integration processes of the CIS. The p u r p o s e of the study is to determine the CIS's goals and investigate the regional international organization's integration procedures. To achieve this, it is crucial to analyze the factors that shape the CIS's activities and propose strategies to boost the regional organization's integration prospects

2. Characteristics of the CIS

The Commonwealth of Independent States (CIS) is a regional intergovernmental organization founded by Belarus, Ukraine, and Russia on December 8, 1991, and the Almaty Declaration on December 21, 1991, signed by the newly independent states formed by the fall of the Soviet Union (Georgia, Lithuania, Latvia, and Estonia). The CIS was established as a "civilized instrument of divorce" for the former Soviet nations, according to its founding documents. A new confederate integration union led by Russia was proposed as an alternate plan for the growth of the CIS.

Following the dissolution of the Soviet Union, the CIS was formed as a union of 12 post-Soviet republics in line with the Minsk Agreement, Almaty Declaration, and Protocol to the Minsk Treaty [2]. When the Commonwealth of Independent States was formed, it was decided that it would be founded on international law principles. The CIS membership is entirely optional, and any participant has the option to suspend or discontinue their participation at any time [5]. The CIS bodies only serve as advisors and coordinators.

The collapse of the Soviet Union and the formation of the Commonwealth of Independent States (CIS) in 1991 marked the start of a long process of intricate integration and disintegration of the world's last empire [6]. The CIS proved to be a politically and economically bankrupt organization, as well as an unstable one. The Commonwealth's inefficiency stems from its paradoxical character, which is ingrained in its very premise of existence.

The conflict between centrifugal and centripetal growth tendencies resulted in the establishment of new sovereign states, each with its own conception of national interests [1]. However, the CIS's increasing bipolarity has resulted in the emergence of two blocs of nations with different views on the structure's purpose, functions, organization, and future.

3. The organization's goals and principles

The organization's goals and ideals are laid out in the first part of the CIS Charter. Section 2 specifically states:

- cooperation in the political, economic, environmental, humanitarian, cultural, and other domains;
- comprehensive and balanced economic and social development of member states within a common economic space, interstate cooperation and integration;
- ensuring fundamental human rights and freedoms in accordance with generally accepted norms and principles of international law and OSCE documents;
- cooperation among member States to ensure international peace and security, the implementation of effective measures for the reduction of arms and military expenditures, the elimination of nuclear and other weapons of mass destruction and the achievement of general and complete disarmament;

- assistance to citizens of member states in free communication, contacts and movement within the Commonwealth;
- mutual legal assistance and cooperation in other areas of legal relations;
- peaceful settlement of disputes and conflicts between Commonwealth states.

4. CIS integration process

The current model of integration in the CIS is designed for the interaction of states, not markets, and therefore, as recent events develop, it will fail more and more. One day they may lead to the collapse of the entire structure.

Real integration of the CIS countries can only take place on the basis of countering unthinkable threats and jointly improving the general welfare [7]. In this respect, an alliance of member states of the collective security contract seems more viable. Another real possibility for strengthening the CIS could be the creation of a single economic community.

Integration of the CIS countries is one of the best ways to preserve production, cooperative ties based on the technological principle, the principle of preventing the displacement of CIS products from their domestic markets [3]. Integration rapprochement of states is likely to proceed on the basis of local integration formations, moving towards the creation of a single, homogeneous economic space, a common market for goods, services and labor.

5. Conclusions

The article analyzes the main problems of CIS integration processes, goals and main tasks. There is nothing wrong with the idea of integration itself. It is a worldwide process. But integration can take place only if there are favorable factors: a high degree of democratization of society, a high standard of living, common political, socio-economic and military interests. And any other way is subjugation and colonialism.

The destiny of the CIS charter is hard to foresee. The creation of instruments for integration with the European community should accompany the integration of post-Soviet nations on the European model. However, this process should follow a convergent rather than a parallel or adversarial movement pattern. If we look at the history of the establishment of the European community, we can see that it has been a long and tough road.

As a result, the CIS's future development is solely dependent on more reforms in the direction of modernization and efficiency.

REFERENCES

1. Гринько С. В. Алматинська зустріч країн-учасниць СНД 1991. Українська дипломатична енциклопедія : Знання України, 2004. 760 с.
2. Матвієнко В. М. Співдружність Незалежних Держав (СНД): Історія створення та розвитку // Вісник Київського університету. 1997. URL : http://www.history.org.ua/?termin=Spivdruzhnist_N
3. Міхєєв Ю. Воєнно-технічні аспекти стратегічного партнерства України в межах СНД // Нова політика. 15 с.
4. Організаційна структура СНД // Журнал Топ Онлайн ТВ. URL : https://toponlinetv.livejournal.com/293277.html
5. Орлова Т. В. Історія нових незалежних держав. К., 2010, 326 с.
6. Філатов О. Г., Камінський П. Д. СНД: Подальші перспективи розвитку. URL : http://intkonf.org/filatov-og-ken-kaminskiy-pd-snd-podalshi-perspektivi-rozvitku/
7. Філіпенко А. Економічний союз СНД: за і проти // Політика і час. 1995. 20 с.

THE PECULIARITY OF TRANSNATIONAL CORPORATIONS IN THE HOTEL INDUSTRY

J. O. Kurdiukova,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kurdiukova J. O., Saprun I. R. The peculiarity of transnational corporations in the hotel industry. The article examines the peculiarity of transnational corporations in the hotel industry. The main trends in the development of the hotel business in the context of the globalization process are pointed out. Based on the example of large international hotel corporations such as Radisson Hotel Group, Hilton Worldwide, Wyndham Hotel Group, InterContinental Hotels Group and Marriott International the current state of hotel chains is analyzed. The main advantages of connecting to international hotel chains are highlighted.

Keywords: hotel, hotel chain, tourism, transnational hotel chains, transnational corporations.

Курдюкова Ю. О., Сапрун І. Р. Особливість транснаціональних корпорацій у готельному господарстві. У статті розглядається особливість транснаціональних корпорацій у готельній індустрії. Визначено основні тенденції розвитку готельного бізнесу в умовах глобалізаційного процесу. Проаналізовано поточний стан готельних мереж, на прикладі великих міжнародних готельних корпорацій, таких як Radisson Hotel Group, HiltonWorldwide, Wyndham Hotel Group, Inter Continental Hotels Group та Marriott International. Виділено основні переваги приєднання до міжнародних готельних ланцюгів.

Ключові слова: готель, готельний ланцюг, транснаціональні готельні мережі, транснаціональні корпорації, туризм.

1. Introduction

The o b j e c t of the article is some transnational corporations in the hotel business. The s u b j e c t of the course work are the main trends in the development of the hotel business in the context of the globalization process. The research methods for solving the assigned tasks are general scientific methods of analysis and comparison of materials used in writing articles. The p u r p o s e of the article is to analyze the processes of globalization and centralization in the hotel business. The r e l e v a n c e of the research topics is the need to study the stages of development of the hospitality business in the globalization of the economy.

A steady trend towards globalization, which is constantly becoming more visible and involves more and more processes taking place in society, is steadily leading to an increase in the level of integration of international economic relations and the intensification of the process of transnationalization (TNCs). TNCs or multinational corporations are companies that operate in more than one country and tend to have offices and headquarters located in the developed world [1]. As a result, players or MNCs have appeared on the international arena and have significantly changed the structure and architecture of the world market.

In the hospitality industry, the features of TNCs are most pronounced. They take the form of hotel chains (networks), which have become a prominent phenomenon in the international life. This is due to the consolidation of the industry, which reflects the desire of companies to optimize and increase competitiveness. In addition, the rapid growth of both national and international expansion of hotel complexes increases the need of industry participants to access the capital market on favorable terms [1].

The world hotel industry, as one of the most important sectors of tourism in general, includes more than 16 million hotels. The total number of rooms has been steadily increasing annually by 3-4% over the past 20 years, which tells us about the positive dynamics of growth in the popularity of the tourism industry.Today, there are over 300 transnational hotel chains. The rapid growth in the construction of new hotels has led to their concentration in the ownership of individuals and companies, which is a fundamental factor in the creation of hotel chains with a centralized management system.

International hotel chains are conquering significant market segments, and the experience of countries with the most developed tourism industry shows that hotel chains will become the dominant form of business in the accommodation sector. Global expansion of hotel chains is carried out through the construction of new hotels, mergers / acquisitions, the use of management contracts and franchise agreements.

2. Current state of industry

Considering the current state of industry, it should be pointed out th**at t**here are currently more than 300 hotel chains in the world. They account for more than half of the total number of rooms.

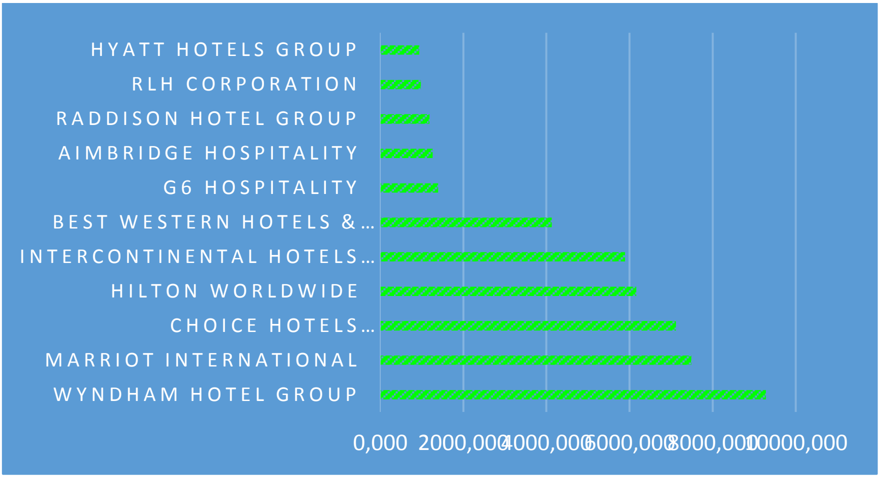


Fig. 1. Leading hotel companies
in the world as of June 2020 by number of facilities [2]

The world hotel chain Wyndham Hotel Group leads in the ranking of leading hotel companies by number of objects. As of June 2020, Wyndham had about 9,300 hotels in its global portfolio, ranging from economy to high-end hotels. Its closest competitors were Marriot International and Choice Hotels International, which reported 7,484 and 7,118 properties, respectively [2].

Fig. 2. The world's leading hotel companies
as of June 2020 by number of rooms [2]

In 2020, Marriott International had approximately 1.4 million rooms worldwide. This year, Marriott had almost 427,000 more hotel rooms than its leading competitor, Hilton Worldwide. Other groups on the list included the InterContinental Hotels Group (IHG) and the Wyndham Hotel Group [2].

The phenomenon of the spread of international hotel chains as a transnational level of hotel operation can be explained by certain arguments. International hotel companies can help independent hotels generate higher revenue streams and provide owners with access to a global network of resources to support their business. Major international brands also offer loyalty programs that encourage guests to choose a particular recognizable brand, offering unique benefits. In addition, their large sales and distribution network contribute to increasing the number of room bookings.

Moreover, technology plays an increasingly important role in the way hotels gather information to provide personalized customer service. For example, the Radisson Hotel Group has invested in technologies that provide guests with the exceptional hospitality they expect. Thanks to the company's cloud system called EMMA (Every Moment Matters), they strive to provide a more convenient registration and check-out process for both guests and hotel staff. [3] After the first stay of the guest, a profile is created and updated with data on the benefits of the stay, which allows staff in the global portfolio to immediately know what the guest likes and dislikes, that is, to personalize the service. Note that International hotel chains is one of the main tools for technology transfer in the world.

3. Advantages of International hotel chains

In general, speaking about the main advantages of International hotel chains, the following ones have to be emphasized: [1]

1. the presence of a well-known brand among consumers of hotel services as a guarantee of quality, which avoids high costs for the development and promotion of a new network brand, without much effort to attract and retain customers;
2. product standardization, unification of management and training systems increases the range of additional services, provides better occupancy and increases the efficiency and profitability of network participants;
3. low costs compared to independent hotels for the purchase of consumables, engineering services, decorators, advertising and

marketing of hotel services, due to the scale of procurement, and hence cost savings, as well as the distribution of costs to all hotels in the network;

4. access to a single booking system.

5. Conclusions

Thus, summarizing the above, it can be argued that the complexity, versatility and fierce competition in the hotel industry requires hoteliers to consider joining the International hotel chains as an important business development strategy. Due to its popularity, quality standards, and commercial policy, hotel chains provide those who are interested in joining a portfolio of brands with a competitive advantage that materializes in improving financial and economic performance. Thus, the future of the hospitality industry in the most efficient way of managing the hotel business and international hotel chains in particular.

REFERENCES

1. Ляпина І. Ю. Организация и технология отельного обслуживания : учеб. пособие / Под. ред. канд. пед. наук О. Ю. Ляпина. М. : ПрофОбрИздат, 2001. 208 с.
2. Статистичні данні [Електронний ресурс] // Statista. URL : https://www.statista.com/statistics/197869/us-hotel-companies-by-number-of-properties-worldwide/.
3. Трифонов Д. С. Глобализация: сущность и современные тенденции развития // Вестник Московского университета. Серия 6. Экономика. 2016. № 5. URL : https://cyberleninka.ru/article/n/globalizatsiya-suschnost-i-sovremennye-tendentsii-razvitiya
4. Advantages of Joining an International Hotel Chain 2020. URL : https://www.hotelbusiness.com/advantages-of-joining-an-international-hotel-chain/

TRENDS AND CHALLENGES OF ETHNOPOLITICAL MEDIA COMMUNICATIONS

K. A. Kuryachenko,
M. M. Medvid, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Kuryachenko K. A., Medvid M. M. Trends and challenges of ethnopolitical media communications. The article focuses on the problem of the disappearance of an ethnic group as a collective identity and socio-political resource. We have also analysed how ethnic identity is used by groups facing various problems generated by globalization and new media, as well as how in the context of diversity, segmentation of virtual cultural spaces and destructive activities increases in order to integrate the virtual ethnical community into the host society.

Key words: cultural spaces, ethnic identity, ethnopolitics, ethnos, globalization, media communications, new media, society.

Куряченко К. А., Медвідь М. М. Тенденції та виклики етнополітичних медіакомунікацій. У статті розглядається проблема зникнення етноса як колективної ідентичності і соціально-політичного ресурсу. Ми також проаналізували питання використання етнічної ідентичності групами, що зіштовхуються з різними проблемами, породженими глобалізацією і новими медіа, а також як в умовах різноманітності збільшується сегментація віртуальних культурних просторів і деструктивна діяльність з метою інтегрувати віртуальну етничну громаду до приймаючого суспільства.

Ключові слова: глобалізація, етнічна ідентичність, етнополітика, етнос, культурні простори, медіакомунікації, нові медіа, суспільство.

The object of the article is ethnopolitical communications whereas the subject is current trends in ethnopolitical media communications. The aim of the research is to implement a retrospective analysis of leading trends and current challenges in the field of ethnopolitical media communications.

Today, we cannot deny the fact that ethnic groups co-exist in the 'space of comprehensive communication' and that they have a ‘communicative need’ that forces them to lead a communicative lifestyle. Since the birth of humanity, informative connections have become an integral element of the social essence of a person, and later – carriers of cultural traditions, customs and ancestral, ethnic, and national identity. In addition, the joint existence of different ethnic groups on the same territory, when solving ethno- and political problems, objectively aims to find compromises and methods of collective action. This is especially felt in Modern Ukraine, where the process of forming a national-state identity continues, and the state national policy at the present stage is aimed at solving the main task – the development of a civil Nation project, ensuring civil unity and consolidation of society in the context of regional diversity and ethno-cultural development of communities. Obviously, it is impossible to solve this problem without taking into account the interests of all participants in the ethnopolitical process [1, p. 78].

Media communication within the framework of theoretical science is a functional system where the basis is applied models developed within the framework of communication theory. However, under the influence of trends occurring in Information Technologies today, the process of rethinking the definition of ‘media communication’ is taking place, where the understanding of the processes that occur in the communication process itself and its relationship with society comes to the fore. Such relationships have a positive impact on the development of public institutions, because each of them has the right to choose how and what information to present. But in some cases, the possibility of some kind of confrontation between the parties in terms of determining the key information and its further dissemination is not excluded [5, p. 101].

It should be noted that political communications in the ethnosocial environment are influenced by ethnic and political culture. From this point of view, it is important to study ethnopolitical contacts in the ethno-cultural dimension, since it, representing a certain axis, permeates all communicative acts and performs the function of an 'ethno-cultural code' [7, p. 213]. Ethno-cultural factors in communicative activity should not be neglected, no matter how much the friendly and hostile actors of politics relate to the content of ethnopolitical culture, because, according to researchers, “cultural factors associated with the peculiarities of previous historical development are extremely difficult to manipulate. Therefore, those who are engaged in strengthening the possibility of transition to stable democratic governance focus their attention on them. This directly applies to the multi-ethnic and multi-confessional modern state, where without taking into account ethno-cultural factors, it is impossible to adequately study and understand modern ethnopolitical communications” [10, p. 163].

Summing up the main ideas about ethnopolitical communications in modern conditions, it is possible to define their essence as the interaction of groups of people who, according to their ethnic consciousness, transmit to two or more participants in communication through actions or texts their understanding and understanding of political, social, cultural processes to attract their attention and encourage civilizational (tolerant) words, thoughts, deeds within the framework of constructive communication and behavior. Mass media are becoming the main driver of the progressive existence of ethnopolitical communication in post-industrial society. At the same time, they perform three main roles: activation (excitation), rehabilitation (purification), harmonization (optimization) of National relations that are developing in society [8, p. 156].

They are based, as a rule, on and need to be solved the fundamental problems of being and consciousness of society, which relate to the state and development of fundamental spheres of human life: politics, economy, culture. And in order for these problems to be resolved in a timely manner, in accordance with the interests of all social groups, the mass media must adhere to the principles and mechanisms for forming an information consensus between government structures and ethnic communities in their daily work.

Thus, the development of the global information society and the existing challenges to the unity of the multinational people of Ukraine make ethnic and political relations in the media sphere vulnerable. To the greatest extent, this applies to modern Ukrainian society, where existing communication problems not only hinder the process of modernization of political media communications, but also affect the functioning of the regional ethnopolitical information and communication system. It is obvious that without taking into account the new trends and challenges caused by the use of ICTs, the effectiveness of implementing state policy in the field of ethno-confessional relations seems doubtful [4, p. 44]. Therefore, further analysis should be aimed at assessing the use of media communications by actors of ethnic policy to form civil identity based on strengthening the ethno-cultural potential of peoples.

The modern population of most countries of the world consists of representatives of different ethnic groups, cultures, and faiths, which have their own different and often conflicting beliefs, traditions, and symbols. Therefore, their harmonious conflict – free coexistence, as well as unification into a single coordinated society, is an urgent and complex task today for many countries of the world, which requires not only decision-making at the national level, but also consistent implementation of appropriate implementation mechanisms, taking into account various factors of influence. Since cross-cultural interaction takes place in different spheres of society, is formed and broadcast by different identities of individuals, therefore, the management of cross-cultural relations is important to consider and conduct in a complex way, combining legislative acts and administrative measures with the development of civil society institutions, public discussions, informal discussions, including in the media [6, p. 217].

Current global trends in the implementation of the policy of relations with national minorities of their country abroad consist in the use by states of their own diasporas as a powerful means of influencing other international actors [3, p. 49]. Moreover, in some countries, cooperation with compatriots abroad has become the basis of foreign policy. It is characterized by planning, consistency, scale, intensity and aggressiveness, large amounts of funding and proper organizational and personnel security. At the same time, work with the diaspora is rather tightly centralized, based on the fact that the ideology of cooperation with migrants abroad should be only statist. The forms of implementation of this policy may be diverse, the means and methods of achieving the goal may differ depending on the object of influence, but only within the framework of the officially accepted ideology of cooperation.

Researchers of the Ukrainian diaspora have found that the most suitable model for organizing cooperation with foreign Ukrainians is a combined model, when not only the Metropolitan country contributes as much as possible to meeting the needs of immigrants from its territory, but also uses the potential of its diaspora in every possible way. At the same time, the priority areas of such cooperation should be: support for Ukrainian communities in neighboring countries of Ukraine; assistance in meeting the educational, informational and cultural needs of foreign Ukrainians (assistance in the organization and operation of educational institutions, all possible support for publications, the creation of an information server on the Internet, etc.); work with young people; assistance in the voluntary return of persons from among foreign Ukrainians [2, p. 101].

Organizations of foreign Ukrainians are powerful, extensive and influential entities in the host countries. But unlike other influential diaspora groups (Jewish, Armenian, Polish, etc.), the Ukrainian one, given certain historical conditions, did not have the opportunity to fully create a permanent tradition of relations with the mother country. Today, the state policy of Ukraine has a certain vision for the development of cooperation with foreign Ukrainians, enshrined in the National concept of cooperation with foreign

Ukrainians and the state program of cooperation with foreign Ukrainians, but there are no clear conceptual foundations of the state policy of relations and interaction with communities of foreign Ukrainians for a long period [9, p. 72]. The measure of involvement of domestic public organizations and representatives of organizations of foreign Ukrainians in the development and implementation of the state policy of Ukraine in this area is also insufficient.

The role of ethnic communities is growing, and they are increasingly influencing the development of the US government's foreign policy. Ethnic diasporas gained opportunities to influence foreign policy with the end of the ideological confrontation in international affairs in the post-Cold War period. A new field of activity has opened up, and American ethnic minorities have taken full advantage of the new opportunities [11, p. 290].

Thus, modernity provides a rich material for studying the experience of representation by interested groups of ethnic and political interests caused by crisis phenomena in the field of politics. The effectiveness of these mechanisms depends on the legitimacy of the interested Group, its ability to argue for the relevance of an ethnic problem, and the forms and methods of its presentation that combine elements of tradition and modernity. The description and analysis of the mechanisms of presentation of these interests give an idea of the unequal opportunities of groups, as a result of which they cannot fully reflect the entire complex of current ethnopolitical problems, highlighting only the presented ones. They do not always affect the degree of attention of the authorities to the presented interests, because their reaction is selective and proportional to the activity of the group. Analysis of the mechanisms of presentation of ethnopolitical interests shows that in an effort to present ethnopolitical issues, communicators do not attach importance to the quality of information. However, the ethno-cultural basis of these mechanisms should be considered as a factor of ensuring success in the context of the socio-cultural environment of a particular region.

REFERENCES

1. Бідзіля Ю. М. Еволюція інформаційно-комунікаційного поля соціуму як чинник формування етносу. *Науковий вісник Ужгородського університету.* *С*ерія: Філологія. 2018. Вип. 2. С. 77–84.
2. Гарагонич В. Вплив діаспори на розвиток транскордонного співробітництва. *Наукові студії : Збірник наукових праць*.

Миколаїв : Вид-во ЧДУ ім. Петра Могили, 2010. Вип. 5. С. 100–103.

3. Данилюк І. В. «Мовні конфлікти» та конструювання етнічної і національної ідентичності. *Соціальна психологія*. 2005. № 3 (11). С. 43–51.
4. Козловська Г. В. Актуальність проблем міжкультурної комунікації в сучасних умовах. *Міжнародний науковий форум: соціологія, психологія, педагогіка, менеджмент*. 2011. Вип. 7. С. 42–51.
5. Лалл Дж. Мас-медіа, комунікація, культура: глобальний підхід; пер. з англ. Київ: «К.І.С.», 2002. 264 с.
6. М’язова І. Ю. Особливості тлумачення поняття «міжкультурна комунікація». *Філософські проблеми гуманітарних наук*. 2006. № 8 . С. 108–113.
7. Садохин А. П. Межкультурная коммуникация: учебное пособие. Москва : Альфа-М, ИНФРА-М., 2013. 346 с.
8. Benet-Martinez V., Hong Y.-Y. Oxford Handbook of Multicultural Identity. New York : Oxford University Press, 2014. 360 p.
9. Kymlicka W. Multicultural Odysseys: Navigating the New International Politics of Diversity. New York : Oxford University Press, 2007. P. 61–87.
10. Modood T., Mee, N., Zapata-Barrero R. Multiculturalism and Interculturalism: debating the dividing lines. Edinburgh: Edinburgh Univ. Press, 2016. 304 P.
11. Smith A. D. Myths and memories of the nation. N.Y. : Oxford Univ. Press, 1999. 320 p.

DEVELOPMENT OF UKRAINE'S TRADE RELATIONS WITH CHINA: PROBLEMS AND PROSPECTS

V. S. Kuryavskaya,
Y. M. Litovchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Kuryavskaya V. S., Litovchenko Y. M. Development of Ukraine's trade relations with China: problems and prospects. The article provides analysis on relations between Ukraine and China. The author reveals prospects for development and possible problems of cooperation between the countries. The author proves relevance of the study and analysis of Ukraine's international relations with other countries highlighting the fact that external cooperation has a significant impact on the functioning of the internal policy of the country.

Key words: China, cooperation, problems, prospects, Ukraine.

Курявська В. С., Літовченко Я. М. Розвиток торговельних відносин України з Китаєм: проблеми та перспективи. У статті розкривається тема відносин України та Китаю. Розглядаються перспективи розвитку та можливі проблеми щодо співпраці. Вивчення та аналіз міжнародних відносин України з іншими державами завжди було, є та буде актуальним. З тієї причини, що зовнішня співпраця неабияк вливає на функціювання країни всередині. Азія має перспективні країни для співпраці та найбільш розвиненою з них є Китай, зв'язкам з яким виділяється окреме місце для обговорення.

Ключові слова: Китай, перспективи, проблеми, співпраця, Україна.

1. Introduction

The s u b j e c t of this article is to determine the influence of Asian countries on the economy of Ukraine, to study the trade relations that have the greatest impact, to clarify the prospects for the present and future country. The a i m is to obtain assessments of relations between Ukraine and Asian countries, which is important for our country in many respects. The o b j e c t of research of the article is the process of transformation of international modern relations Ukraine – Asia in the late twentieth century-the beginning of the XXI century.

2. The influence of Asian countries on the economy of Ukraine

The role of Asia and, of course, China to a greater extent in the world economy, with its stable growth trend, prospects, international Ukrainian-Chinese relations in general and trade in particular, have both: favorable and negative impact on Ukraine's economic development. In this regard, foreign economic relations between Ukraine and the People's Republic of China (PRC) are carefully studied by both Ukrainian and Chinese economists [6].

Thus, Ukrainian scientists Vlasenko, Vysotska, Levkivsky note in their research that the current problem: substantiation of the main areas of cooperation, impact on economic security, problems of strengthening and expanding relations require careful analysis and study with further development of recommendations for optimizing relations between Ukraine and Asia . Ukrainian-Chinese relations developed rapidly in the period from 1992 to 2004, which was due to the high level of political dialogue, the creation of the necessary legal framework and practical implementation of agreements reached in various fields of cooperation (trade, economic, military, scientific, educational and cultural). Another President of Ukraine, Leonid Kuchma, established personal contact with the President of the People's Republic of China, Jiang Zemin, in 1994-1995, when they exchanged state visits. This led to a declaration of strategic partnership between the two countries. However, this successful start was tested under President Viktor Yushchenko in 2005-2010, when Ukraine's political orientation was greater than that of the EU and the United States than that of China and other Asian countries. Domestic political conflicts in Ukraine during this period also had a negative impact on Ukrainian-Chinese relations – they certainly existed, but of a small declarative nature without any significant achievements. In turn, China distanced itself from the country with its numerous "color revolutions". The proclamation of Kyiv's Euro-Atlantic course has led to a "reformatting" of relations with Beijing. In late 2005, Kyiv repeated its nearly decade-long mistake in allowing a Taiwanese official to visit Ukraine. November 3-7, 2005 Deputy Secretary-General of the Office of the President of Taiwan Huang Chifang attends a meeting of the Board of Trustees of the International Crisis Group, which is studying issues in Asia. As a result, China is planning a commission on trade and economic cooperation with Ukraine.

3. Problems and prospects of relations with China

Since the establishment of diplomatic relations in 1992, Ukraine and China have made significant progress in building political dialogue and practical cooperation, from the first interstate contacts and establishing mechanisms for bilateral cooperation to a strategic partnership, the decade of which we will celebrate next year has always been extremely broad. However, the new times dictate new requirements and we must breathe new life into our relationship. There are several centers of power on the geopolitical map of the world. And China is definitely one of them. Ukrainian-Chinese cooperation has always been based on a strong foundation of mutual respect for sovereignty, territorial integrity and independence, non-interference in internal affairs and recognition of the people's chosen path of development [4]. These inviolable basic principles and their firm support from China are important to us, especially in the last years of Russia's aggression against my country. China has always been and remains one of the priorities of Ukraine's foreign policy. The President and the Government of Ukraine pay special attention to the development of cooperation with China. We must jointly develop a new strategy, a new vision, new growth points. The next meeting of the Commission on Cooperation between the Government of Ukraine and the Government of the People's Republic of China, on the organization of which both sides are actively working, will facilitate this [3].

Analysis of the current state of cooperation and joint formation of a new agenda are the main tasks of this bilateral body [5]. Ukraine has significant potential for cooperation with China in various fields, proportional or even greater than in many other Eastern European countries. We are interested in the successful realization of this potential. China confidently took first place in the ranking of our largest trading partners: last year, our turnover reached about 13 billion dollars. And more and more confidently, China is gaining a leading position among Ukraine's main export partners [6]. However, it is important not only to increase turnover, but also to diversify goods, increase high-tech products and products with a high degree of processing, high added value. Ukraine is working to get out of the category of exclusive supplier of "raw materials". There is confidence that we will have something to offer, including China. We are ready to work on finding new opportunities for further expansion of bilateral trade and economic cooperation within the Commission on Cooperation between the Governments of our countries. Ukraine was one of the first countries to support President Xi Jinping's One Belt, One Road initiative (China has contributed $ 1 trillion, which could cover more than 60 countries). Ukraine has a unique geographical location – on the eastern border of the EU, on the way from Asia to Europe, as well as between the Black and Baltic Seas. We have the necessary economic and industrial potential to participate effectively in this ambitious project [5].

Among the priority areas of practical cooperation we can mention credit and investment, engineering, agro-industrial and transport spheres. Ukraine has significant scientific and educational potential, rich culture. All this provides great opportunities for increasing trade and economic cooperation, development of bilateral humanitarian contacts and exchanges. To create better conditions for tourism development, on August 1, Ukraine introduced a temporary visa-free regime for Chinese tourists. We will continue to try to improve the conditions for mutual travel of citizens of the two countries so that they have better opportunities to get acquainted with the rich history and culture of Ukraine and China [2].

One of the steps towards the cultural rapprochement of our friendly nations should be the systematic training of Sinologists in Ukraine. Chinese is already taught in high schools and universities. In Ukraine, about 500 Sinologists receive diplomas in philology every year. We have qualified translators. Ukrainians have always been interested in the history, culture and language of fascinating mysterious China [6]. China is being studied by Ukrainian economists, lawyers and historians. Our specialists willingly participate in international scientific conferences of Sinologists. Today, thousands of Ukrainian professionals work in China in a variety of fields, from teaching to IT. Of course, we would be happy to see our professional youth at home. And this is what we strive for. Hundreds of interested Chinese entrants who want to receive diplomas from Ukrainian universities every year are a clear confirmation of our confidence [1]. This year, our bilateral contacts have been significantly limited by the coronavirus pandemic. At the same time, our countries have worked effectively to solve this common problem. We should thank the Chinese government for its humanitarian assistance to Ukraine in the fight against the coronavirus, assistance in the air transportation of medical supplies, as well as in the return of our citizens from China to Ukraine. Thousands of test systems, masks, goggles, gloves and other personal protective equipment were sent to Ukrainian hospitals at the start of the spring pandemic in Ukraine. This saved many Ukrainians. We are especially grateful to Chinese companies, non-governmental organizations, provincial governments and ordinary citizens for providing much-needed and timely assistance to Ukraine. This expression of friendly support is especially important and valuable for us in these difficult times Ukraine is interested in further coordination with China in combating the consequences of the coronavirus pandemic. The issue of providing our citizens with a high-quality vaccine is of particular importance. Ukraine is developing and moving forward. We want to see progress in Ukrainian-Chinese relations. It is time to give a new impetus to our dialogue. To do this, we need to resume a full-fledged political dialogue between our states. We need to restore the dynamics of bilateral contacts at the level of ministries and departments, at the level of heads of governments, parliaments and, of course, leaders [6].

4. Conclusions

In the modern world, international cooperation and foreign relations in general are a very important factor for the full functioning of any state. That is why each country seeks to cooperate with other leading actors in the international arena. The position of cooperation with Asian countries is quite favorable for Ukraine, because many of them are quite developed and influential in the world. Today we try to do everything possible to be a worthy partner for them. In the political sphere, China is one of the contenders for global influence. So now the focus is on communication with him. The development of relations with Asian countries must be gradual and consistent, despite the already established relations. If we want to see significant prospects for the future, we need to develop more holistic policy concepts for the region, calculate the opportunities we already have and try to improve them that, of course, is difficult to do without bilateral dialogue. I believe that Ukraine has all the opportunities to implement its foreign policy towards Asia and only focusing on its own priorities, desires and goals is a way to improve and strengthen its position on the world stage. The relations between Ukraine and Asia have enough promising directions to consider the direction of our state's policy to be expedient and very important. At the present stage, Ukraine is interested in cooperation in the Asian direction and is undoubtedly also worthy of the development of political – economic and not only relations. Summing up, it should be said that the prospect of further relations and new projects is definitely there and it is a matter of time and proper allocation of resources that can be exchanged.

REFERENCES

1. Analysis of the main trends of development between Ukraine and China Strategy of development of Ukraine. Economics, sociology, law, 13–18 (2013)
   General Administration of Customs, P. R. China, 27/06/2018, URL : http://www.customs.gov.cn/customs/jyjy/dzwjyjy/qymd/slaq/1878901/index.html.
2. Foreign Affairs: a scientific journal. 2. P. 30–32
3. FOREIGN POLICY AUDIT: UKRAINE-CHINA : discussion paper / Goncharuk, E. Hobova, V. Kikteno, A. Koval, S. Koshovy. Kyiv, 2016. 56 p.
4. Priorities of Ukraine's policy towards Asian countries: analyst. ext. / A. Z. Goncharuk, A. M. Kobzarenko, O. K. Mikal; for the head ed. O. V. Litvinenko. К.: НІСД, 2011. 64 с. The development of Ukrainian-Chinese relations is a more thorough approach. (2010).
5. Silk Road of Ukraine. URL : http://silkroad.in.ua/ (2017)
6. Ukraine – China: 2019 – Year of China in Ukraine: information materials // Department of Culture and Tourism Kharkiv. Regional State Administration, Kharkiv. reg. university. Science. b-ka; ed. V. S. Zavgorodnya. Kharkiv: HOUNB, 2019.

MUAMMAR GADDAFI'S THIRD INTERNATIONAL THEORY, BASED ON THE GREEN BOOK, IS AN ALTERNATIVE TO THE DEVELOPMENT OF A DEMOCRATIC REGIME OR THE QUICKSAND OF A DICTATORSHIP AND THE FALL OF A NATION

M. Ye. Kuznietsova,
M. V. Karpusenko (language supervisor)
V. N. Karazin National University, Kharkiv

Kuznietsova M. Ye., Karpusenko M. V. Muammar Gaddafi's Third international theory, based on the Green Book, is an alternative to the development of a democratic regime or the quicksand of a dictatorship and the fall of a nation. The article analyzes modern political regimes, efficiency and principles of maintaining and establishing a democratic regime. We studied the lifelong work of Muammar Gaddafi's "Green Paper" and its innovations in building a new state on the principles of direct delimitation. However, building democracy on a religious basis makes the notion of unity and equality absurd for much of the world with opposing ideologies.

Keywords: democracy, dictatorship, equality, Libya.

Кузнєцова М. Є., Карпусенко М. В. Третя міжнародна теорія Муаммара Каддафі, заснована на Зеленій книзі, є альтернативою розвитку демократичного режиму або плавучими пісками диктатури та падінням нації. У статті аналізуються сучасні політичні режими, ефективність та принципи збереження та встановлення демократичного режиму. Ми вивчали все життя «Зеленої книги» Муамара Каддафі та її інновації у побудові нової держави на принципах прямого розмежування. Однак побудова демократії на релігійній основі робить поняття єдності та рівності абсурдним для більшої частини світу з протилежними ідеологіями.

Ключові слова: демократія, диктатура, Лівія, рівність.

1. Introduction

The o b j e c t of the article is a comprehensive study of the problems of modern democracy and the implementation of its principles in countries with different religious and ideological norms. The s u b j e c t is problems and opportunities for the development of alternative political regimes. The p u r p o s e of the study is the feasibility and effectiveness of the introduction of direct democracy. To achieve this, it is very important to analyze the work of Muammar Gaddafi’s “Green Book”, the shortcomings of this work and its relevance.

2. The current state of authority of world democracy

Today, the issue of democracy is increasingly emerging in the international arena as a method of conducting public policy. This is due to assumption of the expediency and effectiveness of the concept of democracy. Throughout this article, I will try to find alternative ways of constructing the structure of public policy based on Muammar Gaddafi's Third International Theory from the pages of the Green Book.

Democracy is today one of the oldest and most widespread political regimes. It operates in 167 countries in various manifestations, in full democracies, flawed democracies, hybrid regimes of democracy and authoritarian regimes of democracy. But democracy has constant contradictions in the historiographical description having different shades in America, Europe, and Africa and Asia. The democracy that operates in the United States is unacceptable to Eastern countries because of their political views. Thus, contradictions and differences in culture and religion will always give rise to new controversies over the issue of democracy.

That is why it is important for us to explore and analyze the possibility of introducing new forms of democracy and their effectiveness and level of assimilation in different countries. Will this form of democracy – Islamic socialism – be effective in Europe or is this policy feasible only in the East? But can such a theory become a solution to the global problems of the world and put an end to national hatred and intolerance of peoples and nations?

3. The basis of the "Green Book" of Muammar Gaddafi

The Third International Theory is the idea of the development of human society by Muammar Gaddafi, set out in the Green Book and consists of three chapters. The first section of the Green Book describes solutions to the problems of modern democracy and the establishment of a new political aspect. This theory says that a direct democratic system should be a solid structure in the form of people's primary congresses, people's congresses and people's committees that meet at a meeting of the People's General Congress. The second part of the Green Book examines not only the country's political development, but also its economic aspects, which express the state at the international economic level, and how the ideal democratic economic policy in society should be implemented. The third chapter builds social principles on the principle of the family, arguing that without a family, society can't be called civilized, but only artificial. Everything revolves around the equality of all people, but at the same time, the delineation of the responsibilities of women and men is clearly spelled out. The chapter talks about the importance of education, but on a voluntary basis, and the importance of sports, but direct participation, not contemplation. Such ideas are quite humanistic, but in my opinion, very primitive because of their belief in voluntary education, the role of people, which is determined by nature, and according to Gaddafi, it is impossible to be otherwise. The obsession of such ideas turns into a kind of dictatorship, because it can be assumed that the contradiction of such ideas and disagreement leads to condemnation.

From 1970 to 1974, mass publications appeared in Libya, in which for the first time Gaddafi's theoretical views became known as the “Third International Theory.” Thus, in the early 1970s, the Ministry of Information and Culture of the Libyan Arab Republic (LAR) published the main provisions of this “third” theory, based on the sacred principles of Islam, which aimed at the future development of the country (Libyan Constitutional Declaration, 1969). In 1973, the ministry also published a pamphlet entitled “The Third International Theory: The Sacred Concept of Islam and the People’s Revolution in Libya”, which, in addition to Islam, laid the foundations of the theory of nationalism and “Libyan socialism” (Ministry of Information and Culture of the LAR, 1973). In 1974, the Ministry of Information and Culture of the LAR published another brochure entitled “Principles of the Third International Theory”, which included its political, economic and philosophical aspects (Ministry of Information and Culture of the LAR, 1974). The main task was to build a “true socialist society based on the principles of Islam.” Gaddafi didn’t accept the theory of scientific socialism, but also opposed the development of the country on the path of capitalism, based, in his deep conviction, on “robbery and theft.” The Libyan experiment, he argued, served as “an alternative to capitalist materialism and communist atheism.” The introduction explicitly stated that “theory is an ideological weapon that Libya uses to defend the regime within the country, as well as to spread its influence to East and West.” In essence, it wasn’t only about the desire to implement the postulates of the “Third International Theory” within the country, but also abroad.

However, the main development of ideological and philosophical views of Gaddafi were set out in the “Green Book”, in three parts, which were published in Tripoli in the period from 1976 to 1979. The Green Book consists of three parts: “Solving the Problems of Democracy (People’s Power)”; “Solutions to Economic Problems (Socialism)”; “The social aspect of the Third International Theory” (Gaddafi, 1975).

Ronald Bruce, a historian and expert on international relations, described Muammar Gaddafi's Ideology: Theory and Practice as Gaddafi's "creation" as follows: "ideology as a general term applied to a system of ideas, beliefs and myths that justify or attack a certain social order" (Bruce St John, 2008).

Also, for a reasonable understanding, it is necessary to understand what ideology is. The best distribution, in my opinion, was presented in the works of R. Strauss-Huppe and T. Possoni, as described in one of the issues of the journal "International Life" – "famous American reactionary ideologues" (Strausz-Hupe, 1950). They distinguished between two types of ideologies: ideology as a driving force and ideology as a tool. If ideology is the driving force, it dominates the minds of not only followers but also leaders; if it is a tool, then the leader consciously uses this ideology to achieve greater obedience among his followers, but the leader himself doesn't believe in the ideology he propagates – but by repeating the same words too often, he finally believes in them. One of the most interesting aspects of Muammar Gaddafi's ideology is that it was both a driving force and a tool.

4. Problems of developing

The theory was somewhat new, radical, bold. Speeches that made you believe, words that had long been popular and were finally said to the world, thrown in the face of enemies and oppressors. This theory really differed from the ones proposed before, which could really be a way out, according to the people. That is why this theory is mentioned today.

So, from all the above, we can conclude that the Third International Theory was prepared for many years and had a large number of grounds for its creation, saving well-known ideas and experiences in conducting politics in the middle of the country. This theory was literally assembled in parts with the growth of the creator of this theory, Muammar Gaddafi, and became, if such a comparison can be applied, a Frankenstein, collected from various materials.

As for the ideological justification, such a theory had a perfect foundation for the Eastern states, in the face of creating a foundation, in the form of the religion of Islam. But from the very beginning it was impossible to plant such a theory in Europe and America because of differences in culture and religion. Trying to reform a certain procedure of Islamic customs in the country's politics, Gaddafi lost the support of the Islamic clergy in his own country, which later led to the revolution in Libya in 2011 and the overthrow of the Gaddafi regime.

In addition to Islam, Gaddafi studied a large number of theories to find a middle ground for the country's prosperity among the people, because the main goal is happiness and freedom. He relied on anarchist theorists who opposed any state but advocated complete freedom for the people without the intervention of parliament and the party. Gaddafi absorbed the next crumbs through the development of direct democracy, which at that time was established in Switzerland, where democracy remained with Parliament and parties, but gave the people the right to decide for themselves for the first time on certain issues. Finally, workers' socialism in Yugoslavia, which is the main idea of Gaddafi.

However, the theory of Muammar Gaddafi has its own characteristics and field of supporters, because this theory is something new that is radically different from the traditional form of government. And that is why it is mentioned today.

5. Prospects

Although Gaddafi's ideas are mostly based on religion, they have their changes in the role of the people in building the state. According to Gaddafi's theory, the people should govern their own country, building full self-government in the country.

To better understand the idea and as a standard of public policy around the world, Gaddafi created his work of life – the "Green Book", in which he described all the basic principles with examples and explanations in three sections: "Solving the problems of democracy (People's power)"; "Solutions to Economic Problems (Socialism)"; "The social aspect of the Third International Theory." In this book, he considered theses where people should be independent of the shackles of hired labor and earn their own money by working for themselves or working in a company, but with a full equal distribution of responsibilities and manufactured products. The people must take a direct part in making joint decisions in the politics and economy of the country. This is due to the building in the country of People's Committees and People's Congresses, which consist entirely of citizens of the country. The people must freely satisfy their needs, and these needs must not exceed the normal needs of man. A person should have as much as he needs for his comfortable and happy living, but not have more.

Thanks to the Third International Theory, a model of the interpreted world is established, in which the most important is the people who live in harmony and happiness, adhering to the norms of Islam and the ideas laid down by Gaddafi.

6. Conclusions

In the end, we can say that Gaddafi, for the most part, was a revolutionary and a colonel, and secondarily a politician. His theory is permeated with the primitive imposition of his opinion through the idealization of the religion of Islam as the only one that should exist in this world, without taking into account the centuries-old norms and customs of other nationalities. Such thinking of one-sidedness and categoricalness leads his theory to defeat in the world and its skeptical perception, even in Libya.

REFERENCES

1. Ливийская конституционная декларация 1969 г. : Постановление Министерства информации и культуры Ливии. URL : https://constitutions.ru/?p=107 (дата останнього звернення: 20.11.2021).
2. Про Принципи третьої світової теорії : Міністерство інформації і культури ЛАР від 1974 року. URL : https://www.tandfonline.com /doi/pdf/10.1080/19370679.2014.12023241 (дата останнього звернення: 20.11.2021).
3. Про Третю світову теорію: священну концепцію ісламу і народну революцію в Лівії : Міністерство інформації і культури ЛАР від 1973 року. URL : https://www.mepc.org/journal/qadhafis–libya–and–prospect–islamic–succession (дата останнього звернення: 20.11.2021).
4. Gaddafi M. The Green Book. Tripoli : World Center for the Studies and Research of the Green Book, 1975. 110 p.
5. Libya | Muammar Gaddafi Interview |TV Eye. URL : https://www.youtube.com/watch?v=xfOy8W1AIVk (дата останнього звернення: 20.11.2021).
6. Ronald Bruce St John. The Ideology of Muammar Al-Qadhdhafi: Theory and Practice. North Arican Studies. 2008. Vol. 24, No. 3. P. 91–106.
7. Robert Strausz-Hupe, Stefan T. Possony. International Relations in the Age of the Conflict between Democracy and Dictatorship : монографія. New York : McGraw-Hill, 1950. 826 p.
8. Ruth First. Libya. The Elusive Revolution : монографія. London : Penguin Random House, 1973. 286 p.

E-COMMERCE MARKET IN UKRAINE

L. Lamnaouer,
I. M. Lavrinenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Lamnaouer L., Lavrinenko I. M. E-commerce market in Ukraine. The article describes the emergence of e-commerce, Ukraine as one of the most promising markets in the world, the statistics of the last years, as well as the most popular e-commerce-related companies in the country. Amid the coronavirus epidemic, when e-commerce is of key importance to many people, an analysis of the current state, as well as possible ways for the development of this area, come to the forefront.

Keywords: consumer market, COVID-19, e-commerce, high-tech, legislative regulation, national economy, non-cash transactions, Ukraine.

Ламнауер Л., Лавріненко І. М. Ринок електронної комерції в Україні. У статті описується становлення електронної комерції, Україна як один з найперспективніших ринків у світі, статистика останніх років, а також найпопулярніші компанії країни, пов’язані з електронною комерцією. В умовах епідемії коронавірусу, коли електронна комерція має ключове значення для багатьох людей, на перший план виходить аналіз поточного стану, а також можливих шляхів розвитку цієї сфери.

Ключові слова: COVID-19, безготівкові операції, електронна комерція, законодавче регулювання, національна економіка, споживчий ринок, Україна, хай-тек.

1. Introduction

The o b j e c t of the article is e-commerce. The s u b j e c t is the situation on the e-commerce market in Ukraine and the world, its impact on the nature of doing business and consumers. The p u r p o s e of this article is to determine the e-commerce trends and how they change modern consumer system in Ukraine.

2. How e-commerce came to life

The first thing ordered on the Internet was a book, which was bought on Amazon in 1995. In 2020, the electronic commerce market exceeded the mark of 4 trillion dollars. E-commerce is essentially the purchase and sale of goods or services through electronic systems such as the Internet. In today's world of technology, e-commerce is becoming a very attractive option for many businesses, as there are many companies that are interested in developing their online stores. In recent years, the e-commerce revolution has turned shopping into something you can do without even getting dressed and going out. For many people nowadays, e-commerce is becoming one of the preferred ways to shop, primarily because of its simplicity and convenience. They can buy goods or services at any time of the day or night.

3. E-commerce market in Ukraine

In turn, the e-commerce market of Ukraine has great prospects, and it is safe to say that now it is also experiencing a real boom: more and more online stores are being opened, covering almost all segments – from cars and appliances to food and drinks. Ukraine is a large and promising consumer market in Eastern Europe. Many analysts estimate it at about 40 million people, but it is e-commerce that is still in its infancy. Unlike other European countries, the Ukrainian e-commerce market is far from saturated.

According to statistics, the approximate turnover in the Ukrainian e-commerce market in 2018 amounted to about 65 billion UAH (slightly more than 2 billion dollars). The e-commerce market in 2019 added up to 76 billion, while in 2020 this number increased by mind-boggling 40% to reach 107 billion mostly due to COVID-19. Worldwide, the e-commerce segment is growing by about 15-20% per year. In Ukraine, the annual growth is 25-30%, as the market is considered one of the faster growing and more promising ones in the world [1].

To understand the advantage of e-commerce over the traditional way, we can give a few specific examples. First and foremost, there are no geographical obstacles. With e-commerce, the whole world becomes accessible, which implies more business opportunities in the future. However, even with such a large e-commerce market, most Ukrainian companies are still limited to the national borders. This is due to the fact that despite the capacity and attractiveness of foreign e-commerce markets, many Ukrainian companies avoid them fearing the competition with local and global players.

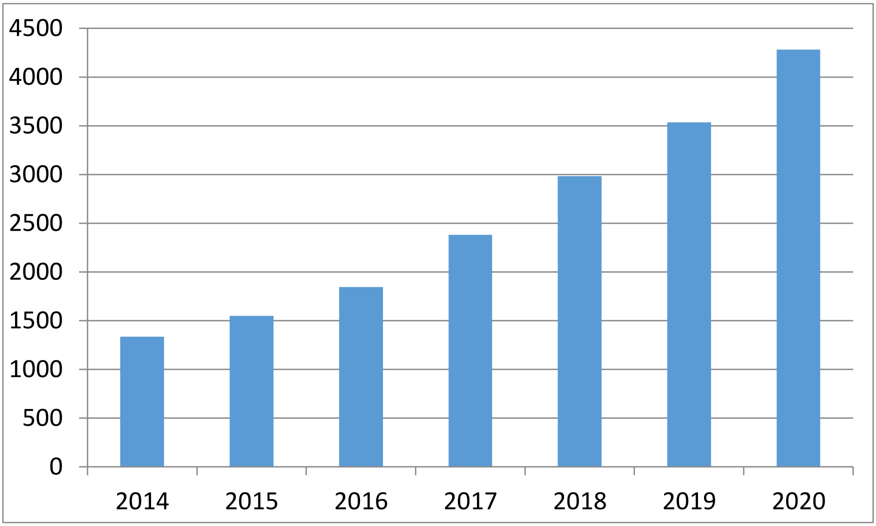
Another advantage is lower costs, primarily because of a significantly smaller number of employees, as well as savings in rent or purchase of accommodation. It is also comes as no surprise that customers often travel long distances to get to the desired store. E-commerce allows them to visit the same store virtually, with just a few clicks. In addition, the store is now open 24/7/365, meaning e-commerce websites can operate without interruption. From the sellers' point of view, this increases the number of orders they receive. As for the consumers, the «always open» store is much more convenient.

Top 3 e-commerce websites in Ukraine (October 2021):

- Rozetka (38.81 million visits);
- Epicentrk (9.27 million visits);
- Allo (5.43 million visits);
- Makeup.ua (5.19 million visits) [2].

Table 1

The volume of the e-commerce market worldwide from 2014 to 2020 (in billions of US dollars)



Source: [4].

4. Non-cash transactions in Ukraine

The number of non-cash transactions in the first half of 2021 increased by almost 31 percent compared to the that of last year and amounted to 3.6 billion with a total of 2.31 trillion UAH. According to the National Bank of Ukraine, the share of non-cash transactions amounted to 60.6% out of all card transactions. In 2018, ApplePay and GooglePay were launched in Ukraine, thanks to which the country already ranks fourth in the world in the number of non-cash transactions – payments through phones, smart watches, bracelets, etc. This indicates that sometimes new technologies are introduced and used in Ukraine much more readily than in the most highly developed countries such as the United States, Germany, Canada, etc. In turn, the fact that Ukrainians are increasingly willing to use non-cash payments, including those with their devices, is a healthy trend for the country as a whole. This significantly reduces the shadow sector and for the state, it gets much easier to control and recognize various types of tax fraud [3; 5].

5. Prospects and conclusions

However, since e-commerce is essentially just a tool for selling goods and services, albeit high-tech, its effectiveness largely depends on the general state of the business. Today, the government and its regulative bodies should focus a little better on solving the problems that hinder the entry of Ukrainian business into foreign markets. The case is hampered by the lack of standards in the field of e-commerce, well-established sales channels and lack of the market understanding. In addition, a number of other barriers, including the difficulty of finding potential customers, language and international trade norms deficiencies, hinder access to new frontiers. Of course, the creation of marketplaces alone is not enough for the full development of domestic and export e-commerce. We need to develop the reliable instruments, such as more favorable tax, currency and customs policies. However, the power of only enthusiasts or even professional e-business communities may not be enough. Therefore, the role of driver and basis for the development of e-commerce, especially in terms of its legislative regulation, should be borne by the state, with close cooperation with real business. Today, free enterprise and trade, including e-commerce, are the key to the development of both global and national economies. Accordingly, ensuring a favorable climate for business becomes a prerequisite for the effective functioning of its high-tech areas, such as e-commerce.

REFERENCES

1. Рынок e-commerce в Украине в 2020 году вырос на 40%. *RAU*. 2021. URL : https://rau.ua/ru/news/e-commerce-v-ukrayini-2020/ (date of access: 29.11.2021).
2. Самые посещаемые интернет-магазины октября 2021 года. *RetailersUA*. 2021. URL: https://retailers.ua/news/menedjment/12825-samyie-poseschaemyie-internet-magazinyi-oktyabrya-2021-goda (date of access: 30.11.2021).

3. Количество безналичных операций с платежными картами выросло на треть – НБУ. *Minfin*. 2021. URL : https://minfin.com.ua/2021/08/22/70273202/ (date of access: 02.12.2021).
4. Global retail e-commerce market size 2014-2023. *Statista*. 2021. URL : https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/ (date of access: 02.12.2021).
5. Ukraine fourth worldwide in paying with mobile devices. *KyivPost*. 2020. URL : https://www.kyivpost.com/technology/ukraine-fourth-worldwide-in-paying-with-mobile-devices.html (date of access: 02.12.2021).

INTERNATIONAL TOURISM OPERATIONS IN UKRAINE

K. R. Leonenko,
A. U. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Leonenko K. R., Ponikaryova A. U. International tourism operations in Ukraine. The purpose of the article is to identify and highlight the features of functioning of the market of international tourist services in Ukraine and national and world trends, as well as analysis and synthesis of existing information collections and samples. The article analyzes statistical and theoretical materials for recent years and highlights the main problems in the field of international tourism services in Ukraine in various areas. The state of tourism development in the areas of arrival and departure in relation to international tourism and the conditions for providing these services, based on the main documents and legislation of Ukraine.

Keywords: arrival, departure, international tourist services, tourism, tourist services.

Леоненко К. Р., Понікарьова А. Ю. Операції з міжнародного туризму в Україні. Метою статті є виявлення та виокремлення особливостей функціонування ринку міжнародних туристичних послуг в Україні та національних й світових тенденції , а також аналіз та синтез наявних інформаційних збірок та вибірок. У статті проаналізовано статистичні та теоретичні матеріали за останні роки і виокремлено основні проблеми наявні в сфері міжнародних туристичних послуг в України за різними спрямуваннями. Розглянуто стан розвитку туризму за напрямами прибуття і вибуття щодо міжнародного туризму та умови надання даних послуг, спираючись на основні документи та законодавство України.

Ключові слова: вибуття, міжнародні туристичні послуги, прибуття, туризм, туристичні послуги.

1. Introduction

Today, tourism is one of the fastest growing and most profitable international activities. At least 1 billion trips are made each year, of which 52% are within European countries [1]. In many countries, this industry generates a significant share of GDP, creates a significant number of jobs and inevitably affects the economic development of the country. That is why this topic is relevant for research. The following leading scientists devoted their works to the study of this issue: M. Tonkoshkur, M. Boyko, O. Lyubitseva, S. Popovych, P. Sokol, A. Korchevna. The purpose of this study is the synthesis and analysis of available theoretical and statistical data on international tourism operations, the formation of major trends, problems and recommendations.

2. Main material

According to the Law of Ukraine "On Tourism", the concept of tourism implies the temporary departure of a person from a place of permanent residence for health, educational or professional purposes without paid activities [2].

The market for travel services includes several elements, namely: international tourism, which combines outbound and inbound international tourism and domestic tourism. In general, international tourism operations are understood as activities aimed at providing tourist services and selling material goods of tourist demand to meet a number of needs of foreign tourists [3].

The subjects of international tourism are people who leave the country where they are not citizens and are not engaged in paid activities in the host country, enterprises, institutions registered in accordance with the law and have a license to provide tourist services issued by the State Committee of Ukraine for Tourism. Certain types of international activity are subject to licensing: organization of reception and service of foreign tourists in Ukraine and organization of tourist trips outside Ukraine. Hotel and catering services provided to tourism entities are subject to mandatory certification [4].

The main characteristic of international tourism today is the mass character, which has become fundamental since the postwar years and has led to the expansion of the tourism industry.

International tourism includes tangible and intangible components of services provided. The material include [4]:

1) Document creation, that is visa documents, passports, etc .;
2) Access of food for tourists (restaurants, cafes, etc.);
3) Sale of souvenirs, postcards;
4) Accommodation services (hotels, hostels, etc.);
5) Non-passenger transport services;
6) Domestic services.

There are several types of international tourism according to different indicators, that is active and passive, on the basis of which we can see the division of tourist foreign trade operations into import and export [3]. Under active international tourism we understand the arrival of foreign tourists in the country, under the passive – the departure of citizens of their own country to another. The main criterion of division is economic impact: active tourism is based on the import of currency into the country, passive – export. As a result, tourist imports involve the export of currency from the country and the import of impressions, and exports – the import of currency into the country and the export of impressions.

In addition, for the purpose of travel there are cognitive (for the discovery of new historical and cultural values, natural objects), scientific (for research, seminars, conferences), recreational (for recreation or health), business (for business activities) types of international tourism. According to the number of subjects, there are group and individual, according to the duration of the trip: short-term and long-term (more than 3 days), according to the method of conducting – organized and disorganized international tourism [5].

The organization of tourist operations includes the relationship between producers (travel agencies, hotels, tour companies, etc.) and consumers (tourists) of tourist services, as should be regulated by certain official documents. Today, according to the legislation of Ukraine, an agreement on the provision of tourist services is signed between the subjects of tourist activity and subjects and consumers. This contract must include information on the conditions, quality, liability, payment process, rights and obligations, the term of travel services. In addition, the most popular type of contract between manufacturers of travel services and travel agencies is an agency agreement, which gives the transfer of the right to sell services to a travel agent and includes the relevant terms of this agreement [6].

For many countries of the world, international tourism and tourism in general is one of the budget-generating, so it can be seen that in 2019 the contribution of tourism to GDP is different in%. In the first place in comparison with other countries is Macau -50.2% of total GDP, in the second – the Maldives (32.51%), the third – Seychelles (26.39%), Ukraine took 163rd place with a rate of 1.39 %, but in the world economy generates more than 10% of income from international tourism [7].

Tourism creates jobs within the country that support the international tourism business. Thus, in the ranking of countries by the percentage of tourism contribution to employment in 2019, the first places were taken by Macau (32.3%), Bahamas (26.9%) and Seychelles (26.7%). contribution rate of 1.2% [7].

If we compare the data on the arrival and departure of foreign tourists to the national territory of countries according to the Knoema rating, compiled according to official data, we can obtain a table showing the significant lag of Ukraine from advanced countries in the volume of arrivals and departures of foreign tourists. The main leaders in terms of the number of people on departure and arrival remain for several years in a row: the United States, China, Spain, Hong Kong, Great Britain and France (Table 1).

Table 1

Departure and arrival of foreign tourists in the world for 2017-2019

Country	Year					
	2019		2018		2017	
	Arrival people	Departure people.	Arrival people	Departure people.	Arrival people	Departure people.
USA	166009000	-	169324922	157873000	174291750	148056000
China	162538000	154632000	158106000	149720000	153260000	143035000
Spain	12617000	22816000	124456000	22287000	121717000	20274000
Honkong	55913000	94715000	65148000	92214000	58472000	91304000
United Kindom	40857000	93086000	40283000	90571000	41080000	87242000
Ukraine	13710000	29346000	14342000	27977000	14579000	27067000

Today, the image of Ukraine in the international market of tourist services is formed due to the coherence and rationality of institutions and processes in the national market. One of the primary problems is the lack of updated official statistics on the website of the State Statistics Service for International Tourism in Ukraine [8]. The last data update took place in 2017, i.e. data for the last 3-4 years are missing. This raises the problem of poor and incomplete assessment of the market situation.

According to existing statistics for 2017, the number of citizens who went abroad amounted to 26.4 million people, of whom 97,271 people. for the purpose of a business trip (0.37%), 120887 people. –organized tourism (0.46%), and 26219255 people. – for the purpose of a private trip (99.17%). The data obtained indicate a significant predominance of international travel for private travel.

3. Conclusions

The international and domestic tourism sector generates about 10.4% of world GDP and forms the largest share of the budgets of many countries. Ukraine has significant potential for tourism development, which confirms one of the leading places in Europe in terms of valuable natural and cultural resources. However, on the other hand, the state of development of tourist infrastructure does not fully meet the country's potential and needs significant reforms and improvements.

In addition, it should be noted that the main characteristic of international tourism today is mass character, it has an extensive classification system and includes tangible and intangible components. These features must be remembered and used to increase the profitability of market participants and the economy as a whole.

Today, according to the study, the main leaders in the number of people on departure and arrival are several years in a row: the United States, China, Spain, Hong Kong, Britain and France and it should be noted that Ukraine lags far behind other advanced countries in terms of travel.

According to a study of official statistics of Ukraine on the activities of the international tourism market, it was found that a significant predominance of international travel is carried out for private travel, the most popular country for departures is Poland, and for entrants – Hungary, in recent years and a decline in growth rates for outbound and inbound operations by national tour operators and travel agencies.

According to the conducted research and analysis, it is possible to testify to the existence of problems that hinder the development of international tourism and need to be solved. This requires: development of a long-term strategy for reforming and stimulating international tourism business, using a systematic approach to developing tourism and resort development programs at the state, regional and local levels, advertising campaign and promotion of Ukraine as a tourist destination, development of new types of tourism, branching transport systems, providing the necessary conditions for foreign tourists in places of travel, accommodation, booking, etc. (for example, systems of sites in foreign languages, providing an interpreter, etc.), increasing the level of security at tourist facilities and routes, the introduction of modern mechanisms for accreditation and certification of tourist infrastructure.

REFERENCES

1. Bolotna O. V. Tourism industry in the structure of foreign economic activity of Ukraine. URL : http://www.economy.nayka.com.ua/?op=1&z=2413 (accessed 30.11.2021)

2. On tourism: Law of Ukraine of 15.09.1995 № 324/95-VR. Verkhovna Rada of Ukraine. Legislation of Ukraine. URL : http://zakon1.rada.gov.ua (access date 30.11.2021)
3. Tonkoshkur M. V. Synopsis of lectures on the subject "International Tourism". URL : https://core.ac.uk/download/pdf/16423929.pdf (accessed 30.11.2021)
4. Boyko M. G., Любицева О. О., Popovych S. I. International tourism: a textbook for students majoring in 8.14010301 "Tourism". URL : http://194.44.152.155/elib/local/sk799784.pdf (accessed 30.11.2021)
5. Sokol P. M., Korchevna A. O. Analysis of tourist services in Ukraine on the basis of classifications. URL : http://global-national.in.ua/archive/10-2016/79.pdf (accessed 30.11.2021)
6. Alexandrova A. Yu. International tourism. M. : Aspect Press. 2004. 470 p.
7. Knomea. World data atlas. World and regional statistics, national data, maps, and rankings. URL : https://knoema.ru/atlas/topics/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D0%BC (accessed 30.11.2021)
8. Roman Kozlovsky, Olga Shikina, Sergey Yaromenko. Tourism 2020: a year of hopes and expectations. URL : http://dspace.oneu.edu.ua/jspui/bitstream/123456789/11065/1/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D0%BC%20 % E2% 80% 93% 202020% 20% D1% 80% D1% 96% D0% BA% 20% D0% BD% D0% B0% D0% B4% D1% 96% D0% B9% 20% D1% 82 % D0% B0% 20% D1% 81% D0% BF% D0% BE% D0% B4% D1% 96% D0% B2% D0% B0% D0% BD% D1% 8C.pdf (access date 30.11.2021)

MARKETING STRATEGY SPECIFICS OF THE TRANSNATIONAL COMPANY IN THE TOBACCO INDUSTRY

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

Levada K. O., Astapova T. O. Marketing strategy specifics of the transnational company in the tobacco industry. The article is devoted to the research and implementation of marketing strategies of transnational companies in the tobacco industry. The restrictions on the implementation of marketing strategies in the tobacco industry are considered. The examples of the manifestation of marketing strategies in TNCs are highlighted on the example of the tobacco company “Philip Morris International”.
Keywords: company, industry, marketing, strategy, tobacco.

Левада К. О., Астапова Т. О. Специфіка маркетингової стратегії транснаціональної компанії в тютюновій промисловості. Стаття присвячена дослідженню та реалізації маркетингових стратегій транснаціональних компаній у тютюновій промисловості. Розглянуто обмеження застосування маркетингових стратегій у тютюновій індустрії. Висвітлено приклади прояву маркетингових стратегій у ТНК на прикладі тютюнової компанії Philip Morris International.
Ключові слова: компанія, маркетинг, промисловість, стратегія, тютюн.

1. Introduction

The s u b j e c t of this article is the implementation of the marketing strategy of TNCs in the tobacco industry. The o b j e c t of the article is to demonstrate the marketing strategy of TNK using the example of the tobacco company Philip Morris International. To maintain and strengthen competitive advantages and their place in the market, TNCs must build a long-term marketing strategy. The term “strategy” came to economics from the military and literally means "the art of conducting troops in battle", but with a more perfect study and use of the term in the modern world, I propose to be guided by G. Mintzberg's definition that “strategy is a principle of behavior or observance of a certain pattern of behavior” [2].

In turn, marketing is translated as "market activity". By combining these two concepts, you can define that marketing strategy is the principle of conducting market activities. Strategic vision, according to A. A. Thompson and A. J. Strickland [1], is the idea of managers about the long-term development of the company, selected technologies, products, customers, directions of business development, that is, it is the notion, the concept of managers about the organization of business, which sets the direction of movement and indicates the route. As you know, there are 3 main types of marketing strategy according to M. Porter [4, pp. 436–437]- low cost, concentration and differentiation. The strategy of concentration is to identify a particular market segment in which the company's idea is focused on better competing firms, meeting the needs of the target audience. At the heart of the low-cost strategy is the ability to produce at a lower cost than competitors`. The strategy of differentiation is to form in the consumer a sense of specificity of this product.

2. Current state

For TNCs, there is an interrelation of such marketing activities as pricing policy, assortment policy, brand promotion, competitive advantages of goods with the size of TNCs. In the context of globalization, only large and medium-sized TNCs can actively use all elements of marketing strategy and vary the structure of their elements, taking into account the distribution system of supply within a local market to gain competitive advantage. When developing a marketing strategy for TNCs, the use of measures such as brand promotion and support, is the most costly component from a financial point of view [3, p. 140].

3. Problems of marketing strategy implementation

The implementation of the marketing strategy of TNCs in the tobacco industry is complicated by restrictions on advertising of tobacco products. For many years, various countries have had partial or complete bans on advertising, marketing and sales promotion of tobacco products. Tobacco advertising on television and radio is banned in the vast majority of countries. Outdoor tobacco advertising is also banned in many countries, and more and more countries are banning tobacco advertising in print media, including newspapers and magazines. In most countries where tobacco advertising is permitted, it must be accompanied by a warning about the dangers of smoking [3, p. 139]. In Ukraine in particular, such advertising is now also banned.

4. An example of the implementation of a marketing strategy in the tobacco sector

Consider the marketing strategy of the tobacco company Philip Morris International (hereinafter PMI). In 2003, PMI began investing in RRP (Reduced Risk Products) products, and in 2014 the Japanese market introduced and launched a new product that took a significant step towards a smokeless future – the release of IQOS. PMI is a bright example of a TNC that successfully uses a diversification strategy. With the invention and mass production of RRP products, in the long run PMI plans to build a smokeless future and move away from the production of traditional cigarettes. Currently, 23.8% of the company's profits come from products with risk of reduction potential with growth prospects. Also, the company, according to the integration report, continues to transform the business and chooses the most environmentally friendly ways of development [5]. However, what tobacco companies present as a step forward leads to a surge of negative emotions on the part of smokers. The emergence of smokeless tobacco products, e-cigarettes, IQOS, etc. has led to their entry into the "gray zone", as advertising such products was not prohibited by the law in most countries. In particular, advertising was justified by the fact that they advertise the heating device itself, which can be used not only to heat tobacco. World Health Organization always has the opportunity to remind Member States that they are parties of the World Health Organization Framework Convention on Tobacco Control. Tobacco-based heating products belong to the category of tobacco products. The World Health Organization states that the lower concentration of hazardous substances in tobacco-based products does not make them harmless and is not identical to the lower level of health risk associated with their use [6]. Therefore, the legislation of most countries is updated and extends the ban to the RRP.

5. Conclusions

To implement and to develop marketing in the tobacco sector, TNCs need to find new ways to improve their product. They should pay considerable attention to the environmental friendliness of the product and improve the production of goods in order to minimize harm to health and the environment.

REFERENCES

1. Быкова Н. В., Кисула В. В., Конев П. А., Никитина Т. Е., Новак Л. В. Маркетинг : учеб. пособие. Нижний Новгород : НОО “Профессиональная наука”, 2018. URL : http://scipro.ru/conf/marketing.pdf
2. Коробейников О. П., Колесов В. Ю., Трифилова А. А. Стратегическое поведение: от разработки до реализации. Менеджмент в России и за рубежом. 2002. № 3. URL : https://www.cfin.ru/press/management/2002-3/09.shtml
3. Сейфулаева М. Э., Падалкина О. С. Особенности маркетинговой стратегии транснациональных корпораций в табачной промышленности в современных условиях. Вестник ВГУ. Серия: Экономика и управление. 2012. № 1. С. 138–142. URL : http://www.vestnik.vsu.ru/pdf/econ/2012/01/2012-01-22.pdf
4. Шевченко Ю. І. Маркетингова стратегія ТНК – баланс глобального та локального. БізнесІнформ. 2020. № 10. С. 434–442 URL : https://www.business-inform.net/export_pdf/business-inform-2020-10_0-pages-434_442.pdf
5. PMI IntegratedReport 2020. URL:https://pmidotcom3-prd.s3.amazonaws.com/docs/default-source/pmi-sustainability/pmi-integrated-report-2020.pdf?sfvrsn=f17a78b7_6
6. World Health Organization. URL:https://www.who.int/ru/news/item/27-07-2020-who-statement-on-heated-tobacco-products-and-the-us-fda-decision-regarding-iqoshttps://www.who.int/ru/news/item/27-07-2020-who-statement-on-heated-tobacco-products-and-the-us-fda-decision-regarding-iqos

ANALYTISCHE STUDIE DER US-MIGRATION

I. A. Litvinova,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Litvinova I. A., Pirog I. I. Analytische Studie zur US-Migration. Der Artikel definiert die Dynamik der Migration und identifiziert die Auswirkungen auf die Wirtschaft des Landes. Eine Strukturanalyse der in den Vereinigten Staaten von 2005 bis 2020 ankommenden Migranten, die Struktur illegaler Migranten nach Herkunftsland.
Schlüsselwörter:illegale Migranten, Migrationspolitik, Nettomigration.

Літвінова І. А., Пірог І. І. Аналітичне дослідження міграції США. У статті визначено динаміку міграції та означено іі вплив на економіку країни. Проведено структурний аналіз мігрантів, що прибували в США протягом 2005 – 2020 років, проаналізовано структуру нелегальних мігрантів за країнами походження.
Ключові слова: міграційна політика, нелегальні мігранти, чиста міграція.

1. Einführung

Der Artikel zielt darauf ab, die Indikatoren der Migration in den Vereinigten Staaten zu analysieren. Gegenstand der Studie sind die praktischen Aspekte der Bewertung der US-Migrationspolitik. Thema des Artikels ist die US-Migrationspolitik. Ziel des Artikels ist es, die Geschichte und den aktuellen Stand der Migration in den Vereinigten Staaten zu untersuchen.

2. Migrationspolitik als Produkt des politischen Systems

Migration ist eines der wichtigsten Anzeichen, Folgen und Treiber der Globalisierung. Daher ist es unwahrscheinlich, dass Regierungen, die den freien Waren- und Kapitalverkehr fördern, die Freizügigkeit der Arbeitskräfte erfolgreich kontrollieren können, da eine Kombination eines liberalen Regimes für die ersten beiden Hauptproduktionsfaktoren mit einem restriktiven für den dritten unrealistisch erscheint. Die wirtschaftliche Integration führt, wie das Beispiel EU zeigt, logischerweise zur Arbeitnehmerfreizügigkeit. Zugleich weisen Kritiker der Anwendung der Globalisierungstheorie auf die internationale Migrationsforschung darauf hin, dass deren Befürworter ökonomische und soziale Faktoren zu stark betonen, ohne die politischen zu berücksichtigen.

Obwohl es keine ganzheitliche Theorie der Migrationspolitik gibt, lassen die wissenschaftlichen Ansätze der modernen Forschung einige Schlussfolgerungen ziehen, die für die praktische Politik wichtig erscheinen. Hervorzuheben ist, dass Migrationspolitik ein Produkt des politischen Systems ist und nicht nur wirtschaftliche oder demografische Gegebenheiten widerspiegelt. Wichtig ist auch, dass sie nicht nur vom Staat, sondern auch von anderen gesellschaftlichen Institutionen gebildet wird, deren Vision unterschiedlich sein kann.

Das US-Einwanderungsrecht ist komplex und es herrscht viel Verwirrung darüber, wie es funktioniert. Die Einwanderungsgesetze in den Vereinigten Staaten wurden auf den folgenden Prinzipien aufgebaut: Familienzusammenführung, Aufnahme von Einwanderern mit Fähigkeiten, die für die US-Wirtschaft wertvoll sind, Schutz von Flüchtlingen und Förderung der Vielfalt. Dieser Newsletter enthält grundlegende Informationen darüber, wie das legale Einwanderungssystem der USA aufgebaut und betrieben wird.

Die Migrationstrends auf dem amerikanischen Kontinent lassen sich kurz als drei Hauptströme beschreiben: Süd-Nord-Kontinentalströme, die aus Lateinamerika stammen und in die Vereinigten Staaten und Kanada geleitet werden; Migrationsströme in Nachbarländer, d.h. subregionale Ströme, in denen es mehrere Subsysteme gibt; transozeanische Migration im Rahmen verschiedener Programme in Nord- und Südamerika.

Es gibt fast keine detaillierten Statistiken über die Gründe, warum Menschen in die Vereinigten Staaten auswandern. In einer vom Pew Research Center (2011) durchgeführten Umfrage baten Interviewer jedoch Menschen lateinamerikanischer Abstammung, Fragen zur Ursache der Umsiedlung zu beantworten. 55 % der Befragten gaben an, ihre finanzielle Situation verbessern zu wollen, und 24 % sagten, sie wollten bei ihren Verwandten leben.

Die Länder Mittelamerikas gehören zu den ärmsten der Welt, während die Vereinigten Staaten mit der größten Volkswirtschaft der Welt (in Bezug auf das BIP) zu den reichsten gehören. Laut Weltbank leben mehr als 60 % der Honduras unterhalb der Armutsgrenze. Jeder fünfte Mensch lebt für etwa 1,90 US-Dollar (1,45 Pfund) pro Tag in Armut.

Auch in den anderen beiden Ländern Mexiko und El Salvador steigen die Armutsraten. Sie sind auch die Haupteinwanderungsquellen in die Vereinigten Staaten, aber in diesen Ländern ist die Rate niedriger – etwa 40% der Menschen unterhalb der Armutsgrenze [3].

Der Wanderungssaldo ist die Differenz zwischen Aus- und Einwanderung. Die Struktur der Migranten in den Vereinigten Staaten ist wie folgt: Von 38,1 Millionen in anderen Bundesstaaten geborenen, aber in den Vereinigten Staaten lebenden Migranten (ohne die von US-Bürgern geborenen) erhielten 34 % die US-Staatsbürgerschaft, 32 % lebten legal in den Vereinigten Staaten , 3 % hielten sich vorübergehend legal in den Vereinigten Staaten auf und 31 % hielten sich illegal im Land auf (wiederum sind 45 % der illegalen Einwanderer legal in die Vereinigten Staaten eingereist, haben sie aber nicht rechtzeitig verlassen). Im Durchschnitt kommen jedes Jahr 770.000 illegale Migranten in den Vereinigten Staaten an.

Die Zahl der Einwanderer abzüglich der Zahl der Auswanderer für den Zeitraum dividiert durch die Zahl der von der Bevölkerung des Aufnahmelandes während dieses Zeitraums gelebten Mannjahre. Diese Zahl wird als Nettozahl von Migranten pro 1.000 verfügbare Bevölkerung ausgedrückt.

Laut Trendanalyse soll die Nettomigrationsrate über 15 Jahre sukzessive sinken. Diese Prognose entsprach jedoch dem Stand der Migrationspolitik unter der Präsidentschaft von Trump [3].

Nach Schätzungen der Regierung des Pew Research Center geht die Zahl der illegalen Einwanderer in den USA zurück. Eine Analyse der US-Volkszählung von 1990 bis 2017 zeigt, dass die größte Zahl illegaler Einwanderer 2007 mit 12,2 Millionen (4 % der US-Bevölkerung) lag. Bis 2017 war ihre Zahl um fast zwei Millionen auf 10,5 Millionen Menschen (3,2 % der Gesamtbevölkerung) zurückgegangen [2].

Forscher führen diesen Rückgang hauptsächlich auf einen Rückgang der Zahl illegaler Einwanderer aus Mexiko zurück. Die meisten Migranten kommen immer noch aus diesem Land. Während 2007 57 % aller illegalen Einwanderer in den USA (6,9 Millionen Menschen) auf Mexikaner entfielen, waren es 2017 erstmals weniger als die Hälfte (4,9 Millionen). Gleichzeitig ist die Gesamtzahl der Illegalen aus anderen Ländern in 10 Jahren gestiegen: 2017 betrug sie 5,6 Millionen, während sie 2007 5,3 Millionen nicht überstieg Amerika und Asien. Gleichzeitig ging die Zahl der illegalen Einwanderer aus Südamerika und Europa zwischen 2007 und 2017 zurück, und aus anderen großen Regionen (Karibik, Naher Osten und Nordafrika, Afrika südlich der Sahara) hat sich - nicht signifikant verändert [1].

Das Pew Research Center geht davon aus, dass die meisten Einwanderer die Grenze legal überquerten, aber die Vereinigten Staaten nicht rechtzeitig verließen und sich dort unter Verletzung der Einwanderungsgesetze aufhielten. 2007 lebten 41 % der illegalen Einwanderer mehr als 10 Jahre in den USA, 2017 stieg dieser Anteil auf 66 %. Illegale Einwanderer leben nicht nur in den Südstaaten der USA [1].

Von 2007 bis 2017 stieg ihre Zahl in fünf Bundesstaaten: Louisiana, Maryland, Massachusetts, North Dakota und South Dakota. Ihre Zahl ist jedoch in den meisten Vereinigten Staaten zurückgegangen, nämlich in Arizona, Kalifornien, Colorado, Florida, Georgia, Illinois, Michigan, Nevada, New Jersey, New Mexico, New York und Oregon.

3. Schlussfolgerungen

In den letzten drei Jahrzehnten gab es in den Vereinigten Staaten mehrere unterschiedliche Einwanderungsrückgänge und -anstiege, aber im 21. Jahrhundert hat sich die jährliche Einwanderung auf etwa 1 Million Menschen ziemlich deutlich stabilisiert. Die 2007 einsetzende Wirtschaftskrise mit erheblichen Auswirkungen sowohl auf die US-Wirtschaft als auch auf den Arbeitsmarkt hatte keine drastischen Auswirkungen auf den absoluten

Wert des jährlichen Zustroms von Einwanderern, führte jedoch zu einer gewissen Anpassung. Es kommen jedoch weiterhin Migranten in den Vereinigten Staaten an, und das Problem der illegalen Migration bleibt relevant, auch wenn sich das Tempo in letzter Zeit verlangsamt hat.

LITERATURSVERZEICHNIS

1. Chart of foreign born in the US labor force 1900 to 2017. US Census Bureau. URL : census.gov/ prod/2009pubs/acs-10.pdf (Last accessed: 21.11.2021).
2. Human migration. URL : https://en.wikipedia. org/wiki/Human_migration (Last accessed: 12.11.2021).
3. 2019 Fact Sheet. Stronger Border Security. Strengthening Border Security: An American Budget. URL : whitehouse.gov/.../FY19-Budget-Fact-Sheet_Border security.pdf. (Last accessed: 10.11.2021).

THE ROLE OF FOREIGN LANGUAGES IN THE PROFESSIONAL ACTIVITY OF A TOURISM MANAGER

M. O. Lytvynenko,
I. G. Nikulimova (language supervisor)
V. N. Karazin National University, Kharkiv

Lytvynenko M. O., Nikulimova I. G. The role of foreign languages in the professional activity of a tourism manager. The article analyzes the importance of knowledge of foreign languages by a tourism manager for professional activities. The importance of foreign language communicative competence in view of the integration of our state into the European space is also substantiated. It is determined that the role of foreign languages occupies one of the key positions in the professional competence of the tourism manager.

Keywords: foreign language communicative competence, foreign languages, professional competence, sphere of tourism, tourism manager.

Литвиненко М. О., Нікулімова Я. Г. Роль іноземних мов у професійній діяльності менеджера з туризму. У статті розглянуто значення володіння іноземними мовами менеджером туризму для здійснення професійної діяльності. Також обґрунтовано важливість іншомовної комунікативної компетентності з огляду на інтеграцію нашої держави до європейського простору. Визначено, що роль іноземних мов займає одну із ключових позицій в професійній компетентності менеджера туризму.

Ключові слова: іноземні мови, іншомовна комунікативна компетентність, менеджер туризму, професійна компетентність ,сфера туризму.

1. Introduction

The object of the article is the importance of knowledge of foreign languages by a tourism manager for professional activities. The subject is the professional competence of the tourism manager. The purpose of this article is to clarify and substantiate the importance and role of foreign languages in the professional activities of tourism managers and the formation of their foreign language communicative competence. Tourism has become an integral part of the 21st century. Its contribution to the economic, social and cultural life of society is difficult to overestimate. As a result of our country's integration into the European and world community, there is a need for an active multicultural and multilingual personality of a tourism worker, able to adequately dialogue cultures, communicate in two or more foreign languages in various professional situations of intercultural communication. In this regard, the functions of professional activity of tourism managers have undergone a significant transformation. Knowledge of foreign languages is one of the requirements for specialists in the field of tourism, because it is a tool needed to solve certain professional problems, an integral component of the professional competence of tourism managers [5].

Theoretical analysis of scientific research shows that the role and importance of knowledge of foreign languages by tourism managers and the ability to communicate in foreign languages is still insufficiently studied. The problem of formation of foreign language communicative competence attracts attention due to the fact that fluency in a foreign language is not only a means of communication, but also allows to perform all the functions provided for a tourism specialist in professional and socio-cultural spheres of communication. Therefore, it is necessary to explore the foreign language communicative competence of tourism managers as an organized, multifaceted system that serves as a means of professional activity of the specialist.

2. Current state of industry

Tourism is a powerful tool and form of intercultural relations, which contribute to the intensification of international contacts, the expansion of borders, which results in openness to other countries, the mutual enrichment of cultures. The correct organization of tourist activity in modern society, ie tourism management and the level of intercultural training of specialists in the field of tourism is becoming extremely important.

Based on the basic understanding of the concept of "tourism manager" as a leader and organizer of tourism, it should be noted that the tourism manager not only controls and coordinates the work of other employees of the tourism organization, organizes services on tourist routes, but also communicates with business partners. representatives of other countries. It is obvious that intercultural communication and interaction occupies a prominent place in the professional activity of a tourism manager [3].

The importance of forming readiness for intercultural communication in tourism managers is explained, first of all, by the fact that for them the main activity is communication, solving communicative tasks. Therefore, for a specialist the necessary conditions for successful professional activity are awareness of the peculiarities of the communication process, mastery of verbal and nonverbal communication techniques, communication strategies and communicative competence, which includes the ability to use a foreign language to achieve professionally meaningful goals.

3. Problems of developing

A foreign language for a tourism manager is one of the tools that helps not only to act, persuade, make decisions, but also to create a favorable business atmosphere, understand the culture of the representative of another country and the mentality of his people. The ability to carry out high-quality professional foreign language communication significantly contributes to increasing the competitiveness of tourism professionals in the labor market.

A novice manager, a former student, often lacks knowledge not so much of purely practical topics, such as filling out various forms, the content and structure of tourist catalogs, as ignorance of a foreign language. For example, a tourist travels abroad and needs to fill out forms or other forms in a foreign language, and it is the direct responsibility of the tour company employee to assist the client. All this leads to the formation of a complex of "fear of the unknown", self-doubt, which, of course, affects his competence and quality of work performed. It should be noted that a graduate of the Faculty of Tourism must have not only a certain amount of professional knowledge, skills and abilities, but also have professional knowledge of a foreign language. It is the professional knowledge of a foreign species for a specialist working in the field of tourism,is a sign of his professional competence.

4. Prospects

It is not about English in general (Social English), which can be studied in courses, but about the preparation of English for professionally-oriented communication of highly qualified professionals working in the field of tourism. This refers to the English language (English for special purposes), which has its own terminology and specifics that can not be learned in regular courses. Thus, the acquisition of skills of professionally-oriented communication, provides communicative competence of employees employed in various areas of the market of tourist services. One cannot but agree that the possibility of career growth in the field of tourism is directly related to knowledge of a foreign language. In this case, if the level of language competence, for example, hotel staff can be reduced to knowledge of some special terms or clichés, the level of language training,engaged in tour operator or tour agency activities, must meet all the requirements of professional language training. It is also impossible to disagree with the fact that a highly qualified specialist with professional knowledge of a foreign language will be in very high demand in the labor marke [2].

Professional tourism activities related to the use of a foreign language to solve various tasks include: communication with foreign clients, establishing contacts with travel agencies abroad, negotiating, foreign market marketing, promotional tours, interaction with airlines, contacts with the host party, representation of the company at international exhibitions, presentations, conferences, etc., acquaintance with special documentation: agreements, patents, plans, etc., written maintenance of the necessary professional and business documentation, filling out forms and other documents, working with business correspondence, reading professional literature and more requires high knowledge of foreign languages.

5. Conclusions

Thus, the need for foreign languages at a proper professional level by tourism managers is greatly enhanced by the integration of the modern generation into the global socio-cultural space. Given this, only a specialist who speaks at least one foreign language, has developed skills of intercultural communication and has the skills of foreign language competence will be able to adapt to a multicultural environment and realize their professional and personal potential. Today, the task of professionals is not only to provide a comfortable stay for their customers, but also, having the appropriate personal and professional qualities, to successfully solve a variety of professional problems and needs of users of travel services. Therefore, the factor of foreign language proficiency of tourism managers is one of the main after special knowledge.

The prospect of further research is to develop a mechanism and ways to improve the level of foreign language proficiency and foreign language communicative competence of tourism managers.

REFERENCES

1. Hrynko S. A. Rynok pidgotovky turystychnykh kadriv: realii ta perspektyvy rozvytku // Slobozhansky scientific bulletin: collection of scientific works. 2006. № 10. p. 243.

2. Kobzar N. V. The role of intercultural communication in the activities of tourism // Visnyk of Lviv National University. T. Shevchenko. 2011. № 14 (225). p. 48
3. Knodel L. V. Formation and development of professional competence of specialists in the field of tourism // Scientific notes of TNPU. V. Hnatyuk. Ternopil, 2005. № 2. p. 42.
4. Kvartalnov V. O. Tourism management. Tourism as a type of activity // Moscow : Finance and Statistics, 2002. 228 p.
5. Lozovetskaya V. T. Formation of professional competence of a specialist in the field of services and tourism : textbook. Method. Manual. K., 2010. 382 c.

FOLGEN DER AUSWIRKUNGEN WIRTSCHAFTLICHER UNGLEICHHEIT AUF DIE ENTWICKLUNG DER WELTWIRTSCHAFT

M. A. Lytvyshko,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Lytvyshko M. A., Pirog I. I. Folgen der Auswirkungen wirtschaftlicher Ungleichheit auf die Entwicklung der Weltwirtschaft. Der Artikel widmet sich der Untersuchung der Auswirkungen wirtschaftlicher Ungleichheit auf die Entwicklung der Weltwirtschaft. Die positiven und negativen Auswirkungen der zunehmenden Einkommensungleichheit auf die wirtschaftliche Entwicklung wurden im Hinblick auf drei Gruppen von Folgen analysiert: politische, soziale und wirtschaftliche. Der Zusammenhang zwischen Ungleichheit und Wirtschaftswachstum wird auf der Grundlage wissenschaftlicher Arbeiten von Forschern der ungleichen globalen Wirtschaftsentwicklung ermittelt. Es wird der Schluss gezogen, dass eine erhebliche Einkommensdifferenzierung für die Weltwirtschaft gefährlich ist, da sie zu wirtschaftlicher Instabilität und soziopolitischen Widersprüchen führt.

Schlüsselwörter: Einkommensdifferenzierung, wirtschaftliche Ungleichheit, Wirtschaftswachstum, Folgen der Ungleichheit, ungleichmäßige Entwicklung.

Литвишко М. А., Пірог І. І. Наслідки впливу економічної нерівності на розвиток світового господарства. Стаття присвячена дослідженню впливу економічної нерівності на розвиток глобальної економіки. Проведено аналіз позитивного та негативного впливу зростання нерівності доходів населення на економічний розвиток країни у вимірі трьох груп наслідків: політичних, соціальних та економічних. Визначено взаємозв'язок між нерівністю та економічним зростанням на основі наукових праць дослідників нерівномірного глобального економічного розвитку. Зроблено висновок, що значна диференціація доходів небезпечна для світового господарства, так як призводить до економічної нестабільності та соціально-політичних протиріч.

Ключові слова: диференціація доходів, економічна нерівність, економічне зростання, наслідки нерівності, нерівномірність розвитку.

1. Einführung

Im Weltwirtschaftsraum existiert eine ungleichmäßige wirtschaftliche Entwicklung als natürlicher Prozess, aber im XXI Jahrhundert wurde dieses

Problem besonders relevant, denn neben dem dynamischen Wandel der Welt, den bedeutenden Errungenschaften der Menschheit im wissenschaftlichen und technologischen Fortschritt und der beschleunigten Globalisierung der Weltwirtschaft gibt es eine tiefe Disparität in der weltwirtschaftlichen Entwicklung. *Der Zweck* des Artikels Artikels ist es, die Folgen wirtschaftlicher Ungleichheit im Hinblick auf eine ungleichmäßige wirtschaftliche Entwicklung der Länder der Welt zu analysieren.

Das größte der sozialen Probleme der modernen Gesellschaft ist die wirtschaftliche Ungleichheit, die sich auf soziale Ungleichheit bezieht und eine der am besten untersuchten Formen davon ist. Unter wirtschaftlicher Ungleichheit ist die ungleiche Verteilung wirtschaftlicher Ressourcen zu verstehen: Einkommen, Vermögen, Eigentum, Kapital zwischen verschiedenen Teilen der Bevölkerung, Regionen und Ländern. Das heißt, wirtschaftliche Ungleichheit und Einkommensungleichheit, wie sie von den meisten Autoren interpretiert werden, können identifiziert werden [3].

2. Die Probleme der wirtschaftlichen Ungleichheit

Ungleichheit herrscht immer noch und vertieft sich in der Welt. Eine kleine Gruppe von Menschen – 1% der Bevölkerung – badet in Luxus und wird weiterhin reich, und 40% der Bevölkerung von Generation zu Generation können nicht aus der Armut herauskommen. Im Allgemeinen sind 70 % der Weltbevölkerung von Ungleichheit betroffen. Gleichzeitig hat sich in den letzten 25 Jahren das Einkommensgefälle in den meisten reichen Ländern und in einigen Ländern mit mittlerem Einkommen vergrößert.

Die wachsende Ungleichheit bei Einkommen und Wohlstand wird durch eine Reihe verschiedener Faktoren erklärt, wie zum Beispiel: Stagnation der Löhne und sinkender Anteil des Arbeitseinkommens, die allmähliche Verschlechterung des sozialen Status in den Industrieländern, unzureichender Sozialschutz in den Ländern, Veränderungen im Steuerwesen, Deregulierung der Finanzmärkte, rasanter technologischer Fortschritt und Automatisierung der Produktion [13].

Ungleichheit kann sich auf die Lebenserwartung und den Zugang zu grundlegenden Dienstleistungen wie Bildung, Gesundheitsversorgung und Versicherungen auswirken. Ein hohes Maß an Ungleichheit hemmt die Entwicklung von Qualifikationen, schränkt die wirtschaftliche und soziale Mobilität sowie die menschliche Entwicklung ein und hemmt damit das Wirtschaftswachstum. Sie trägt auch zu einem Gefühl der Ungewissheit, Verwundbarkeit und Unsicherheit bei, untergräbt das Vertrauen in

Institutionen und Regierungen, erhöht soziale Feindseligkeiten und Spannungen, und erzeugt Gewalt und Konflikte.

Die Vertiefung des Prozesses der wirtschaftlichen Ungleichheit verursacht Ungleichheit in den sozialen und kulturellen Bereichen des Lebens eines Landes, und in Bezug auf seinen globalen Charakter kann gesagt werden, dass ungünstige Veränderungen im wirtschaftlichen, sozialen oder politischen Leben eines Landes zu unvorhersehbaren Folgen. Die Folgen der Vertiefung des Prozesses der ungleichmäßigen Entwicklung wirken sich äußerst negativ auf die Volkswirtschaften der Länder aus. Selbst die am weitesten entwickelten Länder der Welt sind nicht vollständig darauf vorbereitet, damit umzugehen, sodass die Auswirkungen dieser Auswirkungen auf Länder mit weniger entwickelten Volkswirtschaften nachteilig sein können [4]. Betrachten Sie einige Aspekte dieses Problems.

3. Die Wirtschaftlichen Folgen der Ungleichheit

Einkommensdifferenzierung kann sowohl positive als auch negative Auswirkungen auf das Wirtschaftswachstum und die Effizienz des Einsatzes von Ressourcen wie Arbeit und Kapital haben.

Laut T. Persson und G. Tabellini besteht eine negative Korrelation zwischen Ungleichheit und Wirtschaftswachstum, und ein Anstieg des Einkommens der reichsten Quintilgruppe der Gesellschaft um 0,07 % reduziert die durchschnittliche jährliche Wirtschaftswachstumsrate um 0,5 % [12].

F. Larrain und R. Vergara haben auf der Grundlage einer Analyse von Ungleichheitsindikatoren in 45 Ländern festgestellt, dass eine Zunahme der Ungleichheit um 10 % bei der Einkommensverteilung (Einkommen des höchsten Quintils im Verhältnis zum Einkommen des niedrigsten Quintils) einem Rückgang der Pro-Kopf-Produktion um 0,9 % entspricht. Sie kamen zu dem Schluss, dass Ungleichheit das Wirtschaftswachstum verlangsamt [10].

Die negativen Auswirkungen der Ungleichheit auf das Wirtschaftswachstum werden in den Arbeiten von J. Keynes als Funktion der Gesamtnachfrage betrachtet – eine erhebliche Einkommensdifferenzierung wirkt sich negativ auf die Gesamtkonsumausgaben aus, was zu einer geringeren Gesamtnachfrage und einem langsameren Wirtschaftswachstum führt.

Mit zunehmender Ungleichheit nimmt der Grad der Umverteilung der Wirtschaft zu (die Transaktionskosten steigen), was unter den Bedingungen unterentwickelter Kreditmärkte die Bildung und Akkumulation von

Humankapital und die Durchführung von Investitionsprojekten behindert. Umverteilungspolitiken ((zum Beispiel durch die Besteuerung von Kapitalgewinnen) verringern wiederum das Niveau privater Investitionen, erhöhen die wirtschaftlichen Ungleichgewichte und verlangsamen das Wirtschaftswachstum (Alesina und Rodrik, 1994; Persson und Tabellini, 1994) [5; 12].

Auf der anderen Seite kann Ungleichheit das Wachstum in Situationen beschleunigen wie:

- Einkommensdifferenzierung trägt zur Entstehung von Anreizen bei, die Produktivität zu steigern, zu investieren und Risiken einzugehen, um von einer hohen Rentabilität zu profitieren (Mirrless, 1971) [11].
- Eine erhöhte Ungleichheit trägt zu einer Zunahme der aggregierten Ersparnisse und damit der Kapitalakkumulation bei, da die Sparneigung der Reichen höher ist als die der Armen (Kaldor, 1955) [8].

4. Die Politischen Folgen der Ungleichheit

Hohe Ungleichheit führt zu politischer Instabilität, insbesondere in Entwicklungsländern und Wirtschaftssystemen, wo bei radikalen Reformen eine stabile Wählerschaft entsteht. Wenn Marktreformen von einer zunehmenden Schichtung der Bevölkerung begleitet wurden, wird diese Wählerschaft zu einer tragenden Säule der Ideen der herrschenden Elite, die Markttransformationen oft ausgleicht.

W. Domhoff stellt fest, dass Einkommen und Vermögen den Zugang zur politischen Macht erleichtern, was den Einfluss der Reichen auf die öffentliche Ordnung in ihrem Interesse stark erhöht [7]. Dies verringert die Effizienz und führt zu einem langsamen Wirtschaftswachstum zum Nachteil der Bevölkerung mit geringerem Einkommen.

Das politische System stärkt die Position der Reichen, schafft Bedingungen, in denen die Reichen auf Kosten der übrigen Bevölkerung weiter reich werden, dh Politiker bilden einen Markt zu ihrem eigenen Vorteil. Wenn der Reichtum in den Händen einer kleinen Zahl von Menschen konzentriert ist, konzentriert sich die politische Macht tendenziell auf die Vorteile dieser kleinen wohlhabenden Gruppe. Gruppen mit hohem Einkommen können die Regierung durch rechtliche Verfahren und Korruption zu ihrem Vorteil manipulieren. Einkommensschwache Gruppen haben weniger Möglichkeiten, ein hohes Bildungsniveau zu erreichen und am politischen Prozess teilzunehmen, da die wirtschaftlichen Ressourcen immer knapper werden [1].

Die Autoren des Oxfam-Reviews stellen fest, dass die Ungleichheit in den meisten Ländern der Welt zunimmt, was eine Politik mit sich bringt, die die Interessen der Reichen fördert. Basierend auf Daten aus 100 Ländern fanden Krieger und Meierrieks einen negativen Einfluss der Ungleichheit auf die wirtschaftliche Freiheit aufgrund der Fähigkeit der Eliten, ihre wirtschaftliche Macht in politische Macht sowohl für Demokratien als auch für Nicht-Demokratien umzuwandeln [9].

5. Die Sozialen Folgen der Ungleichheit

Die Existenz erheblicher wirtschaftlicher Ungleichheit bildet die Grundlage für soziale Spannungen und stellt in vielen Ländern eine nachhaltige Entwicklung in Frage. Eine der wichtigsten sozialen Folgen der Ungleichheit ist die Konsolidierung der sozialen Klassen. Die Great Gatsby Curve, die von A. Krueger und M. Korak in die Wirtschaftswissenschaften eingeführt wurde, zeigt den Zusammenhang zwischen Ungleichheit und sozialer Mobilität. Die Analyse basiert auf der generationenübergreifenden Einkommenselastizität: je größer der Gini-Koeffizient, der die Einkommensungleichheit in einer Gesellschaft aufzeigt, desto höher ist die Wahrscheinlichkeit, dass auch die Kinder der Reichen reich werden und die Kinder der Armen arm bleiben wenn sie erwachsen sind [6].

Einkommensungleichheit der Bevölkerung von Ländern oder Regionen schafft eine Grundlage für Instabilität in der Gesellschaft, weil sie sich sehr negativ auf die makroökonomische Dynamik von Staaten auswirkt, die Fähigkeit der Bevölkerung zur Befriedigung persönlicher materieller und spiritueller Bedürfnisse erheblich einschränken, Anreize für effektives Arbeiten hemmt, vertieft wirtschaftliche und politische Barrieren und nimmt der Gesellschaft den Impuls für eine langfristige Entwicklung [3].

Die Autoren des Weltentwicklungsberichts 2006 stellen fest, dass die Einkommensungleichheit innerhalb des Landes alle anderen Arten von Ungleichheit verursacht: Ungleichheit der Entwicklungschancen und der Verwirklichung der Fähigkeiten aller Mitglieder der Gesellschaft, Ungleichheit bei der Deckung ihres Bedarfs an Gütern und Dienstleistungen, Ungleichheit beim Zugang zu Bildung und Gesundheitsversorgung, Ungleichheit der Bürgerbeteiligung bei der Governance zentraler und lokaler Behörden und der Kontrolle ihrer Aktivitäten usw. [2, S. 43].

6. Schlussfolgerungen

Die Ungleichheit in der Ressourcenverteilung ist eines der drängenden Probleme der Ökonomie. Als negatives Phänomen wird die hohe Einkommensdifferenzierung erkannt, die nachteilige sozioökonomische Folgen mit sich bringt. Erstens muss die Ungleichheit reduziert werden, weil sie das Wirtschaftswachstum negativ beeinflusst, und zweitens hat die wirtschaftliche Ungleichheit Auswirkungen auf die Effizienz des politischen Systems und die Interessenvertretung darin. Sie untergräbt den wirtschaftlichen Fortschritt, was wiederum die soziale Kluft vergrößert. Die Einkommensdifferenzierung wirkt sich negativ auf die Qualität des Humanpotenzials aus: Einkommensbeschränkungen beeinträchtigen die Gesundheit der Menschen, das Niveau ihrer Kultur und Bildung.

LITERATURVERZEICHNIS

1. Ващелюк Н. В. Моделирование влияния неравенства в распределении доходов на экономический рост. Научные исследования экономического факультета: электронный журнал. 2012. № 1. С. 28–55. URL : https://archive.econ.msu.ru/ext/lib/Category/x0d/x0c/3340/file/2_Vascelyuk.pdf
2. Глобальна економіка XXI століття: людський вимір : монографія / Д. Г. Лук'яненко, А. М. Поручник, А. М. Колот [та ін.]; за заг. ред. д-ра екон. наук, проф. Д. Г. Лук'яненка та д-ра екон. наук, проф. А. М. Поручника. К. : КНЕУ, 2008. 420 с.
3. Опалько В. В. Економічна нерівність в умовах забезпечення сталого розвитку // Торгівля і ринок України, 2017. № 2 (42). С. 5–15.
4. Халіна О. В. Нерівномірність економічного розвитку країн світу як глобальна проблема сучасності // Бізнес Інформ. 2018. № 5. С. 15–20.
5. Alesina A., Rodrik D. Distributive politics and economic growth // Quarterly Journal of Economics. 1994. 109 (2). P. 465–490.
6. Corak M. Income Inequality, Equality of Opportunity, and Intergenerational Mobility // The Journal of Economic Perspectives. 2013. V. 27 (3). P. 79–102.
7. Domhoff, G. William. Wealth, income, and Power. Who Rules America? April 2017. URL :

https://whorulesamerica.ucsc.edu/power/wealth.html (Abrufdatum: 14.11.2021).

8. Kaldor N. Alternative Theories of Distribution // Rev. of Econ. Stud. 1956. V. 23, N 2. P. 83–100.
9. Krieger T., Meierrieks D. Political Capitalism: The Interaction between Income Inequality, Economic Freedom and Democracy // European Journal of Political Economy. 2016. V. 45. P. 115–132.
10. Larrain F., Vergara R. Income Distribution, Investment and Growth // Development Discussion Paper. Harvard University. 1997. No. 596. P. 12–39.
11. Mirrlees J. An Exploration in the Theory of Optimal Income Taxation // The Review of Economic Studies. 1971. V. 38, No. 2. P. 175–208.
12. Persson T., Tabellini G. Is Inequality Harmful for Growth? Theory and Evidence // American Economic Review. 1994. V. 84. P. 600–621.
13. World Social Report. Inequality in a rapidly changing world // United Nations publication. 2020. URL : https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2020/02 /World-Social-Report2020-FullReport.pdf.

CONSEQUENCES OF TRANSNATIONAL CORPORATIONS' ACTIVITIES IN THE GLOBAL MARKET

M. A. Lytvyshko,
O. I. Radchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Lytvyshko M. A., Radchenko O. I. Consequences of transnational corporations' activities in the global market. The article deals with the impact of transnational corporations on the economy and the development of international relations in the context of economic globalization. It is determined that the consequences of TNCs activities on the global integration process have both positive and negative character. The main factors and competitive advantages of transnational corporations are analyzed, as well as possible risks and benefits of the performance of TNCs for host and home countries.

Keywords: foreign direct investment, globalization, home country, host country, TNCs activities, transnational corporation.

Литвишко М. А., Радченко О. І. Наслідки діяльності транснаціональних корпорацій у світовій економіці. У статті розглядається вплив діяльності транснаціональних корпорацій на економіку країн та розвиток міжнародних відносин в умовах глобалізації світової економіки. Визначено, що наслідки діяльності ТНК на світовий інтеграційний процес мають як позитивний, так і негативний характер. Проаналізовано основні фактори та конкурентні переваги транснаціональних корпорацій, а також можливі ризики та вигоди функціонування ТНК для країн, що приймають, та країн базування.

Ключові слова: глобалізація, країна базування, країна, що приймає, наслідки діяльності ТНК, прямі іноземні інвестиції, транснаціональні корпорації.

1. Introduction

The r e l e v a n c e of the topic depends on the fact that at the current stage TNCs have become the most important subjects of the world economy, playing a great role in the system of international economic relations. The development of transnational business has a profound impact on industrial countries, as well as emerging economies. These implications can have both positive and negative character. The p u r p o s e of this article is to analyze the influence of transnational corporations on the global integration process, as well as the effect of TNCs on home and host countries.

2. Results and Discussion

A transnational corporation (TNK) is a company that owns and controls production units in at least one country other than its home country. In other words, it is a company whose international business is significant, derives 25% or more of its revenue from out-of-home-country operations, and has branches in two or more countries [5, c. 335].

TNCs encourage economic integration by creating stable economic ties between different countries, thereby regulating, to some extent, the production and distribution of products in international markets. Largely due to these factors, there is a gradual “erosion” of national economies in a globally integrated economy, as a result, the world economy is created by purely economic means.

As for the positive influence of TNCs on home and host countries, it should be noted that, first of all, host countries benefit in many aspects.

TNCs control the international capital flows and foreign direct investment, which are a promising source of financing for the state. Foreign direct investment of TNCs leads to the flow of production factors from places where these factors are in abundance to places where these resources are in demand, therefore, transnational companies increase production efficiency and ensure a more equal distribution of production factors among the countries of the world [11, pp. 150–158].

The inflow of foreign investment provides a decrease in unemployment in the state, an increase in government revenues, and the necessity to import certain goods also declines or eliminates because they are already produced by a TNC branch in the country. Companies that produce competitive products on the world market and are mainly export-oriented contribute significantly to strengthening the country's foreign trade positions [6, c. 160].

By integrating the workforce of different states and presenting the same requirements to it, TNCs play an important role in the dissemination of international standards for the training of qualified personnel, stimulate international labor migration, facilitate the spread of professional knowledge and the exchange of experience between employees working in different countries. All this leads to qualitative industry growth in the host country and, as a consequence, to an increase in labor productivity [9, c. 243–245].

TNCs play a key role in the transfer of knowledge and technology in relation to their concentration of R&D in their research centers. Due to production and financial capabilities, they concentrate high-tech industries in their hands, develop highly demanded new types of products, which contributes to technological development [3, c. 45].

TNCs have an impact on local authorities to enhance the tax regime or debureaucratize certain procedures, for example, connected with investment or privatization. Often, the powerful influence of TNC representatives serves as a catalyst for reforming bureaucracy, revising various legislative acts which regulate the rules of investment and taxation in the host country in the direction of their optimization and liberalization. As a result, the transparency of the state economy and its attractiveness for foreign investors increase, which helps to acquire additional capital investment into the country [7].

A positive moment from the activities of TNCs for the home countries is that the profits received in other countries, as a rule, are transferred to the home countries, thereby strengthening their economic position. Opening branches in other countries, corporations take citizens of their country to the most responsible positions, creating new jobs and reducing unemployment in the home country. Also, transnational corporations' successes in the domestic market of a certain country often lead to an easier entry into this market for companies from the home country, since TNC has already created an image of a reliable partner for its compatriots.

A significant advantage for the home country is the expansion of its economic and, as a result, political influence on the countries in which its subsidiaries operate. When such a large economic entity leaves the domestic market of the host country, it will lose thousands of jobs and have to cut many social programs or look for new sources of funding due to the shortfall in revenue that previously came from TNCs in the form of taxes. Needless to say, the countries in such conditions will strive not to sever the friendly relationships with the home countries operating on their territories [4, c. 48–53].

Despite the positive impact of transnational corporations, they continue to make negative contributions to host countries, especially to emerging economies.

Capturing the most developed and promising segments of production in the host country, the TNCs' activities make it difficult for domestic firms to comply with their competitive level, and even if they reach a certain level, they are unable to maintain their competitive advantage, therefore, they are squeezed out of the market.

Considering that transnational corporations have the possibility to quite easily transfer their capital between countries, they do not take into account the interests of a country that experiences economic difficulties leaving for more prosperous ones. Obviously, under these circumstances, the situation in the country from which TNCs are drastically withdrawing their capital becomes even more challenging, because disinvestment leads to an increase in unemployment and other negative phenomena [10, c. 46–48].

Some transnational firms also operate in foreign countries in order to obtain tax benefits by not paying taxes, since with the help of transfer prices, TNCs' branches skillfully hide income from taxation by transferring them from one country to another. They also cut tax liabilities in high tax countries and raise the prices of their products in low tax countries. Avoiding paying taxes, the income in the host country is reduced. Therefore, it does not have sufficient income for socio-economic development [1, c. 27–31].

Moreover, TNCs contribute to the monopolization of the market and the establishment of monopoly prices. If a TNC is the only large company in the host country's market, then, accordingly, it occupies a dominant position. And the state, whose economy is dominated by foreign companies, becomes more and more dependent on their business strategies, and then it becomes difficult to maintain state political and economic power, which in turn destabilizes the country's economy [11, c. 150–158).

In some cases, transnational corporations manufacture products using efficient and cheap methods to reduce production costs and maximize profits. TNCs overexploit natural resources, which subsequently leads to environmental degradation. As a result, TNCs are transferring environmentally hazardous industries to developing countries and Third World countries, whose environmental legislation is insufficiently developed. These countries are faced with the fact that TNCs seek to circumvent health and environmental standards set by governments, which ultimately results in a threat to the environment and human health [12].

The activities of transnational corporations also have negative consequences for the home countries. When expanding its activities, TNCs invest considerably in establishing subsidiaries in new markets, which is the leakage of resources for the home countries and, as a result, the loss of jobs, since when opening branches abroad, TNC recruits almost all personnel in the country where the sub-office is opened: this is often cheaper, improves relations with the host country and local workers better know the nature of the work in their country. Also, the relocation of production to developing countries means the loss for the state of part of the taxable profit, which is beneficial for the company due to lower tax rates in emerging economies. Moreover, especially large TNCs can lobby their interests in the home country governments in the implementation of the state's economic policy, promoting solutions that are more beneficial to them. Thus, transnational corporations coordinate the foreign economic policy of states in relation to their interest countries [2, c. 50–53].

3. Conclusions

The role of transnational corporations in the modern world economy is significant. The functioning of TNCs both in the home and host countries has positive and negative aspects. On the one hand, the TNCs' activities contribute to the expansion of world production, an increase in the level of scientific and technological development, and the strengthening of international economic relations. On the other hand, the difficulties in tracking the financial flows of TNCs, their economic power and coverage over a large number of countries indicate the necessity to create a reliable mechanism to monitor and regulate their activities, which would limit the negative impact of corporations on the economies of countries, while continuing to benefit from the operations of TNCs on their territories.

REFERENCES

1. Адаманова З. О., Шацкая Э. Ш. Влияние транснациональных корпораций на мировую экономику // Сборник научных трудов VI Всероссийской научно-практической конференции. Научн. ред. С. П. Кирильчук, редколлегия: Г. А. Штофер, Н. А. Логунова. Симферополь, 2021. С. 27-31.
2. Белозерова Ю. Э. К вопросу о влиянии транснациональных компаний на конкурентоспособность национальных экономик // Вестник Воронежского института экономики и социального управления, 2019. № 2. С. 50–53.
3. Вахабов А. В., Разыкова Г. Х., Хажибакиев Ш. Х. Мировая экономика : учеб. пособие. Ташкент, 2016. С. 45.
4. Илясова Ю. В., Холодов В. Г. Регулирование влияния транснациональных компаний на конкурентоспособность национальных экономик // Ученые записки Крымского федерального университета имени В. И. Вернадского. Экономика и управление, 2015. Том 1 (67). № 3. С. 48–53.

5. Михайлушкин А. И. Экономика транснациональной компании : учеб. пособие для вузов. М. : Высш. шк., 2005. 335 с.
6. Ромашкин Т. В. Становление и развитие ТНК в условиях глобализации : монография. Саратов : ООО Издательский центр «Наука», 2016. 160 с.
7. Самофалов В. Глобальный вызов транснациональных корпораций // Зеркало недели. № 31. 16–22 августа 2003.
8. Транснациональные корпорации : монография // Под ред. Зиновьева Ф. В., Реутова В. Е. Симферополь : Таврия, 2007. 220 с.
9. Трифонова И. В. Роль транснациональных корпораций в глобализации мировой экономики // Молодой ученый. 2013. № 9. С. 243–245.
10. Шманёва Е. С. Транснациональные корпорации: проблема или решение? // Инновационная экономика: информация, аналитика, прогнозы. 2012. № 6 (10). С. 46–48.
11. Kordos M., Vojtovic S. Transnational corporations in the global world economic environment // Procedia – Social and Behavioral Sciences. 2016. P. 150–158.
12. Kustov A. D. The role of transnational corporations in the global market // National Research Tomsk Polytechnic University. 2018. URL : https://www.lib.tpu.ru/fulltext/c/2013/C20/101.pdf.

SYSTÈME MONÉTAIRE EUROPÉEN

V. Makusheva,
N. T. Bezvesilna (consultante linguistique)
Université nationale V. N. Karazine de Kharkiv

Makusheva V., Bezvesilna N. T. Système monétaire européen. Dans cet article il s'agit de l'histoire de la création du système monétaire européen, du concept du système monétaire européen (SVE), de ses principaux problèmes et des moyens de surmonter les crises monétaires et financières par pays.

Mots-clés: système monétaire, euro, zone euro, intégration monétaire, crise monétaire et financière.

Макушева В., Безвесільна Н. Т. Європейська валютна система. У статті іде мова про історію створення Європейської валютної системи, поняття безпосередньо Європейської валютної системи (ЄВС), її головні проблеми та шляхи подолання валютних і фінансових криз країнами.

Ключові слова: валютна система, євро, Єврозона, валютна інтеграція, валютна і фінансова криза.

1. Introduction

Au cours des dernières décennies, il y a une tendance à renforcer l'intégration économique régionale dans le monde, la monnaie et le niveau financier sont d'un intérêt particulier, qui deviennent nécessaires pour surmonter les crises monétaires et financières par pays. L'exemple le plus réussi d'intégration économique et monétaire-financière est aujourd'hui l'Union européenne (UE), où la monnaie unique a été introduite et le marché financier pleinement intégré a été formé.

Tout d'abord, il est nécessaire de caractériser le concept même du système monétaire. Le système monétaire c'est un ensemble de relations monétaires qui se sont développées sur la base de l'internationalisation de la vie économique et du développement du marché mondial, inscrites dans les normes contractuelles et juridiques étatiques. Il existe des systèmes monétaires mondiaux, internationaux, régionaux et nationaux [4, p. 46]. Maintenant, nous pouvons distinguer notamment le concept du système monétaire européen (SVE), à savoir le système monétaire régional, qui a été adopté par les États membres de l'Union européenne. Le SVE a commencé son existence en 1979. Son système se compose de trois éléments principaux: le premier (nous pouvons le souligner) est l'obligation des pays participants de maintenir les fluctuations du taux de change du marché des monnaies nationales dans une fourchette étroite c'est-à-dire du taux de change central mutuel; le deuxième élément c'est une unité monétaire européenne spéciale (ECU), basée sur un panier de monnaies nationales. Le nom « ECU » vient de l'anglais Unité monétaire européenne, ainsi que du nom des pièces de monnaie françaises médiévales du français Écu [2, p. 307].

2. Partie principale

En ce qui concerne l'histoire de la création, on peut distinguer ces grandes étapes de l'évolution du SVE, où l'objectif principal de la première était d'équilibrer les niveaux de développement économique entre les pays, la seconde c'est l'organisation du système européen de banques centrales et l'émission de billets en écus, la troisième c'est l'introduction d'une monnaie unique européenne, mais les participants ont décidé d'abandonner le nom « ECU », adoptant le nom l'euro à la place.

L'objectif global du système monétaire européen était de réduire l'écart entre le développement des pays et de créer une monnaie qui pourrait être un contrepoids au dollar américain. À ce jour, la zone euro comprend 19 pays européens, dont la monnaie nationale est l'euro. Le système monétaire européen est né sur la base des trois formes d'intégration de l'État: l'intégration monétaire, l'intégration des marchés financiers et l'intégration politique. Les principaux problèmes qui se posent aujourd'hui dans ce système sont: 1) la perte de la capacité des États membres du SVE à utiliser la politique du taux de change, des taux d'intérêt, ainsi que, dans une large mesure, la politique budgétaire afin de contrer le ralentissement de la croissance économique; 2) les difficultés à développer une politique économique et monétaire qui répondrait aux besoins de tous les États membres (en raison des différences de niveaux du développement économique); 3) le manque de possibilités de soutenir les ressources du budget de l'UE des régions à problèmes, ce qui pourrait compenser la perte des outils traditionnels [8, p. 327].

Bien sûr, l'introduction de l'euro est devenue un bon outil pour stabiliser les économies des pays de la zone euro, mais en raison du fait que tous les États doivent maintenir à peu près le même taux d'intérêt pour éviter la spéculation dans le cadre de l'arbitrage d'intérêts, cela a rendu impossible pour les banques centrales des pays participants d'utiliser les taux d'intérêt comme instrument de politique budgétaire. En conséquence, les États sont autorisés à stimuler la croissance économique grâce à d'autres ressources.

L'introduction de la monnaie unique a eu son influence sur la dette publique de certains pays, car elle a commencé à dépasser la valeur admissible. Dans le cas du système monétaire européen, la crise croissante de la dette met en péril non seulement l'intégrité de ce plus grand bloc d'intégration, mais aussi le rôle supplémentaire de la monnaie européenne en tant qu'alternative au dollar américain. C'est l'Italie qui a la dette publique la plus importante selon les données pour 2019 (2 409 903,9 millions d'euros), la France est la deuxième (2 380 041 millions d'euros), la troisième place est occupée par le Royaume-Uni (2 222 695,2 millions d'euros) et l'Allemagne (2 057 165,6 millions d'euros) est à la quatrième place.

Un indicateur important pour comprendre à quel point la situation dans le pays est mauvaise ou favorable est le rapport de la dette publique au PIB du pays, le chiffre le plus élevé est en Grèce – 180,5% du PIB du pays, qui augmente chaque année. La dette publique de l'Allemagne en 2019 a diminué et a atteint 59,6%, soit 2 057 165,6 millions d'euro, un montant de dette légèrement inférieur en France et en Italie, mais par rapport au PIB, la dette des deux pays est beaucoup plus élevée, en France elle est de 98,1% du PIB, en Italie – 134,7%. Et selon la Banque mondiale, la dette publique du pays devient problématique lorsqu'elle atteint 77 % du PIB annuel de l'État [7].

Les variations de la dette publique et de son pourcentage du PIB sont les conséquences de la lutte contre la crise financière et de la nécessité de stimuler constamment les économies, car un grand nombre de coûts vont aux programmes sociaux et militaires de l'État. Tous ces problèmes augmentent la probabilité que les pays insatisfaits quittent la zone euro, un excellent exemple de cela est le Royaume-Uni et sa sortie de l'UE, qui a eu lieu le 1-er janvier 2021.

Cet événement, bien sûr, ne sera pas laissé sans conséquences, tant pour l'Union européenne que pour le Royaume-Uni, sa sortie déstabilise sérieusement la situation au sein de l'UE et parmi les pays européens, qui envisagent la question de la sortie sont la France, le Danemark et la Suède. La position de la France a été exprimée par Marine Le Pen, qui est la dirigeante du parti politique « Front national ». Elle soutient que pour parvenir à un changement pour le mieux, le pays doit abandonner l'euro et revenir à l'utilisation du franc, car à son avis, l'utilisation de l'euro comme monnaie nationale contribue à la hausse des prix, du chômage et des impôts. La sortie de la Grande-Bretagne a également affecté le Danemark, qui a l'habitude de compter sur un allié solide lors des pourparlers. Un autre fait insatisfaisant pour le Danemark est le grand nombre de migrants et leur afflux accru, qui peuvent ébranler la situation économique du pays.

En outre, un moment désagréable pour la France, ainsi que pour l'Allemagne, est l'augmentation de la dette extérieure des autres États membres de l'UE, car sont l'Allemagne et la France qui fournissent une assistance aux pays économiquement arriérés [6, p. 19].

Ainsi, nous pouvons mettre en évidence plusieurs problèmes principaux qui existent actuellement, dont le premier est ce que l'euro n'est pas défendu par un seul État intégral, mais par plusieurs pays qui présentent de nombreuses différences [5]. Une monnaie faible nuit aux participants les plus développés, et un euro fort entraînera inévitablement une croissance économique plus faible et une montée des tensions sociales dans les pays moins développés. Ainsi, le transfert de la politique monétaire dans les mains de la Banque centrale européenne prive les États certains des principaux moyens de régulation opérationnelle et de stimulation de la croissance économique, qui sont la capacité de modifier les taux directeurs et d'influencer le taux de change.

Au cours des dernières années, le fonctionnement de la zone euro a été marqué par un autre problème aigu : si l'État ne peut pas faire face au déficit budgétaire et que sa dette publique augmente, dans d'autres conditions, le gouvernement peut dévaluer la monnaie, en particulier, afin de faciliter l'exportation de ses propres produits à l'étranger, mais les pays européens n'ont pas une telle opportunité pour le moment. En raison du manque de possibilités pour chaque État de disposer de sa propre politique monétaire, les problèmes économiques sont résolus au plus haut niveau : Par exemple, la création d'un fonds de stabilisation pour aider les pays en situation de problème, ce qui, à son tour, ralentit la croissance économique des pays plus développés. Oui, tous les membres de la zone euro se sont engagés à apporter une contribution, mais l'Allemagne et la France sont devenues les plus gros créanciers [2, p. 182].

Aujourd'hui, nous pouvons mettre en évidence les principales options suivantes pour le développement futur du système monétaire européen. 1) L'Allemagne assume le fardeau de la dette et finance les pays en difficulté. Mais cette option menace de graves conséquences sociales et politiques pour l'Allemagne elle-même. 2) La sortie de l'Allemagne de la zone euro, cette option entraîne des coûts minimes, puisque l'Allemagne devra s'adapter elle-même. Dans ce scénario, l'euro s'affaiblira, les pays de la zone euro deviendront plus compétitifs [3, p. 57].

Afin d'éviter la destruction de la structure économique de l'UE, il est possible de former un système de financement unique qui puisse correspondre à l'utilisation de la monnaie unique. Cela implique de transformer la zone euro en un État fédéré dans lequel les économies nationales plus faibles recevraient une aide financière. Une telle voie de reprise ne serait certainement pas favorable aux pays forts qui ne sont pas prêts à les subventionner. Il est également possible que l'option inverse des développements lorsque les économies faibles quittent la zone euro.

En outre, pour éliminer la contradiction entre la monnaie universelle de l'euro et les économies nationales hétérogènes, il est possible de créer plusieurs monnaies européennes parallèles. Pour les pays ayant différents niveaux de développement, on peut créer sa propre version de l'euro. Le critère de division des pays peut être le niveau de déficit budgétaire ou la taille du PIB par habitant. Dans un tel système, tous les pays seront égaux et les deux monnaies seront réglementées par la Banque centrale européenne.

3. Conclusion

Pour en venir aux conclusions, nous pouvons dire que dans le cadre du système monétaire européen, il faut comprendre le système monétaire interétatique régional, qui est une zone de taux de change stables, l'intégration internationale est au cœur de ce système. La base de ce système était l'intégration des pays d'Europe occidentale dans la période d'après-guerre, lorsque les économies étaient très faibles et, grâce à des efforts conjoints, les pays espéraient stabiliser la situation économique. L'histoire de la création du SVE est divisée en 3 étapes. Le principal problème qui existe actuellement dans ce système ce sont des différences significatives dans le développement économique, politique et culturel des États qui composent ce système. Cette situation menace de se heurter aux intérêts comme l'incapacité de se réunir sur le taux de change de l'euro, parce que les pays développés insistent sur le renforcement de l'euro, ce qui aura des conséquences négatives pour l'économie des pays moins développés, ce qui est bénéfique d'avoir un euro faible. En raison des restrictions juridiques du SVE dans le domaine de la politique monétaire, les pays ne sont pas en mesure de mener des politiques intensives sur les marchés internationaux des changes. En outre, l'accent mis par la Banque centrale européenne sur le maintien de la stabilité des prix et un contrôle strict de la masse monétaire de l'euro ne contribue pas à l'expansion des marchés monétaires mondiaux.

LITTÉRATURE

1. Бутаков Д. Д., Золотаренко Е. Д., Рибалко Г. П. Валюти країн світу: довідник / за ред. С. М. Борисова, Г. П. Рибалко, О. В. Можайскова. 5-е вид., перероб. і доп. М. : Фінанси і статистика, 1987. 383 с.
2. Джордж Сорос, Грегор Петер Шмитц. Трагедия Евросоюза. Public Affairs, 2014. 210 с.
3. Заклівенець Е. Ю. Стан і перспективи Європейського валютного союзу. Своє видавництво. 2016. С. 57–58.
4. Нечаев В. И., Михайлушкин П. В. Экономический словарь. Краснодар : Атри, 2011. 464 с.
5. Перспективы развития Европейского Союза, что будет дальше? *Политическое образование*. URL : http://www.lawinrussia.ru/node/297984.]
6. Рудік О. Майбутнє ЄС: сценарії, виклики та ризики *Актуальні проблеми європейської інтеграції та євроатлантичного співробітництва України:* матеріали 14-ї регіон. наук.-практ. конф. 18 травня 2017 р., м. Дніпро / за заг. ред. Л. Л. Прокопенка. Д. : ДРІДУ НАДУ, 2017. С. 14–21.
7. Government deficit/surplus, debt and associated data. *Eurostat*. 2021. URL : https://ec.europa.eu/eurostat/databrowser/view/GOV_10DD_EDPT1__custom_758997/default/table?lang=en.
8. Melitz, J. Brussels on a Single Money. *Open Economies Review*. 1991. P. 323–336.

COOPERATION BETWEEN UKRAINE AND GREECE IN TOURISM AND ECONOMY

E. O. Mala,
O. V. Maksymenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Mala E. O., Maksymenko O. V. Cooperation between Ukraine and Greece in tourism and economy. The article examines the role of Greece in the formation of the tourist and economic sphere of Ukraine. The tourist flows of Ukrainians and Greeks and the contribution of the tourist industry to the economy of the countries are analyzed**.** Greece exports to Ukraine and the main foreign economic activities of the countries are defined. Opportunities and directions for improving cooperation between the countries are considered.

Keywords: economic relations, Greek tourists, regional cooperation, tourist flows, tourism sector.

Мала Е. О., Максименко О. В. Співробітництво України з Грецією у сферах туризму та економіки. В статті розглянуто роль Греції в формуванні туристичної та економічної сфери в Україні. Проаналізовано туристичні потоки українців та греків та вклад туристичної індустрії до економіки країн. Розглянуто експорт Греції в Україну та основну зовнішньоекономічну діяльність країн. Сформульовано можливості та напрямки покращення співробітництва між країнами.

Ключові слова: Грецькі туристи, економічні відносини, регіональне співробітництво, туристичні потоки, туристичний сектор.

1. Introduction

The o b j e c t of the article is economic and tourist relations while the s u b j e c t is the cooperation between Greece and Ukraine in the spheres of economy and tourism. The p u r p o s e of the study is to investigate the prospects of the work of Greece and Ukraine in tourism and economic spheres, to identify the problems of their cooperation. The article used such methods as data analysis, comparison and graphical presentation. Among the researchers studying Greece and Ukraine relations are K. Darvidou, R. Siskos, O. Rogach [3].

The Hellenic Republic is one of the most important partners of Ukraine in the region of the South Balkans and the Eastern Mediterranean. The history of Ukraine's relations with Greece dates back several centuries, though interstate Ukrainian-Greek relations are a little more than twenty years. Both countries have experienced decline and prosperity during its existence, but succeeded to stay independent. When Ukraine gained the status of an independent state, Greece was one of the first countries to recognize this. International relations began to form on a qualitatively new level. Now we consider the economic component of these countries.

2. Economic relations of the countries

The countries continue developing close economic cooperation. According to the State Statistics Service of Ukraine, in 2020 the turnover of goods amounted to $495.7 million.

Exports of goods to Ukraine amounted to $178.8 million (decreased by 34.8%), imports of goods to Ukraine – $ 316.9 million (increased by 1.7%). The balance was negative for Ukraine – $138.1 million. Exports of services amounted to $11.9 million (decreased by 51.9%), while imports of services totaled $10.5 million (decreased by 72.9%). The balance was positive for Ukraine – $1.4 million [4].

The Ukrainian exports of goods to Greece were based on: oil seeds and oleaginous fruits (24.5%), ferrous metals (21.6%), cereals (10.1%), oil and distillation products (5.6%), edible fruits and nuts (5.3%), glass and glass products (5.6%), fats and oils of animal or vegetable origin (5.1%), inorganic chemicals (4.2%), wood and wood products (3.5%) [4].

As for the structure of Greek imports of goods to Ukraine, it includes: fuel, mineral; crude oil and petroleum products; edible fruits and nuts; land transport facilities excluding railway; pharmaceuticals; copper and its products. The volume of investments from Greece into Ukraine for 9 months of 2020 amounted to $35.9 million (according to the National bank of Ukraine).

So, for comparison, at the end of 2017, Greek investments in Ukraine's economy amounted to about $ 116 million USA, this is 0.5% of the total investment in our economy. Thus, the volume of investment has decreased significantly; this may be due to the war in the eastern region of Ukraine, also due to bans related to the pandemic, which began in 2019. Ukraine, however, cannot be completely satisfied with the current volume of bilateral trade. Greece is a member of the European Union, so its main trading partners are concentrated in the circles of this union.

3. Features of tourist relations

Travel and tourism industry accounts for 7.6% GDP in Greece and only 1.4% in Ukraine. As for the tourist flows, in 2021 more than 3 million foreigners came to Ukraine. While the total number of tourists in Greece is 4.5 million in the same year [5].

Nowadays there is a clear imbalance in bilateral tourist flows between Greece and Ukraine in favour of visiting Greece. According to the data of the Tourism Statistics on Departure of Ukrainians abroad, we can see what countries Ukrainians visited the most in 2021: Poland, Turkey, Hungary, Egypt, Russia – these are the top five. Greece ranks the 11th, with 163.9 thousand Ukrainians who went there. This is 1.5% of all tourists [6].

If you look at how many Greeks visited Ukraine in 2021, the figure will be much smaller – 7.1 thousand tourists. This is 0.23% of all Greek tourists. The top five countries whose citizens visit Ukraine the most are: Moldova, Russia, Poland, Romania, Belarus. We can see that all these countries are bordering Ukraine, which is why these flows are high.

4. Prospects

In order for the Greeks to visit Ukraine more, we need to pay attention to the resources that could attract them or develop existing cooperation. Now this is the development of relations between sister-cities and regions, which is based on the agreement between the two countries and a number of legal documents on interregional cooperation. Nowadays more than 25 such agreements have been signed between different cities and regions of Ukraine and Greece, including twinning agreements between the cities of Kyiv and Athens, Odessa and Piraeus, the city of Mariupol – Rhodes island, and others [2].

Also, educational exchanges will help to increase the attractiveness of the country. There are more than 20 direct agreements on cooperation between the universities of Ukraine and Greece. The long-term ties unite Kyiv National University, Kharkiv National University, Kharkiv Polytechnic University, Kharkiv National Law Academy, Odessa National Maritime University, Mariupol State University with state universities of Athens, Thessaloniki, Patras and Ioannina**.**

As for the cultural and historical resources, many cities which were inhabited by Greeks in the past, are preserved in Ukraine. One of these places is Olvia. It is necessary to do more excursion programs in these places and try to make them an important tourist element in the tourism system of

Ukraine. Olvia is now visited by 10,000 people a year, including Greek visitors.

5. Conclusions

So, in this article, the possibilities of cooperation between Ukraine and Greece were considered. In the economic sphere, the situation is relatively stable. Ukraine mainly exports to Greece: oil seeds and oleaginous fruits, ferrous metals, cereals, oil and distillation products, edible fruits and nuts, glass and glass products. Tourist flows of Ukrainians to Greece are growing every year. Meanwhile, Greeks make up a small share of the total volume of foreign tourists coming to Ukraine. To improve the situation, it is proposed to make educational exchanges more popular between countries, to create tours of Greece-related cultural monuments of Ukraine in order to attract tourists from Greece.

REFERENCES

1. Bank of Greece**.** URL : https://www.bankofgreece
2. Cooperation between cities and regions of Ukraine and Greece. URL : https://greece.mfa.gov.ua/en/partnership/161-regions
3. Darvidou, K., Siskos, E., & Rogach, O. Competitiveness of Travel and Tourism Sector in Greece and Ukraine: Comparative Analysis // Journal Transition Studies Review, 2020. 27(1), 77–93.
4. Embassy of Ukraine to the Hellenic Republic. Bilateral trade and economic relations URL : https://greece.mfa.gov.ua/en/partnership
5. State Border Guard Service of Ukraine. URL : https://dpsu.gov.ua/en/news/2020-where-ukrainians-travelled-most-often-where-foreigners-came-from/
6. Шевчук І.Ю. Міжнародні відносини України з Грецією // Науковий погляд в майбутнє. Одеса: Купрієнко С.В., 2019. № 13. (2). С. 110-114.

SOURCES FOR ILLUSTRATIONS

1. ДАРТ. Туристична статистика України. URL : https://datastudio.google.com/u/0/reporting/ef4e05ee-33c4-49af-b70b-ddb7f5568c68/page/w55UC

PERSONNEL MANAGEMENT SYSTEM IN THE HOTEL BUSINESS

A. S. Markova,
I. G. Nikulimova (language supervisor)
V. N. Karazin National University, Kharkiv

Markova A. S., Nikulimova I. G. Personnel management system in the hotel business. The article analyzes the management of hotel business personnel in Ukraine. VS studied the hotel business. Varivoda, Yu.M. Elfimova, K.Yu. Mikhailova, Я.A. Karnayhova. As a result, the conclusion is made to improve the personnel management system and the impact of management on business development.

Key words: hotel business, management, personnel.

Маркова А. С., Нікулімова Я. Г. Система управління персоналом в готельному бізнесі. У статті проводится аналіз управління персоналу готельного бізнесу в Україні. Вивченням готельного бізнесу займалися В. С. Варивода, Ю. М. Елфимова, К. Ю. Михайлова, Я. А. Карнаухова. В результаті робиться висновок покращення системи управління персоналом та вплив управління на розвиток бізнесу.

Ключові слова: готельний бізнес, управління, персонал.

1. Introduction

The o b j e c t of the article is the management of the hotel business personnel in Ukraine. The s u b j e c t is the study of the hotel business. The p u r p o s e of the study is to analyze the management of the hotel business Currently, one of the most important tasks is the development of tourism. And it is the hotel service in many respects is the "face" of the country, city and region. In this area, the work of staff plays an important role – image, reputation and quality.

The success of many hotels depends on the professional selection of staff. There are some selection rules to achieve the company's goals.

Also in the hotel business there is a practice of “dragging” staff from other hotels. Most attention in recruitment is based on previous experience and knowledge of their business. If a hotel of international chains is opened, a large number of foreign employees are invited so that they can apply their experience in other hotels of the chain.

2. Features of management

The main factor in the competitiveness of hotels was the provision of labor, forms of work, motivation, adaptation and organizational structures that determine the efficiency of staff use.

In turn, the adaptation is to ensure the effective work of new staff from the first days in the hotel business. There are four types of adaptation: organizational (here staff receive complete information about the organization, including structure, history, principles of the hotel, the basics of hospitality); functional (this type helps staff to understand the relationship between manager, staff and consumer); socio-physiological (staff adapts to the mode of work, physical activity, endurance and schedule of work and rest; mental (helps staff development, increases efficiency, and provides the necessary quality of customer service for the hotel).

The feature of management is also motivation, the work of staff encourages customer focus, understanding customer needs and their timely satisfaction, the formation of hotel staff added value to services of their own attitude and approach, specific to each employee individually.

The main means of retaining employees are: employee rotation, social package expansion, training and development. Based on these data, we can conclude that one of the important factors ensuring the loyalty of staff is an effective system of training and development.

3. Staff productivity

A common practice in the hotel business is to transfer the staff of the reception and accommodation service (SPiR) to the housekeeping service. This practice allows the SPIR staff to better understand how long it takes maids to clean rooms for guests who have left and prepare them for a new settlement, and use this knowledge in situations where mass departures and arrivals of groups of guests take place almost at the same time. .

The productivity of the staff in the field of hospitality depends on how familiar the staff is with the main goals and values of the hotel. The main purpose of the hotel is to make a profit. The hotel is a profit-oriented commercial enterprise. However, only a company that provides popular and high-quality services can make a profit.

Staff loyalty is a factor in ensuring business efficiency. The parameters related to loyalty are:

- honesty (in relation to colleagues, management);
- correctness (the desire to adhere to the values of the hotel, commitment to its goals, behavior aimed at strengthening its image);
- usefulness (efforts aimed at the fullest possible implementation of the hotel's mission, achieving its goals).In the hotel business, there are often situations where some guests, especially VIP guests, set special requirements for rooms (special furniture, utensils, even the color of the walls, etc.) and service. If the hotel agrees to comply with these conditions, all staff must adhere to it. Also, it is impossible to ensure customer loyalty if there is no employee loyalty, loyalty is always accompanied by pride and vice versa.

5. Conclusions

Personnel management of a modern hotel includes: planning the need for staff, selection and selection of staff, creating a system of motivation, development, staff training and career advancement. It should be noted that the loyalty of staff in the hotel business – is the basis of hotel competitiveness, loyalty of customers and investors. There are no unimportant employees in the hotel business, everyone's work contributes to the further development of the enterprise. To improve the personnel management system, it is necessary to develop a mission, a system of corporate values, conduct motivational training to improve relationships in the team and conduct staff training.

REFERENCES

1. Roglev H. Y. Fundamentals of hotel management: Textbook. К. : Condor, 2009. 408 с.
2. Zaitseva N. A. Personnel management in hotels: a textbook.
3. Varivoda V. S., Elfimova Yu. M., Mikhailova K. Yu., Karnaukhova Я. A. Organization of hotel business: a textbook. Stavropol : Stavropol State Agrarian University, 2015. 167 p.
4. Jabazyan E. L. We organize the work of hotel staff Tourist and hotel services: accounting and taxation. 2016. 62 p.

PROBLEME DER TÄTIGKEIT DES INTERNATIONALEN WÄHRUNGSFONDS UND IHRE MÖGLICHE LÖSUNGSWEGE

N. I. Markova,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität

Markova N. I., Pirog I. I. Probleme des Internationalen Währungsfonds und ihre mögliche Lösungen. Der Artikel identifiziert die Hauptprobleme des IWF und begründet ihre Ursachen. Mögliche Lösungsansätze für bestehende Probleme werden aufgezeigt. Eine Analyse der wichtigsten Aktivitäten des Fonds im Bereich der Währungsbeziehungen. Die prozentuale Stimmenverteilung unter den Mitgliedsländern sowie die Einflussfaktoren auf den IWF werden analysiert.

Schlüsselwörter: Internationaler Währungsfonds, Währungsbeziehungen, Einflussfaktoren, Aktivitätsprobleme.

Маркова Н. І., Пірог І. І. Проблеми діяльності Міжнародного Валютного Фонду та шляхи їхвирішення. У статті визначено основні проблеми діяльності МВФ та обґрунтовано їх причини. Представлені можливі шляхи вирішення наявних проблем. Проведено аналіз ключових напрямків діяльності Фонду в сфері валютно-кредитних відносин. Проаналізовано відсотковий розподіл голосів серед країн-членів, а також фактори впливу на МВФ.

Ключові слова: Міжнародний Валютний Фонд, валютно-кредитні відносини, фактори впливу, проблеми діяльності.

1. Einführung

Der Artikel soll die Probleme analysieren, mit denen der Internationale Währungsfonds während seiner Tätigkeit konfrontiert ist. Gegenstand der Studie sind die Aktivitäten des Internationalen Währungsfonds im System der Währungsbeziehungen. Thema sind die Probleme, die sich aus den Aktivitäten des Internationalen Währungsfonds ergeben. Der Zweck des Artikels besteht darin, die Probleme der Finanz- und Kreditaktivitäten des Internationalen Währungsfonds zu untersuchen und Wege zu ihrer Lösung zu finden.

2. Die Struktur der IWF

Der IWF mit seiner komplexen Struktur und seinem breiten Spektrum an Zielen und Zielsetzungen steht in verschiedenen Bereichen vor einer Reihe bedeutender Herausforderungen, die rechtzeitig angegangen werden müssen.

Zu den größten Herausforderungen, denen sich der IWF gegenübersieht, zählen seine Governance-Struktur, die zunehmende Politisierung, Herausforderungen für das Management, Schwierigkeiten bei der Leistungsbewertung und der Umgang mit sozialer Instabilität.

Der Internationale Währungsfonds ist eine Sonderorganisation, die eingerichtet wurde, um die Währungsbeziehungen der Mitgliedsländer zu regeln und ihnen im Falle eines Zahlungsbilanzdefizits Hilfestellung zu leisten [1]. Das Hauptproblem, mit dem der IWF konfrontiert ist, hängt direkt mit dem Management der Organisation auf praktischer Ebene zusammen. Es wurde argumentiert, dass internationale Organisationen wie der IWF „in weitaus größerem Ausmaß als öffentliche und private Unternehmen mit dem Problem“ mehrerer Prinzipien konfrontiert sind. Sie werden von vielen Regierungen kontrolliert – Regierungen, die oft nicht übereinstimmen, was eine Organisation tun soll. Mit anderen Worten, es gibt oft Unterschiede zwischen Regierungen, die den IWF kontrollieren, was die Ziele und Ziele des IWF angeht und wie diese erreicht werden sollen, und dies stoppt die Organisation weitgehend [2].

Das Problem der Effektivität des IWF hängt mit der Fähigkeit des Managements zusammen, relevante Ziele und Vorgaben zu formulieren und diese zeitnah und effektiv zu erreichen. Über die Wirksamkeit des informellen Ansatzes des IWF-Managements zum Brandmanagement im Krisenfall gibt es geteilte Meinungen. Dabei handelt es sich insbesondere um ein kleines Netzwerk hochrangiger G7-Regierungsbeamter, die in privater Atmosphäre Strategien zur Bekämpfung der Krise formulieren. Einerseits der Ansatz des informellen Feuerwehrmanagements, der für seine Fähigkeit gelobt wird, systemische Krisen zeitnah und flexibel zu lösen. Andererseits sind die Hauptprobleme im Zusammenhang mit diesem informellen Governance-Ansatz mangelnde Transparenz und Schwierigkeiten bei der Aufteilung der Verantwortlichkeiten für das Ergebnis der Entscheidung [2]. Es kann jedoch argumentiert werden, dass die Nachteile dieses Ansatzes seine Vorteile überwiegen, sodass dieser Ansatz zur Problemlösung verbessert werden muss. Darüber hinaus ist die Aufteilung der Verantwortlichkeiten zwischen dem Verwaltungsrat, der Geschäftsführung und dem Internationalen Währungs- und Finanzausschuss (IFC) nicht klar, und diese Überschneidungen stellen erhebliche Herausforderungen für die wirksame Erleichterung der Governance des IWF dar. Der überproportionale Einfluss einiger mächtiger Mitglieder des IWF, nämlich der USA und Europas, ist eine zusätzliche Kritik an den negativen Auswirkungen auf die Wirksamkeit des IWF. Die Hauptgrund für diese besondere Kritik hängt mit dem überwiegenden Interesse dieser besonderen Mitglieder an den Hauptzielen des IWF zusammen.

Der zunehmende Politisierungsgrad des IWF kann als zusätzliches Problem definiert werden, das, wie sich herausstellt, ein Hindernis für die Erreichung der Hauptziele der Organisation darstellt. Es wird argumentiert, dass die Kreditvergabe des IWF kein technokratischer Prozess ist [3].

Höchstwahrscheinlich ist der Fonds eine hochpolitische Institution, deren Politik nicht nur von den Interessen seiner größten Aktionäre abhängt, sondern auch von seinen Bürokraten, die beide eine teilweise unvollständige Kontrolle über die Gestaltung der IWF-Politik ausüben [2]. Das heißt, anstatt Ziele und Vorgaben direkt und zeitnah anzusprechen, wird der IWF zur Geisel der Bürokratie und der geopolitischen Ambitionen bestimmter Länder.

Das Problem bei der Abstimmung ist die Fähigkeit der IWF-Mitglieder, ihre Ansichten bei der Entscheidungsfindung zu berücksichtigen. Dieser spezifische Aspekt der IWF-Governance hat sich aus einer Reihe von Gründen als schwach erwiesen, darunter die große Zahl multinationaler Wahlkreise im Verwaltungsrat und die Ineffizienz des derzeitigen Quotenwahlsystems. Laut einer Umfrage des Centre for Global Development (CGD), an der 790 Meinungen aus 81 Ländern teilnahmen, mögen 80 % der Befragten das aktuelle Wahlsystem nicht, sie befürworten ein offeneres Wahlverfahren , und signalisieren die Notwendigkeit eines Systemwechsels [3].

3. Die aktuellen Probleme der IWF

Die Vereinigten Staaten gelten als das mächtigste Mitglied des IWF mit exklusiven Privilegien, darunter starke institutionelle Verbindungen zwischen dem IWF, dem US-Finanzministerium und dem Kongress, die Möglichkeit, ein Veto gegen IWF-Entscheidungen einzulegen und sein Budget und seine Quote zu ändern, und es gibt eine weit verbreitete Ansicht dass diese Position von der US-Regierung für politische Zwecke genutzt wird.

Darüber hinaus scheint sich der hohe Politisierungsgrad des IWF nachteilig auf das organisatorische Image des IWF insbesondere in den Entwicklungsländern und neuen wirtschaftlichen Supermächten auszuwirken.

Die Problematik der Aktivitäten des Fonds hängt mit den Methoden und Instrumenten der Umsetzung der Strategie dieser internationalen Organisation zusammen. Das erste Problem des IWF war die Frage seiner weiteren Funktionsweise, die Anfang der 90er Jahre auftauchte und mit Projekten zur Reform des Weltwährungssystems insgesamt verbunden ist. Es sei darauf hingewiesen, dass dieses Thema nach wie vor dringend ist und in der gegenwärtigen Entwicklungsphase umfassend berücksichtigt werden muss. Einige Projekte haben vorgeschlagen, den IWF durch eine demokratischere und konstruktivere internationale Finanzinstitution zu ersetzen. Im Laufe der Zeit hat die Relevanz solcher Themen abgenommen, aber die Bedrohung bleibt bestehen [2].

Die aktuellen Probleme sind das Ergebnis der Umsetzung der IWF-Strategie in verschiedenen Ländern. In letzter Zeit wurden die Aktivitäten des IWF von der Weltgemeinschaft kritisiert, insbesondere von der Öffentlichkeit der Entwicklungsländer. Tatsache ist, dass der IWF bei der Bereitstellung von Krediten für die wirtschaftliche Erholung in der Regel ungefähr das gleiche Anforderungspaket stellt, das Folgendes umfasst:

1. Privatisierung großer Unternehmen;
2. Liberalisierung der Preise und des Außenhandels;
3. rigide Geldpolitik zur Stabilisierung der Währung;
4. Beendigung der Subventionen für unrentable Unternehmen;
5. Minimierung des Haushaltsdefizits durch Abbau von Sozialprogrammen und Steuererhöhungen.

In den meisten Fällen verbessert die Einhaltung dieser Anforderungen nicht nur die Wirtschaftslage, sondern führt umgekehrt zu einem Produktionsrückgang und einer Verschärfung sozialer Konflikte. Eines der markantesten Beispiele für diese Situation ist die Finanzkrise von 1997 in Südostasien, als der IWF zu einem destabilisierenden Faktor wurde, der dazu führte [1].

Ein weiteres Problem besteht darin, dass der IWF nicht immer erfolgreiche Wirtschaftsregulierungsprogramme in verschiedenen Ländern finanziert. Im frühen zwanzigsten Jahrhundert. Die Stiftung bemühte sich aktiv um die Umsetzung des Konzepts des Monetarismus in der GUS, das für die Transformation in Großbritannien, den USA und anderen Ländern mit etablierten Marktwirtschaften geeignet war und sich negativ auf die Volkswirtschaften von Entwicklungsländern und Ländern mit Volkswirtschaften auswirkte im Übergang.

Abschließend ist festzuhalten, dass neben den positiven Folgen der Zusammenarbeit verschiedener Länder mit dem Internationalen Währungsfonds auch äußerst negative Folgen zu verzeichnen sind. Ja, Griechenland, Rumänien und leider auch die Ukraine sind zu einem der weltweit größten Schuldner des Fonds geworden. In den letzten Jahren ist die Bruttoauslandsverschuldung dieser Länder rasant gestiegen. Insbesondere in der Ukraine beliefen sich die Schulden für vom Staat aufgenommene oder garantierte langfristige Kredite im März 2020 auf 2,41 Milliarden US-Dollar. Die Höhe der Staatsverschuldung hat zwar kein kritisches Niveau erreicht, liegt aber nahe daran.

Die oben erwähnten Herausforderungen, denen sich der IWF gegenübersieht, können wirksam durch eine Reihe von Änderungen und Verbesserungen der Strategie angegangen werden. Eine der jüngsten von der IWF-Verwaltung vorgeschlagenen Maßnahmen besteht darin, die Kreditwürdigkeit der Organisation zu verdoppeln, damit der IWF besser in der Lage ist, Bedrohungen der makroökonomischen Stabilität zu begegnen. Zu den Zusagen wichtiger Mitgliedsländer, den IWF-Fonds zu verdoppeln, gehören Japan mit 60 Milliarden US-Dollar, Südkorea und Großbritannien mit 15 Milliarden US-Dollar und Schweden mit 10 Milliarden US-Dollar.

Es ist jedoch wichtig zu verstehen, dass das Ausmaß der Herausforderungen, mit denen der IWF konfrontiert ist, nicht allein durch finanzielle Maßnahmen, sondern durch institutionelle und systematischere Veränderungen angegangen werden kann. Zu diesen notwendigen Änderungen gehören unter anderem die Reform der Gouvernante des IWF, die stärkere Beachtung der Rolle und der Ziele, die Entwicklung von Mechanismen zur Rechenschaftslegung über die Leistung, die Verbesserung der Kreditpolitik und die Verbesserung der Vollständigkeit der staatlichen Analysen.

Es gibt mehrere Möglichkeiten, die Probleme zu lösen:

1. Reform der Verwaltung des IWF. Die Nichtbeachtung dieser Empfehlung könnte äußerst negative Folgen für den IWF haben und seine Autorität und Popularität auf der Weltbühne gefährden.

2. Konzentrieren Sie sich auf Rollen und Ziele. Die Rolle des IWF in der Weltwirtschaft sollte geklärt und seine Ziele und Zielsetzungen nach dem SMART-Prinzip formuliert werden, wobei die Abkürzung konkret, messbar, erreichbar, realistisch und zeitnah bedeutet.

3. Verbesserung der Kreditpolitik. Dementsprechend wird dem IWF-Management empfohlen, seine Kreditvergabepolitik gegenüber Mitgliedern mit niedrigem Einkommen zu optimieren, damit die positive Wirkung seiner Praxis weiter gesteigert werden kann.

4. Erhöhung des Umfangs der Länderanalyse. Die derzeitige Praxis der Länderanalyse im IWF beschränkt sich auf die Analyse bestimmter wirtschaftlicher Variablen und quantitativer Daten wie Bruttoverschuldung, BIP-Wachstumsrate, Schuldenquote, Arbeitslosenquote, Landeswährungskurs usw. Gleichzeitig werden wichtige Daten über das Land, wie die allgemeine politische Lage, gesellschaftliche Entwicklungen im Land, die Besonderheiten

der nationalen Kultur etc. bei der Analyse des Landes nicht ausgewertet. Darüber hinaus hat der IWF keine Instrumente, Messungen oder Kriterien entwickelt, die diese qualitativen Daten ordnungsgemäß verarbeiten würden.

4. Schlussfolgerungen

So nehmen der Komplexitätsgrad der Weltwirtschaft und ihre Sensibilität gegenüber verschiedenen Krisen und wirtschaftlichen Störungen in verschiedenen Teilen der Welt aufgrund der zunehmenden wirtschaftlichen Globalisierung zu. Die Wirtschaftskrise in einem der größten Export- und/oder Importländer wie den USA, China, Indien oder Russland wird sich heute unweigerlich negativ auf das Wohlergehen der Menschen und die Wirtschaftslage in vielen anderen Ländern auswirken . Zu den wichtigsten Herausforderungen, denen sich der IWF gegenübersieht, zählen seine Gouvernante-Struktur, die zunehmende Politisierung, Herausforderungen für das Management, Schwierigkeiten bei der Leistungsbewertung und der Umgang mit sozialer Instabilität.

Dementsprechend muss der IWF proaktiv vorgehen, damit diese Herausforderungen mit der angemessenen Wirksamkeit bewältigt werden können. Unter den zahlreichen Reformen sind die dringendsten notwendigen Änderungen die Reform der Governance des IWF, die sich auf Rollen und Ziele konzentriert, die Entwicklung von Mechanismen zur Rechenschaftslegung für die Leistung, die Verbesserung der Kreditvergabepolitik und die Verbesserung der Vollständigkeit der staatlichen Analysen. Darüber hinaus sollte das IWF-Management in der Lage sein, die hohe Dynamik des modernen weltwirtschaftlichen Umfelds einzuschätzen und aktiv an der Lösung lokaler und globaler Wirtschaftsprobleme zu arbeiten.

LITERATURSVERZEICHNIS

1. Батрименко В. В. Міжнародний валютний фонд : монографія. Київ : Парламентське видавництво, 2011. 453 с.
2. International Monetury Fund Annual Report : веб-сайт. URL : https://www.imf.org/external/pubs/ft/ar/2020/eng/downloads/imf-annual-report-2020-ru.pdf (дата звернення 15.11.2021).
3. International Monetary Fund : веб-сайт. URL : https://www.imf.org/ru/home (дата звернення 15.11.2021).

THE MARKET OF TOURIST SERVICES IN UKRAINE IN THE SECTOR OF AUTOMOBILE TOURISM

O. A. Markova
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Markova O. A., Saprun I. R. The market of tourist services in Ukraine in the sector of automobile tourism. The article analyzes the key factors in the development of automobile tourism in Ukraine. The problems and further prospects for the development of this type of tourism sector are examined. The full-fledged use of automobile tourism in Ukraine, which has a successful and sustainable potential for the development of this sector of tourism is considered. That is why the development and improvement of automobile tourism is becoming more and more urgent issue every day. The historical factors that contributed to the development of automobile tourism in Ukraine are considered. A clear description of the state, all possible problems and prospects for the development of motor tourism in Ukraine is provided. The relevant conclusions are made.

Keywords: automobile, automobile tourism, car, development, sector of tourism, tourist route, tourist potential.

Маркова О. А., Сапрун І. Р. Ринок туристичних послуг в Україні в секторі автомобільного туризму. У статті проаналізовано ключові фактори розвитку автомобільного туризму України. Розглянуто проблеми та подальші перспективи розвитку цього виду туристичного сектора. Розглянуто повноцінне використання автомобільного туризму в Україні, яке має успішний та стійкий потенціал для розвитку даного сектора туризму. Саме тому розвиток та вдосконалення автомобільного туризму з кожним днем стає все більш актуальним питанням. Також розглянуто історичні фактори, що сприяли розвитку автомобільного туризму в Україні. У статті надано чіткий опис стану, всіх можливих проблем та перспектив розвитку автомобільного туризму в Україні. Зроблено відповідні висновки.

Ключові слова: автомобіль, автомобільний туризм, машина, розробка, сектор туризму, туристичний маршрут, туристичний потенціал.

1. Introduction

The o b j e c t of the article is the comprehensive research of automobile tourism. The s u b j e c t is state, history development, problems and opportunities for the development of automobile tourism in Ukraine. The p u r p o s e of the article is to examine the development of automobile tourism in Ukraine and to identify the most problematic points. Summarizing the collected information, we can make some conclusions about the market of tourist services in Ukraine in the sector of automobile tourism.

2. Historical development of automobile tourism in Ukraine

Speaking about the development of automobile tourism in Ukraine, first of all, it is important to consider the process and stages of development of this type of tourism in the USSR, as the Ukraine had been one the republics of this country for a long time. The development of mass automobile tourism on the former territories of the Soviet Union, including the Ukraine, can be timed to the introduction of the Soviet automobile giant on the Volga in the early 60's of the 20-th century. At the end of the 50-s there was an unsuccessful attempt to introduce the car renting methods for the population [5]. However, by the 70s the country had already gained a stable tradition of automobile tourism and infrastructure. In the late 1980s and early 1990s, there were global political and economic events and changes that were decisive in the development of automobile tourism. The first was a global event, the collapse of the USSR. The other epochal events, import of cars from abroad, was allowed into Ukraine. Another important thing to be mentioned is that at the beginning of the 90-ies the flow of automobiles in Ukraine was noticeable. In the beginning, these were cheap and very old cars, but gradually the imported cars were of the higher class. A curious situation developed in the country. On the one hand, the number of cars increased sharply, which should have led to the rapid development of auto tourism, on the other hand, the political and economic situation was extremely unfavorable. The beginning of the new millennium in Ukraine was marked by some stabilization of political and economic situation. Preconditions for development of automobile tourism inside the country began to be created again. The number of cars of the population began to grow steadily [9].

3. Potential for the development of automobile tourism in Ukraine

The region's advantageous location in the southwestern part of the East European Plain promotes the development of tourist connections and transit tourism. The region borders on the Russian Federation and the Republic of Belarus in the north, and in the south it is washed by the Black Sea and the Sea of Azov, beyond which there is an access to the Danube and the

Mediterranean Sea basins. Of the 9 European transport corridors, 4 pass through the territory of Ukraine. It is possible to get to and through Ukraine by any transport, inside the country the road network is also quite developed. Automobile tourism is one of the most mobile and accessible types, and in our country there are ample opportunities for its development (the length of road routes is 5 thousand kilometers), although in certain areas the roads are not always perfect, but every year the situation is noticeably improving [5].

Furthermore, Ukraine has a unique combination of natural conditions, landscapes and mineral healing resources and these factors determine the widespread development of automobile tourism for both residents of Ukraine and foreign tourists. The climate of Ukraine is moderately warm. Average monthly air temperatures during most of the year (from April to November) are positive and reach a higher value in July and it is this factor that is quite pleasant for automobile tourism to develop regardless of the seasonal aspects. Thanks to its unique historical and cultural heritage, Ukraine can satisfy the most demanding tourist. That is why automobile tourism can be beneficial for those who are interested in the culture of history, as well as architectural monuments, which will not be bypassed when traveling by road transport [6].

4. Problems of the developing automobile tourism in Ukraine

Talking about the problems of development of automobile tourism in Ukraine, it should be said that there are several quite serious ones. The primary problem for the full and comprehensive development of automobile tourism in Ukraine is the unsatisfactory condition of the roadbed along many routes with great tourist potential. In this regard, many important tourist routes are inaccessible and closed to road tourists, which has a detrimental effect on the economic development of certain areas.

Also, one of the problems is the insufficiently improved and adapted for car tourism infrastructure on the way of tourists, which in its turn does not include a sufficient number of motels, cafes and toilets, which should be always available to automobile tourists. Thus, it is very difficult to create a suitable route, which would cover both recreation areas and tourist destinations at short distances. In most cases, automobile tourist simply does not have the opportunity to combine these activities. Because of this tourist has to spend time looking for suitable infrastructure, and money to fill up the tank all the time, although the cost of gasoline in Ukraine with each passing season tends to increase.

The next factor that prevents tourists from being engaged in automobile tourism in Ukraine is the lack of opportunities for a certain financial situation. This means that even having a desire, a tourist simply will not be able to afford the cost of this type of tourism. This is due both to rising gasoline prices and the need to have and maintain your own car.

About the last factor is also important to say that due to the poor road surface, the tourist will be forced to have constant and expensive car maintenances. As for renting a car, it is simply unprofitable and dangerous today. And the last but not the least important factor that slows down the development of automobile tourism in Ukraine is the inexperience of drivers in choosing a tourist route. This is due to the fact that at the moment in the market of automobile tourism there are no suitable routes and guides, which would combine the infrastructure, attractions, terrain, and the likely defects of the road, including additional routes with maps for the detour. In addition, under the conditions of Covid-19, the use of all the benefits of infrastructure may not be possible and this has also jeopardized the development of automobile tourism at the present time. And it is also important to state that the lack of due attention of local authorities to the importance of creating and supporting automobile tourism both locally and internationally is also detrimental to the development of automobile tourism in Ukraine. Although this issue is now increasingly appearing and being discussed, there are no dramatic leaps toward a change.

5. Conclusions

In the course of writing the article we managed to investigate clearly and in detail the state, development and history of automobile tourism in Ukraine. First of all, we have fulfilled all the tasks, namely we have considered the role of road transport in the history of Ukraine, have analyzed the state of automobile tourism in Ukraine, have examined the problems and prospects of automobile tourism in Ukraine. It is important to note that the industry of automobile tourism is developing in a competitive environment both in the domestic and foreign tourist markets. For Ukraine, which has a successful and sustainable potential for the development of this sphere, it is necessary to make full use of it. That is why the development and improvement of automobile tourism is becoming more and more urgent issue every day.

REFERENCES

1. Автомобільний туризм. URL : https://ozi.pp.ua/avtomobilnij-turizm_14073/
2. Автомобільні та мотоциклетні туристські маршрути. М. : Профиздат, 1990. 384с.
3. Автоподорожі Україною. URL : https://bhub.com.ua/avtoputeshestviya-po-ukraine-top-5-variantov-peredvizheniya-dlya-kazhdogo/
4. Автотуризм. Види і особливості. URL : https://dlia-sporta.ru/glavnaia/vidy-sporta/avtoturizm/
5. Гетьман В. І. Автотуризм чи автомобільний туризм: теорія і реальність. К., 2002. 185 с.
6. Грицак Ю. П., Шамара І. М. Організація туристичних подорожей. Х. : ХНУ імені В. Н. Каразіна, 2019. 32 с.
7. Закон України "Про автомобільний транспорт". К. : Парламентське видавництво. 2003. 23 с.
8. Закон України "Про туризм" від 15.09.1995 № 324/95 ВР.
9. Кусков А. С. Транспортне забезпечення в туризмі. 2019. 217 с.
10. Розвиток автомобільного туризму в Україні. URL : http://dspace.wunu.edu.ua/bitstream/316497/17362/1/265-266.pdf
11. Розвиток автотуризму в Україні. URL : https://works.doklad.ru/view/5mkl347KaN4.html
12. Туристичні подорожі автомобілем. URL : https://travelluxtour.info/vidy-turizma/avtomobilnyy-turizm/
13. Фастовець О. О. Організація транспортних подорожей і перевезень : навчальний посібник. К. : Музична Україна, 2003. 190 с.
14. Харитонов Є. О., Харитонова О. І. Правове регулювання перевезень в Україні : Навчальний посібник. Х. : Одісей, 2006. 560 с.

THE ETHICAL ISSUES OF TOURISM

V. V. Maznitsa,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Maznitsa V. V., Saprun I. R. The ethical issues of tourism. The article discusses the issues of morality and ethics, which are relevant for such a large industry as tourism. This problem has to be discussed urgently because tourism as a sphere of human life involves too many objects that are subject to various influences. Local residents dwelling in tourist destinations, their culture, ecology and other important issues have to be referred to. This makes it necessary to raise the issues of ethics and morality in tourism and think in advance about whether your actions will cause some kind of damage, even indirectly.

Keywords: be subject to influence, damage, issues of morality and ethics, think in advance, tourism, urgent problem.

Мазниця В. В., Сапрун І. Р. Етичні проблеми туризму. У статті розглядаються япитання моралі та етики, які є актуальними для такої об'ємної індустрії, як туризм. Ця проблема є нагальною через те, що туризм як сфера людського життя втягує в себе занадто багато об'єктів, що зазнають різноманітного впливу. Мова йде про місцевих жителів туристичних напрямків, їхню культуру, екологію і т. д. Саме тому потрібно порушувати питання етики та моралі в туризмі та заздалегідь думати про те, чи не завдадуть ваші дії тієї чи іншої шкоди, нехай навіть опосередковано.

Ключові слова: думати заздалегідь, зазнавати впливу, нагальна проблема, питання моралі та етики, туризм, шкода.

1. Introduction

The o b j e c t of the article is the issues of morality and ethics, which arise in tourism industry. The s u b j e c t is the negative impact caused by people's ignorance and irresponsibility in terms of tourism. The p u r p o s e of the article is to raise awareness of current ethical issues in the sphere under consideratiom. The r e l e v a n c e of the problem lies in the fact that tourism makes for one of the largest industries in the world with hundreds of millions of people travelling annually. The p e r s p e c t i v e of the analysis is to increase the level of responsibility and consciousness among people involved in tourism. The r e s u l t s of the analysis are reflected in the increased attention to ethical issues of tourism and responsible travelling.

2. The ethical issues of tourism concerning sociocultural space

It goes without saying, that tourism strongly benefits a modern society. It gives people the opportunity to travel to almost anywhere in the world, expand their horizons and become acquainted with different cultures. In addition, tourism creates a huge number of jobs. However, certain direct and indirect consequences of tourism are disastrous.

To begin with, I would like to start with the problem that, in my opinion, is the most ethically challenging: the exploitation of children and indirect contribution to its growth. This is one of the most terrifying problems in the modern world, not just tourism. I am convinced that many people happen to buy something from kids who are street-sellers: snacks, souvenirs, all sorts of knickknacks, and so on. At that moment, one could probably have thought about how much he helped the child, whose life circumstances forced them to sell on the street. However, things are not as simple as they seem: most children selling on the street are victims of child exploitation. Moreover, it is not limited to street trading, as many children work illegally in factories or become sex workers. Even more terrible is the fact that most often their parents who are behind this, who tear their children away from their ordinary childhood for financial gain. In my view, any maintenance of such a profit is unethical. Demand creates supply, that is why one should think carefully about what supply you are helping to generate. [1; 3]

The situation is similar to the exploitation of women: they, like children, fall prey to the multimillion-dollar sex tourism industry. In addition, women are also subject to unethical and unfair treatment from the perspective of tourism workers: in general, men hold the majority of leadership positions, and the average salaries of women in tourism around the world are significantly lower than those of men.

Next, I would like to say a little about cultural impacts of tourism. There are numerous ways in which travel industry can affect culture unfavorably. Authenticity in tourism, like globalization, is a contentious issue. You should demonstrate an interest in understanding and admiring the other culture with the consent and direction of that very culture. Spend the effort to discover the traditions or anything else you desire to know. It is necessary to gain a deeper understanding of the culture and to embrace it with respect. It goes without saying, that tourists should respect local cultures, religions and customs and avoid offending people while travelling. Only an ethical approach to foreign culture can make tourism truly responsible. [1]

Lastly, there is one issue which is fairly controversial. Is it ethical to visit the countries with oppressive governments where human rights are being violated? While some commentators say that this is definitely not worth doing, since in this way you fund a regime directed against locals, others believe that travelling changes lives, not only those of the travelers but of the people they visit, that is why you should go anyways. Both sides have a point. On the one side, supporting antihuman regimes is not something anyone should do, while on the other, you can financially and morally support local residents who can go through hard times. Moreover, travelers can make a valuable hands-on contribution to addressing important local concerns by visiting a country and participating in immersive forms of activities, such as volunteering. To sum up, travelling to countries like these can be ethical and even helpful, as long as you take it as your human duty, and not as entertainment. [4; 5]

3. The ethical issues of tourism concerning environmental space

Apart from negatively impacting sociocultural space, tourism deeply affects the environment. Global warming, ozone layer depletion, soil, water, and air pollution – all these are just a small part of those disastrous consequences that tourism has contributed to in no small measure.The question which arises from here is can tourism itself be ethical, since damaging the environment is not ethical by its definition?

The answer to this question is ambiguous. Needless to say, if we mean backpacking or bicycle touring, then there can be no talk of any kind of pollution (not taking into account those ignorant tourists who have a habit of littering).The only problem is that tourism is not limited to domestic short-distance travel. Most people want to travel to other countries and cities, and, as it is known, this is not feasible without transport. Transport, in turn, is one of the most powerful catalysts for environmental problems. This leads to the following dilemma: in this situation, damaging the environment is not so much the choice of the tourists themselves as an inevitable outcome.

Nevertheless, one should realize that environmental harm can be minimized, since it cannot be fully avoided. One of the best ways to do that is to travel on land when possible. Choosing land transport over the air one is probably the best way of reducing the level of carbon emissions, especially when it comes to internal travel. Of course, travelling by bus or train will take you much more time, however, you will do less unnecessary harm to the environment. [2]

The problem of personal transport usage is also worth mentioning. For travel purposes, you need to use it as rarely as possible.I think that there is no need to explain the key part of this very problem: the more transport we use, the greater the level of environmental pollution will be.

A favourable trend in the form of ecotourism should be noted as well. Ecotourism is a type of tourism that focuses on maintaining endangered ecosystems and environments and is frequently practiced in fragile natural areas, with the determination to provide preservation. This type of tourism encourages the construction of tourist facilities that have a low environmental impact, as well as the use of commodities such as compost toilets and solar-powered electricity. [1]

Summing up, it can be pointed out that it is certainly possible to enjoy a fulfilling experience when traveling while also protecting the ecology of destination. Minimizing potential harm to the environment and contributing to its preservation are the most ethically acceptable actions to be undertaken during travel.

4. Conclusion

To sum up, tourism has benefited societies all around the world by expanding cultural awareness, upgrading infrastructure and strengthening economies. Nevertheless, for many people around the world, the expansion of tourism has resulted in a variety of severe environmental and sociocultural deteriorations. The reasons for these are people's selfishness, ignorance and non-acquaintance. They cannot even imagine that some of their actions, even if harmless at first sight, can become a catalyst for irreversible consequences.

All the issues raised in this article calls for morally acceptable interactions with all objects and spaces that you will come in contact with as you gain your travel experience. Highly affected sociocultural and environmental spaces require the consciousness and empathy of every tourist, in order to be properly protected.

REFERENCES

1. Dr Hayley Stainton. Ethical tourism: Everything you need to know. Retrieved September 2, 2021. URL : https://tourismteacher.com/
2. Gillian Rose. The Importance Of Ethical Tourism. Retrieved April 5, 2019. URL : https://jetsettimes.com/

3. Linda Richter, William Richter. Ethics Challenges: Health, Safety and Accessibility in International Travel and Tourism. 1999. URL : https://www.independentliving.org/
4. The New York Times. When, if Ever, Is It Unethical to Visit a Country? Retrieved May 16, 2019. URL : https://www.nytimes.com/
5. World Nomads. (n. d.). Controversial Destinations: To Boycott or Not? URL : https://www.worldnomads.com/

THE ROLE OF THE UKRAINIAN DIASPORA IN THE PUBLIC DIPLOMACY OF UKRAINE

M. E. Medvedieva,
V. O. Gutorov, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Medvedieva M. E., Gutorov V. O. The role of the Ukrainian diaspora in the public diplomacy of Ukraine. The article examines the degree of realization of public diplomacy in Ukraine is investigated. The involvement of the Ukrainian diaspora in public diplomacy and the availability of institutions for the effective implementation of public diplomacy in Ukraine are shown. The need for cooperation with the Ukrainian diaspora group abroad was also identified. The existing areas of cooperation with compatriots in Canada and the main areas of Ukraine's interaction with representatives of the Ukrainian diaspora in other countries are studied. Further possible directions of cooperation with the Ukrainian diaspora are formulated.

Keywords: cooperation, cultural diplomacy, new diaspora, public diplomacy, Ukrainian diaspora.

Медведєва М. Є., Гуторов В. О. Роль української діаспори в публічній дипломатії України. У статті досліджено ступінь реалізації публічної дипломатії в Україні. Показана залученість української діаспори до публічної дипломатії та наявність інституцій для ефективної реалізації публічної дипломатії в Україні. Також була встановлена необхідність співробітництва з українською діаспорною групою за кордоном. Досліджені існуючі напрями співробітництва з співвітчизниками в Канаді та основні напрями взаємодії України з представниками української діаспори в інших країнах. Сформульовані подальші можливі напрями співробітництва з українською діаспорою.

Ключові слова: культурна дипломатія, нова діаспора, публічна дипломатія, українська діаспора, співробітництво.

1. Introduction

In the 21st century, the Ukrainian diaspora is becoming an increasingly important player in the political, economic, educational, sports, and cultural life of the host countries. Such a situation with the diaspora can have a significant impact on the decision-making process, the work of state institutions and general social trends in the receiving countries, and, consequently, on the content and quality of cooperation between the receiving countries and Ukraine. Its involvement in the implementation of public diplomacy is extremely important in order to improve the image of our country.

The o b j e c t of the article is public diplomacy in Ukraine. The s u b j e c t of the research is the degree of involvement of the Ukrainian diaspora in the implementation of public diplomacy in Ukraine. The p u r p o s e of the study is to determine the role of the Ukrainian diaspora in the implementation of public diplomacy in Ukraine and assess its state.

In Ukraine, a special institutional role in public diplomacy belongs to the Ministry of Foreign Affairs of Ukraine [2]. A structural unit known as the Public Diplomacy Department was created within the Ministry to make public diplomacy a priority in Ukraine's external communications policy [9]. The scope of activities of the Department of Public Diplomacy includes:

- development of relations with the public, public associations and the media of other countries and Ukraine;
- implementation of image, cultural and information projects abroad;
- coordination activities of other state bodies in these areas.

In general, public diplomacy has been actively pursued since 2015. Government agencies, representative offices were established and certain strategic documents were developed. Ukraine continued to develop public diplomacy through the coordination of efforts by the public diplomacy department of the Ministry of Foreign Affairs, the Ukrainian Institute, the Ukrainian Cultural Foundation, et al [6]. At the same time, an important task of the direction is to ensure its constancy and consistency. Despite this, in the main state documents, public diplomacy and the involvement of the Ukrainian diaspora, not enough attention is paid to it, although this may serve to form a positive image of Ukraine in the international arena [1].

Since 2015, public diplomacy has begun to occupy an important place in the foreign policy of Ukraine thanks to the creation and activities of the Ukrainian Institute, the Ukrainian Cultural Foundation and the Office of Public Diplomacy under the Ministry of Foreign Affairs, which have developed a number of strategic documents aimed at the effective implementation of public and cultural diplomacy in Ukraine. Among them are the Concept of popularizing Ukraine in the world and promoting the interests of Ukraine in the global information space, the Doctrine of information security of Ukraine, the Law “On the diplomatic service”, the Strategy for the development of public diplomacy through the GLOBAL UKRAINIANS network for 2017–2018, the Sustainable Development Strategy "Ukraine – 2020" Strategy public diplomacy of the Ministry of Foreign Affairs of Ukraine for 2021–2025 [3].

2. The influence of diaspora groups on the foreign policy of Ukraine

Ukraine is one of the countries with the largest outflow of labor and labor resources. The collapse of the Soviet Union led to a crisis in the economic complex of Ukraine, temporary unemployment and social tension, which triggered a new wave of Ukrainian emigration. Ukrainian emigrants choose different states for work and further arrangement, such as Canada, USA, European countries, Russia. In Canada, the USA, Western European countries, the level of earnings and living is significantly higher than in Ukraine (and in Canada and the USA the institution of the diaspora is developed, through which socialization in a new society is simplified), while in the countries of Eastern Europe and Russia it is similar to the Ukrainian social reality [5].

With Ukraine gaining independence in 1991, some organizations and representatives of the diaspora began to participate in its political life. This participation was in the form of support for specific political parties. Probably, the first direct participation in the political process in Ukraine was carried out with the help of the organization "Friends of the Movement". The Ukrainian Movement was formed in late 1988 – early 1989 on the initiative of a number of Ukrainian writers and intellectuals, many of whom were dissidents. Movement was the Ukrainian equivalent of the popular fronts that had formed earlier in some countries and union republics. By the fall of 1989, the Movement had nearly 280,000 members. The Friends of the Movement charitable organization was formed in 1990. She had branches in North America, Europe and Australia, where she collected money on behalf of the "People's Movement of Ukraine".

There is also another diaspora infrastructure in the world (Gonzales, 2012) – hundreds of very different unions and institutions, the most famous of which are:

- Ukrainian World Coordinating Council;
- World Congress of Ukrainians;
- European Congress of Ukrainians;
- Union of Ukrainian Youth;
- organization "Ukrainian layer".

In many cities around the world, representatives of the Ukrainian diaspora open national exhibitions, shops or museums. These organizations demonstrate the active activity of Ukrainians abroad to popularize Ukraine, but in order to obtain the desired result, the state must act as a coordinator and, in certain cases, a financial guarantor.

The main islands of Ukrainian traditions and language remain Ukrainian-speaking churches and public organizations, under which Saturday schools, newspapers, ensembles, sports societies, as well as the Union of Ukrainian Youth, Plast, and many others are created. They help people preserve traditions, culture and form a positive opinion about Ukraine among local residents. The European Congress of Ukrainians and the World Congress of Ukrainians, for their part, are actively involved in the development of strategies for relations between Ukraine and the diaspora and even the development of common memorandums between the government of Ukraine and the UCU.

The Ukrainian diaspora is endowed with a high degree of positioning in Canada, which allows both long-term and short-term support to Ukraine since the beginning of the crisis in 2014. To further influence the foreign policy of Ukraine, it is important for us to attract the support of that particular community that has more international ties, is more organized and important for Ukraine [4].

3. Conclusions

Summing up, we can say that the Ukrainian diaspora has played a significant role in the foreign policy and political life of Ukraine since the middle of the twentieth century. The leading characteristics of the activities of Ukrainian immigrant communities are: the establishment of ties with the historical homeland, the formation of religious, youth, public, cultural associations and organizations. It should be noted that the experience of such influential ethnic groups as Jewish, Cuban, Turkish, Armenian, Chinese, and Korean indicates that the foreign diaspora can become an effective tool for promoting the interests and shaping the country's international image.

The purpose of cooperation with the diaspora is to recognize and develop ties and encourage diaspora residents to contribute to the international advancement of the country and build a positive image of Ukraine through cooperation and work on international projects, projects in the country of residence and projects in Ukraine.

Among the most promising areas of cooperation with the diaspora, the following should be highlighted: cooperation of authoritative representatives of the Ukrainian diaspora with domestic officials of different levels, representatives of civil society, scientists and businessmen; creation of joint commissions, discussion clubs to develop and facilitate the implementation of investment projects in various fields; organizing and holding regular meetings through the creation of joint societies.

It should be emphasized that it is very important that the country identifies its own sectors in which diaspora involvement can contribute to further development goals, and invest resources and policy focus in these sectors to foster institutional cooperation with the diaspora. Exactly what these sectors are depends on the historical, social and economic context of any country [7].

REFERENCES

1. Громадська організація "Інститут публічної та культурної дипломатії України". URL : http://www.ipcdu.org.ua.
2. Громадська організація "Центр розвитку суспільства". URL : http://www.sdc-ua.org/about/declaration/15-activities/partners/48-partn-go-eau
3. Дані статистики зовнішнього сектору Національного банку України. URL : https://bank.gov.ua/ua/statistic/sector-external/data-sector-external.
4. Звіт українського інституту 2020. URL : http://report2020.ui.org.ua/.
5. Кизим І.Ю. Дані щодо об'єктів культурних надбань українців в Канаді. URL : www.ukrainianworldcongress.org/UserFiles/File/Culture/BilaKnyha.pdf.
6. Anholt S. Brand new justice. The Upside of Global Branding. Amsterdam: Elsevier Butterworth-Heinemann, 2005. 173 p.
7. Batora J. (2005). Public diplomacy in small and medium-sized states: Norway and Canada. *Discussion Papers in Diplomacy*, *97*, 1–26.
8. Gonzalez J. J. Diaspora diplomacy: Philippine migration and its soft power influences. Minneapolis, MN : Mill City Press, 2012. 278 p.
9. Routledge Handbook of Public Diplomacy. New York, NY : Routledge, 2009.

VORTEILE DES UKRAINISCHEN AUSSENHANDELS UNTER MODERNEN BEDINGUNGEN: EIN VERGLEICHENDER ASPEKT

P. D. Mihunov,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Migunov P. D, Pirog I. I. Vorteile des ukrainischen Außenhandels unter modernen Bedingungen: ein vergleichender Aspekt. The article presents an analysis of the main advantages and a practical study of ukraine's foreign trade in modern conditions. International trade is one of the key components of state development and integration into the European Union, following the example of Ukraine. The study of this issue is especially relevant, as Ukraine is rapidly trying to join the European Union in order to achieve economic benefits for the successful operation of the state in the international arena. As a result, the conclusion and practical calculation of the commodity structure of Ukraine is made, where it is found that the country predominates in agricultural products.

Key words: foreign trade, integration, international arena, commodity structure.

Мігунов П. Д., Пірог І. І. Переваги української зовнішньої торгівлі в сучасних умовах: порівняльний аспект. У статті наводиться аналіз основних переваг та практичне дослідження зовнішньої торгівлі України в сучасних умовах. Міжнародна торгівля – це один із ключових компонентів розвитку держави та інтеграції до Європейського союзу, на прикладі України. Вивчення цього питання особливо актуально, адже Україна стрімко намагається вступити до лав Європейського союзу, щоб досягти економічних переваг для успішної діяльності держави на міжнародній арені. В результаті, робиться висновок та практичний розрахунок товарної структури України, де виявлено, що країна переважає у сільськогосподарської продукції.

Ключові слова: зовнішня торгівля, інтеграція, міжнародна арена, товарна структура.

1. Einleitung

Internationaler Handel – Handel zwischen Einwohnern verschiedener Länder. Im internationalen Handel bewegen sich Waren und Dienstleistungen über die Zollgrenzen verschiedener Länder hinweg.

Gegenstand des Studiums ist der internationale Handel im aktuellen Umfeld. Gegenstand der Forschung des Artikels sind die Vorteile des ukrainischen Außenhandels. Ziel der Studie ist es, die Handelsstruktur des ukrainischen Außenhandels zu analysieren und als Konsequenz die wirtschaftlichen Vorteile des Staates auf dem internationalen Markt zu identifizieren.

2. Aktueller Stand der Industrie

Das Ergebnis des internationalen Handels ist die Entstehung des Weltmarktes und die internationale Arbeitsteilung. Der Außenhandel ist historisch gesehen die erste und wichtigste Form der wirtschaftlichen Beziehungen zwischen Völkern und Ländern, die die aus der internationalen Arbeitsteilung resultierenden Beziehungen zwischen Produzenten verschiedener Länder widerspiegelt und ihre gegenseitige wirtschaftliche Abhängigkeit zum Ausdruck bringt.

Der Außenhandel ist ein System der Wirtschaftsbeziehungen zwischen Ländern, dessen Hauptzweck der Import und Export von Waren und Dienstleistungen ist. Gegenstände des Außenhandels sind Waren: Fertigprodukte, Rohstoffe, Halbfabrikate; Produkte des geistigen Eigentums: Patente, Lizenzen, Marken usw.; Dienstleistungen: internationaler Tourismus, Transport, Versicherungen, Makler, Bauarbeiten usw.

Der internationale Handel umfasst den Export und Import von Waren. Die Warenstruktur des ukrainischen Außenhandels wird durch den Export von Vorleistungsgütern und den Import von Konsumgütern dominiert [1].

Der Außenhandel der Ukraine ist die Tätigkeit von Wirtschaftssubjekten der Ukraine und anderer Staaten, die sowohl auf dem Territorium der Ukraine als auch im Ausland stattfindet und sich auf die Vermittlung zwischen Produzenten und Verbrauchern bei der Durchführung von Kauf- und Verkaufsverträgen von Waren oder Dienstleistungen beschränkt. Der Außenhandel der Ukraine gliedert sich in Export (Export) – den Waren- oder Dienstleistungsverkehr von ukrainischen Herstellern zu ausländischen Verbrauchern – und Import (Import) – den Waren-/Dienstleistungsverkehr von ausländischen Herstellern zu ukrainischen Verbrauchern.

Warenstruktur der Exporte 2017-2019
in Tausend Dollar Vereinigte Staaten von Amerika

Artikelbezeichnung	2017	2018	2019
Gesamt	**43264736,0**	**57187578,0**	**50054605,8**
I. Lebende Tiere; Produkte tierischen Ursprungs	1108757,0	917988,8	1277015,8
II. Produkte pflanzlichen Ursprungs	9215707,9	1529221,1	12914543,1
III. Fette und Öle tierischen oder pflanzlichen Ursprungs	4605666,2	267350,2	4732237,5
IV. Fertiges Essen	2826723,0	2340898,0	3220383,8
V. Mineralische Produkte	3947721,9	14191944,7	4866480,3
VI. Produkte der chemischen und verwandten Industrie	1660611,8	7058290,9	1930809,8
VII. Polymere Materialien, Kunststoffe und Waren daraus	561135,1	3558577,4	721536,9
VIII. Rohe Häute und Felle, mit Leder bezogen	151973,2	284929,7	149080,2
IX. Holz und Holzprodukte	1205909,2	303897,0	118666,6
X. Masse von Holz oder anderen zellulosehaltigen Fasermaterialien	518033,7	1085169,2	437712,5
XI. Textile Materialien und Textilprodukte	759500,6	2011682,8	847198,6
XII. Schuhe, Mützen, Regenschirme	180442,7	365074,9	188378,5
XIII. Produkte aus Stein, Gips, Zement	363935,7	766270,7	414717,3
XIV. Perlen sind Natur- oder Zuchtperlen, Edelsteine oder Halbedelsteine	103639,5	71362,1	89859,8
XV. unedle metalle und waren daraus	10124613,3	3575231,9	10255685,9
XVI. Maschinen, Ausrüstungen und Mechanismen; elektrische Ausrüstung	4276832,1	11955216,0	4464445,8

XVII. Landfahrzeuge, Flugzeuge, schwimmende Fahrzeuge	625886,0	4554048,4	882344,7
XVIII. Optische und fotografische Instrumente und Apparate	151566,7	940627,3	181320,3
XX. Diverse Industriegüter	721082,6	868511,7	872408,5
XXI. 97 Kunstwerke	240,4	2066,4	559,3

Quelle: [1; 2]

Wie Sie aus Tabelle 1sehen können, besteht die Warenstruktur der Warenexporte aus Nahrungsmitteln, Metallurgie, mineralischen Produkten und bestimmten Arten von technischen Produkten. Zu den Gründen für den Rückgang der Exporte zählen niedrigere Weltrohstoffpreise, ungünstige Weltmarktbedingungen, veränderte Prioritäten für Partnerschaften im Außenhandel, reduzierte Zusammenarbeit mit historisch vorrangigen Importeuren, verstärkte Auslandsmarktanforderungen an hochwertige inländische Produkte, verstärkte Devisenkontrollen bei Importen.

3. Praktische Auseinandersetzung mit diesem Thema

Lassen Sie uns die komparativen Vorteile der Ukraine bei der Herstellung bestimmter Güter anhand des Index der identifizierten komparativen Vorteile (Balas-Index) bestimmen. Der Index der identifizierten komparativen Vorteile ist ein Index, der in der internationalen Wirtschaft verwendet wird, um die relativen Vor- oder Nachteile eines Landes zu berechnen Handelsströme einer bestimmten Klasse. Der identifizierte komparative Vorteil des Landes im Produkt wird wie folgt ermittelt:

$RCA = (Xij / Xi) / (Xnj / Xn)$, wobei:

Xij – Warenexport j aus Land i;

Xi – Gesamtexporte des Landes und;

Xnj – Gesamtausfuhren von Gütern j Länder mit Volkswirtschaften im Übergang;

Xn – Gesamtexporte von Ländern mit Übergangswirtschaften.

Berechnung der identifizierten komparativen Vorteile der wichtigsten Warengruppen der ukrainischen Exporte im Jahr 2019

Hauptlastgruppe	Warenausfuhren aus der Ukraine, Millionen Dollar	Gesamtexporte der Ukraine, Millionen Dollar	Gesamtausfuhren von Gütern in Übergangswirtschaften, Millionen Dollar	Gesamtexporte von Ländern mit Übergangswirtschaften, Millionen Dollar	Balas-Index
Agrarrohstoffe	1067	50051	1595	112507	1,52
Essen	18938	50051	17357	112507	2,46
Erze und Metalle	5438	50051	7454	112507	1,65
Nichteisenmetalle	346	50051	1956	112507	0,4
Andere Erze und Metalle	5092	50051	5498	112507	2,08
Treibstoff	865	50051	26347	112507	0,07
Getränke und Tabak	614	50051	2751	112507	0,51
Fertigwaren	23097	50051	56776	112507	0,91
Chemikalien	1798	50051	11762	112507	0,34
Maschinen und Transportmittel	5222	50051	18657	112507	0,63
Elektronische Waren, ausgenommen Teile und Komponenten	386	50051	1720	112507	0,05
Eisen und Stahl	11360	50051	8364	112507	0,3
Teile und Komponenten für elektronische Waren	648	50051	1310	112507	1,08
Textilfasern, Garne, Stoffe, Kleidung	935	50051	3664	112507	0,57
Mineralische Brennstoffe, Schmierstoffe und verwandte Materialien	865	50051	26347	112507	0,075
Stoffe und Pflanzenöle, Fette und Wachse	4195	50051	876	112507	10,74
Hightech-Produktion	962	50051	3564	112507	0,6

Quelle: [1; 2; 3]

Aus den Ergebnissen kann geschlossen werden, dass die Ukraine die größten komparativen Vorteile gegenüber den Übergangswirtschaften bei der Herstellung von Stoffen und Pflanzenölen, Fetten und Wachsen hat, die einen großen Anteil dieser Produkte an der ukrainischen Exportstruktur und einen kleinen Anteil an der ukrainischen Exportstruktur ausmachen Transformationsökonomien. Auch bei der Produktion von landwirtschaftlichen Rohstoffen, Teilen und Komponenten für elektronische Güter, Nahrungsmittel, andere Erze und Metalle gibt es komparative Vorteile.

4. Schlussfolgerungen

1. Außenhandel der Ukraine – die Tätigkeit der Wirtschaftssubjekte der Ukraine und anderer Staaten, die sowohl auf dem Territorium der Ukraine als auch im Ausland stattfindet und sich auf die Vermittlung zwischen Produzenten und Verbrauchern bei der Durchführung von Kauf- und Verkaufsverträgen beschränkt oder Dienstleistungen. Der Außenhandel der Ukraine gliedert sich in Export (Export) – den Waren- oder Dienstleistungsverkehr von ukrainischen Herstellern zu ausländischen Verbrauchern – und Import (Import) – den Waren-/Dienstleistungsverkehr von ausländischen Herstellern zu ukrainischen Verbrauchern. Die Warenstruktur der Warenexporte besteht aus Nahrungsmitteln, Metallurgie, Mineralprodukten und bestimmten Arten von technischen Produkten. Die Warenstruktur der ukrainischen Importe besteht aus mineralischen Produkten, chemischen Produkten, Polymermaterialien und Fertignahrungsmitteln. Im Vergleich zum gleichen Zeitraum im Jahr 2019 gingen die Warenausfuhren aus der Ukraine um 1,7 % und die Einfuhren um 9,3 % zurück.

2. Der Index der identifizierten komparativen Vorteile ist ein Index, der in der internationalen Wirtschaft verwendet wird, um die relativen Vor- oder Nachteile eines bestimmten Landes in einer bestimmten Klasse von Waren oder Dienstleistungen zu berechnen, die durch Handelsströme nachgewiesen werden. Die Ukraine hat komparative Vorteile gegenüber Ländern mit Übergangswirtschaften bei der Herstellung von Textilien und Pflanzenölen, Fetten und Wachsen, Nahrungsmitteln, anderen Erzen und Metallen festgestellt.

LITERATURSVERZEICHNIS

1. Міжнародна економіка : навч. посіб для студ. вищ. навч. закл, Львів, 2014. 198 с.
2. Статистична інформація. URL: http://www.ukrstat.gov.ua
3. International Trade Statistics Yearbook [Електронний ресурс]. URL : https://comtrade.un.org/pb/

THE IMPORTANCE OF U.S. INFLUENCE ON INTERNATIONAL INTEGRATION PROCESSES

P. D. Mihunov,
H. I. Radchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Mihunov P. D., Radchenko H. I. The importance of U.S. influence on international integration processes. The article analyzes the main problems and prospects of integration processes using the United States as an example. The study of this issue is especially relevant because the current state of international relations between the leading countries has a very strong impact on international situations in the world. As a result, it is concluded that integration as a process is very important for the development of countries and the establishment of diplomatic relations.

Key words: economic integration, integration, international integration process, international relations, legal integration.

Мігунов П. Д., Радченко О. І. Значення впливу США на міжнародні процеси інтеграції. У статті наводиться аналіз основних проблем та перспективи інтеграційних процесах на прикладі США. Вивчення цього питання особливо актуально, адже сучасний стан міжнародних відносин між країнами-лідерами дуже сильно впливає на міжнародні ситуації у світі. В результаті, робиться висновок, що інтеграція, як процес є дуже важливими для розвитку країн та створення дипломатичних відносин.

Ключові слова: економічна інтеграція, інтеграція, міжнародні відносини, правова інтеграція, процес міжнародної інтеграції.

1. Introduction

At the present stage of development of international economic relations there are constant changes that encourage different countries to change their own interests. Due to this fact integration is becoming increasingly important for many countries.

As M. Pebro claimed, ”Integration is a complex process of interaction between states, characterized by two elements: legal form and economic content” [1, c. 72].

Back in the 30s of the twentieth century, the word “integration” was used [8, c. 11]. Integration (from the Latin integration – restoration, renewal and integer – whole) – the direction of the development process associated with the unification of previously disparate parts and elements [7, c. 210]. According to Oxford Advanced Learner's Dictionary of Current English, "The act or process of combining two or more parts so that they function together" [14, p. 675]. Integration processes can take place both in already created systems or elements, and even in new ones that have common features, but did not interact with each other. This process encourages an increase in the volume between the elements and components of its system, namely the construction of new levels of a government and bodies. The result of integration is a certain degree of integratedness, i.e., the state when the arts of the whole orderly function [7, c. 210].

According to K. Pursiainen, "the term "integration" means strengthening the interdependence and coherence of the elements of the social system" [5, c. 23]. "By means of this process politicians in personal clear national attitudes agree to transfer their trust, expectations and political activity to a new center whose institutions have jurisdiction that goes beyond pre-existing nation states," said E. Haas, a theorist of neofunctionalism integration [11, p. 2]. If we analyze the meaning of the term "integration" according to E. Haas, we can see both social (commitment to new systems) and political (building new governing bodies over the member countries of integration). Integration leads to a new center of political influence, which attracts the main subjects of the national scale [13, p. 21].

Modern integration in general has two varieties, which generally cover the main areas for the implementation of this process: economic and legal integration, the latter sometimes includes political aspects.

M. Cappelletti, F. Mancini, K. Lenarts, J. Weiler, M. Rasmussen, "Western" scholars, study integration through law which helps to explain the integration process in the European Economic Community. The process of European integration is viewed through the prism of legal doctrines, which played a key role in the level of integration in the 1980s, and moved from the explanatory to normative analysis (Joe Shaw and J. Moore, 1995; R. Bellamy and D. Castiglione, 1996; J. Weiler, W. Haltern, Fr. Mayer, 1996) [10, p. 10].

M. Kappelletti, M. Sekkombe and J. Weiler believed that the law itself is the regulator between the main economic actors in the process of integration, it regulates all relations of regulations and adequately assesses the level of scale [9, p. 4].

2. Results and Discussion

Economic integration involves removing barriers between member states for the efficiency of economic processes.

The American economist B. Balash developed the concept of regional integration, where the main principle is the difference between integration as a process and as the final state, the result. From this point of view, some ideas about integration can be characterized as degrees of ascent from its simplest, initial forms to higher and more complex.

The table clearly shows the gradual process of economic integration. Degrees of regional economic integration according to B. Balash.

Degrees of regional economic integration					
	Practices aimed at eradicating discrimination				
Forms of integration	Elimination of tariffs and quotas	Common external tariff	Free movement of production factors	Harmonization of economic policy	Unification of politics, creation of political institutions
Free trade zone			+		
Customs union	+	+			
Common market	+	+	+		
Economic Union	+	+	+	+	
Full economic integration	+		+	+	+

Analyzing this table, we can say that there are many stages to full economic integration, which gives the country the opportunity to develop different sectors of the economy based on a single legal framework.

But in general, the main stages of economic integration are taken from the table.

Stages of European economic integration

Stages	Content
Free trade zone	The abolition of duties. Quotas and other restrictions on trade between States Parties while maintaining their autonomy in customs and trade policies with respect to third countries
Customs union	Introduction of common external customs tariffs and transition to a common trade policy towards third countries
Single internal (common) market	Customs union plus the implementation of measures to ensure the free movement of services, capital and labor (including the freedom of their professional activities).
Economic and monetary union	The single internal market plus the harmonization and coordination of economic policies of member states on the basis of joint decision-making and control over their implementation, the replacement of national currencies by a single one. Unified monetary and monetary policy

It can be concluded that the main types of integration are economic and legal integration.

It is the principle of economic utility that is a necessary condition for uniting peoples into a single system. Economic integration leads to the formation of a single political and legal space. It should be noted that economic integrative unions are shorter than political ones, which are formed on the basis of the realization of economic interests. This is due to the fact that the economy is the most utilitarian sphere, each of the states is looking for the most profitable ways to function, so they often change the formats of their economic integrative associations [2, c. 25].

The “need for integration motivation” is realized in the world economy through the functioning of global, such as WTO, IMF and regional, such as the European Union, NAFTA, ASEAN trade and financial institutions, as well as trans regional bodies – ASEM (Europe and Asia), APEC (Asia, America, Russia). It should be mentioned in the regional aspect, this need works better in Europe, but China and Japan still feel less need for “integration motivation”, being members of less formalized associations – APEC and ASEAN plus three (China, Japan, South Korea). The second "need for dominance" is formed as the gap between world economic leaders and other world players is widening. This gap is based on the advantages of the former in controlling financial flows, natural resources and the benefits of their market "habitat". At the same time, this need for regional competition is strongest in Chinese and Japanese political and economic thinking [12, p. 54].

Examining the current influence of the United States, we can analyze two examples: US interference in the UN policy and efforts to influence the process of building Nord Stream-2.

US President Donald Trump said at the UN Reform Forum on September 18, 2017: “In the past few years, the UN has not been able to realize its full potential with bureaucracy and governance failures, the regular budget at the UN has grown by 140% and staff in the UN has doubled, but we do not see a result that is in line with such investment.” The United States will take first place in the UN funding. Washington pays 28.47% annually [6] for the UN peacekeeping costs, which in total $ 7.3 billion and 22% of current expenditures of 5.4 billion euros. Nowadays the United States is talking about the UN reforms, but it deviates from the issue of the Security Council. “We support the need to reform the entire United Nations without touching the UN Security Council, but if we still draw attention to the UN Security Council, the reform will have additional conditions for state acceptance: the fight against non-proliferation, respect for human rights and freedoms, democratic political regime” [4].

One of the challenges for Europe today is to build Nord Stream 2 (NS-2). This project includes various national interests, has many nuances, supporters and opponents among the world's players. Nord Stream 2 is a main gas pipeline from the Russian Federation to Germany which runs along the bottom of the Baltic Sea and is currently 80% built. It covers the economic zones and territorial waters of five countries: Russia, Germany, Denmark, Finland and Sweden. The idea of creating a gas pipeline arose when it became clear that the current Nord Stream is beginning to fade.

The problem is that the flow itself is laid from Russia and comes to Germany, thus the process of direct supply. Of course, they cannot allow Russia to spread its influence in Europe, thus abandoning the market for its liquefied natural gas. “But we have something better – large reserves of LNG. I think this is a real way out,” said Trump, answering questions from the press after the talks with Polish President Andrzej Duda. This is a logical plan of action, they do not want to lose this economically advantageous region, which in this case may become a part of the Eurasian project. "Companies operating in the Russian sector involved in the construction of main pipelines between Russia and other countries may be subject to sanctions under the CAATSA," said Heather Nauert, the head of the State

Department's press service, when asked if the Nord Stream 2 project could fall under the restrictions of Washington [3]. The diplomat stressed that the United States was not going to comment on its plans to impose restrictions. It is obvious that sanctions against the companies involved in the construction of this project may delay this process, but how long it will last we can only guess at.

3. Conclusions

Thus, integration is a direction of the development process related to the unification of previously disparate parts and elements. These same elements interact with each other and have an economic connotation. On the example of the European Union, we can see how small and medium-sized countries have become a large and successful mechanism that plays a huge role in global processes. There are two main types of integration: economic and legal integration. When the unification process begins, authorities and institutions are created that regulate relations and, based on regulations, give an objective assessment of certain processes. Regarding the stage of economic unification, it involves removing barriers between member states for the efficiency of economic processes.

REFERENCES

1. Белых А. Г. Нормы международного и национального права в условиях интеграции // Юрид. мир. 2007. № 5. С. 72.
2. Войтович Р. В. Вплив глобалізації на систему державного управління (теоретико-методологічний аналіз) : монографія / За заг. ред. д-ра філос. наук, проф. В. М. Князєва. К. : Вид-во НАДУ, 2007. 680 с.
3. Припинення використання української системи газопроводів позбавляє Україну не лише прибутку / телеканал «П’ятий». URL : https://www.5.ua/ru/ekonomyka/prekrashchenye-yspolzovanyia-ukraynskoi-systemi-hazoprovodov-lyshaet-ukraynu-ne-tolko-prybily-eksperti-199527.html (дата звернення 04.04.2021)
4. Промова Президента США Дональда Трампа. URL : https://www.youtube.com/watch?v=2-Gx7XRG5A4 (дата звернення 04.04.2021)
5. Пурсиайнен К. От слов – к делу (теории интеграции и отношения ЕС – РФ) // Современ. Европа. 2005. № 2. С. 23–38. URL :

http://www.ieras-library.ru/ documenti/soveurope/2005/pursiain.doc (дата звернення 27.03.2021)
6. Сайт виконавчого комітету СНД. URL : www.cis.minsk.by (дата звернення 04.04.2021)
7. Философский энциклопедический словарь. М. : Совет. энцикл., 1983. 840 с.
8. Шерьязданова К. Г. Современные интеграционные процессы : учеб. пособие. Астана : Акад. гос. упр. при Президенте РК, 2010. 107 с.
9. Cappelletti M., Seccombre M., & Weiler J. H. Integration through law: Europe and the American federal experience: 3 v. / M. Cappelletti, New York : Walter de Gruyter, 1986. Vol. 1 : Methods, tools and institutions. Book 1 : A political, legal and economic overview. 616 p.
10. Diez T., & Wiener A. European Integration Theory. Oxford : University Press, 2004. 346 p.
11. Diez T., & Wiener A. Introducing the Mosaic of Integration Theory: Its Past, Present and Future // Paper for presentation at the European Union Studies Association (EUSA) 8th Biennial International Conference. Mar. 27–29. 2003. Nashville. TN, Panel 8H (Unpublished). 27 p. // Archive of European integration (AEI). URL : http://aei.pitt.edu/2858/1/107.pdf (дата звернення 27.03.2021)
12. Economic Data URL: https://economicdata.ru/union.php?menu=military-political-unions&un_id-=31&un_ticker=EU&union_show=economics. (дата звернення 04.04.2021)
13. Harrison R. Europe in question: theories of regional international integration. London : George Allen & Unwin Ltd., 1974. 256 p.
14. Oxford Advanced Learner's Dictionary of Current English / Sixth Edition ; ed. by Sally Wehmeier. Oxford : University Press, 2000. 1540 p.

PROBLEMS AND PROSPECTS OF STATE SUPPORT FOR ENTREPRENEURSHIP IN UKRAINE

A. Milianovska,
M. Medvid, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Milianovska A., Medvid M. Problems and prospects of state support for entrepreneurship in Ukraine. The article analyzes the main problems and opportunities of state support for entrepreneurship in Ukraine. Entrepreneurship plays a significant role in the global economy by performing such important functions as providing jobs for the population, creating a favorable zone for competition, increasing production and service delivery, and introducing innovative processes. The development of the enterprise in the country is a kind of indicator of changes in the economy.

Keywords: economy, entrepreneurship, problems, prospects, support, Ukraine.

Міляновська А. Ю., Медвідь М. М. Проблеми та перспективи державної підтримки підприємництва в Україні. У статті аналізуються основні проблеми та можливості державної підтримки підприємництва в Україні. Підприємництво відіграє значну роль у світовій економіці, виконуючи такі важливі функції, як забезпечення робочими місцями населення, створення сприятливої зони для конкуренції, збільшення виробництва та надання послуг, впровадження інноваційних процесів. Розвиток підприємства в країні є своєрідним індикатором змін в економіці.

Ключові слова: економіка, перспективи, підприємництво, підтримка, проблеми, Україна.

1. Introduction

Entrepreneurship plays a significant role in the world economy through the implementation of such important functions as: providing jobs for the population, creating a favorable area for competition, increasing production and services and introducing innovation processes.

World experience and business practice prove that the very existence and interaction of large, medium and small enterprises, their naturally regulated (including through anti-monopoly law) optimal ratio are a characteristic feature of a market economy. As a special sector of a market economy, small and medium-sized enterprises provide quick payback, wide freedom of market choice, saturate the market with goods, services and additional jobs, help weaken monopolies in the economy and more.

The development of the enterprise in the country is a kind of indicator of changes in the economy. This is especially true of small business as the most flexible element in terms of consumer demand.

Activities and development of entrepreneurship in Ukraine are carried out under the influence of historical conditions, which, on the one hand, promote development, and on the other – inhibit them, so the study of this topic is always relevant.

The o b j e c t of the article is business activity in Ukraine.

The s u b j e c t is disadvantages and prospects of state support for domestic entrepreneurship.

The p u r p o s e of the study is to analyze the current state of domestic entrepreneurship in order to identify the main problems and solve them with the intention of overcoming the economic crisis.

The t a s k of the study is to consider the difficulties of state support for entrepreneurship in Ukraine, the emergence of their causes and prospects for business development.

2. Modern difficulties in the development of entrepreneurship in Ukraine

The state of development of domestic entrepreneurship today is in a difficult position. It was influenced by such political and economic events as: military actions taking place on the territory of our country; a sharp fall in the national currency and, as a consequence, a sharp decline in the investment attractiveness of the Ukrainian economy. Among the main problems of effective functioning of enterprises in our country are the following:

1. Contradictions of the current regulatory framework of entrepreneurship;
2. A tiny amount of small and medium-sized enterprises, as well as the short duration of their life cycle, due to lack of state support;
3. Low competitiveness of domestic enterprises;
4. Low level of introduction of innovative technologies;
5. Significant time spent on official procedures for starting a business, such as obtaining permits, licenses, inspections;
6. Increasing imports of products and services instead of establishing national production;
7. Outflow of investments and other funds abroad;

8. Lack of investment in the development of scientific and intellectual production;
9. High interest rates for the use of bank loans;
10. The existence of the shadow economy due to the imperfection of economic policy.

Analyzing the above problems, we can conclude that in comparison with developed countries, the level of entrepreneurial activity in Ukraine is unsatisfactory and needs to be significantly improved.

3. Measures to improve entrepreneurship in Ukraine

To ensure the effective development of entrepreneurship, Ukraine must apply the experience of economically developed countries.

Socio-political functions of business at the macro level are: the establishment of democratic principles of ordering society in the economic sphere; approval and dissemination of business ideology; stabilization of the socio-political balance of social relations. Instrumental socio-political functions include the dissemination of the principle of economic freedom and the coverage of the extreme poles of the labor force: young people and the elderly [3, p. 94].

In recent years, Ukrainian business has lived through significant changes for the better, namely: the development of new technologies, globalization of competitiveness, individual consumer behavior, which is expressed in the division of demand. However, due to the unstable economic situation in the country (rapid fall of the national currency) and unstable political situation (military action in the country), the prospects for the development of domestic entrepreneurship are questionable.

In such difficult conditions today, it seems impossible for Ukraine to move to European standards of doing business. However, it should be noted that many countries, which are currently full members of the European Union, have succeeded in doing so during very difficult periods of their development and formation [2, p. 103].

Entrepreneurship can achieve significant prospects in its development in the short and long term if the following measures are implemented at the state level:

1. Improving the regulatory framework of entrepreneurship;
2. Reducing pressure on business entities from regulatory authorities, combating corruption;

3. Expanding the structure of supply in the domestic market of goods and services;
4. Creating favorable financial conditions for starting and carrying out business activities, availability of financial resources for entrepreneurs;
5. Creating an effective competitive environment;
6. Development of innovation processes;
7. Strengthening attention to information support, training and retraining of personnel for business entities.

The state should support business, ensure full liberalization of business, eliminate administrative pressure and bureaucratic restrictions. Structural reforms are needed to ensure economic growth and investment inflows in Ukraine. Important conditions for entrepreneurial activity are: stable political situation; positive public opinion about the activities of entrepreneurs; the appropriate level of business culture [4, p. 79].

4. Ways to improve the financial condition of enterprises in modern economic conditions

The financial condition of the enterprise depends on the results of its production, commercial and financial and economic activities.

The main measure to improve financial condition is to increase sales revenue. In turn, the amount of sales revenue depends on:

1) sales volumes;
2) unit prices of sold products.

The main task of assessing and analyzing the financial condition of the enterprise is the timely detection and elimination of shortcomings in financial activities, to find appropriate management solutions to improve the financial position of the enterprise and prevent its bankruptcy.

There are several ways to improve the efficiency of enterprises, such as:

1. Optimization of current costs;
2. Stimulation of development of innovation and investment processes;
3. ncreasing the competitiveness of products;
4. Selection of effective means of managing the financial activities of the enterprise.

Using these ways to increase the productive activity of the enterprise, such as developing marketing strategies and business plans, assessing the financial position and results of the enterprise and attracting additional investment – the way to profitable and efficient operation of the enterprise. Another factor in improving the financial condition of enterprises is to increase sales. To do this, you need to maximize the sales activities of the enterprise. There are many methods to achieve this goal, but there is no single "recipe" for success for all businesses. The type of event depends on the characteristics of a particular company and its chosen marketing strategy. This may be the provision of discounts to customers, promotional products, the use of various types of product advertising.

Therefore, it can be noted that the financial condition is one of the most important factors in the success of the enterprise. Business owners must regularly, paying attention to detail, analyze the financial condition and, depending on the indicator that has changed, make appropriate decisions.

5. Conclusions

S u m m i n g u p , it can be argued that there are many problems in Ukraine today that prevent domestic business from developing, but their solution will help increase business efficiency, expand the business unit and reduce the shadow sector. And the main role in these transformations should be played by the government.

To date, there are no clear projected estimates of possible positive and negative consequences for the country's economy, but the prospects are clear and obvious. It is important to note that the development of the enterprise contributes to economic and social progress, overcoming poverty and ensuring a high standard of living.

REFERENCES

1. Карпенко Г. В. Шляхи удосконалення фінансового стану підприємства // Економіка держави. К., 2010. № 1. С. 61–62.
2. Кашуба О. М. Підприємство в Україні: проблеми і перспективи розвитку // Економічна наука. 2015. № 6. С. 103.
3. Проблеми та перспективи розвитку підприємництва в Україні : матеріали IX Міжнар. наук.-практ. конф. (Київ, 23–24 трав. 2017 р.) / відп. ред. А. А. Мазаракі. Київ : Київ. нац. торг.-екон. ун-т, 2017.
4. Чорна Неля. Проблеми розвитку підприємництва в Україні // Прикладна економіка – від теорії до практики : матеріали Міжнар. наук.-практ. конф. (м. Тернопіль, 27 жовт. 2017 р.). Тернопіль : ФОП Осадца Ю. В., 2017. С. 77–79.

GLOBAL PROBLEMS OF THE WORLD ECONOMY AND WAYS TO SOLVE THEM

Yu. I. Minaieva,
A. B. Kalyuzhna, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Minaieva Yu. I., Kalyuzhna A. B. Global problems of the world economy and ways to solve them. The article analyzes the main global problems of the world economy and presents possible ways to solve them in modern conditions. The study identified the main directions of development of international competitiveness of economies of different countries and analyzed the actions of states aimed at supporting priority areas. The causes of problems are considered and the analysis of their negative consequences is carried out. The essence of global economic problems and their features are revealed. The processes of global economic development and changes in the world economy at present are analyzed. The study of this topic is especially relevant, because in today's world of globalization and the pandemic period, the consequences of these problems have a particularly negative impact on the world economy as a whole.

Keywords: global economic problems, negative consequences, problems of world economy development, prospects, world economy.

Мінаєва Ю. І., Калюжна А. Б. Глобальні проблеми світової економіки та шляхи їх вирішення. У статті наводиться аналіз основних глобальних проблем світової економіки та наводяться можливі шляхи їх вирішення в сучасних умовах. У ході дослідження виявлено основні напрямки розвитку міжнародної конкурентоспроможності економіки різних країн та проаналізовано дії держав, спрямовані на підтримку пріоритетних напрямків. Розглянуто причини виникнення проблем та проводиться аналіз їх негативних наслідків. Розкривається сутність глобальних економічних проблем та їх особливостей. Проаналізовано процеси глобального економічного розвитку та зміни у світовій економіці в даний час. Вивчення цієї теми особливо актуально, тому що у сучасному світі глобалізації та періоді пандемії наслідки цих проблем особливо негативно позначаються на світовій економіці в цілому.

Ключові слова: глобальні економічні проблеми, негативні наслідки, проблеми розвитку світової економіки, перспективи, світова економіка.

1. Introduction

The a i m of the article is to study global problems in the world economy in modern conditions and the main directions of counteracting the negative consequences. The r e s e a r c h focuses on the analysis and approaches to solving global problems in the world economy. The essence of this article is to create a broad picture of current problems of the world economy, taking into account the impact of the financial crisis, pandemic and other global problems on the factors and prospects for its development in the XXI century. The r e l e v a n c e of this topic is determined by the impact of the negative consequences of global problems, which provides an opportunity to indirectly affect the economy of individual countries and the world economy as a whole. The o b j e c t of research is global problems in the world economy. The s u b j e c t of research is the analysis of global problems in the world economy and ways to solve them.

2. Results and discussion

Issues of sustainable development of the world economic system determine a comprehensive solution to existing global problems and mitigate their negative consequences. Unfortunately, various global problems arise on a regular basis, leaving far-reaching negative consequences that require further solutions. In particular, over the last few decades, global problems have alternately had a strong negative impact on the socio-economic development of civilization. Before the world could break away from the problems posed by the global financial crisis, it faced a new and more complex global crisis, the COVID-19 coronavirus pandemic. Hundreds of millions of people have been infected with the dangerous virus, several million people have already died and the world continues to struggle with the negative effects of the pandemic. Jobs were closed, tens of millions of people were left without incomes and opportunities to continue working. One of the main tasks of international organizations and countries around the world is to develop more effective measures in the short and long term to address global challenges, including the COVID-19 pandemic. It should be emphasized, that the global problems of today involve the universalization of current events and form a closed global path, characterized by a single global approach to the mechanism of economic management. Global problems have no national borders and cover all of humanity. Therefore, we need the most active measures on the part of international institutions and, above all, the world’s leading countries. Untimely consideration and failure to solve global problems can negatively affect civilization in general and leave an irreparable mark [3].

The global problems of the world economy are problems that affect the whole world and need to be solved by uniting the efforts of all members of the world community. They are interconnected and affect all aspects of human life. The most important of these problems are the following [5]:

1. The problem of overcoming poverty and backwardness.
2. Nutritional problems.
3. The problem of natural resources.
4. Environmental problem
5. Demographic problem
6. The problem of human development.

Causes of global problems:

1. The main reason – the growth and concentration of productive forces, which inevitably lead to catastrophic depletion of resources.
2. Intensive development of production leads to the deterioration of the environmental situation, to the accumulation of surplus armed forces, to economic crises and social upheavals.
3. Scientific and technological progress plays a role in creating global problems. It causes many negative side effects that affect all levels of life and threaten human life.
4. Excess capital is also one of the causes of global economic problems. The desire for profits leads to the growth of economic problems and calls into question the preservation of moral values of the individual [6].

Let's consider the identified problems in detail. Today, poverty and underdevelopment are particularly prevalent in developing countries. One of the reasons is, for example, the unequal position of these countries in the system of international division of labor. The United Nations has implemented a program to combat poverty and hunger, which includes the restructuring of international relations. This program includes [7]:

• reaffirmation of the democratic principles of equality and justice in international relations;

• redistribution of accumulated wealth in favor of developing countries;

• international regulation of development processes in poor countries.

Recently, food production has achieved significant success – the number of hungry people has almost halved (World economic outlook). However, food shortages affect much of the world's population. Many scientists believe that global food production will be able to meet the needs of the population in food in the near future. At the same time, the efforts of the world community to solve the food problem are likely to accelerate food consumption in those countries that are already experiencing food shortages.

Two problems (energy and raw materials) together form a global problem of energy and raw materials. At the same time, the problem of providing the population with energy primarily stems from the problem of raw materials, as most of the methods used today for energy production are the processing of one type of energy raw materials.

The solution to the energy and raw materials problem depends on:

1. Dynamics of demand and price elasticity.
2. Changes in energy requirements.
3. The possibility of replacing energy resources with alternative sources of raw materials and energy.

This problem is related to the environmental problem as every year the use of different types of raw materials only increases. Most of them become waste that pollutes the biosphere. The growing number of industrial companies is also polluting the environment. Moreover, there is a problem of the destruction of the natural environment (for example, deforestation) due to the irrational use of nature and its pollution by human waste.

The particular gravity of the global demographic problem stems from the fact that developing countries account for more than 80% of world population growth [8]. The main consequences of rapid population growth are:

1. Increasing resource needs.
2. Increasing consumption of resources per capita.
3. Increasing anthropogenic pressure on the environment as pollution, destruction of ecosystems, etc.

The main consequence of the rapid population growth is that in developing countries, the rapid acceleration of population growth has overtaken the modernization of production and the social sphere.

The changing conditions and structure of everyday life in the transition to a post-industrial society have led to the development of two contradictory and, at the same time, interrelated trends – the growing individualization of work and the need to be able to work in a team.

A separate task of education is to increase the level of literacy. Illiteracy in the world has declined over the past few decades, but the number of illiterates has increased. At the same time, the vast majority of illiterate people live in developing countries [1].

The negative effects of the COVID-19 pandemic have exacerbated the tense and difficult situation in the world’s poorest countries. In 2020, the world economy shrank by 4.3%, and it is unlikely that the projected recovery of the world economy to 4.7% in 2021 will offset the losses in 2020 (World economic outlook, 2021). In 2020, the number of people living below the poverty line increased by 131 million people. The pandemic has led to limited integration processes and a significant reduction in world trade. It will take a lot of time and resources to get rid of these negative consequences.

In a speech at the UN Conference on Trade and Development on UNCTAD on October 4, 2021, the UN Secretary-General stated that the pandemic had caused serious damage to the world economy, disrupted international trade, disrupted production and disrupted the transport system [7]. The human development index fell for the first time in two decades. In this context, the UN President asked the ministers of UNCTAD member countries to consider four important issues:

1) Reducing the burden of external debt, that is urgent to develop an action plan to address the debt crisis.

2) Sustainable and equitable development will restore business.

3) Resumption of international trade and increase in foreign direct investment (the ratio of trade to GDP remains below the level of the pandemic. The pandemic also reduced investment: foreign direct investment fell by 35% last year).

4) Promoting the development of a green economy.

Such small but confident actions can gradually restore the level of the world's economy [2].

The downward revision to 2021 reflects a downgrade for developed economies – in part due to supply disruptions – and for low-income developing countries, largely due to the escalation of the dynamics of the pandemic. This is partially offset by higher short-term prospects among some exporters of goods from developed countries and developing countries. In general, employment is expected to continue to lag behind production recovery.

Growth in the GDP of individual countries means that more goods and services were produced in the country, and this increased tax revenues to the country's budget. A decline in GDP could be a sign of an economic downturn. You can see these trends across countries in Table 1. Based on the data in the table, you can see that over 2 years, there has been a similar trend in most countries towards an increase in GDP. Also, looking at the data for previous years, you can make an assumption about the development trend of 2022. During the period under review, the share of countries in world GDP per capita has steadily increased. A significant part of the increase in the share of countries in world GDP per capita was provided by economic growth. The value of the indicator is due to the instability of commodity markets, political conflicts, economic crisis and pandemic.

Table 1

World economic outlook 2021

Real GDP, annual percent change	2020	2021	2022 (projections)
World output	-3,1	5,9	4,9
Advanced Economies	-4,5	5,2	4,5
United States	-3,4	6,0	5,2
Euro Area	-6,3	5,0	4,3
Germany	-4,6	3,1	4,6
France	-8,0	6,3	3,9
Italy	-8,9	5,8	4,2
Spain	-10,8	5,7	6,4
Japan	-4,6	2,4	3,2
United Kingdom	-9,8	6,8	5,0
Canada	-5,3	5,7	4,9
Other Advanced Economies	-1,9	4,6	3,7
Emerging Market and Developing Economies	-2,1	6,4	5,1
Emerging and Developing Asia	-0,8	7,2	6,3
China	2,3	8,0	5,6
India	-7,3	9,5	8,5
ASEAN-5	-3,4	2,9	5,8
Emerging and Developing Europe	-2,0	6,0	3,6
Russia	-3,0	4,7	2,9
Latin America and the Caribbean	-7,0	6,3	3,0
Brazil	-4,1	5,2	1,5
Mexico	-8,3	6,2	4,0
Middle East and Central Asia	-2,8	4,1	4,1
Saudi Arabia	-4,1	2,8	4,8
Sub-Saharan Africa	-1,7	3,7	3,8
Nigeria	-1,8	2,6	2,7
South Africa	-6,4	5,0	2,2
Emerging Market and Middle-Income Economies	-2,3	6,7	5,1
Low-Income Developing Countries	0,1	3,0	5,3

3. Conclusion

Mankind faces the difficult task of pooling forces and resources to address global challenges in the post-pandemic period. We need the most coordinated and effective forms of cooperation between countries and international organizations in the world to agree on global problems, we need new approaches to modernizing the global structure of the economic system, taking into account the effects of the pandemic. Global problems are exacerbated and are the result of advances in science and technology. Global problems can be solved or alleviated only by the joint efforts of the world community, by changing people's thinking, by realizing their responsibility for the future of mankind.

REFERENCES

1. Analysis and problems of the global economy. URL : http: //mirnarodov.ru/art/2018/10/Satya-avora-Tyshhenko-Maksim-Nikolaevich.pdf. (date of access 29.11.2021).
2. Consequences of the pandemic. URL : https://www.un.org/en/ (date of access 30.11.2021).
3. Global problems of the global economy. URL : https: //works .doklad. ru/view/KaE6pj VLkKU.html. (date of access 29.11.2021).
4. The United Nations. URL : https://www.un.org/en/ (date of access 29.11.2021).
5. The World Bank: World development report 2020. URL : https://www.worldbank.org/en/publication/wdr 2020 (date of access 29.11.2021).
6. Trends in the prevention of global problems. World Economic Forum. URL : https://www.weforum.org/reports (date of access 29.11.2021).
7. UNCTAD – United Nations Conference on Trade and Development. UR : https://unctad.org/statistics (date of access 29.11.2021).
8. World economic outlook 2021. URL : https://www.imf.org/en/Publications/WEO/Issues/2021/10/12/world-economic-outlook-october-2021 (date of access 30.11.2021).

OFFSHORE-ZENTREN IM SYSTEM DES INTERNATIONALEN GESCHÄFTS

U. I. Minayeva,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Minayeva U. I., Pirog I. I. Offshore-zentren im system des internationalen geschäfts. Der Artikel widmet sich der Analyse der Hauptaspekte der Entwicklung des Offshore-Geschäfts in der Praxis der internationalen Wirtschaftsbeziehungen. Die aktuelle Situation von Offshore-Zonen wird in diesem Zusammenhang untersucht. Die Besonderheiten der Rechtsnatur von Offshore-Zonen werden festgelegt und ihre allgemeine Einordnung wird angegeben. Das Hauptaugenmerk wird auf die Bedeutung von Offshore-Zentren im System des internationalen Geschäfts gelegt. Die Abstufung von Offshore-Zonen durch Spezialisierung nach Arten von Finanztransaktionen und anderen Dienstleistungen im Zusammenhang mit den Finanzaktivitäten des Kunden ist gegeben. Der Platz von Offshore-Zonen in den weltweiten Finanzströmen wird analysiert. Die Auswirkungen von Offshore-Zonen auf die Weltwirtschaft werden analysiert.

Schlüsselwörter: Offshore, Offshore-Finanzaktivitäten, Weltwirtschaft, Offshore-Zonen, Finanzzentren, Offshore-Systeme.

Мінаєва Ю. І., Пірог І. І. Офшорні центри у системі міжнародного бізнесу. Стаття присвячена аналізу основних аспектів розвитку офшорного бізнесу у практиці міжнародних економічних відносин. Досліджено сучасне становище офшорних зон у даному контексті. Визначено специфіку правової природи офшорних зон та наведено їх загальну класифікацію. Основну увагу приділено значенню офшорних центрів у системі міжнародного бізнесу. Наведено градацію офшорних зон за спеціалізацією за видами здійснюваних ними фінансових операцій та інших послуг, пов'язаних з фінансовою діяльністю замовника. Проаналізовано місце офшорних зон у світових фінансових потоках. Проаналізовано вплив офшорних зон на світову економіку.

Ключові слова: офшор, офшорна фінансова діяльність, світова економіка, офшорні зони, фінансові центри, офшорні схеми.

1. Einführung

In den letzten Jahrzehnten haben Offshore-Finanzaktivitäten eine bedeutende Rolle im globalen Finanzsystem gespielt. Einerseits nimmt das Volumen der Finanztransaktionen und die Zahl der globalen Finanzinstitute deutlich zu, andererseits können wir in Politik, Wirtschaft und Wissenschaft eine eher zweideutige Haltung zu diesem Phänomen feststellen. Verschiedene Arten von

Offshore-Finanztransaktionen sind tief in die Praxis der internationalen Unternehmensführung eingebettet, während Regierungen sie als Möglichkeit sehen, Steuern und Geldwäsche zu umgehen [2].

Die Relevanz dieses Themas wird durch den Einfluss von Offshore-Zonen und in ihnen tätigen Unternehmen auf die Umverteilung von Finanzmitteln bestimmt, die mit dem Zu- oder Abfluss von Kapital verbunden ist und die Möglichkeit bietet, indirekt die Wirtschaft und die Weltwirtschaft zu beeinflussen, da ein ganzes. Der Zweck dieser Kursarbeit ist es, die theoretischen und organisatorischen Grundlagen von Offshore-Zonen, Merkmale der Funktionsweise von Offshore-Jurisdiktionen unter modernen Bedingungen und die Hauptrichtungen zur Bekämpfung der negativen Folgen von Offshore-Jurisdiktionen zu ermitteln. Gegenstand der Forschung ist der Funktionsmechanismus von Offshore-Zonen, das Thema ist die Aktivitäten von Offshore-Zonen und ihre Auswirkungen auf die Wirtschaft [4].

Offshore sind ein Land oder Territorium mit besonderen Bedingungen für die Geschäftstätigkeit für ausländische Unternehmen. Darunter, niedrige oder keine Steuern, einfache Regeln der Unternehmensberichterstattung und Verwaltung, die Möglichkeit, die wahren Geschäftsinhaber zu verbergen. Mit der Schaffung einer Offshore-Zone verfolgt der Staat strategische Ziele, die sich in wirtschaftliche, soziale, wissenschaftliche und technische einteilen lassen [7].

2.1. Grundsätzen der Offshore-Zonen

Offshore-Zonen arbeiten nach Grundsätzen, die ausländische Unternehmen in diese Rechtsordnungen locken:

- niedrige oder keine Steuersätze für registrierte gebietsfremde Unternehmen;
- beschleunigtes und vereinfachtes Registrierungsverfahren für gebietsfremde Unternehmen bei gleichzeitig geringen Lizenzkosten;
- Gewährleistung der Vertraulichkeit von Daten über registrierte gebietsfremde Unternehmen, Befreiung von der staatlichen Währungskontrolle;
- die Einfuhr von importierten Geräten und Fahrzeugen, die für die Tätigkeit nicht ansässiger Unternehmen erforderlich sind, erfolgt zollfrei.

Derzeit gibt es fünf fertige kompakte Offshore-Implementierungen, obwohl es separate Offshore- und Steueroasen gibt:

1. Afrikanisch (Seychellen, Liberia, Mauritius).
2. Asien-Pazifik-Region (Vanuatu, Cookinseln, Labuan, Nauru, Samoa, Tonga usw.).

3. Karibik (England, Antigua und Barbuda, Aruba, Bahamas, Barbados, Belize, Bermuda, Jungferninseln (USA), Dominica, Montserrat, Kaimaninseln usw.)

4. Europäisch (Andorra, Zypern, Gibraltar, Guernsey, Liechtenstein, Malta, Monaco, Isle of Man, Kanalinseln usw.)

5. Naher Osten (Bahrain, Dubai, Libanon usw.) [6].

Dieser Offshore-Standort in der Nähe großer Finanzzentren und Kapitalströme hat dazu beigetragen, sie zu mächtigen verteilten Zentren globaler Finanzströme zu machen. Gleichzeitig erfordern das Internet und moderne Kommunikationsmittel viele späte Offshore-Prozesse, nicht nur in Bezug auf die Wirtschaftszentren der Welt.

Offshore-Systeme basieren auf der Nutzung von Möglichkeiten, die durch abgeschlossene Doppelbesteuerungsabkommen geboten werden. Offshore-Programme stützen sich zunehmend nicht nur auf Kauf- und Verkaufsverträge, sondern auch auf Leasingprovisionen, Trusts, Versicherungen und andere vertragliche und rechtliche Formen komplexer Handelsgeschäfte.

Der Prozess der Entstehung und Funktionsweise von Offshore sollte als Regelmäßigkeit der Globalisierung betrachtet werden. Eine der Folgen der Globalisierung der Wirtschaft ist die Verschärfung des Problems der Steuererhebung durch die Behörden. Die Verlagerung der Hauptsitze vieler Unternehmen in Offshore-Zentren ist zu einer beliebten Methode geworden, um Steuern zu vermeiden.

Staaten, die Offshore-Zonen schaffen, erhalten zusätzliche Finanzeinnahmen von Gebietsansässigen anderer Länder, dh sie erhalten Einkünfte aus dem Nichts, weil Offshore-Strukturen ihre Aktivitäten aus ausländischen Quellen finanzieren, im Ausland Geschäfte machen, aber in Offshore-Gebieten ihr Kapital konzentrieren, die notwendige, wenn auch geringe, Beiträge zu leisten, seine interne Infrastruktur zu entwickeln, zusätzliche Arbeitsplätze zu schaffen usw [1].

2.2. Sozioökonomischen Problemen von Offshore-Zonen

Nach Welterfahrungen sind die Errungenschaften von Offshore-Zonen sowohl mit der Lösung traditioneller Weltpraktiken als auch mit neuen, noch nicht erprobten sozioökonomischen Problemen verbunden.

Somit können die Errungenschaften der Freiwirtschaftszonen berücksichtigt werden:

- Erhöhung des Integrationsgrades des Gastlandes in die Weltwirtschaft;
- Effektive Anziehung ausländischer Investitionen in die nationale Wirtschaft;
- Stärkung des Exportpotenzials des Gastlandes;
- Ermutigung inländischer Firmen, ihr technisches und technologisches Niveau zu verbessern und diese Firmen zunehmend kontrollierten Arten des Wettbewerbs auszusetzen;
- Effektive Beschäftigung;
- Verbesserung des Lebensstandards der Bevölkerung zuerst in einer bestimmten Region und dann im ganzen Land;
- Die Fähigkeit von Offshore-Zonen, die Funktion einer Deponie, eines Forschungslabors zum Testen verschiedener Marktinnovationen zu erfüllen;
- Die Fähigkeit der Zone, eine Quelle des Strukturwandels im Gastland zu werden, der die Auswirkungen auf die Wirtschaft des Gastlandes durch Demonstrations- und Bildungseffekte modernisiert;
- Erleichterung des Übergangs von einer geschlossenen zu einer offeneren Wirtschaft;
- Steigerung der Innovationsfähigkeit des Territoriums.

Die Lösung des letztgenannten Problems ist vielversprechend und beinhaltet die praktische Umsetzung der Idee, sogenannte „Entwicklungszentren“ in der Volkswirtschaft zu schaffen.

Die Nachteile von Offshore-Gebieten in der Planungsphase der Entwicklung und des Betriebs können berücksichtigt werden:

- Ungerechtfertigt hohe Investitionen in die Organisation der Zone gegenüber dem Volumen der ausländischen Investitionen;
- Der Wunsch der in den Zonen ansässigen Firmen, den Inlandsmarkt als Abladeplatz für Waren zu nutzen, die nicht den internationalen Standards entsprechen;
- schwache Rückkopplung von Firmen in der Zone mit dem Gastland, was dazu führt, dass die komparativen Vorteile des Landes, insbesondere seine natürlichen Ressourcen, nicht wirksam umgesetzt werden können;
- Kulturschock ausländischer Investoren in der Freien Wirtschaftszone (dies wird nach Ansicht westlicher Experten ein erhebliches Manko in den neuen Staaten im internationalen Vergleich sein);
- Ignorieren der psychologischen Barriere, die bei der Organisation der Einreise von Bürgern des Gastlandes in die Offshore-Zone entsteht, sowie des

ungerechtfertigten Versuchs, politische und national-kulturelle Probleme durch die Schaffung von Offshore-Zonen zu lösen;

- Hohe Unvorhersehbarkeit, Unmöglichkeit genauer Wirtschaftsprognosen für das weitere Funktionieren der Zone;
- Unangemessene Ausweitung der Vorteile auf fast alle Aktivitäten in der Zone und auf den Betrieb aller Untertanen der Zone, die sich aus der großen Anzahl und Mehrdeutigkeit der von ihren Planern und Organisatoren vor der Zone gesetzten Ziele ergibt [5].

Die oben genannten Errungenschaften und Mängel von Offshore-Zonen könnten nützliche Lehren für die neuen unabhängigen Staaten sein, die es für notwendig erachten, Offshore-Zonen als einen der Wege zu nutzen, um zum Wirtschaftswachstum des Staates und als Instrument der globalen wirtschaftlichen Integration beizutragen.

Es gibt eine Reihe von Faktoren, die die Entwicklung des Offshore-Geschäfts in der Ukraine stimulieren. Die wichtigsten sind: Steuerbelastung und Ineffizienz der Fiskalpolitik, ungünstiges Investitionsklima und starke Motive für Kapitalexporte ins Ausland, hohe Investitionsrisiken und der Einsatz von Offshore-Systemen zur Verschleierung des Eigentums an Investitionsobjekten in der Ukraine, Kriminalisierung der Wirtschaft und Einsatz von Offshore-Systemen zur Geldwäsche [3].

Die Entwicklung jeder der Offshore-Gerichtsbarkeiten hat ihre eigene Geschichte, die viele Merkmale der Gesetzgebung jedes Territoriums bestimmt. Darüber hinaus führen der Wettbewerb im Bereich Offshore-Geschäft sowie andere externe und interne Faktoren ständig zu neuen Gesetzesinnovationen.

Die wichtigsten Rechtsakte, die die Merkmale einer bestimmten Offshore-Region bestimmen Gerichtsbarkeiten haben in der Regel Gesellschaftsgesetze. Eine wichtige Rolle spielt auch die Gesetzgebung zum Bank-, Versicherungs- und Treuhandmanagement, die die Möglichkeit bietet, eine vollständige Palette von Offshore-Dienstleistungen anzubieten. In einigen Jurisdiktionen gibt es kein spezielles Steuerrecht, das im klassischen Offshore-Bereich übernommen wird.

3. Schlussfolgerungen

Die wachsende Bedeutung von Export-Import-Transaktionen durch Abrechnungen über Offshore-Zonen bietet zahlreiche Möglichkeiten zur Manipulation von Vertragspreisen [9].

Die Einstufung erfolgte unter anderem aufgrund des Rechtsstatus; Gesetzgebung des Territoriums, das sie in 100% Offshore, Länder mit

Vorzugsbesteuerung, administrativ-territoriale Einheiten mit niedrigem Steuerniveau unterteilt; Grad an Zuverlässigkeit; Seriosität. Angesichts dieser Merkmale werden alle Offshore-Gerichtsbarkeiten in 3 bedingte Gruppen unterteilt: Die erste Gruppe sind kleine Länder der Dritten Welt, die gebietsfremden Unternehmen keine oder eine Mindestbesteuerung vorsehen und nur die Eintragung eines gebietsfremden Unternehmens in das staatliche Register berechnen. Die zweite Gruppe sind die Staaten, die gebietsfremden Unternehmen eine steuerliche Vorzugsbehandlung gewähren, jedoch die Bereitstellung von Informationen und Buchführung verlangen. Die dritte Gruppe sind die entwickelten Länder, die formal nicht zu Offshore-Zonen gehören, aber unter bestimmten Bedingungen niedrigere Steuersätze bieten. Mit der Schaffung einer Offshore-Zone verfolgt der Staat strategische Ziele, die sich in wirtschaftliche, soziale, wissenschaftliche und technische einteilen lassen. Gründe für die Tätigkeit des Offshore-Geschäfts sind der Abbau von Handelshemmnissen; Verringerung der Währungskontrolle; Instabilität der Weltwirtschaft, hohe Besteuerung in vielen Ländern usw [8].

LITERATURSVERZEICHNIS

1. Бабанін В.А. Економічні основи розвитку офшорного бізнесу // Фінанси і кредит. 2013. № 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. Гетманцев Д. Можливості та перспективи офшорного бізнесу // Фінансовий ринок України. 2010. № 5. С. 27–28.
4. Кумок С. І. Офшорні компанії: обзори, коментарі, рекомендації. М. 2010. 256 с.
5. Лазарева О. Офшорні горизонти // Юридична газета. 2018. № 21. С. 19.
6. Сирник О. Про деякі наслідки торгівлі металопродукцією через офшорні зони // Економіка України. 2010. № 6. С. 73–78
7. Турчинов О. В. Тіньова економіка: закономірності, механізми функціонування, методи оцінки. К., 2017. 195 с.
8. Хейфец Б. А. Офшорні юрисдикції в глобальній та національній економіці. М. : ЗАО «Видавництво «Економіка», 2015. 335 с.
9. Черепухина Н. Правила офшорного бізнесу // Ринок капіталу. 2018. № 11. С. 68.

FOREIGN LANGUAGES AS AN IMPORTANT FACTOR IN INTERNATIONAL RELATIONS

D. O. Morhun,
O. Y. Sergeeva (language supervisor)
V. N. Karazin National University, Kharkiv

Morhun D. O., Sergeeva O. Y. Foreign languages as an important factor in international relations. The article is devoted to an important tool of interstate communication, namely foreign languages, and their role in international relations. The author describes foreign languages as an important factor influencing the processes of globalization and internationalization, and contributes to the political and economic development of countries. The article discusses the influence of foreign languages on the interaction between cultures. Urgent issues related to foreign languages and conflicts between different nationalities are addressed. As a result, it is concluded that foreign languages are an integral part of public life, and their role will only grow, becoming the main means of communication.

Keywords: foreign languages, globalization, international communication, international relations, progress.

Моргун Д. О., Сергеєва О. Ю. Іноземні мови як важливий фактор міжнародних відносин. Стаття присвячена важливому інструменту здійснення міждержавної комунікації, а саме іноземним мовам, та їх ролі в сфері міжнародних відносин. Автор дає характеристику іноземним мовам, як важливому фактору, що впливає на процеси глобалізації та інтернаціоналізації, та сприяє політичному й економічному розвитку країн. В статті говориться про вплив іноземних мов на взаємодію між культурами. Розглядаються нагальні проблеми, що пов’язані з іноземними мовами та позначаються на конфліктах між різними національностями. В результаті робиться висновок, що іноземні мови є невід’ємною частиною громадського життя, а їх роль буде лише зростати, становлячись основним засобом спілкування.

Ключові слова: глобалізація, іноземні мови, міжнародні відносини, міжнародна комунікація, прогрес.

1. Introduction

The o b j e c t of the article is a comprehensive study of foreign languages as a means of communication in the field of international relations. The s u b j e c t of the article is the role of foreign languages in the development of international relations, taking into account the processes of globalization and internationalization. The p u r p o s e of the research is to study the meaning and influence of foreign languages on the development of international relations between countries, and the linguistic problems that exist in the modern world. For this, it is very important to analyze the factors, to find out why foreign languages play a big role in the communicative direction, what problems and possible ways to solve them.

Despite the fact that international relations means relations between countries, in fact, they concern not only countries or governments, but also citizens, firms and organizations. Relationships take place between actors in politics, economics, culture and science. Language plays an important role in this relationship. Language is also a tool and a means of realizing other relationships. Consequently, the language factor cannot be ignored in international relations.

Language is an important factor in the implementation of interethnic cooperation. Linguistic competencies are important in the formation of world culture, the interweaving of state foundations and the strengthening of interaction between peoples. In turn, this has a beneficial effect on the processes of globalization and internationalization, contributes to the political and economic growth of the country.

Foreign languages play a crucial role not only in the field of international relations, but also in business, information, and communication. They are an effective and efficient means of contributing to socio-economic, scientific, technical and general cultural progress.

2. Current state

The modern world has entered the stage of a dynamically changing worldview. With the active development of scientific and technological progress, the time and space frames are erased, which makes it possible to communicate with people from all over the world.

International relations can be defined as a set of various political, economic, social and environmental relationships between sovereign countries, international organizations, non-governmental organizations, international corporations and public institutions at the global, regional or international levels.

The processes of globalization, the expansion of international and intercultural relations in various areas of public life create the need for the development of free communication between people.

Today it is rather difficult to imagine the development of science, culture, education outside of international, intercultural communication.

Interaction between cultures is an integral part and essential component of the cultural and historical process. But only recently began the process of their qualitative transformation, transformation into world ones, in the meaning of global interdependence. Cultural contacts, while continuing to be a stimulus for original national development, have become a factor in the process of world integration, a means of forming a unified system of world ties.

In addition, intercultural interactions between states and peoples play an important role in the system of international relations. Today it is impossible to find ethnic communities that would not have experienced the impact of both the cultures of other peoples and the broader social environment that exists in certain regions and in the world as a whole. The result of this is the rapid growth of cultural exchanges and direct contacts between state institutions, social groups, social movements and individuals from different countries and cultures.

The modern development of international relations between states serves as a reason for enhancing knowledge about the cultural characteristics of countries and peoples. This is facilitated by an intercultural approach to learning a foreign language. It is an essential element of the culture of the people – the bearer of this language and a means of transmitting it to others, helps to know the spiritual wealth of another people, to better understand own culture and the culture of their people, raises the level of humanitarian education, contributes to entering the world community.

A foreign language is an integral part of all spheres of public life. It is not just a means of communication, but at the same time an instrument of professional activity. The level of knowledge of a foreign language has a significant impact on the outcome of negotiations, as well as on the solution of foreign policy, economic and socio-cultural problems. Knowledge of languages gives an advantage in the labor market.

The role of foreign languages as a means of international communication will only grow, becoming the main means of communication. A foreign language gives a person much more opportunities to learn about the culture and traditions of other countries.

A foreign language develops the ability to think creatively, analyze, understand the surrounding situation, and also be competitive.

3. Problems of foreign languages in international relations

Problems with the use of languages often lead to conflicts between different population groups or even between neighboring countries.

The language spoken by a person is usually one of the key elements of their identity. Language is not only a communication tool; it also has an important symbolic meaning in determining how a person is perceived by other people and how he sees himself and his place in society. That is why the language issue is so controversial and politicized.

The use of the state or official language is considered proof of a person's connection with the state. In some regions, the use of minority languages in public places (for example, on street signs, sometimes using a different alphabet) is perceived or presented as an undesirable reminder of a multicultural and multilingual society.

The language spoken by a person, in addition to its symbolic meaning, has a large practical impact on various areas of his life, including access to education, employment, health services, social security and participation in society as a whole. As a result, unbalanced and unjust language laws and policies can be damaging in the long term to certain groups in society and social cohesion.

In many European countries, the use of languages is regulated by law. This is often done with the aim of strengthening the knowledge and use of one official or state language. Despite the legitimacy of this goal, the authorities often pursue it without proper consultation with representatives of linguistic minorities and not taking into account their rights and needs. Sometimes laws on the use of languages are accompanied by enforcement measures. In some cases, their main task is to strengthen the dominant position of the majority of the population and limit the rights of representatives of national minorities.

Such initiatives most often exacerbate tensions and further polarize society.

Therefore, it is very important, especially where there have already been conflicts on ethnic or linguistic grounds, that everyone understands that without a sound language policy that recognizes diversity and takes into account different languages and cultures, it is impossible to achieve reconciliation and long-term cohesion in society.

Thanks to various international legal instruments, there are instruments for the peaceful and balanced regulation of issues related to the use of different languages in a modern and increasingly diverse society.

Language policy should seek to harmonize the needs of speakers of different languages, the state and society as a whole, and not deepen the gap between different groups on the basis of linguistic differences.

Another issue is laws and policies that encourage the use of a particular language. These generally binding rules should not lead to discrimination against certain groups of the population. Therefore, before introducing new measures of language regulation, the authorities should carefully assess their possible disproportionate impact on representatives of national minorities.

Thus, a pragmatic approach is needed that takes into account the real needs of different groups in society and aims to achieve balance, compromise and reconciliation. Within the framework of this approach, it is necessary to strive for the full observance of the rights of representatives of national minorities, peaceful interaction between people of different ethnic and national origin and the creation of equal opportunities for the participation of each person in the life of society.

Therefore, states must create an environment where diversity is not considered a threat, where all members of society can safely use their mother tongue without fear of discrimination, and where at the same time everyone can speak the same common language.

4. Conclusion

Thus, we can conclude that foreign languages are the most important instrument of international communication. They play a significant role in the field of international relations, and also make a great contribution to political, economic, cultural and technical progress. The processes of globalization, the expansion of international and intercultural relations in various areas of public life create the need for the development of free communication between people, which in turn accelerates the process of internationalization of states. Foreign languages contribute to a favorable outcome of negotiations, as well as the solution of foreign policy, economic and socio-cultural problems.

At the same time, there are a lot of problems associated with language policy, which often contributes to the growth of conflicts between different ethnic groups. But in most cases, conflicts can be avoided if state policy is guided by pragmatic approaches and respect for the rights of national minorities.

REFERENCES

1. Попович Н. Розвиток мови як віддзеркалення впливової ролі держави // Вісник Національної академії державного управління. 2011. С. 267–275.
2. Литвиненко О. М. Актуальні проблеми правового забезпечення мовної політики держави // Національний інститут стратегічних досліджень. URL : http://old2.niss.gov.ua/articles/122
3. Finsen S. B. The Power of Language. Language policies of international institutions. URL : https://skemman.is/bitstream/1946/24089/1/Svava%20Berglind%20Finsen%20MA.pdf

APPROACHES TO FORECASTING SOCIO-ECONOMIC PROCESSES

M. Y. Morieva,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Morieva M. Y., Ponikaryova A. Y. **Approaches to forecasting socio-economic processes.** The article analyzes the main problems and prospects of approaches to socio-economic forecasting. The essence of the forecasting process in general and its position in the control system are considered. The main functions of management of socio-economic processes are defined, taking into account the stages of the management cycle. The topic is especially relevant, because today the external conditions of the market and society are changing very rapidly and you always need to be prepared for the possible consequences of actions in these conditions. Given this, nowadays the forecasting process is quite complex, so specialists in this field are in great demand in the market.

Keywords: forecasting, management, methods of forecasting, planning, socio-economic process

Морєва М. Ю., Понікарьова А. Ю. **Підходи до прогнозування соціально-економічних процесів.** У статті наводиться аналіз основних проблем і перспектив підходів до соціально-економічного прогнозування. Розглянуто сутність процесу прогнозування взагалі та його позицію в системі управління. Визначено основні функції управління соціально-економічними процесами, враховуючи етапи управлінського циклу. Тема є особливо актуальною, оскільки сьогодні зовнішні умови ринку і суспільства дуже стрімко змінюються і завжди потрібно бути готовим до можливих наслідків дій у цих умовах. З огляду на це, у наш час досить комплексним є процес прогнозування, тому спеціалісти у цій сфері мають великий попит на ринку.

Ключові слова: методи прогнозування, планування, прогноз, соціально-економічний процес, управління.

1. Introduction

Every economic system seeks to prepare for the possible consequences of negative events, to determine what and how to do in order to minimize the manifestation of negative consequences or to maximize the positive consequences for their own good. In science, such methods are combined under the general name of “prognosis”. The study of forecasting problems against the background of a dynamically developing market economy in the emerging fierce competition of economic units is a necessary condition for their successful operation. The o b j e c t of the study is the socio-economic processes. The s u b j e c t is problems and opportunities forecasting these processes in nowadays circumstances. The p u r p o s e of the article is to systematize and generalize information about scientific and methodological research in this area. In this regard, the following tasks must be solved:

- determination of theoretical bases of organization of system of forecasting of social and economic development of economic systems;
- consideration of different approaches to defining the essence and technology of forecasting;
- identifying the position of forecasting in the control system.

2. The role of forecasting in management

Many prominent scientists have dealt with this problem. In the twenties of the last century N. D. Kondratiev wrote a book "Plan and Forecast" on the problems of planning and forecasting. As a starting point of the forecasting methodology the so-called genetic and teleological (target) principles of the plan are considered. Also as bases of methodology of forecasting in the "Principles of the Perspective Plan Construction" V. N. Bazarov considered genetic and teleological (target) beginnings of creation of the plan. A. N. Kovalevsky concluded his main ideas in the work "On the Methodology of Long-Term Planning" (1924). The scientist notes that the plan for the restoration and reconstruction of national production should be built not genetically, but teleologically, not by projecting the future actual dynamics of the real, but through the targeted construction of transformations. In 1985 the book of A. G. Granberg "Dynamic models of the national economy" was published, which most fully describes the method of "statistical forecasting", which reveals trends and patterns based on the simplest forms of forecasting (extrapolation in time based on time series) and using more advanced statistical methods based on the equation regression.

Management of socio-economic processes is a set of management decisions and actions aimed at creating favorable conditions for the necessary changes in the economy and social sphere. The main functions of management of socio-economic processes are divided into stages of the management cycle. Each of the cycles has its own purpose within the problem.

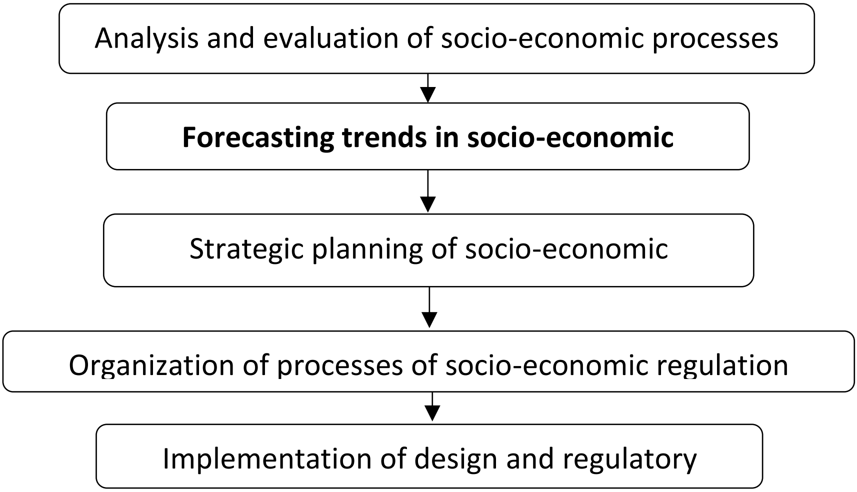


Fig. 1. The main functions of management of socio-economic processes

Economic forecasting is based on the assumption that the future state of the economy is largely predetermined by its past and present states. The future also contains elements of uncertainty. This is explained by the following points:

• the presence of not one, but many options for possible development;

• the operation of economic laws in the future depends not only on the past and present conditions of the economy, but also on managerial decisions that have yet to be taken and implemented;

• incompleteness of the degree of knowledge of economic laws, deficiency and insufficient reliability of information.

Forecasting today is an independent management function for a clear justification of the project, purpose, program, plan, decision. Forecasting leads to the decomposition of economic system management processes. And the effectiveness of planning directly depends on the quality of the forecast. Forecasting in management provides solutions to important tasks:

• identification of socio-economic development goals;

• identification of options for economic development;

• formation and selection of appropriate ways of development;

• identification of possible risks and ways to prevent them;

• identification of needs, analysis

• resource provision, etc.

Based on these tasks, forecasting is rightly given a place at the head of the management system.

An important role in improving socio-economic forecasting, increasing the reliability of the developed forecasts also belongs to the applied scientific discipline, which studies the patterns and methods of developing forecasts for the development of objects of any nature – forecasting, including economic forecasting.

3. Forecasting methods

Forecasting methods are a set of measures and ways of thinking that are carried out on the basis of analysis of retrospective data, as well as measurements within a given phenomenon or process. Currently, there are more than 150 methods that differ from each other in the degree of complexity, principle of operation, availability, as well as methods of obtaining and processing information about the object, and others. According to the degree of formalization, the methods are divided into two large groups:

• intuitive or expert assessment methods: based on intuitive-logical thinking and used in cases where it is impossible to take into account the influence of many factors due to the excessive complexity of the forecasting object or the object is too simple and does not require time-consuming calculations;

• formalized: the basis of these forecasting methods is a mathematical theory that increases the reliability, accuracy of forecasts, which facilitates the processing of information and forecast results, which significantly reduces the time of its production.

The division of methods is conditional, in practice the methods interact and complement each other. None of the methods in its pure form can give an accurate forecast and reliability, and in some combination, they are more effective. For example, elements of extrapolation and modeling must be included in the forecast assessment.

4. Conclusions

The analysis of existing scientific research and publications on economic forecasting allowed us to conclude that the issues of application of combined (mixed) forecasting methods, among which formalized and intuitive methods can be distinguished, are deeply studied, but the problems of forecasting methods are insufficiently studied. The problems of risk management at the stage of forecasting economic activity are insufficiently covered, which in the current conditions of economic instability creates a great demand for qualitative forecasts.

REFERENCES

1. Бідюк П. І., Баклан І. В., Литвиненко В. І. Моделювання та прогнозування нелінійних динамічних процесів. Київ: ЕКМО, 2004. 121 с.
2. Геєць В. М., Клебанова Т. С., Черняк О. І. та ін. Моделі і методи соціально-економічного прогнозування : підручник. Харків: "ІНЖЕК", 2008. 396 с.
3. Ганчук А. А., Соловйов В. М., Чабаненко Д. М. Методи прогнозування : навч. посібник. Черкаси : Брама-Україна , 2012. 140 с.
4. Присенко Г. В., Равікович Є. І. Прогнозування соціально-економічних процесів. Київ: КНЕУ, 2005. 378 с.

THE MASS MEDIA AS A TOOL FOR SHAPING THE IMAGE OF THE COUNTRY

M. R. Morozova,
M. M. Medvid, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Morozova M. R., Medvid M. M. The media as a tool for shaping the image of the country. This article focuses on the media as a tool for shaping the image of the state, as well as the influence on the formation of the reputation of the state by the mass media, which contribute to the emergence of stereotypes and patterns associated with the state. The roles of the digital brand and the media representation of the state are determined, and the features of the functioning of the territorial image in the media sphere are analyzed.

Keywords: digital brand, image of the state, mass media, media, media image, reputation.

Морозова М. Р., Медвідь М. М. ЗМІ як інструмент формування іміджу держави. У цій статті розглядається питання ЗМІ як інструменту формування іміджу держави, а також впливу на формування репутації держави засобами масової інформації, які сприяють появі стереотипів та шаблонів, що пов'язані з державою. Визначено ролі цифрового бренду та медіа-репрезентації держави, а також проаналізовано особливості функціонування територіального іміджу у медіасфері.

Ключові слова: ЗМІ, імідж держави, медіа, медіаобраз, репутація, цифровий бренд.

The object of the article is the process of shaping the image of the country whereas the subject is mass media as a tool for shaping the image of the country. The aim of the research is to identify the role of mass media as a tool for shaping the image of the country.

A destination's national reputation is a set of images of a destination accumulated in people's minds over time. Reputation differs from image in that it focuses on long-term impressions built around multiple images and actions. In an organizational context, reputation is usually ascribed two dimensions: how stakeholders perceive the quality of particular attributes of a destination and the degree to which the destination is collectively recognized. In addition, from a business perspective, reputation is defined as the combination of a destination's public popularity, its public respect, and the qualities or attributes associated with it. A destination's national reputation determines the degree of effort that marketers need to put into building a tourism brand. And a huge influence on the formation of a destination's reputation is exerted by the media, which contributes to the emergence of stereotypes and patterns associated with the destination.

These stereotypes can have both positive and negative impact on the perception of the destination, can both help in branding of the destination, and greatly complicate this process. And the responsiveness of marketers to the emerging negative or positive trends in the visibility of the destination by mass media depends on the possibility of neutralization of negative influences or strengthening and use of favorable opportunities.

Media representations of destinations are the way in which mass media present destinations. Media representations play a decisive role in the context of shaping the image of the destination. The acceptance of territories, including countries and more significant tourist destinations, depends on how they are represented by mass media. Although images are created and transmitted through numerous channels, including direct experience, oral and audio-visual media, the latter are one of the main ways of spreading information about the destination.

The digital territory brand plays a major role in the dissemination of information about different places, their unique monuments, as well as in the proper positioning of destinations. That is why representatives of organizations engaged in the creation of national brands and community tourism organizations report their main efforts in this area. This is reflected in investments in social networks such as Facebook, Twitter, Instagram, LinkedIn and others, and also digital projects and mobile add-ons to make visible the cultural, gastronomic and tourist offers of the country, audioguids on cities, museums, various mobile devices of navigation are being created [3, p. 14]. Media information is especially important (often critically important) for territories distant from world centers. Distant destinations, in particular, depend entirely on their coverage by mass media to make them known to the world. Moreover, media representations of territories remote from the world's centers are accepted as true by those who do not live there, as there are no other ways for consumers to learn about a distant destination. In connection with this, the media also serve as the main source of stereotypes and images associated with remote areas. Mass media can also transform distant places into privatized areas that may be of interest to people living thousands of kilometers away. However, the opportunities in remote areas to become known to potential “consumers” through media statements are limited by the tendencies of the media themselves to provide information, as well as its selection and likenesses.

For the formation of the required image and a good reputation of the territory it is important how and how often it is presented in the media. According to Simon Anholt, there are four types of media coverage (representation) of territories:

– the territory is mostly portrayed negatively;

– the territory is rarely portrayed in the media, and if it is portrayed, it is only in a negative context, usually associated with crime, social problems, natural disasters, etc. Territories are covered frequently and mostly positively, e.g., about cultural events, tourist activity or investments;

– territories are mostly ignored by the media, but when they are mentioned, it is mostly in a positive light.

S. Carroll identified and suggested that marketers, when developing a destination promotion strategy, should take into account certain regularities that can help them understand the impact of media coverage of news on the reputation of the country [6, p. 105].

Evaluate the coverage of news about the destination in mass media. The more coverage of news about a destination in mass media (the wider the audience a publication, website, blogger, etc. has), the more awareness the public has about the territory, the brighter its image. This aspect will be important for marketers to identify such a key parameter in the promotion of the country as 'recognition'.

To find out how information is presented, what attributes of the country are remembered, and what terms are used when presenting the material. A content analysis of mass media will help here. This aspect will be important for identifying such a key parameter in the promotion of the destination as 'associations'-stable perceptions associated with the destination [1].

Determine the importance (sign) of media coverage of news about the destination - positive or negative. This will be reflected in the appropriate public perception of the mentioned attributes of the destination (for example, such attributes as “bulba” for Belarus, “lilo” for Ukraine, etc.). This aspect will be important for determining such a key parameter in the destination's promotion as ‘loyalty’.

How can the potential of mass media be used for the benefit and not to the detriment of a particular country and its reputation in the domestic and foreign arena? First of all, it is worth remembering that the media are a key audience with which communication must be established. The basis of interaction with mass media is the formation of a constant flow of information. And even if it is about the foreign audience, the formation of this flow is first of all within the country, because the national media will be the source of information in foreign mass media. Therefore, one of the main target groups is foreign journalists working in the country and with information about the country. You should systematically find information leads that allow you to continuously form an information flow. For this purpose it is necessary to give as much information about the country as possible [9]. Often its advantages are often taken for granted by its own people, and we do not consider it necessary to specifically inform foreign audiences about them. For communication with mass media, it is necessary to give accurate information, not to offer reliable information, but to give your version and explain your position. Journalists themselves are a key and very demanding audience in the process of shaping a positive image of the country. In order to ensure effective communication with journalists, it is necessary to build relationships on an equal partnership basis. To this end, you must trust the activity of journalists and respect their desire to publish information that is truly valuable and relevant to their audiences. For foreign journalists, it is especially important to think about the disseminators of information (for example, official media) and the level of openness of sources for obtaining information 'first-hand'. Thus, the intrusiveness of opinions, even for the sake of good intentions, will lead to the fact that foreign journalists will look for other approaches, to form a parallel order of the day. Thus, for the successful formation of a positive image of the country, the information provided must be as competitive as possible and meet the standards accepted in the modern media environment [5].

However, mass media are not only a mirror in which reality is depicted: a number of factors have a significant influence on the media representation of various phenomena, processes and situations. Journalists are not passive fixers of events: reporting on the same situation, journalists see it differently, film it differently, write about it differently. These differences between what was "real" and what was published in the media have long attracted the critical attention of intellectuals and the public. American social scientists R. Merton and P. Lazarsfeld found the reason for this phenomenon in the feeling of deception in which people feel in relation to mass media. Clarifying and summarizing the statement, we can say: mass media have been the subject of normative expectations throughout their history – they were expected to conform to certain societal norms and ideals, and throughout their history mass media have met them to a very low degree [2, p. 87]. Thus, there are factors in the social and professional field of journalists that influence the creation of a certain media portrayal of reality in mass media. We cannot exclude these factors, they are ontologically characteristic of an individual person, social group and society as a whole. To see the world within certain limits, frameworks, extending them, but without the possibility to take them away completely – this is a peculiarity of human cognition, first formulated by I. Kant and brought to light by the philosophers of the twentieth century.

Thus, mass communication is not limited to the spread of objective information about real events – in order, the means of communication implicitly and inadvertently transmit the point of view, someone's view of the situation. "The personal opinion of the communicator, which represents a certain approach and political tendencies, is seen between the rows. At the time when the public receives news about the events, it takes on a personal viewpoint and the position of the broadcaster. Thus, the media have an extraordinary ability to inexplicably change the views of the audience. The media image of the country, which is formed by the media, is, in fact, a "processed reality". This processing, collection and dissemination of information is invisible to the audience; therefore, when receiving information from the media, it considers that it gets a complete and objective picture of the country in question [7, p. 82]. Due to the fact that the media have the power to control public opinion, their assessment of current policy and international news indirectly affects the public's perception of the country and the views and attitudes of society. In addition, when they publish some news and discuss certain issues, the media emphasize their own point of view and their own methods of solving them, choose a personal position for their talks and articles, and all this influences the assessment and attitude of the public towards the perception of this or that country.

The limits of mass media capabilities in creating national images are determined primarily by the strengths and weaknesses of the media themselves, as well as by the scope of powers given to them by the state. Thus, in our opinion, the main criterion of media influence in shaping one or another image is the authority of this media on a national and international scale. Another significant factor is the level of 'proximity' between mass media and the state. Within the country it is determined by the distance between the authorities and the media head, and internationally by the relationship between the media of one country and the government of another country or by the level of interaction between the two countries. The relationship between two countries depends on whether or not their interests converge [8, p. 170].

Mass media are not only the main source of information, but also the main way to influence it. The purpose of mass media is to inform people, to inform the outside world, and their goal is not ‘mirror image’, but purposeful choice. Orienting themselves on their own system of values and information orientation, and depending on the conditions of reality, they focus on those moments that they consider important, Arrange them, form the order of release of news, and only then, having composed the message of facts, transmit the information to the audience. У. Lippman called the process of ‘reconstructing reality’ (or ‘determination of the subject of discussion’). Regardless of whether it is an unrevised representation of reality or a one-sided view of the events, the created subject of the discussion in any case influences the public by changing its views and judgments. The subject of discussion is determined by mass media independently, and it is indirectly used in the formation of the state image [4, p. 322]. The way in which the public sees its country determines the public’s mindset. Based on the spread of information (or based on certain relations of interest and ideology), mass media either report news in a neutral and objective way, or they increase the significance of a certain event, or, by twisting the facts, they create labels and become the subject of public discussion. This is how the public's view of national image is defined, controlled and shaped.

Mass media play a significant role in shaping the image of the country. The media is an authoritative source of information and has become not only a participant but also an influential mediator in international affairs: through them a certain point of view on the political situation and human values is expressed. Listeners and viewers take in information and unknowingly accept the point of view of the person who transmitted this or that information to them. Thus, the media have considerable power to inexplicably change the views and perceptions of their audience.

Thus, we can consider 'media images' (images of objects in mass media) and "media images" (images of objects in mass media) to be ‘media representations’ – representations of both images and images in mass media, and images of various objects. In our opinion, the term ‘representation’ is appropriate to explain the existence of two main mechanisms in mass media – representation of reality and its construction.

REFERENCES

1. Анишина Д. В. Основные элементы имиджа государства. Москва, 2011. URL : https://lomonosov-msu.ru/archive/Lomonosov_2011/1225/1430_6eae.pdf (дата звернення 17.11.2021).
2. Большаков С. Н., Бодрунова С. С. Формирование позитивного имиджа страны: политические метафоры, стереотипы и параллелизмы. Проблемный анализ и государственно-управленческое проектирование. 2011. № 6. Т. 4. С. 87–92.
3. Гавра Д. П. Внешний имидж государства: понимание категории и структурные модели. Имидж государства/региона: современные подходы : сб. науч. тр. СПб., 2009. Вып. 3. С. 3–17.
4. Качинська Н. О. Комунікативні тактики формування привабливого міжнародного іміджу держави. Гілея : науковий вісник. Зб. наук. пр. Київ. 2010. Вип. 36. С. 318–329.
5. Качинська Н. О. Політичний імідж держави: структурні та комунікаційні компоненти феномену. URL : http://www.viche.info/ journal/1738/ (дата звернення: 17.11.2021).
6. Кулеба О. В. Роль сучасних інформаційно-комунікативних технологій у формуванні міжнародного іміджу держав. Інвестиції: практика та досвід. 2011. No 3. С. 104–107.
7. Осмоловська А. О. Чинники формування образу країни на міжнародній арені. Політичне життя. 2018. № 2. С. 80–85.
8. Петкова О. Методичні аспекти дослідження іміджу країни. Політичний менеджмент. № 5. 2008. С. 168–174.
9. Семенова А. В., Корсунская М. В. Контент-анализ СМИ: проблемы и опыт применения. Москва. 2010. URL : http://socioline.ru/files/5/308/semenova_a.v._korsunskaya_m.v._-_kontentanaliz_smi_problemy_i_opyt_pri-meneniya_-_2010.pdf (дата звернення: 18.11.2021).

HUMAN DEVELOPMENT INDEX AS AN INDICATOR OF THE LEVEL OF ECONOMIC DEVELOPMENT OF THE COUNTRY

D. S. Mosiienko,
E. V. Dovhaniuk, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Mosiienko D. S., Dovhaniuk E. V. Human Development Index as an indicator of the level of economic development of the country. The article considers the index of human development and the features of its calculation, when this index appeared and how many countries are included in its calculation. The main aspects of this indicator have been studied. The main task of the state has also been defined. When calculating the index, three basic points are used, which are discussed in the article. It is also important to know the reasons for using the human development index, why it is used around the world, and what depends on the level of human development. Important aspects for improving the index and enhancing its effectiveness as an indicator of the country's social situation have been considered. Ukraine's position in HDI assessments is highlighted, as well as the importance of knowledge of foreign languages for better awareness of indicators and for international relations.

Keywords: human development index, human potential, national economy, state policy.

Мосієнко Д. С., Довганюк Е. В. Індекс людського розвитку як індикатор рівня розвитку економіки країни. У статті розглянуто індекс людського розвитку та особливості його обчислення. Висвітлено, коли з’явився цей індекс та скільки країн входить в його обчислення. Досліджено основні аспекти даного показника. Також визначено головне завдання держави. При підрахунку індекса використовуються три базових пункти, які розглянуто в статті. Також важливим є те, які причини використання індексу людського розвитку, для чого він висвітлюється на світовий доступ, та що залежить від рівня розвитку людського потенціалу. Проаналізовано, на що спрямована державна політика. Розглянуто важливі аспекти для покращення індексу та підвищення його ефективності як індикатора соціальної ситуації в країні. Висвітлено позицію України в оцінках ІЛР. Показано важливість знань іноземних мов для кращої обізнаності в показниках та для міжнародних зв’язків.

Ключові слова: державна політика, індекс людського розвитку, економіка країни, людський потенціал.

1. Introduction

The o b j e c t of the article is comprehensive research on the human development index. The s u b j e c t is problems and prospects for the development and effectiveness of human potential. The p u r p o s e is to investigate the index of human development, featuring its calculation and importance for improving the living standards of the population, determine the rating of Ukraine for the HDI indicator at the international level, identify the most problematic points, analyze methods of measuring the welfare of the country, investigate aspects of measuring the human development index as one of the indicators of the country's welfare analysis, determine Ukraine's position in HDI assessments, and the role of investment in human capital in the development strategies of Ukraine.

2. Current state of industry

The socio-economic development of a country directly depends on the level of human development. The main goal of development is to provide people with conditions in which they can live a long and healthy life, get an education, and have decent material conditions. Thus, at the present stage of development, it is important for society to provide a search for “ways to improve the quality of human living conditions”. Since the index data is published annually in the UN report, everyone should know foreign languages to understand all the indicators accurately. Countries are also cooperating to improve the level in some areas.

There are a number of internationally recognized indicators of human development potential, which include, in particular:

1. high and increasing life expectancy at birth;
2. low and declining morbidity, along with affordable prices for medical care;
3. high and growing educational opportunities and level of education people;
4. citizens' personal and economic security, as well as the security of social groups and regional social formations;
5. the ability to work for a decent salary;
6. equal rights to social support and access to social benefits;
7. favorable state of the environment with low level of pollution, etc. [3]

There are three ways to increase the level of human development:

- firstly, maintaining a satisfactory state of health;
- secondly, obtaining an education that meets modern requirements;
- thirdly, ensuring a decent standard of living.

Given the indicators of human development, we can compare the standard of living in countries, as well as examine public policy and socioeconomic programs [5].

In 1990, Pakistani economist M. Huck developed the human index of development, which has been used by the UN since 1993 for its annual report on human development.

When calculating the human development index, three indicators are taken into account:

1. Average life expectancy at birth-estimated longevity.
2. The education index measures the literacy rate of the adult population of the country and the aggregate share of pupils and students.
3. Standard of living, estimated in terms of GDP per capita at parity purchasing power in US dollars [2].

So, the HDI rate shows how much more a country needs to do for raising the living standards of citizens. The most popular way to measure quality of life is methodology American organization “International Living”, which includes nine indicators:

1. the cost of living;
2. leisure and culture
3. the state of the economy
4. condition environment;
5. civil liberties;
6. health status;
7. infrastructure development;
8. personal security;
9. climate conditions.

Of these, the most important ones are the cost of living and the level of the economy.

The main tasks of the state are to make people's lives more comfortable, increase their income, and make them fairer by protecting their rights. There are different opinions on the influence of the state and the individual on the country's welfare indicators. It is also necessary to take into account both objective and subjective human indicators of capital because their totality really reflects the level and quality of human capital, which determines not only the quantitative parameters of human development but also quality, that is how comfortable and free a person feels in the state [2; 5].

We can say that Ukraine has made progress in increasing its revenue population in areas such as education and health. When Ukraine gained independence, compared to other European and Central Asian countries, its HDI was higher, and now it has reached 0.779 and is ranked 74th in the world. The high level of education in Ukraine has always had a positive effect on the country's image, although we are not in the first place in the world literacy rankings. However, economic indicators negatively affect the human development index [3].

Due to the concept of human development, there is a new and promising approach to understanding the progress of society. It focuses on the person. Thanks to it, important economic and social problems can be solved in different countries, including in Ukraine. And also, to expand opportunities for the development of disabled people and their active participation in society.

The level of development of the state depends on human capital, with its knowledge and qualifications.

Human capital is the knowledge accumulated as a result of stock investment, skills, abilities, qualifications, training, motivation, experience, and health, which are characterized and cannot be separated from it, used in social production to promote age-labor productivity, economic and social efficiency, and increase the competitiveness of the economy, while also affecting the personal income of man, enterprise, and society as a whole.

Among the main forms of investment in human capital are such things as education, health care, preparation for the production process, etc. Today, human capital is seen as a source of high income in the future. Thus, investments in this capital are connected both with the economic and with the social side of the production process.

It should be noted that four priority areas of human development for Ukraine are: increasing the role of each individual in society; expanding their opportunities to decide their own destiny, that is to make decisions and be responsible for them:

- ensuring social justice for all: in the distribution of income and wages based on their quality, intensity, and quantity; in access to education, health services, employment, and social goods;

- achieving effective employment, which would be in contrast to the current state, providing not only social status but also the welfare of workers, stimulating legally effective activities rather than a shadow labor market;
- achieving environmental safety as the level of pollution
- the environmental situation in Ukraine exceeds all limits, and in many regions, life has become simply dangerous.

There is a need for urgent and clear reforms and awareness of the need for a purposeful policy of human capital formation at the level of countries. The tool for such a policy is to use the world experience of intensive accumulation of human capital for the development of a national economy. Therefore, such reforms need to be carried out in the fields of education, medicine, culture, science, etc. [1].

Thus, the socio-economic level of the state depends on the level of human development. So, the state must take care of welfare people, increase their income, protect their rights, and make their working and living conditions more comfortable.

Public policy should be aimed at improving the performance and welfare of the country. This will allow every Ukrainian to be satisfied with their own life and allow Ukraine to take a worthy place in the international arena.

3. Conclusions

In order to stimulate the development of domestic human capital, the government should carry out effective reforms in areas such as health, education, culture, the labor market, and science.

In order to improve the index and increase its efficiency as an indicator of the social situation in the country, it is necessary to implement such changes. Employment and unemployment rates, money invested in social programs, the number of children in families and the possibility of obtaining a good education for them, the number of minors who drink alcohol or smoke, and so on are all factors in need.

Therefore, this issue is quite relevant at the present stage and needs further study.

REFERENCES

1. Індекс людського розвитку. Статистика ПРООН. Київ, 2018. URL :

https://www.ua.undp.org/content/ukraine/uk/home/presscenter/pressreleases/2018/human-development-indices--where-does-ukraine-rank--.html [Дата звернення: 04.12.2021].
2. Индекс человеческого развития (2). URL : https://works.doklad.ru/view/TetxKACkBr8.html [Дата звернення: 02.12.2021].
3. Roser M. Human Development Index (HDI). URL : https://ourworldindata.org/human-development-index [Дата звернення: 04.12.2021].
4. Human Development Indicators. Human Development Reports. URL : http://hdr.undp.org/en/countries/profiles/UKR [Дата звернення: 02.12.2021].
5. Human Development Index. World Health Organization. URL : https://www.who.int/data/nutrition/nlis/info/human-development-index [Дата звернення: 03.12.2021].

THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM BUSINESS AND INTERNATIONAL INFORMATION

A. Moskalets,
M. Medvid, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Moskalets A., Medvid M. The role of foreign languages in the development of tourism business and international information. The article researches the role of foreign languages in the development of tourism business and international information. The tourism business is one of the most profitable and important sectors of the economy of any country. Its development is facilitated by many factors, which include foreign languages. Research on this topic is especially relevant because, despite the pandemic of coronavirus infection, this branch of business is considered very promising and financially profitable for countries and populations. Summing up, the knowledge of foreign languages plays a key role in the development of international tourism.

Keywords: development, foreign languages, key role, tourism business.

Москалець А., Медвідь М. Роль іноземних мов у розвитку туристичного бізнесу та міжнародної інформації. У статті проводиться дослідження щодо ролі іноземних мов у розвитку туристичного бізнесу та міжнародної інформації. Туристичний бізнес є одним з найприбутковіших та найважливіших секторів економіки будь-якої країни. Його розвитку сприяють низка факторів, до яких входять іноземні мови. Дослідження саме цієї теми особливо актуально, адже не зважаючи на пандемію коронавірусної інфекції, ця галузь бізнесу вважається досить перспективною та фінансово-вигідною для країн та населення. В результаті, робиться висновок, що знання іноземних мов відіграє роль найважливішого чиннику розвитку міжнародного туризму.

Ключові слова: іноземні мови, ключова роль, розвиток, туристичний бізнес.

1. Introduction

The o b j e c t of the article is the research of the role of foreign languages in tourism and international information. The s u b j e c t is the importance of foreign languages in the development of international tourism. The a i m of the study is to analyze the significance of languages in the improvement of tourism business and its role in international information. To achieve this, it is crucial to determine how the most important and spoken languages affect the quantity and quality of travel internationally.

2.1. Use of foreign languages for the current day in tourism industry

The proficiency in multiple foreign languages is a basic prerequisite for successful communication in the tourism industry. In today's globalized world, The importance of language in tourism has grown exponentially and has come to influence all aspects of social and multilingualism is viewed as an investment in the future [4]. Today in the world there are a huge number of languages and dialects, but only a few are the most important and are valid. First of all, these are English, French, Spanish, Russian, Portuguese, Hindi and Arabic [5].

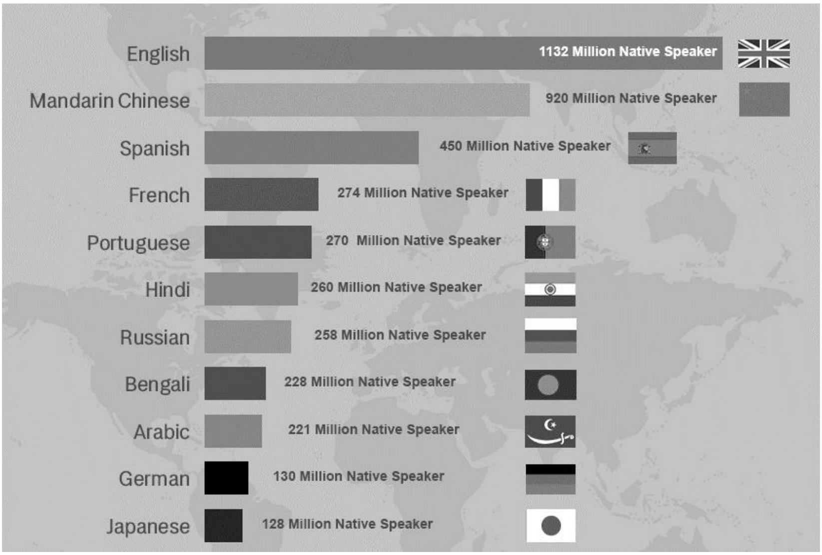


Fig. 1. Most spoken languages in the world

Foreign languages are one of the most important factors in the development of international tourism. The use of certain languages is not limited to their country of origin. A language such as Spanish is widespread not only in Europe, it is also used by people in South American countries.

English, in turn, can be heard on any continent of the world. English is considered the main language of international tourism since it made a serious impact on the initial development of international relations. Multilingual services play an essential role in the field of travel and tourism

[3]. English, French, Spanish, German seem to be the most useful languages in the tourism industry. Over the past few years, tourists from China and German-speaking countries have increasingly become active worldwide.

International tourism is the totality of travel and tourist exchanges, tourist movements from one side to another. Also, it comprises inbound tourism and outbound tourism, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips [2]. Nowadays international tourism is the fastest growing industry in the world. Specialists in the field of tourism have to deal with the solution of communicative problems every day: business meetings with foreign partners, signing contracts, negotiating sales conditions and, of course, working with foreign tourists. All this requires from an employee of the tourism industry not only knowledge of the language, but also knowledge related to the culture, history of the country, with whose representatives the tourism manager is currently working. Knowledge of foreign languages is important for tourism sphere workers, as well as, for travelers. Experienced travelers feel the need to know at least one foreign language especially during independent tourism, which is becoming more and more in demand lately time. During this type of tourism, tourists often communicate with the local population speaking native or common language, which is English. However, even though English has become the official language of communication, new opportunities for learning foreign languages are constantly emerging thanks to the development of international tourism.

2.2. Future prospects for learning foreign languages

International tourism can increase motivation and effectiveness of teaching a foreign language. Recently, language training tours have gained popularity and distribution among clients of various ages (children, students, and more adults). Educational tours are a type of tourism when during trips a tourist combines rest with study. Language training tours create conditions for the participants for tourist recreation and for learning a foreign language. Children and adults improve their knowledge during such tours. Entrepreneurs and businessmen are also can be interested in mastering the spoken business language that they need to conduct various negotiations. Language training tours are mainly organized to countries where the national languages are common in the world. In this way, a mutually beneficial influence is created that develops international tourism and foreign languages.

2.3. Foreign languages and international information

Intercultural communication is the communication of people from different countries of the world and different continents in one language. Freedom of movement, communication and exchange of information unites millions of people of different nationalities around the world. Thanks to the knowledge of a foreign language, individuals can freely use, share and study international information on an equal footing with people of other nationalities.

3. Conclusions

S u m m i n g u p , we can say that the knowledge of foreign languages plays the key role in the development of international tourism. Today there is a huge number of languages and dialects, but if you know the most massive of them, then you can travel to almost all countries on all continents, and you can also understand the inhabitants of these states and be understood by the local population. Therefore, the knowledge of foreign languages is so important for the further development of one of the most profitable economic sectors – international tourism. International tourism is an industry with millions of people of all different nationalities. This is the reason why the knowledge of foreign languages and intercultural communication is very important for the national economies.

REFERENCES

1. Англійська мова і туризм. URL : https://www.edutur.org/eng/angliyskiy-yazyik-i-turizm
2. GLOSSARY OF TOURISM TERMS. URL : https://www.unwto.org/glossary-tourism-terms
3. Language Career in Travel & Tourism Industry. URL : https://www.studyfrenchspanish.com/career-in-travel-tourism/
4. Language in tourism. URL : https://www.consenso-global.com/en/language-in-tourism/
5. 20 Most Spoken Languages in the World in 2021. URL : https://www.ccjk.com/most-spoken-languages-in-the-world-2020-2021/

ENGLISH
IN FOREIGN TRADE RELATIONS
OF UKRAINE

V. Y. Mykhailiuk,
I. V. Davydenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Mykhailiuk V. Y., Davydenko I. V. English in foreign trade relations of Ukraine. The article gives a description of the characteristics of the English language in the foreign trade of Ukraine, examines the modern level of the English language in Ukraine. The reasons for choosing English as an international language and the peculiarities of its use as an international language are determined.

Key words: English, international foreign trade, incoterms, rating, second language.

Михайлюк В. Ю., Давиденко І. В. Англійська мова у зовнішньоторговельних відносинах України. У статті наведено характеристику англійської мови у зовнішній торгівлі України, розглядається сучасний рівень англійської мови в Україні. Визначаються причини вибору англійської мови як міжнародної та особливості її використання як міжнародної мови.

Ключові слова: англійська мова, друга мова, інкотермс, міжнародна зовнішня торгівля, рейтинг.

Introduction

In the 21 century, the whole world is becoming accessible and familiar for all the people living on the planet Earth as the English language is commonly used as a language of international communication even though there are some various cultures, traditions and regions. As the English language has gained the common qualities, it has become the global language among the speakers of thousands of different languages. Since technology is progressing, there are huge changes taking place in the society everywhere in the world.

The o b j e c t of the article is English as an international language within trade relations of Ukraine. The s u b j e c t of the article is the growing role of English as a second language in Ukraine. The p u r p o s e of the article is to study the reasons for the globalization of the English language. The r e l e v a n c e of this article is determined by the enormous importance in the foreign trade of Ukraine, also the need to introduce English as a second language in the country.

Due to its territorial location, Ukraine has always been a key crossroads between West and East. Therefore, hundreds of years ago one could see traders of Chinese silk, Indian spices and others with their goods. Thus, in order to purchase any product, it was necessary to find a common language.

Unfortunately, previously there was no single language that everyone knew, so those who could communicate with foreigners were worth their weight in gold. And since there were almost no such people, any trade was comparable to torture, because neither the merchant nor his buyer could clearly understand each other, which took much more time than it could have been.

Now there is a language that is being taught at school, and that is English. It is the language of the Anglo-Frisian subgroup of the western group of the Germanic branch of the Indo-European language family. English is the most important international language, which is a consequence of the colonial policy of the British Empire in the 19th century and the global influence of the United States of America in the 20th and 21st centuries [3]. There is a significant variety of dialects and dialects of the English language. As English has got the common qualities, it has been accepted as the global language among the speakers of thousands of different languages [4].

English originated in the early Middle Ages as a descendant of the Anglo-Saxon language, which was spoken by the Anglo-Saxons. It became native to the majority of the population of Great Britain, and with the territorial growth of the British Empire spread to Asia, Africa, North America and Australia [5]. After the British colonies gained independence, English remained either the native language of most of the population (USA, Canada, Australia, New Zealand), or one of the official languages (India, Nigeria). English is taught in educational institutions of many countries as a foreign language [7].

English is the native language of about 335 million people (2003), the third native language in the world after Chinese and Spanish, its speakers (including those for whom it is a second language) – over 1.3 billion people (2007). It is among the official and working languages of the United Nations.

English, without a doubt, can be considered a truly universal language. It ranks second in the world in terms of the number of speakers, is the official language in 70 countries, and the English-speaking countries account for about 40% of the world's GNP.

English is understood by specialists and educated people all over the world. It is the language of the world's media, film, television, popular music and information technology. Many English words are familiar and understandable to people all over the planet. And Ukraine is no exception.

In 2020, Ukraine joined the group of countries with intermediate English proficiency. In the EF EPI World Ranking [1], which since 2011 determines the place of countries in terms of knowledge of the English language, Ukraine took 44th place. This is five places higher than in 2019.

In connection with the chosen course of the Ukrainian authorities towards European integration, knowledge of English as the main language of international communication is gaining additional weight. The language of international communication, as a rule, is the language spoken within a certain region. Basically, all over the world, the English language is used as an international language, and Spanish, French, and German are also widespread.

To secure the status of the language of international communication in Ukraine for the English language, the Law of Ukraine "On the language of international communication in Ukraine" should be developed and adopted. In the process of preparing the relevant draft law, the experience of the language policy of Georgia, Lithuania and other countries should be used. As the experience of the language policy of Georgia and Lithuania shows, the consolidation of the status of English as the language of international communication can help protect the state language from artificially created competition from the Russian language [2].

Countries with such a linguistic environment are more likely to be invested by transnational corporations. This creates opportunities for the rapid development of domestic entrepreneurship, which follows the ideas of the WTO [8]. For example, dirty production transnational companies are usually located in those states where they cannot find workers to create intellectual products, mainly because of the problem of not knowing foreign languages. In order to bury chemical or nuclear waste on some territory, the population does not need to know any foreign language. But in order to create software, develop biotechnology, you need a thorough knowledge of English by all staff.

Conclusion

The introduction of English as an international language in Ukraine will simplify the task of drawing up INCOTERMS contracts [6] due to terminology, because in this case there will be no misunderstanding on the part of the terms of each of the parties.

REFERENCES

1. Історія англійської мови ; посібник для студентів та викладачів вищих навчальних закладів. Вінниця: НОВА КНИГА, 2004. – 4 с.
2. Костенко О. Мовою міжнародного спілкування в Україні має бути англійська // День. 2012. № 134.
3. Brigit V. The History of the English Language. Oxford University Press, 2008. 88 p.
4. David Crystal. English as a Global Language. Cambridge, UK; New York : Cambridge University Press, 2003.
5. Education First. URL : https://www.ef.com/wwen/
6. INTERNATIONAL CHAMBER OF COMMERCE. URL : https://iccwbo.org/
7. Research Journal Of English (RJOE) Vol-4, Issue-1, 2019. URL : www.rjoe.org.i
8. World Trade Organization. URL : www.wto.org.

CURRENT TRENDS OF INTERNATIONAL FRANCHISING

S. S. Mykhalevska,
I. V. Zmiyova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Mykhalevska S. S., Zmiyova I. V. Current trends of international franchising. The article examines the importance of the international franchising system as the method of running international business. This work considers the essence of international franchising, its main aspects and types, as well as the main development prospects and current trends. The conducted research gives grounds to conclude that currently franchising is one of the few instruments that is characterized by a relatively low level of risk and has a stable level of profitability.

Keywords: franchisee, franchiser, franchising, franchise, perspectives, system, trends.

Михалевська С. С., Змійова І. В. Сучасні тренди міжнародного франчайзингу. У статті досліджується актуальність системи міжнародного франчайзингу як ведення міжнародного бізнесу. У цій роботі було розглянуто суть міжнародного франчайзингу, його основні аспекти та види, а також головні перспективи розвиткута сучасні тренди. Проведене дослідження дає підставу зробити висновок, що франчайзинг є в даний час одним з небагатьох інструментів, який характеризується порівняно низьким рівнем ризику і володіє стабільним рівнем прибутковості.

Ключові слова: перспективи, система, тренди, франчайзинг, франчайзер, франчайзі, франшиза.

1. Introduction

The a c t u a l v a l u e of this topiclies in the fact that the process of formation and development of small business takes place in the conditions of sharp limitations of financial resources granted by state and local budgets, lack of effective financing, lending and insurance. The p u r p o s e of this work is to identify and analyze the place of franchising in the economic development of the country and its role in the globalized system of world economic relations.

The o b j e c t of this article is the system of international franchising. The s u b j e c t of research is the peculiarities of its development in the modern world.

2. Franchising in the world economy

The popularity of franchising is stipulated by the fact that it creates favorable conditions for the expansion of sales networks in both national and foreign markets, as well as allows you to increase the number of offices in a short period of time and at lowcost. For a country with a franchise business, this means attracting foreign direct investment, which meets the needs of enterprises in resources and allows them to improve the quality of their products and generally increase the country's competitiveness.

Today, international franchisinghas a strong position in all countries. The number of franchisors and, accordingly, franchise networks are growing rapidly. According to the International Franchising Association, at the end of the first decade of the twentieth century there were about 16.5 thousand franchisors, more than 1.2 million franchisees, total network sales amounted to 1.4 trillion US dollars, and employment in this area of business fluctuated at 12 million people [4].

The current trend of the world economy shows that franchising is used as an effective form of business organization that reduces the risk for small and medium enterprises. Thanks to franchising relations, modern technologies are rapidly advancing both in the field of production and in the field of services. The most active growth of franchising systems in the world has occurred over the past two decades. World practice has shown that franchising is one of the most effective ways to develop business.

Franchising is an alternative form of doing business, which looks like this: a large company that has gained popularity and a clear position in the market and has its own original business strategy to expand and reach a larger audience gives (sells) an individual entrepreneur or group of entrepreneurs a license (franchise) provision of services under the trademark of his company and with the use of know-how, trade in goods and production, for a certain period and under the conditions specified in the contract [5].

3. Advantages and disadvantages of franchising

There are several advantages and disadvantages of franchising [1].

<u>Advantages</u>:

- *Increased ability for franchisor to expand.* As franchisees finance their own units, franchisors can grow without making a major investment.

- *Recognized name, product, and operating concept.* Consumers know they can depend on products from franchises such as Pizza Hut, Hertz, and Holiday Inn. As a result, the franchisee's risk reduces and the opportunity for success increases. The franchisee gets a widely known and accepted business with a proven track record, as well as operating procedures, standard goods and services, and national advertising.

- *Management training and assistance.* The franchisor provides a structured training program that gives the new franchisee a crash course in how to start and operate their business. Ongoing training programs for managers and employees are another plus. In addition, franchisees have a peer group for support and sharing ideas.

Disadvantages:

- *Loss of control.* The franchisor has to give up some control over operations and has less control over its franchisees than over company employees

- *Cost of franchising.* Franchising can be a costly form of business. Costs will vary depending on the type of business and may include expensive facilities and equipment. The franchisee also pays fees and/or royalties, which are usually tied to a percentage of sales. Fees for national and local advertising and management advice may add to a franchisee's ongoing costs.

- *Restricted operating freedom.* The franchisee agrees to conform to the franchisor's operating rules and facilities design, as well as inventory and supply standards. Some franchises require franchisees to purchase from only the franchisor or approved suppliers. The franchisor may also restrict the franchisee's territory or site, which could limit growth. Failure to conform to franchisor policies could mean the loss of the franchise [1].

The areas of the economy in which franchising is most common are: fast food, retail, services, road transport and maintenance, construction. Depending on the content of the franchise, the following types of franchising are distinguished: production, product, service, business format franchising. Recognized leaders in franchising in the world are the United States, Canada, China, Korea, Japan, Australia, European countries (including Germany, France and the United Kingdom). Among these industries, the best indicators are those engaged in the production of fast food, restaurants and enterprises engaged in the production of automotive products [3].

4. Types of international franchise models

There are different types of international franchise models: master franchising, regional franchises, direct franchising and area development.

Master franchisingis one of the most popular international franchise models, and is considered to be one of the simplest ways to expand a franchise overseas. In a master franchising model, the franchisor chooses a master franchisee for the target country or region, and awards them master franchise rights, which are usually very similar to the rights of a franchisor in a local franchise system, in exchange for a larger investment in the franchise. Most master franchisees are natives of the targeted country, as they will have a greater and more in-depth understanding of the politics, regulations, market and culture in their country, and potentially have existing networks that they can utilise for the benefit of the brand.

RegionalFranchises are a good choice for a franchise model moving into a larger country or area, where it can be difficult for one master franchisee to manage the franchise operations across the whole area. In these franchise areas, regional franchising is an option for franchisors.

Direct Franchising is a franchise model where the franchisor retains control and licensing of the franchise completely. In a direct franchising model, the franchisor continues their role in a very similar way to during domestic franchising. This kind of franchising requires a lot of resources and time on the part of the franchisor, as they will be providing the same level of training, recruitment and support to franchisees as the franchise expands rapidly and the difficulties of moving into a new market are overcome. Direct franchising is usually carried out remotely due to the centralised nature of the model, and works better in expansion to markets with similar cultures, languages, legal systems and regulations, such as between Canada and the USA, or the Scandinavian countries.

AreaDevelopment is used mostly in markets or sectors where sub-franchising isn't permitted, and involves a development agreement between the original franchisor and a new franchisee, who will take on the role of franchisor in the new region. In development agreements, the territory of a country or region is often split up in a similar fashion to regional franchising [6].

5. General trends of franchisingin 2019

1. According to the FNB Business consulting agency[2], last year one of the maintrends in franchising has become a growing customer focus: business models that allow you to personalize a product or adapt it to customer needs have become more widespread.

2. The popularity of various online marketing mechanisms is growing, social networks are increasingly being used to interact with the audience; therefore, more and more digital promotion franchises appear on the market.

3. Franchisees are becoming multi-brand: they buy several franchises to cover the widest possible audience and stabilize cash flow.

4. The supply of health and education franchises is growing rapidly. That, on the one hand, is a response to consumer demand, and on the other hand, it speaks of the risk of an imminent oversaturation of the market

5. Millennials will increasingly take over Support Offices**.** A growing number of franchisor support office departments are being led by a younger, new breed of leader. While they bring a refreshing openness to diversity and new ideas, the communication skills of this generation are biased to text based formats. They can be impatient with verbal communcations, and fragile when receiving criticism, which can cause tensions in relationships with older franchisees. Ensure your support office team receive regular professional development support in how to maintain empathetic, two.

6. Greater transparency, fairness and citizenship will be expected**.** In 1984, Twisted Sister screamed "We're not gonna take it anymore". Today, a new sense of social justice is sweeping the world, fueled by growing disillusionment in public institutions, and the short-sighted, self-serving behaviour of some businesses. Expect calls for more disclosure by franchisors on how marketing funds are spent, more transparency over decision-making processes, more fairness around fees and supplier rebates, more accountability around culture and behaviour, and more responsibility for the social and environmental impact of products.

6. Conclusion

So franchising is the creation of a wide network of homogeneous enterprises with a single brand, adhering to the same conditions and style, using the same methods and forms of selling goods or services, the most important of which are uniform quality requirements for goods or services and uniform prices and are regulated centrally. International franchising allows the franchisor to be present in many markets at no additional cost. One of the main advantages of such a strategy is the high speed of creating a network of franchises in one or more countries, as well as favorable conditions for entering both small and large markets.

REFERENCES

1. Franchising: A Popular Trend. URL : https://opentextbc.ca/businessopenstax/chapter/franchising-a-popular-trend/ (accessed on 30.11.2021)
2. Franchising: Trends for the Year Ahead. URL : https://www.franchiserelationships.com/gregs-tips/10-franchising-trends-for-the-year-ahead/ (accessed on 29.11.2021)
3. Franchising: Types of Franchising. URL : https://courses.lumenlearning.com/boundless-business/chapter/franchising/ (accessed on 30.11.2021)
4. International Franchise Association. URL : https://www.franchise.org/ (accessed on 30.11.2021)
5. Scott A. Shane From Ice Cream to the Internet: Using Franchising to Drive the Growth and Profits of Your Company. URL : https://www.ebooks.com/en-us/book/227269/from-ice-cream-to-the-internet/scott-a-shane/ (accessed on 28.11.2021)
6. What is International Franchising? URL : https://www.franchisecompany.co.uk/international-franchising/ (accessed on 29.11.2021)

TRANSFORMATION OF LABOUR MARKET IN THE CONDITIONS OF MODERN CRISIS

A. S. Nepochatova,
T. O. Astapova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Nepochatova A. S., Astapova T. O. Transformation of labour market in the conditions of modern crisis. The crisis of the XXI century caused by the COVID-19 outbreak has affected all spheres of human activity. The article analyzes transformation processes in the labour market under the influence of the coronavirus pandemic and digitalization. The role of the state in crisis situations is considered. As a result, the author makes a conclusion thatit is necessary to adapt to modern conditions both the workers and the state mechanisms for regulating the labour market.

Keywords: crisis, digitalization, labour market, pandemic, unemployment.

Непочатова А. С., **Астапова Т. О. Трансформація ринку праці в умовах сучасної кризи.** Криза XXI століття, викликана спалахом COVID-19, торкнулася всіх сфер людської діяльності. У статті аналізуються трансформаційні процеси на ринку праці під впливом пандемії коронавірусу та цифровізації. Розглянуто роль держави в кризових ситуаціях. У результаті автор робить висновок про необхідність адаптації до сучасних умов як працівників, так і державних механізмів регулювання ринку праці.

Ключові слова: безробіття, криза, пандемія, ринок праці, цифровізація.

1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of Ukrainian labour market during a Covid-19 pandemic and accelerated digitalization. The t o p i c is the problems and opportunities for the development of the labour market during a pandemic, taking into account the possibilities of digitalization, as well as government measures to stabilize the situation. To achieve this, it is crucial to analyze the the trend and dynamics of employment, the unemployment rate, the impact of the situation on the labour market on certain aspects of digitalization.

2. Current state of the labour market

The coronavirus pandemic has become a global phenomenon affecting all countries of the world. The crisis that began in March 2020 was the catalyst for a sharp slowdown in economic growth. If earlier crises were caused mainly by economic processes, then in 2020 the COVID-19 pandemic became the “black swan” [6, p. 5].

The pandemic has intensified the following negative processes in the society: a decrease in income and the loss of its main source, a decrease in the availability of basic goods, a deterioration in social stability and an increase in the criminalization of the social sphere.

The changes taking place in the labour market are serious and have mixed consequences. A decrease in the demand for labour in many professions, an increase in the number of unemployed, changes in the format and conditions of employment contribute to structural changes in the labour market [1, pp. 4–5].

3. Problems of developing

In Ukraine, even before the crisis, there was an increase in the number of unemployed, but the crisis intensified this trend. Despite the official statistical indicators of the unemployment rate in the country, which shows only a small increase in the number of unemployed, their real number is significantly higher. It should be noted that in Ukraine, the officially unemployed are people who have received this status at the employment centre.

So, according to forecasts of the Institute of Demography and Social Research named after Ptukha NAS of Ukraine, the level of poverty in Ukraine among the working population at the end of the first half of 2020 was 42.4%. Since February 1, 2021, it grew to 50% [5].

Since the unemployment rate depends on the ability of the population to carry out labour activities, workers in the service sector (in particular, the restaurant, hotel and tourism business), culture and entertainment, passenger transportation, and additional education are most at risk of being cut.

The World Travel and Tourism Council estimates that the COVID-19 pandemic could cause the disappearance of about 50 million industry jobs [2].

In general, low-skilled workers were the most affected by quarantine measures, as they rarely have the opportunity to work remotely. This means that quarantine measures can have a regressive effect on the distribution of the population's income. Those employed in education, health care, and utilities turned out to be less vulnerable in these circumstances.

In the context of a pandemic, the number of unemployed is growing due to the forced reduction of jobs in organizations associated with the inability to pay employees wages, as well as the inability of some employees to work remotely, and the increase in informal employment. Many employees, despite not losing their jobs, also become more vulnerable due to further uncertainty [Центр прикладних досліджень, 2020, pp. 12-24].

The pandemic crisis is an incentive to accelerate the digitalization of the economy, as measures taken to contain the spread of the coronavirus are forcing businesses to move their operations online. However, digitalization trends complicate the situation of the economically active population. Automation of some types of activities allows employers to reduce the number of employees, which increases the number of unemployed, in turn, this leads to growing social injustice and exclusion, as well as violation of the principles of collective labour protection.

In Ukraine, to support the population and business, the authorities are implementing a set of measures: increasing unemployment benefits, suspending the payment of property tax to enterprises, providing a one-time allowance to entrepreneurs, additional payments to health workers. Thus, the Fund for Compulsory Social Insurance of Ukraine increased the minimum unemployment benefit from 650 to 1000 UAH per month for the duration of the quarantine (Минфин, 2020) . For medical workers and other workers who are directly involved in the elimination of the COVID-19 disease, an additional payment of ≤ 300% of salary is provided [4].

As we can see, the government's ability to withstand external shocks is limited by the small volume of social benefits and low levels of domestic savings.

The combination of high unemployment, the spread of informal employment and the small amount of savings of the Ukrainian population means the vulnerability of most of the population during the crisis.

4. Prospects

The pandemic not only changed the usual work schedule, but also provoked a global rethinking of the labour market, according to Bloomberg experts [8]. Measures to limit the spread of coronavirus forced people to keep the distance urgently. And now that the restrictions are being lifted, many cannot give an exact answer how much they want to return to dock-like working conditions. And some, with all their desire, will not go straight to the office, because first you need to deliver the vaccine.

Some companies are already introducing a hydride schedule – that is, employees combine distance and work as usual. It is a flexible and user-friendly format. Other companies have already moved to a four-day workweek and say it is very effective: two-thirds of executives notice that their employees have improved productivity.

Moreover, the pandemic has accelerated automation: if earlier robots were considered the enemies of workers, now many people note their benefits, because they help to reduce the interaction between people.

According to experts, the longer the pandemic lasts, the more often employees will resort to non-standard ways of solving work problems [8].

5. Conclusions

The article analyzes the main problems and prospects for the development of the Ukrainian labour market during a Covid-19 pandemic and accelerated digitalization.Based on the foregoing, it is necessary to adapt to modern conditions both the workers themselves and the state mechanisms for regulating the labour market. It is necessary to revise the approaches of the main aspects and principles of social and economic policy. Timely government response to crisis situations will help to smooth out recessions in the economy, as well as form preventive measures to avoid possible similar situations in the future.

REFERENCES

1. Вплив COVID-19 та карантинних обмежень на економіку України. URL : https://cpd.com.ua/vplyv-COVID-19-na-ekonomiku-Ukrainy.pdf (date of application 23.11.2021)
2. Концептуальная записка: COVID-19 и перестройка сектора туризма. URL : https://www.un.org/sites/un2.un.org/files/policy_brief_covid-19_and_transforming_tourism_russian.pdf (date of application: 28.11.2021)
3. Минфин. Карантин. Минимальный размер пособия по безработице повысили в полтора раза. URL : https://minfin.com.ua/2020/04/21/43961047/ (date of application: 26.11.2021)
4. Постанова КБУ від 24 квітня 2020 р. № 331 «Про невідкладні заходи щодо забезпечення державних фінансових гарантій медичного обслуговування пацієнтів з гострою респіраторною хворобою COVID-19, спричиненою коронавірусом SARS-CoV-2, та належної оплати праці медичних

та інших працівників, які надають медичну допомогу таким пацієнтам». URL : https://zakon.rada.gov.ua/laws/show/331-2020-%D0%BF#Text (date of application: 28.11.2021)
5. Уровень бедности в Украине превышает 50% – демографы. URL : https://www.ukrinform.ru/rubric-society/3179055-uroven-bednosti-v-ukraine-prevysaet-50-demografy.html (date of application: 29.11.2021)
6. «Черный лебедь в белой маске». Аналитический доклад НИУ ВШЭ к годовщине пандемии COVID-19. URL : https://www.hse.ru/mirror/pubs/share/456528716.pdf (date of application: 28.11.2021)
7. COVID-19 и мировая экономика. Спасти нельзя ликвидировать? URL : https://kreston-gcg.com/wp-content/uploads/2020/04/Obzor-Posledstviya-pandemii.pdf (date of application: 28.11.2021)
8. What Will the World of Work Look Like After Covid-19? URL : https://www.bloomberg.com/news/storythreads/2021-04-28/what-will-the-world-of-work-look-like-after-covid-19?utm_source=telegram&utm_medium=msg&utm_campaign=telegram

INTERNATIONAL E-COMMERCE

M. A. Nesen,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Nesen M. A., Ponikaryova A. Y. International E-commerce. The article is devoted to the study of the state and trends of international trade in Ukraine and in the world. The purpose of the study is to analyze international economic trade, identify problems and prospects for development, as well as develop ways for effective e-commerce in Ukraine. The relevance of the study of theoretical aspects of statistical analysis of international e-commerce indicators is substantiated. The impact of the Covid-19 pandemic on international e-commerce is described. The main problems of the current international situation of e-commerce are indicated.

Keywords: digital technologies, E-commerce, international e-commerce, Internet users, online stores.

Несен М. А., Понікарьова А. Ю. Міжнародна електронна торгівля. Стаття присвячена дослідженню стану та тенденціям розвитку міжнародної торгівлі в Україні та в світі. Метою дослідження є аналіз міжнародної економічної торгівлі, визначення проблем і перспектив розвитку, а також розробка шляхів для ефективної електронної торгівлі в Україні. Обґрунтована актуальність дослідження теоретичних аспектів статистичного аналізу показників міжнародної електронної торгівлі. Охарактеризований вплив пандемії Covid-19 на міжнародну електронну комерцію. Вказані основні проблеми сучасної міжнародної ситуації електронної торгівлі.

Ключові слова: електронна комерція, інтернет-магазини, користувачі Інтернету, міжнародна електронна торгівля, цифрові технології,.

1. Introduction

In modern conditions, the Internet is becoming an integral part of every sphere of life. It plays a special role in the business sphere because it provides many opportunities for the successful functioning of the internal and external environment of the organization. The pandemic has accelerated the spread of e-commerce among firms, customers, and partners, which has affected the traffic of various areas of activity.

The relevance of this topic is that today e-commerce is an important element of the trading system because it greatly simplifies the process of selling goods and services and provides many opportunities for organizations.

Such scientists as G. Boyko [1], T. Dubovik [2], I. Gamova [2], B. Kovalevich [3], C. Shkarlet [5], I. Khomenko [5] and others were engaged in the research. However, after analyzing the theoretical works of recent years, there is a lack of study of these problems. That is why it is necessary to consider in more detail the current state of international economic trade.

The purpose of this study is to analyze international economic trade using economic and statistical methods, identify problems and prospects for development, as well as to develop ways for effective e-commerce in Ukraine.

The subject of the article is to define the role of international e - commerce in our life.

The object of the article is to determine the main characteristics and activities of the functioning of international e-commerce in the world and Ukraine, statistical analysis of international e-commerce, development of ways to effectively operate e-commerce in Ukraine.

2. International E-commerce

E-commerce is gaining momentum in the development of international trade, as well as in its provision. The term "e-commerce" has several definitions, and the main essence of this concept is reflected in its tasks.

The main functions of e-commerce are transmission of data, goods or services electronically; provision of services electronically; service due to electronic methods of ordinary trade in goods and services by electronic transmission of the necessary documents for foreign trade agreements.

E - commerce is an agreement resulting from electronic data exchange and other data transmission methods that involve the use of alternative paper forms and means of transmitting and storing information [4]. In the context of globalization of e-commerce, the trend for modern business is e-retail. The Internet is the leading source for creating the necessary conditions for this interaction.

Asia has the largest audience of Internet users (2.7 billion people), but the highest growth rates of Internet users are observed in North America (89.2 %) and Europe (86.9 %). The leaders in terms of Internet activity are: North America (89.2 %), Europe (86.9 %), Oceania / Australia (72.5 %).

The population of the planet at the beginning of 2021 was 7.88 billion people. The United Nations reports that this figure is currently growing by 1 percent per year, which means that the total volume in the world since the beginning of 2020 has increased by about 80 million people. Global Internet penetration is now 64.1 percent. The number of digital users is growing rapidly, and the Internet is covering more and more businesses in different parts of the world every year [6].

As of December 2020, the largest share of Internet users is Asia (over 2.5 billion people), followed by Europe (727.8 million people) and North America (332.9 million people). 5.05 billion people worldwide use the Internet in December 2020, which is 3.08 billion more than in 2010.

In 2010, there were 1.97 billion Internet users worldwide. But today only 2.8 billion are active Facebook users [4]. According to GlobalLogic research, at the beginning of 2020 there were 19 million Internet users in Ukraine, and in 2021 the number increased to 26 million people.

The penetration of social networks into the lives of Ukrainians has also increased: in January 2020 the share was 40%, in January 2021 – 60%. In 2020, about 2 billion people bought goods and services via the Internet. According to e-commerce forecasts, in 2021, online sales will grow by almost 19 %.

Thanks to e-commerce, people could order goods and services through the site and receive orders in a convenient way for them. Online platforms also allow you to view, compare different offers and buy what you need. Online platforms stimulate e-commerce, and it is on these trading platforms that the largest number of online purchases from around the world are made [8].

3. Problems of developing

Common problems that arise in the system of international e-commerce include problems with recording time, anonymity, and determination of jurisdiction, as well as the reliability of the data transmitted. Traders are also often confronted with supply chain problems, which are usually handled by courier services.

For Ukraine barriers to the development of e-commerce are imperfect national legislation on e – commerce, lack of support infrastructure and systems for cultivating innovative skills of organizations in economic sectors, problems with access to high-speed Internet, consumer distrust of E-commerce due to high fraud.

4. Prospects

To improve the functioning of international e-commerce in Ukraine, it is necessary to take the following measures:

• to develop legal regulation on e-commerce;

• to develop high-quality online platforms for the interaction of trade participants;

• to make changes to the current legislation on electronic data exchange and conclusion of contracts in electronic form;

• to optimize institutional structures and regulatory structures;

• to develop high-quality specialized sites and mobile applications for purchases and payments;

• to expand the functionality of commercial Internet sites to attract consumers of different ages;

• to create a system for the prevention of unjustified blocking;

• to promote the development of competencies and skills of trade participants, taking into account the digital economy of Ukraine;

• to develop Internet marketing to increase sales on various platforms, including social networks;

• to implement methods for assessing and confirming the quality of goods and services offered;

• to establish a system for identifying E-commerce participants, through certification or licensing;

• to improve the system of information and personal data protection.

5. Conclusions

E-commerce is covering more and more regions around the world by expanding online sales, increasing e-commerce products, and using mobile gadgets to make purchases (as of 2021, M-commerce accounts for 72.9% of the e-commerce market). The COVID-19 pandemic also affected the international e-commerce situation, affecting traffic in various areas.

Despite of the rapid development of international e-commerce around the world, there are still many aspects that hinder its effective functioning, particularly in Ukraine. However, thanks to the implementation of the proposed measures for the development of e-commerce in Ukraine, it is possible to create a foundation for the successful competitiveness of Ukrainian entities in the world market.

REFERENCES

1. Бойко Г. А. Віртуальність як характеристика життєдіяльності людини 21 століття. URL : http://intkonf.org/boyko-ga-virtualnist-

yak-harakteristika-zhittediyalnosti-%20lyudini-21-stolittya (Дата звернення: 28.11.2021).
2. Дубовик Т. В., Гамова І. В. Міжнародна електронна торгівля. *Науковий вісник Ужгородського національного університету. Серія : Міжнародні економічні відносини та світове господарство*. 2018. Вип. 17(1). С. 51–55.
3. Ковалевич Б. В. Соціальні мережі як новий інструмент ведення інформаційних війн у сучасному світі. *Грані.* 2014. № 4. С. 118–121.
4. Марк Цукерберг, засновник однієї з найпопулярніших соціальних мереж, оголосив, що Facebook досяг позначки в 2 мільярди активних користувачів на місяць. URL : https://promo.semantrum.net/uk/2017/06/29/facebook-dosyag-pokaznika-v-2-mlrd-aktivnih-koristuvachiv-na-misyats/ (Last accessed: 27.11.2021).
5. Шкарлет С. М., Хоменко І. О. Сучасний стан та перспективи розвитку міжнародної електронної торгівлі. *Науковий вісник Полісся.* 2017. № 2(10), ч. 2. С. 133–138.
6. E-commerce worldwide – Statistics & Facts. URL : https://www.statista.com/topics/871/online-shopping/#dossierSummary__chapter6 (Last accessed: 15.11.2021).
7. Internet usage statistics. The Internet big picture world Internet users and 2021 population stats. URL : https://www.internetworldstats.com/stats.htm (Last accessed: 17.11.2021).
8. Online sources used by consumers worldwide to start searching for products as of March 2020. URL : https://www.statista.com/statistics/1034209/global-product-search-online-sources/ (Last accessed: 15.11.2021).

MULTILINGUALISM AS A PART OF HIGHER EDUCATION SYSTEM OF UKRAINE MODERNIZATION

N. A. Nikolaienko,
N .M. Startseva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Nikolaienko N. A., Startseva N. M. Multilingualism as a part of higher education system of Ukraine modernization. The article analyzes the main problems and the development of multilingualism in Ukraine. It states that language is the foundation of cultural and national identity. The article underlines the difference between additive and subtractive multilingualism – the former scenario is when the language is added to the linguistic repertoire of the speaker and at the same time the first language continues to develop, while the latter refers to situations where a new language is learned and it replaces the first language. The article stresses that the language situation in Ukraine has been constantly characterized by multilingualism which is partly explained by the development of Ukrainian literature and culture and by Ukrainian-Russian interaction, their coexistence on the ethnic territory of Ukraine.

Keywords: additive multilingualism, coexistence, ethnic territory, interaction, national identity, subtractive multilingualism.

Ніколаєнко Н. А., Старцева Н. М. Багатомовність як складова модернізації системи вищої освіти України. У статті аналізуються основні проблеми та розвиток багатомовності в Україні. В ній стверджується, що мова є основою культурної та національної ідентичності. У статті підкреслено різницю між адитивною та субтрактивною багатомовністю – перший сценарій полягає в тому, що мова додається до мовного репертуару мовця і в той же час перша мова продовжує розвиватися, а друга стосується ситуацій, коли нова мова є тією, що вивчається і замінює першу мову. У статті наголошується, що мовна ситуація в Україні постійно характеризується багатомовністю, що частково пояснюється розвитком української літератури та культури, а також українсько-російською взаємодією, їх співіснуванням на етнічній території України.

Ключові слова: адитивна багатомовність, взаємодія, етнічна територія, національна ідентичність, співіснування, субтрактивна багатомовність.

1. Introduction

Quality linguistic education is the key to a democratic society whose citizens have their own national identity. That is why the problem of multilingualism is extremely r e l e v a n t today, when Ukraine is confidently moving towards building a democratic statehood.

Multilingualism, the ability to communicate in several languages and the coexistence of several languages in a community, is currently an everyday reality. The context of "multilingualism" is often used to define both a social phenomenon and an individual characteristic of a person who speaks more than one language.

The o b j e c t of research is the phenomenon of multilingualism in Ukraine. The a i m of the work is to identify the place of multilingualism in the society. Achieving this goal involves the consistent solution of a number of research t a s k s :

- to determine the role of linguistic education in modern society;
- to provide a general description of multilingualism;
- to cover the issue of multilingualism in today's Ukraine;

Language is the main tool of communication in every society, thanks to which humanity has the opportunity to express thoughts and feelings: the word can give hope, but also determine the fate of many people. From childhood, a person adapts to the language that surrounds him/her from the first days of life. Language helps people express their emotions: feelings, desires, fears; it helps to structure thoughts and convey them to others even in many years.

Everything that surrounds a modern man is the flow of information. Nowadays, information spreads quickly and it is becoming increasingly difficult to separate the truth from a lie. That is why it is necessary to structure data in the head like books on the shelves. No doubt, the role of language has been and remains immeasurable. Despite the fact that society is constantly changing, language adapts and changes with modernity.

2. Multilingualism

Linguistic education has played a significant role in people's lives throughout the existence of civilization. The purpose of linguistic education is to ensure the citizens of Ukraine communicate in the state language and study at least one foreign language. Linguistic education is a very important element of the educational process as it develops the culture of speech and respect for ethnic diversity, other cultures and peoples. The legislation of Ukraine provides representatives of national minorities the opportunity and the right to learn using their native language as the language is the foundation of cultural and national identity.

Language is a very important tool in the social life of every person being a tool not only for communication, but also for perception and understanding of the world around. Multilingualism, in turn, modernizes this tool, making it the key to understanding both the inhabitants of particular areas and the whole world giving the key to knowledge. Multilingualism, the use of two or more languages by an individual or society, is viewed in a complex way as an individual and a social phenomenon: it characterizes an individual's ability or it can relate to the use of languages in society.

Today we are witnessing great changes in society, in public relations, values and priorities. Previously, in order to gather information on a particular issue, it was necessary to spend many hours in libraries, searching for literature and, having received some knowledge, to answer questions. Now, thanks to the Internet, we receive a very large amount of information every day and it only takes a few minutes to sort it out. This fact makes us change our approach to what information needs to be remembered. All these changes in society do not happen by themselves. To become responsible citizens who use information effectively people must have skills and knowledge which are obtained during the educational process provided by educational establishments.

Starting from primary school universal values and beliefs are instilled in each person. The humanities form a clear idea of spiritual values, thoughts and beliefs, give people communicative and informational competence. They show cultural diversity, form new principles of personal behavior and human relationships, improve people's worldview, actively influence consciousness, people's ability to assess the social and natural environment from different points of view, to act rationally and to set priorities. It is necessary for young people from an early age to learn to set their own emphases in the study of subjects, to focus on what is important for them. The result of multilingualism is a change in the individual and group picture of the world, in the cultural and linguistic code. The effect of multilingualism is created when a native speaker or group of native speakers of one language interacts with another. With the development of the Internet, this interaction only intensified.

Multilingualism is very common all over the world today. This is not only because there are more languages than countries, but also because the speakers of different languages are unevenly distributed, which means that speakers of minority languages need to speak other languages in their daily lives.

Multilingualism is not a new phenomenon at all. Multilingual scholars from different parts of Europe have been translating Arabic and Greek texts into Latin and transmitting knowledge since the Middle Ages. Multilingualism was also present in the first written fragments of Spanish and Basque – The Glosas Emilianenses. These notes were written in a Latin book in the late eleventh century. At the public level a well-known example is multilingualism in England after the Norman Conquest in 1066. English was the language of the majority of the population, but Norman French (the northern form of Old French spoken by the Normans) was the language of the ruling class, and Latin was the language of writers and the church. An older example of multilingualism is the Sumerian-Akkadian language in southern Mesopotamia during the third millennium BC.

Statistics show that there are now more polylingual people in the world than monolingual people, the latter makes up only 6%. In Ukraine, most people speak more than one language: Ukrainian as native language and many people speak English as it is an international language that can help in many areas, now it is increasingly appearing in the language of borrowed words. Besides, many people speak Russian, because this country is close to us and it also has a great heritage of literature which is recognized around the world, and then there are other languages. Even at school, first graders learn at least two languages.

Individual and social multilingualism have no clear boundaries. The intensive spread of the English language and the contact of the population with different countries have led to the fact that many people have learned English but live in a traditionally monolingual area. Many monolinguals can also be found in large cities in Europe or North America, where immigration has a very high level of linguistic diversity, especially in a context where English is dominant.

Individual multilingualism is sometimes called pluralism. Within individual multilingualism, there may be important differences in the experience of learning and using languages. A person can learn different languages at the same time, being exposed to two or more languages from birth and to other languages in later life. This experience is associated with various possibilities for organizing bilingual memory.

At the social level there is an important difference between additive and subtractive multilingualism. In the case of additive multilingualism, the language is added to the linguistic repertoire of the speaker, while the first language continues to develop. In contrast, subtractive multilingualism refers to situations where a new language is learned and it replaces the first language. Additive multilingualism is more common when native speakers learn other languages; subtractive multilingualism can often be found when immigrant students need to switch to the language of the country where they are studying, without being given an opportunity to develop their own language.

In Ukraine, the issue of multilingualism is being studied by scholars, but it should be noted that it is not given due attention. The reason for this is the prevailing opinion on the establishment of a monolingual regime in order to bridge the gap between the official status of the Ukrainian language and its actual use. Ukrainian-Russian bilingualism is considered a "post-Soviet" attribute. Many people are in favor of getting rid of it as soon as possible, but there are those who think otherwise. It is important to note that multilingualism in the linguistic environment of Ukraine has been constant over a long historical period, from the very beginning of the Ukrainian language usage (XIV–XV centuries). This is explained by the development of Ukrainian literature and culture on the one hand and Ukrainian-Russian interaction, their coexistence on the ethnic territory of Ukraine, on the other hand.

It is evident that multilingualism is necessary. Knowledge of only one language can provide a native speaker with a limited range of needs, up to a certain level. It is embodied in the "principle of additionality" which in turn requires consideration of the social environment from at least two points of view. Not everyone understands that the advantage of multilinguals over monolinguals is quite significant. It is a multifaceted view of the world from two or more points of view which allows us to be more flexible and objective in judgments, to properly understand the essence and the truth of what we see. It is appropriate to recall the words of Michal B. Paradovski: "Both children and adults, learning languages, acquire large number of additional qualities and competencies in comparison with monolinguals". He meant the ability to speak one's native language more effectively, to improve auditory perception, to improve memory, verbal skills, communication skills, to increase vocabulary, to better understand and perceive language, to learn faster and more effectively the other languages, to expand the ability to perceive one's own culture from a new perspective and the ability to think critically and to better understand and to objectively evaluate the peoples of other countries, to reduce racism, intolerance to xenophobia, because when a person learns a new language, he gets acquainted with the culture of the country to which the language belongs to.

In order for a language to exist, it needs to interact with other languages, i.e. it needs partner languages. Philologists call this phenomenon “language interference”. Obviously, language interaction has its disadvantages: different languages around the world are in a certain struggle for existence. They are trying to displace each other.

3. Conclusions

To sum up, multilingualism is a tool for building mutual understanding, mutual consent and cooperation in the multiethnic, multilingual and multicultural community. Multilingualism and internationalization are becoming increasingly important as more and more people are now able to work together in different languages in order to solve societal problems and challenges across borders.

Modernization of the multilingual system should be perceived not as a simple replacement of the old with the new but as a synthesis of traditional and innovative. Modernization provides an increase in dynamism. This dynamic is not about abandoning the old norms of education, but about establishing a connection between what has existed, what exists now, and what will come later. With the help of this process, the preservation and value of historical roots can be guaranteed which is an important aspect of any modern system of education.

Modernization of the higher educational system of Ukraine should begin with the development of multilingualism as it is the key to understanding and objective assessment of the numerous world higher educational system.

REFERENCES

1. Ажнюк Б. Мовна ситуація в Україні і зарубіжний досвід мовного планування. Ужгород, 2007. 182 с.
2. Кріба І. Багатомовність як шлях до взаєморозуміння. Досвід України. Львів, 2013. С. 1–9.
3. Котинська К. Багатомовність полемічної літератури періоду Берестейської унії (діалоги 1600–1663 років). Варшава, 2000. 478 с.
4. Cutler S. J., Robert L. K. Cohort Changes in Political Attitudes: Tolerance of Ideological Nonconformity. Montpelier, 1975. P. 7–81.

5. Raud N., Orehhova O., Golovko O., Zapolskykh S. Toward Multilingual Tertiary Education in Ukraine: The Case of Zaporizhzhia National University. Zaporizhzhia, 2019. 308 p.
6. Kulyk V. Language Identity, Linguistic Diversity, and Political Cleavages: Evidence from Ukraine. Kyiv, 2011. 648 p.
7. Kulyk V. The Politics of Ethnicity in Post-Soviet Ukraine: Beyond Brubaker. Kyiv, 2001. 221 p.
8. Lakhtikova A. Understanding Passive Billingualism In Easter Ukraine. Critical Multilingualism Studies. Toronto & Kyiv, 2017. 173 p.
9. Ryder N. B. The Cohort as a Concept in the Study of Social Change. New York, 1965. 861 p.
10. Shevchenko N. The history of bilingualism in Ukraine and its role in today's political crisis. Paris, 2015. 225 p.
11. Tucker. G. R. A Global Perspective on Bilingualism and Bilingual Education. Washington, 1999. 4 p.
12. Veltman C. Language Shift in the United States. Berlin, 1983. 432 p.

METHODS
OF OVERCOMING CONFLICT SITUATIONS
WITHIN THE WORKING TEAM

B. Y. Ognev,
I. G. Nikulimova (language supervisor)
V. N. Karazin National University, Kharkiv

Ognev B. Y., Nikulimova I. G. Methods of overcoming conflict situations within the working team. The article analyzes the impact of conflict situations on relations in the labor team and proposes a set of measures to improve the system of conflict and stress management. The study of conflicts, their structure and stages of development were engaged in such scientists as Vorozheikin I. E., Zakharov D. K., Kibanov A. Ya., and fully and systematically about the psychological problems of the conflict is taught by N. V. Grishina. As a result, we draw conclusions that the conflict can be functional and lead to increased efficiency of the organization or it can be dysfunctional and lead to a decrease in personal satisfaction.

Keywords: labor collective, conflict, management.

Огнев Б. Ю., Нікулімова Я. Г. Методи подолання конфліктних ситуацій в трудовому колективі. У статті аналізується вплив конфліктних ситуацій на відносини в трудовому колективі та пропонується комплекс заходів щодо вдосконалення системи управління конфліктами і стресами. Вивченням конфліктів, їх структурою та етапами розвитку займалися такі вчені, як Ворожейкін І. Є., Захаров Д. К., Кібанов А. Я., а повно і систематично про психологічні проблеми конфлікту викладає Н. В. Гришина. В результаті, робиться висновок що конфлікт може бути функціональним і вести до підвищення ефективності організації або він може бути дисфункціональним і призводити до зниження особистої задоволеності.

Ключові слова: трудовий колектив, конфлікт, управління.

1. Introduction

The o b j e c t of the article is an overview of conflict situations in labor collectives. The s u b j e c t of the article is the conflict and stress management system in organizational groups. The p u r p o s e of the study is to usanotize theoretical provisions and develop practical recommendations for improving the management system conflicts and stresses.

Throughout the existence of civilization, conflicts accompany human life. The conflict is understood as a collision of goals, positions, interests, opinions, or views that are oppositely directed, as well as a sharp dispute or serious contradiction. One of the important centers of society, where conflict often manifests itself, is an organization that unites and coordinates the behavior of people specializing in various types of activities.

The work of the enterprise in market conditions requires constant development, improvement of the entire management system, including the personnel management system, and the personnel of the enterprise itself is a community of people in which conflicts of different levels occur, which is why conflicts in production teams can seriously interfere with the production process. Finding effective ways to solve them is a very important production task of management.

2. Constructive and destructive conflicts

In the practice of management there are several types of conflicts. As for the organization, they are divided into constructive and destructive.

The conflict is called constructive if opponents did not go beyond the ethical norms of behavior and business relations. At the heart of the occurrence of such conflicts are usually flaws in organizational activities within the enterprise or subdivision. Solving such conflicts leads to improving relationships between employees and strengthening the cohesion of the team, as well as helping to improve the efficiency of the organization.

Destructive conflict arises if one party unconditionally defends its point of view and does not take into account the interests of the other party or the whole organization in general. This can also happen when one of the opponents triggers immoral methods of struggle and seeks to psychologically suppress the partner.

3. Methods of overcoming conflict situations

Starting measures to prevent tensions and conflicts in the team is necessary the earlier, the better. Ideally, it is already at the stage of recruitment to conduct screening of candidates, whose behavior may further create a problematic or conflict situation in the workplace. At the selection stage, it is necessary to diagnose not only the professional, personal and business qualities of the applicant, but also the compliance with the culture and values of the organization, the ability to quickly and painlessly adapt to formal and informal working conditions in the team.

The next method of preventing tension in the team and emerging conflicts is to conduct corporate training programs for employees aimed at stimulating professional development and increasing their professional competence, including in the field of conflict. Training ordinary employees is most effective to put on their direct supervisor. This connection will not only improve the professional skills of the employee, but also strengthen the relationship in the team.

The increased social and psychological tension and conflict of the team also leads to a large number of stress factors that surround each person in the modern world. Therefore, the next complex of methods of work with conflict prevention will be social support of employees, psychological trainings and teaching methods of responding to stress.

4. Positive and negative consequences of conflicts

It should be noted the controversial nature of the consequences of conflicts. On the one hand, the presence of conflict within an organization is a destructive factor that prevents the effective functioning of the organization, and on the other – appears as a mechanism that contributes to the solution of problematic issues. The negative consequence will be the disorder and instability of employees of the organizational structure, as a consequence of the ineffective organizational activity of the enterprise. A positive effect should be considered the cohesion of the team. A conflict situation can also serve as one way to achieve social justice. It prevents stagnation in social growth and development of human culture.

Toyota is a striking example of successful conflict resolution. Foreign and domestic researchers, as reasons for the success of the company, call its motto: “The education and cohesion of teams in Toyota is a task of paramount importance and an integral part for our organization” [10, p. 25]. In general, Japanese management places a major emphasis on improving human relations, such as: coherence, group orientation, moral qualities of employees, employment stability and harmonization of relations between workers and managers.

Fig. 1. The company “Toyota”

5. Conclusions

Thus, in our article we examined the overcoming of conflict situations within the working team, we found that the conflict can be functional and lead to increased efficiency of the organization. Or it can be dysfunctional and lead to a decrease in personal satisfaction, group cooperation and organization efficiency. Methods of overcoming a conflict mostly depend on how effectively they manage it.

REFERENCES

1. Vorozheikin E. P. Realism of screen culture as a reaction to virtualization of everyday life // Scientific and practical journal. Odesa, 2017. Vip. 19. Pp. 15–19.
2. Grishina N. V. Conflict psychology. 2nd edition. St. Petersburg, 2008. 544 p.
3. Kibanov A. Ya., Zakharov D. K., Konovalova V. G. Ethics of business relations: Teacher / Edited by Kibanov A. Ya. Moscow : Infra-M, 2002. 368 p.
4. D. D. Dao Toyota. 14 principles of management of the world’s leading company / lane. Gutman T. Moscow : Alpina Pablischer, 2012.

ANTI-CRISIS PR COMMUNICATION

A. R. Olentyeva,
T. O. Astapova, PhD (language superviser)
V. N. Karazin National University, Kharkiv

Olentyeva A. R., Astapova T. O. Anti-crisis PR communication. The article researches the key factors of the successful PR communication that build anti-crises strategy. An outstanding case is considered in the article as an example. Professional approaches of crises management are noticed.
Keywords: communication, crisis, public relations, reputation, marketing, management.

Олентьєва А. Р., Астапова Т. О. **Антикризова піар комунікація**. Стаття досліджує ключові фактори успішної піар комунікації, що формують антикризову стратегію. У статті розглянуто кейс як приклад. Згадано професійні підходи кризового менеджменту.
Ключові слова: комунікація, криза, піар, репутація, маркетинг, менеджмент.

1. Introduction

The o b j e c t of the article is the complex research of anti-crises PR communication. The s u b j e c t is a key methodology of preventing crisis at the PR area. The p u r p o s e of the study is researching the main reasons of crises at the PR area and building an effective strategy. It`s essential to refer to the factors that form crises and consider distinguished cases to reach the purpose of the article.

2. Current state of a problem

It's not a secret that communication is a key factor of existence of any business. Nowadays it is essential for business structures to deal effectively with public relations. Therefore it is necessary to build a communication strategy on the analysis based.

The analysis should include: an audit of existing communication of the organization; reputation audit; SWOT analysis of a reputation (strengths, weaknesses, opportunities, threats on the way to achieving the goal).

Strengths and weaknesses are the internal components of the subject. Opportunities and threats are the external components.

The goal of the PR communication is to achieve the right image via translating weaknesses and threats into strengths and opportunities.

Fig. 1. The model of SWOT analysis

Communication strategy is responsible for the image and reputation of the company.

Any communication must convey the necessary base to the audience: the mission, vision and values of the organization structure. Based on this data, the requirements for the communication strategy are drawn up. However, if you miss this stage, you will not be able to form a strategy. A mission should include key factors the organization function for. A vision rely on development of an organization's image. Also, values should consider company's priority and what the organization would not allow in any case.

The main idea of building a strategy is to be identical in all communication channels with the audience. Since communication is not a quantitative parameter, it is possible to track the effectiveness of a PR strategy in the online field using such metrics: audience coverage, number of views, clicks, reactions, and more. Reputation can be tracked by SERM (search engine reputation management), ORM (online reputation management), SMRM (social media reputation management) [3, chapter 4].

It`s highly needed to launch key performance indicators based on the accurate comprehensive of the target audience.

The communication considered not effective in case the audience understood it in a wrong way. So, we may give an example by a case study.

The era of anti-crisis PR has begun in 1982 thanks to Jonson & Jonson brand.

In fact, the company manufactured Tylenol medication all over the US market.

An unknown man succeeded in lacing the drug with cyanide. Seven people died as a result, and a widespread panic ensued about how widespread the contamination might be.

In consequences, the reputation of Jonson & Jonson brand fell. Also, the company's market value fell by $1bn as a result.

Such case happened in 1986. Fortunately, the company had learned the lesson well and prepared a contingency plan. Public relations department acted quickly, reported on all actions the company made, recalled Tylenol from every outlet.

As a result, brand reputation had risen a lot. On the back of it, the company built a strong loyalty of audience [3, chapter 5].

Another example is PR crisis management.

The phenomenon of a crisis in communication strategy represents a loss of image and undesirable reputation for the brand. On account of it, the effectiveness of planning during the crisis is highly important.

At the stage of SWOT analysis, if the minuses and threats are not translated into strengths and opportunities in time, they will cause a crisis. Also, a crisis begins if something threatens the company`s mission, vision and values. Take into consideration that communication without a strategy doesn`t work well.

The crisis in a PR area consists of 3 stages [2, p. 88–91].

I. Initial notification of the audience (rumors)

II. Spreading of information (the company is expected to comment on the situation)

III. Information is dictated by the media (conflicts and scandals)

It occurs due to a lack of company`s reaction at the first stage. If there is no feedback, the audience is distracted, therefore the brand loses the image and reputation. This will not happen if the company has a clear understanding of the mission, vision and values. Proceeding from it, the communication department, relying on these factors, will be able to qualitatively interact with the audience. Only a formed strategy will help to get out of such situation.

3. Prospects

By reference to these factors, a company must carry out its mission and focuse on the company's values even in a crisis. Thereupon, in a crisis moment, the audience is looking for stability, so it needs to remain laconic, focusing on the formed base and being on record to the audience.

As an example of anti-crisis communication could be a case about the delayed airline flight. Passengers are worried about the situation. The company, focusing on its values of "caring for passengers" informs their clients about the cancellation of the flight, recompenses them money and providing with pleasant bonuses.

4. Conclusions

Nowadays, crises is the next popular word mentioned after lockdown. Frequently the crises in a PR communication occurs through the lack of understanding of working the media space and lack of marketing analyses at all. The key factor of brand success is the right preparing of a communication strategy. Furthermore, the contingency planning is the next step to succeed before the crises. In the pre-crisis stage it is important to make SWOT analysis and form the mission, vision, values of the company in advance. However, in times of crisis, it is necessary to react quickly and be understandable for the audience. Communication influences the brand reputation in the conditions of the crisis. Consequently, it is important to invent new ways of communication to the audience and be present in all communicational channels. PR managers should transform their thinking and find new keys to the heart of audience to save the brand reputation.

REFERENCES

1. Johnson & Johnson and Tylenol – Crisis Management Case Study. 2008. URL : http://mallenbaker.net/article/clear-reflection/johnson-johnson-and-tylenol-crisis-management-case-study
2. Joshua M. Bentley. Talk is cheap: organizational apologies from the stakeholder`s representative. University of Oklahoma. 2013. URL : https://shareok.org/bitstream/handle/11244/319357/Bentley_ou_0169D_11077.pdf
3. Robert L. Heath, H. Dan O'Hair. Handbook of Risk and Crisis Communication. 2008. URL : https://www.routledgehandbooks.com/doi/10.4324/9780203891629

THE ROLES OF FOREIGN LANGUAGES IN BUSINESS

A. I. Onishchenko,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Onishchenko A. I., Ponikaryova A. Y. The roles of foreign languages in business. In the modern world, with the intensive development of commercial, economic and political ties between countries, the way in which partners and colleagues communicate becomes increasingly important. Business English is becoming a vital tool for building relationships between entrepreneurs, professionals and employees of international companies. It is the ability to correspond and communicate properly that determines the image and professional level of the partners in business or joint cooperation.

Keywords: business, company, competitors, customers, international relations.

Оніщенко А. І., Понікарева А. Ю. Роль іноземних мов у бізнесі. У сучасному світі, при інтенсивному розвитку комерційних, економічних, політичних зв'язків між країнами, все більшої актуальності набуває спосіб спілкування між партнерами та колегами. Ділова англійська стає життєво необхідним засобом налагодження взаємин між підприємцями, фахівцями та співробітниками міжнародних компаній. Саме вміння вести листування та грамотно спілкуватися визначає імідж та професійний рівень партнерів з бізнесу чи спільної співпраці.

Ключові слова: бізнес, конкуренти, клієнти, компанія, міжнародні відносини.

1. Introduction

A language is a vital tool that we use to communicate with other people in our daily and working lives. It consists of words and meanings that are combined into discrete units (sentences). Sentences joined together become information that can be used to exchange ideas with other people [4]. Although a language is important in working life, linguistic skill in itself is insufficient.

Business English is not just about interviews and resumes. When you get into the business flow, you have to make presentations, conversations, answer phone calls, write official letters and conduct business correspondence, conclude contracts. Foreign languages play an important role in business communication. The business foreign language plays several roles, for example, a role in internal communication, a role in external communication, a role in having a chance to get a good job, and as a means of understanding other cultures and traditions.

Understanding the roles of a foreign language will be beneficial because it assists understanding of conversations, communication and negotiations between foreign customers [5]. That is why many businesses are looking for people who are fluent in other languages. Foreign language skill provides a competitive edge in career choices in the contemporary job market. Good communication in any foreign language becomes so crucial in today's world owing to the impact of globalization.

2. Use of foreign languages at work

2.1. Foreign language roles in internal communication

Internal communication is the function responsible for effective communication among participants within an organization [1].

People who work in an organization need to talk to each other to make others know what they want or what they need [2]. A language can be a means to help them understand each other. Communication can be a way to build a good relationship between employees inside an organization. If the internal communication works well, the external communication can work effectively too. Internal communication involves all forms of communication that exists within an organization. Communication may be oral, written, face-to-face, virtual or in groups. Internal communication helps to establish formal roles and responsibilities for employees and lead to the success of an organization.

2.2. Foreign language roles in external communication

External communication is the transmission of information between a business and another person or entity in the company's external environment [1].

A channel of communication is simply the way the organization transmits its message. Communication channels include face-to-face communication, print media, such as newspapers, magazines, fliers, and newsletters, broadcast media, such as radio and television, and electronic communication, such as websites, social media, such as Facebook and Twitter, and email. From these messages, customers develop an understanding about the company. This shows how important language roles are in external communication that can gain profits for organizations. Just as internal communication carries information up, down, and across the organization, external communication carries it into and out of the organization [6].

2.3. Where is knowledge of foreign language required?

Today, when you go to the website of any recruiting company and you look at a vacancy, it becomes clear that English is a basic requirement in more than 60% of cases, and that number continues to rise. Moreover, most Ukrainian HR specialists agree that English is a good addition to the salary. The increase varies between 15 and 35 per cent. And today there are more and more professions in which English is a prerequisite for successful performance of official duties. Consider some of these professions.

1. Sales Manager. Nowadays, most organizations cooperate in one way or another with foreign partners or suppliers, not to mention customers. So in addition to learning to sell, you have to learn a foreign language.

2. Individual entrepreneurs. Cooperation with foreign partners is all in English. And it's better to do it yourself, in public – mistakes and misunderstandings. It is possible, of course, to turn to normal practice and to communicate with them more often to interpreters, but it is expensive and not practical.

3. Tourism and hotel business. It's all on the surface here. Business with tour operators, dealing with partners and clients is often in English. Without knowledge of the language, it is much more difficult to work in this area.

4. The field of economics and law. If one had to deal with treaties or legal acts in English, a good command of the language was essential, since any error could have fatal consequences.

3. Conclusions

Communication is the key to business growth. Without strong communication between both managers and their customers and internally between staff members, business will not progress [3]. It should be correct, clear and concise. Otherwise, it will affect negatively the working process.

The purpose of this research was to investigate the roles of foreign language in business communication and the importance of a foreign language skill.

REFERENCES

1. Ніколаева Ж. В. Основи теорії комунікації : навч.-метод. Посібник. Улан-Уде. 2004. 274 с.
2. Cong, M. (2007). The role of internal communication and training in infusing corporate values and delivering brand promise: Singapore Airlines' experience. Corporate Reputation Review, 10, 201–212.
3. Hammar, T. (1997). International Migration, Immobility and Development, BERG, Oxford, 182.
4. Lieberman, A. (2008). Teacher learning: The key to educational reform // Journal of Teacher Education, 59 (3), 226-234.
5. Peh, C. C. (2005). Challenges, lessons and opportunities.
6. Thill, J., & Bovee, L. C. (2005). Excellence in Business Communication. 6th Edition. New York : Pearson Prentice Hall.

THE IMPACT OF FINTECH ON THE DEVELOPMENT OF INTERNATIONAL BUSINESS

A. V. Pashul,
I. M. Lavrinenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Pashul A. V., Lavrinenko I. M. The impact of FinTech on the development of international business. The article discusses the main trends in the development of the financial technology industry and determines the role of financial technology in the further development of international business. It also analyzes the dynamics of the volume of global investments in FinTech and provides examples of countries that are actively implementing financial innovations in their markets. The positive impact of financial technologies on traditional banks is mentioned and the need for banks to cooperate with fintech companies is explained.

Keywords: financial innovation, financial technology, FinTech companies, FinTech industry, international business.

Пашуль А. В., Лавріненко І. М. Вплив FinTech на розвиток міжнародного бізнесу. У статті розглядаються основні тенденції розвитку галузі фінансових технологій і визначається роль фінансових технологій у подальшому розвитку міжнародного бізнесу. Також аналізується динаміка обсягу глобальних інвестицій у фінтех та наводяться приклади країн, які активно впроваджують фінансові інновації на своїх ринках. Зазначається позитивний вплив фінансових технологій на традиційні банки та пояснюється необхідність співпраці банків із фінтех компаніями.

Ключові слова: міжнародний бізнес, фінансові інновації, фінансові технології, фінтех галузь, фінтех компанії.

The o b j e c t of the article is the FinTech. The s u b j e c t is the impact of FinTech on the development of international business. The p u r p o s e of the article is to evaluate the level of development of financial technology in international business, using examples of markets of individual countries, to determine the main trends in the spread of FinTech on a global scale. In the current COVID-19-induced crisis reality, most countries are striving to create an exemplary digital economy. Thus, to simplify dramatically certain business processes, companies around the world are increasingly turning to digital technologies to improve process efficiency and data transparency, accelerating their international expansion.

The modern process of mass adoption of digital financial instruments is taking place thanks to the emergence of a new generation of financial services defined by the term FinTech. The term stands for the combination of financial services and technology that has been developing rapidly over the past decade and helps financial service providers to improve the customer experience through innovative solutions. According to the Ernst & Young research, awareness of FinTech worldwide is high, as 96% of consumers are aware of at least one alternative FinTech service that allows them to transfer money and make payments [2]. Thanks to the availability of the mobile Internet, the proliferation of smartphones with applications and the development of social networks, FinTech has transformed from an emerging market into a field with the potential to grow further.

The most common sources of funding for FinTech projects include direct investment, M&A and venture capital. The results of the global FinTech investment survey indicate a sharp drop in the size of investments from 215.4 billion of US dollars in 2019 to 121.5 billion of US dollars in 2020 (Figure 1). In the first half of 2021, global investment in FinTech continued to grow markedly, rising from 87 billion of US dollars in the second half of 2020 to 98 billion in the first half of 2021. FinTech deal volume hit a new record of 2,456 during the first half of 2021. The abundance of dry powder, the fast-growing use of digital technology due to COVID-19, an increasingly diverse range of FinTech hubs, and robust activity in almost all regions of the world contributed to the strong start to 2021 [4].

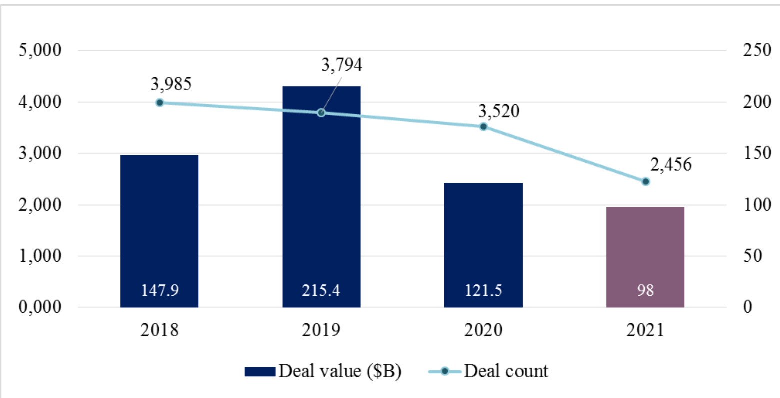


Figure 1. The dynamics of total global investment activity in FinTech in 2018–2021 [4]

China has become a global leader in the adoption of financial technology in the banking and payments sector. At the beginning of 2021, the number of Internet users in China totaled 989 million [7]. This has led to a rapid increase in the demand for mobile applications. The most used payment instrument in the country is Alipay system, chosen by one billion Chinese. Alipay enables consumers to pay for purchases using QR codes directly from their mobile devices. Thus, the demand for Alipay system is created by both small offline and large online businesses. The well-known Chinese e-wallets such as Baidu, UnionPay payment services and QQ manager compete with the country's traditional banks. This rapid development of financial technology has been achieved thanks to government support, the global development of the e-commerce sector and tax incentives for FinTech companies and small businesses.

India is considered to be the second world market for the development of the FinTech industry. According to Invest India, the total value of transactions in the Indian FinTech market will grow from 65 billion of US dollars in 2019 to 140 billion of US dollars in 2023. In 2020, the country's residents made about 2 billion e-payments each month, but this represents only 20% of the total volume of economic transactions in India, while the rest of transactions continue to be cash-based [1]. India is characterized by the development of a regulatory environment and the absence of a single regulatory body for all FinTech companies. At the same time, in 2020 the volume of the software and services market in the FinTech industry amounted to 13 billion of US dollars. This is one of the main reasons for India's attractiveness as a jurisdiction for registering FinTech companies.

Financial technologies have developed strongly in the United States, where, at the end of 2020, FinTech companies were able to attract 43.7 billion of US dollars in funding [4]. The factors that have made the US market attractive to giant companies and startups include a promising business environment, attractive banking facilities, favorable business conditions and a large number of skilled personnel. According to the results of surveys of financial decision makers, in 2020 in the United States confidence in the in traditional banks (30% of responses) and FinTech companies (27%) was approximately at the same level, but FinTech companies have surpassed banks in a number of other areas (convenience and ease of use, digital engagement experience). Thus, in the near future, FinTech solutions may completely replace traditional banking [5].

These FinTech solutions can be neobanks that offer standard-banking services entirely digitally. Unlike traditional banks, neobanks have no physical branches and in some countries can operate without a banking license. In world practice, the concept of "challenger bank" is also widely used, which is applicable to all banks that go beyond the traditional service. In 2020, market size of neobanks was estimated at almost 35 billion of US dollars. In addition, according to market estimates of this sector, its size in 2028 will reach 722.6 billion of US dollars [6]. The success of neobanks comes from a number of other benefits besides online service. Neobanks also offer high interest rates on deposits and simplified way of obtaining loans.

The advantages of traditional banks over FinTech providers are a large customer base, a wide distribution network, a stable source of funds and consumer trust (Figure 2). In turn, FinTech providers offer innovative solutions, personalized service and lower-cost operating models. Therefore, in order to minimize the risks arising from the influence of FinTech, it is essential for banks to cooperate with FinTech providers, since for them it is an opportunity to bring their services to a more advanced level.

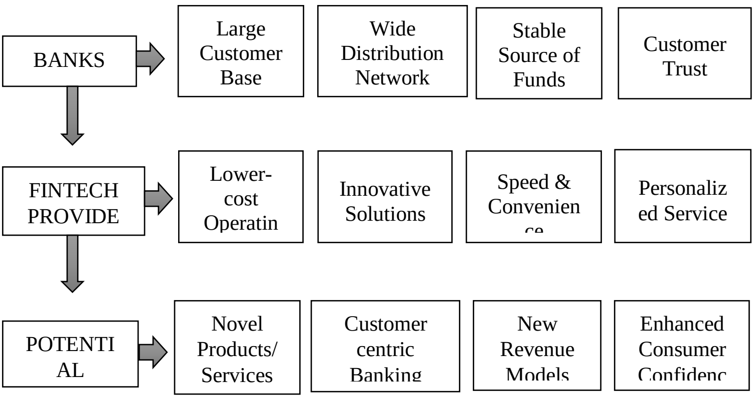


Figure 2. Key benefits of Bank-FinTech providers collaboration

Analysis of the global financial technology market during the COVID-19 period, which collected data from 1,385 FinTech companies in 169 jurisdictions, demonstrates above-average transaction volume growth in nine areas, with the most significant increase recorded in Digital Custody (36%), Digital Asset Exchange (33%), Digital Savings (26%), WealthTech (24%) and Digital Payments (21%) [3]. Thus, the drivers of the FinTech industry will continue to be payments and transfers, as well as regulatory technology. Digital lending fell by 8% in terms of transactions, and the number of outstanding loans increased by 9% [3].

Thus, the analysis of trends in the field of FinTech made it possible to highlight the key ones [4]:

- FinTech industry aspires to become a dominant market player either regionally or globally;
- changes in consumer behavior related to the use of e-commerce platforms, e-wallets, digital and online customer service channels;
- corporations use mergers and acquisitions as a means of expanding customer offerings, growth and geographic scaling;
- growing interest in cryptocurrencies and blockchain not only from startups and investors, but also from governments and regulators;
- an increased focus on cybersecurity and areas such as digital identity to support other financial technology offerings.

Conclusion

By applying innovative products, FinTech companies compete with insurance companies, banking institutions and other financial market players. The majority of FinTech companies, realizing the importance of flexibility and responsiveness to change, are in the process of implementing measures to prevent Internet fraud and invest in strengthening cybersecurity. In addition, FinTech companies are reporting the launch of new products and additional information services as the COVID-19 pandemic has helped raise awareness of the importance of new financial technologies for international business.

REFERENCES

1. A global FinTech Superpower of India. Invest India. URL : https://www.investindia.gov.in/sector/bfsi-fintech-financial-services
2. Ernst & Young Global FinTech Adoption Index 2019. URL : https://assets.ey.com/content/dam/ey-sites/ey-com/en_gl/topics/banking-and-capital-markets/ey-global-fintech-adoption-index.pdf

3. Global COVID-19 FinTech Market Rapid Assessment Study. University of Cambridge Judge Business School. 2020. URL : https://www.jbs.cam.ac.uk/faculty-research/centres/alternative-finance/publications/2020-global-covid-19-fintech-market-rapid-assessment-study/
4. KMPG. Pulse of FinTech H1'2021. Biannual global analysis of investment in FinTech. URL : https://assets.kpmg/content/dam/kpmg/xx/pdf/2021/08/pulse-of-fintech-h1.pdf
5. Krivkovich A., White O., Townsend Z., Euart J. How US customers' attitudes to fintech are shifting during the pandemic. McKinsey & Company. 2020. URL : https://www.mckinsey.com/industries/financial-services/our-insights/how-us-customers-attitudes-to-fintech-are-shifting-during-the-pandemic
6. Market size of neobanks in 2020 with a forecast for 2021 and 2028. Statista. URL : https://www.statista.com/statistics/1228241/neobanks-global-market-size/
7. Number of internet users in China from December 2008 to December 2020. Statista. URL : https://www.statista.com/statistics/265140/number-of-internet-users-in-china/

THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY IN THE CONTEXT OF GLOBALIZATION

D. O. Paukov
L. I. Izotova (language supervisor)
V. N. Karazin National University, Kharkiv

Paukov D. O., Izotova L. I. The role of foreign languages in the development of the tourism and hospitality industry in the context of globalization This paper is devoted to the role of foreign languages in the development of international tourism and cross-cultural communications in the context of globalization. National differences have great importance in the process of communication.

Keywords: culture, exchanges, foreign languages, globalization, hotel business, international tourism, role.

Пауков Д. О., Ізотова Л. І. Роль іноземних мов у розвитку індустрії туризму та гостинності в умовах глобалізації Дана робота присвячена ролі іноземних мов у розвитку міжнародного туризму та міжкультурних комунікацій в умовах глобалізації. Національні відмінності мають велике значення в процесі спілкування.

Ключові слова: глобалізація, готельний бізнес, іноземні мови, культура, міжнародний туризм, обміни, роль.

1. Introduction

The o b j e c t of the article is the research of the foreign languages role in the context of globalization.

The s u b j e c t is the problem of foreign languages in the development of the international tourism. The p u r p o s e of the study is to examine tourism and hospitality industry in the context of globalization.

We understand the importance of the role of foreign languages in the development of international tourism and cross-cultural communications. We live in the 21st century that is the century of international travel and globalization. Each country has its own history, culture and language.

It is important to note, that 'culture' is not static. Each community must be researched on an individual basis and as a sovereign entity differing from other First National in land, language, tradition, population, government etc.

Each country has its customs in communication. National differences have great importance in communicational process. Participants of international communication have the common rules. Nevertheless national differences can play a very important role in business relation. Understanding how culture may affect a person or communities' character, will most certainly dive you an edge in business interactions and cross-culture communication.

2. Language in tourism

The importance of language in tourism has grown exponentially and has come to influence all aspects of social life. Today, tourism and all that it entails, is one of the most important and dynamic industries in the world. Tourism professionals, tourists and the local population, experience a very unique and comprehensive communication aspect. Whenever we visit a foreign country, we understand peacefully that locals may not understand what we say. We also accept well that we may not be expressing ourselves to the best of our knowledge. However, when interacting with a travel agency, or any other tourism professional, it is harder for us to tolerate misinterpretations by these entities.

In fact, for professionals in this industry, it is essential not only to attract visitors to the places where they explore the activity, but also to ensure that tourists will have a memorable experience. This means that they will certainly want to return in the near future.

It is precisely in this highly positive experience that play a central role.

Seemingly simple materials, such as travel guides, tourist brochures, signposting, and information that people often use when on vacation, should be translated correctly. Otherwise, they may cause some inconvenience by giving wrong information or even causing laughter: as many situations of poor translation also result in funny or meaningless phrases. When using machine translators, they do not realize what they are actually publishing. This is mainly about the complexity of writing, but also about the lack of care in correcting these machine translations.

A cute example, was a Chinese to English translation of a fire extinguisher signaling. This resulted in a text saying: “Hand grenade”. These errors in China are such, that the Chinese government has issued a ten-tip guide to translating Chinese into English. This document seeks to ensure, that certain information useful to tourists is translated correctly.

This action unequivocally shows the government’s concern about the impression that bad translations give the country. In the case of China, many of the translation errors become comical. However, after many years of inefficient translations, the result begins to weigh negatively.

In addition to useful information that does not fulfill its function because they are poorly translated, the historical and cultural aspects, which we proudly want to make known to those who visit us, lose their brightness and the intended effect. This is because the words used to spread, promote and dazzle are misapplied. Communication in tourism becomes above all an aspirational language. More than telling a story, talking about a place, it is selling a product and making communication come to life. This idea is the reason why people travel to a destination and also the reason why they return.

Language in tourism and cultural differences should not be viewed as a barrier. Diversity is an opportunity to go further, creating different strategies according to the target audience and looking to expand the number of visitors. In a globalized world, where tourism reaches unprecedented marks and directly depends on the image it spreads, it is more important than ever for tour operators to make the right translations. The good image and experience you cause today will have a positive impact tomorrow.

3. Problems of developing

Currently, there are a lot of different languages and dialects in the world, but only a few of them are the most important and significant. First of all, these languages are English, French, Spanish, Portuguese, Russian and Arabic. Foreign languages are one of the most important factors in the development of the international tourism. All the languages mentioned above, except Arabic, are the main languages of Europe and English, French, and Russian are the main languages of the United Nations. About 60% of population in Africa speaks English, French and Arabic, and the total number of languages and dialects of the entire African continent is more than one thousand. Spanish and Portuguese are the official languages of Latin American countries. Asia is a region of the world where about 60% of the world's population lives. It is a continent of contrasts. It is a continent with 47 states, where population speaks more than one hundred languages, including English, French and Arabic. At the same time it is a region of exotic tourism, where many people from different countries all over the world come to have a rest and spend their vacations every year. What does the international tourism mean? The international tourism is a system of traveling and tourist exchanges, and tourist movements from one side to another as well. Many people have always travelled to distant parts of the world to see great buildings or other works of art; to learn new languages, or to taste new cuisine.

Lots and lots of people who do not want to travel and prefer to stay at home are forced to use a huge number of foreign words in their everyday speech. For example, every time when we go out, we can hear such foreign words as: internet cafe, fitness club, show, supermarket, department, office, cottage, townhouse, manager, etc. Whenever we open a newspaper or a magazine, we can read 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 drop in at any hotel in any country in the world, you cannot help but hear many foreign words, especially English and French, for the simple reason – the French model of hospitality is one of the oldest and the most luxurious of all existing hotel business models. That is why, every time you stay in the hotel, you can hear: concierge, receptionist, doorman, restaurant, lobby bar, hall, executive director, general manager and many other words. Today, in the early 21st century, international tourism is the most fast-growing industry in the world. As of 2000, the number of people working only in hotel business exceeded the mark of 200 thousand people, but in ten years, this number will have been at least tripled. Whenever we come to work for a hotel, the first question that 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 be a waiter in a restaurant, you need to know all the names/titles of all the dishes and drinks served in this restaurant, and what is more many of them have foreign names. Therefore, you should know how they are translated into Russian. Thus, even 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 difficult enough, and you need to have a lot of knowledge in order to get it. So it is necessary to know the names and titles of wines, types of wines or what kind of wine or dish is served, etc.

A foreign language for specialists of any profession is a means of communication with representatives of different cultures. Besides knowing foreign languages, it is necessary to remember about cultural awareness. Increasing cultural awareness means to see both the positive and negative aspects of cultural differences. Cultural diversity could be a source of problems, in particular when the organization needs people to think or act in a similar way. Diversity increases the level of complexity and confusion and makes agreement difficult to reach. On the other hand, cultural diversity becomes an advantage when the organization expands its solutions and its sense of identity, and begins to take different approaches to problem solving. Diversity in this case creates valuable new skills and behaviors. This is very important for specialists in the sphere of tourism and hospitality who daily have to deal with people from different countries of the world. Thus we come to the conclusion that foreign languages and cultural awareness are the most important factors in the developing of international tourism. Nowadays there are lots of languages and dialects (only in Africa there are more than thousand ones), but if you know the basic languages you will be able to travel all over the world and also you will be able to understand local inhabitants of these countries. And they will be able to understand you.

4. Conclusions

As mentioned above international tourism is an industry in which millions of people of different nationalities are employed. This is the reason why knowledge of foreign languages and cross-cultural communication is extremely important in the work. But if tourism is a global phenomenon why not to create a new artificial language, that would be easy to learn and include the features of other languages. This language could take its rightful of the international language in tourism, along with English. Electronic copy available at: https://ssrn.com/abstract=3125661 At the end of 19th century this language was created. It was Esperanto. This language was named in honor of its inventor. In the 20th century Esperanto was very popular. Esperanto has not become the language of international communication despite all its achievements. English became the global language. It is used in business, aviation, music, tourism, sports, diplomacy, etc.

REFERENCES

1. Language Career in Travel & Tourism Industry. URL : https://www.studyfrenchspanish.com/career-in-travel-tourism/
2. The language of tourism – more than translation. URL : https://www.languagewire.com/en/blog/tourism-and-translation
3. What is the importance of foreign language in the hospitality industry? URL : https://www.mvorganizing.org/what-is-the-importance-of-foreign-language-in-the-hospitality-industry/

THE ROLE OF FOREIGN LANGUAGES IN THE MODERN WORLD

E. O. Pavlenko
N. S. Bezsonova (language supervisor)
V. N. Karazin National University, Kharkiv

Pavlenko E. O., Bezsonova N. S. The role of foreign languages in the modern world. The article discusses the importance of learning foreign languages and their prospects in the modern world. It is foreign languages that enable people to develop and communicate with each other. It is difficult to imagine the present without travel and joint activities of companies from around the world. A large number of modern companies is primarily looking for specialists who speak at least one foreign language. Such people will be able to find their place not only in their native country. They will be able to visit other countries without hindrance and make their dreams come true. The modern world is based on foreign languages.

Keywords: communication, foreign language proficiency, prospects, travel.

Павленко Е. О., Безсонова Н. С. Роль іноземних мов у сучасному світі. У статті розглядається необхідність вивчення іноземних мов та їх перспективність у сучасному світі. Саме іноземні мови надають змогу розвиватися та комунікувати з іншими людьми. Складно уявити сьогодення без подорожей та спільної діяльності компаній з різних куточків світу. Велика кількість сучасних компаній в першу чергу шукає спеціалістів, які володіють хоча б однією іноземною мовою. Такі люди зможуть знайти своє місце не лише у рідній країні. Вони матимуть змогу відвідати інші країни без перешкод та втілити у життя свої мрії. На іноземних мовах грунтується сучасний світ.

Ключові слова: знання іноземної мови, перспективи, подорожі, спілкування.

1. Introduction

The o b j e c t of the article is to study the importance and prospects of learning foreign languages. The s u b j e c t is analysis of the main elements in the use of foreign languages in the modern world. The p u r p o s e of the study is to analyze the main prospects for learning and using foreign languages and prove that foreign languages proficiency has a huge number of advantages.

2. The role of foreign languages in the modern world

2.1. The prospects of learning foreign languages

Nowadays, learning of foreign languages is an important aspect of the life of a modern person. Foreign language proficiency gives us the opportunity to get acquainted with the cultures and traditions of other countries, contributes to the development of thinking, imagination and memory. Strong language skills are necessary for effective interaction of states in many spheres of life (science, politics, culture, art, etc.). Knowledge of a foreign language today is one of the conditions for professional competence.

Now the world is undergoing a process of globalization – the emergence of a hybrid world culture, mixing of national traditions, strengthening of cooperation between people. It manifests itself in the unification and unity of the most diverse life activities of people – their worldview, politics and economics, social life and production, science and education, culture and art, religion and language, sports, etc. [1].

The processes of world globalization and integration have led to the rapid growth of intercultural contacts in all spheres of our life. It firmly includes situations of intercultural communication such as school and university exchange studies, internships for scholars, international conferences, joint ventures, tourist trips, exhibitions, tours, sports competitions, etc. Therefore, one of the conditions for successful adaptation to social space is knowledge of a foreign language.

With the development of international business contacts, the development of new foreign technologies and the expansion of professional cooperation, the need for professionals with strong language skills has grown. Such professionals are increasingly in need by enterprises and institutions, and the need leads to the opening of foreign language schools and other educational institutions offering foreign language training.

A foreign language competence is an indispensable component of educating successful people. A question concerning a foreign language proficiency is now almost always found in the questionnaires of personnel departments of the most government and commercial institutions. Those who, in addition to their native language, speak at least one foreign language, make a more favorable impression on those around them [3].

Most modern businesses require employees to have strong skills of foreign languages. New innovative technologies and methods most often have an English-language description; most of the modern methodological literature is also written in a foreign language. Good well-paid jobs are often provided by international companies. To successfully function in international working environment an employee has to be able to apply proper vocabulary, correctly construct sentences (grammatically and stylistically).

A company employee who is fluent in several languages can qualify for a higher salary. In addition, top management officials must speak foreign languages fluently in order to be able to conduct a dialogue with partners, hold an international meeting at a decent level, organize a master class or discuss prospects, as well as problems and difficulties as best as possible.

Foreign languages fluency requires knowledge not only of vocabulary and grammar, but also knowledge of the basic types of speech interaction and language styles. Learning a foreign language enriches the spiritual world of people, teaches them to express their thoughts concisely and clearly. It makes it possible to communicate with people of a different worldview and mentality, which ultimately contributes to the destruction of stereotypes.

Reading literature and watching films in the original language allows you to gain a deeper understanding of the work of writers and directors. Mastering foreign languages helps to better understand the meaning of words in the native language, to trace the influence of one language on another. It also opens up the possibility for people to more easily travel to different countries of the world and communicate there.

In the modern world, a language acts as:

1) a mechanism of intercultural communication;

2) a means of mutual understanding and tolerance of peoples;

3) a means of self-development and enrichment of a personality;

4) a means of direct acquaintance with the achievements of foreign literature, culture and technology.

2.2. International tourism and communication

We live in the 21st century, the century of international travel and the century of globalization. Today there are about two hundred states in the world. Each country has its own history, culture and language. There are a huge number of languages and dialects in the world today, but only a few of them are the most important and effective. First of all, these are English, French, Spanish, Portuguese, Russian and Arabic.

Foreign languages are one of the most important factors in the development of international tourism. All of the above languages, except Arabic, are the main languages of Europe, and English, French and Russian are the main languages of the United Nations. About 60% of the African population speaks English, French and Arabic, and the total number of languages and dialects on the African continent exceeds a thousand. Spanish and Portuguese are the official languages of Latin America. Asia is a region of the world with about 60% of the all world's population. It is a continent of contrasts. It is a continent with 47 states, whose population speaks more than one hundred languages, including English, French and Arabic. At the same time, it is a region of exotic tourism, where many people from different countries of the world come to rest every year.

A huge number of people who do not want to travel and prefer to stay at home also use foreign words in their everyday speech.

For specialists of any profession, a foreign language is a means of communication with people of other cultures. This is especially important for international tourism and hospitality professionals who have to deal with people from all over the world on a daily basis.

Today, it is not required to convince anyone of the need for teaching intercultural communication. What does the term "intercultural communication" mean? Intercultural communication is the communication of people from different countries of the world and different continents in one language. Free travel, communication and exchange of information unite millions of people of different nationalities around the world.

Thus, we come to the conclusion that foreign languages are the most important factor in the development of international tourism. Today there is a huge number of languages and dialects (only in Africa there are more than a thousand), but if you know the most common of them, then you can travel to almost all countries on all continents, and you will also be able to understand the inhabitants of these states.

Therefore, knowledge of foreign languages is important for the further development of international tourism. As noted above, international tourism is an industry that employs millions of people from a wide variety of nationalities. For this reason, knowledge of foreign languages and intercultural communication is essential in the work of a tourism manager and a hospitality manager.

The tourism industry is closely related to foreign languages. The number of travelers is increasing every year. But it is impossible to travel the world and not to know foreign languages. Many people think that if you want to travel, you need to speak many different languages, but not everyone shares this position. Most travelers are people who speak only one language and do not intend to stay at home [5].

3. Conclusions

In the modern world, it is very important to speak foreign languages. They make it easier for us to communicate with people of other cultures. Foreign language proficiency gives you more chances for successful career growth. Nowadays, professionals who speak foreign languages are appreciated everywhere. They know how to negotiate with foreign partners and can interest potential partners. No relationship between people of different nationalities is possible if at least one of them does not speak the language of the other. Nevertheless, it is important that everyone learns foreign languages, regardless of a country of residence, it will have a positive effect on people themselves.

REFERENCES

1. Барлыбаев Х. А. Глобализация: вопросы теории и практики. URL : https://www.socionauki.ru/journal/articles/129849/
2. Войтович И. К.Иностранные языки в контексте непрерывного образования: монография / под ред. Т. И. Зелениной. Ижевск : Изд-во «Удмуртский университет», 2012. 212 с.
3. Тилене Л. П. Дополнительное лингвистическое образование должно развиваться на качественно новом уровне // Босс. 2011. № 2. URL : http://www.bossmag.ru/view.php?id=4915
4. Огнёва К. В. Роль иностранных языков в жизни общества. Культура и язык. URL : http://www.rusnauka.com/NIO/Philologia/ognjova%20k.v..doc.htm
5. Павлова Л. П. Роль международного туризма в изучении иностранного языка. URL : http://zabgu.ru/files/html_document/pdf_files/fixed/Problemy'_opy't_i_perspektivy'_turizma_servisa_i_sociokul'turnoj_deyatel'nosti_v_Rossii_i_za_rubezhom/Pavlova_L.P._Rol_mezhdunarodnogo_turizma_v_izuchenii_inostrannogo_yazyka.pdf
6. Якубовська Л. Г., Березюк О. А. Іноземна мова – невід'ємна складова у професійній діяльності фахівців туристичної галузі. URL : https://tourlib.net/statti_ukr/yakubovska.htm
7. Кудрик К. О. Англійська мова та міжнародний туризм: Сучасні тенденції розвитку та взаємодії. URL : http://enpuir.npu.edu.ua/bitstream/handle/123456789/24401/Kudrik.pdf;jsessionid=84D115E25FEC34954C74E2208D306D13?sequence=1

DIE ROLLE UND DER PLATZ INTERNATIONALER WARENBÖRSEN FÜR DIE FUNKTION DER WELTWIRTSCHAFT

D. G. Paziy,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Paziy D. G., Pirog I. I. Die Rolle und der Platz des internationalen Warenaustauschs für die Funktion der Weltwirtschaft. Der Artikel enthüllt die Essenz internationaler Austauschaktivitäten. In der Arbeit wurde die Warenstruktur des internationalen Austauschs analysiert. Es ist die Einschätzung der Dynamik, der Struktur des Börsenhandels in der modernen Welt gebracht. Der Artikel zeigt die Rolle von Globalisierungs- und Integrationsprozessen im internationalen Handel auf. Die wichtigsten Trends in der Entwicklung der internationalen Warenbörsen wurden identifiziert.

Schlüsselwörter: Börse, Devisenverträge, internationaler Handel, internationale Warenbörsen, Warenmarkt.

Пазій Д. Г., Пірог І. І. Роль та місце міжнародних товарних бірж у функціонуванні світової економіки. Стаття розкриває сутність міжнародної біржової діяльності. У роботі було проаналізовано товарну структуру міжнародних бірж. Наведено оцінку динаміки, структури біржової торгівлі у сучасному світі. Стаття розкриває роль процесів глобалізації та інтеграції в міжнародному біржовому товарообороті. Були виявлені основні тенденції розвитку міжнародних товарних бірж.

Ключові слова: біржовий ринок, біржові контракти, міжнародний товарообіг, міжнародні товарні біржі, товарний ринок.

1. Einführung

G e g e n s t a n d des Artikels ist Tätigkeit internationaler Warenbörsen in modernen Marktbeziehungen. Das Thema ist die Struktur und Rolle der internationalen Warenbörsen. D e r Z w e c k des Artikels ist es, den Aktienmarkt im Detail zu betrachten und die Trends der internationalen Börsenaktivitäten zu analysieren.

In den letzten Jahren haben die Weltmarktbeziehungen ein schnelles und dynamisches Wachstum des Handels auf den internationalen Märkten erfahren. Derzeit entfallen etwa 30 % des internationalen Handels auf den Aktienmarkt.

Eine Börse ist eine Art organisierter Markt, auf dem Wertpapiere, Rohstoffe, Währungen, Futures und Optionen gehandelt, Kontrakte verkauft und gekauft werden. Die Entwicklung des Börsenhandels spielt eine wichtige Rolle bei der Gewährleistung der Preistransparenz, der Verfügbarkeit von Marktinstrumenten für mehr Händler, der Senkung ihrer Transaktionskosten, des Aufbaus von Infrastruktur, der Einführung von Risikomanagementmechanismen auf dem Börsenmarkt für landwirtschaftliche Produkte. Es kann auch argumentiert werden, dass das Vorhandensein einer aktiven Börse die erfolgreiche Ausübung der Wirtschaftstätigkeit auf der Grundlage von Paritätspreisen für Produkte und materielle und technische Ressourcen gewährleistet, die für ihre Herstellung erforderlich sind. Darüber hinaus ist der Austausch die treibende Kraft bei der Gestaltung internationaler Handelsbeziehungen, einschließlich der regionalen Integration [3].

2.1. Der moderne internationale Aktienmarkt

Internationale Warenbörsen sind permanente Großhandelsmärkte, auf denen Kauf- und Verkaufstransaktionen getätigt werden, erstens Massenrohstoffe und qualitativ austauschbare Güter (Güter in materieller Form) und zweitens "unfassbare" Güter (Finanzinstrumente oder Finanzkontrakte).

Die Hauptaufgaben von Warenbörsen sind in der Regel: Organisation des Warenmarktes; Vereinfachung des Handelsprozesses; Beschleunigung und Reduzierung von Handelsabkommen und Operationen; Preisstabilisierung und Schutz der Interessen des Verkäufers und des Käufers vor negativen Preisänderungen. Der Börsenhandel zeichnet sich aus durch: Werbung, die es Ihnen ermöglicht, alle Informationen über den Abschluss von Geschäften zu erhalten; Offenheit; kostenlose Preise; fehlende staatliche Eingriffe in das Ausschreibungsverfahren [2].

Der moderne internationale Aktienmarkt entwickelt sich unter dem Einfluss von Globalisierungsprozessen, Zyklizität, Wettbewerb rasant und ist durch ständige Veränderungen in der Organisationsstruktur gekennzeichnet. Die Attraktivität des Aktienmarktes beruht auf stabilen und hohen Wachstumsraten des Aktienumsatzes, dem Aufkommen neuer Instrumente und Technologien des Aktienhandels, der Zuverlässigkeit der Transaktionen, der Transparenz des Aktienhandels, die zur Steigerung der Wettbewerbsfähigkeit der Weltbörsen beiträgt.

Innerhalb der Warenbörse werden Verträge über den Kauf und Verkauf von Waren geschlossen, die im Wesentlichen massenhaft, einheitlich und austauschbar sind. Jede Börse betreibt freien Handel mit sogenannten Börsengütern, deren Liste in den Regeln einer bestimmten Börse festgelegt ist. Dies trägt zur Konzentration des Börsenhandels bei und sichert seine hohe Effizienz. Die moderne Warenbörse ist ein Markt für Verträge über die Lieferung von Gütern. Dies bedeutet, dass tatsächlich keine Waren an Börsen verkauft werden, sondern Tauschverträge, die die Vertragsbedingungen angeben: Menge und Preis der Ware, Lieferzeiten, Zahlungsweise der Ware usw. In diesem Fall erhält der Käufer an der Börse ein Dokument, das sein Eigentum an diesem Produkt bestätigt [3].

2.2. Die Rolle und der Platz des internationalen Warenaustauschs

An internationalen Warenbörsen werden rund 70 Warenarten gehandelt. Im Warenaustausch lassen sich zwei Gruppen einteilen: Gruppe I – “land- und forstwirtschaftliche Güter” und Gruppe II – “industrielle Rohstoffe und Halbfabrikate”.

Aufgrund ihrer Tätigkeit können Warenbörsen universell sein, wenn Gegenstand der Vereinbarung eine Vielzahl von Gütern ist (Chicago Mercantile Exchange, Tokyo Commodity Exchange usw.) und spezialisiert sein, wenn Vereinbarungen über ähnliche Warengruppen (New York Exchange 18 Kaffee, Zucker und Kakao). Es gibt auch hochspezialisierte, bei denen der Gegenstand der Transaktionen eine Produktart ist (Hamburg Coffee Exchange) [4].

Die Hauptsubjekte von Börsengeschäften sind natürliche und juristische Personen, die Teilnehmer an der Börse sind, und autorisierte Vermittler – Makler. Broker sind ständige Mitglieder von Börsen, die beim Abschluss von Geschäften helfen. Ihre Aufgabe ist es, in kurzer Zeit einen Käufer oder Verkäufer zu finden und die Auftragnehmer zu verbinden. Für seine Arbeit erhält der Makler eine Vergütung in einer bestimmten Höhe oder in Höhe der Vertragszinsen. Das heißt, die Börse erfüllt die Funktion der qualifizierten Vermittlung zwischen Verkäufern und Käufern von Waren.

Der Austausch ist ein besonderer Preismechanismus. Sie schafft die Voraussetzungen für eine kostenlose Preisgestaltung. Aus dem tatsächlichen Verhältnis von Angebot und Nachfrage an Warenbörsen werden Markt(Börsen-)Preise für Produkte gebildet, die sich unter dem Einfluss der Marktbedingungen ändern. Diese Preise sind auch eine Orientierungshilfe für den Abschluss von Geschäften außerhalb der Börsen, da die Geschäftswelt ihr Handeln unter Beobachtung der Börsensituation vergleicht und plant. Alle Informationen über Angebot und Nachfrage, Preise, Wettbewerbsniveau auf dem Markt sind öffentlich [2].

Fast der gesamte Börsenumsatz auf dem Weltwarenmarkt liefert die Aktivitäten von 50 Warenbörsen. Die führenden Zentren des internationalen Devisenhandels bleiben – die Vereinigten Staaten (84% des Umsatzes), Großbritannien (8% des Umsatzes), Japan (2% des Umsatzes) und Warenbörsen anderer Länder (2%). Die Rolle der US-Börsen nimmt weiter zu, aber die Dynamik des weltweiten Aktienhandels weist auf eine stärkere Rolle der Börsen in Indien, China und Brasilien hin [4].

3. Schlussfolgerungen

Die gegenwärtige Struktur des internationalen Rohstoffmarktes wird durch Integrations- und Globalisierungstendenzen bestimmt und wird durch Faktoren des Zustands der Weltwirtschaften nach der Krise beeinflusst. Eine besondere Rolle für das Funktionieren der Lebensmittel- und Rohstoffmärkte spielen unter diesen Umständen die internationalen Warenbörsen, deren Hauptzweck darin besteht, einen fairen Preis für den Börsenwert zu bilden und Preisrisiken abzusichern. Zu den Besonderheiten der Funktionsweise der internationalen Warenbörsen als wichtigster institutioneller Vermittler auf dem Weltwarenmarkt gehören heute: Konsolidierung und Transnationalisierung ihrer Aktivitäten; Vertiefung der Spezialisierung auf Waren. Der internationale Börsenhandel ist derzeit durch folgende Haupttrends gekennzeichnet [1]:

1. Erhöhung des Börsenumsatzes.

2. Veränderungen in der Struktur der an internationalen Warenbörsen abgeschlossenen Geschäfte, die sich in einem Anstieg des Volumens von Termingeschäften im Vergleich zu Geschäften in realen Waren äußern.

3. Strukturwandel des Börsenhandels, der sich in der Ausweitung des Angebots an Tauschgütern durch den Eintritt in den Warenmarkt neuer Industrierohstoffe manifestiert.

4. Dominierende Tendenzen zum Funktionieren universeller Warenbörsen auf dem Weltmarkt. Durch den Zusammenschluss mehrerer Warenbörsen, die auf den Handel mit bestimmten Arten von Tauschgütern spezialisiert sind, entsteht eine, an der mehrere Warenarten verkauft werden, Nicht-Warenwerte, aber die Warenspezialisierung der fusionierten Börsen bleibt erhalten.

5. Trends bei der Platzierung von Warenbörsen an Orten des Konsums wichtiger Waren. Die meisten Warenbörsen befinden sich in Konzentrationsgebieten des Verbrauchs von Tauschgütern.

Somit spielt der internationale Aktienmarkt eine bedeutende Rolle in einer Marktwirtschaft, spiegelt den realen Zustand der Rohstoffmärkte wider, bietet die Möglichkeit, zu spekulieren und Preisentwicklungen vorherzusagen. Zudem zeigt die internationale Erfahrung, dass ein wirksamer Mechanismus zur Entschatten und Entmonopolisierung des Rohstoffmarktes der Einsatz von Tauschinstrumenten ist, die die Bildung spezifischer fairer Preise fördern und damit Preisrisiken reduzieren.

LITERATURSVERZEICHNIS

1. Кухарець В. В., Булуй О. Г., Левківська Л. М. Тенденцій розвитку біржового ринку в умовах глобалізації світової економіки // Ефективна економіка. 2021. С. 1–12.
2. Пепа Т. В., Пішеніна Т. І., Лавринович В. В. Біржова діяльність : навч. посібник для студ. Київ : Ліра, 2016. 540 с.
3. Солодкий М. О. Біржовий товарний ринок : монографія. К. : ЦП КОМПРИНТ, 2015. 576 с.
4. Хоменко І. О., Волинець Л. М., Палєєва В. Р. Особливості функціонування міжнародних товарних бірж // Юність науки – 2020: соціально-економічні та гуманітарні аспекти розвитку суспільства : зб. тез X Міжнарод. наук.-практ. конф. студентів, аспірантів і молодих вчених аспірантів і молодих вчених, 23–24 квіт. 2020 р. – 2020. т. 2020 р.). Чернігів : ЧНТУ, 2020. С. 17–19.

DISTRIBUTION AND STRUCTURE OF INVESTMENT FLOW IN THE MODERN WORLD ECONOMY

D. G. Paziy,
O. I. Radchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Paziy D. G., Radchenko O. I. Distribution and structure of investment flow in the modern world economy. The article is devoted to the problem of distribution of foreign investments in the functioning of the world economy during the pandemic. The current state of investment resources, their structure, and dynamics are studied. The specifics of the geographical distribution of investments in the modern economy, their changes due to the pandemic in 2020 are identified and the five largest recipient countries are listed. The main attention is paid to regional tendencies and the prospects of investment development for each group of countries are determined.

Keywords: foreign direct investment, international investment, investments, investment flows, investment trends

Пазій Д. Г., Радченко О. І. Розподіл та структура інвестиційних потоків у сучасній світовій економіці. Стаття присвячена проблемі розподілу іноземних інвестицій в функціонуванні світової економіки в період пандемії. Досліджено сучасне становище інвестиційних ресурсів, їх структура та динаміка. Визначено специфіку географічного розподілу інвестицій у сучасній економіці, їх зміни через пандемію в 2020 році та наведено п'ять найбільших країн-реципієнтів. Основну увагу приділено регіональним тенденціям та визначено перспективи розвитку інвестування для кожної групи країн.

Ключові слова: інвестиційні потоки, інвестиції, міжнародне інвестування, прямі іноземні інвестиції, тенденції інвестування.

1. Introduction

The o b j e c t of research is investment flows in the world economy. The s u b j e c t of the research is the problems of development of the world and regional investment market. The p u r p o s e of this work is to analyze the change in investment flows in a pandemic in the functioning of the world economy.

Today, in the context of globalization and technological development, the economic situation in the world is influenced by many factors. Investment activity has always been at the center of economic development. Investment is the basis of the country's development, and investment activity significantly affects the functioning of economic activity, the development of the economic and social welfare of society.

The relevance of this issue is confirmed by the current trend – attracting foreign direct investment, which helps countries overcome the crisis caused by the COVID-19 pandemic, growth of financial and economic indicators, as well as attracting advanced technologies and structural changes in the world economy as a whole.

2. Characteristics of the dynamics of investment resources

In the scientific literature, investment is traditionally understood as the implementation of certain economic projects at present to generate income in the future. This approach to understanding investment is dominant in both domestic and foreign economic literature [1, c. 472].

In the economic literature, the concept of "investment activity" is interpreted by various authors, examining them we can say that in general investment activity is an activity that is organized in a certain way, carried out in the economic conditions that exist in the country, its essence lies in a focused process resource, selection of specific objects for their investment, development, and implementation of the investment program and ensuring its effective implementation for profit or another positive result [2, c. 256].

Currently, there is a decrease in the share of capital transactions on a national scale in favor of international and domestic corporations. This is since companies are beginning to focus less on exports. They are more focused on organizing their production abroad or buying controlling stakes in a local company. As a result, the dynamics and distribution of international investment flows are changing and the success of performance in foreign markets is increasing.

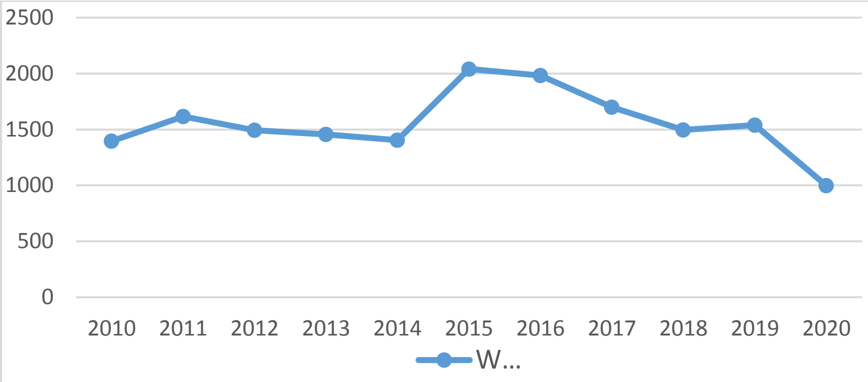


Fig. 1. Dynamics of foreign direct investment inflows
in the world economy for 2010 – 2020, million USD [4]

Global foreign direct investment (FDI) flows fell by 35% in 2020 to $ 1 trillion. from $ 1.5 trillion. in the previous year. All over the world, restrictive measures in response to the COVID-19 pandemic have slowed down investment projects, and the prospect of a recession has forced multinational companies to re-evaluate new projects. The decline had a major tilt towards developed countries, where FDI fell by 58%, partly due to corporate restructuring and intra-firm financial flows. In FDI countries, a more moderate 8% decline, mainly due to the stability of their flows in Asia. As a result, developing countries accounted for two-thirds of global FDI, compared to slightly less than half in 2019.

2. Distribution and trends of investment flows

Developing countries have survived the storm better than developed ones. However, in developing countries and countries with economies in transition, FDI inflows have been relatively more affected by the pandemic impact on global investment in value chains, tourism and extractive industries. Differences between regions were also caused by the asymmetry of the budget space in the deployment of economic support measures.

Falling FDI inflows in developing regions were uneven: -45% in Latin America and the Caribbean and -16% in Africa. On the contrary, the inflow in Asia increased by 4%, as a result of which in 2020 this region accounted for half of global FDI. In countries with economies in transition, FDI fell by 58% [4].

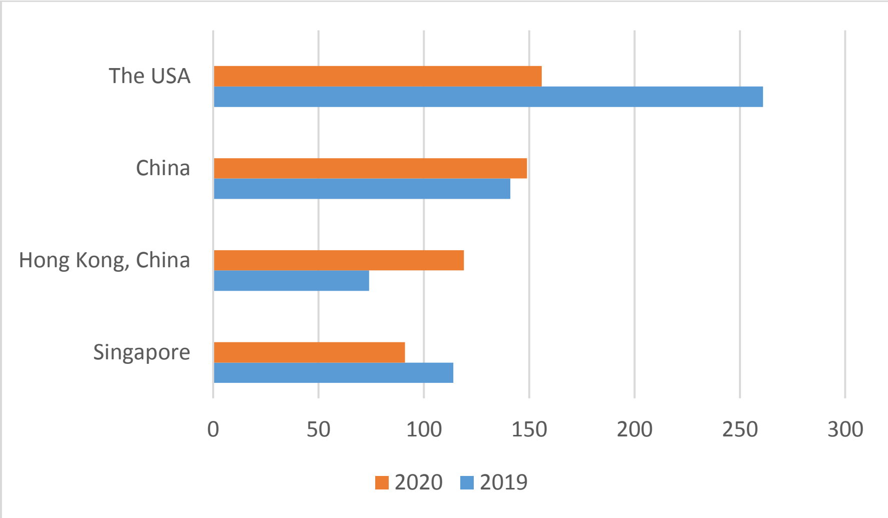


Fig. 2. Foreign direct investment inflows
in the five largest recipient countries
in 2019 and 2020, billion USD [4]

The pandemic has further reduced FDI in countries with structurally weak and vulnerable economies. Although FDI inflows remained stable in the least developed countries, the number of start-ups declined. FDI inflows have also declined in small island developing States by 40%, as in landlocked developing countries by 31%. In Europe, the inflow of FDI fell by 80%, while in North America its decline was so sharp (-42%). The United States remained the largest host country for FDI [3].

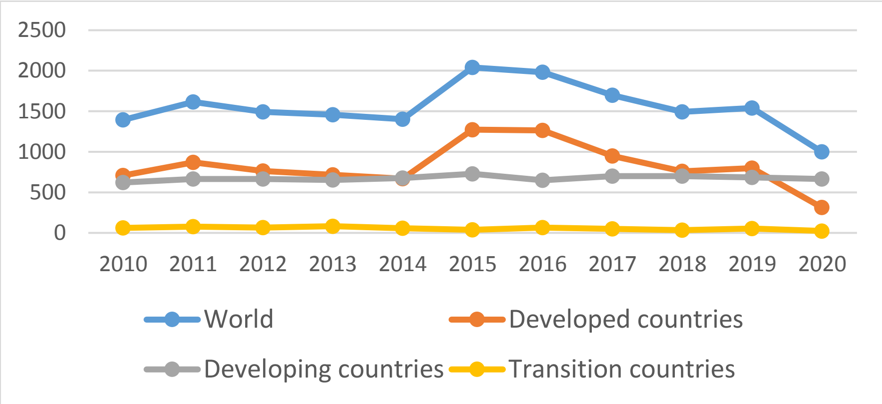


Fig. 3. Dynamic of foreign direct investment inflows
by groups of countries for 2010 – 2020, million USD [4]

The inflow of FDI to developing countries in Asia has been generally stable, increasing by 4% in 2020 to $ 535 billion; however, except for large-scale influxes into Hong Kong and China, their influx in the region has declined by 6%. In China, by contrast, the inflow increased by 6% to $ 149 billion [3]. FDI outlook for the region is more positive than for other developing regions, thanks to external shock-resistant intra-regional value chains and higher economic growth forecasts.

In Latin America and the Caribbean, FDI inflows fell 45% to $ 88 billion, just slightly above the post-global financial crisis of 2009. The economies of many of the continent's worst-affected countries are dependent on investment in mining and tourism, and the collapse of both industries has led to record low investment inflows in many countries.

In 2021, inflows and outflows of investment in the region are expected to remain at the same level. The pace of recovery in FDI inflows will vary by country and industry, with foreign investors focusing on investing in the production of clean energy and minerals critical to the industry, influenced by the global campaign for sustainable recovery.

In transition economies, FDI inflows fell by 58% to $ 24 billion, the sharpest drop among all regions except Europe. Investments in new enterprises showed the same decline curve. It is expected that the recovery of the tide will begin no earlier than 2022. Despite efforts, the recovery of FDI inflows to the level reached before the pandemic is unlikely due to the slow economic growth affecting FDI, market-oriented difficulties created by the pandemic, limiting opportunities for diversification, economic sanctions, and geopolitical instability in some areas.

In developed countries, FDI inflows fell by 58% to $ 312 billion. FDI inflows to Europe fell by 80% to $ 73 billion. The decline was exacerbated by sharp fluctuations in intermediate flows in countries such as the Netherlands and Switzerland. However, capital inflows have also declined in large European countries such as the United Kingdom, France, and Germany. In North America, FDI inflows fell slightly, by 42% to $ 180 billion. In the United States, their inflows fell 40 percent to $ 156 billion. Prospects are moderately positive, with expected growth of up to 20%, improvement of macroeconomic conditions, successful promotion of vaccination programs, and large-scale public investment support. FDI in Europe is projected to grow by 15-20% after the 2020 collapse. FDI is also projected to grow by about 15% in North America [3].

3. Conclusions

Thus, in 2020 there were significant changes not only in the number of investment flows but also in their structure and distribution. First of all, there was a reduction in investment flows in the world, due to the general decline of the world economy. In addition, there have been changes in the geographical distribution of investment flows. Developed countries have given way to developing countries, which became the main recipients of investment in 2020, largely due to Asian countries. In the coming years, market conditions are expected to gradually recover and investment flows will increase from 2022 to 2019.

REFERENCES

1. Майорова Т. В. Інвестиційна діяльність : підручник. Київ : Центр учбової літератури, 2015. 472 с.
2. Павленко І. І., Варяниченко О. В., Навроцька Н. А. Міжнародна торгівля та інвестиції : навч. посібник. Київ : Центр учбової літератури, 2012. 256 с.
3. UNCTAD: World Investment Report 2021. Investing in sustainable recovery. URL : https://unctad.org/system/files/official-document/wir2021_en.pdf
4. United Nations Commodity Trade Statistics Database (UNCTAD). Data Center – URL : https://unctadstat.unctad.org/wds/ReportFolders/reportFolders.aspx?sCS_ChosenLang=en

EU DEVELOPMENT AT THE PRESENT STAGE

A. V. Peliak,
I. M. Lavrinenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Peliak A. V., Lavrinenko I. M. EU development at the present stage. The article analyzes the economic nature and evolution of the European Union and reveals the basic principles of integration. The peculiarities of the current stage of development of the European Union by outlining the dynamics and trends of development of the member countries of the group are also outlined. The study identified the place of the new countries within the EU at the present stage, which joined the union after 2004. Although joining the group is a complex process that requires considerable effort, the findings suggest that the direction of integration into the European Union for Ukraine is promising and potentially attractive, as evidenced by the experience of other countries.

Key words: economic development of EU, economic nature of EU, EU member states, European Union, evolution, European Union.

Пеляк А. В., Лавріненко І. М. 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: економічний розвиток ЄС, економічна природа ЄС, країни-учасниці ЄС, еволюція ЄС, Європейський Союз.

1. Introduction

The relevance of the topic of the article is that today European integration is the main foreign economic priority of Ukraine, and further development and deepening of relations between Ukraine and the EU should be carried out on the principles of political association and economic integration. The study of economic development trends of EU member states, in particular those countries that are relatively new EU members, is relevant because on the basis of this study and comparative characteristics of their economies before and after joining the European Union one can identify and assess Ukraine's prospects for European integration. While examining the level of coverage of the EU's development at the present stage, it should be noted that the European Union as an integration union began to take shape after the Second World War (the Brussels Treaty was signed in 1948). As the development and formation of the EU is a dynamic process taking place in the modern world, the problem of studying this process is extremely relevant and is covered by many scientists from different points of view. The depth of the problem study: the theoretical foundations of the study of protectionism were covered in works of foreign and domestic scientists, namely: Roaf L., Atoyan R., Druzdenko G., Kimberly A., Gabel M., Amelchenko N., Nauro F. and others. The p u r p o s e of the article is to analyze the development of the European Union at the present stage and identify the main trends in economic development of its member countries. To achieve this goal, the following t a s k s have been set:

– analyze the economic nature and evolution of the development of the European Union;

– identify the basic principles of development of the European Union as an integration association;

– analyze the dynamics and development trends of EU member states;

– identify the features of economic development of the new EU member states;

– identify the place of new EU member states within the EU at the present stage.

The o b j e c t of the article is the tendencies and principles of development of the European Union as an integration association at the present stage. The s u b j e c t of the article is the economic development of the member states of the European Union. The article uses general scientific and special methods of cognition of economic phenomena and processes in their direct development and interrelation. In solving the tasks set in the study, the following m e t h o d s have been used: the method of historical analysis (to study the historical development of the European Union), the method of abstract-logical analysis (in highlighting the essence of EU integration), the method of analysis and synthesis, and principles of development of the EU member states), methods of quantitative and comparative analysis (when determining the features of economic development of the new EU member states). The i n f o r m a t i o n b a s e of the study is the materials of the State Statistics Committee of Ukraine, official materials of the World Economic Forum, the World Bank and European official publications and sites, monographic studies of domestic and foreign authors, scientific publications in special editions that study the development of the European Union.

2.1. Economic nature and evolution of EU development

Today, the European Union is one of the most influential players on the world stage and is a powerful integration alliance of 27 states. Some analysts attribute it to a number of superpowers that are major players in the world economic system. From another point of view, the EU shows by example how countries can successfully combine their economic and political resources to achieve common interests and achieve common goals [9]. Trends and basic principles of economic development of the EU member states confirm this. The EU also contributes to security and stability in the wider world, helping to create safer and more favorable living conditions within its own borders.

Having examined the historical development of the European Union, we can conclude that this process took place in 6 main conditional stages:

1) Peaceful Europe – the beginnings of cooperation (1945 – 1959):

The European Union was created to end the frequent and bloody wars between its neighbors, which culminated in World War II.

2) The period of economic growth (1960 – 1969):

This period was extremely favorable for the development of the economies of the countries, which was facilitated by the fact that the EU countries stopped levying customs duties on trade between them.

3) The period of the first enlargement of the community (1970 – 1979):

On 1 January 1973, Denmark, Ireland and the United Kingdom joined the European Union, and then the EU had 9 member states.

4) The period of change in Europe, the fall of the Berlin Wall (1980-1989):

The Berlin Wall was destroyed on 9 of November, 1989, and the border between East and West Germany opened for the first time in 28 years.

5) Europe without borders (1990 – 1999):

The collapse of communism in central and Eastern Europe led to the beginning of the rapprochement of European countries. In 1993, the process of creating a single market ended with the introduction of the "four freedoms": the movement of goods, the movement of services, money and people.

6) The current stage in the activities of the EU (2010 – today).

Joining of new countries to the European Union and related trials (overcoming disparities in the economic development of member countries and differences in foreign policy interests) [10].

Given the trends of recent years, the development of the EU began to manifest itself in a systemic crisis, which was affected by a number of large-scale problems, including global financial and migration crises, terrorist threat, security challenges in the Eastern European region due to Russian aggression, transatlantic cooperation activities of the US administration after the 2016 presidential election, as well as the growing controversy within the Community in connection with the escalation of separatist movements, Brexit, etc.

Today, one of the EU's main tasks is to expand the territory of peace, security and prosperity outside the EU. The slowdown in institutional processes and the impossibility of further deepening integration are forcing the EU's leading states to look for ways to overcome the crisis and develop a new global development strategy that would respond effectively to the challenges that constantly arise in a globalized world.

2.2. Basic principles of EU development

As mentioned above, the European Union is a powerful union of 27 countries with a total population of 446.8 million people [8]. The total GDP of the European Union was at $ 19.1 trillion as of 2020, which accounted for 15.77% of the total world economy [7]. EU member states have their own peculiarities of development after joining it, the identification of these main trends of economic growth is important for the research.

Having identified the main vectors of development of the EU as an integration association, we can conclude that the global strategy of economic development for the European Union is the Sustainable Development Strategy. Its main goal is to identify and take action that will allow the EU to achieve lasting long-term improvements in the quality of life by creating communities capable of efficient use of resources, social and innovative potential of the economy, which will ensure prosperity, but it should be noted that there is still a great gap between some EU countries. It is known that the process of EU enlargement took place in several stages, the largest of which was the joining of 10 states to the European Union (in 2004) [11]. It is important that these two groups of countries: the EU – 15 (currently the EU – 14, but this classification will be used for the study) – “old” EU members with a higher level of development and the EU – 13 – "new" members, who joined the union in 2004, have slightly different development trends. The EU-15 includes: Austria, Belgium, Greece, Denmark, Ireland, Spain, Italy, Luxembourg, the Netherlands, Germany, Portugal, Finland, France, Sweden and the United Kingdom until January 31, 2020. The EU-13 is Bulgaria, Estonia, Cyprus, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia, Hungary, Croatia and the Czech Republic [6].

The greatest successes in the convergence of the level of economic development were reached in the phase of global recovery in 2000 – 2008, and the effect of integration had an important impact [5]. The single internal market with all its advantages, which is the fourth level of integration, the availability of programs to provide support and assistance to less developed countries create positive conditions for economic growth of all EU countries. The main issues are the inequality of growth of the member states and the difference in the levels of economic development of the EU countries, as the countries that are founders of the European Union or joined it before 2004 have a tendency to a higher level of economic development.

2.3. Dynamics and trends of development of EU member states

In order to analyze the dynamics and development trends of the EU member states, it is necessary to investigate how the economic growth rates of different EU member states are correlated, and whether there is a convergence of development levels [6].

Let's present graphically the dynamics of GDP growth in the EU from 1996 to 2016 (Fig. 1).

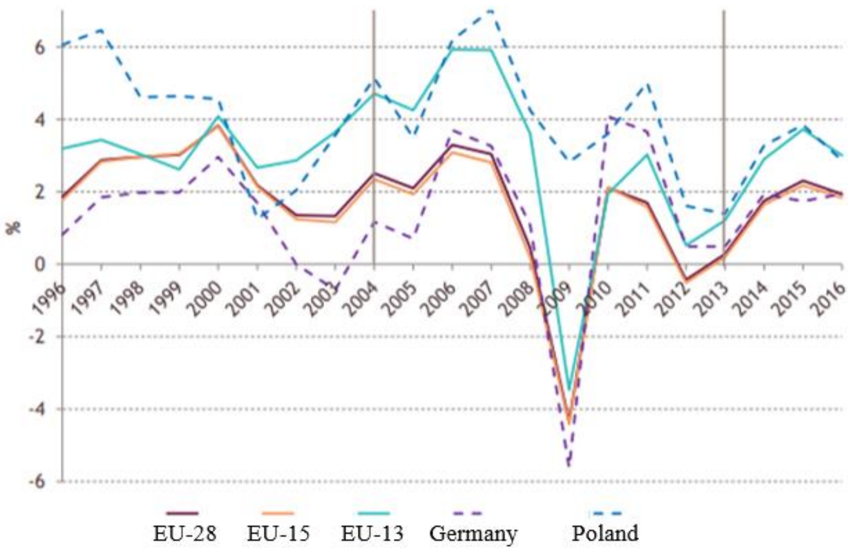


Fig. 1. GDP growth rates in EU countries,
in % to the previous year from 1996 to 2016 [2]

Figure 1 shows the dynamics of GDP growth in the countries that are members of the European Union in 1996 – 2016. It should be noted that the GDP growth trends of the EU-15 and EU-28 are similar (where the EU-28 – all EU countries), because Most of the EU's output is the GDP of its fifteen "old" members, and it is also important that this part has not decreased significantly over the years: from 93.3% in 2000 to 91.5% in 2016. It is also possible to observe the convergence of the level of development of the countries in 2000-2007 due to the fact that the growth rates of the EU-13 countries became significantly higher than those of the EU-15 countries and amounted to 4.3% and 2.3% respectively.

In general, during the recovery of the world economy in the EU there was a typical process of convergence (formation of a set of similar features in unrelated groups) of economic growth levels, when less developed countries were characterized by growth rates that exceeded the EU average. However, the high growth rates of the EU-13 were mainly driven by external construction loans from the EU-15 as well as from the IMF, and a sharp increase in domestic demand and consumption.

2.4. Features of economic development of the new EU member states

The development of the new EU member states has its own peculiarities, the identification of which is quite important for Ukraine as a whole. When highlighting the features of economic development of the new member states, the most objective is their comparison with older EU members in terms of key indicators [1].Thus, the level of government spending on GDP varies from 56.4% in France to 27.0% in Ireland among the EU-15, and from 47-48% in Croatia and Hungary to 31% in Romania. This factor indicates how different the systems of social security and state incentives are within the EU. Significant differences are also observed in debt levels. In the EU-15 list, public debt is on average much higher than in the EU-13: 85.7% of GDP against 53.7% respectively [4]. Regarding the dynamics of doing business, the "new" countries show a higher rate of improvement in business conditions, it should also be noted that in recent years the EU-13 countries have risen in this ranking to the level of EU-15, and some even exceeded it [3].

3. Conclusions

At the global level, as long as the European Union remains the center of concentration of wealth and economic potential, its development is very uneven, which is why there are still significant socio-economic disparities that have increased since the accession of new countries. Although world development and its financial and oil "shocks" had a great impact on the economic development processes taking place in the European Union, it is obvious that the dynamics of economic development of the "new" EU member states became quite rapid in the years after their accession to the EU in 2004. Thus, we can point out that the main and, for the time being, constant point is that the countries receive a significant increase in economic development after joining the EU due to the processes of integration and convergence. But due to the same processes of integration and convergence, the gap in the level of economic development is gradually narrowing. The new member states (EU-13) are developing relatively faster than the EU-15, but globally the difference between these groups of countries is quite significant in favor of the more powerful countries of the EU-15. EU-13 countries are now quite developed ones, even if we compare them to the most economically developed countries in the world. In recent years, thanks to an effective regional policy, the new member states of the European Union have shown a high and stable pace of socio-economic development. In the

European Union, they cease to play the role of a kind of "grant" centers and begin to make a significant contribution to the development of the EU. The European Union is much more than an economic community. It is a union of common values, and it is these values that underlie the long-term relationship that Ukraine seeks to establish with the EU. Therefore, Ukraine must continue on the path to the EU, because it is a good prospect for further development of our country and change its position on the world stage, as well as improving the socio-economic component and much more.

REFERENCES

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: URL : https://ec.europa.eu/eurostat/tgm/table.do?tab=table&plugin=1&language=en&pcode=tps00001
9. 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/

THE INFLUENCE OF THE SPANISH LANGUAGE IN INTERNATIONAL RELATIONS

G. A. Petrov,
R. Sh. Musaieva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Petrov G. A., Musaieva R. Sh. The influence of the spanish language in international relations. The article examines the spanish-speaking world, its communication systems with the external environment, the presence of the Spanish language in forums and multilateral organizations, as well as the future of the Spanish language in a globalized universe.

Keywords: globalized universe, influence, international relations, multilateral organizations, spanish-speaking world.

Петров Г. А., Мусаєва Р. Ш. Вплив іспанської мови на міжнародні відносини. У статті розглядається іспаномовний світ, його системи зв'язку із зовнішнім середовищем, присутність іспанської мови на форумах та у багатосторонніх організаціях, а також майбутнє іспанської мови у глобалізованому всесвіті.

Ключові слова: вплив, багатосторонні організації, глобалізований всесвіт, міжнародні відносини, іспаномовний світ.

The o b j e c t of the article is a comprehensive study of the problems and prospects of the phenomenon of the Spanish language in international relations. The s u b j e c t of the article is the prospects and opportunities for the development of the influence of the Spanish language on international relations. The p u r p o s e of the article is to study the development of the influence of Spanish in the world and determine its potential in international relations, to analyze the formation of leading world organizations in which Spanish has an influence, to characterize the foreign policy of Spanish-speaking countries in the context of Spanish language.

The linguistic world map depicts a universe that unites about 7,000 different languages across the planet. It is a huge cultural wealth, an unevenly distributed intangible heritage of humanity. Thus, while a significant number of languages belong to very small communities, other languages have a very large indigenous population, such as Chinese, Spanish, English or Arabic.

Spanish has a privileged place in this global linguistic scenario as it is ranked second as a mother tongue – with about 456 million native speakers – behind only Chinese (with 1,200 million) and ahead of languages such as

English (335 million) or Arabic (223 million). Added to the 456 million native Spanish speakers is an additional 51 million native Spanish speakers with limited language proficiency and a group of around 20 million learners of Spanish as a foreign language. In total, today it is spoken by at least 528 million people worldwide.

The demographic reality of the Spanish language in the 21st century is itself an argument of enormous weight when interpreting its importance on the world stage: Spanish is a language with an ever-growing population.

Along with this demographic information, there is another fundamental reason that contributes to the global significance of the Spanish language: its official geographic demarcation on the planet. Spanish is the official language of 21 countries: Spain, Equatorial Guinea and 19 Latin American countries as states with official Spanish status. Thus, Spanish speakers today occupy a vast territory: over 12 million square kilometers, in a kind of communicative continuity that greatly facilitates transnational relations as well as bilateral commercial exchanges between these countries.

The very high level of communication inherent in the Spanish-speaking territories is also crucial: 97% of the Hispanic environment speaks Spanish, which allows any citizen to travel these 12 million square kilometers without changing the language of communication. This data is very important because it makes the Spanish language a fundamental element of the cultural, social and economic cohesion of Latin America. It is this high linguistic cohesion that fosters the international ties and bonds that have historically laid the foundations of the fraternal relationship that characterizes the Latin American community.

Another important aspect in the analysis of the global significance of a language is its role as a language in demand by speakers of other languages. There are over a hundred countries in which Spanish is taught as a foreign language. Recent research in this area shows that Spanish is becoming more and more popular in schools, universities and educational centers, both public and private.

In parallel with what has been happening with English over the decades, Spanish has also begun to be present as a working tool in the international environment. Thus, knowledge of the Spanish language has become one of the most in-demand professional skills in many areas. Entrepreneurs and managers of multinational corporations in countries such as the United States, Canada, Brazil, China, Japan or Russia require their qualified staff to have a level of Spanish language proficiency that allows them to communicate in that language with a certain degree of freedom. The goal is simple: to enhance business and exchange opportunities with the Spanish-speaking market, which has only grown over the years.

Thus, more and more young foreign professionals are enrolling in Spanish language courses in order to be able to have the knowledge and language level necessary to be competitive in the international labor market. This growing demand for specialized courses applied to business has made it the second largest language studied in the world, with over twenty million learners worldwide, second only to English. Thus, in countries such as Canada, Japan, China and Russia, Spanish courses are increasingly requested from public and private institutions.

The current globalization of economic markets regulates trade relations between different countries and geographic regions. Based on this circumstance, the vast geography of the Spanish language, its demographic viability, its superiority in the American continent and the interest it evokes as a language in demand for professional development have made it a necessary and useful language in the international framework of global relations between different countries, companies and markets.

Can start with the League of Nations, which arose from the Treaty of Versailles, and which originally had French and English as the only languages. But within a few months of its existence, in 1920, Spanish also acquired the status of an official language. Spain remained on the sidelines of the European conflict, and the post-war settlement could not bring it much benefit or loss, but its neutrality enthusiastically prompted it to take part in a new intergovernmental organization, the first in history, to show the desire to preach the renunciation of force in international relations and the peaceful resolution of conflicts. The linguistic catalog of the organization includes not so much the language of relatively isolated Spain as the language of the Spanish-American republics, attracted by the opportunity to participate in a collective security system that will make them relatively protected from the temptations of the interventionists.

Later, in 1946, the General Assembly of the United Nations, whose predecessor is the League of Nations, at its first session decided to designate the five original languages as “official”, while French and English were classified as “working languages”. In 1948, due to Latin American pressure, Spanish was also adopted as a working language.

In the United Nations, as in any other international organization, the "official language" is understood as the language in which oral and written exchanges between its members can formally take place and in which agreements and decisions taken by the relevant authorities are confirmed. The "working language", according to the same expression, will be used for regular contacts, dialogues and negotiations, which subsequently lead to a formal agreement. All working languages are official, while the opposite is not true, so while this may seem like a contradiction, what really matters is the "working language", which have power and influence.

In Europe, home to 500 million inhabitants, Spanish is the native language of only 9% of them. Spanish is the fifth most important language among European languages – after English, German, French and Italian – although its official domain is located in only one country – Spain. (Andorra, which can be included in this calculation, is not an EU member, and in any case, its small demographics will not change reality). In the European Union, Spanish is worth what Spain is worth. It is also fair to admit that it is a lot to be a language spoken by over one hundred million inhabitants outside the European continent, in countries with which the European Union maintains and develops strong political and commercial ties. Also, Spanish is the official language of the vast majority of international organizations of a universal scale. Thus, in the context of the European Union, Spanish has an important demographic of those who speak it.

The Ibero-American field is itself a natural environment for the use of the Spanish language in international relations. American integration organizations have grown exponentially in recent decades, either in functional scope or with regional goals on the continent, and in all of them Spanish is the dominant language, if not the only one. In other cases, he shares a leading role with English, Portuguese or French, and in some isolated cases with Dutch. But the projection of the Spanish language is such that in the American environment it acquires an extensive character.

The topic of the Spanish language in the United States of America deserves a chapter in its own right, but here it is enough to point out the importance of the North American Free Trade Agreement (NAFTA) between Mexico, Canada and the United States, which has had and continues to matter in terms of language use.

Also the focus should be on the Ibero-American Community of Nations, which, since 1991, has brought together the heads of state and government of all Hispanic and Portuguese-speaking countries in America and Europe every year since 1991, in the dignified pursuit of sequencing age-old relationships that have a powerful linguistic and cultural foundation.

Over the years, as a testament to the progress, the Community has created the Ibero-American General Secretariat, which since 2004 has brought continuity to what used to be only a series of summits, and at the same time has shown its ability to attract: the original census was increased in the same year due to the presence of Andorra, which recently became an independent state. Currently 22 countries are full members of this Organization. The Philippines and even France, Italy, Belgium and the Netherlands are observers. Having overcome the geographic corset of Ibero-America, the Community may eventually be able to consider the inclusion of the Portuguese-speaking countries of Africa, Mozambique, Angola, Sao Tome and Principe. Equatorial Guinea, a country with a strong Spanish heritage, has applied for admission as an observer, but Members, which must act by consensus to accept both full members and observers, have decided to reject this application on the grounds that it is undemocratic country. This is an interesting decision coming from a group that unquestioningly recognizes the presence of Cuba among its members.

Thus, it can be summed up that the Spanish language occupies a privileged position in modern international relations, and this is the result of its expansion to the American continent from the end of the 15th century. Its consecration as an international language of communication began in the first half of the 20th century in the League of Nations and received its final recognition, becoming one of the official languages of the United Nations. Spain's presence in the European Union gave ownership of continental ownership to a language better known for its transatlantic projection.

Faced with the hegemony of the English language in international relations, Spanish must strive to maintain its influence in the space in which it exists as a first language, and expand in the still scarce spaces where it exists as a secondary language. It is also quite possible that the factor of the presence of the Spanish language in the United States of America, if it comes to light, will be the best hope for the spread of the Spanish language in the near future.

REFERENCES

1. Coello Pastor, Almudena. La difusión de la lengua española como medio de la diplomacia pública española en Asia-Pacífico en el siglo XXI. URL : https://repositorio.comillas.edu/xmlui/handle/11531/28070.

2. Javier Rupérez, David F. Vítores. EL ESPAÑOL EN LAS RELACIONES INTERNACIONALES. URL : https://www.fiile.org.ar/uploadsarchivos/el_espanol_relaciones_internacionales_hn.pdf.
3. Cáceres Würsig, Ingrid. La traducción en España en el ámbito de las relaciones internacionales, con especial referencia a las naciones y lenguas germánicas (s. XVI-XIX). URL : https://eprints.ucm.es/id/eprint/4030/.
4. Slobodan S. Pajović. EL AUMENTO DEL SIGNIFICADO DE IDIOMA COMO NUEVO FACTOR DE LAS RELACIONES INTERNACIONALES EN EL SIGLO XXI. URL : https://iberoamericajournal.ru/sites/default/files/2015/2/pajovic.pdf.
5. Instituto Cervantes. El español: una lengua viva. Informe 2020. URL : https://cvc.cervantes.es/lengua/anuario/anuario_20/informes_ic/p03.htm.
6. Darío Villanueva. El español como lengua universal. URL : http://www.realinstitutoelcano.org/wps/portal/rielcano_es/contenido?WCM_GLOBAL_CONTEXT=/elcano/elcano_es/zonas_es/ari124-2018-villanueva-espanol-lengua-universal.
7. María Dolores., Romero Lesmes. La promoción internacional de la lengua española: comparación entre los casos de los idiomas alemán, chino y francés. URL : http://www.realinstitutoelcano.org/wps/portal/rielcano_es/contenido?WCM_GLOBAL_CONTEXT=/elcano/elcano_es/zonas_es/lengua+y+cultura/dt12-2015-romerolesmes-promocion-internacional-lengua-espanola-comparacion-aleman-chino-frances.
8. Víctor García de la Concha. El español, protagonista internacional. URL : https://www.esglobal.org/el-espanol-protagonista-internacional/.
9. Juan Ruiz Zambrana. LA SITUACIÓN ACTUAL DE LA LENGUA ESPAÑOLA EN EL MUNDO. URL : https://www.eumed.net/rev/cccss/05/jrz.htm.

THE IMPACT OF QUARANTINE ON SOCIAL NETWORKS AND MEDIA

V. V. Polianska,
Y. M. Litovchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Polianska V. V., Litovchenko Y. M. The impact of quarantine on social networks and media. The article analyzes the role and impact of quarantine measures during the COVID-19 pandemic on social networks, media, public relations and consciousness of the citizen. Social networks and the media are special means of communicating and receiving information. The information in the modern world is a means of influencing and analyzing events. Data constantly occupies a significant position in the life of every person, because analyzing certain facts, a person builds his behavior. However, information can reflect both the truth and the false nature of events.

Keywords: COVID-19, media, pandemic, quarantine, social networks.

Полянська В. В., Літовченко Я. М. Вплив карантину на соціальні мережі та ЗМІ. У статті проаналізовано роль і вплив карантинних заходів під час пандемії COVID-19 на соціальні мережі, ЗМІ, суспільні відносини і свідомість. Соціальні мережі та ЗМІ є особливими засобами комунікації та отримання інформації. Інформація в сучасному світі є засобом впливу та аналізу подій. Дані постійно займають значне місце в житті кожної людини, тому що, аналізуючи ті чи інші факти, людина будує свою поведінку. Однак інформація може відображати як правду, так і неправдивий характер подій.

Ключові слова: ЗМІ, карантин, коронавірус, пандемія, соціальні мережі.

1. Intoduction

The object of the article is the role and impact of quarantine measures during the COVID-19 pandemic on social networks, media, public relations and consciousness. The subject is impact of quarantine on social networks and media. The aims of the study is to analyze information of impact of quarantine in the world with the aim to identify the most pressing issues. To achieve this, it is crucial to analyze the factors that form the problem and outline possible solutions.

2. Media influence

The outbreak of coronavirus disease in 2019 (COVID-19) created a global crisis in health care, the economy, which in turn affected people's perceptions of the world, everyday life. Not only the rate of infection and the patterns of transmission threaten our well-being, but also the security measures taken to curb the spread of the virus, which require social distancing [5]. It is about retaining what is, in essence, a part of a person, namely, communicating and interacting with friends and colleagues. In conditions of quarantine, health threats, growing public anxiety, social networks and the media are almost at the forefront of our lives. The media carry out a total study and summary of opinions on the content of information, events that are relevant to the people, and events that are happening or may happen. From time to time, the media uses the opinions, testimonies and conclusions of eyewitnesses, experts, politicians and others to corroborate information. In addition, the media are popular with many people around the world. According to statistics, people aged 16–78 should use information from the media at least once. Most of them continue to use up-to-date sources of information, according to a survey by Research & Branding Group. Sociologists note that Ukrainians prefer: television (53%) and the Internet (42%) [2]. Newspapers and radio stations are popular among older age groups, and over time become unpopular among young and middle-aged people. Given the great advantage on people's minds, the main purpose of the media is to objectively and impartially raise current issues, cover the reality in projects, in news releases, and so on. However, modernity has the naked eye to follow the different political direction of the media through the affiliation of the largest media groups in Ukraine (about 76.25% of the audience), namely the oligarchs [4], who for their own ambitions can lobby for political, public or private interests on their own TV channels. profit, rating or influence on the processes in the country. Quarantine isolation, which has been going on in Ukraine since March 12, 2020, has affected the media and changed the format of communication to online communication (calls and video conferencing). The media began to actively explain problems in the medical and political spheres during the quarantine period. The general opinion is that the attention of each viewer should be focused exclusively on these two issues. Everyone knows about the COVID-19 virus. All attention is detailed on overcoming it, the number of patients and those who were cured. But other problems, including the devaluation of the hryvnia, rising prices for food and basic necessities, and hostilities in eastern Ukraine, are no longer as detailed as they were before the quarantine period. Terms such as pandemic, ventilators, antiviral masks, and Covid-19 pills have been actively used in the media. Constant repetition and coverage of these problems has a psychological weight on each person. Politicians, in particular the confrontation with the authorities, use such methods of influence to use the shortcomings of the medical system to show everyone that the government is not sufficiently experienced and inactive. At the same time, certain channels actively cover well-known businessmen (who, as usual, are the owners of these channels or people close to them), provide assistance to low-income doctors, hospitals, patients under the slogan “Help those who need it” [1]. And everyone must study and analyze the information obtained, to distinguish between primary and secondary, true and false information in the middle of its existing array.

3. The impact of quarantine on social networks

Social networks during the quarantine period perform an active communicative function. The use of social networks and messengers is becoming increasingly popular among people who need active communication. In addition, users who are registered on social networks discuss current events, information and policies in our country and the world. Quarantine has become a major topic for many. At the same time, most residents do not understand that the information disseminated by one or another user may contain the author's opinion and personal reasoning, and according to which it is unfounded and contains unverified facts. However, at first glance, it looks true and convincing. Today, social networks have about 200 million active users, in other words, the audience for disseminating information is unusually large and heterogeneous [3]. Social networks are a means of analyzing the information provided in the media, Internet resources, and information obtained in interpersonal communication disputes. Any data obtained can be interpreted and used to disseminate it to family, friends and acquaintances. Active users of social networks can earn income from the information or advertising, using the pandemic to their advantage. Separately in social networks there is a persistent sale of masks, virus pills, protective suits, and a method for disinfecting hands, surfaces and other objects. However, in social networks there are still risks of distinguishing reliable information from unreliable.

4. Conclusions

The article analyzes the role and impact of quarantine measures during the COVID-19 pandemic on social networks, media, public relations and consciousness. The media and social networks are doing their part, creating new tools to disseminate necessary and useful information, and, at the same time, both fighting and promoting fake news. Today, the benefits outweigh the harms to people affected by the virus, as they promote scientific collaboration, create fundraising opportunities, and perhaps, above all, help people overcome their self-isolation. The Covid-19 pandemic changed the judgment on events as a whole. In general, all public attention is focused on quarantine measures and the consequences that will inevitably occur for everyone. This was personally facilitated by the action of the media and social networks. Therefore, everyone's goal is to focus on relevant and valid information.

REFERENCES

1. Кабмин установил в Украине адаптивный карантин с 22 мая по 22 июня. URL : https://delo.ua/econonomyandpoliticsinukraine/kabmin-ustanovil-v-ukraine-adaptivnyjkarantin-s-368695/
2. Карантин в Україні. Що варто знати? URL : https://petropavlivka.city/read/card/69856/karantin-v-ukraini-scho-varto-znati
3. Кушнер Д. Роль соціальних медіа під час пандемії. URL : https://khoros.com/blog/social-medias-role-during-covid-19
4. Українські журналісти в період карантину: аналітичний звіт за результатами опитування. URL : https://imi.org.ua/monitorings/ukrayinski-zhurnalisty-v-periodkarantynu-analitychnyj-zvit-za-rezultatamy-opytuvannya-i32608
5. Харріс А. COVID19: Соціальні медіа як благо, так і прокляття під час пандемії коронавірусу. URL : https://theconversation.com/covid19-social-media-both-a-blessing-and-a-curse-during-coronavirus-pandemic-133596

ENGLISH IN THE WORLD OF GLOBALIZATION

A. L. Polunina,
I. V. Davydenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Polunina A. L., Davydenko I. V. English in the world of globalization. The article describes the global role of the English language as a means of international communication; provides reasons for choosing English as an international language and discusses the use of English as the main language in the activities of international organizations and world associations.

Key words: English, international communication, international organization, globalization, world linguistic space.

Полуніна А. Л., Давиденко І. В. Англійська мова у світі глобалізації. У статті описується глобальна роль англійської мови як засобу міжнародного спілкування; причини вибору англійської мови як міжнародної та використання англійської як основної в діяльності міжнародних організацій та світових об’єднань.

Ключові слова: англійська мова, глобалізація, міжнародна комунікація, міжнародна організація, світовий лінгвістичний простір.

The o b j e c t of the article is the English language as an international language. The s u b j e c t of the article is the growing role of English in international communication. The p u r p o s e of the article is to study the reasons for the globalization of the English language. The r e l e v a n c e of this article is determined by the need for the definition and practical application of the language of international communication due to the expansion of international relations.

Today, English has become an international language, it is the most widely spoken in the world, native to over 400 million people, it remains a second language for 300 million, and another 500 million speak English partially. English is more spoken in the world, than French, German, Spanish, Russian and Arabic, which are also used as a means of international communication. English is the most widely spoken language on earth. It is used as a native, second and foreign language. English occupies a special place in seventy-five countries of the world. In nineteen countries, it is the state language.

In many countries, English is very important as the language of diplomacy, trade and business. 90% of world transactions are concluded in

English. World financial funds and exchanges operate in English. Financial giants and large corporations use English no matter what country they are in. English is one of the official languages of the United Nations, UNESCO, the World Health Organization (WHO), the official and working language of many international meetings of organizations such as the Association of Southeast Asian Nations (ASEAN), the European Council, NATO. English is the only official language of the Organization of Petroleum Exporting Countries, the only working language of the European Free Trade Association (EFTA).

Modern world development is characterized by an extraordinary intensification of integration processes in all spheres of international cooperation. Convergence and establishment of relations between different countries is taking place in the fields of culture, science, as well as politics and economics. Moreover, it provides the coherence and unification of the principles and parameters of political, socio-economic and cultural development of all countries participating in the processes of international globalization. Globalization processes are aimed at creating a common space within which countries will be obliged to act according to common principles and rules. After all, the formation and active work of international organizations and world associations requires individual states to comply with jointly defined rules, even in the language of communication [7]. For example, The United Nations has a large number of countries. However, business negotiations and correspondence of this organization are carried out only in a few specific languages. One of the main languages of communication at the UN is English. The official languages of the United Nations are used at various meetings and gatherings of this largest organization. In particular, they are used during the General Assembly and the meeting of the heads of the Security Council [5].

Furthermore, the globalization of international relations makes significant adjustments in the humanitarian sphere, in particular in the world linguistic space. The expansion of comprehensive international relations requires an increase in the effectiveness of international communication, much of which is carried out at the verbal level, which naturally raises the issue of determining the linguistic means of communication between countries and peoples [2]. That is why the problem of defining and practical application of the language of international communication becomes very relevant.

In recent decades, the world linguistic society has been discussing the formation and implementation of the world language of international communication. The processes of international globalization, the expansion of various ties between peoples and countries, the development of electronic information networks objectively require the optimization of their communication system, the introduction of common means of international communication. It should be emphasized that the English language has the most convincing arguments in favor of its recognition as a global means of international communication. After all, since the 18th century, the colonial expansion of Great Britain has been accompanied by the spread of the English language throughout the world [4].

After the Second World War, the Anglo-Saxon countries began to play a leading role in the world system of international relations, in political and humanitarian spheres. The natural consequence of this dominance was an extremely large increase in the importance of the English language, which was confidently acquiring the status of a worldwide means of international communication. The spread of English as a truly global language has led to the fact that it begins to play a critical role throughout the world. The English language has become a generally recognized tool for communication between peoples in the political and humanitarian spheres in business and science. In fact, it is already a worldwide vehicle for international communication [6]. At the same time, the spread of the English language threatens the system of traditional values and life orientations. Therefore, the dominance of the English language in the world linguistic space is not unambiguously perceived by different states and peoples. Some of them fear that the global spread of English can create a real threat to the functioning of their national languages, as well as supplant them. That is why the spread of the English language as a means of international communication faced with active rejection and resistance from individual national communities. However, the exaggeration of the global importance of the English language and attention to its study conceals a certain potential for conflict, since it raises the question of the balance of priorities in the conduct of educational linguistic policy [1]. If governmental policy gives priority to the spread of the English language, then this almost certainly poses a threat to the use and development of the national language. For example, in the countries of the European Union, the practice of teaching at universities in English has become widespread due to the restriction of the use of the national language [3]. On the other hand, the English language contributes to the enrichment of individual cultures, as it introduces their speakers to the best achievements of the world culture and does not harm their traditional values.

REFERENCES

1. Berns M. English in the European Union. English Today 1995. No 3. P. 3–11.
2. Crystal D. The Cambridge Encyclopedia of the English Language / 2nd edition. Cambridge : CUP, 2003. 507 p.
3. Crystal D. English as a Global Language. Cambridge, UK; New York : Cambridge University Press, 2003.
4. Crystal D. English Worldwide / D. Crystal R. Hogg and D. Denison (eds) // A History of the English Language. Cambridge : CUP, 2006. P. 420–439.
5. Official Languages – the United Nations. URL : https://www.un.org/en/our-work/official-languages
6. Truchot, C. Key Aspects of the use English in Europe. URL : www.journal.cambridge.org/S0047404
7. Ковальова Т. В. Державне регулювання мовних відносин в умовах глобалізації // Стратегічні пріоритети. 2009. No 2 (11).

NORD STREAM-2 AFTER MR.BIDEN’S COMING TO POWER: IMPACT ON UKRAINE

O. S. Pushchaienko,
Ye. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Pushchaienko O. S., Broslavska Ye. M. Nord Stream-2 after Mr. Biden’s coming to power: impact on Ukraine. The article considers the official position of the United States during the presidency of Joseph Biden on the construction of the Russian-German gas pipeline “Nord Stream 2” in comparison with the previous US leadership's position on this issue. The article analyzes the impact of the American rhetoric change on Ukraine and its energy security. As a result, the research outlines possible scenarios regarding the gas pipeline construction as well as identifies their consequences for the stakeholders.

Keywords: gas pipeline, Germany, Joseph Biden, Nord Stream 2, Russia, Ukraine, United States of America.

Пущаєнко О. С., Брославська Є. М. Північний потік-2 після приходу до влади пана Байдена та наслідки для України. У статті розглянуто офіційну позицію Сполучених Штатів Америки за президентства Джозефа Байдена відносно спорудження російсько-німецького газогону «Північний потік-2» у порівнянні з позицією попереднього керівництва США з цього питання. У статті був проаналізований вплив зміни американської риторики на Україну та на її енергетичну безпеку. У результаті проведенного дослідження були розроблені сценарії розвитку подій щодо спорудження газогону та зазначені їх наслідки для зацікавлених сторін.

Ключові слова: газогін, Джозеф Байден, Німеччина, Північний потік – 2, Росія, Сполучені Штати Америки, Україна.

1. Introduction

The o b j e c t of the article is the project on the construction of the Russian-German gas pipeline “Nord Stream 2”. The s u b j e c t is the US position on the construction of the pipeline. The following m e t h o d s were used in the research: comparative analysis, generalization, systematization, event analysis, political forecasting and systematic approach.

The r e l e v a n c e of the topic lies in the critical importance of preventing the Nord Stream 2 construction and commissioning for Ukraine, considering the today’s reality, namely the change of the US political leadership and, accordingly, the official American rhetoric about this project.

The purpose of the article is to analyze the current US position regarding the construction of "Nord Stream 2" and predict the possible consequences of such rhetoric for Ukraine and its energy security. The objectives of the article are: to examine the official statements and decisions of the US authorities under Joseph Biden on the Nord Stream 2, to develop scenarios for the prospects of gas pipeline construction as well as to detect how they can impact Ukraine.

Analysis of recent research. A significant number of scientists and researchers have studied the Nord Stream 2 issues, sanctions imposed on it and possible geopolitical consequences of putting this project into operation, including: A. Riley, S. Pifer, K.-O. Lang, K. Westphal, T. Sydoruk, I. Tymeichuk, V. Omelchenko and others. However, the change of the leadership in the USA in 2021 and the corresponding adjustment of the state's stance on the "Nord Stream 2" gave the problem of assessing the probability and consequences of its completion a new impetus, which has not yet been sufficiently reflected in scientific research.

2. Background

Energy industry is one of the key economic sectors in every country of the world, since it ensures the stable functioning of the national economy as well as the well-being of its citizens. In addition, the well-developed energy sector can become a powerful leverage for the state on the international arena, as the availability of energy resources in a sufficient amount for exports automatically provides the state with the greater weight in relations with other countries, it gives the country a clear understanding of the other international relations actors' dependence on the energy resources that it possesses.

The Russian Federation has always been a major exporter of oil and natural gas – key energy sources, nourishing the national economy significantly. Taking into account the fact that the vast majority of European countries import natural gas and oil from Russia, Ukraine has also benefited from this cooperation considerably, receiving income from the transit of energy through its territory. However, in 2014 the situation changed dramatically. Given Russia's annexation of Crimea and its armed aggression in the eastern Ukraine, in 2015 Ukraine stopped importing gas directly from Russia, and in 2018 Russia responded to this action by building a new gas pipeline "bypassing" Ukraine, connecting Russia and Germany by the Baltic Sea , called "Nord Stream 2" [1]. The obvious goal of this project is to deprive Ukraine of transit revenues and make Europe more dependent on Russia’s energy resources.

The construction of the Nord Stream 2 is a direct threat to Ukraine's energy security, as in addition to losing revenue from gas transit, Ukraine would face technical problems with its gas transmission system, such as maintaining constant pressure in pipelines. Therefore, it is extremely important for Ukraine to draw the attention of the international community to this problem and gain support in preventing the commissioning of the Nord Stream 2 and, particularly, by imposing sanctions on Russia and companies involved in its construction. However, things are not so simple when economic interests meet the ideological convictions, thereby Ukraine, unfortunately, does not possess the wholehearted support from its western partners.

The United States is the leading and one of the most influential actors in the modern international relations. The US’ support for Ukraine in the gas issue is the key to maintaining its energy security. However, while expressing unequivocal support for Ukraine in the Ukrainian-Russian armed conflict, the United States does not have such an unswerving and consistent position on the construction of the pipeline, which is especially obvious during the term of the current US President Joseph Biden.

3. The former American stance on the Nord Stream 2 construction

During the Donald Trump's term, the United States was not hiding its interest in disrupting the Nord Stream 2 gas pipeline launch, since the United States has always had incentives to export its liquefied natural gas to Europe, prevent Europe's total gas dependence on Russia and support Ukraine’s economy.

In early December 2019, American senators announced that the US government would impose sanctions on the companies laying the Nord Stream 2 pipeline, as well as on their leaders [2]. On December 21, Donald Trump signed a law on the imposition of sanctions, having received condemnation from the Russian Federation and the EU. On the same day, the Swiss-Dutch company “Allseas”, which had been laying the pipes for the Nord Stream 2, refused to participate in its construction [3]. Unfortunately, these events did not stop the implementation of the project completely, but only slowed it down.

The next step by the United States to hamper the construction of the Nord Stream 2 was swift. In the fall of 2020, the American authorities announced the introduction of sanctions against all other companies involved in the gas pipeline construction project, not only to companies laying the pipes. As a result, German and Swiss companies that provided insurance and engineering services, as well as a Norwegian company that had to certify the gas pipeline for safety and compliance with EU technical standards, left the project [4].

Naturally, the tough US sanctions restrictions forced Russia and Germany to resort to some “tricks”. For example, the Russian side has several times changed the company-owner of the barge, which had been carrying out the pipelaying. These actions made it possible to move the barge out of the sanctions reach. And after the sanctions strengthening, Germany created a special fund to “solve environmental problems”, which, in fact, helped to move the contractors of the Nord Stream 2 out of the sanctions reach too [4]. Thus, during the presidency of Donald Trump, the United States took an unequivocally negative position regarding the Nord Stream 2 and was aimed to prevent its construction by all possible means.

4. American stance on the Nord Stream 2 construction after President Joe Biden came to power

The situation changed at the beginning of 2021, because on January 20, the newly elected President Joseph Biden, who, unlike his predecessor, belongs to the US Democratic Party, assumed the presidency of the United States of America. At the beginning of its tenure, Mr.Biden’s administration, probably under the influence of the Congress, took an unambiguous position against the construction of the gas pipeline. In March 2021, US Secretary of State Antony Blinken issued a statement in which he confirmed that companies involved in the implementation of the Nord Stream 2 project should stop participating in it, or otherwise they would face US sanctions [5]. But in May 2021, unexpectedly for the international community and US congressmen, President Biden changed his own rhetoric against Nord Stream 2 by lifting the sanctions, imposed during Mr.Trump's term. According to Mr. Biden’s administration, the decision was based on the inability of sanctions to affect the pipeline completion, so the US administration decided to shift the focus in order to reduce the negative consequences of the project. However, in reality, it was much more important for Mr. Biden to maintain friendly relations with Germany (an inveterate supporter and lobbyist for the pipeline construction) and remove the bone of contention in the form of Nord Stream 2 between the countries [6].

This was confirmed by the document entitled "Joint Statement of the United States and Germany on Support for Ukraine, European Energy Security, and our Climate Goals", published on July 21, 2021, as a result of negotiations between the parties. In particular, it stated that the United States would not hinder the pipeline completion, and Germany, in turn, would support bilateral energy projects with Ukraine, primarily aimed at the latter's transition to the renewable energy sources, allocating $70 million of financial aid. In addition, Germany gave a guarantee that if Russia tries to use the energy as a reason to blackmail Ukraine, the German authorities will take relevant deterrent measures against Russia, including sanctions. The United States and Germany also pledged to establish at least $1 billion Green Investment Fund for Ukraine to develop its energy sector and maintain energy security [7].

It is obviously seen that the significance of the countries' economic interests exceeded the weight of their promises to Ukraine regarding their support in the Russian-Ukrainian confrontation.

The change in the US position on the Nord Stream 2 played a key role in the rapid completion of the project, and in September 2021, Russian "Gazprom" officially announced the completion of the gas pipeline [8].

5. Possible scenarios of future events surrounding "Nord Stream 2" and their impact on Ukraine

There are several possible scenarios for the development of events regarding the Nord Stream 2 project.

The first scenario is that the Russian Federation will certify and commission the Nord Stream 2, depriving Ukraine of transit revenues. Of course, in this case, the current situation with high prices and gas shortages in Europe will be resolved. But what does this scenario mean for Ukraine? Firstly, the country's revenues from gas transit through its territory, which annually bring it from 2 to 3 billion dollars, or 2-3% of GDP [9], will decrease, and Ukraine will have an urgent need to look for the new ways to make up for such a large gap in the budget; secondly, Ukraine may encounter the problems with maintaining the entire gas transmission system in working order (as the volume of gas, pumped by it, will be reduced significantly), moreover, Ukraine might be compelled to decommission some sections of the gas pipeline; thirdly, there will be a threat to the stable gas supply to Ukraine, furthermore, the cost of imported gas to the country from the EU may increase (after all, since 2015, Ukraine has stopped buying gas directly from the Russian Federation), therefore, the state's economy will weaken. In addition, one should not forget that now the Ukrainian gas transportation system, through which Russian gas is pumped to Europe, serves as a deterrent that stops the Russian Federation from a full-scale invasion of the territory of Ukraine. And besides, the bringing of the Nord Stream 2 into operation, will signify a split in relations between the former partners – Ukraine and the West (the EU and the USA), the support of which is critically important for the safeguard of the country's national security.

The second scenario is that the Nord Stream 2 will not pass the certification process as an independent gas supplier. This process is quite difficult from a legal point of view. For example, in November 2021, the German regulator "Bundesnetzagentur" suspended the certification process due to the absence of a branch of "Nord Stream 2 AG" with significant assets and personnel in Germany, which should manage a part of the gas pipeline that runs through Germany [10]. It can be assumed that the certification of the gas pipeline will be prolonged again and again, and the Russian Federation will freeze this project due to its non-profitability. In such a scenario, the negative consequences, described in the first one, can be avoided by Ukraine.

The third scenario is that the US administration, under the influence of the Congress (which has constantly followed the opposing position towards the construction of the Nord Stream 2), will change its attitude towards the project to a negative one and will prevent its commissioning by even tougher sanctions introduction. Through negotiations, the United States can convince the authorities of Europe and Germany in particular (after all, there are also opponents of the Nord Stream 2 in the German parliament, for example, The Greens) of the gas pipeline using inexpediency. Perhaps the US representatives will even be able to conclude more voluminous contracts for the supply of their own liquefied gas to Europe, and Europe will be able to provide itself with the energy resources from the member countries, for example, Norway and the Netherlands, by increasing the supplies from Qatar and African countries and, of course, by preserving the gas transit through the territory of Ukraine. In this case, massive losses for Ukraine can also be omitted.

6. Conclusions

The article analyzes the change in the attitude of the United States towards the Nord Stream 2 project, predicts possible scenarios for the events development, taking into account the current situation, and also shows the consequences of their implementation for Ukraine.

Taking into account the analysis, it can be established that the change in the US administration's rhetoric from sharply negative to neutral regarding the Nord Stream 2, the lifting of the sanctions on the companies involved in its construction, accelerated the process of completing the gas pipeline, and also increased the chances of putting it into operation considerably. The US desire to maintain friendly and mutually beneficial relations with Germany turned out to be more important than the promises made by the Mr.Biden's administration at the beginning of his tenure.

In general, the current situation around the Nord Stream 2 does not play into the hands of Ukraine, making it quite likely that it will be deprived of its transit revenues and support from its Western partners. Unfortunately, the most likely scenario for the development of events is the Nord Stream 2 commissioning, huge losses for Ukraine, as well as precarious guarantees from the West of Ukraine's energy security. However, given Russia's gas blackmail of Ukraine in 2015 and blackmail of Europe in 2021, it is likely that these guarantees will not be upheld. What should Ukraine do in this situation? It is a natural proposal to continue to insist on its position, to focus on preventing the commissioning of the Nord Stream 2 both in bilateral negotiations with influential Western countries and at the international forums. In addition, an appropriate step for Ukraine would be to create the international platform with the involvement of all the interested parties (Ukraine, the USA, the EU, Germany, Russia) to work out a joint compromise solution that, at least partially, would satisfy everybody's interests.

REFERENCES

1. Nord Stream 2. URL : https://www.gazprom.com/projects/nord-stream2/.
2. U.S. sanctions on Nord Stream 2 pipeline target subsea construction vessels. URL : https://www.worldoil.com/news/2019/12/10/us-sanctions-on-nord-stream-2-pipeline-target-subsea-construction-vessels.
3. Nord Stream 2: Trump approves sanctions on Russia gas pipeline. URL : https://www.bbc.com/news/world-europe-50875935.

4. Trump is gone, but the sanctions remain. Will Russia be able to complete the construction of the “Nord Stream”? URL : https://www.bbc.com/russian/features-56214082.
5. Rebuilding US-German relations: Harder than it appears. URL : https://www.brookings.edu/blog/order-from-chaos/2021/03/25/rebuilding-us-german-relations-harder-than-it-appears/.
6. U.S. Calls Effort to Halt Nord Stream 2 Pipeline a Long Shot. URL : https://www.bloomberg.com/news/articles/2021-05-19/u-s-to-waive-new-sanctions-on-nord-stream-2-pipeline-to-germany.
7. Joint Statement of the United States and Germany on Support for Ukraine, European Energy Security, and our Climate Goals. URL : https://www.state.gov/joint-statement-of-the-united-states-and-germany-on-support-for-ukraine-european-energy-security-and-our-climate-goals/
8. Alexey Miller: construction of Nord Stream 2 gas pipeline fully completed. URL : https://www.gazprom.com/press/news/2021/september/article537303/ .
9. Ukraine will lose about 2.5-3% of GDP because of the “Nord Stream2” – The Ministry of Finance of Ukraine. URL : https://ua-energy.org/uk/posts/ukraina-vtratyt-cherez-pinichnyi-potik-2-blyzko-25-3-vvp-minfin.
10. German regulator puts brake on Nord Stream 2 in fresh blow to gas pipeline. URL : https://www.reuters.com/business/energy/german-energy-regulator-suspends-nord-stream-2-certification-makes-demands-2021-11-16/.

FOREIGN ECONOMIC RELATIONS OF BRAZIL IN THE CONTEXT OF REGIONALIZATION

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

Pyvovar D. O., Zmiyova I. V. Foreign economic relations of Brazil in the context of regionalization. The article analyzes the current state of Brazil's foreign economic relations in the context of regionalization. The article also analyzes the dynamics of Brazil's foreign trade with the member countries of MERCOSUR, considers the directions of trade and economic cooperation of Brazil and the countries of the Andean Community. The article defines the directions of trade and economic cooperation between Brazil and the BRICS group countries, investigates the priority directions of the development of Brazil's foreign trade with the EU countries and identifies the prospects for the development of foreign economic cooperation between Brazil and Ukraine.

Keywords: export, foreign economic relations, foreign trade, import, regionalization, trade and economic cooperation.

Пивовар Д. О., Змійова І. В. Зовнішньоекономічні зв'язки Бразилії в контексті регіоналізації. У статті проаналізовано сучасний стан зовнішньоекономічних зв'язків Бразилії у контексті регіоналізації. Також у статті проаналізовано динаміку зовнішньої торгівлі Бразилії з країнами-членами МЕРКОСУР. Проаналізовано напрямки торговельно-економічного співробітництва Бразилії з країнами Андської спільноти. Визначено напрями торговельно-економічного співробітництва Бразилії з країнами групи БРІКС. Досліджено пріоритетні напрями розвитку зовнішньої торгівлі Бразилії з країнами ЄС та визначено перспективи розвитку зовнішньоекономічного співробітництва Бразилії з Україною.

Ключові слова: експорт, зовнішня торгівля, зовнішньоекономічні зв'язки, імпорт, регіоналізація, торговельно-економічне співробітництво.

Brazil is a significant country in modern international economic relations. It is one of the world's largest democracies, the fifth most populous country, the ninth largest economy in the world and the largest economy in Latin America, accounting for about 60% of GDP, 47% of the territory and 49% of the population of South America [1]. However, despite the country's constant potential for significant influence in the overall system of international relations, Brazil has so far failed to use its geographical, territorial and demographic assets to secure global leadership [1]. However, this does not negate the fact that Brazil is a strong regional power in both the political and economic dimensions.

The s u b j e c t of the research is the features and main trends in the development of foreign economic relations of Brazil in the context of regionalization. The o b j e c t of the research is the process of development of foreign economic relations of Brazil. The p u r p o s e of this article is to characterize the peculiarities of the development of Brazil's foreign economic relations in the context of regionalization. The relevance of this topic is that for Brazil, regionalism is not only an end in itself, but also a tool for global influence as a regional and even continental player. That is why the topic of research on Brazil's foreign economic relations in the context of regionalization is quite relevant.

Brazil is a strong regional power in both the political and economic dimensions. Realizing that it is difficult for Brazil to advance its core interests on its own, it uses a wide network of economic and political ties to pursue its priorities.

Brazil is a country that is the leader of Latin America. As we can see from Table 1., total exports from Brazil amounted to 225 billion dollars in 2020. The reduction in deliveries of goods in value terms amounted to 6.04%. Compared to 2019 – exports of goods decreased by 14.5 billion dollars.

Table 1

Dynamics of Brazil's foreign trade activity for 2016 – 2020

	2020 $ billion USA	2019 $ billion USA	2018 $ billion USA	2017 $ billion USA	2016 $ billion USA
Export	225.3	239.8	217.7	185.2	191.1
Import	177.4	181.2	150.7	137.5	171.4

Source: compiled by the author based on materials [2]

The main destinations for exports of goods from Brazil in 2020 were sent to China with a share of 28% (63 billion dollars), the US with a share of 13.2% (29 billion dollars), the Netherlands with a share of 4.49% (10.1 billion dollars) and Argentina with a share of 4.34% (9.79 billion dollars).

The structure of exports from Brazil in 2020 was represented by the following main product groups: 13.4% (30 billion dollars) of energy materials, oil and its products; bituminous substances; mineral waxes, 11.7% (26 billion dollars) seeds and fruits; other seeds, fruits and grains; technical or medicinal plants for technical purposes; straw and fodder 11.4% (25 billion dollars) of ore, slag and ash.

As for total imports in Brazil, it amounted to 177 billion dollars in 2020. Reductions in supplies of goods to Brazil in value terms amounted to 2.14%. Compared to 2019: Imports of goods decreased by 3.88 billion dollars [4].

The structure of imports to Brazil in 2020 was represented by the following main product groups: 13.5% (23 billion dollars): energy materials, oil and its products, mineral waxes, 12.3% (21 billion dollars) electrical machinery and equipment and parts thereof, sound recording and reproducing apparatus, television image and sound recording or reproducing apparatus, parts and accessories thereof, 12% (21 billion dollars) – nuclear reactors, boilers, equipment and mechanical appliances.

The leading trading bloc of South America is MERCOSUR, known as the common market of the South, it is designed to ensure the free movement of goods, capital and services between member states. MERCOSUR has an absolute leader – Brazil, which surpasses all other participating countries combined. The dynamics of Brazil's foreign trade within (Table 2) allows us to conclude that the largest foreign trade turnover among the member countries of MERCOSUR in 2020 is between Brazil and Argentina – 20.2 billion dollars, and the smallest with Uruguay – 3.5 billion dollars.

Table 2

Dynamics of Brazil's foreign trade within MERCOSUR

Partner countries	2020 $ billion USA		2019 $ billion USA		2018 $ billion USA		2017 $ billion USA	
	Export	Import	Export	Import	Export	Import	Export	Import
Argentina	9.7	10.5	14.9	11.1	17.6	9.4	13.4	9.1
Uruguay	2.4	1.1	3.1	1.1	2.3	1.3	2.7	1.2
Paraguay	2.4	1.3	2.9	1.5	2.6	1.1	2.2	1.2

Source: compiled by the author based on materials [2]

Bilateral economic ties between the "newly industrialized countries", Brazil and Argentina are quite strong, but their integration with weak countries is less stable. Importantly, Brazil is the world's largest supplier of coffee, and together with Paraguay, they export tropical timber and cover almost a third of this market segment.

Regarding the main areas of Brazil's foreign economic cooperation with the member states of the Andean Community, Brazil has historically been Bolivia's main trading partner. Bolivia exports natural gas to Brazil (98% of total exports), and Brazil's exports to Bolivia include items such as iron, electrical wires, tractors, locomotives, wooden furniture, rice. In 2020, Brazilian exports to Bolivia amounted to 1.4 billion dollars. Brazil and Peru have also worked closely together in recent years, especially in the trade and economic spheres. In 2020, the trade turnover between the countries amounted to 3.7 billion dollars [4].

It is worth noting that Brazil is actively investing in the economy of Peru, one of the positive consequences of this is the construction of a highway that gives Brazil access to the Pacific Ocean through Peru.

One of the foreign policy priorities in recent years has been Brazil's membership in the BRICS. Participation in the bloc allows it both to develop relations with other major regional states and to act with them as a united front on international issues relevant to the members of the association and the entire system of global governance. A promising area of development is cooperation in agriculture, this area is one of the priorities for both the BRICS and Brazilian economic policy. In the context of the new industrial revolution and the development of the digital economy, the direction of cooperation in the field of digitalization and the introduction of ICT in agriculture will be especially important.

Brazil has a positive trend in foreign trade with the EU. It should be noted that due to joint efforts, trade and economic relations between the EU and Brazil have significantly improved over the past 10 –15 years, the EU and the US are Brazil's second and third largest trading partners after China. European direct investment in Latin America, or 30% of all European investment in developing countries, amounted to 25.06 billion dollars. The main recipient of European deposits was Brazil, which accounted for 34%. European TNCs are widely represented in the region and in Brazil in particular [3]. The growth of Brazil's exports to Europe reinforces the thesis that this partnership is fundamental for Brazil. In 2019, exports from Brazil to the EU reached 42.1 billion dollars, imports from the EU to Brazil – 34.8 billion dollars [5].

European THCs operating in high-tech sectors of the economy have made a significant contribution to the restructuring of Brazil's industrial production, increasing its technological potential. Direct investment from the EU goes to the financial sector and banking in Brazil, to trade, to insurance, to infrastructure support, and is distributed among private farms. The basis of Brazil's exports to the EU is still agricultural goods, tariffs on which are the main cause of clashes between the EU and Brazil and its partners in Mercosur and in general with Latin American countries. Brazil is the second largest country in the EU after the United States in terms of agricultural supplies [3].

Ukrainian – Brazilian relations are quite active, today Brazil is Ukraine's main trading partner in Latin America. The main goods in the structure of Ukrainian exports to Brazil are: electrical appliances and mineral fertilizers. Brazilian exports to Ukraine consisted mainly of raw materials and agricultural products, in particular, tobacco – 24.71%. But in the future, cooperation between Ukraine and Brazil should not be limited to bilateral trade, but should include ambitious plans to jointly enter the markets of third countries, including Latin America, Asia, Africa and Europe.

Thus, Brazil, which occupies a leading position in the world economy and trade, active cooperation with international partners and has a significant contribution as a member of the community allows us to predict the future development of Brazil, where, based on the principles of healthy competition, it can achieve even greater success.

REFERENCES

1. Олефір А. Тенденції розвитку міжнародної торгівлі послугами в умовах динамізації конкурентного середовища / А. Олефір, В. Тіпанов. URL : http://irbisnbuv.gov.ua/cgibin/irbis_nbuv/cgiirbis_64.exe?C21COM=2&I21DBN=JRN&P21DBN=UJRN&IMAGE_FILE_DOWNLOAD=1&Image_file_name=PDF/Mep_2008_1-2_9.pdf.
2. Статистична інформація. URL : https://trendeconomy.ru/data//
3. Внешняя торговля ЕС: особенности на современном этапе. URL : http://www.instituteofeurope.ru/images/uploads/doklad/358.pdf
4. World Data Bank. URL : https://data.worldbank.org/indicator
5. World Trade Report 2020. URL : https://www.wto.org/english/res_e/publications_e/wtr20_e.htm

DYNAMIK, STRUKTUR, AKTUELLE PROBLEME UND PERSPEKTIVEN DES INTERNATIONALEN HANDELS

A. A. Radionova,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Radionova A. A., Pirog I. I. Dynamik, Struktur, aktuelle Probleme und Perspektiven des internationalen Handels This article analyzes the dynamics, structure of the main problems and prospects of modern international trade. The modern world is characterized by rapid processes of international interaction of various forms affecting all spheres of society. International trade is a form of communication between producers of different countries, and the result of international trade is the emergence of the world market. International trade is a tool that countries around the world use to develop and deepen the specialization of their economies, increase productivity and efficient use of their resources. As a result, we see that at the present stage of development of international trade, the prospects for the development of international trade are associated with scientific and technological progress and other indicators, while increasing the influence of developed countries in the international arena.

Keywords: dynamics, indicators, influence, international trade, international arena, structure.

Радіонова А. А., Пірог І. І. Динаміка, структура, сучасні проблеми та перспективи міжнародної торгівлі. У статті аналізується динаміка, структура основних проблем та перспективи сучасної міжнародної торгівлі. Сучасний світ характеризується бурхливими процесами міжнародної взаємодії різних форм, що торкаються всіх сфер життя суспільства. Міжнародна торгівля є формою зв'язку між товаровиробниками різних країн, при цьому результатом міжнародної торгівлі є виникнення світового ринку. Міжнародна торгівля є засобом, який країни світу застосовують для розвитку і поглиблення спеціалізації своїх економік, підвищення продуктивності праці та ефективного використання своїх ресурсів. В результаті бачимо, що на сучасному етапі розвитку міжнародної торгівлі перспективи розвитку міжнародної торгівлі пов’язані з науково-технічним прогресом та іншими показниками, при цьому збільшується вплив розвинутих країн на міжнародній арені.

Ключові слова: вплив, динаміка, міжнародна арена, міжнародна торгівля, показники, структура.

1. Einführung

Die 778taatl Welt ist geprägt von schnellen Prozessen der internationalen Interaktion verschiedenster Formen, die alle Bereiche der Gesellschaft betreffen. Die gegenwärtige Periode der internationalen Wirtschaftsentwicklung ist durch die breite Einbindung der Länder in die 778taatliche778al Zusammenarbeit gekennzeichnet. Der 778taatliche778al Handel ist eine Form der Kommunikation zwischen Produzenten verschiedener Länder, die auf der Grundlage der internationalen Arbeitsteilung entsteht und ihre gegenseitige wirtschaftliche Abhängigkeit zum Ausdruck bringt. Im internationalen Handel bewegen sich Waren und Dienstleistungen über die Zollgrenzen verschiedener Länder hinweg. Das Ergebnis des internationalen Handels ist die Entstehung eines Weltmarktes. Nicht nur Güter, sondern auch Produktionsfaktoren, Kapital und Arbeit, deren Verhältnis Handelsbilanz genannt wird, bewegen sich international. All dies ist das System des internationalen Handels. Gleichzeitig lässt eine offene Ökonomie jedoch keine Unkontrollierbarkeit der außenwirtschaftlichen Beziehungen zu. Sie erfordert eine 778taatl 778taatliche Regulierung der Struktur von Exporten und Importen, des Kapitalverkehrs, der Zoll-, Währungs-, Steuer-, Kredit- und Investitionspolitik. Es ist wichtig, die Dynamik des internationalen Handels sowie die Entstehung aktueller Trends in den Außenwirtschaftsbeziehungen als Manifestation des internationalen Handels zu analysieren.

Ziel dieser Studie ist es, Struktur und Richtungen des internationalen Handels zu bestimmen sowie die aktuellen Dynamiken und Trends des Welthandels auf der Grundlage aktueller Daten und Indikatoren in diesem Entwicklungsstadium zu analysieren. Dieses Ziel erforderte die Lösung der folgenden wissenschaftlichen Probleme: den Inhalt des internationalen Handels aufzudecken; Aufzeigen der Merkmale von Veränderungen in der Dynamik und Struktur des internationalen Handels mit Dienstleistungen und Gütern: Analyse der Perspektiven und Probleme bei der Entwicklung des internationalen Handels.

2. Allgemeine Merkmale des internationalen Handels

Studiengegenstand – Internationaler Handel als Bestandteil der Außenwirtschaftsbeziehungen. Gegenstand der Forschung – Dynamik und Besonderheiten des internationalen Handels.

Theoretische und methodische Grundlage des Studiums sind die grundlegenden Bestimmungen der Wirtschaftstheorie. In der Arbeit wird das

Werkzeug allgemeiner wissenschaftlicher und interdisziplinärer Erkenntnismethoden, statistischer und wirtschaftlicher – bei der Analyse allgemeiner und spezifischer Indikatoren verwendet. Die Methoden der Analyse und Synthese, Verallgemeinerung, Analysemethode, Vergleichsmethode, Bewertung werden ebenfalls aktiv in der Arbeit verwendet.

Die Informationsgrundlage der Studie sind statistische Materialien des Staatlichen Statistikkomitees der Ukraine, der Weltbank, der Welthandelsorganisation, monografische Studien in- und ausländischer Autoren, wissenschaftliche Veröffentlichungen in Sonderpublikationen zur Theorie und Praxis der Umsetzung und Regulierung internationaler Handel.

2.1. Dynamik und Struktur des internationalen Handels

Die Untersuchung des Stands des internationalen Handels mit Waren und Dienstleistungen im Allgemeinen, seiner makroökonomischen Probleme und Perspektiven wird auf der Grundlage von makroökonomischen Schlüsselindikatoren auf der Grundlage von Ausgangsdaten statistischer Behörden bewertet. Der internationale Handel ist derzeit äußerst dynamisch. Dies ist vor allem auf die Entwicklung der Spezialisierung und Kooperation der Produktion im internationalen Maßstab, das hohe Entwicklungstempo der "Schwellenländer" zurückzuführen. Die dominierende Stellung im internationalen Handel nehmen die entwickelten Länder ein. Sie machen 2/3 der Exporte und den gleichen Anteil der Importe aus. Dementsprechend entfallen etwa 1/3 der weltweiten Exporte und Importe auf Entwicklungsländer und Länder mit Transformationsökonomien [3].

Die Prozesse von Verkauf-Kauf, Tausch und dergleichen beeinflussen aktiv die makroökonomischen Indikatoren jedes Landes, wie beispielsweise das BIP. Es wird die Bewertung von 10 Ländern der Welt auf dem Niveau des BIP im Jahr 2019 gegeben. Die fünf wirtschaftlich am weitesten entwickelten Länder in Bezug auf das BIP sind die Vereinigten Staaten, China, Japan, Deutschland und Indien. Es sei darauf hingewiesen, dass der BIP-Indikator ausdrückt, wie viel des BIP des Landes unabhängig von seiner Bevölkerungszahl oder Kaufkraftparität erwirtschaftet wurde.

Tabelle 1

Dynamik der Schlüsselindikatoren des internationalen Handels (Mrd. USD) Führende Länder in Bezug auf das BIP, 2019 [4]

Außenhandelsumsatz					
Regionen	2015	2016	2017	2018	2019
Die Gesamtzahl	98086	98469	116632	129732	139623
CIS Länder	25732	21684	25630	27234	25377
Europa	36460	39070	48574	55271	59961
Asien	21674	23065	26305	30244	35105
Amerika	5257	5778	7454	8517	9244
Afrika	4605	4669	5018	5140	6255
Australien und Ozeanien	277	178	197	143	228
Warenumlauf					
Die Gesamtzahl	74295	74062	89065	99396	106443
CIS Länder	19609	16074	19554	21099	19440
Europa	25119	27152	34752	39333	42516
Asien	18913	19968	22760	26318	30417
Amerika	2810	3058	4428	5348	5492
Afrika	4199	4275	4596	4632	5594
Australien und Ozeanien	176	134	160	103	171

Quelle: Erstellt vom Autor basierend auf Daten [2; 5]

Einer der wichtigsten Indikatoren des internationalen Handels ist der Außenhandelsumsatz (Wirtschaftsindikator, der das Außenhandelsvolumen für einen bestimmten Zeitraum charakterisiert: Monat, Quartal, Jahr) sowie Umsatz, Bruttowirtschaftsindikator, der die Einnahmen charakterisiert - zeigt der Gesamtwert des Verkaufs von Waren und Dienstleistungen, seit einiger Zeit aus dem Verkauf von Waren. Dynamik der Schlüsselindikatoren des internationalen Handels (Mrd. USD).

Wir stellen fest, dass sowohl der Außenhandelsumsatz als auch der Handel in allen Regionen der Welt außer Australien und Ozeanien aktiv wachsen. Den Hauptbeitrag zu den Gesamtindikatoren leisten die Länder Europas und Asiens. Die Zahlen für die GUS, Europa und Asien übertreffen die Daten für Afrika, Amerika, Australien und Ozeanien um mehr als das Vierfache, was auf Ungleichheit in diesen geografischen Regionen hinweist.

2.2. Aktuelle Probleme und Perspektiven des internationalen Handels

Im gegenwärtigen Entwicklungsstadium des Welthandels haben sich gewisse positive Prozesse herausgebildet. In Erwartung einer Zunahme des Waren- und Dienstleistungsverkehrs über die nationalen Grenzen hinaus spielt der Welthandel eine entscheidende Rolle unter den wichtigsten Formen der internationalen Beziehungen. Neben der positiven Seite des internationalen Handels gibt es jedoch einige Probleme, nämlich:

1. Tendenziell steigen die Preise auf dem Weltmarkt. Dabei spielten weltweit auftretende Inflationsprozesse sowie strukturelle Veränderungen der Exporte zugunsten besserer und teurerer Güter eine wichtige Rolle.

2. Die wachsende Rolle der Industrieländer im internationalen Handel, ihr Anteil an den Weltexporten übersteigt 2/3;

3. Verringerung des Anteils an Rohstoffen und landwirtschaftlichen Produkten bei gleichzeitiger Erhöhung des Anteils an Fertigprodukten;

4. Erhöhung des Anteils von Dienstleistungen am Welthandel, was den Schattenhandel erhöht;

5. Das Wachstum der Auslandsverschuldung der Importländer;

6. Verschlechterung der äußeren Bedingungen des internationalen Handels (ungleichmäßige Erholung und Aufrechterhaltung der Instabilität der Finanzmärkte);

7. Vertiefung des nicht-äquivalenten Austauschs. Dies liegt daran, dass die Weltrohstoffmärkte von wirtschaftlich entwickelten Ländern monopolisiert werden.

8. Allmähliches Wachstum des Handels mit Halbzeugen, Einzelteilen, Produkten für die Montage des Endprodukts. Dies ist auf das Vorherrschen einer einzigen Form der internationalen Arbeitsteilung (dem Prozess der Internationalisierung einer einzigen Arbeitsteilung) zurückzuführen.

Die Entwicklung des internationalen Handels ist umstritten. Dies äußert sich in zwei miteinander verbundenen Trends: erstens dem Wunsch nach Liberalisierung des Handels, Abbau von Handelshemmnissen; und zweitens die Stärkung des Protektionismus, dh Versuche, die Zahl ausländischer Güter auf den nationalen Märkten zu begrenzen. Die Außenwirtschaftspolitik der Länder orientiert sich an diesen Tendenzen.

Perspektiven für die Entwicklung des internationalen Handels sind mit wissenschaftlichem und technologischem Fortschritt, Veränderungen im Handel, der Entstehung neuer Handelseinheiten, Veränderungen der organisatorischen und wirtschaftlichen Formen der Handelskooperation verbunden. Die Steigerung des Außenhandelsumsatzes, die Erweiterung des Angebots an Fertigprodukten und Dienstleistungen spart materielle, finanzielle und andere Ressourcen, wirkt sich positiv auf die Verbesserung der Qualität von Waren und Dienstleistungen aus, erweitert das Angebot an Konsumgütern, bildet einen neuen Faktor des Wirtschaftswachstums (für unterentwickelte Länder) und ihre Bedeutung für die entwickelten Länder stärken.

Somit ist der internationale Handel ein Instrument, das Länder nutzen, um die Spezialisierung ihrer Volkswirtschaften zu entwickeln und zu vertiefen, die Produktivität zu steigern und ihre Ressourcen effizient zu nutzen. Eine wirksame Entwicklung der Handelsbeziehungen wird die Beteiligung der Länder an der internationalen Arbeitsteilung und den Zugang zu neuen Technologien fördern, Märkte vergrößern, Wettbewerbsmethoden entwickeln und verbessern, Informationen verbreiten und neues Wissen generieren und so das globale Wirtschaftswachstum und die menschliche Entwicklung stimulieren [1].

3. Schlussfolgerungen

Der Begriff des „internationalen Handels“ umfasst verschiedene Prozesse und Trends: die Prozesse des Tauschens, Kaufens und Verkaufens; Verbreitung von Beziehungen und Interdependenzen zwischen verschiedenen Ländern. Darüber hinaus ist der internationale Handel die wichtigste und älteste Form der internationalen Wirtschaftsbeziehungen, die eine Gesamtheit des Außenhandels aller Länder darstellt. Nachdem wir bestimmte Aspekte des internationalen Handels analysiert haben, kommen wir zu dem Schluss, dass er sowohl territorial als auch nach Produktarten, Warenformen und Arten von Handelsbeziehungen ungleich verteilt ist und sich verändert. Aktuelle Trends in der Struktur und Dynamik des internationalen Handels sind auf die Dynamik der gesellschaftlichen Arbeitsteilung in der Weltwirtschaft zurückzuführen. Basierend auf der Studie haben wir Strukturtypen des internationalen Handels formuliert.

Angesichts der Dynamik und des aktuellen Zustands der Struktur des internationalen Handels kamen wir zu dem Schluss, dass sich Struktur und Dynamik ständig ändern. Hochentwickelte Länder achten immer mehr auf die Beziehungen zu anderen Ländern und versuchen, ihre Position auf dem Weltmarkt zu stärken.

Auf der Grundlage von Daten zum Außenhandel und Handel kommen wir zu dem Schluss, dass die geografische Verteilung nach regionalen Aktivführern europäische Länder sind, die mehr als ein Drittel der

Gesamtzahl ausmachen, sowie asiatische Länder mit einem positiven Trend im internationalen Handel.

Im gegenwärtigen Entwicklungsstadium des internationalen Handels haben sich gewisse positive Prozesse herausgebildet. Die Aussichten für die Entwicklung des internationalen Handels hängen mit dem wissenschaftlichen und technologischen Fortschritt, den Veränderungen der Handelsobjekte, der Entstehung neuer Handelseinheiten, den Veränderungen der organisatorischen und wirtschaftlichen Formen der Handelskooperation, der Zunahme des Außenhandels usw. zusammen. Neben der positiven Seite des internationalen Handels gibt es jedoch auch einige Probleme, denn die Entwicklung des internationalen Handels ist widersprüchlich: Tendenziell steigen die Preise auf dem Weltmarkt; die wachsende Rolle der entwickelten Länder im internationalen Land; Verringerung des Anteils an Rohstoffen und landwirtschaftlichen Produkten bei gleichzeitiger Erhöhung des Anteils an Fertigprodukten; Wachstum der Auslandsverschuldung der Importländer; und andere.

Somit ist der internationale Handel ein Instrument, das Länder nutzen, um die Spezialisierung ihrer Volkswirtschaften zu entwickeln und zu vertiefen, die Produktivität zu steigern und ihre Ressourcen effizient zu nutzen.

LITERATURVERZEICHNIS

1 Денисова, І. В., Самофалова О. А. Проблеми та перспективи розвитку міжнародної торгівлі [Текст] // Економічні проблеми сталого розвитку : матеріали Міжнародної науково-практичної конференції імені проф. Балацького О.Ф., м. Суми, 27 травня 2015 р. / За заг. ред.: О. В. Прокопенко, М. М. Петрушенка. Суми : СумДУ, 2015. С. 149–150.

2 Держстат. URL : http://ukrstat.gov.ua/(дата звернення 19.11.2021).

3 Кознюк В. В., Пайкова Л. А., Давиленко Н. Б. Міжнародні економічні відносини : навч. посібник – 3-тє вид., перероб. і доп. К. : Знання-Прес, 2002. 406 с. URL : https://buklib.net/books/21990/ (дата звертання 19.11.2021).

4 World Bank Group (World Bank) / Група Світового Банку (Світовий Банк). URL : https://data.worldbank.org/country/denmark?view=chart (дата звернення 19.11.2021).

5 World Trade Organization/ Світова організація торгівлі. URL : https://www.wto.org/ (дата звернення 19.11.2021).

CUSTOMS SECURITY OF THE STATE: ANALYSIS OF DOMESTIC AND FOREIGN EXPERIENCE

D. R. Rashchupkina,
O. A. Batalov, PhD (scientific supervisor),
O. Y. Serheieva (language supervisor)
V. N. Karazin National University, Kharkiv

Rashchupkina D. R., Batalov O. A., Serhieieva O. Y. Customs security of the state: analysis of domestic and foreign experience. The article analyzes scientific approaches of determining the customs security notion. The characteristic features of customs safety are outlined and formulated. The author's definition of customs security is provided. Based on the analysis of scientific literature, other types of national security that customs administrations perform are indicated. The functions of the customs service from the standpoint of its functioning as an institution for providing customs safety and state interests are demonstrated. The institutional features of the security functions execution of the customs service in Ukraine and Germany are analyzed. Recommendations for the development prospects of the customs service security function in Ukrainian in the context of Germany experience are given.

Keywords: customs security, customs service, Federal Republic of Germany, operational-investigative activities of customs authorities, Ukraine.

Ращупкіна Д. Р., Баталов О. А., Сергеєва. О. Ю. Митна безпека держави: аналіз вітчизняного та зарубіжного досвіду. У статті проаналізовані наукові підходи щодо визначення поняття митної безпеки. Виокремлені та сформульовані характерні риси митної безпеки. Надано авторське визначення митної безпеки. Виходячи з аналізу наукової літератури, вказуються інші види національної безпеки, які виконують митні адміністрації. Продемонстровано функції митної служби з позицій її функціонування як інституту забезпечення митної безпеки та державних інтересів. Проаналізовано інституціональні особливості виконання безпекових функцій митної служби в Україні та Німеччині. Наведені рекомендації для перспективи розвитку безпекової функції української митної служби в контексті досвіду Німеччини.

Ключові слова: митна безпека, митні органи, оперативно-розшукова діяльність, оперативно-розшукова діяльність митних органів, Україна, Федеративна Республіка Німеччина.

1. Introduction

Events that have been taking place in Ukraine over the past years have aggravated the need to ensure the national security and to counteract the possible negative consequences of such threats. Under such conditions, research on the importance of customs authorities functions in ensuring security – economical and customs – doesn`t lose its t o p i c a l i t y .

Customs safety problems are addressed in the w o r k s of such scientists as P. V. Pashko, L. M. Dorofeieva, V. V. Pylipchyk, O. Ye. Tsevelov and other leading scholars. Despite the significant achievements of scientists, there are issues that require detailed analysis. Thus, p u r p o s e of this article is to study the concept of "customs safety" and the role of customs authorities in ensuring it. The t a s k s of this article are to determine what types of security customs service provides, to analyze the activities of customs security services in Ukraine, to consider the security functions of Germany customs services, and indicate the prospects of security function development for Ukrainian customs service in the context of Germany experience. 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 security types provided by the customs service

In the conditions of conducting hybrid wars, the o b j e c t of this study the concept of “security” has acquired new dimensions. When talk about customs service we refer to different types of security, for example, such as foreign economic (foreign trade), financial, legal, investment security in which customs authorities usually take part. Analyzing the practical activities of customs services, it is possible “to indicate their attitude to ensuring also such types of security as environmental, innovative, cultural, border, food, radiation etc.” [3, c. 42].

Economic and customs security, which is the s u b j e c t of this study, deserves special attention. The category of external economic security can be characterized as such country economic state, during which socio-economic processes and stability are ensured, regardless of external factors. Moreover, threats to economic security include not only the essence and derivatives of economic phenomena, but also information, energy and hybrid wars.

P. V. Pashko [5, c. 306] under customs safety understand the state of protecting the state economic interests in the customs sphere, which enables to ensure:

a) *The movement of goods and vehicles through the customs border;*
b) *The implementation of customs regulations, which ensure collection of duties and tolls;*
c) *The application of customs control and customs clearance procedures, using measures of customs tariff and non-tariff regulation;*
d) *Carrying out the smuggling and customs rules violations control, as well as the implementation of other issues assigned to customs tasks.*

However, it is difficult to agree with such proposition of the authors, as it is considered inappropriate to limit the definition of customs security to the category of "economic interests". Customs security should be also considered as a state of state borders protection. Therefore, it is possible to distinguish such real and potential threats to the Ukraine security:

a) Attempts to change the line of the state border of Ukraine or reject part of its territory;
b) Border conflicts, armed and unarmed provocations;
c) Illegal crossing of the state border;
d) Illegal import or the export of weapons, ammunition, explosives substances and means of mass destruction, radioactive and narcotic substances, cargoes without customs and other types of control, environmentally hazardous technologies, substances and materials;
e) Illegal import of literature and magnetic media containing anti-state, terrorist, separatist, nationalist and extremist trends;
f) Illegal crossing outside state border checkpoints;
g) Use of forged, invalid, alien passport documents or their absence during the state border crossing at checkpoints [7, c. 111].

3. **Security provision by customs service in Ukraine**

It follows from the above, that the Ukrainian customs services are a set of specially authorized executive bodies that protect the state interests through customs control and registration of goods moving across the border, collection of customs duties, combating smuggling and violation of customs regulations.

In accordance with the Customs Code of Ukraine, the State customs affairs comprises all procedures of conducting goods movement through the customs border of Ukraine and their customs control. It involves:

a) The use of tariff and non-tariff regulation mechanisms,
b) Collecting of customs payments and statistics,
c) Exchange of customs information,
d) Conducting the Ukrainian classification of goods of foreign economic activity,
e) Prevention and counteraction of smuggling,
f) The fight against violations of customs rules, organization and provision of measures, aimed at implementing state policy in the customs affairs field [2, c. 87].

The main subject of customs security provision is the bodies of income and charge. The main tasks of income and assembly bodies are defined in the Customs Code of Ukraine. The powers of the organization and implementation of protection of economic and customs interests of the population and the state in all countries of Europe are reinforced by operational and investigative activities. In 2013, in the Ukrainian legislation on operational-investigative activities new changes were adopted: "in the list of units that carry out such activities, operational units of income and charge – operational units of the tax police and subdivisions that fight smuggling – were included" [4, c. 55]. The indicated innovation actually confirmed that the operational-investigative powers of customs authorities are an objective need.

On the one hand, in accordance with the Regulation on the State Customs Service of Ukraine, the organization and control over proceedings of operational-investigative activities are attributed to the tasks of the State Customs Service and its territorial bodies that are fighting smuggling [6, c. 53]. It seems that it has to involve the existence of such divisions in customs service. However, specialized units (operational) were not created. In addition, there were no subordinate normative acts that determine such activities implementation procedure. Unfortunately, this issue has not been settled when approving constituent documents on the customs authorities.

4. Security provision by customs service in Germany

Taking into account the pro-European choice of Ukraine, we consider it appropriate to explore the experience of the member countries of the European Union (hereinafter – the EU). At the EU level, the right to organize and implement the operational-investigative activities is regulated by the EU Customs Code. It has been determined that Member States can carry out such activities as:

a) The receipt, accumulation, processing and verification of information on foreign trade turnover;
b) The possibility of secret observation;
c) The use of assistance of persons not involved in the customs service, as well as the right to use direct coercion in the form of physical force and individual technical and chemical means with the purpose of disarmament and convention [6, c. 53].

Among the EU member states the legislation of Federal Republic of Germany (hereinafter referred to as Germany) is considered gold standard. The main legislative act, which regulate social and legal relations in the investigational field in Germany, is the law on customs criminal police and customs investigation authorities, 2002 known as a law on the customs investigation application (hereinafter referred to as ZFDG) [1]. In accordance with § 1 of this Law, the Customs Investigation Service consists of the Department of Customs Criminal Police and General Department of Customs Investigations, in the subordination of which there are operational-search customs [1].

Department of Customs Criminal Police is the central authority of the customs investigation service and at the same time one of the central departments of the information and communication system. The officials of this structural unit are endowed with the powers of the investigative bodies and are the investigative prosecutor's officers (§ 16). All tasks of customs criminal police management can be combined in three groups:

1) The task of the central authority;
2) Its own tasks;
3) Tasks in the field of security and protection.

In order to comply with the tasks of the first group the customs criminal police has a number of powers related to the most part with the collection, processing and management of information and personal data (§ 7, § 10, § 11, § 23d of the ZFDG Law) [1]. In order to execute a group of its own tasks criminal police management has power connected to the collection and processing of personal data in certain cases, the implementation of preventive telecommunication and postal supervision in case of suspicion of movement (forwarding) of certain types of goods (§ 6, § 9, § 15) [6]. Fulfillment of the third group of tasks – security and protection tasks – is provided through implementation of powers related to the processing of personal data in criminal proceedings, data collection in various ways, using special technical means, agent work, protection of witnesses (§§ 17-22, § 22 A, § 23) [1].

The list of general and special tasks that entrusted to the organs of the Customs Investigation in Germany, intersect on the tasks of customs criminal police management. In the end, the powers that are endowed to the customs investigation authorities to carry out the above-mentioned tasks are practically completely correlated with the authority of the customs criminal police management. Prior to the powers of the customs investigation authorities that are not specified in the chapters 1-2 of the ZFDG Law, include, for example, processing (impairment) and the transfer of personal data for scientific research (§ 37) or penalty to twenty thousand euros for the commissioned administrative offense (§ 46) [1].

5. **Conclusions**

When talk about customs service we refer to different types of security, for example, environmental, innovative, cultural, border, food, radiation, etc., which are ensured by customs service activities. Such activities should be based on country interests and constant analysis of the causes and results of customs danger manifestations that lead to threats in foreign economic activity and, accordingly, the adoption of urgent measures to eliminate it. Consequently, the unified system of the country's customs authorities has a special active and significant role in the development and implementation of customs policy, which reduces internal and external threats to national and economic security.

Thus, the activities of the customs authorities of Ukraine today are complicated by a number of factors, including unresolved issues of protection of Ukraine border with the temporarily occupied territories and Crimea, lack of clear legislative mechanisms to combat certain types of illegal movement of goods and other objects across Ukrainian customs border. Therefore, it is necessary to expand the powers to carry out operational and investigative activities by customs authorities and to create customs and criminal procedural legislation of Ukraine in the part related to ensuring effective mechanisms for customs authority’s measures for operational and investigative activities, taking into account the international experience of leading countries.

In particular, the following experience of Germany should be taken into consideration as p r o s p e c t s for further research:

1) The creation of a separate structural unit of the customs service authorized to carry out operational and investigative activities;

2) Clear legislative regulation of the tasks and powers of special customs authorities empowered to carry out operational and investigative activities;

3) A full range of operational-search powers of customs service and operational-search tools.

REFERENCES

1. Gesetz über das Zollkriminalamt und die Zollfahndungsämter (Zollfahndungsdienstgesetz – ZFdG). Ausfertigungsdatum: 16.08.2002. URL: https://www.gesetze-im-internet.de/zfdg/ZFdG.pdf.
2. Дорофеєва Л. М. Здійснення ОРД митними органами: правові можливості та організаційна неспроможність // Науково-дослідний інститут публічної політики і соціальних наук. 2020. № 4. С. 86–88.
3. Елфимова О. С. К вопросу о таможенной безопасности // Управление инвестициями и инновациями. 2016. № 2. С. 39–44.
4. Москаленко О. А., Петрушко Е. Н., Шкилев В. В. Таможенная служба как важнейший регулятор внешнеэкономической деятельности в целях обеспечения экономической безопасности государства // Экономика. Информатика. 2016. № 2 (223). С. 51–59.
5. Пашко П. В. Таможенная безопасность государства // Вопросы экономики. 2007. № 5. С. 304–312.
6. Пилипчук В. В., Плоткина Н. П. Роль таможенных органов в обеспечении таможенной безопасности страны // Теория и практика таможенного дела. 2020. № 2. С. 48–59.
7. Цевельов О. Є. Наукові підходи до визначення загроз національної безпеки України у сфері безпеки державного кордону // Івестиції: практика та досвід. 2017. № 11. С. 109–112.

THE ROLE OF FOREIGN DIRECT INVESTMENT IN THE ECONOMY OF UKRAINE

V. S. Razumkova,
I. M. Lavrinenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Razumkova V. S., Lavrinenko I. M. The role of foreign direct investment in the economy of Ukraine. The article provides an analysis of the main problems and prospects for the development of foreign direct investment. Activation of investment activity is a necessary condition for the Ukrainian economy to enter the trajectory of sustainable economic growth of the innovation-investment type. Investment policy is a significant lever of influence on the country's economy and business activities of economic entities. Countries that occupy leading positions in terms of attracting foreign investment, as a rule, have high rates of economic growth. The intensification of capital movements between countries leads to an increase in economic and social development of the country. In modern conditions, there is an objective need to intensify investment activities in Ukraine in order to create a competitive economic system, modernization and reconstruction of existing enterprises, ensuring innovation-oriented structural changes in the economy. That is why the question of studying the dynamics of attracting foreign direct investment is extremely relevant today**.**

Key words: foreign direct investments, investment policy, investor countries, investments.

Разумкова В. С., Лавріненко І. М. Роль прямих іноземних інвестицій в економіку України. У статті наводиться аналіз основних проблем і перспектив розвитку прямих іноземних інвестицій. Активізація інвестиційної діяльності є необхідною умовою виходу української економіки на траєкторію стійкого економічного зростання інноваційно-інвестиційного типу. Інвестиційна політика є суттєвим важелем впливу на економіку країни, так і на підприємницьку діяльність суб’єктів господарювання. Країни, що займають лідируючі позиції за обсягом залучення іноземних інвестицій, як правило, мають і високі показники економічного зростання. Інтенсифікація руху капіталу між країнами призводить до зростання економічного й соціального розвитку країни. У сучасних умовах існує об’єктивна необхідність активізації інвестиційної діяльності в Україні з метою створення конкурентоспроможної економічної системи, модернізації та реконструкції діючих підприємств, забезпечення інноваційно-орієнтованих структурних перетворень в економіці. Саме тому питання дослідження динаміки залучення прямих іноземних інвестицій є на сьогодні надзвичайно актуальним.

Ключові слова: прямі іноземні інвестиції, інвестиційна політика, країни-інвестори, інвестиції.

1. Introduction

Relevance of the article lies in the fact that intensification of investment activity is a necessary condition for the Ukrainian economy to enter the trajectory of sustainable economic growth of innovation and investment type. Investment policy is a significant lever of influence on the country's economy and business activities of economic entities. The investment policy of the state is interpreted as a set of measures aimed at creating favorable conditions for all economic entities in order to revive investment activity, boost the economy, increase production efficiency and solves social problems.

Countries that occupy leading positions in terms of attracting foreign investment, as a rule, have high rates of economic growth. The intensification of capital movements between countries leads to an increase in economic and social development of the country. In modern conditions, there is an objective need to intensify investment activities in Ukraine in order to create a competitive economic system, modernization and reconstruction of existing enterprises, ensuring innovation-oriented structural changes in the economy. That is why the question of studying the dynamics of attracting foreign direct investment is extremely relevant today. Because of this, the study of the dynamics of attracting foreign direct investment is extremely relevant today. The theoretical foundations of the study of investment were considered in the works of foreign and domestic scientists, namely: R. Fedorov, M. Denisenko, K. Zhilenko, D. Lopatenko, D. Korneev, S. Kulpinsky, A. Nepran, A. Melnyk, P. Leonenko, M. Pants, K. Shtepenko and others.

The object of the article is foreign direct investment. The subject is the role of foreign direct investment in Ukraine's economic growth. The purpose of the research is to study the role of foreign direct investment in Ukraine's economic growth.

The purpose of the work is to study the role of foreign direct investment in the economy of Ukraine. To achieve this goal, the following tasks were set:

- define the concept, type and classification of plants;
- take into account the purpose, objectives and role of investment activities;
- analyze the main trends and dynamics of foreign direct investment in the world;

- describe the current state and prospects of attracting foreign direct and foreign investment.

2. Current state of industry

One of the main indicators for assessing the investment climate of any country in the world is its position in the international investment rankings, as they allow you to quantify the investment climate, possible investment risks and the degree of reliability of investment. International investment ratings provide an external independent assessment of the dynamics and current state of the country's economy, and help to identify its strengths and weaknesses, which in its turn has a crucial influence on the degree of foreign investment in the country.

The modern feature of investments is that having different national origins, they interact with each other, creating international flows and becoming global investment resources that operate in a single global investment space.

In particular, the development of the global investment process is significantly influenced by loan capital in the form of international credit and venture capital in its two forms: direct and portfolio investment. Thus, the investment process is a reproductive process of formation, exchange, distribution and use of investment resources in the economy, as well as the system of relations between economic entities [3].

3. Problems of developing

Foreign investment in Ukraine is not only an important factor in the development of the domestic economy, but also an important indicator of the conditions of entrepreneurial activity in our country. This is due to the attention paid to foreign investment in Ukraine both in the professional environment and in the media [1]. The problems of foreign investment in Ukraine are becoming especially acute right now, when Ukrainian society, and not only the domestic economy, is in a state of acute crisis. Thus, we consider approaches to the interpretation of the concept of "foreign direct investment". They differ in the scientific environment, so they should be systematized and analyzed.

An important strategic priority of the country is to ensure high rates of socio-economic growth and improve living standards. Attracting sufficient foreign direct investment is a key prerequisite for the successful development of the country's economy and an important indicator of business conditions. That is why there is a need to focus on foreign investment [5].

Interesting for the analysis is the study of the geographical structure of foreign investment, which is shown in Figure 2.2. According to the State Statistics Service of Ukraine, in 2019, $ 943 million was invested in the Ukrainian economy by foreign direct investors from more than 76 countries. It should be noted that the main investor countries are Cyprus – 248.3 million dollars, the Netherlands – 186.1 million dollars, the Russian Federation – 141.5 million dollars, France – 79 million dollars, Austria – 68 million dollars, USA – 58.1 million dollars.

But in 2020 in Ukraine there was a negative trend associated with foreign direct investment. In the first quarter of 2020, there was an outflow of almost 1.6 billion. The outflow of the National Bank of Ukraine is associated with the withdrawal of reinvested earnings of enterprises and companies in the real sector of the economy. In the first quarter of 2020, investments from Cyprus decreased by $ 1.4 billion, from Germany – by 427.5 million, from the Netherlands – by 178.4 million. At the same time, investments from Switzerland increased by 112.1 million, from Poland – by 48 million, from France – by 45 million, from Austria – by 38.5 million (Fig. 1).

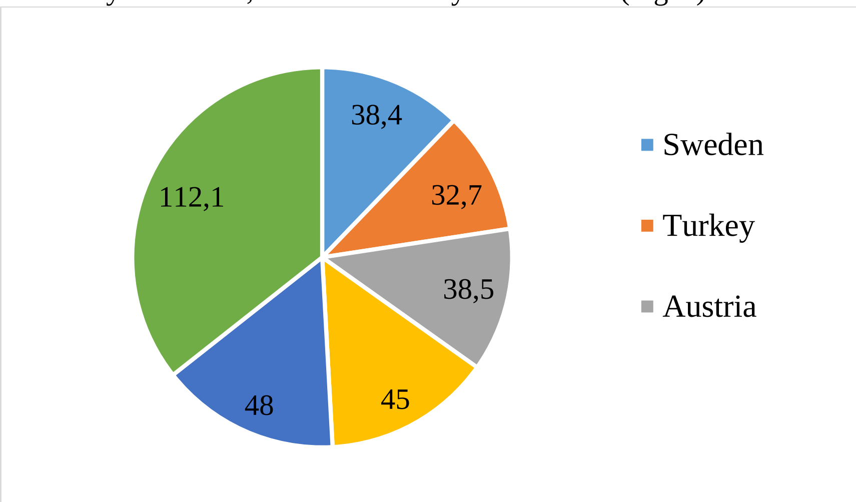


Fig. 1. The structure of foreign investors
in Ukraine as of on 31.12.2020, in million dollars. USA [4]

4. Prospects

The main source of financing of capital investments is still own funds of enterprises and organizations, due to which in January-September 2020, 73.2 percent of investments were disbursed. The share of bank loans and other loans in total investments was 7.0 percent. 9.7 percent of capital investments were disbursed at the expense of the state and local budgets. The share of foreign investors' funds was 0.3 percent of all investments, the share of household funds for housing construction – 7.1 percent. Other sources of funding made 2.7 percent [2].

Thus, Ukraine remains attractive for investment, at the same time it is not outside the world processes, it is sufficiently integrated into the world economy and the violation of macro stability in foreign markets has its echo in Ukraine. At the present stage of development of the domestic economy, one of the urgent tasks facing Ukraine is to improve the investment climate. First of all, it is necessary to take measures to deregulate, introduce a system of investor security and protection of their property rights, as well as investment incentives (attractive legislation for doing business; providing foreign investors with support, technical, consulting and outreach services, etc.).

5. Conclusions

At the present stage of development Ukraine can potentially be one of the leading countries in attracting investment. The country is rich in natural resources, skilled labor, has significant scientific and technical potential, existing infrastructure, strong production base, a huge domestic market and successful integration into the global financial and commodity market. However, Ukraine has a rather negative investment image due to political factors. The negative situation is also associated with the economic crisis caused by the COVID-2019 pandemic.

The study identified a number of conditions under which to address the lack of foreign direct capital, including political and economic stability, including the cessation of confrontation in the east; improvement of national legislation in general, and especially on foreign investment, guaranteeing its stability; improving information support for potential investors; reducing the level of corruption; increase in public investment.

REFERENCES

1. Головатюк В. Інноваційний розвиток української економіки: світовий контекст // Дзеркало тижня. Україна. 2015. № 7-14 берез. С. 1–12.
2. Інвестиційна діяльність в Україні. URL : file:///C:/Users/user/Downloads
3. Лопатенко Д. Б. Сучасні тенденції інвестиційних процесів: глобальний вимір // Молодий вчений. 2016. № 12.1. С. 870–873.
4. Офіційний сайт Державної служби статистики України. URL : http://www.ukrstat.gov.ua/
5. Редзюк Є. В. Прямі іноземні інвестиції: можливості для продуктивного економічного зростання в Україні // Фінанси України. 2017. № 3. С. 96–110.
6. Index of investment attractiveness of Ukraine. URL : https://eba.com.ua/

DIE ROLLE AUSLÄNDISCHER DIREKTINVESTITIONEN IN DER WIRTSCHAFT DER UKRAINE

W. S. Razumkova,
I. I. Piroh, PhD (Sprachbetreuer)
V. N. Karazin Nationale Universität, Charkiw

Razumkova W. S., Pirog I. I. Die rolle ausländischer Direktinvestitionen in der Wirtschaft der Ukraine. Der Artikel analysiert die wichtigsten Probleme und Perspektiven für die Entwicklung ausländischer Direktinvestitionen. Die Aktivierung der Investitionstätigkeit ist eine notwendige Bedingung dafür, dass die ukrainische Wirtschaft den Weg eines nachhaltigen Wirtschaftswachstums vom Typ Innovation-Investitionen einschlagen kann. Die Investitionspolitik ist ein bedeutender Einflussfaktor auf die Wirtschaft des Landes und die Geschäftstätigkeit der Wirtschaftssubjekte. Länder, die bei der Anziehung ausländischer Investitionen eine führende Position einnehmen, weisen in der Regel hohe Wirtschaftswachstumsraten auf. Die Intensivierung des Kapitalverkehrs zwischen den Ländern führt zu einer Steigerung der wirtschaftlichen und sozialen Entwicklung des Landes. Unter modernen Bedingungen besteht die objektive Notwendigkeit, die Investitionstätigkeit in der Ukraine zu intensivieren, um ein wettbewerbsfähiges Wirtschaftssystem, die Modernisierung und den Wiederaufbau bestehender Unternehmen zu schaffen und einen innovationsorientierten Strukturwandel in der Wirtschaft sicherzustellen. Aus diesem Grund ist die Frage der Untersuchung der Dynamik der Anziehung ausländischer Direktinvestitionen heute äußerst relevant.

Stichworte: ausländische Direktinvestitionen, Investitionspolitik, Investorenländer, Investitionen.

Разумкова В. С., Пірог І. І. Роль прямих іноземних інвестицій в економіці України. У статті наводиться аналіз основних проблем і перспектив розвитку прямих іноземних інвестицій. Активізація інвестиційної діяльності є необхідною умовою виходу української економіки на траєкторію стійкого економічного зростання інноваційно-інвестиційного типу. Інвестиційна політика є суттєвим важелем впливу на економіку країни, так і на підприємницьку діяльність суб’єктів господарювання. Країни, що займають лідируючі позиції за обсягом залучення іноземних інвестицій, як правило, мають і високі показники економічного зростання. Інтенсифікація руху капіталу між країнами призводить до зростання економічного й соціального розвитку країни. У сучасних умовах існує об’єктивна необхідність активізації інвестиційної діяльності в Україні з метою створення конкурентоспроможної економічної системи, модернізації та реконструкції діючих підприємств, забезпечення інноваційно-орієнтованих структурних перетворень в економіці.

Саме тому питання дослідження динаміки залучення прямих іноземних інвестицій є на сьогодні надзвичайно актуальним.

Ключові слова: інвестиційна політика, інвестиції, країни-інвестори, прямі іноземні інвестиції.

1. Einleitung

Die R e l e v a n z des Themas des Artikels besteht darin, dass die Aktivierung der Investitionstätigkeit ist eine notwendige Bedingung für die ukrainische Wirtschaft, um den Weg eines nachhaltigen Wirtschaftswachstums vom Typ Innovation-Investitionen einzuschlagen. Die Investitionspolitik ist ein bedeutender Einflussfaktor auf die Wirtschaft des Landes und die Geschäftstätigkeit der Wirtschaftssubjekte. Die Investitionspolitik des Staates wird als ein Bündel von Maßnahmen interpretiert, die darauf abzielen, günstige Bedingungen für alle Wirtschaftseinheiten zu schaffen, um die Investitionstätigkeit wiederzubeleben, die Wirtschaft anzukurbeln, die Produktionseffizienz zu steigern und soziale Probleme zu lösen.

Länder, die bei der Anziehung ausländischer Investitionen eine führende Position einnehmen, weisen in der Regel hohe Wirtschaftswachstumsraten auf. Die Intensivierung des Kapitalverkehrs zwischen den Ländern führt zu einer Steigerung der wirtschaftlichen und sozialen Entwicklung des Landes. Unter modernen Bedingungen besteht die objektive Notwendigkeit, die Investitionstätigkeit in der Ukraine zu intensivieren, um ein wettbewerbsfähiges Wirtschaftssystem, die Modernisierung und den Wiederaufbau bestehender Unternehmen zu schaffen und einen innovationsorientierten Strukturwandel in der Wirtschaft sicherzustellen. Aus diesem Grund ist die Frage der Untersuchung der Dynamik der Anziehung ausländischer Direktinvestitionen heute äußerst relevant. Der Grad der Untersuchung des Problems: Die theoretischen Grundlagen der Untersuchung die Investitionen, die in ihren Arbeiten ausländische und inländische Wissenschaftler behandelt haben, nämlich: R. Fedorov, M. Denisenko, K. Zhilenko, D. Lopatenko D., Korneev, S. Kulpinsky, A. Nepran, A. Melnyk, P. Leonenko, M Pants, K. Shtepenko und andere. Der Z w e c k der Arbeit besteht darin, eine Studie über die Rolle ausländischer Direktinvestitionen im Wirtschaftszeitalter der Ukraine. Um dieses Ziel zu erreichen, wurden folgende A u f g a b e n gestellt:

- Definieren Sie Konzept, Art und Klassifizierung von Anlagen;
- Berücksichtigen Sie den Zweck, die Ziele und die Rolle der Investitionstätigkeiten;

- Analysieren Sie die wichtigsten Trends und Dynamiken ausländischer Direktinvestitionen in der Welt;
- Beschreiben Sie den aktuellen Stand und die Aussichten, ausländische Direktinvestitionen und ausländische Investitionen anzuziehen.

2. Aktueller Stand der Industrie

Einer der wichtigsten Indikatoren zur Beurteilung des Investitionsklimas eines jeden Landes der Welt ist seine Position in internationalen Investmentrankings, da Sie das Investitionsklima, mögliche Investitionsrisiken und den Grad der Investitionssicherheit quantifizieren können. Internationale Investmentratings geben eine externe unabhängige Einschätzung der Dynamik und des aktuellen Zustands der Wirtschaft des Landes und helfen dabei, Stärken und Schwächen zu erkennen, was wiederum entscheidenden Einfluss auf den Grad der Auslandsinvestitionen im Land hat.

Das moderne Merkmal von Investitionen besteht darin, dass sie unterschiedlichen nationalen Ursprungs haben, miteinander interagieren, internationale Ströme schaffen und zu globalen Investitionsressourcen werden, die in einem einzigen globalen Investitionsraum tätig sind.

Insbesondere die Entwicklung des globalen Investmentprozesses wird maßgeblich durch Fremdkapital in Form von internationalen Krediten und Wagniskapital in seinen beiden Formen Direkt- und Portfolioinvestitionen beeinflusst. Somit ist der Investmentprozess ein reproduktiver Prozess der Bildung, des Austauschs, der Verteilung und der Nutzung von Investitionsressourcen in der Wirtschaft sowie des Systems der Beziehungen zwischen Wirtschaftseinheiten [2].

3. Entwicklungsprobleme

Ausländische Investitionen in der Ukraine sind nicht nur ein wichtiger Faktor für die Entwicklung der heimischen Wirtschaft, sondern auch ein wichtiger Indikator für die Bedingungen der unternehmerischen Tätigkeit in unserem Land. Dies ist auf die Aufmerksamkeit zurückzuführen, die ausländischen Investitionen in der Ukraine sowohl im beruflichen Umfeld als auch in den Medien zuteil wird [1]. Die Probleme ausländischer Investitionen in der Ukraine werden gerade jetzt besonders akut, da sich die ukrainische Gesellschaft und nicht nur die heimische Wirtschaft in einer akuten Krise befindet. Wir betrachten daher Ansätze zur Auslegung des Begriffs „ausländische Direktinvestitionen".

Eine wichtige strategische Priorität des Landes besteht darin, ein hohes sozioökonomisches Wachstum zu gewährleisten und den

Lebensstandard zu verbessern. Die Gewinnung ausreichender ausländischer Direktinvestitionen ist eine wesentliche Voraussetzung für die erfolgreiche Entwicklung der Wirtschaft des Landes und ein wichtiger Indikator für die Geschäftslage. Aus diesem Grund ist es notwendig, sich auf ausländische Investitionen zu konzentrieren [4].

Interessant für die Analyse ist die Untersuchung der geografischen Struktur ausländischer Investitionen, die in Abbildung 2.2 dargestellt ist. Nach Angaben des staatlichen Statistikdienstes der Ukraine wurden 2019 943 Millionen US-Dollar von ausländischen Direktinvestoren aus mehr als 76 Ländern in die ukrainische Wirtschaft investiert. Direktinvestitionen der USA. Es sei darauf hingewiesen, dass die wichtigsten Investorenländer Zypern – 248,3 Millionen Dollar, die Niederlande – 186,1 Millionen Dollar, die Russische Föderation – 141,5 Millionen Dollar, Frankreich – 79 Millionen Dollar, Österreich – 68 Millionen Dollar, die USA – 58,1 Millionen Dollar sind.

Aber im Jahr 2020 gibt es in der Ukraine einen negativen Trend im Zusammenhang mit ausländischen Direktinvestitionen. Im ersten Quartal 2020 flossen knapp 1,6 Milliarden Euro ab. Der Abfluss der Nationalbank der Ukraine ist mit dem Abzug reinvestierter Gewinne von Unternehmen und Unternehmen des Realsektors der Wirtschaft verbunden. Im ersten Quartal 2020 gingen die Investitionen aus Zypern um 1,4 Milliarden Dollar zurück, aus Deutschland – um 427,5 Millionen, aus den Niederlanden – um 178,4 Millionen. Gleichzeitig erhöhten sich die Investitionen aus der Schweiz um 112,1 Millionen, aus Polen – um 48 Millionen, aus Frankreich – um 45 Millionen, aus Österreich – um 38,5 Millionen.

4. Aussichten

Die Hauptquelle der Finanzierung von Kapitalinvestitionen sind nach wie vor die Eigenmittel von Unternehmen und Organisationen, aufgrund derer im Januar-September 2020 73,2 Prozent der Investitionen ausgezahlt wurden. Der Anteil der Bankdarlehen und sonstigen Darlehen an den Gesamtinvestitionen betrug 7,0 Prozent. 9,7 Prozent der Investitionen gingen zu Lasten der Staats- und Kommunalhaushalte. Der Anteil ausländischer Investorengelder betrug 0,3 Prozent aller Investitionen, der Anteil der Haushaltsfonds für den Wohnungsbau – 7,1 Prozent. Andere Finanzierungsquellen sind 2,7 Prozent [3].

Somit bleibt die Ukraine attraktiv für Investitionen, gleichzeitig steht sie nicht außerhalb der Weltprozesse, ist ausreichend in die Weltwirtschaft integriert und die Verletzung der Makrostabilität auf ausländischen Märkten findet in der Ukraine ihr Echo. In der gegenwärtigen Entwicklungsphase der Binnenwirtschaft gehört die Verbesserung des Investitionsklimas zu den dringendsten Aufgaben der Ukraine. Zunächst müssen Maßnahmen zur Deregulierung, zur Einführung eines Systems der Anlegersicherheit und zum Schutz ihrer Eigentumsrechte sowie Investitionsanreize (attraktive Gesetzgebung für die Geschäftstätigkeit; Unterstützung ausländischer Investoren, technische, beratende und aufsuchende Dienstleistungen) ergriffen werden , etc.).

5. Schlussfolgerungen

Im gegenwärtigen Entwicklungsstadium kann die Ukraine potenziell eines der führenden Länder bei der Anziehung von Investitionen sein. Das Land ist reich an Bodenschätzen, qualifizierten Arbeitskräften, verfügt über ein bedeutendes wissenschaftliches und technisches Potenzial, eine bestehende Infrastruktur, eine starke Produktionsbasis, einen riesigen Binnenmarkt und eine erfolgreiche Integration in den globalen Finanz- und Rohstoffmarkt. Allerdings hat die Ukraine aufgrund politischer Faktoren ein eher negatives Investmentimage. Die negative Situation ist auch mit der durch die COVID-2019-Pandemie verursachten Wirtschaftskrise verbunden.

Die Studie identifizierte eine Reihe von Bedingungen, unter denen der Mangel an ausländischem Direktkapital angegangen werden kann, einschließlich politischer und wirtschaftlicher Stabilität, einschließlich der Beendigung der Konfrontation im Osten; Verbesserung der nationalen Gesetzgebung im Allgemeinen und insbesondere über ausländische Investitionen, um deren Stabilität zu gewährleisten; Verbesserung der Informationsunterstützung für potenzielle Investoren; Verringerung des Korruptionsniveaus; Erhöhung der öffentlichen Investitionen.

LITERATURSVERZEICHNIS

1. Головатюк В. Інноваційний розвиток української економіки: світовий контекст // Дзеркало тижня. Україна. 2015. № 7. 14 берез. С. 1–12.
2. Лопатенко Д. Б. Сучасні тенденції інвестиційних процесів: глобальний вимір // Молодий вчений. 2016. № 12.1. С. 870–873.
3. Редзюк Є. В. Прямі іноземні інвестиції: можливості для продуктивного економічного зростання в Україні // Фінанси України. 2017. № 3. С. 96–110.
4. Інвестиційна діяльність в Україні. URL : file:///C:/Users/user/Downloads
5. Офіційний сайт Державної служби статистики України. URL : http://www.ukrstat.gov.ua

THE ROLE AND IMPORTANCE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF INTERNATIONAL TOURISM INDUSTRY

E . D. Rebenok,
L. I. Izotova (language supervisor)
V. N. Karazin National University, Kharkiv

Rebenok E. D., Izotova L. I. The role and importance of foreign languages in the development of international tourism industry. This paper is devoted to the role of foreign languages in the development of international tourism industry and their importance in creating this industry. The proficiency in multiple foreign languages is a basic prerequisite for successful communication in the tourism industry, as well as for mutual understanding among students involved in the exchange programs with different universities, especially in foreign countries. In this regard, tourism and mobility play a significant role, while intercultural contacts contribute to the development of intercultural dialogue. Raising awareness of the importance of foreign language proficiency as well as fostering the development of intercultural competence in the area of tourism is extremely important.

Keywords: communicative competence, intercultural communication, international tourism industry, linguistic awareness.

Ребєнок Є. Д., Ізотова Л. І. Роль та важливість іноземних мов у розвитку індустрії міжнародного туризму. Дана стаття присвячена ролі іноземних мов у розвитку індустрії міжнародного туризму та їх значенню у створенні цієї індустрії. Володіння кількома іноземними мовами є основною передумовою для успішного спілкування в індустрії туризму, а також для взаєморозуміння між студентами, які беруть участь в програмах обміну з різними університетами, особливо в зарубіжних країнах. У зв'язку з цим туризм і мобільність відіграють значну роль, в той час як міжкультурні контакти сприяють розвитку міжкультурного діалогу. Надзвичайно важливо підвищувати обізнаність про важливість володіння іноземною мовою, а також сприяти розвитку міжкультурної компетенції в галузі туризму.

Ключові слова: індустрія міжнародного туризму, комунікативна компетентність, міжкультурна комунікація, мовна обізнаність.

1. Introduction

The object of the article is the comprehensive research showing the importance of foreign languages in the development of tourism industry. The subject is importance of foreign languages in the development of international tourism industry. The purpose of the study is to examine the development of tourism industry and to identify the influence of foreign languages and raise awareness of the importance of foreign language proficiency. To achieve this, it is crucial to show by real examples how the knowledge of foreign languages affects the advancement of an individual career in the tourism industry and the development of international tourism relations.

Tourism is not only a way for a person to know the world, but also the most promising area of the economy, which contributes to strengthening international contacts and expanding intercultural ties. However, not everything is so good in the labor market in this area, since both travel companies and the hospitality industry have a great need for professionally trained, highly qualified tourism managers and other specialists in the hotel and restaurant business, who must have good knowledge not only of management, tourism and economics, but also have a perfect command of one or even two foreign languages.

2. The importance of foreign languages

The study of foreign languages is an important aspect of the life of a modern person. Knowledge of a foreign language gives us the opportunity to get acquainted with the culture and traditions of other countries, promotes the development of thinking, imagination and memory. His knowledge is necessary for the effective interaction of states with each other in many spheres of life.

For specialists of the tourism industry the ability to use a foreign language to achieve professionally significant goals is the necessary conditions for successful professional activity. There is no doubt that in the XXI century a highly qualified specialist of any branch of the domestic economy should be able to work with Internet information resources, and this, in turn, implies mandatory knowledge of a foreign language, especially English.

It is known that the hotel business is a sphere of human activity in which communication is the most important, therefore, practical knowledge of a foreign language is extremely important in the professional activities of future specialists of the hotel industry. All hotel employees should know English at least at a basic level, but those who have to contact customers on duty will have to study it at the highest level.

Among the reasons why those who want to take a place in the tourism industry need to speak foreign languages, especially English, include:

- the need to contact customers from different countries by phone and in person;

- be able to respond to requests and resolve conflict situations with foreign citizens;
- be able to resolve various situations with third parties abroad at the request of the client or work necessity;
- work with foreign partners;
- communicate with hired or permanent staff who speak another language.

It is evident that in the field of tourism beside the communicative language ability it is extremely important to develop the intercultural competence, or the ability of successful communication between members of different cultures. In the process of learning a new language it is important to be aware of its cultural aspect, because the knowledge of other cultures helps a learner to learn a certain language and to assess cultural values of that language. In order to develop intercultural competence, students should not only learn a foreign language, but such a process should also include intercultural training and intercultural exchange of ideas. It is evident that the knowledge and the skills acquired in this learning process will highly contribute to the development of tourism industry and hospitality services in general.

So, a foreign language for specialists of any profession is a means of communication with representatives of a different culture. This is especially important for specialists in the international tourism industry and hospitality, who have to deal with people from different countries of the world on a daily basis. Freedom of movement, communication and information exchange unites millions of people of different nationalities around the world. Thus, we come to the conclusion that 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 of them, then you can travel to almost all countries on all continents, and also be able to understand the inhabitants of these states and be understood by the local population. Therefore, knowledge of foreign languages is so important for the further development of international tourism.

To date, it is difficult to exist in the everyday and business sphere without knowledge of foreign languages. In particular, English is an international language for communication, trade, and the development of new technologies. We can hear English speech and words anywhere, for example in shops, hotels, beauty salons, advertising, inscriptions, etc. And to communicate with foreigners, it is necessary to know the language of international communication.

3. Conclusions

In the modern world, people travel a lot, stay in hotels, hotels. The hotel staff is obliged to welcome, escort, check in, solve questions and problems of guests, while not feeling the language barrier. The staff of the hotel and the hotel should be attentive, polite, understanding, they should not just speak English, but fully possess English for the hotel business. English is considered an international language for communication, so you can talk to most of your clients in this language. An employee can count on career growth or initially a good place when applying for a job if he has a conversational level of communication.

The role of the English language in the hotel business in our time is becoming crucial for further development. If the staff working in the tourism sector does not speak English, then hotels or hotels may cease to be popular in the future and remain without customers and therefore lose the hotel business. From all of the above, we can conclude that knowledge and proficiency in English is necessary for quality service in the tourism industry and for career growth and development.

REFERENCES

1 Английский для туристического бизнеса. URL : https://yappi.com.ua/posts/read/anglijskij-dlya-turisticheskogo-biznesa

2 Значение знания иностранного языка для специалистов туристической отрасли. URL: http://tourfaq.net/travel-business/znachenie-znaniya-inostrannogo-yazyk-dlya-specialistov-turisticheskoj-otrasli/

3 Значение иностранного языка в развитии межкультурных связей в сфере туризма. URL : https://дцо.рф/inyaz-v-turizme/

4 Міжнародний туризм. URL : https://www.gumer.info/bibliotek_Buks/Econom/world_econom/32.php

5 Симион А. Роль туризма в развитии экономики // Экономический журнал. 2017; изд. 5.

6 The Importance of Foreign Languages for Your Career. URL: https://www.speexx.com/speexx-blog/foreign-language-as-career-booster/

7 The role of foreign languages in education of future tourism industry employees. URL : https://cyberleninka.ru/article/n/the-role-of-foreign-languages-in-education-of-future-tourism-industry-employees

FEATURES OF NATO'S COOPERATION WITH UKRAINE AND PROSPECTS FOR UKRAINE'S ACCESSION TO THE ALLIANCE

K. V. Romanova,
N. A. Bolibok (language supervisor)
V. N. Karazin National University, Kharkiv

Romanova K. V., Bolibok N. A. Features of NATO'S cooperation with Ukraine and prospects for Ukraine's accession to the alliance. The article provides an analysis of the main problems, features of Ukraine's cooperation with NATO and prospects for Ukraine's accession to the North Atlantic Alliance. The North Atlantic Treaty Organization is an international politico-military organization and alliance that brings together 30 North American and European nations seeking to achieve the goal of the North Atlantic Treaty. This alliance is committed to the principle of collective defense as a basis for maintaining peace and ensuring future security. That is why so many countries around the world aspire to membership in this organization. But due to some circumstances or criteria, there are countries, such as Ukraine, now can not afford to join the union, because they do not meet the standards of the organization. As a result, it is concluded that despite the problems, Ukraine still intends and confidently goes to meet NATO. Eventually, we need to regulate some criteria and standards that are not suitable for joining the North Atlantic Alliance.

Key words: security, NATO, standards, Ukraine, membership.

Романова К. В., Болібок Н. А. Особливості співробітництва НАТО з Україною та перспективи вступу України до альянсу. У статті наводиться аналіз основних проблем, особливостей співпраці України з НАТО та перспектив входу України до Північноатлантичного Альянсу. Організація Північноатлантичного договору – це міжнародна політично-військова організація та союз, котрий об'єднує між собою 30 держав Північної Америки і Європи, які прагнуть досягти мети Північноатлантичного договору. Цей союз відданий принципу колективної оборони як основі що до збереження миру та забезпечення майбутньої безпеки. Саме тому так багато країн світу прагне до членства в цій організації. Але через деякі обставини чи критерії є країни, такі як Україна, зараз не можуть дозволити собі вступити до союзу, адже не відповідають стандартам організації. В результаті, робиться висновок, що не зважаючи на наявність проблем, Україна все ж таки має наміри та впевненими кроками йде на зустріч до НАТО. В наслідок чого нам потрібно врегулювати деякі критерії та стадарти, що не підходять для вступу у Північноатлантичний Альянс.

Ключові слова: забезпечення безпеки, НАТО, стандарти, Україна, членство.

1. Introduction

The North Atlantic Alliance plays an important role, as it is the center of the settlement of world problems, and it is this organization that promotes cooperation between the member countries of the North Atlantic Alliance in political, military, economic, scientific and other non-military fields. That is why so many countries around the world aspire to membership in this organization.

The object of the study is the North Atlantic Alliance (NATO). The subject of the study is the peculiarities of NATO's cooperation with Ukraine and the prospects of Ukraine's accession to the Alliance.

The purpose of the study is to elucidate the progress and stages of the NATO expansion, to determine the impact of NATO's partnership programs on the alliance's system of priorities in the evolution of the Euro-Atlantic security system.

2. The benefits of Alliance membership

The most obvious benefits of Alliance membership are enhanced security and stability. In particular, membership provides the guarantees that underpin the North Atlantic Treaty. The point is that the members will come to each other's aid both individually and in groups – in the case of an armed attack on any of them. solving major security problems. However, no country is deprived of the right to fulfill its national obligations to its people. Each country continues to be responsible for its own defense. . To address new threats to NATO's security, it is necessary to create as broad and strong a coalition of countries as possible that share our values and are able to work effectively with us. NATO members also benefit from coordinating their positions in other international fora. Regular contacts between these countries – both on a daily basis within NATO and between their capitals – together with ongoing intergovernmental consultations help to strengthen the influence and role that each of them plays in international relations as a whole. They are useful to Member States when difficulties or disputes arise, and allow them to draw on a common source of mutual understanding and respect, which helps them to identify mutually acceptable solutions and joint decisions [3, c.130].

3. What Ukraine needs to do to join NATO

The history of Ukraine-NATO relations began in the autumn of 1991 and has not lost its relevance over the years. Issues of forms of cooperation (especially accession) with the Alliance provoke discussions between the political forces of the state and ambiguous assessments in Ukrainian society. There are a number of reasons for this. First, Ukraine's rapprochement with NATO is very unfavorable to our country's powerful neighbor, the Russian Federation, which seeks (rather successfully) to maintain its own spheres of influence in Ukraine, so the pro-Russian political establishment actively neutralizes attempts by pro-NATO politicians to deepen relations with the Alliance. Secondly, part of the population of Ukraine, especially in the east of the country, opposes joining NATO, acting under the slogans "NATO is the enemy", "Ukraine is a neutral state", due to the negative image of the North Atlantic Organization, which has developed since Soviet times and is promoted. by some media even today. Third, the leaders of NATO member states and representatives of their governments (especially Western European ones) are ambivalent about Ukraine's application for accession, as they do not need any complications in relations with Russia, a source of energy, and, ultimately, with one of the world's leading countries [1, c. 80]

Due to some circumstances and criteria, Ukraine cannot afford to join the union, as it does not meet the following standards of the organization [4,p.113]:

1. Very high level of corruption

One of the main obstacles to the Alliance's accession process is corruption, which has reached alarming proportions in Ukraine. And after 2014, it significantly "progressed". NATO, and especially the United States, which is the locomotive of the alliance and the main sponsor, is well aware that in such a scenario, if Ukraine joins NATO, it will turn into a bottomless abyss, where NATO millions will disappear and the APU will not get anything from these bounties.

Is it possible to defeat corruption of this magnitude? In the last century, it came out in Singapore. Prime Minister Lee Kuan Yew nullified it, but it took him 30 years. We have high hopes that Ukraine will still be able to overcome its main problem.

2. Outdated weapons that do not meet Alliance standards

The most difficult thing, and this is recognized in Ukraine, is military equipment, which was inherited from the Soviet defense and which was not sold out. What is now called the bringing of armaments to NATO standards in Kyiv is not. Soviet tanks are being modernized. At the same time, old cars are not modernized and only sometimes something new is added. They don't produce anything new. The situation with missile weapons is even worse. It should be noted here that Ukraine's neighbors, which are now members of NATO, began to convert their military production to Alliance standards many years before their accession to the Alliance, and achieved significant success, such as the Czech Republic and Poland.

3. Armed clashes in eastern Ukraine

Since 2014 and until today in Donbass there is an armed conflict. And until it stops, no one will accept Ukraine into NATO. First, there are no countries in which there are armed conflicts, or there are unresolved territorial disputes. Second, civil war is a threat to political stability. And only stable countries are admitted to NATO. So if Kyiv has a serious intention to join the organization, then something will have to be solved with the Donetsk problem.

4. Conclusions

The article analyzed the main problems and prospects of Ukraine in terms of membership in the North Atlantic Alliance. NATO's North Atlantic Alliance has united the most influential Western nations on the basis of common interests and values, becoming a factor in their civilizational unity. Since its inception, the Alliance has taken on both purely military and political functions. NATO, created primarily as a system of collective defense, has been steadily strengthening its political component in addressing Euro-Atlantic security issues. even with a favorable outlook, Ukraine will need 10-15 years to fully align with NATO requirements and standards. But that's not all. There is also a political moment that does not depend on the desires and capabilities of Kyiv. NATO-Russia relations are currently extremely tense. And further advancement of the Alliance to the East threatens undesirable consequences.

REFERENCES

1. Бакланов А. Средиземноморские диалоги НАТО. Международная жизнь. 2000. 190 с.
2. Журкин А. В. Эволюция антикризисной стратегии НАТО (1990–1995 гг.). Москва : ИМЭМО, 1997. 21 с.
3. Кросс Ш. Вопрос о расширении НАТО: в поисках оптимального решения. США. 1996. 289 с.
4. Кудрявцев В. Б. Эволюция военно-политической стратегии НАТО на современном этапе (1967–1992 гг.) в контексте

европейской безопасности: Дипломатическая акад. МИД РФ. Москва, 1993. 350 с.
5. Палій Олександр. Навіщо Україні НАТО. Київ : Дніпро, 2006. 144 с.
6. Соскіна О. І. Вступ до НАТО – стратегічний вибір України. Київ : Вид-во "Інститут трансформації суспільства", 2008. 192 с.
7. Соскіна О. І. Партнерство заради безпеки: досвід країн НАТО та українська перспектива. Київ : Видавництво "Інститут трансформації суспільства", 2007. 336 с.
8. Тэлбот С. Для чего нужно расширять НАТО? США. 1995. 398 с.
9. Фурашев, В. М. Вступ до НАТО крізь призму якості життя. Київ : Прес-КІТ, 2008. 168 с.

PROBLEMS OF STAFF MANAGEMENT IN MODERN CONDITIONS

M. O. Rubaiko,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Rubaiko M. O., Ponikaryova A. Y. Problems of staff management in modern conditions. The article considers many problems of staff management in modern conditions, their impact on the work of the enterprise as a whole. The indicators of activity of the modern Ukrainian enterprise on the example of "Kharkiv Biscuit Factory" are analyzed. It was found that for the company to work effectively, it is necessary to properly organize employees, monitoring their activities, using various effective management methods. A scheme for improving an effective management system has been developed.

Keywords: employee, enterprise, indicators, management system, problems, staff management.

Рубайко М. О., Понікарьова А. Ю. Проблеми управління персоналом в сучасних умовах. У статті розглядається низка проблем управління персоналом в сучасних умовах, їх вплив на роботу підприємства в цілому. Проаналізовано показники діяльності сучасного українського підприємства на прикладі «Харківської бісквітної фабрики». Виявлено, що для того, щоб підприємство функціонувало ефективно, необхідно правильно організовувати працівників, при цьому контролювати їх діяльність, використовуючи різні ефективні методи управління. Розроблено схему вдосконалення ефективної системи управління.

Ключові слова: проблеми, управління персоналом, показники, підприємство, система управління, працівники.

1. Introduction

The current conditions in which businesses work are characterized by complexity, limited resources, variability of the environment, high risks, and intensification of competition. Therefore, the effective formation of market relations in Ukraine is largely determined by the formation of modern management relations.

The r e l e v a n c e of this topic is that today the development of ways of improving the efficiency of staff management of companies is an important element of the process of ensuring the effectiveness of the company, as they create favorable conditions for development and increase of their competitiveness.

In the domestic theory and practice of education, the issues of management are of considerable interest. There is a significant amount of educational and methodological literature, both in terms of methodology and didactics of the latest technologies in the field of production management and human resources. Important works include the works of well-known domestic scientists, such as M. Yermoshenko, O. Elbrecht, E. Zharikov, M. Kopelchak, J. Kaminetsky, M. Murashko, Y. Palekh, and others.

The p u r p o s e of the article is to identify the most global problems in staff management in Ukraine and to develop a scheme for improving the system of staff management.

The s u b j e c t of the article is the performance of a modern Ukrainian enterprise.

The o b j e c t of the article is the process of identifying problems in staff management.

2. Staff management

It is important to say that the peculiarity of modern management is entrepreneurship, which is a business entity. Successful business activity is not possible without the introduction of innovations, overcoming and solving existing problems. The exploration of the essence of the problem will be provided on the basis of the example of the company and its staff.

A detailed review of the reports of the company “Kharkiv Biscuit Factory” revealed a significant difference in pay between managers and employees, as well as between employees of different levels (salary of a participant in the production process or an employee of a store selling finished products is 8,000 UAH. And sales representatives over 21,000 UAH). These problems are mainly occur due to significant staff reduction because of the crisis in our country’s economy. And those problems hinder the development of enterprises.

3. Problems of developing

After the analysis of the performance of modern Ukrainian enterprises many existing problems in the field of staff management, which hinder their development, were revealed. In particular, the main and most common problems are low wages; systematic work overtime; inconsistency of executive work with the classification level and received previous profession; bad relations in the team or with the administration; heavy workload, etc.

4. Prospects

Today it is known that the Fishbone method, founded by the Japanese professor Kaoru Ishikawa, one of the world's most famous management theorists, has gained considerable popularity.

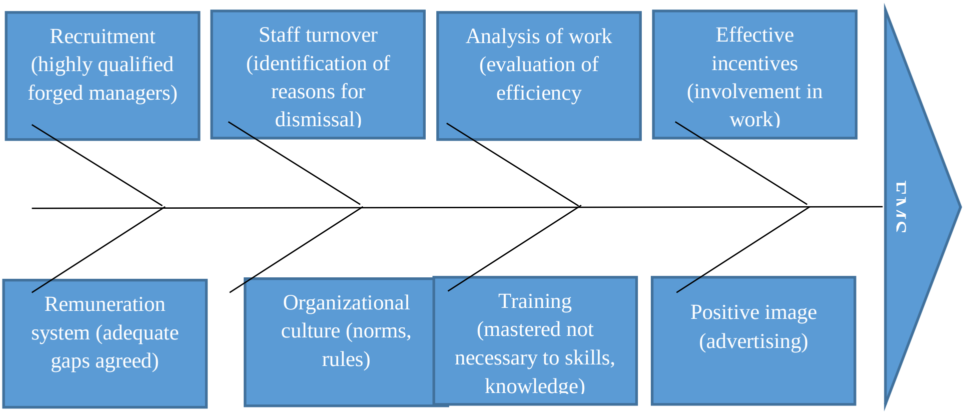


Fig. 1. The scheme of improving the management system at the enterprise in modern conditions

This technique is an auxiliary tool for analyzing and improving the management process of the staff [9].

Having drawn up and analyzed the scheme of EMS (Effective management system), it is possible to state in what directions and using what tools the enterprise should intensify efforts to solve the problems concerning the staff.

The main attention should be paid to the selection of highly qualified staff. It is necessary to identify the causes of staff turnover. They can be eliminated by maintaining statistics on the reasons for dismissal, working conditions, developing a scheme for selection and adaptation of staff. Also, review pay systems.

Communication system that can facilitate the relationship between management and employees can be introduced. To create a favorable atmosphere in the team the management can respond to complaints and dissatisfaction on time and give the right to each employee to express his opinion, to make a suggestion. To do this, the method of "brainstorming" can be used, which is a method of joint one-time work of a group of experts aimed at creative search, usually non-traditional, creative approaches to solving the problem [1].

Also, employees and managers must constantly improve their skills. It can also improve the image of the company. With the help of this, a high level of attractiveness of the company as an employer can be achieved, and the opportunity to hire more qualified staff can be got.

5. Conclusions

So we can conclude that for the company to function effectively, it is necessary to properly organize employees, monitoring their activities, using various effective management methods. Only motivated and qualified employees can give some "good fruit" in the performance of their work. After all, conducting an effective policy in the field of staff management is the first and one of the main steps to form a high and stable competitive position of the company in the market of goods and services.

REFERENCES

1 “Мозковий штурм” та його різновиди. URL : https://pidruchniki.com/1056041260666/marketing/mozkoviy_shturm_yogo_riznovidi.

2 Ельбрехт О. М. Підготовка менеджерів у вищих навчальних закладах Великої Британії, Канади і США : монографія. К. : 2010. 460 с.

3 Єрмошенко М. М. Менеджмент : навч. посібник. К. : Національна академія управління, 2006. 656 с.

4 Жариков Е. С. Психологія управління. Книга для керівника і менеджера персоналу. М. : МЦФЄР, 2002.

5 Камінецький Я. Г. Науково-педагогічні та економічні основи управління системою профтехосвіти // Молодь і ринок. 2009. № 2 (49). С. 15–19.

6 Копельчак М. П. Культура управління як складова формування сучасного керівника професійно-технічного навчального закладу // Молодь і ринок. 2010. № 6 (65). С. 38–41.

7 Мурашко М. І. Менеджмент персоналу : навч.-практ. посібник. К. : Т-во “Знання”, КОО, 2002. 311 с.

8 Пелеха Ю. І. Ключі до успіху, або організаційна та управлінська культури : навч. посібник. К. : Вид-во Європ. ун-ту, 2002. 337 с.

9 Прийом Fishbone: як ефективно використати. URL : http://teach-hub.com/pryjom-fishboun-yak-efektyvno-vykorystaty.

10 Шкарлет С. М., Хоменко І. О. Сучасний стан та перспективи розвитку міжнародної електронної торгівлі. *Науковий вісник Полісся.* 2017. № 2 (10), ч. 2. С. 133–138.

WIRTSCHAFTLICHE SICHERHEIT UND DAS PROBLEM IHRER BEREITSTELLUNG IM INTERNATIONALEN MASSSTAB

A. A. Ruditsch,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Rudych A. A, Pirog I. I. Wirtschaftliche sicherheit und das problem ihrer bereitstellung im internationalen massstab. The article analyzes the problems of ensuring the state of economic security worldwide. Research on this issue is particularly relevant because of the many threats and challenges taking place nowadays. It should be noted that increasing the level of economic security is an ongoing process that requires an integrated approach. As a result, we conclude that despite the rapid pace of policies in countries in the scientific, technical, military, economic spheres, etc., achieving economic security on a global scale is impossible. The only solution is the constant control of the subjects of the international space of each other and their own state of economic security in particular.

Key words: economic security, guarantee, problem, provision, world space.

Рудич А. А., Пірог І. І. Економічна безпека і проблема її забезпечення у світовому масштабі. У статті аналізується проблема забезпечення стану економічної безпеки у світовому просторі. Дослідження цього питання є особливо актуальним через численну кількість загроз і викликів сьогодення. Підвищення рівня економічної безпеки – процес постійний, який потребує комплексного підходу. Незважаючи на стрімкі темпи політики країн у науково-технічній, військовій, економічній сферах тощо досягнення економічної безпеки у масштабах земної кулі неможливе. Єдиним рішенням є постійний контроль суб'єктів міжнародного простору один одного і власного стану економічної безпеки, зокрема.

Ключові слова: гарантія, економічна безпека, забезпечення, проблема, світовий простір.

1. Einführung

Zu allen Zeiten der Existenz der Menschheit gibt es die Hauptaufgabe der Staatsherrscher ihre Bürger mit allem Notwendigen zu sicherstellen, die Wahrnehmung des Landes in der Weltarena, die Attraktivität und die Konkurrenzfähigkeit von Industriegütern zu verbessern. Darüber hinaus lag der Fokus ihrer Aufmerksamkeit darauf, ihren Staat vor dem Eindringen äußerer Bedrohungen zu schützen, damit nicht alles, was sich über Jahrzehnte angesammelt war, in Sekundenschnelle zerstört werden kann.

Heute sind alle Bewohner des Planeten mit einem beispiellosen Problem konfrontieren – der blitzschnellen Verbreitung des COVID-19-Virus. Durch die langwierige Isolation der Menschen, erzwungene Distanzierung und Anpassung an neue Realitäten waren Volkswirtschaften untergraben, Unternehmen erleiden zahlreiche Verluste, und das ist nur der Anfang der Liste der Probleme, die uns alle erwarteten.

In diesem Zusammenhang halten wir es für notwendig, die Hauptgründe zu überdenken, die die Bereitstellung wirtschaftlicher Sicherheit in allen Nationalstaaten behindern. Außerdem möchten wir Optionen vorzuschlagen, wie ihr Sicherheit in wirtschaftlicher Hinsicht halten, und den Standpunkt zu beweisen, dass wirtschaftliche Sicherheit im Maßstab des gesamten modernen Weltraums unmöglich zu erreichen ist.

2. Das Problem der klaren Definition des Begriffs „wirtschaftliche Sicherheit“

In den gegenwärtigen wissenschaftlichen Zeitschriften finden wir verschiedeneInterpretationen des Begriffs „die wirtschaftliche Sicherheit“.Die Position von Herr Abalkin ist zusammengefasst, er war sehr geehrten sowjetischen Ökonomen. Seiner Meinung nach ist „wirtschaftliche Sicherheit“ den Komplex von Bedingungen und Faktoren, die die Unabhängigkeit der nationale Wirtschaft, ihre Stabilität, die Fähigkeit zu regelmäßige Renovierung und Selbstverbesserung definieren [3]. Die Gewährleistung der wirtschaftlichen Sicherheit ist ein Garant für die Unabhängigkeit des Landes, eine Bedingung für die Stabilität und Leistungsfähigkeit der Gesellschaft und den Erfolg [5]. Die blitzschnelle Ablösung der internen und externen Faktoren in der wirtschaftlichen Entwicklung aktualisiert die Frage der Garantie der wirtschaftlichen Sicherheit in der nationale Wirtschaft und im allgemeinen in unserer Welt.

Alle Bestandteile der wirtschaftlichen Sicherheit beeinflussen einander. Nicht selten, hat das Land ein kolossales Potenzial, aber meinetwegen ständige Konflikten, vermisste gesetzliche Regelung, die Schwache der Staatsmacht der Staat seine Stabilität verliert [3].

Im Gegenteil, ist ein Land mit Garantien, klar definierten Rechten und Freiheiten der Bürger, aber es hat einen geringen Produktionspotenzial. Und mit solchen Eigenschaften kann es seinen Platz in der internationalen Arena. Auf diese Weise, müssen wir die wirtschaftliche Sicherheit als einheitliches System verstehen, das seine Objekte und Subjekte hat [3].

Die Objekte der wirtschaftlichen Sicherheit sind eigentlich ein Wirtschaftssystem des Landesbestimmte; Wirkungskreise: beispielsweise Militär, Soziales, Politik, Recht, Information und so weiter; die Gesellschaft – mit ihre Institutionen, Organisationen, Firmen, Unternehmen und endlich Persönlichkeit [3].

Die Subjekte der wirtschaftlichen Sicherheit sind ein Staat und Leute mit alle ihre Institute [3]. Ganz allgemein gibt es staatliche und internationale Organisationen des Staates und der Legislative; Ministerien, Abteilungen, kommerzielle und nichtkommerzielle Organisationen, gesellschaftliche Organisationen und einige Personen.

3. Die Hauptaufgaben der wirtschaftlichen Sicherheit

Die Hauptaufgaben der wirtschaftlichen Sicherheit sind: Sicherstellung proportionaler und unaufhörlicher Wirtschaftsverwachsen, Überwindung von Inflation und Arbeitslosigkeit, Formierung einer effektiven Wirtschaftsstruktur, Verkleinerung des Budgetsdefizits und der Staatsschuld, Garantie des sozialen Schutzes und der würdigen Lebensqualität, Stabilisierung der Landesvaluta, Steigerung der Konkuretheit des Landes [3].

Für heute verliert nach und nach ihre Sinn die traditionelle Einteilung der Länder in Blöcke oder Einflusssphären [4]. Staatliche und öffentliche Interessen definieren nicht geografisch, sondern wirtschaftlich.

Die erste Priorität hat die Stabilität der nationale Wirtschaft Volkswirtschaft. Jedes Militär- oder Ressourcenpotenzial ist kraftlos, wenn die Wirtschaft des Landes beschädigte ist.

Die interne und externe Wirtschaft sind vollständig miteinander verbunden und von einer Reihe von Drohungen umgeben. Beeinflussen ist alle Lebensbereiche des Landes zu kontrollieren, man kann dieses System auf verschiedene Weise erschüttern, die Frage ist, wie kann man es schützt?

Daher begannen die Länder mit der Notwendigkeit, neue Ansätze zur Gewährleistung ihrer eigenen wirtschaftlichen Sicherheit zu entwickeln. So ist es zu derselben Art oder zu den Hauptzielen nationaler und internationaler Politik, Organisationen und Unternehmen geworden.

Strategisch ist wirtschaftliche Sicherheit nur durch eine wettbewerbsfähige Wirtschaft gewährleistet. Daher die Hauptaufgabe des Staates im Kontext der wirtschaftlichen Sicherheit – die Schaffung eines solchen wirtschaftlichen, politischen und rechtlichen Umfelds und einer Installationsinfrastruktur, die die rentabelsten Unternehmen, Investitionsprozesse und die Produktion vielversprechender und wettbewerbsfähiger Güter stimuliert [2].

4. Ursache, die die Gewährung wirtschaftlicher Sicherheit verhindern

Heute haben wir viele Probleme, die mit dem Risiko und der Sicherheit von Wirtschaftssubjekten geändert.

Der Hauptgrund für die Entstehung und Entwicklung des Konzepts der „wirtschaftliche Sicherheit“ ist die Notwendigkeit, die relevanten Bedrohungen zu identifizieren, Sie müssen lokalisiert und hinwegräumt sein. Herausforderungen generieren neue Situationen, in denen irreversible Bedürfnisse entstehen und geeignete Maßnahmen ergriffen werden müssen, um einen gewissen Sicherheitszustand zu erreichen.

Abbildung 1. Indikatoren für die wirtschaftliche Sicherheit des Landes [1]

Meiner Meinung nach, innerhalb des gesamten Weltraums ist das Hauptproblem in die Unterschiede in Potenzialen und Produktionsfaktoren der nationale Wirtschaft. Ein Land hat ein Problem mit knappe Territorien und dem Mangel an natürlichen Ressourcen, aber es gibt Potenzial in den Menschen, so er einen Weg und Instrumente zur Verbesserung der wirtschaftlichen Sicherheit haben wird, anderen Land hat, vielleicht, ein anderes Szenario. Das gibt keine universelle Formel und kein universelles Szenario, um ein Land mit einem hohen Maß an wirtschaftlicher Sicherheit zu werden.

5. Perspektiven

Wie bereits erwähnt, ist die moderne Welt ziemlich kontrastierend: der arme Süden arbeitet an der Lösung der elementaren Probleme des physischen Überlebens seiner eigenen Bürger, während der reiche Norden um Führung und Dominanz über den Rest der Kontinente kämpft.

Der Zentrale Idee ist: Je näher die Volkswirtschaften, desto höher die Wahrscheinlichkeit ihre wirtschaftliche Sicherheit zu untergraben. Wie die Erfahrung mehrerer Jahre zuvor gezeigt hat, konnte ein kleiner Virus ein jahrzehntelang gebautes System erheblich erschüttern. Grenzen wurden geschlossen, die Versorgung mit strategisch notwendigen Produkten unterbrochen – ein globales Problem entstand. Daher sollte sich der Kapitalexport unseres Erachtens neben aktiven Maßnahmen zur Bekämpfung der Schattenwirtschaft, einer erheblichen Korruption in einigen Staaten, auf das Problem des „Ressourcenhungers“ konzentrieren.

Die Menschheit hat verstanden, dass wir auf dem Weg der Verknappung von Energieressourcen, Wasser und Fossilien stehen. Die am weitesten entwickelten Länder der Welt arbeiten bereits intensiv an der Entwicklung neuer Technologien, die den Materialeinsatz von extensiv zu intensiv verändern werden.

6. Schlussfolgerungen

Der Artikel analysiert die Hauptgründe, die es unmöglich machen, weltweit wirtschaftliche Sicherheit zu gewährleisten. Angesichts der Widersprüche und Integrationstendenzen von heute ist dieses Thema sehr relevant geworden, da wirtschaftliche Sicherheit die Grundlage für Souveränität, Wettbewerbsfähigkeit, Verteidigung, Aufrechterhaltung des sozialen Gleichgewichts in der Gesellschaft und den organischen Eintritt des Landes in die Weltwirtschaft ist.

Die Gewährleistung der wirtschaftlichen Sicherheit wird von vielen Faktoren des internen und externen Umfelds bestimmt, die die Aktivitäten der wirtschaftlichen Sicherheit beeinflussen, ein effektives dynamisches Wachstum der Volkswirtschaft, ihre Fähigkeit, die Bedürfnisse der Gesellschaft zu erfüllen, um die Wettbewerbsfähigkeit des Staates auf den ausländischen Märkten zu gewährleisten [2]. Wirtschaftliche Sicherheit hängt in erster Linie von der Leistungsfähigkeit der Wirtschaft selbst ab [5]. So verschwinden unzählige Bedrohungen und Herausforderungen nicht, sondern im Gegenteil, einige wichtige Themen wie Territorialkonflikte werden eingefroren, was der Etablierung eines hohen Niveaus an wirtschaftlicher Sicherheit weltweit im Wege steht.

LITERATURSVERZEICHNIS

1 Гетманова А. В., Козырь Н. С. Анализ показателей экономической безопасности региона // Современные научные исследования и инновации. 2016. № 10. URL : https://web.snauka.ru/issues/2016/10/72181 (дата обращения 05.11.2021).

2 Клімова Г. П. Економічна безпека: сутність та основні напрями забезпечення // Право та інновації. 2017. № 3 (19). С. 23–29.

3 Мандзіновська Х. О. Економічна безпека держави: сутність, складові елементи та проблеми забезпечення // Наукові записки [Українська академія друкарства]. 2016. № 2 (53). С. 159–166.

4 Рекун І. І. Економічна безпека як об’єктивне явище ринкової економіки // Науковий вісник Херсонського державного університету. 2015. № 12. Ч. 2. С. 108–112.

5 Третяк В. В., Гордієнко Т. М. Економічна безпека: сутність та умови формування // Економіка та держава. 2010. № 1. С. 6-8.

FOREIGN LANGUAGES AS A MEANS OF COMMUNICATION IN THE FIELD OF INTERNAIONAL ECONOMIC RELATIONS

I. R. Saakian,
O. I. Radchenko (language supervisor)
V. N. Karazin National Univercity, Kharkiv

Saakian I. R., Radchenko O. I. Foreign languages as a means of communication in the field of international economic relations. The article is devoted to the role of foreign languages in the field of international economic relations. The author studies the development and formation of the international language. It has been determined whether this factor has a negative impact on international cooperation and the countries themselves. The main attention is paid to the use of foreign languages as a means of communication in various forms of international economic relations, as well as the need for international language in the modern world.

Keywords: economics, foreign languages, international communication, international economic relations, international language, means of communication.

Саакян І. Р., Радченко О. І. Іноземні мови як засіб спілкування у сфері міжнародних економічних відносин. Стаття присвячена ролі іноземних мов у сфері міжнародних економічних відносин. Досліджено розвиток та становлення міжнародної мови. Визначено чи має цей фактор негативний вплив на міжнародну співпрацю та самі країни. Основну увагу приділено застосуванню іноземних мов як засобу спілкування у різних формах міжнародних економічних відносин, а також розглянуто необхідність міжнародної мови у сучасному світі.

Ключові слова: економіка, іноземні мови, засіб спілкування, міжнародні економічні відносини, міжнародна мова, міжнародне спілкування.

1. Introduction

The o b j e c t of the article is to analyze the need and role of foreign languages at the present stage of world development, in particular in the field of international economic relations. The s u b j e c t is the development and opportunities, provided by foreign languages in the area of international economic relations. The p u r p o s e of the study is to examine the participation and influence of foreign languages on international economic relations. To achieve this, it is crucial to analyze development and formation of foreign languages in the international economic arena and their impact on it.

2. Formation of international languages

As it is known, the international division of labor and the specialization of countries determine the cooperation of states. To date the process of globalization is actively developing, the number of integration associations is constantly increasing, but it should be noted that the need for countries to interact with each other dates back a long time and the necessity of an international language is not young.

The international language of the Middle Ages was Latin. Being first the language of ancient Rome and its region Laziuma, it, as the Roman slave-taking state grew, spread over the Apennine Peninsula and the island of Sicily, and then over much of the land. After the collapse of the Roman state, Latin ceased to be a spoken language, but did not disappear without a trace.

On the basis of Latin dissolved in the local dialect from VI to XI centuries, close relatives were formed. These are national languages: Italian, Sardinian, Spanish, Catalan, Portuguese, French, Provençal, Romanian and Moldovan.

In the Middle Ages, classical Latin became the language of science, school, church and international relations. Neutral Latin, which no longer belonged to any nation, for several hundred years to some extent served as an international written language, and in some circles of educated society it was even the spoken language. In the XVII century Latin lost its international significance and was gradually replaced by literature in national languages [3, c. 77].

In the scientific world, in international relations there is a language chaos, and the problem of creating a single auxiliary language has become relevant. This social phenomenon was predicted by the Spanish philosopher, humanist and educator Luis Vives (1492–1540). In his treatise De Disciplines, he wrote: "Latin will perish and then there will be turmoil in all sciences, the threat of alienation between nations. It would be a blessing if there was a single language that all peoples could use" [1, c. 8; 5, pp. 608–621].

Thus, I would like to point out that the need for a foreign language at the international level has always been acute. Therefore, at the present stage, this factor is even more relevant.

3. Is there a negative impact of the formation of international languages?

Thus, the global economic community is being steadily turned into a coherent economic system, into a single global economic body.

Consequently, there is a natural need for a common language of communication. The study of literature on the language of international communication brings us to the conclusion that there are two vivid major trends in the modern world: the first one is directed to preserve the national languages, since they are considered to be the major sign of both the nationhood and the national identity, the second trend is the spread of English as the language of international communication [4, p. 38].

On the one hand, it seems that in the conditions of globalization it is really difficult to preserve national identity, but on the other hand, I believe that these concepts complement each other. After all, international communication cannot be imagined without the individuality of its actors.

We live in a multilingual world. English serves as the lingua franca for education, trade and employment, and is an essential skill for anyone who wants to succeed professionally or academically in the 21st century. English offers enormous opportunities, and the language policy clearly focuses on how to give more equitable access to high levels of English language proficiency so that these opportunities can be inclusive rather than exclusive, open to all socioeconomic groups [4, p. 38].

But does this mean that the endlessly increasing attention to English will supplant the importance of national state languages for countries, because today, as we know, Chinese is also gaining enormous popularity, and this is not to mention the fact that there are already six UN official languages? And these are, as a rule, the languages of highly developed European countries. Could this somehow oppress other countries? For example, underdeveloped states are conditionally dependent on economically developed countries, however, it should be noted, that most of them are former colonies, therefore, in my opinion, it cannot be said that there is an acute language barrier. India can be taken, as a life example. Due to the fact that it was a colony of Great Britain, the locals have been fluent in English for more than one decade.

To sum up, we can say that world languages do not leave a specific negative imprint on the participants in international relations; in any case, in the context of globalization, this process is inevitable.

4. Opportunities and prospects and the role of foreign languages in international economic relations

The relationship between the economy and the language, albeit not very obvious at first sight, was established in the 1960s by Jacob Marschak (1965) who coined the term “economics of language”. For Marschak, the language was a fundamental tool for men to carry out their economic activities, and hence its definition as a resource with all it entails. The economics of language fundamentally studies the interconnection between the language and the economy: how one influences the other and vice versa.

Half a century after Marschak first introduced the concept, the language is now usually included in bilateral trade studies. Trade depends on the interaction between individuals and is therefore influenced by the ease of communication between them, which depends not only on technological factors but also, and more importantly, on sharing a language in which they are able to communicate. In order to trade, two individuals from two different countries can follow one of five strategies regarding a language: they can share the same language and obviously use it to communicate; they can each speak in their own language and be understood by the others (a phenomenon known as intercommunication and is very widespread, for example, in Scandinavian countries); they can choose one of their two languages provided that one of them speaks their counterpart’s language; they can choose a foreign language that both of them can speak; they can hire the services of an intermediary, such as a translator or an interpreter. These solutions range from the least to the most expensive options in terms of the transaction, since sharing the same language will entail no costs whatsoever, while hiring the services of a third party can not only be costly but also introduce noise into the communication process [5, pp. 608–621].

As it was mentioned, international trade, as the most popular form of international economic relations, gets the complex benefits from foreign languages. First of all, it is a means of communication, without which it is impossible to imagine any relationship. Knowing the language of your partner will help you save money on the translator, arouse solid respect for you on their part, and also simplify cooperation as much as possible. And the formation of international languages makes it possible to create a universal opportunity for communication for the whole world.

One cannot but pay attention to how international languages simplify the documentary routine, in particular, when concluding foreign treaties.

In addition, one of the manifestations of international economic relations is the migration of labor resources. For a professional in any industry, knowledge of a foreign language will be a huge advantage, even if it is not necessary. A foreign language will not only help to realize your professional activity in the foreign labor market, but will also become a key factor in gaining world fame in your business.

5. Conclusions

The modern world has become multinational and multilingual. On the one hand, it has intensified the process of globalization and economic competition, and on the other han it has increased the role of national mentality. The situation on the labor market has become significant: almost everywhere we need specialists who know at least one foreign language. The society has the opportunity to relax, study and even get a job abroad. Therefore, nowadays the social and cultural significance of a foreign language is difficult to overestimate, and if we talk about international economic relations, it is generally the foundation on which all international cooperation is built.

The importance of foreign languages in the international economy and the creation of common international languages dates back a long time. However, today this issue remains relevant and carries many prospects and opportunities.

S u m m i n g u p , we can say that the role of foreign languages in international economic relations is really great. Without this component, neither the modern world nor international communication can be imagined.

REFERENCES

1. Дрезен Э. Проблема международного языка на текущем этапе его развития. М. : Издание ЦК СЭСР, 1932. 64 с.
2. Исаев М. И. Столетие планового вспомогательного языка эсперанто (идея, реализация, функционирование) // Проблемы международного вспомогательного языка. М. : Наука, 1991. С. 4–25.
3. Свадост Э. Как возникнет всеобщий язык. М. : Наука, 1968. 287 с.
4. Dr Lid King. The Impact of Multilingualism on Global Education and Language Learning : Cambridge Assessment English Perspectives. London. : UCLES, 2018. 39 p.
5. Maria Joao Ferro, & Ribeiro S. The role of language in international trade: how it does language affects the choice of foreign trading partners: Proceedings of the International Congress on Interdisciplinarity in Social and Human Sciences. Lisbo : Universidade Autónoma de Lisboa/OBSERVARE and ISCAL, 2018. P. 608–621.

THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM BUSINESS AND INTERCULTURAL COMMUNICATION

T. V. Safonova,
N. M. Startseva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Safonova T. V., Startseva N. M. The role of foreign languages in the development of tourism business and intercultural communication. The article emphasizes the interdependence of communication in a foreign language and the establishment of intercultural relations. International tourism as a system of tourist exchanges contributes to the intensification of international contacts. The interaction of languages and societies is becoming more serious due to changes in the social structure of the world communities, migration processes, etc. The author states that tourism professionals use foreign languages in business meetings, in hotels, travel agencies and airlines, excursions and trips. The knowledge of customs and speech etiquette creates an emotional environment for dealing with tourists and business partners, increases the prestige and profit of tour companies. The factors influencing the intensity of the use of English in tourism are named and the tasks in developing professional English language are specified.

Keywords: communication, foreign language, intercultural relations, prestige, profit, tourist exchanges, tourism professionals.

Сафонова Т. В., Старцева Н. М. Роль іноземних мов у розвитку туристичного бізнесу та міжкультурній коммунікації. У статті підкреслюється взаємозалежність між комунікацією іноземною мовою та налагодженням міжкультурних відносин. Міжнародний туризм як система туристичних обмінів сприяє активізації міжнародних контактів. Взаємодія мов і суспільств стає все більш серйозною через зміни соціальної структури світових спільнот, міграційні процеси тощо. Автор констатує, що фахівці з туризму використовують іноземні мови на ділових зустрічах, у готелях, туристичних агентствах та авіакомпаніях, на екскурсіях та подорожах. Знання звичаїв та мовленнєвого етикету створює емоційне середовище для спілкування з туристами та діловими партнерами та підвищує престиж і прибуток туристичних компаній. В статті названо фактори, що впливають на інтенсивність використання англійської мови в туризмі та визначено завдання щодо розвитку професійної англійської мови.

Ключові слова: комунікація, іноземна мова, міжкультурні відносини, престиж, прибуток, туристичний обмін, профессіонали у туризмі.

1. Introduction

The problem of intercultural relations is especially significant for future workers in the tourism sector, whose activities are closely connected with those of the representatives of other cultures. Every communication in a foreign language is a practice of intercultural communication as the language reflects a foreign world and a foreign culture, conditioned by national consciousness.

A knowledge of a foreign language is one of the main factors in building a professional career. A foreign language has acquired a priority importance as a language of communication and generalization of the spiritual heritage of the countries and peoples. Tourism professionals usually have to deal with communicative problems not only in their native language, but also in a foreign language. Business meetings with foreign partners, work with foreign tourists as guides-translators, animators in foreign hotels require from the employee not only knowledge of a foreign language in a sufficiently large volume, but also knowledge related to the culture, history of the country with which tourism manager is working at the moment. Knowledge of customs, morals, speech etiquette, adopted in the country of business partners or tourists, creates a positive emotional environment for communication, promotes mutual understanding, which ultimately has a beneficial effect on the results of the tourism manager's work, increases the prestige of his company and, therefore, increases profit of the enterprise. In this regard, a foreign language should become one of the means in the study of intercultural relations and the formation of the appropriate competence among specialists in the tourism sector.

In modern conditions not only language training should be considered, but also intercultural knowledge which will help tourism managers to overcome the cultural barrier, to avoid cultural mistakes which can make the most negative impression. Today more opportunities, types and forms of communication are opening up, the main condition for the effectiveness of which is mutual understanding, dialogue of cultures, tolerance and respect for the culture of communication partners. On the other hand, the expansion of international contacts, the opening up of employment opportunities in foreign companies, actualize the need for knowledge of the culture of communication. All of the above testifies to *the relevance* of the problem of intercultural communication.

2. Foreign languages and international community

Language is related to both an economic and the political aspects of relations. Actually, language is a tool with which a system of relations is being built. Currently, in the modern world, the problems of interaction of language and society are becoming more and more urgent. Serious changes have taken place in the social structure of the world community, migration processes have intensified, there is a reorientation of linguistic communities from one language to others, change of language competence, etc. [1]

Globalization has a significant impact on the functioning of languages, it concerns world languages, their rivalry in different spheres, in different countries of the world, with different functional status. Language policy in a particular state can be determined in different ways, it can be conscious or spontaneous. But it is always objectively connected with two natural and at the same time opposite human needs – the need for identity and the need for mutual understanding. The need for identity lies in the fact that both for society and for an individual it is more comfortable to use one language, mainly native, learned in childhood, and you need not make an effort to master the second and third languages. The need for mutual understanding lies in the fact that in a situation of linguistic communication, each of its participants wants to communicate without any hindrance with the interlocutors. Understanding the language is a prerequisite for such success. Both needs do not contradict each other and are automatically satisfied only in a completely monolingual society. [2]

Modern realities, however, are different. One native language is not enough for a long time. The business world has ceased to be a closed space of only one country or region. The world of business today is an open ocean of opportunity. Building a business without connections with foreign partners, suppliers and other representatives of a foreign language society is either very difficult or economically unprofitable.

The international language of communication in the business environment is considered to be English. Therefore, it is ridiculous to deny that English is a very important instrument in business education. It is vital to master the skill of spoken English and feel confident in any situation: when communicating with foreign guests or business partners, in the case of concluding deals and signing contracts, in an informal conversation with business colleagues. English for businessmen is no less important than the ability to find sources of important information for a journalist. In the financial world one needs to get quick access to up-to-date information which is provided most often in English. In financial institutions such as banks, investment funds, consulting agencies, etc. a proficient level of English is extremely important as their financial activities are carried out in English.

We entered a period of economic, political and cultural life when a global language appeared. Internet and related information technologies encourage the development of such a language. There are already signs of a related shift in social values that could have a significant impact on future decision-making by organizations, governments and consumers. Some commentators predict that because environmental issues were once considered less important than the need for profit, social justice issues will become the third bottom line in the global business environment nowadays. This suggests that those who advocate for the global use of the English language will be burdened with new social responsibilities and may have to tackle a more complex public agenda, including ethical issues related to linguistic human rights.

3. Foreign languages and tourism business

We live in the 21st century, the century of international travel and the century of globalization. Today there are about two hundred states in the world. Each country has its own history, culture and language. Today in the world there is a huge number of languages and dialects, but only a few are widely-used. Among them are English, French, Spanish, Portuguese, Russian and Arabic. Foreign languages are one of the most important factors in the development of international tourism. All of the above languages, except for Arabic, are the main languages of Europe, while English, French and Russian are the main languages of the United Nations.

About 60% of the African population speaks English, French and Arabic, and the total number of languages and dialects throughout the African continent exceeds one thousand. Spanish and Portuguese are the official languages of Latin America. Asia is a region of the world where about 60% of the world's population lives. It is a continent of contrasts. It is a continent with 47 states, whose population speaks more than a hundred languages, including English, French and Arabic. At the same time, it is a region of exotic tourism, where many people from different countries of the world come to rest every year. [3]

What does the concept of "international tourism" mean? Tourism is not only a way of human cognition of the world, but also the most promising field of the economy, which contributes to the intensification of international contacts and the expansion of intercultural ties. International tourism is a system of travel and tourist exchanges, tourist movements from one side of the world to the other. If you go to any hotel in any country in the world, then you cannot but hear many foreign words, especially English and French: "concierge", "porter", "reception", "dormitory", "restaurant", "lobby bar", "hall", "executive director", "general manager "and many other words. The French hospitality model is by far the oldest and the most luxurious hospitality model in existence. [4]

A foreign language for a tourism professional is one of the tools that helps not only to act, persuade, make decisions, but also to create a favorable business atmosphere, understand the culture of another country and the mentality of its people.

Professional tourism activities related to the use of a foreign language with the purpose of solving various problems include:

- communication with foreign clients,
- establishing contacts with travel agencies abroad,
- negotiating,
- marketing and promoting tours,
- interacting with airlines,
- establishing contacts with the hosting party,
- representing the company at international exhibitions, presentations, conferences,
- getting acquainted with special documentation: agreements, patents, plans, written maintenance of the necessary professional and business documentation,
- filling in forms and other types of documents,
- working with business correspondence,
- reading professional literature and other things that require high knowledge of foreign languages.

The ability to provide high-quality professional communication in a foreign language significantly contributes to increasing the competitiveness of tourism professionals in the labor market. English as a language of international communication has played a vital role in recent decades – representatives of different countries who speak different languages were able to communicate with each other using English for business. Tourism industry did not miss out on this trend. The main factors influencing the intensity of the use of English in tourism are:

- Human flows. People are moving in different directions. These include trips for the purpose of rest and recreation, with the cognitive purposes, business and educational trips, etc.
- Communication flows. Currently communication between countries that receive tourists and the countries that send them, both by phone and through the Internet, is growing. English is dominant in intercontinental communication.
- Financial flows. The development of the world tourism industry provides financial infusions into its infrastructure and services. Currently a growing demand for exotic destinations has increased financial flows and infusions in tourism industry of Asia and Latin America. And here the business communication will not be implemented without the use of English.
- Audiovisual streams. Satellite TV now is considered to be the main engine of the English language in tourism. On television many different programs are broadcast with the descriptions of travel, geographical discoveries, advertisements of different destinations, types of recreation, hotels, restaurants, recreation parks, etc. Various programs in English attract the attention of both travelers and those who learns language and needs audiovisual information for learning. Besides, the widespread use of English is due to an easy access to audiovisual products in English in the world of tourism market.
- Technological convergence. There is no doubt that in our time English is a leader in economic modernization. Economic modernization of the tourism industry includes dissemination of new ideas and technologies from three major regions of the world, namely – North America, Europe, Japan and China in Asia. This process is done through joint ventures or large corporations, which in its turn is closely related to the use of English.
- The flow of ideas and ideologies. As for the flow of ideas and ideologies, the key cities in which basic decisions are made, are London, New York, Tokyo and Beijing. They are not only the international financial centers, but centers of social and technological innovations as well. [5]

The main tasks of studying a professional foreign language in the tourism industry constitute:

1. The formation and development of communicative professional skills in the field of foreign language, including general speaking skills.
2. The development of communicative culture of the individual, which allows to take participation in professional dialogues, taking into account the requirements of language etiquette.

3. The development of linguistic competence for the purpose of obtaining language material in the form of speech expressions, as well as for independent work with specialized literature.
4. The development of skills for reading professional literature.
5. The development of the ability to find, analyze and critically evaluate information obtained from various authentic sources.
6. The formation of skills of summarizing professional texts.
7. The development of translation and interpreting skills.
8. The formation of writing skills and skills in working with the materials of professional and socially significant content, including filling in the forms of the most common questionnaires, preparation of documents.
9. The development of the ability to continuous self-education in the field of foreign languages in the professional sphere in the field of tourism.

4. Conclusions

Foreign languages are one of the most important factors in the development of international tourism nowadays. Tourism is a field of human activity in which communication is vitally important, therefore, the practical knowledge of a foreign language is necessary in the professional activities of future specialists in the tourism industry. There is a huge number of languages and dialects all over the world and, if you can speak and understand the most popular of them, you can travel and send travelers to almost all countries on different continents, communicate with their inhabitants and enjoy local cultures. Knowledge of foreign languages and intercultural communication is very important in the work of a tourism manager and a hospitality manager.

REFERENCES

1. www.academia.edu
2. Балезин Д. Чому необхідно вивчати іноземну мову?
3. https://studbooks.net/
4. Кобзар Н. В. Роль міжкультурної комунікації в діяльності менеджерів туризму
5. http://ejournals.epublishing.ekt.gr/

MODERN DIRECTIONS OF SALES PROMOTION

T. A. Salimon,
O. V. Maksymenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Salimon T. A, Maksymenko O. V. Modern directions of sales promotion. The article highlights the problem of inefficiency of sales promotion and the feasibility of choosing the sales policy for the enterprise as an important component to ensure its effective operation, also it analyses the main directions and methods of sales promotion in today's marketing environment. The article considers the means of marketing policy, which are no longer effective and are needed to be modernized in doing business nowadays.
Keywords: business, marketing environment, modernization, sales directions, sales promotion.

Салімон Т. А., Максименко О. В. Сучасні напрями стимулювання збуту. В статті висвітлено проблему неефективності засобів стимулювання збуту та доцільність вибору збутової політики підприємства, як важливої складової для забезпечення ефективного його функціонування, також проаналізовано основні напрямки та методи стимулювання збуту в сучасному маркетинговому середовищі. У статті розглядаються засоби маркетингової політики, які перестали бути ефективними та потребують модернізації в сучасний період ведення бізнесу.
Ключові слова: бізнес, маркетингове середовище, модернізація, напрями збуту, стимулювання збуту.

1. Introduction

This article highlights the problems of ineffectiveness of marketing tools for the sale of goods at the present stage of marketing field development. We are trying to prove the importance of marketing because the effectiveness of sales promotion determines not only the effectiveness of sales of any company, but also it is a kind of an indicator of the state of the entire company's marketing communication system, which reflects the results of its current communication policy and long-term communication strategy in general. The relevance of the given article is increasing because a large number of companies faces the problem of business decline due to inability to use marketing policy tools properly and effectively.

The research activities of such foreign scientists as G. Stewart, J. Bolt, A. Stirkland are devoted to the issue of finding adequate forms of sales promotion, but domestic scientists don’t pay enough attention to this topic, so there is a need for further detailed research of such issues as:

- modernization of sales promotion areas;
- introduction of more effective methods of sales promotion;
- marketing as a way to influence the consumer.

The objective of this research is to find some ways to modernize outdated sales incentives or to find new ways to promote sales.

To achieve this, it is very important to analyze the factors which create the problem of enterprises using ineffective means of sales promotion and to consider possible solutions to the problem of their renewal or the introduction of completely new ones.

The object of the article is a comprehensive study of modern areas of sales promotion. The subject is the problem of obsolescence of means and methods for sales promotion and the need to modernize them.

2. Results and discussion

According to the PMA (Promotion Marketing Association), a professional association of promoters and integrated marketers, consumers' intentions to buy products are largely determined by the pressure of sales promotion measures. At the same time, specific forms of promotions differ from each other in terms of their effectiveness. For example, a coupon to receive free products provides a 98.0 per cent probability of purchase, while discount coupons provide 92.0 per cent, a gift with purchase – 82.8 per cent, free product samples – 79.4 per cent, cash discounts – 75.4 per cent, contests – 42.5 per cent, raffles and sweepstakes – 39.0 per cent [2].

The main direction that needs a new approach is promotion. To begin with, you need to determine what the promotion is for. The goal should be either to increase sales or stimulate the emergence of new customers, or to work on a loyalty program for the current customers. This is only the first factor to consider. Loyal customers are the most valuable assets for any company. Offering something to new customers, do not forget about those who have been choosing and purchasing your company's products for quite a long time. It is crucial to appreciate customer loyalty more than new purchasers in order to emphasize the importance of these customers for the company and not to allow them to switch to the rank of new customers or even join a rival company. So, you need to offer something to potential customers, not forgetting about the loyal ones.

If the purpose of the campaign is to stimulate the attraction of new customers, the first thing you can do is to offer a free service or product. For example, you can place an advertisement on your website: “Anyone who contacts the company, whether it is a call or a visit, will get 100 business cards printed for free.” So, absolutely anyone can call the company and order business cards. The promotion will be quite effective, because making 100,000 business cards is much cheaper than launching an advertising campaign on the Internet with any promotion or offer. Moreover, you can save on site promotion. As a result, site traffic will be increased by 5 times, and sales can be enlarged by at least twice.

If the campaign is aimed at all customers, the introduction of “pop-ups” technology will be very effective with an attractive sale announcement: “Discounts up to 90%! Click here!” Of course, you need to take care of a good illustration and be sure to place a link to a web page with a sale or contest. In pop-ups, you can also offer to leave an e-mail and get a discount instead. Collected e-mail addresses will make a customer database and you will be able to send store news, notifications on new arrivals or sales [5].

Among other effective method of sales is refund. Buyers often refuse to buy because of fear of potential loss. To encourage potential buyers to purchase goods, it is necessary to provide them with prompt exchange of goods (if we talk about tangible products) during the sale or mandatory refund (consumer goods). Risk reversal technology will work effectively in this case.

To be more specific, this technology can be divided into two types. The first group are customers who need the product immediately, and of course, they will buy it. Such clients are the “aimed clients”, you can be sure of them and, as a rule, it does not take much time to convince them. The second group of the customers, which is the biggest one, is represented by customers in doubt. It means that the “seller” does not fully inspire them and the price is not very attractive for them. These customers are those you need to apply the risk reversal strategy to. It serves to convince the buyer and remove all obstacles. The employee offers the customer to “try the product” and guarantees a refund. Thus, now it is the employee who bears all responsibility. It is much easier for a customer to make a purchase if he or she is “covered by insurance”. This strategy gives consumers a sense of confidence because they have an opportunity to refuse the purchase. Therefore, they are much more willing to perform the purchasing operation [3].

The efficiency of discounts can be significantly increased if you make them personalized. Amazon is an example. There you can see offers targeted at you from the very first visit of the website. Certainly, to do this, you need to identify the buyer at the checkout, but with the current level of technology it is not so difficult and relatively inexpensive. And then, there comes the analysis of large data sets, the selection of segments of interest, the search for patterns in their behavior and finally the development of personal offers for them. The efficient CRM system will allow to "keep an ear to the ground" regarding each buyer and enable these offers to reach the buyers.

The Cross-Promotion is a way of joint sales promotion, when two or more companies implement joint programs aimed at the same target audience. An example of it is the joint program of the global online payment service PayPal and Amazon. According to the promotion carried out jointly by these organizations, it was necessary to make a purchase for 5,000 UAH on Amazon, pay using PayPal system and receive a universal Xiaomi Mi Power Bank charger as a gift. Nowadays there are many examples like this in various fields of company activity, websites and online stores.

Another area that needs changing the approach of its usage is the event marketing. This is the most common area of sales promotion, a set of activities carried out to manipulate the behavior and thoughts of the audience. Instead of holding events as platforms for product presentation, you should turn a trip to the store into a journey, and the shopping process into an exciting game. Gamification is the use of game mechanism in non-game processes. The best option would be to introduce gamification into the bonus program [4]. In this case, managing customer's number of purchases, average cheques and other metrics will be much easier and more efficient. Companies can award bonuses for any action. For example, downloading a mobile application, inviting friends to a loyalty program (referral program) or visiting the store more than three times a week within a month. In addition, you can set up competitions among the participants of the bonus program and reward the winners with various gifts.

Bonus cards are a method of sales promotion that is widely used in various areas of sales and almost all types of companies. However, its primitiveness and lack of convenience has led to its inefficiency in production and usage. Differentiation of this direction can be considered referring to the example of the USA, Canada, Western Europe. A MagicSlide is a translucent plastic card. The buyer receives a MagicSlide in the package, when it is distributed by magazine promoters. The buyer checks if he is the winner by applying the MagicSlide to the TV screen or computer monitor while watching a commercial. Due to its originality, cardholders attract additional customers from the circle of their friends and acquaintances [1].

3. Conclusions

To sum up, it should be noted that with the development of trade relations between buyer and seller, there is a need to improve and / or modify and differentiate sales promotion. Namely, there is a need for the introduction of innovative and effective technologies that would effectively increase sales by attracting new customers and encourage the loyal ones.

REFERENCES

1. Coupons and loyalty schemes in the United Kingdom – Statistics & Facts. URL : https://www.statista.com/topics/3961/coupons-and-loyalty-schemes-united-kingdom-uk/
2. Guttmann A. Most important social media platforms for marketers worldwide 2019. Statista : Website. URL : https://www.statista.com/statistics/259390/most-important-social-media-platforms-for-marketers-worldwide/
3. Urbany J. How to drive decisions with customer-choice insights // Journal of Quirk's. 2017. Vol. 34, N 6. P. 456–462. URL : https://www.quirks.com/articles/how-to-drive-decisions-with-customer-choice-insights
4. Иванов Г. Г., Майорова Е. А. Деловая репутация и эффективность торговли // Економічний часопис XXI. 2014. № 1–2. С. 54–57.
5. Маллин Р., Камминс Д. Стимулирование продаж. Распродажи, подарки, скидки, купоны и другие инструменты повышения спроса : учЕБ. пособие. Лондон : Манн, Иванов и Фербер, 2012. 280 с.

CURRENT TRENDS IN THE DEVELOPMENT OF THE GLOBAL AIRCRAFT MARKET

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

Sapota Ye. O, Kalyuzhna A. B. Current trends in the development of the global aircraft market. The article focuses on the analysis of current trends in the development of the global aircraft market. The paper pays special attention to the factors influencing market trends and considers an increasing competition in the aircraft market to be a key development trend of the industry. The analysis of distribution of the aircraft market by type of aircraft is given. The article provides forecast estimates for world deliveries and orders of aircraft, as well as the growing trend of global production. As a result of the conducted trend analysis a positive trend in civil aircraft production has been identified with the long-haul aircraft determining the development of the aviation industry and the development of the civil aviation market.

Keywords: aircraft market, competition, deliveries, global production, orders.

Сапота Є. О. Калюжна А. Б. Сучасні тенденції розвитку світового ринку літаків. Стаття присвячена аналізу сучасних тенденцій розвитку світового ринку авіабудування. Особлива увага в роботі приділяється факторам, що впливають на ринкові тенденції, і розглядається зростання конкуренції на ринку літаків як ключовий напрям розвитку галузі. Проаналізовано розподіл ринку літаків за типами повітряних суден. У статті наводяться прогнозні оцінки світових поставок і замовлень літаків, а також тенденція зростання світового виробництва. За результатами проведеного тренд-аналізу виявлено позитивну тенденцію у виробництві цивільних літаків, а саме далекомагістральних, що визначає розвиток авіаційної галузі та розвиток ринку цивільної авіації.

Ключові слова: замовлення, конкуренція, поставки, ринок літаків, світове виробництво.

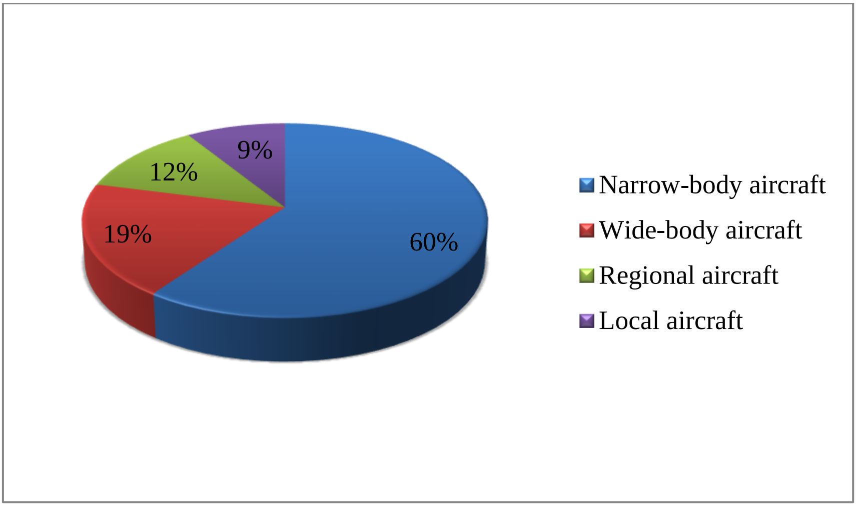
1. Introduction

The r e l e v a n c e of this study is confirmed by the growing role of air transportation in the global economy. Currently, air transport being the fastest, though, most expensive mode of transport is out of competition in overcoming large bodies of water and long distances. It is used for both the transportation of passengers and transfer of goods. Thus, it performs the most important tasks of internationalization and globalization of the world economy. Such a product as an airplane is of strategic importance. The airlines all over the world buy airplanes as a commodity in order to use them as a means of transport and cargo delivery. The object of the article is the global aircraft market. The subject of research is current trends in the development of the global aircraft market. The purpose of the article is to study the current state of the market and determine its development trends.

2. Results and discussion

It is typical that one of the most important incentives for the development of aviation industry is international tourism, which contributes to the accelerated development of carrier airlines. According to the World Tourism Organization, more than half of the tourists use air transport, that brings economic benefits to the entire multi-chain of tourist services. The main area of application of air transport is passenger transportation over distances of more than a thousand kilometers. It should be noted that in 2021 (Fig. 1), the distribution of all aircraft produced in the world for mass passenger transport is divided into the following segments depending on the type of fuselage and range [6]:

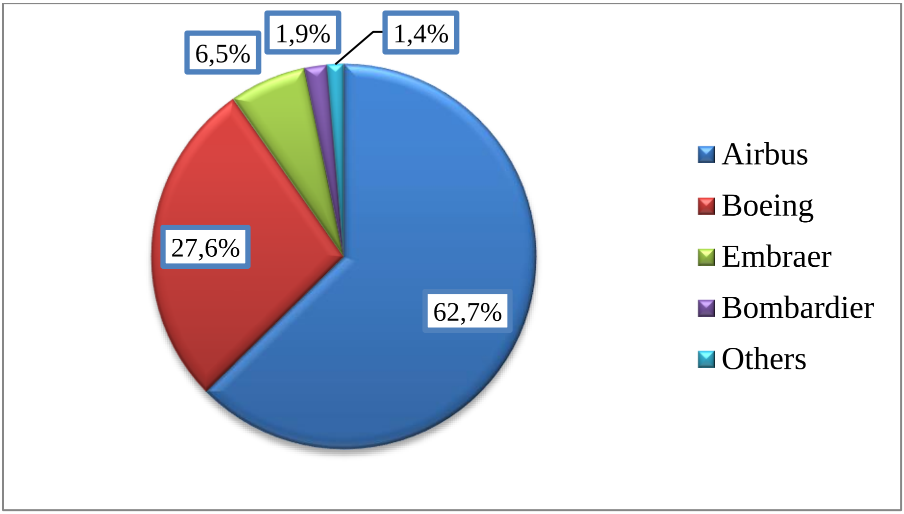
1. Medium and long-haul wide-body aircraft.
2. Medium and long-haul narrow-body aircraft.
3. Regional aircraft.
4. Local aircraft.



Source: Composed by the authors, using materials from Statista

Figure 1. Distribution of the global operating fleet
of commercial aircraft in 2021 by type [4]

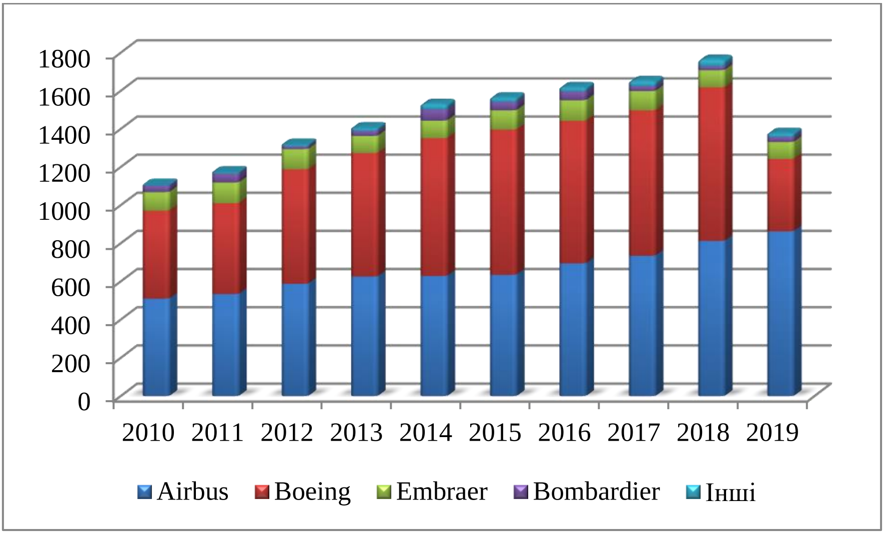
The aircraft manufacturer market is characterized by oligopolistic competition, as it is in control of several international corporations which have the greatest impact on the entire industry. (Fig. 2). These large concerns include manufacturers of civil aircraft in the United States and some European countries, namely Germany, France, as well as Brazil and Canada. However, it is safe to say that in the age of globalization, we are no longer talking about the domination of the United States or the West as a whole, rather of the domination of transnational corporations [5].



Source: Composed by the authors, using materials from Statista

Figure 2. Market share of the 4 largest players in 2019

The leaders in civil aviation in recent decades are Boeing (USA) and Airbus (EU), which account for more than 90% of the global passenger aircraft market (Fig. 3). It should be noted that the world practice of countries such as France and the United States shows that 12-15 percent of the funds received from the sale of aircraft are directed (reinvested) to the development of aviation production, new aviation technologies and materials, development of promising models [1].



Source: Composed by the authors, using materials from Statista

Figure 3. Number of aircraft added to the world fleet from 2010 to 2019, by manufacturer (in units)

The civil aircraft market is a growing global market. Over the last decade, passenger air traffic has grown by an average of 6.5% per year, well above the 5% average (Fig. 4). In monetary terms, the level of production in the aircraft market in 2019 equals to 784.3 billion US dollars. As can be seen in Figure 4, aircraft production has a positive trend, with an average annual increase of $ 26.5 billion, according to the conducted trend analysis.

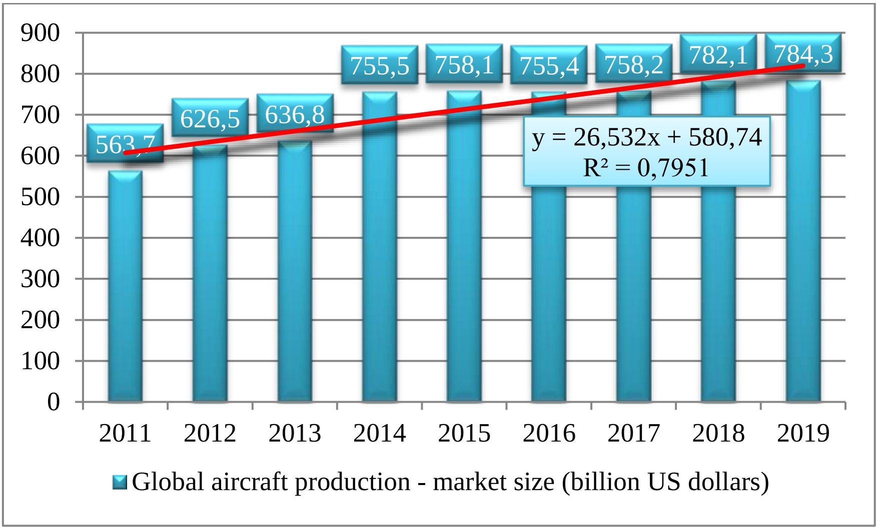
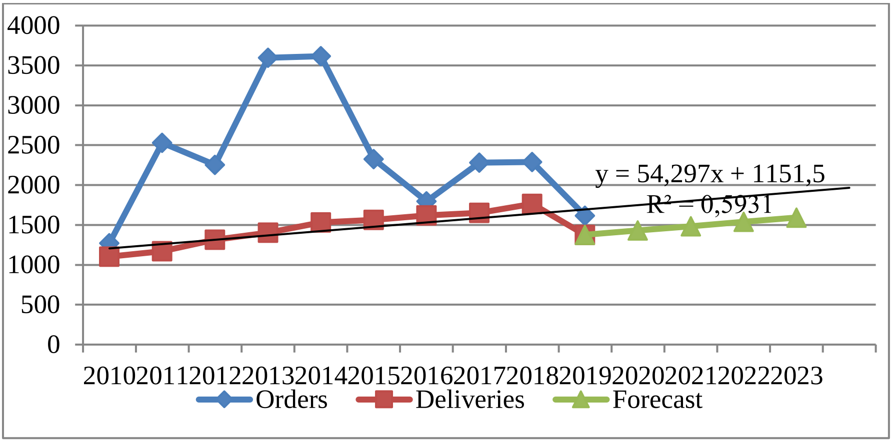


Figure 4. Global aircraft production
(market size in billions of US dollars) 2019

The long-term trend of growth in the supply of commercial aircraft reflects the ratio of supply and demand in the market of civil aircraft. Figure 5 shows a decline in supplies in 2019. That has happened due to a decrease in the supply of Boeing aircraft, as the consequence of the crisis in the industry associated with the most popular model of the airline – Boeing 737 Max 8. This crisis was preceded by the death of 346 people in two plane crashes. But, nevertheless, it does not affect demand. The conducted trend analysis predicts a further increase in deliveries of planes [2].



Source: Composed by the authors, using materials from Boeing Report

Figure 5. World deliveries and orders of aircraft for 2010-2019

In aircraft industry, many of the world's airlines have expanded their fleets by supplying new aircraft and often postponing their decommissioning to meet passenger demand. Approximately 4,000 aircraft of today's commercial fleet are at least 20 years old, which is quite a lot. The current decline in orders and deliveries is expected to replace many older aircraft. Airlines have already announced plans to phase out many old aircraft. It is estimated that about 80% of global demand for aircraft by 2039 will be concentrated in the countries belonging to the Organization for Economic Cooperation and Development and the countries of the Asia-Pacific region [3]. In the first group of countries, the demand for air transportation will not increase sharply, but airlines will replace older and less efficient aircraft. Instead, in the second group, the demand for aircraft will appear due to an anticipated increase in the number of traffic of passengers and cargo.

3. Conclusions

In view of the above, we believe that mostly the long-haul aircraft determine the development of the aviation industry and the development of the civil aviation market in general. The least capacious market segment is regional aircraft. The main customers of aircraft manufacturing companies' products are aviation companies, which ultimately determine the volume of aircraft production. Currently, the world civil aircraft market is characterized by a steady growth in production volumes. Since the bulk of civil aircraft deliveries, both in value and quantity, fall on Boeing and Airbus, we can say that the dynamics of deliveries and orders from these companies largely reflects market trends.

REFERENCES

1. Авіаційна і аерокосмічна промисловість України. Офіційний сайт Міністерства економічного розвитку і торгівлі України. URL : http://ukrexport.gov.ua/ukr/prom/ukr/30.html.
2. “Боинг” не смог оставить кризис 737 MAX в 2019 году: что ждет компанию в новом 2020 году. BBC. URL : https://www.bbc.com/russian/features-50825172#:~:text=Главным%20событием%202019%20года%20в,346%20человек%20в%20двух%20авиакатастрофах.&text=Через%20несколько%20месяцев%2C%2010%20марта,борту%20которого%20было%20149%20пассажиров.
3. Boeing Report. Orders & Deliveries, 2020. URL : https://www.boeing.com/commercial/.
4. Distribution of the global operating commercial aircraft fleet in 2021, by type. Statista. URL : https://www.statista.com/statistics/573231/aviation-industry-aircraft-fleet-by-type/.
5. Global Commercial Aircraft Manufacturing – Market Size. Industry Statistics – Global, 2019. URL : https://www.ibisworld.com/global/market-size/global-commercial-aircraft-manufacturing/.
6. Number of jets added to the global aircraft fleet from 1999 to 2019, by manufacturer (in units). Statista. URL : https://www.statista.com/statistics/622779/number-of-jets-delivered-global-aircraft-fleet-by-manufacturer/

THE ENERGY SECURITY IN THE REPUBLIC OF MACEDONIA

D. G. Serdyuk, A. O. Strelyanaya,
E. O. Derkach (language supervisor)
V. N. Karazin National University, Kharkiv

Serdyuk D. G., Strelyanaya A. O., Derkach E. O. The energy security in the Republic of Macedonia. Given that the world's energy resources are limited, the issue of energy security has become increasingly important. This is a consequence of the increasing demand and consumption of energy resources, which is increases with the growing world population and the development of new technologies. The main assumptions in this paper are related to energy security in the Republic of Macedonia. In particular, the main strategic energy directions of the state are analyzed in the context of providing sufficient energy at a good price from different energy suppliers.

Key words: the Republic of Macedonia, resources, energy, energy security.

Сердюк Д. Г., Стріляна А. А., Деркач Є. О. Енергетична безпека в Республіці Македонія. Враховуючи, що світові енергетичні ресурси обмежені, питання енергетичної безпеки набуває все більшого значення. Це є наслідком зростаючого попиту і споживання енергоресурсів, яке збільшується зі зростанням світового населення і розвитком нових технологій. Основні припущення в цьому документі пов'язані з енергетичною безпекою в Республіці Македонія. Зокрема, аналізуються основні стратегічні енергетичні напрямки держави в контексті забезпечення достатньої кількості енергії за хорошою ціною від різних постачальників енергії.

Ключові слова: Республіка Македонія, ресурси, енергетика, енергетична безпека.

1. Introduction

The usual definition of energy security is quite simple: the availability of sufficient supply at affordable prices. According to Daniel Yergin, there are several aspects [1]. The first is physical security – protecting assets, infrastructure, supply chains, and trade routes, and ensuring rapid replacement or substitution when needed. Second, access to secure energy is critical. This means the ability to develop and to acquire energy-physically, contractually, and commercially. Third, energy security is also a system – consisting of national policies and international institutions designed to respond in a coordinated manner to disruptions, shocks, and emergencies and to help maintain a stable flow of supply. Finally, the critical, albeit more long-term, factor is investment. Energy security requires policy and innovation to ensure timely and adequate supplies and infrastructure in the future. Given that the world's energy resources are limited, the issue of energy security has become increasingly important. Energy security continues to be one of the most debated security related issues in the EU and especially in the Western Balkan region. Macedonia, as a small land-locked country, with no own natural gas and oil re-sources, an EU and NATO candidate country, is struggling to strategically plan and increase its energy security. Since energy security is of crucial national security importance all over the world, it is necessary to analyze in more detail its state in Macedonia and to identify the main issues hampering an improved energy security situation [4].

According to these facts we define that the o b j e c t of the article is the energy security in the Republic of Macedonia.

In particular, as a s u b j e c t of our research is The Macedonian Power Systemw as a nintegral part of the European power transmission system. We focuses on the p u r p o s e of the study is to analyze the situation where energy supply is elevated to the rank of a public task, the relationship between supplier and buyer determines not only economic sense, but also political motives and foreign policy interests.

To achieve this, it is crucial to analise the structure and the main strategic energy directions of the state are analyzed in the context of providing sufficient energy at a good price from different energy suppliers.

2. Energy infrastructure of the Republic of Macedonia

The Republic of Macedonia has been an independent country since 1991 and its economy in transition. The country is not very rich in natural resources, with the exception of lignite and hydro. Fuel diversification and reducing dependence on imported resources are the reasons for promoting energy savings. Increasing the penetration of natural gas and improving the interconnection with neighbouring countries are high priorities. The average total primary consumption of energy in the Republic of Macedonia is around 2.6 Mtoe annually. Within the primary energy supply, the share of crude oil is 30%, of coal 51%, of natural gas 3%, and the remaining around 15% are hydro energy, fire-wood and geothermal energy. The total consumption of energy is provided by around 60% of domestic production and 40% from import [2]. The Ministry of Economy is the responsible government body for the energy issues. The regulation of the energy market is performed by the independent regulatory body, the Energy Regulatory Commission of the Republic of Macedonia [3;5].

Probably the most important segment in the infrastructure is the energy sector; just as important is the assessment of the overall energy security. Much of energy security, which covers the protection of energy infrastructure. The Republic of Macedonia ensures the use, import and export of primary energy and the export of primary energy, which is associated with the production of primary energy and energy, transportation and distribution of energy. In particular, the energy infrastructure of the Republic of Macedonia provides the exploitation of domestic primary energy consumption, imports and exports of primary energy, processing of primary energy and the final energy production, transport and distribution of energy. Under the "Energy Strategy of the Republic of Macedonia for the period 2008 – 2020 with a vision to 2030" prepared by the Macedonian Academy of Sciences and Arts, the energy infrastructure of the Republic of Macedonia is composed from following sectors: coal, electricity, oil and petroleum products, natural gas and sector for heat production.

The energy companies have the obligation to provide their customers with information regarding: – actual consumed quantities and value of the provided service in accordance with the contracted periodicity of the readings with no obligation of additional payment for this service; – conditions on the provision of electronic billing information and electronic invoices; – an energy supplier provides another energy supplier with the consumption data of a household consumer when such action has been provided for in an express agreement between the consumer and the energy supplier. These provisions ensure customer access to energy consumption data, their providing in an easily understandable format and use. Customers have their consumption data and may, by an 52 National Report 2018 – Energy and Water Regulatory Commission, Bulgaria agreement and without additional costs, provide these data to any licensed supply company, thus transposing the requirements.

3. The energetic institutions of the Republic of Macedonia

The Macadamia Electricity System is focused on the production, transmission and distribution of electricity. The structure of the power system of Macedonia comprises: hydro plants with a total installed capacity of 581 MW, thermal power plants on oil, with a total installed capacity of 1010 MW and a transmission and distribution system of electricity.

In the Republic of Macedonia, the electricity system in managed by four organizations, namely: ELEM AD – Skopje (Macedonian Power Plants), State Joint Stock Company for the Production and Supply of Electricity, MEPSO – Skopje (Macedonia Electricity Transmission System Operator). State-owned, operator of electrical transmission system in Macedonia – joint stock company for electricity transmission and power system of Macedonia, the distribution company EVN Macedonia AD "Negotino" state-owned company to produce electricity.

The Department of Petroleum and Petroleum Products is engaged in the import and export of crude oil and petroleum products, crude oil refining, biofuel production, distribution and sale of petroleum products.

The OCTA refinery was built in 1980 and put into operation in 1982. The annual design capacity is 2.5 million tons, and the maximum production capacity in 1988 was 1.36 million tons. Since 1999, the company has become a private company under the control of strategic investor EL.P. ET Balkanica, Greece.

In 2002, the Thessaloniki-Skopje pipeline (213 km), with a capacity of 2.5 million tons per year, was put into operation. Control and monitoring of pipelines is carried out through the SCADA system. The pipeline is operated by VARDAX, a Thessaloniki-based Macedonian-Greek joint venture with an OCTA office. The capacity of the OCTA refinery and the OCTA pipeline, the port of Thessaloniki, fully meets the needs of Macedonian oil products, but the refinery needs to be modernized to effectively protect the environment and increase efficiency.

4. The energy strategy of Macedonia

Fortunately Macedonia today is in a stable and politically predictable neighborhood where regional cooperation is a precondition for further integration in the European Union. Cooperation in the field of energy is a necessity and not only in terms of joint energy projects but also in cases of natural or manmade disasters. The floods in Serbia should serve as a powerful reminder about the infrastructure vulnerability and the dam-aging effects climate can have on the energy infrastructure. While EU is concerned with gas shortages, Macedonia is more vulnerable to electricity. This is visible from Macedonia’s energy balances, the share of electricity used by households but the industry too, as well as the fact that electricity import increases. Also, by taking into consideration the event of the 2012 electricity cri-sis, efforts should go in direction of mitigating this state of electricity vulnerability. This can be achieved by offering other sources of heating than electricity for households (natural gas, developing district heating, efficient use of fuel wood, energy efficiency measures etc.), focusing on increasing the utilization of renewables, and of natural gas. As the electricity prices will be increasing in the upcoming period, Macedonia should intensively continue with the energy reforms to mitigate the consequences from rising energy prices such as reforms to improve the heat market, improve energy efficiency, support local gasification projects and continue with the gasification plans on central level. Although, not the highest energy security concern at the moment, the increasing utilization of natural gas means that the country should think more intensively about the energy security concerns of natural gas, to try to join as many as possible gas pipelines, but most importantly to undertake all measures that is able to achieve on its own in the meanwhile- to utilize the maximal capacity of its gas network as well as to in-crease its capacity. As it is a breach of the Energy Community Treaty, the Government should reconsider the decision to delay the liberalization of the electricity market. Last but not least, the sole definition of energy security understands increasing the number of energy sources and the number of energy supplies. Therefore, Macedonia should continue with its efforts to diversification of the energy sources in the energy mix and increasing the number of suppliers [5; 15].

5. Conclusion

The geographic distribution of resources and their consumption is also highly uneven. The largest consumers of European Union countries are the largest consumers of natural gas, while the main supplier is the Russian Federation, which has one-third of the world's natural gas reserves. On the other hand, the United States and the Asian tiger economies are the largest consumers of oil and the main oil exporters are the Middle Eastern countries. The unequal interaction on the supply-demand relationship for energy creates a dependency based on the producer-consumer relationship on the other side. However, this dependence is not direct, i.e., not only do the countries depend on the producers' energy imports, but also the producers themselves depend on a stable demand and market for their products. In economic terms, it is assumed that the market and its regularities are the main regulatory mechanism, and that the main actors in this market behave rationally. However, the main energy resources are finite and non-renewable, and the demand for them is constantly increasing, as the functioning of a modern economy is unthinkable without them. This makes energy trade a matter of public interest for any state, involving public institutions and subject to public policy. In a situation where energy supply is elevated to the rank of a public task, the relationship between supplier and buyer determines not only economic sense, but also political motives and foreign policy interests . As a result of this relationship and the politicization of energy supply, there is unpredictability, growing uncertainty and mistrust among all actors in the energy supply. The raising of the energy issue at the political level has triggered and initiated discussions about the securitization and militarization of energy issues. Securitization is a process in which an object or asset is identified as one of paramount importance to be used for its protection. One of the ultimate measures in such cases may be the use of military force. However, this should not be the use of military force; other methods from the realm of foreign policy are also possible, such as the imposition of sanctions or the suspension of diplomatic relations. The energy security of the state cannot be analyzed, reviewed and pushed beyond the general segment of national security. One of the fundamental factors influencing the general security system of the Republic of Macedonia is the state system of government. As a candidate, the Republic of Macedonia has been repeatedly discussed at all conferences, forums and bilateral conferences on the economic need for access to energy resources and the promotion of a unique energy system as a basis for high quality electricity supply. Meets the criteria and criteria for joining NATO.

REFERENCES

1. Yergin Daniel. The Quest: Energy, Security, and the Remaking of the Modern World. Penguin Press, 2011. 804 p.
2. Bosevski T., Causevski A. Needs and Possibility of Involving Nuclear Power Plant in the Macedonian Power System / 2-nd International Conference on Nuclear Option in Countries with Small and Medium Electricity Grids, Croation Nuclear Society, Dubrovnik, Croatia, 15-18 June, 1998. Conference Proceedings, page1-8 .
3. Energy and Water Regulatory Commission (EWRC), Bulgaria, Annual Report to the European Commission, July 2019 URL : https://www.ceer.eu/documents/104400/6693346/C19_NR_Bulgaria_EN.pdf/af40af33-9d91-bcea-13ac-1519100e739b

4. Energy Charter Protocol on Energy Efficiency and Related Environmental Aspects PEEREA Republic of Macedonia. REGULAR REVIEW, 2006. URL : https://www.energycharter.org/fileadmin/DocumentsMedia/EERR/EERR-FYRoM_2006_en.pdf
5. Bogdanovski Andreja, Stojilovska Ana. The state of energy (in)security in Macedonia. October, 2004. 16 p. URL : https://www.academia.edu/19765461/The_state_of_energy_in_security_in_Macedonia_

CURRENT TRENDS IN THE DIFFERENTIATION OF COUNTRIES BY INCOME LEVEL

P. V. Shapoval,
A. B. Kalyuzhna, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Shapoval P. V., Kalyuzhna A. B. Current trends in the differentiation of countries by income level. The article aims to study the essence, current state and trends of differentiation of countries through a set of different indicators of income stratification. The results of the analysis conducted demonstrate an uneven income distribution among population in different regions of the world. The article pays special attention to solving the problem of increasing inequality in the world in terms of income.

Keywords: Gini coefficient, global problem, income stratification, inequality.

Шаповал П. В., Калюжна А. Б. Сучасні тенденції диференціації країн світу за рівнем доходів. Стаття присвячена дослідженню сутності, сучасного стану та тенденцій диференціації країн світу за допомогою комплексу різних показників стратифікації доходів. Результати виконаного аналізу свідчать про нерівномірний розподіл доходів серед населення у різних регіонах світу. У статті приділяється особлива увага шляхам вирішення проблеми посилення нерівності у країнах світу з точки зору доходів.

Ключові слова: глобальна проблема, коефіцієнт Джині, нерівномірність, стратифікація доходів.

1. Introduction

Income stratification became a global problem of the world economy in the field of income distribution, which arose with the economic development of the society and has steadily increased over the years, and the gap between the richest and the poorest has increased many times over. The o b j e c t of the article is income stratification as one of the main problems of the world economy. The s u b j e c t is current development trends of countries in terms of income level. The p u r p o s e of the article is to analyze the current state of income differentiation among countries, the most important trends in income inequality among countries and ways to overcome this problem.

2. Results and discussion

Today the world economy dictates the rules, which do not always have positive impact on subjects of economic activities. One of the negative consequences of the modern economic system is the high level of income differentiation, which has a growing trend.

Stratification of household income is one of the most important socio-economic indicators that characterizes the degree of uneven distribution of current and accumulated material and spiritual benefits among members of society. Inequality as a result of income distribution is manifested in different countries on different scales and during different periods. In the course of historical development, the differentiation of incomes is not eliminated at all, but on the contrary, takes all the most complex and diverse forms [1].

Thus, one of the most common indicators of measuring inequality is the Gini coefficient, which determines the degree of inequality in the distribution of income between the population and households within the country's economy. The country's Gini coefficient is important because it helps to identify high levels of income inequality, which can lead to a number of negative consequences, including slower GDP growth, reduced income mobility, increased household liabilities and high levels of poverty. It should be noted that the higher the Gini coefficient, the higher the inequality in income distribution [2].

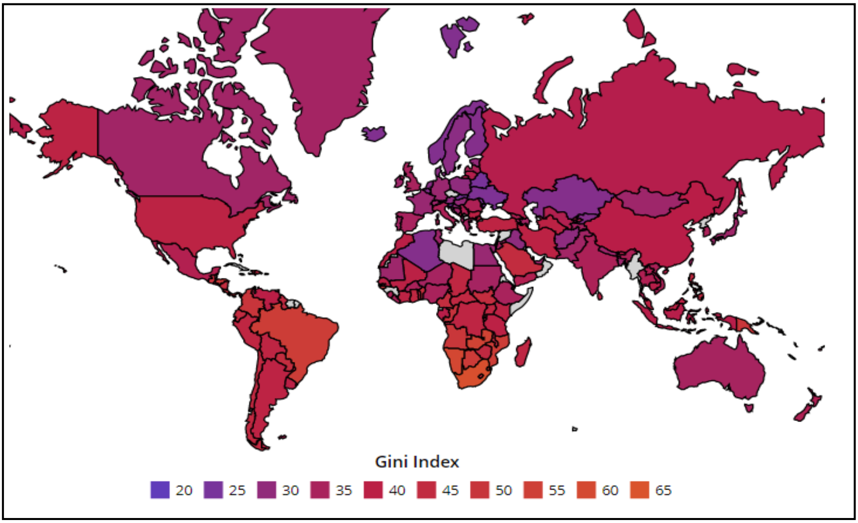
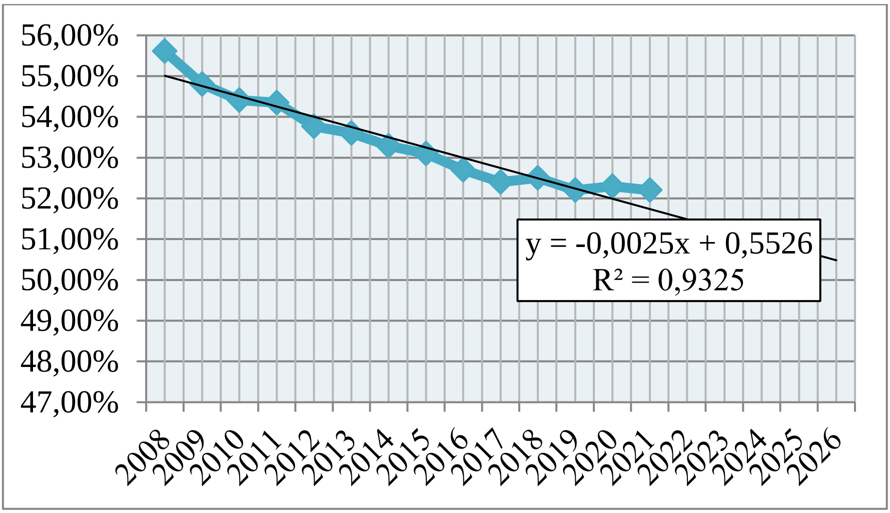


Fig. 1. Gini coefficient in the world, 2021 [3]

According to the World Population Report, the lowest values of the Gini coefficient in 2021 are in such countries: Slovenia (24.6), the Czech Republic (25.0), Slovakia (25.0), Belarus (25.3), Moldova (25.7), the UAE (26.0), etc. The highest values are observed in South Africa (63.0), Haiti (60.8), Botswana (60.5), Namibia (59.1), Colombia (53.5), Brazil (53.4), i.e. in Southern developing countries. The global average of this indicator is 37.9 and is observed in countries such as Japan, Tanzania, Israel and others.

The countries of Northern Europe and Central and Eastern Europe dominate the Gini index, occupying seven of the top 10 places. A decrease in the Gini coefficient indicates a fairer distribution of benefits among people, but for many years it has been relatively stable in most countries (Fig. 1).

Another indicator used in the characterization of income stratification of the world is the share of global income occurring in 10% of the world population.

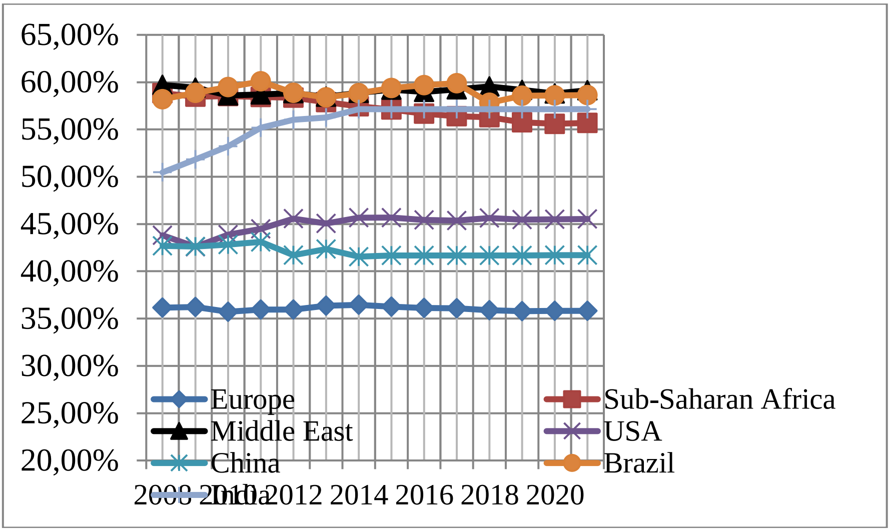


Source: Composed by the authors, using materials from World inequality database [4]

Fig. 2. The share of global income occurring in 10% of the world population, 2008–2021

As we can see, Fig. 2 shows that this indicator tends to gradually decrease and, according to the conducted trend analysis, is characterized by a declining trend, but remains high. Thus, in 2021, 52.2% of global national income is distributed only among 10% of the world's population.

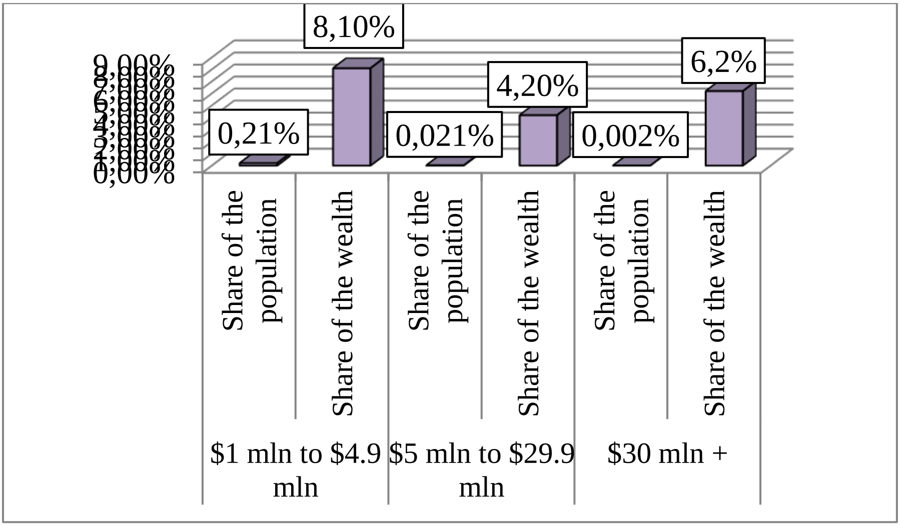
The level of inequality in each region of the world and between countries varies greatly and is characterized by a changing trend. Thus, in 2021, the share of national income per 10% of people with the highest earnings (upper decile in terms of income) was 35.8% in Europe, 41.7% in China, 45.5% in the United States and about 56% in sub-Saharan Africa, Brazil and India. The Middle East is characterized by the highest level of income stratification, with 59.15% of national income belonging to 10% of the richest people in the region. At the same time, Brazil and India are the countries with the highest level of income stratification (Fig. 3).



Source: Composed by the authors, using materials from World inequality database [4]

Fig. 3. The share of the global national income distributed among 10% of the richest in the regions and countries of the world, 2008–2021

In addition to this, people with a very high level of income, i.e. persons with a fortune of more than 30 million US dollars shape income stratification in the world, because they occupy a surprisingly disproportionate share of world wealth.



Source: Composed by the authors, using materials from World inequality database [4]

Fig. 4. The share of the world population and global wealth by the level of their income, 2019

According to Fig. 4 people with very large wealth (billionaires) in 2019 had a share of approximately 6.2% of world wealth, while they accounted for a very small part of the world's population (0.002%). In particular, this fact, in our view, greatly deepens the stratification of income on a global scale, because although a small part of the world's population is getting richer, the majority of the population lives in poverty. This is the cause of the global problem of humanity, which requires finding solutions by both international organizations and individual countries. If effective solutions are not found the problem of unequal income stratification may undermine a global balance.

According to the UN report on the global social affairs situation, eliminating inequality within and between countries serves as the 10th Goal within the Sustainable Development Goals, also known as the Global Goals. And this is due to the fact that the level of inequality in developing countries has risen by 11%. Income inequality seems to be a global problem that needs certain global solutions. For instance, it requires improving mechanisms for regulating and monitoring financial markets and institutions as well as encouraging and restraining inward foreign direct investment to the most depressed regions. In addition to this, an inherent way of reducing the growing gap is continuous promotion of safe migration and mobility of people in the world [5].

Despite the large expansion of the gap between the rich and poor around the world, UN experts believe that this trend can be reversed and a more sustainable world order achieved. They propose to introduce new technologies in the fight against poverty and unemployment, to take more active measures to adapt to the effects of climate change, to create opportunities for the poor in fast-growing cities, and to manage migration flows [5].

3. Conclusions

Considering the above, we can make a conclusion that income stratification is becoming one of humanity's most pressing problems, as the wealthiest, who account for a very small part of the world's population, have a large share of the world's wealth, which is constantly increasing while some countries live at the peak of poverty. Although global stratification is declining, the share of inequality of profits remains high. Therefore, experts pay special attention to finding solutions to the problem of income stratification and propose measures such as the introduction of new technologies to actively combat poverty and unemployment globally, create new opportunities for the poor in cities around the world and adopt active policies to manage migration flows.

REFERENCES

1. Булавинець В. М. Нерівність доходів населення в Україні: чинники та сучасний стан // Ефективна економіка. 2017. № 11. С. 18–22.
2. Волошина С. В. Нерівність доходів населення України як перешкода розвитку людського капіталу // Вісник МДУ. 2017. № 9. С. 882–889.
3. World Population Review. URL : https://worldpopulationreview.com/country-rankings/income-inequality-by-country.
4. World inequality database. URL : https://wid.world/
5. World Social Report 2020. URL : https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2020/01/World-Social-Report-2020-FullReport.pdf.

RESPONSIBLE TOURISM AND ITS BENEFITS TO LOCAL COMMUNITIES

T. O. Shestakova,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Shestakova T. O., Saprun I. R. Responsible tourism and its benefits to local communities. This article explores the concept of responsible tourism and the advantages it brings to local communities. The article shows that responsible tourism, as a new promising socio-economic strategy, is an integrated concept of development of all segments, thus influences the overall vision of life of the local population and its quality, their environmental thinking and education of all participants in this process.

Keywords: local communities, promising strategy, responsible tourism, socio-economic strategy, sustainability.

Шестакова Т. О., Сапрун І. Р. Відповідальний туризм та його переваги для місцевих громад. У статті розкривається поняття відповідального туризму та переваги, які він приносить місцевим жителям. У статті показано, що відповідальний туризм як нова перспективна соціально-економічна стратегія є комплексною концепцією розвитку всіх сегментів, яка впливає тим самим на цілісне бачення життя місцевого населення та його безпосередню якість, їх екологічне мислення та освіту всіх учасників цього процесу.

Ключові слова: відповідальний туризм, місцеві жителі, перспективна стратегія, соціально-економічна стратегія, сталість.

1. Introduction

The o b j e c t of this article is responsible tourism. The s u b j e c t of the article is the positive benefits of this type of tourism for local communities. The p u r p o s e of the study is to examine the concept in tourism called "responsible tourism", to identify and analyze the impact and positive benefits of such tourism for the population in tourist destinations

2. The essence of responsible tourism

Tourism is one of the most profitable and rapidly growing sectors of the world economy. And an urgent issue for the long-term functioning of the tourism system is to improve it on the basis of sustainable development through responsibility.

Back in 2002, during the International Meeting on Sustainable Development held in Cape Town, responsible tourism was defined as "a movement anchored in the principles of permanence, ethics and responsibility from all parts of the tourism supply chain to support better places for people to live and better places for people to visit. Therefore, responsible tourism implies, on the one hand, the creation of the best areas for the permanent residence of people, and on the other hand, the best destinations for travel, which can only become possible if all the stakeholders recognize the need to act in a coordinated way" [3]. It should be noted that the tourist's responsibility is formed gradually and is sensitive to the slightest influences of the environment and culture of the destination. The tourist's motivation to act responsibly depends directly on the tourism policies supported by local people, businesses and demonstrated through the brand. Therefore, the behavior of the responsible tourist should determine the decisions and actions that are taken in the destination and in the long run will have a positive holistic impact on local communities, the economy, the environment and other tourists. A holistic understanding of local economic, environmental and social issues will make the tourist an active part of the community who will try to both minimize and change the negative effects of travelling.

3. Beneficial ways in which responsible tourism affects the local population

In most cases communities desire the maintenance of quality of life with added benefits from tourism. This often means minimal environmental and sociocultural change but added economic benefits such as tourist expenditure, job creation and tax revenues.

Sustainable income – tourism can provide employment specifically for residents, or it can fund local activities. Income can come from, for example, access fees as well as from expenditures such as lodging, food, and crafts.

Tourism can help protect and fund historic and cultural preservation and even encourage the creation of new community projects. Responsible tourism can help to preserve and restore wildlife through conservation programs against illegal poaching, and create jobs for conservation. Improved local services, additional funds can be used to improve health and education services in the community. Sustainable tourism activities can be organized to fund specific local projects, such as establishing a new health clinic or funding an ongoing school program, in addition to a general boost in funding across the entire community.

Cultural empowerment and cultural exchange – tourists enjoy meeting local people and discovering traditional culture. Community participation adds significant value to a sustainable tourism program, and at the same time traditional communities often feel a sense of dignity as a result of respectful interest from outsiders. The success of such visits, however, depends on the local people's control over the process and the situation. Knowledge of the language will also be important in this endeavor [4]. It is important, however, to preserve the situation when the community does not become overly dependent on tourism. Overdependence can lead to the "erosion" of cultural values and make the community vulnerable to fluctuations in tourist demand. In addition, local residents should not expect unrealistic levels of employment. Sustainable and responsible tourism will generally not become an economic powerhouse for the entire community, but will simply create a few jobs for a portion of the population.

4. Conclusions

Thus, this article examines the concept of responsible tourism. This concept is based on the reasonable use of natural resources, including the use of new technologies, on the sustainability of the tourism industry in the long term and the support of socially weak segments of society in countries where tourism is extremely productive. One of the priorities of this concept is to support the cultural exchange between tourists and local people, taking into account the identity of each nationality, and the reasonable redistribution of income from tourism. An essential innovation of responsible tourism is the reduction of costs and excessive consumption, which can have a positive effect on the ecological balance.

REFERENCES

1. Cape Town Declaration on Responsible Tourism in Destinations. Responsible Tourism Partnership, South Africa, 2002. Accessed on December 19, 2021.
2. Chan J. K. L, Marzuki K. M., Mohtar T. M. Local Community Participation and Responsible Tourism Practices in Ecotourism Destination: A Case of Lower Kinabatangan, Sabah. *Sustainability*. 2021; 13(23):13302. URL : https://doi.org/10.3390/su132313302. Accessed on December 19, 2021
3. Goodwin H. Responsible Tourism in Destination. Shaping sustainable spaces into better places. October 12, 2014. URL :

https://responsibletourismpartnership.org/cape-town-declaration-on-responsibletourism/. Accessed on December 19, 2021.

4. Mathew, P. V., Sreejesh, S. Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations // Journal of Hospitality and Tourism Management, ISSN: 1447-6770, Vol: 31, Page: 83-89. Accessed on December 19, 2021.
5. OECD (2020), OECD Tourism Trends and Policies 2020, OECD Publishing, Paris. https://doi.org/10.1787/6b47b985-en. Accessed on December 19, 2021.
6. Tiffany Misrahi, V. P. Policy and IoannaPampoulova, Membership & Commercial Assistant, World Travel & Tourism Council. 8 ways Responsible Tourism benefits local communities. URL : https://travelhub.wttc.org/blog/8-ways-responsible-tourism-benefits-local-communities. Accessed on December 19, 2021
7. Редько В. Є. Особливості холістичного управління в туризмі // Вісник Національного університету водного господарства та природокористування. Серія: Економіка. 2014. Вип. 1. С. 331–338. URL : http://nbuv.gov.ua/UJRN/Vnuvgp_ekon_2014_1_39. Accessed on December 19, 2021.

CURRENT TRENDS OF DISINTEGRATION PROCESSES BY THE CASE OF BREXIT

V. S. Shevchenko,
N. A. Oliynik, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Shevchenko V. S., Oliynik N. A. Current trends of disintegration processes by the case of brexit. The article analyzes the phenomenon of disintegration and its main causes and trends. The study of such a process is extremely relevant as there are more and more examples of disintegration. Moreover, studying the latter – Brexit, will be useful for both the EU and other countries considering leaving the European Union.

Keywords: Brexit, disintegration, integration.

Шевченко В. С., Олійник Н. А. Сучасні тенденції дезінтеграційних процесів на випадок Брекзит. У статті аналізується феномен дезінтеграції та її основні причини та тенденції. Вивчення такого процесу є надзвичайно актуальним, оскільки прикладів дезінтеграції стає все більше. Більше того, вивчення останнього – Брекзит буде корисним як для ЄС, так і для інших країн, які думають про вихід з Європейського союзу.

Ключові слова: Брекзит, дезінтеграція, дезінтеграційні процеси.

1. Introduction

The o b j e c t of the article is the phenomenon of disintegration by the example of Brexit. The s u b j e c t is current trends of disintegration processes in the world. The p u r p o s e of the article is to examine the main causes of disintegration, to determine the level of disintegration that coincides with the economic needs and social conditions of a group and to analyse Brexit's consequences. To achieve this, it is necessary to analyze a number of political, economic and ideological problems that caused disintegration and also consider possible solutions to improve the economic development of the UK.

2.1. Disintegration as a process

Regional economic integration is a process of interstate cooperation aimed at creating a common space with a more liberal regime of economic relations through the reduction of cross-border restrictions. The term 'integration' was proposed in the 1930's by the German historian and lawyer K.Schmidt, who put forward the idea of creating geospaces as more perfect subjects of international relations [1].

At the end of the XX century regional economic integration had become a powerful tool for accelerated and harmonious development of national economies and, as a result, the competitiveness among integration member countries in the world market increased. However, the experience of recent years has proved that integration processes are becoming integral to disintegration which is reflected in the following definition of the latter: "disintegration is the disintegration of the whole structure, its division into parts, components, weakening, disruption and rupture of ties and relations in the whole system" (Economic Encyclopedia). This does not contradict another one by Fedorenko (1996), who defines it as "the restoration of integrity within the national economy with the destruction of permanent interethnic and interstate ties" [3].

Disintegration is a process opposite to integration, but at the same time it is one of the components of the process of contradictory development of economic reality. In addition, disintegration may mean the weakening of interregional economic ties due to increased closure of regional economic complexes or an increase in the role of foreign economic ties, which replace interregional ties within the country. Both of these manifestations of disintegration pose a threat to the country's integrity.

Socio-economic disintegration is expressed in the weakening of interregional economic ties due to increasing closure of regional economic complexes or increasing the role of foreign economic relations, which replace interregional ties within the country [3].

Until the last few years, the disintegration processes of regional groups were a very rare case, but now we are increasingly facing many disintegration processes that have different manifestations and consequences. Even in one of the most successful and long-lasting integration examples, which is the European Union, a political and economic union, there are counties, which stay against common goals. For instance, Denmark has not entered the eurozone yet and it is claimed that this country is not planning to do so. Furthermore, a lot of counties are exposed to migration crises, which is another reason underlying disintegrative processes within the EU members.

The majority of disintegration processes are partial and are usually accompanied by integration so that they take place simultaneously. If, however, integration tendencies dominate, disintegration processes can even be ignored. But in the case of disintegration phenomena, there can be deviation of the integration association's integrity. For example, in the European Union, the contradictions of integration cooperation have sharply intensified under the influence of the global financial and economic crisis. Thus, disintegration processes are not always reduced to the disintegration or radical transformation of integration associations, because by scale, there are different types of them:

- the collapse of large systems (such as the USSR);
- termination of the integration space;
- local disintegration (e.g. Brexit) [2,3].

2.2. Disintegration processes by the case of Brexit

In my opinion, most causes of disintegration can be eliminated by the political will and joint efforts of the leading countries. Consideration of these processes that take place in the region is under the influence of various components, providing an opportunity to identify and reduce disintegration factors in an unstable state of political development of the society. However, the number and scale of disintegration processes will continue increasing. It may not always lead to the collapse or cessation of the unification, but the number of local disintegrations will increase, and Brexit is one of the best examples to illustrate this tendency. After the referendum of June 2016, where 51.9% of voters opted for leaving the EU, it took Britain another 4 years to leave the EU on January 31, 2020 [6]. And as with any disintegration process it led to both positive and negative consequences for both sides. The following are the advantages and disadvantages of Brexit to the UK:

Table 1

The advantages and disadvantages of Brexit to the UK

Benefits	Drawbacks
The number of contributions to the EU will now remain at treasury of the UK.	Falling real incomes, exchange rates in the coming years.
Development of national, social, economic policy: industrial, agricultural, fisheries in the interests of the British.	Decreased attractiveness of the London financial market, the outflow of capital to the mainland.

Changing the British legal system by removing European norms from it.	The loss of European market shares due to disruption of production and logistics chains.
Determining the amount of British taxes, duties, quotas; creation of incentive methods and a different system of tax administration in the country.	Tax evasion by foreign businessmen in Britain will be an advantage of paying taxes in their own countries.
Preservation of the system of the British offshore zones.	Increasing the cost of communication with the EU for the right to trade with EU countries.
Getting control of national borders.	Deferred issues with Scotland and Ireland, reducing the attractiveness of British citizenship.
Control over the labour migration from the EU and other countries, exemptions from quotas on reception of refugees in the country.	Workforce migration to the EU.

Source: Formed by the author on the basis of [4; 5; 6].

The table given above helps to analyze whether there are more benefits or drawbacks for the UK after Brexit. It is clear that the UK has already suffered from Brexit by having its economy slowed down, its many businesses moved their headquarters to the EU. One of Brexit's biggest disadvantages though is its damage to the country's economic growth. Nonetheless, leaving the EU was the decision of the British people and there is a huge chance to use Brexit as a boost for their economy.

3. Conclusions

To sum up, disintegration is the negative pole of integration. When regional economic grouping takes place thanks to the unity of interests of member countries in a particular area of international economic relations, there are always inevitable contradictions that arise due to the conflict of the national interests and goals of the member countries or unions leading to disintegration. Brexit has definitely damaged the economic development of the UK but it was inevitable sooner or later.

REFERENCES

1. Економічна енциклопедія: У трьох томах. Т. 1. / Редкол.: С. В. Мочерний (відп. ред.) та ін. К. : Видавничий центр “Академія”, 2000. 864 с.
2. Ковтун Т. Д., Дуна Н. Г. Економіка Великої Британії в умовах трансформації відносин з ЄС // Бізнесінформ №12’2019. С. 57–62.
3. Федоренко В. Я. Сутність і класифікація типів і причин дезінтеграції // Інтеграційні процеси в країнах СНД : Межвуз. сб. Спб, 1996. С. 48–51.
4. Baier, S. L., J. H. Bergstrand, P. Egger and P. A. McLaughlin (2008) ‘Do Economic Integration Agreements Actually Work? Issues in Understanding the Causes and Consequences of the Growth of Regionalism’, The World Economy 31(4): 461-97. URL : http://sites.nd.edu/jeffrey-bergstrand/files/2020/04/Do-EIAs-Actually-Work.pdf
5. Kimberly Amadeo (2022): What Was Brexit, and How Did It Impact the UK, EU, and the US? // Finance property balance, 2022. URL : https://www.thebalance.com/brexit-consequences-4062999
6. Office for National Statistics. How important is the European Union to UK trade and investment? Released on 26 June 2015.URL : https://webarchive.nationalarchives.gov.uk/ukgwa/20160105184445/http://www.ons.gov.uk/ons/rel/international-transactions/outward-foreign-affiliates-statistics/how-important-is-the-european-union-to-uk-trade-and-investment-/sty-eu.html

PARTICIPATION OF UKRAINE IN THE INTERNATIONAL ORGANIZATION

E. A. Shkriabina,
Y. M. Litovchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Shkriabina E. A., Litovchenko Y. M. Participation of Ukraine in the International Organization. The article analyzes international organizations, their role and place of Ukraine among them. The author lists main international organizations, and prospects of Ukraine to become a full-fledged member. The article outlines the nature of international organizations which represent a special part of international relations, and play an important role in regulating trade and economy, conflict resolution and unification of various documents. The development of international organizations today is a very important step towards peace in the world.

Key words: government, international organizations, perspective, role, Ukraine.

Шкрябіна Е. А., Літовченко Я. М. Participation of Ukraine in the International Organization. У статті проаналізовані міжнародні організації, їх роль та місце України серед них. Також згадуються основні організації, до котрих входить Україна та її перспективи вступу. Міжнародні організації є особливою частиною міжнародних відносин, вони відіграють важливу роль в регулюванні торгівельних та економічних відносин, згладжуванні конфліктів та в уніфікації різноманітних документів. Розвиток міжнародних організації нині – є дуже важливим кроком до формування миру у світі.

Ключові слова: держава, міжнародні організації, перспектива, роль, Україна.

1. Introduction

The o b j e c t of the article is international organizations and their influence on Ukraine’s foreign policy. The s u b j e c t is perspectives and opportunities for Ukraine. The a i m of the article is to determine the role of Ukraine in international organizations, together with prospects for the country to join the long-established organizations. To achieve this, it is crucial to understand the nature of the international organizations, their types and importance for Ukraine.

2. Meaning of the International Organizations

International organizations – a phenomenon in public life, in general, is not new. They have been taking place in the development of human society for millennia. However, only in recent centuries, and especially with the formation of the UN, have international organizations begun to play an increasingly prominent role in the development of international relations. Diverse and active international activities of international organizations, their numerical growth and the need for the development of international legal regulation of their activities contributed to the formation of a new branch of modern international law – the law of international organizations. [2]

International organizations play an important role in guiding and reforming the security sector. They provide information and advice; raise awareness of safety issues; finance training, programs and projects on many important issues such as technical skills, security sector leadership, oversight, and building integrity. International organizations also play a leadership role in rule-setting, accountability and the rule of law. In addition, they provide a channel of communication between governments and society, as well as between different countries, other international bodies and actors involved in the leadership and reform of the security sector.

International organizations usually perform the following main functions:

- they are instruments of foreign policy of individual states;
- act as an arena for discussions of members of the organization;
- within the limits of their competence participate in the creation of legal norms;
- serve as one of the most important channels of international socialization for states seeking to join them;
- participate in the regulation of one or another form of world economic relations. [5]

International organizations act as independent subjects of international relations**.** The ability of international organizations to influence the course of events in the international arena stems from the fact that there are groups of people who identify themselves and their interests not with individual states, but with corporations, regions, religious, cultural and national trends, etc. Different bases of identity explain the nature of different associations, including international ones.

International organizations also play an important role in involving individual States in the international political and economic system. This process of connecting to work in existing international institutions is called international socialization. For example, the entry of new independent states into the world community after the collapse of the USSR took place not only through their recognition by other sovereign states, but also through membership in various international organizations. [1]

The most common view of the role of international governmental organizations is that they are instruments of foreign policy of some of the most powerful states in military and economic relations.

International organizations facilitate the settlement of some international conflicts. In addition, there are about three thousand so-called "non-governmental organizations" that are called at the international level without a lucrative goal to solve a variety of tasks (research, humanitarian action, human rights, environmental protection).

There is no clarity in the literature on the classification of international organizations. The formation of the features of the classification given in the book “International Law” edited by G. I. Tunkin seems to be the best. According to its authors, the most successful classification is based on the following characteristics:

- legal nature of organizations;
- scale of activity of organizations;
- the subject of activity of organizations.

3. Ukraine in the International Organizations

Achievement of independence has created conditions for active foreign policy activity of Ukraine based on qualitatively new principles of independence, openness and sovereign equality of states in international relations. These principles are implemented in specific foreign policy courses of Ukraine, the main of which are:

- the development of bilateral interstate relations;
- participation in the pan-European process and European integration;
- multilateral diplomacy.

An important place in the foreign policy of the republic is occupied by the problems of cooperation with the EU. Having become the first of the CIS countries to join the Council of Europe, Ukraine has embarked on a course of political and institutional rapprochement with the EU, a gradual advance towards joining the European Union. However, this process is clearly being delayed due to the difficulties of economic reform and failures in institutional building in Ukraine. [3]

Ukraine is a member of many intergovernmental organizations, and it is a member of most of the most authoritative global organizations. Forever in the history of Ukraine the fact that she was one of the founders of the United Nations will remain. Your relations with international organizations, our country seeks to build on principles of equality, justice, democracy and national observance interests.

Since the early 1990s, Ukraine has entered the international arena as an independent subject of international politics. The role and weight of our state in the sphere of international relations largely depends on the principles on which its foreign policy is based.

The course of Ukraine's integration into Europe means a non-linear orientation to the detriment of bilateral cooperation with other states. The system of relations in the global space Europe – Russia-Asia – North America, which in turn consists of important for Ukraine the interests of regional “groups”, where in the first place neighboring states. It was with the establishment of friendly relations with Russia, Belarus, Poland, Hungary, Slovakia, Romania, and Moldova that Ukraine's “exi”" to Europe began. [3]

4. Conclusions

In modern international relations, international organizations play an imperative part as a form of participation between states and developed diplomacy. The rise of international organizations within the XIX century was a reflection and result of the objective propensity to internationalize numerous circles of society. The growing role of international organizations as one of the main ways to control relations between states is one of the characteristics of present day international relations. Membership in international organizations, which determines the characteristics of individuals and the criteria for their section and exit from these organizations, has a number of aspects that are usually reflected within the establishing acts of organizations. These are such viewpoints as: categories of members, conditions of joining an international organization, the rights and duties of its individuals, as well as the grounds and procedure for termination of membership in it.

International organizations, in the process of their evolution, have become a worldwide, comprehensive phenomenon that can essentially influence the world economy and politics. Assessment of this affect and prospects of international organizations is of extraordinary scientific interest. Thus, the existence of international organizations is of extraordinary significance for each state independently and the world as a whole. It goes without saying that the role of international organizations is critical, they advance communication between states in different spheres of life.

REFERENCES

1. Amerasinghe C. F. Principles of the Institutional Law of International Organizations. Cambridge : Cambridge University Press, 2005. 571 p.
2. An official website of the European Union. URL : https://ec.europa.eu/education/knowledge-centre-interpretation/international-organisations_en
3. Kukharska N. O., Kharichkov S. K. (2006) Mizhnarodna ekonomichna diialnist Ukrainy: navchalnyi posibnyk [International economic activity of Ukraine: textbook]. 455 p.
4. Skrypnyk O. M. Istoriia mizhnarodnykh orhanizatsii : navch. posib. Uman : PP Zhovtyi O. O., 2011. 226 p.
5. Svyda T. O. Poniattia ta funktsii mizhderzhavnykh orhanizatsii // Akt. problemy derzhavy i prava : zb. nauk. pr. 2007. 396 p.
6. Перелік міжнародних організацій. URL : http://www.ukrstat.gov.ua/work/stk_u/mo_u.htm

STRATEGIES OF THE HOTEL AND RESTAURANT BUSINESS DEVELOPMENT IN UKRAINE

P. V. Shmadchenko,
V. O. Gutorov, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Shmadchenko P. V., Gutorov V. O. Strategies of the hotel and restaurant business development in Ukraine. The article considers the hotel and restaurant business as a component of the tourism industry of the world economy, identifies the main trends in its development. The hotel and restaurant business in Ukraine is analyzed to further identify factors influencing the hospitality industry; key competitors for large enterprises are determined and new trends in hospitality that are consumer-oriented and enable institutions to meet certain modern requirements and be competitive in the market are studied. The main strategies of hotel and restaurant business development in the period of Covid19 are systematized. The strategy for the development of the hotel and restaurant business should be formed taking into account current development trends. To do this, approaches that would reduce the level of risk caused by the emergence of negative customer expectations should be formed.

Key words: hotel and restaurant business, innovations, development, strategy, Covid-19.

Шмадченко П. В., Гуторов В. О. Стратегії розвитку готельно-ресторанного бізнесу в Україні. У статті розглянуто готельно-ресторанний бізнес як складник туристичної індустрії світової економіки, визначено основні тенденції його розвитку. Здійснено аналіз діяльності готельно-ресторанного бізнесу в Україні для подальшого виявлення чинників впливу на індустрію гостинності, виявлено основних конкурентів для великих підприємств та досліджено нові тенденції у сфері гостинності, що зорієнтовані на споживача і дають можливість закладам відповідати певним сучасним вимогам та бути конкурентоспроможними на ринку. Систематизовано основні стратегії розвитку готельно-ресторанного бізнесу в період Covid19. Стратегія розвитку готельно-ресторанного бізнесу повинна формуватися із урахуванням сучасних тенденцій розвитку. Для цього варто формувати підходи, які б зменшували рівень ризику, який спричинений появою негативних очікувань клієнтів.

Ключові слова: готельно-ресторанний бізнес, інновації, розвиток, стратегія, Covid-19.

1. Introduction

The o b j e c t of the article is hotel and restaurant business in Ukraine, and the s u b j e c t covers its development strategies. The o b j e c t i v e of this paper is to analyze the current state of the hotel and restaurant business in the world and in Ukraine in particular, the factors influencing its development, and further prospects in the context of globalization of the world economy. Hotel and restaurant business is a promising area of the national economy of Ukraine to be developed. All over the world, the hotel and restaurant business is developing at a fairly rapid pace. In 2017, the number of foreigners visiting Ukraine increased by about 1 million to reach 14.5 million. However, the statistics also take into account the small border traffic, which makes it difficult to accurately determine the number of tourists who visited Ukraine. In 2019, the number of foreign tourists decreased by 291,031 people as compared to 2000 Accordingly, the significant drop was caused by the Covid-19 pandemic, temporarily occupied territories, and political instability in the east. Given this situation, strategies for the development of hotel and restaurant business should be elaborated.

International experience shows that the path of such changes has been chosen by successful hotel and restaurant establishments that are ready to implement innovations and novelties. Domestic companies are featured by low innovation activity. This is due to the high cost of innovative developments and no adaptation of enterprises to the situation in Ukraine. These and other issues in the hotel and restaurant business field have determined the relevance of this study.

Based on the above, it is worth noting the fact that the strategies for the development of hotel and restaurant business are reflected in various studies. A significant contribution to the study of the issues of hotel and restaurant business development was made by domestic scientists and specialists[[3; 5; 6; 7]. However, the issues of development of the market of hotel and restaurant services in Ukraine in the crisis situation and taking into account the globalization of the world economy remain insufficiently disclosed.

The industry development strategy requires state support in financing in the main areas: attracting tourists to selected target markets (advertising and information activities, including exhibitions, creating a network of information centers, etc.); bringing national standards, safety and security standards, quality of goods and services in line with international requirements. The tourism business in Ukraine was becoming quite an important industry. The volume of tourism business is growing every year, and this requires the accommodation of tourists, which encourages the state tourism management to increase the focus of its work on the formation of a competitive hotel industry. We have analyzed the structure of the hotel business in Ukraine. We have evaluated the development of hotel enterprises and analyzed the current state of the hotel industry as well as considered its shortcomings, identified prospects for the hotel industry.

2. The main component of the tourism industry

is the hotel and restaurant business, which contains a huge range of services, and therefore is a major factor in the tourism industry and determines the prospects for its development. Today, international tourism continues to grow steadily. Thus, in 2017, the tourism sector of the world economy created 10.4% of global GDP (8,272.3 billion US dollars), the employment of the world's population in this area is 9.9%, or 313.0 million jobs . If we analyze world exports, the share of tourism in it is 7.4% and ranks third after oil and petroleum products (first place with a share of 8.9%) and the automotive industry (second place with a share of 7.7%). The positive dynamics of the tourism industry makes it possible to predict an increase in its share in world exports in the near future. This encourages hotel and restaurant businesses to develop new strategies and implement them using modern innovative technologies that involve effective management of information resources in the globalization of the world economy. That is why the hotel and restaurant business has undergone significant changes over the last decade. Let's analyze the activities of the hotel and restaurant business in Ukraine

Middle price segment establishments are the most popular today, where the bill reaches UAH 100–150 per capita, and therefore in 2017 their share is over 50%, while the share of lower-price establishments is only about 30%. Country-side establishments have become quite popular, especially in the summer, with the exception of urban restaurants located in recreational areas and parks. Consumers prefer restaurants in small hotels (10–15 rooms) with a developed infrastructure (playgrounds, swimming pools, barbecues, etc.) for family recreation in nature.

We can say that the hotel and restaurant business undergoes constant consumer-focused changes, which makes it possible to meet certain modern trends and be competitive in the market.

Today, almost all hotels and restaurants use electronic management systems, which allows to remotely communicate with the customer, provide complete information and have feedback, as well as provide additional services. Multifunctional safety and security systems, which include security features ranging from burglar alarms to the collection and processing of information, are not less important in the hotel and restaurant business.

Eco-friendly technologies, including the installation of solar panels on the roof, wind turbines, furniture made from recycled materials, rainwater collection systems for technical purposes and more, are of importance. Technological innovations that are often used in restaurants are relevant today. First of all, these are tablets that have replaced the menu and saved time for customer service. The innovation of QR-codes has also taken root, which allows you to read all the information about the restaurant, menu and promotions. Restaurants that use the latest culinary technologies, focus on healthy eating habits and use new types of raw materials are attractive.

Attracting investment resources is important in the development of the hotel and restaurant business, but the implementation of an innovation strategy that will ensure the competitiveness of the institution in the future is a necessary condition for this. After all, it is not always possible to calculate all the probable risks and choose the right direction for the future, and investors prefer to invest in companies with the lowest risks and the highest payback period. The current hospitality industry in Ukraine does not yet meet the requirements of international standards. Analyzing the activities of the hotel and restaurant business in Ukraine, we can identify the main issues: the underdevelopment of restaurants with Ukrainian regional cuisine, the rapid construction of hotel and restaurant business facilities for large events and the use of technology outdated equipment, consumption of environmentally hazardous raw materials, violation of the requirements for compliance with the technology of food production processes, inefficient training of specialists in this field, inflated cost of services. Attention should be paid to incompetence of staff, imperfect software and lack of an information protection system, unsatisfactory level of communication, non-compliance with environmental and sanitary standards, inefficient pricing, lack or excess of resources, lack of image measures, frequent changes in legislation, administrative pressure, foreign trade changes. These issues should be supplemented with the financial and economic, political, social, production and technological factors that have also contributed to the decline in the competitiveness of the hotel industry in the country. Therefore, the hotel and restaurant business in Ukraine is developing at a slow pace, although it focuses on European trends.

3. Conclusions

Thus, the strategy for the development of the hotel and restaurant business should be formed taking into account current development trends. To do this, approaches that would reduce the level of risk caused by the emergence of negative customer expectations should be formed. For this end, a marketing and sales strategy should apply. The main role will be played by corporate culture, which will be the core of future strategic changes.

For the effective operation of hotel and restaurant business, automated management information systems that will allow implementing resource and energy saving programs should be implemented; the skills of service personnel and productivity of their work should be improved and the quality of service, serve time and work should be improved. The main goal of the hotel and restaurant business should be to find new ways that would ensure the progress of this industry not only in the short term, but globally in the long run.

REFERENCES

1. Polinkevych, O. & Kamiński, R. (2018). Corporate image in behavioral marketing of business entitie. *Innovative Marketing, 14*(1), 33–40. URL : http://dx.doi.org/10.21511/im.14(1).2018.04
2. Polinkevych, O. M. (2016). Factors in the formation of advanced development of enterprises in the global crisis. *Economic Journal – XXI, 156* (1–2), 59–63.
3. Галасюк С. С. Досвід європейських країн у застосуванні стандартів «HOTELSTARS UNION». Матеріали круглого столу та студентської науково-практичної конференції «Туристичний та готельно-ресторанний бізнес: світовий досвід та перспективи розвитку для України». Одеса, 2018. С. 13–18.
4. Головне управління статистики у м. Києві. (n.d.). Кількість туристів, обслугованих туроператорами та турагентами, за видами туризму. Retrieved December 12, 2021, from http://www.kiev.ukrstat.gov.ua/p.php3?c=538&lang=1.
5. Данько Н. І. та ін. Основи готельно-ресторанної справи: навчальний. Харків: ХНУ імені В. Н. Каразіна, 2017. 288 с.

6. Ковальчук Т. Г. Перспективи розвитку готельно-ресторанного бізнесу в Україні. Науковий вісник Ужгородського національного університету. Вип. 23, ч. 1. С. 126–129.
7. Перепелиця А. С. Регулювання готельного бізнесу в умовах інформатизації глобального економічного простору. Вісник Харківського національного університету імені В.Н. Каразіна. Серія «Міжнародні відносини. Економіка. Країнознавство. Туризм». 2017. Вип. 6. С. 187–190.
8. Статистичний щорічник України за 2016 рік. URL : https://www.ukrstat.gov.ua/drum/public/kat_u/2017/zb/11/zb_seu2016_u.zip.
9. Столична нерухомість 100realty.ua. (2020, September 18). Ринок готелів в Україні після карантину: ринок тільки починає відновлюватися. URL : https://100realty.ua/uk/articles/rinok-goteliv-v-ukraini-pisla-karantinu-rinok-tilki-pocinae-vidnovluvatisa.
10. Чепурда Г. М. Стан та перспективи розвитку туристичного та готельноресторанного бізнесу. Черкаси: Черкаський державний технологічний університет, 2019. 157 с.

THE ROLE OF MEDIATION IN INTERNATIONAL RELATIONS. ADVANTAGES AND DISADVANTAGES

V. A. Shpak
O. Y. Sergeeva (language supervisor)
V. N. Karazin National University, Kharkiv

Shpak V. A., Sergeeva O. Y. The role of mediation in international relations. Advantages and disadvantages. The article analyzes the advantages and disadvantages of using mediation in resolving conflicts. International mediation has become one of the most significant methods of managing conflicts. The study of this process is now especially relevant because the conflict requires an immediate solution. However, the mediation has many disadvantages and does not always give the desired outcomes. As a result, the author makes a conclusion that despite problems, using mediation has become a priority on the global agenda. Consequently, its development is now particularly important.

Key words: disputes, international mediation, mediation, mediator.

Шпак В. А., Сергєєва О. Ю. Роль медіації в міжнародних відносинах. Переваги та недоліки. У статті аналізуються переваги та недоліки використання медіації у вирішенні конфліктів. Міжнародна медіація стала одним з найбільш значущих методів управління конфліктами. Вивчення цього процесу зараз особливо актуальне, оскільки конфлікт вимагає негайного вирішення. Проте медіація має багато недоліків, адже не завжди дає бажані результати. Отже,незважаючи на проблеми при використанні медіації, цей метод урегулювання конфліктів став приоритетним. Внаслідок чого,розвиток медиації зараз особливо важливий.

Ключові слова: міжнародна медіація, медіатор, медіація, суперечки.

1. Introduction

The object of the article is the comprehensive research of mediation in international relations. The subject is problems and opportunities for the using this method in the resolving conflicts. The purpose of the study is to examine how mediation helps to resolve disputes in international relations and to identify the advantages and disadvantages of mediation. To achieve this, it is important to analyze the factors which have impact on mediation.

2. Mediation in international relations

International mediation has become one of the most significant methods of managing conflicts. The key figure in mediation is the mediator, who is an active participant in the process of dispute settlement between the opposing parties and he offers an assistance, guidance and help to both parties, in order to understand important points of dispute. The success of this method depend on the parties` willingness to resolve their conflict. This helps not only in peacemaking, but also in peacekeeping in the long run. Furthermore, every mediation is unique, depending on the nature, duration and intensity of the dispute as well as the nature of the disputants. The third-party is required to be devoid of bias while facilitating the deliberations between parties. The neutrality of the third-party is crucial to any mediation. This method of resolving disputes is most useful in protracted conflicts, where the parties have reached a stalemate, but want to end their fighting and are willing to do it. Mediation is recognized as an effective and peaceful mode of international dispute resolution, which is particularly practical, considering the complex dynamics of international relations. Mediation in the international arena plays a significant role. The world has been plenty of successful mediation proceeding occur with great effect. Approximately 434 international crises occurred between 1918 and 2001, out of which 128 resorted to mediation. These statistics clearly demonstrate the effectiveness of mediation in international relations [4].

3. Advantages of using mediation in international relation

Mediation is one of the most used peaceful means for dispute settlement. There are some arguments in favor of using mediation. Firstly, the redeeming features of mediation is that the process is voluntary and non-binding. Secondly, among the most common advantages of mediation is the flexibility, the necessity of consent, the opportunity of the parties to have control over the process and the resolution of their dispute. The flexibility is usually restricted by the willingness and readiness of the parties to cooperate with the support from the mediator. It can be also reflected in the speed of solving the disputes. The consent of the parties is necessary at all points of the mediation in order to lead to successful dispute resolution. In many cases, the consent can be the basis for agreement between the parties. Thirdly, this procedure is not expensive, but the cost is under direct control of the parties. Their wish for quick settlement of the dispute and the level of cooperation with the mediator, can lead to small costs for the parties. In order to solve the dispute successfully, mediation also need confidentiality [5, p. 4].

4. Disadvantages of using mediation

Although the low cost was mentioned in the advantages of the mediation, but it is also a part of the disadvantages. Normally, mediation is not cheap: it is much more cost effective compared to other peaceful means, but only if it succeeds in the dispute settlement. If it fails, the final resolution of the dispute will be putted off and it will lead to high expenditure for no result. Other disadvantage is the consensual nature of mediation, which can cause failure of the mediation even with the assistance of the mediator. The vulnerability of the process may be increased by the parties with the misuse of mediation and their aspiration to delay the settlement of the dispute. The non-binding character of the opinions and suggestions of mediator is a disadvantage, too. However, when parties achieve the settlement, the agreement between them needs to be enforced [5, p. 4].

5. Conclusion

The article analyzes the advantages and disadvantages of using mediation in the resolving conflicts. International mediation has become one of the most significant methods of managing conflicts. The study of this process is now especially relevant because the conflict requires an immediate solution. It is true that the mediation has many disadvantages and does not always give the desired outcomes. As a result, the author makes a conclusion that despite problems, using mediation has become a priority on the global agenda. Consequently, its development is now particularly important.

REFERENCES

1 Bercovitch, Jacob. International Mediation and Dispute Settlement: Evaluating the Conditions for Successful Mediation // Negotiation Journal. 1991. V. 7, N. 1. P. 17–30.

2. Elena Temelkovska-Anevska. Peaceful means for settlement of inter-state dispute: advantages and disadvantages. Macedoni, 2017. P. 11–13.

3. Hiltrop, Jean Marie. Mediator Behavior and the Settlement of Collective Bargaining Disputes in Britain // Journal of Social Issues. 1985. V. 41, N. 2. P. 83–99.

4. Shreya Sukhtankar, Jay Kakani. Mediation: A Peacemaking and Peacekeeping Tool in International Relation. URL : www.mediate.com/articles/Sukhtankar-Kakani-peacekeeping.cfm.

5. Strutt, Keith. Mediation vs. negotiation // The Driver Trett Digest. Driver Group. URL : https://www.driver-group.com/wp-content/uploads/2015/06/BYTE-9-MEDIATION-VS-NEGOTIATION.PDF.

ANALYSE
DER AUSSENSCHULDEN
DER UKRAINE

A. G. Shtogrina,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Shtogrina A. G., Pirog I. I. Analyse der Auslandsverschuldung der Ukraine. Der Artikel definiert das Wesen der öffentlichen Auslandsverschuldung und identifiziert ihre Auswirkungen auf die Wirtschaft des Landes. Es wird eine strukturelle Analyse der Auslandsverschuldung des Staates der Ukraine in den Jahren 2008-2021 durchgeführt, die Struktur der Auslandsverschuldung der Ukraine nach Herkunftsquellen wird analysiert, die Dynamik der Zahlungen auf die Auslandsverschuldung der Ukraine wird identifiziert.

Schlüsselwörter: Gläubiger, Strukturanalyse, Zahlungsdynamik, öffentliche Auslandsverschuldung.

Штогріна А. Г., Пірог І. І. Аналіз зовнішнього державного боргу України. У статті визначено сутність державного зовнішнього боргу та означено його вплив на економіку країни. Проведено структурний аналіз державного зовнішнього боргу України протягом 2008-2021 років, проаналізовано структуру зовнішнього державного боргу України за джерелами походження, ідентифіковано динаміку виплат за зовнішнім державним боргом України.

Ключові слова: державний зовнішній борг, динаміка виплат, кредитори, структурний аналіз.

1. Einführung

Der Artikel zielt darauf ab, die Auslandsverschuldung der Ukraine zu analysieren. Gegenstand der Studie sind die praktischen Aspekte der Bewertung der Auslandsverschuldung der Ukraine. Gegenstand des Artikels ist die Auslandsverschuldung. Ziel des Artikels ist es, den aktuellen Stand und die Entwicklung der Auslandsverschuldung der Ukraine zu untersuchen.

Ein wichtiges Merkmal der öffentlichen Finanzen ist die Höhe der Auslandsverschuldung. Die Finanzierung von Haushaltsausgaben durch Auslandskredite hat die Schuldenkrise in der Ukraine verschärft. Wie Sie wissen, wirkt sich das Problem der Auslandsverschuldung negativ auf das Funktionieren der Volkswirtschaft aus, dh es kommt zu einem Rückgang der Geschäftstätigkeit, der Konsumnachfrage, steigender Inflation, sinkendem Lebensstandard und Wirtschaftswachstum.

2.1. Die Auslandsverschuldung als Bestandteil der Staatsverschuldung

Die Auslandsverschuldung ist ein wesentlicher Bestandteil der Staatsverschuldung aus Auslandskrediten und anderen Schuldverschreibungen gegenüber gebietsfremden Gläubigern. Das Vorhandensein von Auslandsschulden beinhaltet die Übertragung eines Teils des geschaffenen Produkts ins Ausland. Die steigende Auslandsverschuldung schmälert das internationale Ansehen des Landes und untergräbt das Vertrauen der Öffentlichkeit in die Politik seiner Regierung, was sich auch nachteilig auf die sozioökonomische Sicherheit auswirkt.

Staatsanleihen wirken sich negativ auf das Funktionieren des Kapitalmarkts aus, tragen nicht zur Aufrechterhaltung des Produktionsfortschritts bei, verbessern den Wohlstand der Nation und verursachen eine ungleiche Verteilung des gesellschaftlichen Reichtums. Eine Kreditaufnahme in großem Umfang kann ein Land von Gläubigern abhängig machen.

2.2. Die Auslandsverschuldung der Ukraine

Analyse der Dynamik der Auslandsverschuldung der Ukraine für den Zeitraum ab 2008 bis 2021 (Abb. 1), lässt sich über den Anstieg der Auslandsverschuldung argumentieren. Im Zeitraum 2008-2009 war ein erhebliches Wachstumspotenzial der Auslandsverschuldung zu verzeichnen. Einer der Faktoren, die diesen Prozess beeinflussten, war der Fall der Landeswährung aufgrund der globalen Finanzkrise. Dies führte zu einer erheblichen Abwertung des Landes: Anfang 2008 lag der offizielle Wechselkurs bei 5,05 UAH. für USD und 2009 – UAH 7.7. für USD [1].

Im Jahr 2014 stieg die Auslandsverschuldung der öffentlichen Hand um 88,4 %, was auf den Beginn einer tiefen Wirtschaftskrise zurückzuführen war. Darüber hinaus führte die Krise 2014 – 2015 nicht nur zu einem starken Anstieg der Schuldenquote von 40,1 % auf 70,2 %, sondern wirkte sich auch auf zukünftige Perioden aus.

In den Jahren 2018 – 2019 gab es Spitzen-Devisenzahlungen: 6,7 USD (einschließlich Währung OZDP, ohne Zahlungen der NBU für IWF-Kredite). Auch die Erhöhung der Renten und Gehälter wirkte sich negativ auf die Ausgaben des Staatshaushalts aus. Statt der Wachstumsrate des Budgets von 18 % wuchs es um 25,4 %. Das bedeutet einen zusätzlichen Bedarf an externen Ressourcen und in der Folge einen Anstieg der Auslandsverschuldung.

Die durch die Ausbreitung von Covid-19 verursachte Krise hat den Rückgang der wichtigsten makroökonomischen Indikatoren in den Jahren 2020 – 2021 verursacht. Das wachsende Haushaltsdefizit hat den Bedarf an externer staatlicher Kreditaufnahme verschärft. Die ungünstige politische Situation im Land beeinträchtigte die Beziehungen zu internationalen Finanzorganisationen sowie der begrenzte Zugang zu den ausländischen Märkten führten zu Rekordverkäufen von kurz- und mittelfristigem OZDP, die sich in Geldbeträgen auf 73 Mrd. UAH beliefen, die durchschnittliche Rendite betrug 10 – 12%.

In der Struktur der öffentlichen Auslandsverschuldung der Ukraine nach Gläubigertypen nimmt der Hauptplatz ein [3]:

- Investoren in ausländische Kreditanleihen (23,62 Mrd. USD);
- internationale Finanzorganisationen (12,18 Mrd. USD);
- Leitungsgremien ausländischer Staaten (1,62 Mrd. USD);
- ausländische Geschäftsbanken (1,35 Mrd. USD).

Die größten Schulden des Staates bei Krediten an die Internationale Bank für Wiederaufbau und Entwicklung (IBRD) – 4,86 Mrd. USD, Europäische Gemeinschaft (EU) – 363 Mrd. USD, Internationaler Währungsfonds (IWF) – 2,41 Mrd. USD. Etwas geringere Schulden der Ukraine bei der Europäischen Bank für Wiederaufbau und Entwicklung (EBRD) – 490 Mrd. USD und die Clean Technology Foundation – 20 Mrd. USD.

Die Ukraine hat Schulden gegenüber anderen Ländern, wie zum Beispiel: Kanada – 150 Mio. USD, Deutschland – 270 Mio. USD, Japan – 560 Mio. USD, Frankreich – 20 Mio. USD.

Die Struktur der Auslandsverschuldung für Kredite aus dem Ausland stellt sich wie folgt dar: Die Verschuldung gegenüber Cargill (USA) beträgt 270 Mio. USD, Credit Agricole Corporate and Investment Bank (Frankreich) – 180 Mio. USD, Deutsche Bank AG London (Deutschland) – 90 Mio. USD.

Hinsichtlich der Laufzeit wird die Struktur der Auslandsverschuldung von den langfristigen Verbindlichkeiten dominiert, die 83,9 % ausmachen. Die langfristige Aufnahme externer Kredite erhöht die positive Wirkung solcher Kredite, da sie die Schuldentilgung kurzfristig nicht zusätzlich belastet. In Krisenzeiten bevorzugen ausländische Kreditgeber weniger rentable und weniger riskante Vermögenswerte, daher bevorzugen sie kurzfristige OZDP. Um die notwendigen Mittel zur Deckung des Haushaltsdefizits zu beschaffen, wurde im Dezember 2020 das kurzfristige OZDP zu höheren Zinsen verkauft, was das Problem der Bedienung und Rückzahlung der Staatsschulden im Jahr 2021 verschärfte.

Im Jahr 2021 wird es Spitzenzahlungen für Auslandsschulden geben – insgesamt 15,6 Mrd. USD [3]:

- im ersten Quartal hat die Ukraine 4,6 Mrd. USD gezahlt, davon 1,39 Mrd. USD Zinszahlungen;
- im zweiten Quartal zahlte die Ukraine weniger – 2,6 Mrd. USD, davon 664 Mio. USD Zinsen;
- im dritten Quartal mussten 5,7 Mrd. USD gezahlt werden, davon 1,6 Mrd. USD – Zinszahlungen;
- in der vierten Periode werden Zahlungen in Höhe von 2,3 Mrd. USD geleistet, davon 706 Mio. USD Zinszahlungen.

Im aktuellen Kontext der durch die Ausbreitung von Covid-19 verursachten Krise sollte die Ukraine externe Ressourcen durch den Mechanismus der Platzierung von OZDP oder konzessionäre Kredite von internationalen Finanzorganisationen anziehen. Angesichts des chronischen Defizits des Staatshaushalts, das es dem Staat unmöglich macht, wichtige Investitionsprojekte zu finanzieren, sind solche Kredite eine relativ kostengünstige Möglichkeit, Ressourcen zu gewinnen. Eine wirksame Verwaltung solcher Kredite wird es ermöglichen, die negativen Folgen der Bedienung und Rückzahlung von Krediten zu beseitigen, was zum Wirtschaftswachstum des Staates beitragen wird.

3. Schlussfolgerungen

Die Auslandsverschuldung ist die Grundlage der Staatsverschuldung der Ukraine. Seine Struktur umfasst Kredite von internationalen Finanzorganisationen, ausländischen Regierungen, ausländische Staatsanleihen und kommerzielle Kredite. Aus der Analyse ist ersichtlich, dass der Schuldenanstieg in Krisenzeiten erfolgt. Den größten Anteil im Jahr 2021 nimmt OZDP ein.

In Anbetracht der Auswirkungen der Koronarkrise und der Notwendigkeit einer wirtschaftlichen Erholung empfiehlt es sich im gegenwärtigen Entwicklungsstadium, externe Kredite bei MFIs aufzunehmen und OZDP zu platzieren.

LITERATURSVERZEICHNIS

1. Офіційний веб-сайт Державного комітету статистики України. URL : http://www.ukrstat.gov.ua/ (дата звернення 15.11.2021).
2. Офіційний веб-сайт Міністерства фінансів України. URL : http://www.minfin.gov.ua/ (дата звернення 15.11.2021).
3. Офіційний веб-сайт Національного банку України. URL : http://www.bank.gov.ua/ (дата звернення 15.11.2021).

LE ROLE DES MEDIAS DANS LA FORMATION D'UNE IMAGE POSITIVE DE L'ETAT

O. V. Shvedchykova,
L.A. Dudka (consultante linguistique)
Université nationale V. N. Karazin, Kharkiv

Shvedchykova O. V., Dudka L. A. Le role des medias dans la formation d'une image positive de l'etat. L'article analyse le rôle des médias dans la formation d'une image positive de l'État. Aujourd'hui, les médias de masse sont le principal médiateur entre la sphère politique et la société et peuvent influencer l'opinion publique. L'étude du rôle des médias dans la formation de l'image est pertinente car elle peut influencer les objectifs et les programmes des dirigeants du pays, qu'ils voulaient atteindre à travers l'image créée. L'auteur conclut que les médias sont une force qui crée une image, l'affecte négativement ou positivement dans le domaine de l'information internationale.

Mots-clés: médias, image, public, politique, état.

Шведчикова О. В., Дудка Л. А. Роль ЗМІ у навчанні позитивного іміджу держави. У статті аналізується роль ЗМІ у формуванні позитивного іміджу держави. Сьогодні ЗМІ є головним посередником між політичною сферою та суспільством і можуть впливати на громадську думку. Дослідження ролі ЗМІ у формуванні іміджу є актуальним, оскільки воно може впливати на цілі та програми керівництва країни, яких воно хотіло досягти через створений імідж. Автор робить висновок, що ЗМІ є силою, яка створює імідж, негативно чи позитивно впливає на нього в міжнародному інформаційному полі.

Ключові слова: ЗМІ, імідж, громадськість, політика, держава.

1. Introduction

L'objet de l'article est une étude approfondie de l'influence des médias dans le monde moderne. Le sujet est l'influence des médias de masse sur la formation de l'image de l'État. Le but de l'étude est d'analyser le rôle des médias dans la formation de l'image de l'État. Les tâches de l'article sont de déterminer l'influence des médias sur l'opinion publique, de déterminer les manières d'utiliser les médias dans les politiques publiques, de prouver que les médias influencent la formation de l'image de l'État en analysant les études antérieures sur ce sujet. Les travaux de Boyko M., Greenberg T., Danaev S., Kaczynska N. et d'autres sont consacrés à la prise en compte de l'image de l'État. Ces travaux nous permettent de comprendre plus en détail l'essence de l'image de l'État, sa structure, ses méthodes et ses modèles de création. Le problème de la formation de l'image de l'État est pertinent, car l'image de l'État est aujourd'hui extrêmement importante dans le domaine des relations internationales.

2. Technologies de communication dans la formation d'images

La communication est extrêmement importante pour le développement de la société, de l'État et du monde entier, et donc – le contenu important de l'espace d'information. Les fonctions des médias sont diverses. Dans toute société moderne, ils remplissent sous une forme ou une autre un certain nombre de fonctions communes. L'information transmise par les médias de masse comprend non seulement une couverture photographique impartiale de certains faits, mais aussi leur commentaire et leur évaluation. L'information est un moyen non seulement de communication, mais aussi d'influence à travers une variété de canaux.

On peut déterminer que le concept d'« image » associé au mot correspondant « imitari » – imiter [6, p. 318]. Il est spécifique, mais changeant – il est constamment ajusté, adapté aux exigences de la situation actuelle, aux attentes actuelles du public; l'image correspond dans une certaine mesure à son prototype ou à sa mise en page, et les caractéristiques données correspondent souvent aux indicateurs de base de la réalité. Il combine la perception du public et les caractéristiques inhérentes à l'objet, activant dans le public principalement les caractéristiques qui y ont déjà été placées [6, p. 320]. L'image de l'État est comprise comme une partie intégrante de l'image, qui se compose de caractéristiques générales, formées à la suite d'une perception directe ou indirecte [7].

Les technologies de communication permettant de former l'image internationale de tout État reposent sur des activités visant à protéger et à promouvoir ses intérêts sur la scène internationale, ainsi qu'à informer la communauté mondiale sur les caractéristiques géopolitiques, économiques, géographiques et autres de l'État, l'état de leur développement et réalisations [9]. Le pouvoir de la presse résulte de sa capacité à diffuser l'information et à susciter l'intérêt du public pour certaines questions. Bien que les journaux ne soient plus la principale source d'information, ils restent une force influente pour façonner « l'agenda » de la société et déterminer l'issue des débats sur certaines questions [4]. L'arsenal des techniques utilisées par les médias modernes dans le processus de création de l'image et de l'opinion publique est assez vaste : silence de certains faits et aggravation d'autres, publication d'informations contradictoires, incitation à certaines émotions par des moyens visuels ou des images verbales, appel à la valeur système de société. Il est également nécessaire de prendre en compte une autre caractéristique de la présentation du matériel dans les médias – l'arrière-plan sur lequel certains phénomènes sont considérés. Ainsi, en réalité, l'image politique construite de l'État est souvent plus importante que les caractéristiques objectives de l'État [1].

Si l'on analyse la relation entre l'image de l'État et la compétitivité internationale de l'économie nationale, on constate une relation proportionnelle : plus l'image de l'État est positive – plus il y a d'investissement dans l'économie, plus la compétitivité du pays en marchés internationaux. Une image internationale positive de l'État est un facteur important dans le bon fonctionnement de l'industrie d'exportation et d'attraction des investissements étrangers dans l'économie nationale, c'est en fait la base de la compétitivité internationale du pays [5]. Les associations positives avec le pays sont très importantes ; l'État face aux développeurs de programmes d'image doit être confiant dans la façon dont il est perçu à l'étranger, car sans informations fiables sur les réalités, il est impossible de développer une stratégie efficace pour la formation d'une marque nationale [2, p. 65].

L'image de l'État, son prestige international dépendent de l'état intérieur du pays – le niveau de prospérité économique, le développement des institutions démocratiques, la maturité de la société civile, la culture politique de la nation, etc. Toutes caractéristiques spécifiques, qui sont diffusés par les médias, sont des composantes de l'image politique. Il convient de noter que les médias peuvent fournir plus d'informations sur certaines caractéristiques et complètement taire d'autres, ils jouent correctement sur les faits réels existants sur l'État, ses caractéristiques, son rythme de développement, le comportement des dirigeants. Bien que toute image construite doive être holistique, la hiérarchie des caractéristiques peut et doit être différente pour différents groupes de public [2]. D'autres voient ce que l'État a choisi de montrer aux autres ou ce qui se passe en dehors de ses actions, bien que les stéréotypes aient une grande influence sur la construction de l'image. L'image de l'extérieur annonce ce qui se passe à l'intérieur, de sorte que la couverture informationnelle de toutes les questions de la vie publique ne devrait en aucun cas être laissée à la dérive [8, p. 149].

3. Mesures pratiques pour améliorer l'image du pays

Parmi les mesures pratiques pour améliorer ou construire l'image du pays, dont la mise en œuvre peut impliquer l'utilisation efficace des médias nationaux et internationaux, figurent les suivantes : la coopération et l'implication des responsables gouvernementaux, des milieux d'affaires, des représentants de la culture, de l'éducation et des médias ; étude de la perception du pays par sa propre population et la communauté internationale ; consultation des leaders d'opinion sur les caractéristiques nationales faibles et fortes du pays et comparaison de leurs opinions avec les résultats de l'enquête ; préparation et adoption d'une stratégie générale de politique d'information à court et à long terme, visant à développer et à promouvoir une image positive dans l'espace mondial de l'information ; création d'une structure étatique spéciale qui recueillerait et accumulerait l'expérience mondiale dans ce domaine, établirait la stratégie d'image de l'État, diffuserait des informations positives sur le pays et le promouvoir dans l'espace d'information mondial, résumerait les informations sur les paramètres qualitatifs et quantitatifs de l'information étatique présence dans des pays ou régions étrangers; fournir des actions politiques nationales à grande échelle susceptibles de susciter l'intérêt positif de la communauté internationale pour l'État ; améliorer l'image des dirigeants (élites) ; implication dans la formation de l'image de politique étrangère de sa propre diaspora, etc. [3]. Une image négative est un phénomène négatif pour les politiques publiques et pour le pays dans son ensemble, qui cherche à être compétitif sur la scène internationale. Lorsque l'État crée sa propre image à l'aide de divers moyens, en premier lieu les médias, il s'aide à résoudre ses propres tâches et objectifs [7]. Les médias sont un outil, voire une arme, qui peut affecter directement la caractérisation de l'image politique de l'État, c'est-à-dire influencer les objectifs et les programmes des dirigeants du pays. Une politique d'information réussie, fondée sur le bon usage des médias et l'arsenal des techniques, peut raviver l'image de l'État ou, au contraire, l'endommager irrémédiablement pour longtemps.

4. Conclusion

Le rôle et l'importance des médias dans le processus de formation de l'image du gouvernement et de l'État sont difficiles à surestimer, car ils peuvent sérieusement influencer l'opinion publique, augmentant l'appréciation positive ou négative de la population. On sait que le but de la politique d'information des autorités est que les gens connaissent les actions des autorités, comprennent, soutiennent ces actions et, in fine, participent à leur mise en œuvre. En analysant ce qui précède, nous pouvons conclure qu'avec l'aide des médias, nous pouvons non seulement former à dessein les éléments d'information de l'image de l'État, mais aussi porter un coup dévastateur. Disposant d'un large arsenal de méthodes pour couvrir des événements sur un fond précis ou, au contraire, les faire taire, focaliser l'attention de la communauté mondiale sur certains faits, les médias forment l'espace d'information.

RÉFÉRENCES

1. «Позитивні» публікації про Україну: покращення іміджу чи «джинса»? URL : https://www.pravda.com.ua/inozmi/deutsche-welle/2013/08/23/6996551/ .
2. Антонюк О. В. Сучасний стан стратегії просування бренда держави в Україні // Економіка та держава. 2011. № 8. С. 64–67.
3. Гнатюк С. Формування позитивного міжнародного іміджу української держави в інформаційному просторі // Український центр економічних і політичних досліджень імені Олександра Разумкова. – 2009. URL : http://old.niss.gov.ua/Monitor/December2009/02.htm.
4. Дубас О. Інформаційний розвиток сучасної України у світовому контексті. К. : Генеза, 2004. 207 с.
5. Качинська Н. А. Формування та реалізація іміджевої стратегії держав в умовах глобалізаційних змін // Політичний менеджмент. 2010. № 1. С. 163–169. URL : http://www.nbuv.gov.ua/portal/soc_gum/Sup/2010_21/Rozdil_2/10_Kachynska.pdf.
6. Качинська Н. О. Комунікативні тактики формування привабливого міжнародного іміджу держави // Гілея: науковий вісник. Збірник наукових праць / Гол. ред. В. М. Вашкевич. К. : ВІР УАН. 2010. № 36. С. 318–329.
7. Качинська Н. О. Політичний імідж держави: структурні та комунікаційні компоненти феномену // Віче. 2009. № 22. С. 10–13. URL : http://veche.kiev.ua/journal/1738/
8. Лавриненко Г. Формування міжнародного іміджу України в західному світі (на прикладі Польщі) // Схід. – 2011. № 4(111). С. 149–154.
9. Федорів Т. «Репутація країни» та «державний брендінг» як категорії науки державного управління // Державне управління та місцеве самоврядування: зб. нак. пр. / Дніпр. ін-т держ. упр. Нац. акад. держ. упр. при Президентові України. Дніпро, 2011. № 2(9). С. 6–9. URL : http://www.nbuv.gov.ua/portal/soc_gum/Dums/2011_2/11ftvndu.pdf

.

THE ROLE OF THE MEDIA IN THE FORMATION OF A POSITIVE IMAGE OF THE STATE

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

Shvedchykova O. V., Litovchenko Y. M. The role of the media in the formation of a positive image of the state. The article analyzes the role of media in forming a positive image of the state. Today the mass media is the main mediator between the political sphere and society and can influence public opinion. The article shows that the study of the role of media in the formation of the image is relevant as it can influence the goals and programs of the country's leadership, which it wanted to achieve through the created image. The author makes a conclusion that the media is a force that creates an image, negatively or positively affects it in the international information field.

Keywords: image, media, public, politics, state.

Шведчикова О. В., Літовченко Я. М. Роль ЗМІ у формуванні позитивного іміджу держави. У статті аналізується роль ЗМІ у формуванні позитивного іміджу держави. Сьогодні ЗМІ є головним посередником між політичною сферою та суспільством і можуть впливати на громадську думку. Дослідження ролі ЗМІ у формуванні іміджу є актуальним, оскільки воно може впливати на цілі та програми керівництва країни, яких воно хотіло досягти через створений імідж. Автор робить висновок, що ЗМІ є силою, яка створює імідж, негативно чи позитивно впливає на нього в міжнародному інформаційному полі.

Ключові слова: громадськість, держава, ЗМІ, імідж, політика.

1. Intoduction

The o b j e c t of the article is a comprehensive study of media influence in the modern world. The s u b j e c t is the influence of the mass media on the formation of the image of the state. The p u r p o s e of the study is to analyze the role of the media in shaping the image of the state. The t a s k s of the article are to determine the influence of the media on public opinion, to determine the ways of using the media in public policy, to prove that the media influence the formation of the state's image by analyzing previous studies on this topic. The works of Boyko M., Greenberg T., Danaev S., Kaczynska N. and others are devoted to the consideration of the image of the state. These works allow us to understand in more detail the essence of the image of the state, its structure, methods and patterns of creation. The problem of forming the image of the state is relevant, because the image of the state today is extremely important in the field of international relations.

2. Communication technologies in image formation

Communication is extremely important for the development of society, state and the whole world, and therefore – the important content of the information space. The functions of the media are diverse. In any modern society, they in one form or another perform a number of common functions. The information transmitted by the mass media includes not only unbiased, photographic coverage of certain facts, but also their commenting and evaluation. Information is a means not only of communication but also of influence through a variety of channels.

We can determine that the concept of "image" associated with the corresponding word “imitari” – to imitate [6, p. 318]. It is specific, but changeable – it is constantly adjusted, adapted to the requirements of the current situation, the current expectations of the audience; the image to some extent corresponds to its prototype or layout, and the given characteristics often correspond to the basic indicators of reality. It combines the perception of the audience and the characteristics inherent in the object, activating in the audience mainly those characteristics that have already been placed there [6, p. 320]. The image of the state is understood as an integral part of the image, which consists of general characteristics, formed as a result of direct or indirect perception [7].

Communicative technologies of forming the international image of any state are based on activities to protect and promote its interests in the international arena, as well as informing the world community about geopolitical, economic, geographical and other features of the state, the state of their development and achievements [9]. The power of the press is the result of its ability to disseminate information and arouse public interest in certain issues. Despite the fact that newspapers are no longer the main source of news, they remain an influential force in shaping the "agenda" of society and determining the outcome of debates on certain issues [4]. The arsenal of techniques used by modern media in the process of creating image and public opinion is quite large: silence of some facts and aggravation of others, publication of contradictory information, incitement to certain emotions through visual means or verbal images, appeal to the value system of society. It is also necessary to take into account another feature of the presentation of material in the media – the background on which certain phenomena are considered. Thus, in reality, the constructed political image of the state is often more important than the objective characteristics of the state [1].

If we analyze the relationship between the image of the state and the international competitiveness of the national economy, we can see a proportional relationship: the more positive the image of the state - the more investment in the economy, the more stable the country's competitiveness in international markets. A positive international image of the state is a significant factor in the successful operation of the export industry and attracting foreign investment in the national economy, it is actually the basis for the international competitiveness of the country [5]. Positive associations with the country are very important; the state in the face of image program developers must be confident in how it is perceived abroad, because without reliable information about the realities, it is impossible to develop an effective strategy for the formation of a national brand [2, p. 65].

The image of the state, its international prestige depend on the internal state of the country - the level of economic prosperity, the development of democratic institutions, the maturity of civil society, the political culture of the nation, etc. All specific characteristics, which are broadcast through the media, are components of the political image. It should be noted that the media can provide more information about certain characteristics and completely silence others, they properly play on the existing real facts about the state, its features, pace of development, the behavior of leaders. Although any image constructed must be holistic, the hierarchy of characteristics can and should be different for different groups of the public [2]. Others see what the state has chosen to show to others or what happens outside of its actions, although stereotypes have a great influence on image building. The picture from the outside advertises what is happening inside, so the information coverage of all issues of public life in any case should not be allowed to drift [8, p. 149].

3. Practical steps to improve the country's image

Among the practical steps to improve or construct the country's image, the implementation of which may involve the effective use of national and international media, include the following: cooperation and involvement of government officials, business circles, representatives of culture, education and the media; study of the perception of the country by its own population and the international community; consultation with opinion leaders on the weak and strong national features of the country and comparison of their opinions with the results of the survey; preparation and adoption of a general strategy of information policy for the short and long term, aimed at developing and promoting a positive image in the global information space; creation of a special state structure that would collect and accumulate world experience in this field, establish the image strategy of the state, disseminate positive information about the country and promote it to the world information space, summarize information on qualitative and quantitative parameters of state information presence in foreign countries or regions; providing large-scale domestic political actions that can arouse the positive interest of the international community in the state; improving the image of leaders (elites); involvement in the formation of the foreign policy image of one's own diaspora, etc. [3]. A negative image is a negative phenomenon for public policy and for the country as a whole, which seeks to be competitive in the international arena. When the state creates its own image with the help of various means, first of all – the media, it helps itself to solve its own tasks and goals [7]. The media is a tool, even a weapon, that can directly affect the characterization of the political image of the state, that is, to influence the goals and programs of the country's leadership. Successful information policy, based on the proper use of the media and the arsenal of techniques, can revive the image of the state or, conversely, irreparably damage it for a long time.

4. Conclusions

The role and importance of the media in the process of shaping the image of government and the state is difficult to overestimate, because they can seriously influence public opinion, increasing the positive or negative assessment of the population. It is known that the purpose of information policy of authorities is that people know about the actions of the authorities, understand, support these actions and, ultimately, participate in their implementation. Analyzing the above, we can conclude that with the help of the media we can not only purposefully form the information components of the image of the state, but also to deal a devastating blow. Having a large arsenal of methods of covering events on a specific background or, conversely, silencing them, focusing the attention of the world community on certain facts, the media form the information space.

REFERENCES

1. Антонюк О. В. Сучасний стан стратегії просування бренда держави в Україні // Економіка та держава. 2011. № 8. С. 64–67.
2. Гнатюк С. Формування позитивного міжнародного іміджу української держави в інформаційному просторі // Український центр економічних і політичних досліджень імені Олександра Разумкова. 2009. URL : http://old.niss.gov.ua/Monitor/December2009/02.htm.
3. Дубас О. Інформаційний розвиток сучасної України у світовому контексті. К. : Генеза, 2004. 207 с.
4. Качинська Н. А. Формування та реалізація іміджевої стратегії держав в умовах глобалізаційних змін // Політичний менеджмент. 2010. № 1. С. 163–169. URL : http://www.nbuv.gov.ua/portal/soc_gum/Sup/2010_21/Rozdil_2/10_Kachynska.pdf.
5. Качинська Н. О. Комунікативні тактики формування привабливого міжнародного іміджу держави // Гілея: науковий вісник. Збірник наукових праць / Гол. ред. В.М. Вашкевич. К. : ВІР УАН. 2010. № 36. С. 318–329.
6. Качинська Н. О. Політичний імідж держави: структурні та комунікаційні компоненти феномену // Віче. 2009. № 22. С. 10–13. URL : http://veche.kiev.ua/journal/1738/
7. Лавриненко Г. Формування міжнародного іміджу України в західному світі (на прикладі Польщі) // Схід. 2011. № 4(111). С. 149–154.
8. «Позитивні» публікації про Україну: покращення іміджу чи «джинса»? URL : https://www.pravda.com.ua/inozmi/deutsche-welle/2013/08/23/6996551/ .
9. Федорів Т. «Репутація країни» та «державний брендінг» як категорії науки державного управління // Державне управління та місцеве самоврядування: зб. нак. пр. / Дніпр. ін-т держ. упр. Нац. акад. держ. упр. при Президентові України. Дніпро. 2011. № 2(9). С. 6–9. URL : http://www.nbuv.gov.ua/portal/soc_gum/Dums/2011_2/11ftvndu.pdf .

INTERNATIONAL INFORMATION SECURITY

V. O. Shinkaryova,
O. M. Petrenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Shynkarova V. O., Petrenko O. M. International information security. The article reveals the essence of international cooperation in the field of information security, its content and directions, as well as identifies the main actors in the formation of the state. The main directions and features of international organizations activities are analyzed, the main methods and measures for ensuring information security are determined, and the influence of states on the information space of Ukraine is investigated.

Keywords: international cooperation, international organizations, information security, principles of international cooperation, cyber security.

Шинкарьова В. О., Петренко О. М. Міжнародний захист інформації. У статті розкривається сутність міжнародного співробітництва у контексті захисту інформації, його зміст та напрямки, а також визначаються головні суб'єкти в діяльності становлення держави. Проаналізовано основні напрямки та особливості діяльності міжнародних організацій, визначено основні методи та заходи забезпечення інформаційної безпеки, а також досліджено вплив держав на інформаційний простір України.

Ключові слова: міжнародне співробітництво, міжнародні організації, інформаційна безпека, принципи міжнародного співробітництва, кібербезпека.

1. Introduction

Life in the era of the information coup reminds us that today no country can defend itself using only military equipment. Ensuring security is becoming an increasingly complex task, which includes political, economic, informational and other activities. This task can be successfully solved by the rational use of all forms and means of confrontation, including information.

Recently, issues of information security have become relevant, especially for countries facing a hybrid of information warfare. The improvement of the information security basics, being an especially important task for the state. The o b j e c t of the study is the system of international cooperation. The s u b j e c t of the study is the practical aspects of international cooperation in the field of information security. The p u r p o s e of the work is to determine the specific features of international cooperation in the field of information security.

Many scholars have been interested in international security, such as T. Alekseeva, M. Antonovych, I. Babets, T. Belska, O. Butkevych, S. Vidnyansky, T. Gerasymchuk, S. Gorbatyuk, A. Donets, A. Kiridon, V. Kovalevsky were of special interest. , Y. Kozak, Z. Kutaini, A. Martinov, A. Mokiy, A. Ovcharenko, V. Telipko, A. Tkach, S. Troyan, V. Shamrai, T. Yakhno and others. They gave a clear idea of the interaction between states and the development of information security.

2. International information security and methods of countering information wars

It is an extremely difficult task to unite the efforts of states, develop a joint program of action to solve global problems and, most important, to create conditions for its implementation. After all, it is about countries with different political orientations, with unequal levels of economic and social development, with national, cultural, religious and ethnic characteristics. Despite the common tasks faced by states, each of them pursues its own goals, due to the specifics of its position in the modern world, has different resources and capabilities. Such differences continue to be a major obstacle to solving global problems [11].

The essence of this process is that in the field of international exchange and integration there are hundreds of thousands of enterprises and corporations, millions of citizens in various fields of economic activity – from raw materials to the production of the most complex machinery and equipment, technology, from various services to transfer knowledge, information, capital, labor. In principle, this trend is certainly positive, reflecting the movement of humanity along the path of economic, scientific and technological progress. But it has a contradictory impact on the state of global issues. The growing interconnectedness of different parts of the international economy has accelerated the transnationalization of local ecological systems and contributed to the “spillover” of the negative effects of environmental damage from one country to another. The very nature of global problems has become more complex. Environmental, demographic and resource issues are closely intertwined, inextricably linked to the general state of the world economy and social development.

Of course, one of the key factors is also the rapid development of information and communication technologies, it contributes to the history of international communication. However, advances in the information field can be used to fully counter international security and a stable strategy. In recent years, cybercrime has gained momentum, which could later complicate the situation at the international level [4]. Of particular concern is the possibility of using information and telecommunications technologies to help prepare for and carry out terrorist acts around the world.

It should be noted, that the rapid prosperity and use of ICT has led to the maturing of a certain dependence of public infrastructure, where the use of new technologies began to pose new threats to society. Such threats relate to the potential use of ICTs for incompatibility with the support of international security and stability, as well as human rights and freedoms. The aggravation of the situation may provoke the use and proliferation of information weapons that can cause information conflicts that will lead to devastating consequences. It follows that the international community is working together on the actions of the IIB, which are based on international treaties and declarations following the meetings of states and resolutions of the UN General Assembly.

Taking into account the new views of the world's leading countries and the solution of the problem of information security, the Council of Europe focused on the difficulties of combating the use of the Internet for terrorism and its protection (Internet) and critical infrastructure against cyber attacks by terrorist groups [6].

A number of examples of national and international cybersecurity awareness and education campaigns are given below.

Australia is hosting the Stay Smart Online campaign, which provides individuals and small businesses with information on how to protect themselves from and reduce the risk of cybersecurity. In addition, the website of the Australian Office of the Commission on e-Security contributes to the security of the Internet by providing educational resources for children, parents and others, informing them about various forms of cybercrime.

In Canada, Get Cyber Safe provides individuals and businesses with information about cybersecurity risks and how individuals and businesses can protect themselves from cyber security threats.

GetSafeOnline in the UK is a cybersecurity awareness initiative that provides people with information on safe ways to work at home and in the workplace.

In South Africa, several cybersecurity awareness campaigns have been conducted exclusively by academia, private organizations and government agencies (Dlamini and Modise, 2012). Moreover, the South African Department of Telecommunications and Postal has established a Cyber Security Center, which provides information and resources on cybercrime protection measures and cybersecurity awareness campaigns. Like in the United States and other countries, South Africa is conducting an annual cybersecurity awareness campaign (Pazvakavambwa, 2016) [7].

Ukraine and its armed forces today face a variety of external cyber threats, as evidenced by a number of recent cyber attacks on Ukraine. Ukraine began to suffer from cyber threats immediately after the Revolution of Dignity, but the conflict in eastern Ukraine has led to an increase in pre-planned cyber attacks as the aggressor used cyber warfare tactics against Ukrainian websites as part of its military operations.

It can also be said that the level of cyber defense in Ukraine has been quite low recently. This is evidenced not only by the cyber attacks mentioned above, but also by numerous cases of illegal collection, storage, use and dissemination of personal data, illegal financial transactions, theft and online fraud. Unfortunately, there are no effective tools in Ukraine to prevent cyber attacks, and all cybersecurity measures have been unsystematic and ineffective. In addition, cybersecurity legislation was poorly developed in Ukraine. However, growing problems have prompted the Ukrainian leadership to reconsider cyber protection and make major changes to legislation and organizations [1].

However, recently the situation has changed and improved significantly. The establishment of the National Coordination Center for Cyber Security in 2016 and the proposed update of information security legislation in line with the requirements of the Budapest Convention and best practices are the two main steps in improving the country's cyber resilience [1]. These activities are complemented by active cooperation with international partners, including on cyber security.

In the field of cybercrime, Ukraine is a partner in joint projects of the European Union and the Council of Europe such as “CyberCrime @ EaP II” and “CyberCrime @ EaP III”, which have a regional focus and cover all eastern countries for partnership (ie Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine). The first project focuses on improving mutual legal assistance for international cooperation in cybercrime and electronic evidence, as well as strengthening accountability at round-the-clock contact points. The second project, launched in Kyiv in April 2016, addresses public-private partnerships. Interaction with ISPs and Council of

Europe recommendations are already benefiting national authorities, as they have facilitated a structured dialogue with ISPs that has built trust to understand and meet each other's needs. In addition, British and Estonian partners have provided Ukrainian law enforcement with state-of-the-art equipment and software for professional computer forensics and more thorough cybercrime investigations.

Ukraine's Security Service plays a leading role in the Trust Fund, while NATO partners include Romania as a leading country with additional financial and charitable contributions from Albania, Estonia, Hungary, Italy, Portugal, Turkey and the United States. Together with NATO partners, Ukraine conducts cybersecurity training and exercises in which all relevant national stakeholders learn how to respond to major information attacks [8].

Ukraine not only participates in international initiatives in the field of combating cyber threats, but also contributes to the development of regional initiatives. At the initiative of Ukraine, a working group on cybersecurity was established within the framework of the Organization for Democracy and Economic Development of GUAM (Azerbaijan, Georgia, Moldova, Ukraine). The group is currently discussing the development of a Memorandum of Understanding for adoption by participating governments, and has already established a secure communication system that allows, inter alia, secure data exchange and video conferencing.

3. Conclusions

Thus, analyzing the work done, we can say that the field of information security has a tremendous impact on the formation and entry into new levels. In this research, international information security is seen as a very complex and multifaceted phenomenon.

Bilateral relations have existed in our world for a long time, but did we have any idea that the process would reach the technological level? Since the early 1970s, almost half of the population has been interested in studying the service sector, which consisted of information workers. Over time, this has gained momentum and now the whole world is struggling with a mass of information threats.

The peacekeeping sector has specific methods of resolving issues. Today, there are many organizations that deal with information threats. In my opinion, in the coming years there will be many more organizations of such a type, the population of people and the rapid growth of information awareness can lead to fatalities and allow hackers in other countries to gain classified information.

Ukraine is the object of cyberattacks, and in recent times it has become more and more involved in informational confrontations, which has prompted action. With the current economic and financial difficulties, Ukraine can boast of its progress in establishing organizations that have enabled the country to provide better security. Of course, such organizations are not the strongest in the world, but the thirst for peace can preserve the information integrity of the country together with the Ukrainian partners: Armenia, Azerbaijan, Belarus, Georgia, Moldova.

REFERENCES

1. «Євроінтеграційний старт» нової української влади: «Національна безпека і оборона» № 1-2 (181-182). URL : http://razumkov.org.ua/uploads/journal/ukr/NSD181-182_2020_ukr.pdf (дата звернення: 19.05.2020).
2. Informational cooperation of the complex of software and hardware tools in automatization of state disease control management. URL : https://pubmed.ncbi.nlm.nih.gov/19048845/
3. International Cooperation. URL : https://archive.unu.edu/unupress/unupbooks/uu15oe/uu15oe0l.htm URL : https://fas.org/irp/offdocs/int016.html
4. International cooperation on cybersecurity matters. URL : https://www.unodc.org/e4j/en/cybercrime/module-8/key-issues/international-cooperation-on-cybersecurity-matters.html
5. International Strategy For Cyberspace, Washington DC. Prosperity, Security, and Openness in a Networked World // The White House : offic. website. 2011. May. 25 p. URL : http://www.whitehouse.gov/sites/default/files/rss_viewer/international_strategy_for_cyberspace.pdf (дата обращения 28.02.2018).
6. National Security and Defense Council of Ukraine. URL : https://www.rnbo.gov.ua/en/Diialnist/4658.html
7. OECD.org URL: https://www.oecd.org
8. Participation of Ukraine in International Cooperation against Corruption. URL : https://amazoniainvestiga.info/index.php/amazonia/article/view/1405
9. Pelevina E. S. Osobennosti sistemy informatsionnoj bezopasnosti kak elementa mezhdunarodnoj bezopasnosti predlozheniya po

prioritetnym napravleniyam // Mezhdunarodnaya zhizn. 2017. № 11. S. 72–81.
10. Pryiednannia Ukrainy do Konventsii pro stvorennia Rady mytnoho spivrobitnytstva 1950 roku: Postanova Verkhovnoi Rady Ukrainy № 2479-XII vid 19 chervnia 1992 roku [Ukraine's Accession to the Convention establishing the Customs Cooperation Council of 1950: Resolution of the Verkhovna Rada of Ukraine № 2479-XII of June 19, 1992]. URL : http://zakon2.rada.gov.ua/laws/show/2479–12 (accessed 12.05.2020).
11. SECURITY SECTOR INTEGRITY. URL : https://securitysectorintegrity.com
12. The System of Cybersecurity in Ukraine: Principles, Actors, Challenges, Accomplishments. URL : https://link.springer.com/article/10.1007/s41125-017-0020-x
13. Вус М. А., Макаров О. С. Стратегический вектор обеспечения международной информационной безопасности на пространстве СНГ // Юридические науки: проблемы и перспективы. Казань, Бук. 2016. С. 40-43. URL : https://moluch.ru/conf/law/archive/223/11056/
14. Глобальное сотрудничество. URL : http://documents1.worldbank.org/curated/ru/896971468194972881/310436360_201602630200217/additional/102725-PUB-Replacement-PUBLIC.pdf

THE HISTORY OF CRUISE SHIPBUILDING AND WHY THEY SPEAK ENGLISH ON BOARD

O. A. Sirota,
V. V. Ilchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Sirota O. A., Ilchenko V. V. Cruise history and why English is spoken on board. The primary language spoken on most cruise ships is English. Most onboard announcements are made in English first, followed by a translation into one or two other languages. More than 150 sea cruise companies around the world operate about 400 cruise ships, which annually travel millions of tourists. The last decade has seen an annual increase in the number of tourists preferring cruises as a form of recreation. The level of service on cruise ships is usually rated in stars. The criteria for this are the size and equipment of the vessel, the condition of the cabins, the quality and variety of food.

Keywords: cruise companies, cruise ships, recreation, service, tourists.

Сирота О. А., Ільченко В. В. Історія круїзу та чому на борту розмовляють англійською. Основною мовою, якою розмовляють на більшості круїзних суден, є англійська. Більшість повідомлень на борту спочатку робляться англійською мовою, а потім перекладаються однією або двома іншими мовами. Понад 150 морських круїзних компаній по всьому світу керують близько 400 круїзними лайнерами, якими щорічно подорожують мільйони туристів. За останнє десятиліття щорічно зростає кількість туристів, які віддають перевагу круїзам як виду відпочинку. Рівень обслуговування на круїзних лайнерах зазвичай оцінюється зірками. Критеріями для цього є розміри та оснащення судна, стан кают, якість та різноманітність їжі.

Ключові слова: відпочинок, круїзні компанії, круїзні лайнери, обслуговування, туристи.

1. Introduction

Nowadays, many tourists use cruise ships as an integral part of the journey and do not even think about why the main language on board has always been and will be English. Since the appearance of mankind on Earth, people, have always been attracted by seas and oceans. Thus, the p u r p o s e of this study is to assess the pre-war and post-war cruise industry and how ships have changed from the 18th century to the present day. The o b j e c t of research is cruise ships. The s u b j e c t of research is the first cruise routes and the origins of the English language on board.

2. Cruise History: The Beginning

English is the universal language on board most cruise liners as the majority of passengers are from English speaking countries. Statistics show that 47.8% of passengers in the global cruise industry during 2019 were from the United States [6].

In 1818, the New York-based Black Ball Line became the first shipping company to offer scheduled transatlantic passenger services from the United States to England, while ensuring the comfort of passengers.

In the 1830s, the use of steamboats began, which later began to dominate the market for passenger and mail transport, displacing sailing ships. At the time, English companies dominated. The largest shipping company was the British and North American Postal Company, later renamed Cunard Line. The origins of sea cruises go back to the middle of the 19th century, when shipping companies transporting emigrants from Europe to America began looking for ways to fill their flights from America to Europe, which were always half empty. During this period, the comfort and convenience of sea travel associated with the use of electricity increased, the presence of more spacious decks, and the organization of entertainment on board the ship began. In 1867, the paddle steamer Quaker City made what may be considered the first sea cruise from New York to Europe and Palestine. One of the passengers was the renowned writer Mark Twain, whose book, *Simpletons Abroad*, gives us a detailed account of the journey. Support for sea travel by *British Medical Journal* in the 1800s encouraged wealthy people to take sea cruises and transatlantic travel [3].

3. History of cruises during the interwar period

With the end of the ruinous First World War, several shipping companies switched from liner to the cruise industry. Almost all ships used for this purpose at that time were regular passenger steamers, converted and adapted, more or less, for sea cruises for the purpose of recreation. The post-war passenger ships abounded in luxury, reflecting more the interiors of onshore hotels or country estates. This was not surprising, since many of them were designed by architects Charles Mewes and Millar, well-known hotel decorating architects. At that time, many passengers viewed sea voyages as something not entirely pleasant, which must be endured rather than enjoyed.

The extremely luxurious interiors were intended to divert travelers' attention away from the rough seas they traveled across. This type of interiors for passenger ships dominated until the early 1930s, when a more modernist style emerged. In 1927, French shipbuilders introduced the *Ile de France*, which is considered the first passenger ship to be fully decorated in a modern style. It was this ship that presented the famous modernist art deco style, which manifested itself not only in architecture, but also in fashion and painting.

Between 1920 and 1933, there was a law in America prohibiting the use of alcohol in the United States. The operation of this law made cruises to nowhere extremely popular in the country, when a ship left the port, left the inland waters of the country and simply sailed for itself in the open ocean, without going to any other port. A day or two later, the ship returned back to receive another group of passengers who wanted to travel to nowhere.

Cruises stopped abruptly in 1939 with the outbreak of World War II. The need to transport a huge number of troops and personnel was the reason for their conversion into transport ships, and after the war they were used to transport refugees looking for a new life in a foreign land [3].

4. The history of cruises in the post-war period

After the end of World War II, the maritime passenger transport industry recovered very quickly. The lack of ocean liners at the time prompted the US government to subsidize the construction of new ships. An additional incentive was the complication of relations between Western countries and the Soviet Union, so the ships were planned to be used as vehicles in case of a possible military conflict. Shipping companies profited from transporting refugees and expats to America and Canada, and business class passengers and general tourists to Europe.

On October 26, 1958, the American airline Pan American opened a new route from New York to London, marking a new era in the history of passenger aviation. On the maiden flight, the new Boeing 747 model had 111 passengers, the largest number of people ever flown on a single flight. In 1959, six months after the first commercial flight across the North Atlantic, for the first time the number of people using the services of airlines exceeded the number of passengers on ocean liners.

Cruises took on a new look with the release of the hit TV series *Love Boat*, which aired from 1977 to 1986 and became one of the longest running television projects. The series was directed by Aaron Spelling and filmed on two ships *Island Princess* and *Pacific Princess*. The film was shot in the genre of a comedy show, in which the passengers and crew of the ship constantly found romantic and funny adventures. The comedy series placed a clear emphasis on the romance and exoticism of travel.

Many believe that the show had a huge impact on the development of the sea voyage industry, from which the cruise boom began. Florida Trend's Christopher Boyd commented: "The *Love Ship* TV series, by showing the Princess ship on the big screen, has transformed the very concept of sea travel. Unexpectedly for many, the sea voyage began to be associated with romance, intrigue and good people". From 1979 to 1993, the annual growth of sea cruises was a record 9.4 %. The cruise line Princess Cruise Lines was so strongly associated with this hit series that they continued to use the slogan "This is more than a sea trip. This is a ship of love." until the end of the 1990s.

The conversion of a former ocean liner *France* into a cruise ship and renaming it *Norway* in 1979 marked the beginning of the era of mega-liners. It instantly gained recognition, although the ship's displacement was 76,000 tons, and its length was 315 meters. At the time, it was believed that the optimal displacement for cruise ships should be 30,000 tons.

Royal Caribbean responded by commissioning ships *Sovereign of the Seas* (1988), *Monarch of the Seas* (1991) and *Majesty of the Seas* (1992) with a displacement of 73,000 tons, each of which could carry about 2,300 passengers. For many years the ship *Queen Elizabeth 2* (manufactured in 1969, displacement 70,000 tons, length 293 m, number of passengers 1892) ranked first as the largest ship among the world cruise fleet. Today you will not find it on the list of the top 25 in terms of carrying capacity and capacity.

The fight for the largest cruise ship has not stopped and continues. In October 2009, the largest cruise ship *Oasis of the Seas* was launched, with a displacement of 220,000 tons and a hull length of 360m, capable of taking on board 6296 passengers.

The introduction of new, large liners has more advantages, as it allows the shipping company to offer passengers a better service, including large cabins for accommodation, shopping malls, ice rinks, climbing devices, etc. The large number of restaurants on board has allowed the introduction of a new concept of catering, where passengers can freely choose where and with whom they want to dine [3].

English is the universal language on board most cruise liners as the majority of passengers are from English speaking countries, Statistics show that 47.8% of passengers in the global cruise industry during 2019 were from the United States. Moreover, the most widely understood global language in English. English is the spoken language on board the *Royal Caribbean*, the *Holland America*, the *Princess Cruises*, the *P&O* and many others. Potential employees of the cruise industry are advised that regardless of where the cruise line is based or what nationality the majority of guests are, having English language skills can only be a benefit.

5. Conclusion

The origins of sea cruises go back to the middle of the 19th century, when shipping companies transporting emigrants from Europe to America began to look for ways to fill their flights from America to Europe with passengers. This fact directly explains why the main language on cruise ships is English. English is associated with cruise ships because of the greater ability to pay for residents of English-speaking countries. It is no secret that a much smaller percentage of people from Ukraine can afford to travel on a cruise ship to America or Europe.

Cruises have changed a lot, now they can serve a lot more tourists than it was 20-30 years ago. In the 1830s, the use of steamboats began, which later began to dominate the market for passenger and mail transport, displacing sailing ships. At the time, English companies dominated. The post-war passenger ships abounded in luxury, reflecting more the interiors of onshore hotels or country estates. After the end of World War II, the maritime passenger transport industry recovered very quickly. The lack of ocean liners at the time prompted the US government to subsidize the construction of new ships, which is another significant reason for the origin of the English language on liners, since they were built in America, in particular for American clients.

REFERENCES

1. Александрова А. Ю. Статистика туризма : учебник / кол. Авторов ; под ред. А. Ю. Александровой. М. : Федеральное агентство по туризму, 2014. 464 с. URL : http://www.fa.ru/org/chair/mtgbism/Documents/Publications/Turizm_Stat.pdf (дата звернення: 17.11.2021).
2. Все, что нужно знать о круизах. *Вокруг света tours*. URL : https://www.vstours.ks.ua/articles/29/ (дата звернення: 16.11.2021).

3. История круизов. Tourist-area. URL : https://tourist-area.com/istoriya-turizma/istoriya-kruizov (дата звернення: 13.11.2021).
4. История морских круизов. *Inflot: Cruises & Travel*. URL : https://www.inflottravel.ru/articles/2054/ (дата звернення: 13.11.2021).
5. Логунова Н. А. Развитие круизного судоходства как составной части круизного туризма. *Вісник економіки транспорту і промисловості*. 2013. № 43. С. 89–94. URL : https://tourlib.net/statti_tourism/logunova6.htm (дата звернення: 17.11.2021).
6. Leading passenger source countries in the global cruise industry in 2019. *Statista*. URL : https://www.statista.com/statistics/287114/cruise-passenger-share-by-source-country/#statisticContainer (дата звернення: 17.11.2021).

CONSEQUENCES OF GLOBALIZATION PROCESSES IN MODERN INTERNATIONAL ECONOMIC SPACE

P. P. Smolovyk,
I. M. Lavrinenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Smolovyk P. P., Lavrinenko I. M. Consequences of globalization processes in modern international economic space. The article analyzes the impact of globalization on modern international economic space. The main formation of this process took place in the second half of the twentieth century, which is largely due to the general increase in the efficiency of the world economy. That is, the process of globalization is the driving force of world economic growth in this period. Globalization was a sign of improvement of all national economies, including their production and economic activities. Globalization is also a process of expanding and deepening global processes of investment, production and service, supply and marketing of products and services and finance. In the sphere of which it covers the entire social component of life, which in turn brings the socio-economic development of an individual country into the world process. Today, globalization is a process that cannot be stopped because it brings huge revenues and investments to the national economies of the world. This study of all the features of globalization processes is very relevant today, because it demonstrates all the shortcomings and prospects of globalization in general.

Key words: globalization, integration processes, international cooperation, world economic space.

Смоловик П. П., Лавріненко І. М. Наслідки процесів глобалізації в сучасному міжнародному економічному просторі. У статті проводиться аналіз впливу глобалізації на сучасний міжнародний економічний простір. Основне становлення даного процесу відбулось у другій половині XX століття, що у значній мірі обумовлено загальним зростанням ефективності світової економіки. Тобто, саме процес глобалізації є рушійною силою росту світової економіки у даному періоді. Глобалізація була ознакою покращення усіх національних економік, в тому числі їх виробничо-господарської діяльності. Також глобалізація є процесом розширення та поглиблення світових процесів інвестування, виробництва продукції та послуг, постачання та збуту продукції, послуг та фінансів. Внаслідок чого вона охоплює усі сфери суспільної складової життя, що в свою чергу відносить соціально-економічний розвиток окремої країни до складу світового процесу. Наразі глобалізація є процесом, який не можливо зупинити у силу того, що вона приносить величезні доходи

та інвестиції національним економікам країн світу. Саме тому дослідження усіх особливостей глобалізаційних процесів є дуже актуальним на сьогодні, адже саме воно виявляє усі недоліки та перспективи глобалізації у цілому.

Ключові слова: глобалізація, інтеграційні процеси, міжнародне співробітництво, світовий економічний простір.

1. Introduction

The relevance of the article is the need to analyze the impact of globalization processes on the modern economy. The main formation of globalization took place in the second half of the twentieth century, which is largely due to the general growth of the efficiency of the world economy. That is, it is the process of globalization that is the driving force behind the growth of the world economy in this period. Globalization was a sign of improvement of all national economies, including their production and economic activities.

It was found that globalization is a process of expanding and deepening global processes of investment, production, supply and marketing of products and services and finance.

As a result, globalization covers all spheres of the social component of life, which in its turn brings the socio-economic development of an individual country into the world process.

Researchers have found that the modern interpretation of the globalization process does not have a single and unambiguous definition. Today, globalization is a process that cannot be stopped because it brings huge revenues and investment to the national economies of the world, that's why this article is extremely relevant. The theoretical foundations of the study of investment were considered in works of foreign and Ukrainian scientists, namely: N. Sapa, S. Sidenko, O. Fursa, O. Sosnin, B. Shevchyk, V. Vlasov, O. Bilorus, K. Ermilova, N. Navrotska, Y. Kyrylov, E. Prushkivska, A. Meish and others.

The object of study is the process of globalization. The subject of the study is the analysis of the impact of globalization movement on the modern economy. The aim of the work is to study the consequences of globalization processes in modern international economic relations. To achieve this goal, the following tasks were set:

- consider the history of globalization in the modern economic space;
- give the fundamental aspects of globalization statements;

- explore the prospects and horizons of globalization in international relations;
- identify the importance of globalization for the world economy and international cooperation.

2. The main factors of the process formation

The reasons for the formation of globalization processes lie in the process of internationalization, which leads to the deepening of cooperation between countries and strengthening their interdependence; scientific and technological progress: the emergence of information technology, which radically changes the entire system of socio-economic relations, transfer to a qualitatively new technical level of organizational and economic relations, transport and communication links (reduction of transaction costs); exacerbation of problems that are common to all people and countries of the world and are important in terms of preservation and development of mankind [2].

The main factors of globalization have been grouped. The economic factors of globalization are the growth of concentration and centralization of international capital, the growth of production of goods, works and services, which has influenced the growth of interdependence of national economies of individual countries. Technological factors include the emergence of technological vehicles, which reduces transportation costs and transportation time; increasing the efficiency of communication processes, which is manifested in the fact that there was an increase in the speed of exchange of financial, economic, technological information, which allows management to make decisions quickly. International factors of globalization include the growing role of world economic organizations in the production and economic activities of the world. Social factors include the emergence of common standards of preferences, behavior, and demand, habits of customers, which increases the interaction of people with the state [4].

3. Advantages of globalization

The positive consequences (benefits) of globalization processes include:

1. Globalization contributes to deepening of specialization and the international division of labor. In its conditions resources are more efficiently distributed, which contributes to raising the average standard of living and expanding the living prospects of the population (at lower costs for it).

2. An important advantage of globalization processes is economies of scale, which can potentially lead to lower costs and lower prices, and therefore to economic growth.

3. The benefits of globalization are also linked to the benefits of free trade on a mutually beneficial basis that satisfies all parties.

4. Globalization and increasing competition stimulates the further development of new technologies and their spread among countries. Under its conditions, the growth rate of direct investment far exceeds the growth rate of world trade, which is the most important factor in the transfer of industrial technology, the formation of TNCs that directly affect national economies. The benefits of globalization are determined by the economic benefits from the use of advanced scientific, technical, technological and qualification level of leading foreign countries in other countries, in these cases the implementation of new solutions occurs in a short time and at relatively lower cost [3].

5. Globalization contributes to the intensification of international competition. It is sometimes argued that globalization leads to perfect competition. However, it should rather be about new areas of competition and fiercer competition in traditional markets, which is beyond the power of an individual state or corporation. After all domestic competitors are joined by strong external unlimited actions. Globalization processes in the world economy are beneficial first of all to consumers, because competition gives them a choice and lowers prices.

6. Globalization can lead to increased productivity as a result of rationalization of production at the global level and the spread of advanced technologies, as well as competitive pressure in favor of the continuous introduction of innovation worldwide [6].

7. Globalization enables countries to mobilize significant financial resources, as investors can use broader financial instruments at an increased number of markets.

8. Globalization creates a serious basis for solving common problems of mankind, primarily environmental, due to the joint efforts of the world community, consolidation of resources, and coordination of actions in various fields.

The end result of globalization, as many experts hope, should be a general increase in welfare in the world [1].

4. Disadvantages of globalization

Globalization processes are most common in developed countries and raise serious concerns in the developing world. This is due to the fact that the benefits of globalization are unevenly distributed. Modern globalization processes unfold first of all between industrialized countries and only secondarily cover developing countries. Globalization strengthens the position of the first group of countries, gives them additional benefits. At the same time, the deployment of globalization in the modern international division of labor threatens to freeze the current situation of less developed countries, the so-called world periphery, which are becoming objects rather than subjects of globalization [3].

Thus, the degree of positive impact of globalization processes on the economy of individual countries depends on the place they occupy in the world economy, in fact, the bulk of the benefits go to rich countries or individuals.

The unfair distribution of the benefits of globalization poses a threat of conflict at the regional, national and international levels. There is no equalization of income, but rather their polarization. In its process, rapidly developing countries are among the rich states, and poor countries are increasingly lagging behind them.

Instead of destroying or weakening the manifestations of inequality, the integration of national economies into the world system on the contrary strengthens them and makes them sharper in many respects [5].

Globalization leads to deepening of heterogeneity, to the emergence of a new model of the world – the world 20:80, a society of one-fifth. 80% of all resources are controlled by the so-called "golden billion", which covers only one-fifth of the world's population (including the United States and Western Europe – 70% of world resources). 20% of prosperous countries manage 84.7% of world GDP, their citizens account for 84.2% of world trade and 85.5% of savings [2].

Since 1960 the gap between the rich and the poor has more than doubled, statistically confirming the failure of any promises of justice to help developing countries.

Developed countries, using globalization to their advantage, seek to consolidate the existing status quo. The desire of the United States to strengthen the unipolarity of the world is a matter of great concern.

The heterogeneity of the world is manifested in the following data: only 358 billionaires have the same wealth as 2.5 billion people combined already a third of the world's population [2].

In the context of globalization, the manifestation of destructive influence associated with this process is possible, which can lead to the rupture of traditional ties within the country, degradation of uncompetitive industries, exacerbation of social problems, aggressive penetration of ideas, values and patterns of behavior. Among problems of globalization processes in all countries can be named:

- uneven distribution of benefits from globalization in terms of individual sectors of the national economy;
- possible deindustrialization of national economies;
- the possibility of transferring control over the economy of individual countries from sovereign governments to other hands, in particular to stronger states, TNCs or international organizations;
- possible destabilization of the financial sphere, potential regional or global instability due to the interdependence of national economies at the global level. Local economic fluctuations or crises in one country can have regional or even global consequences [6].

5. Conclusions

As a result of globalization, the world is becoming more connected and more dependent on all of its subjects. There is both an increase in the number of common problems for a group of states, and an increase in the number and types of integrating subjects. Views on the origins of globalization are controversial, as well as look at the consequences of globalization.

The study defines that the globalization of the world economy affects all states, in particular, determining the development and diffusion of technologies between countries, the use of labor, the manufacture of goods and the supply of services, investments. Thus, world globalization has become the main trigger for the growth of international competition. Globalization offers tremendous opportunities for truly worldwide development, but the pace of its expansion is uneven. The process of integration into the world economy is happening faster in some countries than in others. Countries that have achieved integration have experienced higher growth and poverty reduction rates.

However, the impact of globalization on developing countries and cultural appropriation is ambiguous. The unfair distribution of the benefits of globalization poses a threat of conflict at the regional, national and international levels.

REFERENCES

1. Єрмілова К. В. Сутність і причини економічного глобалізму в теоріях глобалізації // Вісник «Економікс». 2018. № 5.
2. Кирилов Ю. Є. Вплив процесів глобалізації на розвиток національних економік // Ефективна економіка. 2016. № 12.
3. Навроцька Н. А. Зміст процесів економічної глобалізації // Наукові праці НДФІ. 2016. № 3(60). С. 97–102.
4. Прушківська Е. В. Сутність глобалізації та її особливості в посткризовий період // Вісник Запорізького національного університету. 2012. № 3(15). С. 131–140.
5. Фурса О. О. Глобалізм та регіоналізм в сучасному просторі // Гуманітарний вісник Запорізької державної інженерної академії. 2017. Вип. 34. С. 222–230.

NEGATIVE FOLGEN VON OFFSHORE-ZONEN IN DER UKRAINE UND WEGE ZU DEREN ÜBERWINDUNG

D. K. Soloschenko,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Soloschenko D. K., Pirog I. I. Negative Folgen von Offshore-zonen in der Ukraine und Wege zu deren Überwindung. Der Artikel analysiert die Motive für die Nutzung von Offshore-Zonen durch nationale Unternehmen und Elemente des Mechanismus der Offshore-Gerichtsbarkeiten. Es wurden auch die wichtigsten negativen Aspekte von Offshore-Zonen und ihre Stellung in der Wirtschaft der Ukraine sowie Wege zur Überwindung der mit den negativen Auswirkungen der Offshore-Zone verbundenen Probleme identifiziert.

Schlüsselwörter: Export-Import-Betrieb, Geschäftstätigkeit, Kapital, Offshore-Zone, Staatsunternehmen.

Солошенко Д. К., Пірог І. І. Негативні наслідки діяльності офшорних зон в Україні та шляхи їх подолання. У статті проаналізовано мотиви використання національними підприємствами офшорних зон та елементи механізму діяльності офшорних юрисдикцій. Також було виявлено основні негативні сторони діяльності офшорних зон і їх місце в економіці України, а також наведено шляхи подолання проблем, пов'язаних із негативним впливом офшорів.

Ключові слова: експортно-імпортна операція, капітал, національне підприємство, офшорна зона, підприємницька діяльність.

1. Einführung

Mit zunehmender Investitionstätigkeit in der Welt und der wachsenden Zahl multinationaler Unternehmen wird die Intensivierung des Kapitalexports zu einem Merkmal der neuen Weltordnung, der Globalisierung, die dazu zwingt, ihre Auswirkungen auf die Volkswirtschaft zu überdenken und die Rolle des Kapitalexports in der modernen Welt zu bestimmen Wirtschaftslage. Offshore-Zonen, die Zugang zu internationalen Finanz- und Anlagemärkten bieten, werden heute zu einem integralen Bestandteil des internationalen Geschäftssystems.

Die Relevanz des Themas liegt darin, dass die Bildung des internationalen Geschäftssystems unter den Bedingungen einer aktiven Beteiligung von Offshore-Zonen stattfindet. Daher wird die Untersuchung der Folgen des Betriebs von Offshore-Zonen die weitere Entwicklung von Offshore und ihre Beteiligung am internationalen Kapitalverkehr bewerten und ihre negativen Auswirkungen verhindern. G e g e n s t a n d dieser Arbeit ist ein Offshore-System. G e g e n s t a n d der Studie sind die Auswirkungen der Funktionsweise von Offshore-Systemen auf das Wirtschaftssystem der Ukraine. D e r Z w e c k dieses Artikels ist es, die negativen Folgen von Offshore-Zonen und Möglichkeiten zu ihrer Lösung zu bestimmen.

2.1. Das Funktionieren der Offshore-Gerichtsbarkeit

Die problematischen Bedingungen für die Geschäftstätigkeit veranlassen ukrainische Geschäftsleute, energisch nach Wegen zu suchen, um die Höhe der Steuern zu minimieren, nämlich die Gründung von Offshore-Gesellschaften. Dadurch erhält der Haushalt Steuereinnahmen. Die Niederlassung solcher Firmen in Offshore-Gerichtsbarkeiten ist jedoch nicht gesetzlich verboten, und die Einkünfte erscheinen offiziell in den Wirtschaftseinheiten anderer Staaten. Jeder Betrug, bei dem Einkommen in Offshore-Gebieten verschleiert werden, wird als ‘Offshore-Programme’ bezeichnet. Das Funktionieren der Offshore-Gerichtsbarkeit und der Offshore-Operationen wird durch einen komplexen Mechanismus zur Organisation ihrer Aktivitäten sichergestellt. Die Hauptmotive für die Nutzung von Offshore-Zonen durch nationale Unternehmen sind:

1. Niedriger oder null Steuersatz. Natürlich gibt es in Offshore-Rechtsgebieten praktisch keine Einkommensteuer oder überschreitet nicht 1-2%. In diesen Ländern registrierte (aber in anderen Ländern tätige) Unternehmen haben wiederholt außer der Jahresgebühr keine Steuern gezahlt, unabhängig vom Gewinn des Unternehmens;
2. Einfache Firmenregistrierung. Zum Beispiel wird die Höhe des genehmigten Kapitals einer Offshore-Gesellschaft meist nicht berücksichtigt und der Registrierungsprozess ist bedingt und wird im Namen von durchgeführt;
3. Fehlende Meldepflichten in Offshore-Gebieten;
4. Kapitalverkehr und Geheimhaltung von Informationen über seine Eigentümer;
5. Freiwillige Anwesenheit der Firmengründer.

Die negativen Aspekte von Offshore-Zonen sind:

1. Unlauterer Steuerwettbewerb und folglich Steuerhinterziehung;

2. Wirtschaftliche Instabilität aufgrund der Aussicht auf die Ansammlung großer Kapitalmengen in Offshore-Gebieten;
3. Kapitalabfluss;
4. Das Wachstum der Schattenwirtschaft;
5. Arbeitslosenwachstum in Geberländern [3].

2.2. Die Entwicklung der Zusammenarbeit mit Offshore-Zonen für die Ukraine

Insgesamt sind Offshore-Unternehmen aus 35 Jurisdiktionen in der Ukraine tätig. Am beliebtesten ist Zypern. Bei amerikanischen Investitionen ist das Bild weitgehend ähnlich, da der Löwenanteil der 'Amerikaner' in der Ukraine Unternehmen sind, die in den bekannten 'Offshore'-Staaten Delaware, Wyoming und anderen registriert sind. Diese Unternehmen in den Vereinigten Staaten werden 'Shell Companies' (dh 'Koralle' oder leer) genannt, die normalerweise die Endungen in ihrem Namen haben: 'Ltd', 'Inc', 'Llc', 'Co', 'GmbH'. Die internationale Praxis kennt die kombinierten Kommunikationssysteme vieler Firmen, die sich in verschiedenen Offshore-Zonen befinden. Derzeit sind Programme mit 10-15 Vertragsunternehmen weit verbreitet [2].

Die Entwicklung der Zusammenarbeit mit Offshore-Zonen für die Ukraine nimmt einen bedeutenden Platz ein, das Volumen der Offshore-Operationen wächst jedes Jahr. Unsere Unternehmer und die oligarchische Elite verstehen alle oben genannten positiven Aspekte, die den Teilnehmern geboten werden, perfekt. Deshalb ist die Zusammenarbeit mit Zypern als nächster Offshore-Zone für die Ukraine von besonderer Bedeutung. Und diese Anzahl von Kapitaltransaktionen nimmt eine sehr große Nische der Export-Import-Operationen der Ukraine ein.

Faktoren, die die Aktivitäten von Offshore-Zonen auf die Wirtschaft der Ukraine beeinflussen, sind wie folgt:

1. Finanzwesen (Faktoren des öffentlichen Finanzsektors, des Geld- und Währungssektors, des Investitionssektors);
2. Schattenfaktoren (Schattenwirtschaftssektor);
3. Wirtschaft (Sektoren makroökonomischer Indikatoren, Industrie, Landwirtschaft, Außenhandel und Handel);
4. Sozial;
5. Faktoren der Entwicklung von Bildung, Kultur, Gesundheitsversorgung, Tourismus.

Das Problem der Schatten-Offshore-Operationen ist heute in der Ukraine sehr wichtig geworden, da dort nicht nur Unternehmen, sondern auch Staatskapital reibungslos exportiert wird. Daher sollte der Aktionsplan für die Entschattung von Offshore-Operationen ein unabhängiger Weg der wirtschaftlichen Entwicklung der Ukraine sein.

Zu den weitreichenden Möglichkeiten zur Lösung der Probleme im Zusammenhang mit Offshore-Zonen gehören die folgenden:

1. Entwicklung eines produktiven Regulierungsrahmens für Offshore-Zonen;
2. Zunahme von Regulierungs- und Kontrollmaßnahmen in Bezug auf das Offshore-Geschäft;
3. Optimierung der Steuerbelastung in Abhängigkeit von einer bestimmten Marktlage;
4. Stärkung der Zusammenarbeit mit internationalen Organisationen zur Harmonisierung der nationalen Rechtsvorschriften [3].

2.3. Maßnahmen zur Bekämpfung von Steuermissbrauch

Die Gesetzgebung sollte strengere Maßnahmen zur Überwachung und Kontrolle des Offshore-Finanzsektors vorsehen, besondere Bußgelder und strenge Sanktionen gegen Länder und Unternehmen bei Verstößen gegen die geltenden Rechtsnormen zur Bekämpfung illegaler Finanztransaktionen aus Geldwäsche und kriminellen Erträgen verhängen. Die Staaten auf der schwarzen Liste sollten zu weitreichenden Reformen der Rechts- und Regulierungssysteme des Finanzsektors verpflichtet werden. Entscheidend für die erfolgreiche Lösung dieses Problems wird die Effektivität der Zusammenarbeit zwischen internationalen Finanzorganisationen und politischen Kreisen der Länder sein.

Länder, die gegen Offshoring kämpfen, setzen den 2015 von der Organisation für wirtschaftliche Zusammenarbeit und Entwicklung *(OECD)* entwickelten *Aktionsplan zur Bekämpfung der Erosion der Steuerbemessungsgrundlage und der Verlagerung von Gewinnen ins Ausland* um.

Am 1. Januar 2017 trat die Ukraine auch dem Enhanced Kooperation Programm der OECD bei und verpflichtete sich, den sogenannten Mindeststandard des BEPS-Aktionsplans umzusetzen – vier obligatorische Schritte von fünfzehn vorgeschlagenen.

1. Schritt 5: “Maßnahmen zur Bekämpfung von Steuermissbrauch verbessern”.

2. Schritt 6: “Verhinderung des Missbrauchs von Leistungen aus bilateralen Abkommen”.

3. Schritt 13: “Empfehlungen zur Verrechnungspreis- und Länderdokumentation”.

4. Schritt 14: “Verbesserung des Verständigungsverfahrens durch Beilegung von Streitigkeiten”.

Die Schritte 6 und 14 sehen verbindliche Änderungen bestehender internationaler Abkommen zur Vermeidung der Doppelbesteuerung durch bilaterale Verhandlungen vor [1].

3. Schlussfolgerungen

Somit nimmt die Entwicklung von Offshore-Zentren einen wichtigen Platz in der Wirtschaft der Welt, insbesondere der Ukraine, ein. Die negativen Auswirkungen von Offshore erstrecken sich auf die meisten Bereiche der Wirtschaft des Landes, führen zu Kapitalabflüssen, fehlenden Mitteln im Staatshaushalt und schaffen unfairen Steuerwettbewerb. Ein wichtiger Aspekt der Studie bestand daher darin, Wege zur Überwindung dieses Problems aufzuzeigen, einschließlich der Umsetzung des *Aktionsplan zur Bekämpfung der Erosion der Steuerbemessungsgrundlage und der Verlagerung von Gewinnen ins Ausland*, einer strengeren Überwachung und Kontrolle des Offshore-Finanzsektors sowie der Verhängung von Geldbußen und Sanktionen.

LITERATURSVERZEICHNIS

1. Огляд Проекту Закону із запровадження Плану дій BEPS в Україні. URL : https://uba.ua/documents/%D0%A0%D0%B5%D1%83%D0%BD.pdf
2. Предборський В. А. Детінізація економіки в контексті трансформаційних процесів. Питання теорії та методології: монографія. К. : Кондор, 2005. 613 с.
3. Харчук О. О. Негативні наслідки діяльності офшорних зон та шляхи їх подолання в Україні // Юридичні науки. 2016. № 6. С. 157–160.

THE IMPACT OF QUARANTINE ON UKRAINIAN ECONOMY

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

Solovei L. O., Litovchenko Y. M. The impact of quarantine on Ukrainian economy. The article analyzes the impact of quarantine measures during the COVID-19 pandemic on the social and economic life in Ukraine. The study reveals how these consequences can influence ordinary people's life. The article also describes which professions are still in demand and which ones are no longer needed under current economic circumstances.

Keywords: COVID-19, economy, lockdown, pandemic, quarantine.

Соловей Л. О., Літовченко Я. М. Вплив карантину на українську економіку. У статті проаналізовано вплив на соціальні та економічні складові в Україні через карантинні заходи під час пандемії COVID-19. Стаття демонструє як ці наслідки можуть впливати на фінансовий стан звичайних людей. Стаття також описує спеціалісти яких професій наразі затребувані та які терплять крах, а також які ще зміни нам доведеться пережити.

Ключові слова: економіка, коронавірус, карантин, локдаун, пандемія.

1. Introduction

The o b j e c t of the article is the research of problems and prospects of economy and social life during pandemic. The s u b j e c t is the significant impact of quarantine measures during the COVID-19 pandemic on the social and economic components especially in eastern Ukraine. The p u r p o s e of the study is to examine the demand for jobs and economic recession. To achieve this, it is crucial to identify factors that form the problem and consider possible solutions to the problem.

2. Problems due to quarantine and lockdown

After enforcing the quarantine, thousands of people were temporarily unemployed. According to statistics about 80% of enterprises worked in the country during quarantine, and six sectors of the economy suffered the most. Only six industries were closed: transport, tourism, hotels, services and entertainment, retail trade-in non-food products and unfortunately it was precisely those industries that contained the largest number of jobs for small businesses that were closed. So the first problem Ukrainians faced was that most residents throughout Ukraine had no savings because no one was ready to close small and medium-sized enterprises, in particular, those who just started his own business or just lost the jobs for an unspecific period [1].

While countries of the European Union, the USA, China, in general, all highly developed countries could provide the poor and their citizens in need with some financial support for the quarantine period, in Ukraine this possibility was and has still remained minuscule. Taking into account that the majority of the population in Ukraine mainly consists of the lower-middle class financial sacrifice of families was significant, let alone the fact that in 2014 a war broke out in eastern Ukraine and up to present day the conflict leads to the deaths of civilians and alters life dramatically [3]. Objectively, the pandemic is the huge psychological problem because of its statistics and lockdown either. The losses of institutions which didn't provide personal delivery services reached up to 50% but the restaurants that instantly provided express delivery announced losses up to 20-25 %. In general, online shopping was especially in demand during the quarantine. [8].

Talking about the travel aspects the airline's financial losses require more than a year and by pessimistic estimates, in the tens of millions of dollars.

It is also important to note significant changes in education process and the admission exams to the universities due to the fact that online education is considered to be less qualified than it was before and there are definitely more negative aspects than positive ones.

3. Prospects

Nowadays the growth of the "remote" leads to the familiar system of making money. Whereas previously it was on request but for now there is a necessity to have at least basic knowledge of technologies. Most of all employers are looking for translators, call center operators, IT, marketing, PR specialists [10].

On the OLX Work platform, the number of online job vacancies skyrocketed. There are much more offers from employers, and Ukrainians began responding actively to them. This trend can be noted in many regions and it will be continuing [4].

It's not a big surprise that new “specialized” vacancies have recently appeared. For example, a personal and corporate virologist – the coronavirus controller, labor protection and industrial safety specialist, legal services sales agent to distribute these services to companies that have suffered from a pandemic (anti-crisis packages) [3].

As online education is considered to be less qualified self-education is the only way to be taught somehow. But the question is what the result will be and what kind of specialists will graduate after. As for political issues: there are fears that, under the curtain of quarantine in the country, the fateful and crucial decisions of further life in Ukraine are made invisible [8].

4. Conclusions

The article analyzes the main problems and prospects of the social and economic components of Ukrainian citizens. News on the economic, political, and social areas are changing so dramatically every day that it is impossible to forecast the prospects for every citizen or describe the country's forecast after coronavirus pandemic even a week in advance [6].

So nowadays we just observe how the online currency is gaining momentum and those employees who are not in such systems are no longer in demand.

Fortunately, the new generation of eastern Ukraine is considered to be the most developed in technologies so most of the residents were ready for the global digital format. However, we have got so much information on hand as if there is no need for everyday life communication and participation in society anymore [9].

But the question is how we can stay sane in the further future without real-world and speaking to real people – the most valuable thing in our modern world that's fraying. That's why we should have more meetings and conferences to not loose last chance to communicate with each other face to face.

REFERENCES

1. За роботу: на які спеціальності піднявся запит під час карантину. URL : https://mind.ua/ru/publications/20209459-za-rabotu-na-kakie-specialnosti-vozros-spros-vo- vremya-karantina
2. Коронавірус в Україні: найважливіша інформація. URL : https://delo.ua/econonomyandpoliticsinukraine/koronavirus-v-ukraine-samaja-vazhnaja-informacij-366141/
3. ЛІГА БІЗНЕС. URL : https://biz.liga.net/ekonomika/all/article/jertvy-koronavirusa-est---biznes-teryaet-milliony-postradayut-daje-ahmetov-i-kolomoyskiy

4. ТСН Україна. URL : https://tsn.ua/ru/amp/ukrayina/shmygal-zayavil-chto-vo-vremya-karantina-v-ukraine-rabotali-80-predpriyatiy-1544712.html
5. Frankel J., Romer D. Does trade cause growth? // American Economic Review. 2009. V. 89, N 3. P. 379–399.
6. Helpman E. The structure of foreign trade // Journal of Economic Perspectives. 2008. V. 42, N 8. P. 121–144.
7. Made for minds: URL : https://www.dw.com/ru/в-украине-начался-первый-этап-ослабления-карантина/a-53388656
8. Rivera-Batiz L., Romer P. Economic integration and endogenous growth // Quarterly Journal of Economics. Cambridge: MIT Press, 2013.
9. Romer P. Endogenous technological change // Journal of Political Economy. 2011. V. 98, N 4. P. 71–102.
10. World Development Report // World Bank.Oxford: OxfordUniversity Press, 2010.

DIE ROLLE AUSLÄNDISCHER DIREKTINVESTITIONEN IN CHINA UND IHRE AUSWIRKUNG AUF DEUTSCHLAND

D. S. Solovyov,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Solovyov D. S., Pirog I. I. Die Rolle ausländischer Direktinvestitionen in China und ihre Auswirkungen auf Deutschland. In der modernen Welt finden im System ausländischer Direktinvestitionen bedeutende Veränderungen statt. Der Artikel behandelt das aktuelle Thema ausländischer Direktinvestitionen am Beispiel der fortgeschrittenen Weltwirtschaft Chinas, untersucht den Stand des modernen Auslandskapitalverkehrs nach China, analysiert in welche Branchen der Unternehmensinvestitionen kommen. Untersucht werden Investitionen in verschiedene Sektoren der deutschen Wirtschaft sowie das Gesamtvolumen der Investitionen in diesem Land.

Schlüsselwörter: China, Auslandsinvestitionen, Deutschland, die Projekte, der Investor.

Соловйов Д. С., Пірог І. І. Роль прямих іноземних інвестицій у Китаї та їх вплив на Німеччину. У світі відбуваються значні зміни у системі прямих іноземних інвестицій. Стаття висвітлює актуальну тему прямих іноземних інвестицій на прикладі передової економіки світу Китаю, вивчено стан сучасного руху іноземного капіталу до Китаю, проаналізовано в які галузі бізнесу надходять інвестиції. Досліджено інвестиції у різних секторах економіки Німеччини, а також загальний обсяг інвестицій у цю країну.

Ключові слова: Китай, іноземні інвестиції, Німеччина, проекти, інвестор.

1. Einführung

Das Objekt des Artikels sind moderne Wirtschaftsbeziehungen zwischen den entwickelten Ländern der Welt. Gegenstand des Artikels sind ausländische Direktinvestitionen. Der Artikel soll Chinas Direktinvestitionen analysieren.

Eine ausländische Direktinvestition ist der Erwerb einer Beteiligung an einem Unternehmen durch ein Unternehmen oder einen Investor außerhalb seiner Grenzen. Im Allgemeinen wird der Begriff verwendet, um eine Geschäftsentscheidung zu beschreiben, eine wesentliche Beteiligung an einem ausländischen Unternehmen zu erwerben oder es direkt zu kaufen, um seine Geschäftstätigkeit auf eine neue Region auszudehnen. Es wird normalerweise nicht verwendet, um eine Aktieninvestition in ein ausländisches Unternehmen zu beschreiben [1].

Die Weltwirtschaft wird nicht von China abgerissen oder, wie manche es nennen, "Reshoring„ findet nicht statt. Trotz wirtschaftlicher und finanzieller Spannungen und vieler ausländischer Beschränkungen des Technologietransfers nach China zieht China weiterhin Rekordhöhen sowohl bei ausländischen Direktinvestitionen als auch bei Portfoliozuflüssen in börsennotierte chinesische Aktien und chinesische Staatsanleihen an. Kurz gesagt, trotz der Maßnahmen ausländischer Regierungen vertieft sich Chinas Integration in die Weltwirtschaft in einigen kritischen Punkten weiter.

2. Chinas Anteil an den weltweiten ausländischen Direktinvestitionen

China weiterhin die weltweite wirtschaftliche Erholung von den negativen wirtschaftlichen Auswirkungen der COVID-19-Pandemie anführt und sich das Geschäftsumfeld für ausländische Unternehmen in China weiter verbessert, verdoppeln ausländische multinationale Konzerne ihre Investitionen in China, eröffnen Tausende neuer Firmen und expandieren. Im vergangenen Jahr, als die weltweiten Direktinvestitionen um fast zwei Fünftel zurückgingen, stiegen Chinas Direktinvestitionen um mehr als 10 Prozent auf 212 Milliarden US-Dollar. Infolgedessen erreichte Chinas Anteil an den weltweiten ausländischen Direktinvestitionen im Jahr 2020 in einem Quartal ein Rekordhoch, fast doppelt so viel wie im Jahr 2019.

Dieser umfassende Indikator für die Zuflüsse ausländischer Direktinvestitionen umfasst neue nichtfinanzielle Investitionen, reinvestierte Gewinne bestehender nichtfinanzieller ausländischer Tochtergesellschaften sowie ausländische Investitionen und Reinvestitionen in chinesische Finanzinstitute. Die jüngsten Arten von FDI-Zuflüssen nehmen zu, da China die Finanzvorschriften liberalisiert hat, um ausländisches Mehrheits- oder Alleineigentum an Wertpapieren, Vermögensverwaltung, Versicherungen und anderen Arten von Finanzunternehmen zu ermöglichen.

Die Zuflüsse ausländischer Direktinvestitionen werden sich 2021 weiter beschleunigen und im ersten Quartal 98 Milliarden US-Dollar erreichen, fast das Dreifache der Zuflüsse im ersten Quartal 2020. Somit wird der Gesamtzufluss ausländischer Direktinvestitionen nach China in diesem Jahr mit ziemlicher Sicherheit ein neues Allzeithoch erreichen und sein

Anteil an den weltweiten ausländischen Direktinvestitionen wird voraussichtlich weiter zunehmen.

Auch die Portfoliozuflüsse nach China nehmen zu. Aktieninvestoren haben in diesem Jahr chinesische Onshore-Aktien im Wert von rund 35 Milliarden US-Dollar gekauft, 50 Prozent mehr als 2019. Die Käufe chinesischer Staatsanleihen aus Übersee sind mit 75 Milliarden Dollar in diesem Jahr noch höher, aber auch 50 Prozent mehr als im Vorjahr.

3. Neues Geschäft

Die Automobilindustrie hat eine Zunahme der Aktivität erlebt. China war schon vor dem Coronavirus der größte Automarkt der Welt, und während der Verkäufe bis zum dritten Jahr der Pandemie in diesem Jahr voraussichtlich zurückgehen werden, zählen globale Unternehmen auf die Nachfrage aus China, um ihr Vermögen zu vermehren.

Im Finanzsektor haben Unternehmen wie die UBS AG, die Daiwa Securities Group und die Goldman Sachs Group entweder die Kontrolle über ihre Joint Ventures in China übernommen oder werden dies im Zuge des weiteren Wachstums der Branche tun. Gleichzeitig wurden in diesem Jahr ausländische Gelder in Rekordhöhe von 214 Milliarden US-Dollar in hochverzinsliche chinesische Anleihen und Aktien gesteckt. Die Währung wird aufgrund dieser Ströme wahrscheinlich im nächsten Jahr weiter an Wert gewinnen, auch wenn die USA Sanktionen gegen chinesische Unternehmen verhängen, daran arbeiten, Pensionsfonds daran zu hindern, in chinesische Unternehmen zu investieren, und Gesetze erlassen, die sie stoppen könnten.

Jüngste Unternehmensumfragen zeigen, dass viele europäische und amerikanische Unternehmen in China bleiben, trotz zunehmender Forderungen verschiedener Politiker, ihre Aktivitäten zu diversifizieren oder in ihre Heimat zurückzukehren. Mehr als drei Viertel von mehr als 200 US-Herstellern in und um Shanghai sagten laut einer Umfrage im September, dass sie die Produktion nicht aus China verlagern würden.

Die Regierungen von Japan, Südkorea und Taiwan verfolgen eine Politik, um die Abhängigkeit ihrer Volkswirtschaften von chinesischen Liefer- und Produktionsketten zu verringern, jedoch mit gemischten Ergebnissen. Taiwan hat einen langfristigen Plan, Kapital aus China zu beschaffen, obwohl Unternehmen ihre Investitionen auch auf dem Festland weiter erhöhen [2].

4. Deutschland ist eines der attraktivsten FDI-Ziele für chinesische Investitionen

Das Gesamtvolumen der ausländischen Direktinvestitionen von China nach Deutschland überstieg Ende 2019 14 Mrd. USD. Obwohl es nur etwa 0,7 % der gesamten chinesischen Direktinvestitionen weltweit ausmachte, belegte Deutschland unter allen Zielländern chinesischer Investitionen den zehnten Platz. Von 2009 bis 2017 ohne 2015 wuchsen die Direktinvestitionen aus China nach Deutschland viel schneller als die Direktinvestitionen aus China insgesamt. Dadurch stieg der Anteil chinesischer Investitionen in Deutschland am weltweiten Gesamtvolumen deutlich von 0,32 % im Jahr 2009 auf 1,72 % im Jahr 2017. Wie bereits erwähnt, hat die chinesische Regierung 2017 ihre Gouvernante- und Regulierungsbefugnisse für chinesische Investitionsprojekte im Ausland gestärkt. Dies führte zu einem deutlichen Rückgang der chinesischen Investitionen.

5. Chinesische Großinvestitionen in Deutschland konzentrieren sich zunehmend auf den Transport- und Hightech-Sektor

Von 2005 bis 2019 wurden 20 von 25 großen Verkehrsinvestitionsprojekten (80 %) in Deutschland in den letzten fünf Jahren abgeschlossen, gegenüber 30 % im Immobiliensektor (drei von zehn Projekten) im gleichen Zeitraum. Investitionsprojekte im Verkehrssektor machten in den letzten fünf Jahren von 2005 bis 2019 mehr als 92 % der Gesamtinvestitionen in diesem Sektor aus. Der Technologiesektor belegte im gesamten Berichtszeitraum den dritten Platz bei der Anzahl der Projekte und den Kosten für große Investitionsabschlüsse. Dies ist wie im Verkehrssektor auf eine deutlich gestiegene Attraktivität des Technologiesektors unter den wichtigsten Investitionsvorhaben chinesischer Investoren in Deutschland nach 2014 zurückzuführen. Fünf von sechs (83%) Investitionsprojekten und 89% für 5,9 Milliarden US-Dollar. In den letzten fünf Jahren wurden in diesem Sektor von 2005 bis 2019 Milliardeninvestitionen getätigt. Es überrascht nicht, dass der Transport- und Technologiesektor in letzter Zeit als Zielbranchen für große chinesische Investitionen an Bedeutung gewonnen hat. Wie oben beschrieben, hat die chinesische Regierung in dieser Zeit insbesondere ausländische Direktinvestitionsprojekte gefördert, um neue chinesische Initiativen wie die Belt and Road Initiative und die Notwendigkeit struktureller Veränderungen in Richtung Hochtechnologie und fortschrittliche Fertigung zu unterstützen [3].

6. Schlussfolgerungen

Eines der wichtigsten Merkmale des wirtschaftlichen Aufstiegs Chinas war die Rolle ausländischer Investitionen und ausländischer Unternehmen. Trotz Covid-19 zieht das Land weiterhin Investoren an und stärkt seine Position auf dem Weltmarkt.

Die in diesem Artikel vorgestellte Analyse zeigt, dass chinesische Investitionen in Deutschland nach der globalen Finanzkrise stark zugenommen haben, als Chinas Politik sich dahingehend verlagerte, qualitäts- und innovationsbasiertes Wirtschaftswachstum intensiv zu fördern und ausländische Direktinvestitionen als wichtiges Instrument für einen besseren Zugang zu Know-how für chinesische Unternehmen zu nutzen und fortschrittliche Technologien aus dem Ausland.

LITERATURSVERZEICHNIS

1. Investopedia. Foreign Direct Investments. URL : https://www.investopedia.com/terms/f/fdi.asp (Abrufdatum: 14.11.2021).
2. Nicholas R. Foreign investments into China are accelerating despite global economic tensions and restrictions. URL : https://www.piie.com/blogs/china-economic-watch/foreign-investments-china-are-accelerating-despite-global-economic (Abrufdatum: 14.11.2021).
3. Xinming Xia, Wan-Hsin Liu. China's Investments in Germany and the Impact of the COVID-19 Pandemic. URL : https://www.intereconomics.eu/contents/year/2021/number/2/article/china-s-investments-in-germany-and-the-impact-of-the-covid-19-pandemic-6523.html (Abrufdatum: 14.11.2021).

CREATIVE ECONOMY AS COMPONENT OF THE DEVELOPMENT OF TOURISM INDUSTRY IN ENGLISH-SPEAKING COUNTRIES AND UKRAINE

V. I. Stepanenko,
V. V. Ilchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Stepanenko V. I., Ilchenko V. V. Creative economy as component of the development of tourism industry in English-speaking countries and Ukraine. The article analyzes creative economy as part of tourism industry, its impact on Ukrainian economy. Nowadays, it is acquiring great important, since creative industry produces unusual creative products thus increasing the value of destinations, creating or maintaining sights appealing to visitors. Creative economy contributes to global economy with its most important centers being the United States as well as the countries of Europe and the Pacific Rim. Therefore, it is important to further develop and promote the objects of creative economy, thus increasing tourist flows and promoting tourist destinations.

Key words: creative economy, creative industry, creative product, tourist flows, tourist destinations**.**

Степаненко В. І., Ільченко В. В. Креативна економіка як складова розвитку туристичної галузі англомовних країн та України. У статті проводиться аналіз креативної економіки як складової частини туристичної галузі та її вплив на економіку України. Нині це явище набуває все більшої актуальності, оскільки креативна індустрія виробляє незвичайні креативні продукти, підвищуючи цінність туристичних напрямків, створюючи або зберігаючи привабливі для відвідувачів пам’ятки. Креативна економіка робить внесок у глобальну економіку; найважливішими її осередками є Сполучені Штати, країни Європи та Тихоокеанського регіону. Тому важливо й надалі розвивати та популяризувати об’єкти креативної економіки, що сприятиме збільшенню туристичних потоків та популяризації туристичних дестинацій.

Ключові слова: креативна економіка, креативна індустрія, креативний продукт, туристичні дестинації, туристичні потоки.

1. Introduction

The o b j e c t of the article is a comprehensive assessment and definition of creative industries in the modern world. The s u b j e c t is problems and opportunities for the development of creative economy. The p u r p o s e of the study is to analyze the development of creative economy in the world and identify the most problematic issues as well as analyze and compare the level of its development in Ukraine and English-speaking European countries. To achieve this, it is very important to analyze the factors that influence the formation of the industry, as well as factors that contribute to its development or inhibit it.

2.1. Current state of industry

Creative economy is an integral part of the modern world. Creative industries are crucial to the sustainable development agenda. They stimulate innovation and diversification, are an important factor in the growing services sector, support entrepreneurship and promote cultural diversity. Creative and cultural industries have also played an important role in mediating the digital transformation taking place around the world. In November 2020, the UNESCO adopted a resolution declaring 2021 "International Year of Creative Economy for Sustainable Development". Nowadays, it is one of the fastest growing sectors in the world, accounting for 3% of the world GDP. Revenues from creative industries can exceed $ 2.250 billion each year. Television and visual arts are the largest sectors of the economy in terms of income, while visual arts and music are the largest sectors in terms of employment [12].

The basis of creative economy is the use of creative imagination by people to increase the value of an idea. John Hawkins developed the concept of creative economy in 2001 to describe economic systems in which value depends on originality and creativity rather than traditional resources such as land, labor and capital. Unlike creative industries, which are limited to specific industries, the term "creative economy" describes the creativity of economy as a whole.

Creative economy is receiving more and more attention from international organizations, such as UNESCO. The association states that creative economy has become one of the greatest forces of our time. The value of the global creative goods market more than doubled from $ 208 billion in 2002 to $ 509 billion in 2015 and is one of the fastest growing sectors of global economy, producing about 30 million jobs worldwide employing most people aged 15-29 (almost half of these workers are women), and this figure exceeds that of other sectors [13].

There is also a program called "Creative Europe" with 41 participating countries, including English-speaking countries. The most famous and prominent representative is the United Kingdom, as all her constituent members have national agencies for development of crafts called CRAFTS COUNCIL which is funded by a non-governmental body of the Arts Council England. Its aim is to create new creative hubs, hold exhibitions, and promote local crafts. It is worth mentioning that the program “Creative Europe” includes Ukraine and program covers all sectors of cultural and creative industries. In particular, the program focuses on the support and development of several subprograms of cultural and media distribution of European audiovisual works [1].

Creative industries are represented in the components of the EU budget for 2017-2021, in particular in the framework of investment in research and innovation, which is explained by the integration of the creative sector in the EU economy. Creating and promoting culture in an interactive and global world is closely linked to the media and digital technologies [9]. Building on achievements and the success of past EU flagship research and innovation programs, the Commission proposes a budget of € 100 billion for the period of 2021-2027 for Horizon Europe and Euratom Research and Training Programs. Components such as culture and education play an important role in the policies of many EU member states. Therefore, within the framework of the “Creative Europe” project, EU countries are trying to raise awareness of creativity and promote European heritage through tourist route festivals and various information events such as European Capitals of Culture, European Heritage Days, etc. There are also awards for creativity, including the Europa Nostra Awards and the Prize for Contemporary Architecture (Miss van der Rohe Prize), the Literature Prize and others. they are designed to raise public awareness.

Regarding the development of industry. In 2019, this niche employed 352,000 people, or 3.9% (Fig.1) of the employed population [13].

Source: compiled by the author based on materials [11]

Figure. 1. The percentage of employment of the population of Ukraine in creative economy from 2013 to 2019

2.2. Problems of development

Before the pandemic, creative economy was growing rapidly and generating new jobs in every region of the world, predicted to account up to 10 per cent of global GDP by 2030. The crisis has brought this exceptional growth to a standstill, exposing the fragility of the sector dominated by micro-businesses, informal work practices and few tangible assets

The governments of a number of countries have decided to eliminate the consequences of the negative impact on creative economy, which are characterized by significant amounts of public funding for the industry. Funding from the direct and indirect support of cultural and creative industries, individual support of specialists involved in them, deferred rent, a kind of tax vacation – all these tools will help the industry survive the coronavirus crisis with the least losses and resume work after it. Thus, in 2020, the UK has published a new development strategy for the next 10 years, based on the following elements: creative people, cultural communities and the creative and cultural country. The country also noted 4 principles of investment: ambition and quality, dynamism, environmental responsibility, inclusiveness and relevance [7].

In Ukraine, creative industries during the COVID-19 pandemic also became one of the most vulnerable sectors of national economy. According to a survey conducted by the Economic Development Agency PPV Knowledge Networks with the support of the Ministry of Culture and Information Policy of Ukraine, 72% of respondents (a total of 225 representatives of creative business) consider creative business more vulnerable to the effects of the COVID-19 pandemic than other areas. For the first two weeks of quarantine all the spheres of creative and cultural industries in Ukraine showed approximately the same 50% drop in sales. Unfortunately, Ukrainian statistics do not yet reflect the loss of representatives of the creative sector of the economy due to the virus crisis, but statistics for January-March 2020 confirm significant loss of profits suffered by Ukrainian business, including the creative one. During this period the pre-tax financial results of large and medium-sized enterprises amounted to ₴ 9 billion losses against ₴ 111.1 billion profit for the same period in 2019 [3; 8]. As for the actions of the Ukrainian government, the outbreak of the coronavirus pandemic necessitated a revision of the expenditure items of the state budget for 2020. First, the Ministry of Finance of Ukraine in the first edition of amendments to the budget for 2020 provided a sharp reduction in spending on culture – more than half, which could lead to a crisis and stagnation of creative industries and a loss of thousands of jobs. However, after the protest from state institutions and representatives of creative industries, this decision has been revised and already on July 8, 2020, the Cabinet of Ministers of Ukraine voted for the allocation of ₴ 1 billion to finance cultural industry [5].

2.3. Prospects of development

Creative economy, defined by the UNCTAD and UNDP as “an evolving concept based on creative assets potentially generating economic growth and development”, was one of the fastest growing sectors in every region of the world – North and South, East and West – before the COVID-19 pandemic outbreak. It was also highly transformative in terms of income generation, job creation and export earnings with spillover effects that stimulated innovation in other sectors. There is the chance now, as the world is racing towards recovery, to shape creative economy to be even more effective in delivering sustainable and inclusive growth.

In the UK, the prospects for the recovery of creative economy after the pandemic have a very good chance. A number of measures have been introduced to support the creative economy sector, namely the Coronavirus Jobs Scheme (CJRS) and the Self-Employment Income Support Scheme (SEISS).

Ukraine has an underdeveloped national statistical base in the field of creative industries, which requires significant improvement, it is important that the creative economy gets its legal basis, and this sector should be added to the official statistics site, where you can understand the dynamics of employment in the industry, jobs, impact on other sectors and revenues. Those important indicators that give an understanding of how to manage the process. The current national statistical system does not provide the necessary information and data on the state and development of enterprises in the creative sector, and the indicators that are usually used are recorded by international organizations [10].

The resolution, developed by the Ministry of Culture and Information Policy, was adopted by the Government at its meeting on May 19, 2021. This step can be considered an important step in supporting creative economy by the state. The creation of the Council for the Development of Creative Economy will help solve problems and stimulate the industry. This applies to the creation of the National Office for the Development of Creative Industries, and the model of creative hubs, and the launch of a program of folk arts and crafts, etc [6].

3. Conclusions

The article defines the concept of creative economy as a driving force for the creation of tourist flows and the attractiveness of tourist destinations, as well as highlights the problems and prospects for the development of the industry. Research in this area is now quite relevant, as this area is the fastest growing in the world, as well as research and comparison of the current state of development and prospects as exemplified by the Great Britain and Ukraine. Unfortunately, creative economy has suffered losses during the pandemic, which has recently been the most influential and pressing issue that many governments are trying to tackle by reviewing annual budgets and investing in the industry. Creative economy is very promising precisely because of the increase in the number of facilities that can receive tourists from around the world and job creation. Therefore, creative economy is the industry of the future.

REFERENCES

1. Креативна Європа в Україні. *Креативна Європа.* URL : https://creativeeurope.in.ua/p/cedukraine (дата звернення 04.12.2021)
2. Креативні індустрії: вплив на розвиток економіки України. URL : https://kse.ua/wp-content/uploads/2021/04/KSE-Trade-Kreativni-industriyi-Zvit.pdf (дата звернення 04.12.2021)
3. Креативний потенціал України: Аналіз, напрями розвитку. *Економічна наука.* URL : http://www.economy.in.ua/pdf/7_2020/3.pdf (дата звернення 04.12.2021)
4. Креативний сектор економіки: досвід та напрямки розбудови. URL : https://ird.gov.ua/irdp/p20170702.pdf (дата звернення 03.12.2021)
5. Приходько В. П. Досвід ЄС у розвитку креативної економіки. *Науковий вісник Ужгородського національного університету.* URL : http://www.visnyk-econom.uzhnu.uz.ua/archive/24_3_2019ua/11.pdf (дата звернення 02.12.2021)
6. Стан сучасної креативної економіки і креативних індустрій. *Український фонд стартапів.* URL : https://usf.com.ua/stan-suchasnoi-kreativnoi-ekonomiki-i-kreativnih-industrij/ (дата звернення 03.12.2021)
7. Сучасний стан та перспективи розвитку креативних індустрій за умов пандемії COVID-19. *Розвиток секторів та галузей економіки.* URL : https://ir.kneu.edu.ua/bitstream/handle/2010/34075/13-6023-PB.pdf?sequence=1&isAllowed=y (дата звернення 04.12.2021)
8. Оседлать волну или утонуть: как креативные отрасли переживают карантин. *Экономическая правда.* URL : https://www.epravda.com.ua/rus/publications/2020/12/2/668725/ (дата звернення 03.12.2021)
9. Creative economy. *British council*. URL : https://www.britishcouncil.org.ua/programmes/arts/creative-economy (дата звернення 05.12.2021)
10. Creative Economy 2030.Inclusive and resilient Creative Economy for sustainable development and recovery. *Global Cooperation for SDGs Financing*. URL :

https://www.g20-insights.org/policy_briefs/creative-economy-2030-inclusive-and-resilient-creative-economy-for-sustainable-development-and-recovery/ (дата звернення 04.12.2021)

11. Creativity and Prosperity: The Global Creativity Index. *University of Toronto.* URL : https://tspace.library.utoronto.ca/handle/1807/80125 (дата звернення 03.12.2021)
12. Culture and creativity. *Creative economy*. URL : https://www.culturepartnership.eu/en (дата звернення 04.12.2021)
13. Economic growth. The Creative Economy. *The policy circle*. URL : https://www.thepolicycircle.org/minibrief/the-creative-economy/ (дата звернення 04.12.2021)
14. Global Creativity Index. *URENIO*. URL : https://www.urenio.org/2015/10/27/2015-global-creativity-index/ (дата звернення 06.12.2021)
15. Is Disneyland the great American artwork? *BBC Culture*. URL : https://www.bbc.com/culture/article/20210817-is-disneyland-an-art-masterpiece-or-corporate-monstrosity (дата звернення 04.12.2021)
16. John Newbigin. What is the creative economy? *British council*. URL : https://creativeconomy.britishcouncil.org/guide/what-creative-economy/ (дата звернення 04.12.2021)

PEACEKEEPING IN MODERN INTERNATIONAL RELATIONS

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

Suprun A. A., Litovchenko Y. M. Peacekeeping in modern international relations. The article analyzes the role of peacekeeping in modern international relations. The article shows that peacekeeping is one of the forms of cooperation between the world and international organizations in peace and security. The study provided in the article reveals relevance of peacekeeping as for the present stage the peacekeeping can be called one of the tools for creating a new system of international relations. The author concludes that peacekeeping is a force that deals with the prevention of crises that can lead to serious international disasters. Thus, peacekeeping can directly affect international relations.

Keywords: conflict, international relations, international organizations, peacekeeping, security.

Супрун А. А., Літовченко Я. М. Миротворчість у сучасних міжнародних відносинах. У статті аналізується роль миротворчості в сучасних міжнародних відносинах. Сьогодні миротворчість є одною з форм співробітництва країн світу і міжнародних організацій в питаннях миру та безпеки. Дослідження миротворчості є актуальним, оскільки миротворчість на сучасному етапі можна назвати одним з інструментів творення нової системи міжнародних відносин. Автор робить висновок, що миротворчість є силою, яка займається попередженням криз які можуть призвести до серйозних міжнародних катастроф. Тим самим, миротворчість може напряму впливати на міжнародні відносини.

Ключові слова: безпека, конфлікт, міжнародні відносини, миротворчість, міжнародні організації.

1. Intoduction

The o b j e c t of the article is a comprehensive study of peacekeeping activities in modern international relations. The s u b j e c t is the impact of peacekeeping operations on maintaining world security. The purpose of the study is to analyze the role of peacekeeping in the formation of modern international relations. The o b j e c t i v e s of the article are to determine the impact of peacekeeping on international relations and international conflicts, to prove the importance of peacekeeping operations in the modern world by analyzing previous studies on this topic. Authors such as O. Gogosh, L. Golopatiuk, A. Kalyaev, G. Perepelytsia, S. Libruk-Lipkevych,

A. Yurkovsky, G. Rodyk, S. Yarosh and others drew attention to the study of the problem of peacekeeping operations in modern international relations. Their works analyze in detail the approaches and principles of modern international operations that maintain peace, describe a comprehensive system of peacekeeping. Despite the importance of the above-mentioned works, given that today's long, bloody and dangerous conflicts have engulfed many different countries in the world and even Ukraine, there is an urgent need to analyze the real results and importance of peacekeeping in modern international relations. This once again proves the relevance of the problem chosen for research.

2. International organizations as the main initiators of peacekeeping

The concept of peacekeeping is quite new. It can be interpreted as the creation of peace. For modern international relations, peacekeeping means peacekeeping and security operations. However, the term itself and the first peacekeeping operations were related to the activities of UN Secretary-General Doug Hammarskjöld. The term peacekeeping was first used to describe the First United Nations Emergency Force in 1956.

The need for international peacekeeping operations based on the provisions of the UN Charter in strict compliance with international law became apparent soon after the establishment of the UN. According to Chapters VI and VII of the UN Charter, the Security Council has the primary responsibility for maintaining international peace and security. The existence of the UN Security Council provides an opportunity to block the efforts of individual states to increase military capabilities, develop their aggressive intentions by seizing the territory of neighboring states with impunity and waging large-scale wars on the planet.

Depending on the level of involvement of countries in peacekeeping operations, the role and place of the UN Security Council in leading peacekeeping units, peacekeeping operations can be divided into four types [1]. These are the so-called "classic peacekeeping operations" and rapid-deployment operations conducted under the auspices of the United Nations, with the involvement of many countries, which are able to provide the UN with the necessary military contingent and material resources in a relatively short time [7].

Peacekeeping operations are conducted on the basis of Chapter VI of the UN Charter in order to ensure the implementation of the peace agreement and to monitor its implementation. They are designed to help localize conflicts, resolve and eliminate their consequences. Peacekeeping operations are also carried out in accordance with the requirements of Chapter VI of the UN Charter. Conflict resolution is resolved through peaceful settlement of disputes. The purpose of these operations is the final settlement of the conflict [6].

Peacebuilding operations include measures aimed at restoring the vital elements of the country's most important infrastructure and civilian institutions in the post-conflict period, using both military and non-military means [5]. The main purpose of these operations is to prevent a recurrence of the conflict.

In addition, international peacekeeping operations are conducted under the auspices of international organizations such as NATO and the OSCE. OSCE missions operate in Albania, the Republic of Bosnia and Herzegovina, Georgia, Estonia, Latvia, Macedonia, Moldova, Nagorno-Karabakh, Tajikistan, Croatia, and the FRY (Kosovo). In total, permanent OSCE field missions have been involved in 25 different operations. The North Atlantic Alliance is active in the conflict zones in support of UN activities in matters of peace and security [4]. Examples are NATO's involvement in Bosnia, Herzegovina, Kosovo, Macedonia and Iraq.

3. Peacekeeping activities at the present stage

A relatively new form of peacekeeping operations is electoral operations, which can be both stand-alone operations and part of larger-scale post-conflict settlement operations. Democratic elections are one of the effective means of preventing and resolving conflicts, as democratically elected governments do not usually fight against each other. It is the understanding of this relationship and the growing democratization on a global scale that has prompted the UN Secretariat to significantly increase its participation in electoral operations in recent years [2].

In practice, international peacekeeping operations are always a set of actions and measures. Collective peacekeeping forces are formed on a coalition basis with the participation of those states that have agreed to participate in peacekeeping missions. At the same time, each of the states determines the form of its participation and the number of the contingent submitted, in accordance with its national legislation [8].

We can say that modern peacekeeping operations indicate a further change in the system of international relations. This can be seen in the work of NATO member states. The last decades of the twentieth century have seen the transformation of the Alliance, beginning with the inclusion of Eastern European countries. Recent NATO peacekeeping operations have shown that the Alliance is now operating outside its traditional area of responsibility, and in 2010 another Strategic Concept was adopted, in which NATO shifts its focus from Europe to the Alliance's security challenges from a globalized world. Experts say that today the North Atlantic Alliance claims a global role in collective security.

Given the enormous number of conflict situations and the protracted regulatory process, it can be said that the international community has not yet developed effective mechanisms for resolving the problems. Peacekeeping is becoming increasingly popular and is becoming one of the most important international activities in the world. However, despite all the achievements after reviewing the conflicts, many believe that the problems in overcoming the consequences of these conflicts have become even greater than they were before the international intervention [9].

4. Conclusions

Thus, peacekeeping in modern international relations is one of the most pressing issues. Comprehensive peacekeeping operations have been carried out in recent decades, even with the use of a military component [3]. Peacekeeping is always a complex process, involving consultation, conflict study, ongoing monitoring and preparation for important decisions. The use of force or coercion to peace does not guarantee the cessation of armed conflict and the death of people.

It can be argued that effective standard recipes for resolving armed conflicts have not yet been developed by the international community. According to experts, the reason for this lies in the unresolved contradiction between the basic principles of international law – the right of nations to self-determination and the right of individual states to sovereignty and territorial integrity. All this proves the contradictory importance of peacekeeping operations in modern international relations, because on the one hand they contribute to a safer world, and on the other provoke further problems and conflicts.

REFERENCES

1. Кучинський В. П. З розумінням потреби історичних змін (ООН та геополітичні виклики сучасності: роль та ефективність

організації у розв'язанні глобальних проблем) / Політика і час. 2004. № 3. С. 3–8.
2. Лібрук-Ліпкевич С. Збройні сили ООН з підтримання миру та участь України в проведенні миротворчих операцій / Схід. No 6 (120). 2012. С. 117–121.
3. Лук'янов А. Сучасна миротворчість: військові операції невоєнного типу. URL : http://www.mil.gov.ua/index.php?part=massmedia&sub=read&id=12103.
4. Организация Объединенных Наций S/2011/552 Совет Безопасности Превентивная дипломатия: достижение результатов Доклад Генерального секретаря. URL : http://daccess-ddsny.un.org/doc/UNDOC/GEN/N11/482/63/PDF/N1148263.pdf?OpenElement.
5. Родик Г. Ю. Механізми дипломатії як фактор несилового управління конфліктами // Наукові праці. Політологія. 2012. Випуск 192. Том 204. С. 127–131.
6. Устав Организации Объединенных Наций. URL : https://www.un.org/ru/about-us/un-charter/full-text.
7. Хронология операций ООН по поддержанию мира. URL : http://www.un.org/russian/peace/pko/chronol.html.
8. Fact sheet United Nations Peacekeeping // UNO. URL : http://www.un.org/en/peacekeeping/documents/factsheet.pdf.
9. Thakur R. The United Nations, Peace and Security.From Collective Security to the Responsibility to Protect/ Ramesh Thakur. Cambridge University Press, New York, 2006. 402 p.

WETTBEWERBSFÄHIGKEIT DER LÄNDER: DER ZUSTAND, PROBLEME UND IHRE LÖSUNGEN

O. S. Sytnyk,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Sytnyk O. S., Pirog I. I. Wettbewerbsfähigkeit der Länder: der Zustand, Probleme und ihre Lösungen. the article describes the current state of countries` competitiveness, which is increasing in importance due to globalization. The study of its condition is especially relevant due to the intensification of competition for production factors and world markets. The article also notes the problems of increasing the competitiveness level and provides possible solutions, depending on the stage of economic development of the country.

Key words: competitiveness of national economy, COVID-19, factors of competitiveness, index of global competitiveness, stages of economic development.

Ситник О. С., Пірог І. І. Конкурентоспроможність країн: стан, проблеми та їх вирішення. У статті наводиться опис сучасного стану конкуренто-спроможності країн, яка збільшує свою важливість у зв'язку з глобалізаційними процесами. Дослідження її стану є особливо актуальним через загострення суперництва за фактори виробництва та світові ринки. У статті також зазначаються проблеми росту рівня конкурентоспроможності та наводяться їх можливі рішення, залежно від стадії економічного розвитку країни.

Ключові слова: індекс глобальної конкурентоспроможності, конкурентоспроможність національної економіки, стадії економічного розвитку, фактори конкурентоспроможності, COVID-19.

1. Einführung

Der Gegenstand des Artikels ist die Wettbewerbsfähigkeit von Volkswirtschaften. Das Thema des Artikels ist es, den aktuellen Entwicklungsstand der Wettbewerbsfähigkeit von Volkswirtschaften zu bestimmen. Das Ziel dieser Forschung ist es, Probleme bei der Steigerung der nationalen Wettbewerbsfähigkeit zu identifizieren und Wege zu ihrer Lösung zu finden. Um dies zu erreichen, ist es notwendig, die Faktoren, die die Wettbewerbsfähigkeit der Länder prägen, zu erforschen, Probleme zu identifizieren und Lösungen zu finden.

2. Das Konzept der Wettbewerbsfähigkeit und die Faktoren ihrer Bildung

Es gibt viele Definitionen von Wettbewerbsfähigkeit, aber im Allgemeinen kann man behaupten, dass die nationale Wettbewerbsfähigkeit die Fähigkeit des Staates ist, hohe Wachstumsraten zu erzielen und das Lebensniveau seiner eigenen Bevölkerung zu gewährleisten.

Im Wesentlichen ist die Wettbewerbsfähigkeit des Landes die Fähigkeit, auf der Grundlage von Wettbewerbsvorteilen zu konkurrieren, die wiederum durch das Zusammenspiel bestimmter Faktoren (Faktoren) der Wettbewerbsfähigkeit gebildet werden. Mit anderen Worten, Wettbewerbsfaktoren sind Umstände und Bedingungen, die die Wettbewerbsfähigkeit verursachen [1, S. 161]. Traditionelle Faktoren sind Arbeits- und Ressourcenpotenzial, Infrastruktur-Entwicklung und Kapitalbereitstellung. Das makroökonomische Umfeld hat große Auswirkungen auf die nationale Wettbewerbsfähigkeit. Die Faktoren für die Gewährleistung der Wettbewerbsfähigkeit des Landes sind: Der Grad der Offenheit seiner Wirtschaft, politische Lage, Stabilität gegenüber Schwankungen auf den Weltmärkten und andere Indikatoren im Zusammenhang mit der wirtschaftlichen Lage im Land in der einen oder anderen Weise [2, S. 23]. In der modernen postindustriellen Welt sind Innovationen, der Grad der Anziehung des wissenschaftlichen und technologischen Fortschritts und das menschliche Potenzial die Hauptfaktoren, um hohe Wettbewerbspositionen des Landes sicherzustellen. Es gibt andere Faktoren der Wettbewerbsfähigkeit, mit Ausnahme der genannten. Aber ohne eine angemessene Koordinierung der Faktoren der Wettbewerbsfähigkeit ist es unmöglich, eine erfolgreiche Verbesserung seines Niveaus zu erreichen. Noch ein Faktor der Bildung der Konkurrenzfähigkeit - institutionell.

3. Der Entwicklungsstand der Volkswirtschaft nach dem Kriterium der Wettbewerbsfähigkeit

Wie wir aus der Tabelle 1 sehen können, waren Singapur, die USA, Hongkong, die Niederlande und die Schweiz beim globalen Wettbewerbsindex 2019 führend.

Tabelle 1

Status der Wettbewerbsfähigkeit den führenden Volkswirtschaften in 2019 im Zeitraum 2018-2019 beim globalen Wettbewerbsindex

	Singapur		die USA		Hongkong		die Niederlande		die Schweiz	
Jahr	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz
2018	83,5	2	85,6	1	82,3	7	82,4	6	82,6	4
2019	84,8	1	83,7	2	83,1	3	82,4	4	82,3	5

Quelle: [The World Economic Forum]

Betrachten wir einige Entwicklungsländer in der Tabelle 2. Die Problemfaktoren dieser Länder sind vielfältig, aber sie befinden sich alle in der Investitionsphase und streben danach, Innovationszentren in der Welt zu werden, um ihre Position im internationalen Handel zu stärken.

Tabelle 2

Status der Wettbewerbsfähigkeit den einige Entwicklungsländer in 2019 im Zeitraum 2018-2019 beim globalen Wettbewerbsindex

	Singapur		die USA		Hongkong		die Niederlande		die Schweiz	
Jahr	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz
2018	83,5	2	85,6	1	82,3	7	82,4	6	82,6	4
2019	84,8	1	83,7	2	83,1	3	82,4	4	82,3	5

Quelle: [The World Economic Forum]

Wie aus der Tabelle 3 hervorgeht, setzt China aktiv Informations- und Kommunikationstechnologien um und hat einen klaren Wunsch nach innovativer Entwicklungsrichtung, hat aber Probleme mit Institutionen und dem Arbeitsmarkt sowie mit Fähigkeiten des Humankapitals, als Bildungseinrichtungen und Unternehmen für 2019 haben diese Nachfrage nicht erfüllt. In Saudi-Arabien verlangsamen die Geschäftsdynamik und der Arbeitsmarkt den Prozess der Steigerung der Wettbewerbsfähigkeit des Landes. In Russland sind die Indikatoren für Humankapital, Finanzsystem und Institutionen eher niedrig. Indien hat wie China die Weichen für eine innovative Entwicklung gestellt, aber 2019 schnitt es bei allen Indikatoren mit Ausnahme des Finanzsystems, der makroökonomischen Stabilität, der Marktgröße und der Innovation schlecht ab. Diese Tatsachen beweisen, dass jedes Land seine eigenen problematischen Faktoren der Wettbewerbsfähigkeit hat.

Tabelle 3

Teilindizes der globalen Wettbewerbsfähigkeit einiger Länder für 2019

Bewertung	Institutionen	Infrastruktur	Einführung von IKT	Makroökonomische Stabilität	Gesundheit	Fähigkeiten	Warenmarkt	Arbeitsmarkt	Finanzsystem	Marktgröße	Geschäftsdynamik	Innovation
Sin-gapur	80,4	95,4	87,1	99,7	100	78,8	81,2	81,2	91,3	71,5	75,6	75,2
die USA	71,2	87,9	74,3	99,8	83	82,5	68,6	78	91	99,5	84,2	84,1
China	56,8	77,9	78,5	98,8	87,8	64,1	57,6	59,2	75	100	66,4	64,8
Saudi-Ara-bien	63,2	78,1	69,3	100	82,2	75,3	64,9	56,6	70,7	76,3	53,1	50,6
Russ-land	52,6	73,8	77	90	69,2	68,3	52,9	61	55,7	84,2	63,1	52,9
In-dien	56,8	68,1	32,1	90	60,5	50,5	50,4	53,9	69,5	93,7	60	50,9

Quelle: [The World Economic Forum]

Die Länder, die 2019 führend wurden, haben hohe Indikatoren für die Faktoren, die für das Humankapital, die Märkte, das Innovationssystem und die günstigen Bedingungen verantwortlich sind. Diese Länder befinden sich in einer Phase, die von Innovationen angetrieben wird, was die Notwendigkeit bestätigt, Geschäftsdynamik und Innovation zu entwickeln, um ihre eigenen Positionen zu halten.

Tabelle 4

Status der Wettbewerbsfähigkeit den Außenseiterländer in 2019 im Zeitraum 2018-2019 beim globalen Wettbewerbsindex

	Singapur		die USA		Hongkong		die Niederlande		die Schweiz	
Jahr	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz	Bewertung	Platz
2018	83,5	2	85,6	1	82,3	7	82,4	6	82,6	4
2019	84,8	1	83,7	2	83,1	3	82,4	4	82,3	5

Quelle: [The World Economic Forum]

Tabelle 4 zeigt die Länder mit den schlechtesten Indikatoren, die tatsächlich die gleichen Probleme haben. Laut dem *The Global Competitiveness Report* 2019, ohne ein stabilisiertes günstiges Umfeld für die Entwicklung der Wettbewerbsfähigkeit, mit geringer Entwicklung von Institutionen, Infrastruktur und weitgehend ungünstigen makroökonomischen Umfeld, mit niedrigem Niveau der IKT-Einführung, diese Länder haben keine Möglichkeit, ihre eigenen Märkte, das Humankapital, effektiv zu entwickeln, was sich in der Innovationsfähigkeit widerspiegelt, die es in diesen Ländern in der Tat nicht gibt. Diese Länder befinden sich in der Faktorstufe der wirtschaftlichen Entwicklung.

Die COVID-19-Pandemie hat jedoch die globale Wirtschaftsaktivität erheblich eingeschränkt und auch das Niveau der Wettbewerbsfähigkeit der Länder verändert. Wie wir aus Tabelle 5 sehen, haben die meisten fortgeschrittenen Positionen europäische Länder eingenommen.

Tabelle 5

Plätze der Länder nach dem Kriterium der Wettbewerbsfähigkeit nach der Bewertung dem IMD Business School

Jahr	die Schweiz	Schweden	Dänemark	Niederlande	Singapur
2019	4	9	8	6	1
2020	3	6	2	4	1
2021	1	2	3	4	5

Quelle: [IMD business school]

Die europäischen Länder profitierten von ihrem Präsenz in Europa, innerhalb oder außerhalb der Europäischen Union, zu einer Zeit, als alle globalen Lieferketten mit Problemen konfrontiert waren, die durch die Pandemie verursacht wurden. Singapur mit seiner Abhängigkeit von Importen und Exporten sowie von der Mobilität des Humankapitals hat seine Position verloren.

4. Probleme der Länder bei der Steigerung ihrer Wettbewerbsfähigkeit und ihre Lösungswege

Da sich verschiedene Länder in unterschiedlichen Stadien der wirtschaftlichen Entwicklung befinden, unterscheiden sich auch die Herausforderungen, denen sie gegenüberstehen, also nationale Strategien zur Wettbewerbsfähigkeit in jeder Phase unterschiedliche Richtungen haben müssen.

Auf der Faktorstufe entwickeln die Länder keine eigenen Institutionen, keine Infrastruktur, weil man sich darüber im Klaren ist, dass Investoren und ausländische Firmen die Probleme nicht beachten werden, solange das Land, zum Beispiel, über billige Arbeitskräfte verfügt, weil ihre Gewinne immer noch hoch sein werden und Die Länder werden weiterhin von diesem Abkommen profitieren. Eine solche kurzfristige strategische Planung ist derzeit das Hauptproblem.

Die Länder sollten langfristige Pläne entwickeln, um Entwicklungs- und Motivationsprobleme anzugehen, die Grundlage für eine nachhaltige langfristige Entwicklung der Volkswirtschaft zu ermitteln und eine rationelle Verteilung der Produktionsfaktoren umzusetzen und ihre Entwicklung zu koordinieren. Staaten müssen frühzeitig an einer koordinierten Entwicklung festhalten, um den Missbrauch von Ressourcen zu vermeiden, und sie müssen die Verflechtungen von interner und externer Entwicklung angehen und eine Unterdrückung am unteren Ende der Industriekette als Lieferant von Produktionsfaktoren vermeiden (Chen Y. & Gu W., 2019, S. 124).

Das Hauptproblem der Länder in der Investitionsphase der Entwicklung ist die ineffiziente Anwendung von Investitionen. Länder und nationale Unternehmen stellen kurzfristige Investitionen bereit, die keine nützlichen langfristigen Ergebnisse für makroökonomische Stabilität und nachhaltige wirtschaftliche Entwicklung liefern.

Um die Investitionsproduktion zu verbessern, sie flexibler und effizienter zu machen, müssen die Regierungen: ihre Verwaltungshierarchie straffen, indem sie die Zahl der bürokratischen Organisationen reduzieren und die institutionelle Governance rational erweitern; einer produktiven Netzwerkstruktur durch die Einführung von IKT schaffen; alle Investitionsströme kontrollieren: sowohl die eigenen als auch die nationalen Unternehmen.

Das Hauptproblem für Länder in der Innovationsphase besteht darin, dass es nicht mehr ausreicht, ihre Produktivität durch die Anwendung vorhandener Technologien zu steigern und in anderen Bereichen zusätzliche Verbesserungen vorzunehmen, so dass der Innovationssektor einen ständigen Einsatz finanzieller Ressourcen erfordert. Das Innovationsumfeld wird sowohl vom öffentlichen als auch vom privaten Sektor durch: Investitionen in Forschung und Entwicklung unterstützt; das Vorhandensein effektiver Forschungseinrichtungen, die neue Technologien hervorbringen; Zusammenarbeit zwischen Hochschulen und Industrie bei technologischer Innovation; wirksamer Schutz der Rechte an geistigem Eigentum; Zugang zu Wagniskapital und Finanzierungen mit hohem Wettbewerb.

Wie für die Verbesserung der Wettbewerbsfähigkeit in der Zeit COVID-19, dass Länder, die sich digital entwickelt haben, problemlos auf "Arbeiten von zu Hause" umstellen konnten, was gute Ergebnisse gezeigt hat. Außerdem haben sich Volkswirtschaften mit effizienten Regierungen, mit starkem Sozialschutz und Gesundheitsversorgung schneller erholt.

5. Schlussfolgerungen

Nach der Studie über die Wettbewerbsfähigkeit der Volkswirtschaften besetzen Spitzenpositionen Volkswirtschaften im innovativen Entwicklungsstadium mit gut entwickelten Wettbewerbsfaktoren, die auf günstige Bedingungen, Humankapital und Märkte verantwortlich sind, und deren Hauptanstrengungen auf die Entwicklung der Innovationsindustrien gerichtet sind. Länder in der Investitionsphase der wirtschaftlichen Entwicklung streben nach Innovation, stehen jedoch vor Problemen, die ein nachhaltiges Wirtschaftswachstum behindern und in jedem Land unterschiedlich sind. Länder auf der Faktorstufe der wirtschaftlichen Entwicklung belegen die letzten Plätze bei der Wettbewerbsfähigkeit, da tatsächlich alle Faktoren der Wettbewerbsfähigkeit in einem schlechten Zustand sind. Die Lösung von Wettbewerbsprobleme hängt von der Phase der wirtschaftlichen Entwicklung des Landes.

LITERATURSVERZEICHNIS

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 18.11.2021).
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 18.11.2021).
3. Chen Yunxian, Gu Wenjing. Regional Government Competition. L. : Routledge, 2019. 228 p. URL : https://www.taylorfrancis.com/books/9780429453014 (Last accessed 18.11.21).

QUELLEN DER ABBILDUNGEN

1. IMD business school. URL : https://www.imd.org/ (Last accessed 18.11.21).
2. The World Economic Forum. URL : https://www.weforum.org/ (Last accessed 18.11.21).

THE PROMOTION OF THE TOURISM ENTERPRISE THROUGH ADVERTISING AND MARKETING STRATEGY

A. A. Tantserova,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Tantserova A. A., Saprun I. R. Promotion of the tourism enterprise through advertising and marketing strategy. The article sets out the importance of using a marketing and advertising strategy in tourism enterprises. The functions and objectives of the marketing strategy, methods of implementation and focus are described. The concepts of the essence and features of marketing activities in the market of tourist services are considered. More detailed information on advertising of travel services in social media is provided.

Key words: advertising strategy, marketing activities, marketing strategy, promotion, social media, tourism marketing.

Танцерова А. А., Сапрун І. Р. Просування туристиного підприємства шляхом рекламної та маркетингової стратегії. Стаття розкриває тему важливості використання маркетингової і рекламної стратегії на туристичних підприємствах. Описано функції та задачі маркетингової стратегії, методи впровадження та направленість. Розглянуто поняття сутності та особливостей маркетингової діяльності на ринку туристичних послуг. Більш детально викладено інформацію щодо реклами туристичних послуг в соціальних мережах.

Ключові слова: діяльність в галузі маркетингу, маркетингова стратегія, реклама, просування, туристичний маркетинг, соціальні мережі.

1. Introduction

Like any other enterprises, tourism ones, need promotion. Advertising helps to expand the client base, maintain interest to the company among repeat customers, thereby to attract capital to the company.

A potential client wants to travel, explore new locations and experience something unique, however living in other regions, he simply will not have an opportunity to know about your company without advertising. It does present any difficulty to change this situation for the best in the modern world. With the invention of the Internet, all borders have become blurred and people have become more united. Promotion of tourism enterprises and services using Internet communications is the most fast-developing and demanded marketing tool for today.

Tourism organizations turn to marketing when competition intensifies, costs rise, labor productivity growth slows down or falls, and the quality of services deteriorates. Most travel organizations turn to marketing only under the pressure of circumstances. Marketing plays a special role in the tourism business during the off-season, when the demand for the services of travel companies falls. At this point, it is necessary to diversify the tourist product, look for a new use for services during the seasonal decline in demand.

Applying tourism marketing techniques, it is possible to increase the income of the travel agency. Promotion on the Internet also allows to do this with a minimum of cost, providing a wide range of consumers with information. The o b j e c t of the article is promotion of toursim enterprise. The s u b j e c t is the promotion through advertising and marketing strategy. The p u r p o s e is to reveal the features of advertising in the tourism enterprise. The following tasks are undertaken: the reason why tourism enterprises need to be advertised have been identified, marketing functions and characteristics have been described; marketing features in a tourism enterprise have been outlined; internet marketing has been examined.

2. Materials and techniques

Tourism marketing is a series of basic methods and techniques developed for research, analysis and solving problems. The main thing that these methods and techniques should be aimed at identifying the possibilities of the most complete satisfaction of people's needs, from the point of view of psychological and social factors, as well as determining the ways of the most rational, from a financial point of view, doing business by tourism enterprises, which make it possible to take into account the identified or hidden needs for travel services [3, pp. 2–5].

The World Tourism Organization identifies three main functions of tourism marketing:

1) establishing contacts with consumers;
2) development;
3) control.

Taking into account that tourism marketing belongs to the field of marketing services, it should be noted four of its main characteristics:

1) intangibility;
2) inseparability;
3) instability;
4) non-persistence [7, pp. 247–251].

3. Results and discussions

Tourism organizations turn to marketing as competition intensifies, costs rise, labor productivity growth slows down or falls, and the quality of services deteriorates. The majority of travel organizations turn to marketing only under the pressure of circumstances, among which are:

1) a decrease in sales (companies begin to study consumer preferences);
2) slow growth in sales (organizations are looking for new market opportunities and are looking for markets that have not yet been mastered);
3) change in consumer preferences;
4) increasing competition;
5) an increase in marketing costs for advertising, promotion, marketing research (companies conduct a marketing audit and make changes to the work of marketing services).

The most important task of marketing is to ensure the maximum possible stability in the activities of the company, systematic development and achievement of strategic goals.

Some studies reveal that a special feature of the globalization process in the tourism industry is using of the latest information and telecommunication technologies, which contribute to increasing the efficiency and improving the work of companies, improving customer service, speeding up all operational procedures, creating new marketing techniques and distribution channels [4, pp. 16–21].

The relevance of our research is due to the development of automation and the use of electronic technology in the field of the tourism industry. Promotion of standard information management technologies contributes to more efficient service of travel agencies. Advertising on the Internet is interactive. If a company monitors the state of the market on a daily basis, introduces new special offers, changes directions in accordance with the current market conditions, then it achieves success thanks to the promotion of its product via the Internet. Online tourism is becoming one of the most efficient markets, where 74% of transactions are made via the Internet, while in other industries this figure ranges from 30% to 40% [4, pp. 16–21].

One of the most effective methods of marketing and advertising tourism services is the creation of travel agency communities, close contact with bloggers as opinion leaders, reputation management, and personal branding. Communication on social media increases the level of trust.

It is known that promotion in a social network involves advertising on thematic pages and in groups where the presence of the target audience is high. Banner, contextual and teaser ads are used. After funding is terminated, profits quickly disappear. Contextual advertising is required only for a quick sale or attracting customers to sections that optimization did not cope with [8].

Creating your own group on social networks is not always justified in terms of investment of time, effort and money. Effective promotion of the resource is much more interesting by increasing impulse sales and finding buyers for tours and vacations in the future. In social networks, it is much easier to attract new customers who came on the recommendation or read reviews of those who have already tried the services of a travel agency.

The creation of a group allows to form the image of a successful company and increase its recognition. Social networks are the largest advertising platform for the target audience, although it takes investments and a considerable time period to achieve a sustainable result. As with search system promotion, work is carried out for the future [6, pp. 46–53].

Public relations serve to create a positive image on the web and increase user awareness of the services and products provided by the travel agency. It is preferable to create thematic sites, news channels, post articles and press releases, video-conferences, work-on forums, with chats, contests and lotteries, sponsorship or partner programs. Remarketing in search systems and social networks returns those customers who were interested in the materials, but did not leave applications.

It is worth noting that tourism marketing and promotion is aimed not only at its end consumers – tourists, but also at intermediate levels – travel agencies, partners, public tourism organizations, government agencies for the regulation of tourism.

4. Conclusions

Internet promotion is the most effective and low-cost ways to tell about your enterprise to thousands of interested web users. The main types of online promotion are: contextual advertising, display advertising, search engine optimization (SEO), social media advertising (SMM), retargeting (remarketing).

Marketing in tourism is one of the types of marketing of services, therefore, it has specific differences from marketing of products: services are intangible, unstable, inseparable and non-persistent. Successfully planned marketing strategies should give the service a kind of materialized look that is understandable to the consumer.

However, before proceeding with the implementation of the company's Internet promotion, it is necessary to determine what exactly the company wants to achieve using this promotion tool. To do this, the firm needs a strategic analysis, which requires an understanding on the part of management of what stage of development the company is at before deciding where to go next.

REFERENCES

1. Арутюнова Д. В. Стратегический менеджмент. 2010. 122 p.
2. Дубков А. Интернет как эффективный инструмент маркетинговых коммуникаций. 2010. P. 39–44.
3. Конотопов Ю. Д. Специфика и комплексный характер туристического маркетинга. 2012. P. 2–5.
4. Курманов Н. Современные тренды в системе интернет-маркетинга. 2013. P. 16–21.
5. Мельниченко С. В. Виртуальный маркетинг в туристическом бизнесе. 2012. P. 160–162.
6. Наумов М. Оценка эффективности интернет-продвижения. 2013. P. 46–53.
7. Умавой Ю. Д., Маллаева З. М. Маркетинг туристического предприятия (2011). P. 247–251.
8. Advertising of travel services in social media. URL : https://bit.ly/3sjz42W
9. Digital-agency TitaSoft. URL : http://refleader.ru/jgejgebewjgepol.html.
10. Paul A. Pavlou, & David W. Stewart. Measuring the Effects and Effectiveness of Interactive Advertising. 2012. P. 45–51.

THE IMPORTANCE OF FOREIHN LANGUAGES FOR INTERNATIONAL TOURISM

A. O. Tarasenko,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Tarasenko A. O., Saprun I. R. The importance of foreign languages for international tourism. The article analyzes the significance of the necessity to be able to speak foreign languages in the modern words in terms of its importance for international tourism. The article discusses the relevance of this issue for both ordinary tourists and people, who work in the field of tourism. Currently, humanity is going through an age of globalization and international travel. Today there are about two hundred states in the world. Each country has its own history, culture and language. Foreign languages are important in the development of international tourism. Such languages as English, French, Spanish, Portuguese, Russian are the main languages in Europe, while English, French, Russian are the main languages of the United Nations. The knowledge of foreign language is not a privilege or a bonus any longer – it has become a necessity, especially in the sphere of international tourism.

Key words: foreign languages, importance and significance, international tourism, language knowledge, self-guided tours, tourism.

Тарасенко А. О., Сапрун І. Р. Важливість іноземних мов для міжнародного туризму. У статті аналізується значення необхідності володіння іноземними мовами сучасними словами з точки зору її важливості для міжнародного туризму. Розглянуто актуальність цього питання як для звичайних туристів, так і для людей, які працюють у сфері туризму. Нині людство переживає епоху глобалізації та міжнародних подорожей. Сьогодні у світі налічується близько двохсот держав. Кожна країна має свою історію, культуру та мову. Важливе значення в розвитку міжнародного туризму мають іноземні мови. Такі мови, як англійська, французька, іспанська, португальська, російська є основними мовами в Європі, тоді як англійська, французька, російська є основними мовами ООН. Знання іноземної мови вже не є привілеєм чи бонусом – воно стало необхідністю, особливо у сфері міжнародного туризму.

Ключові слова: важливість та значення, знання мови, іноземні мови, міжнародний туризм, самостійні екскурсії, туризм.

1. Introduction

Nowadays, the study of foreign languages is an important aspect of the life of a modern person. The knowledge of a foreign language gives us an opportunity to get acquainted with the culture and traditions of other countries, contributes to the development of thinking, imagination and memory. Moreover, its knowledge is necessary for effective interaction of states with each other in many spheres of life (science, politics, culture, art, etc.). In other words, the knowledge of a foreign language today is one of the conditions for professional competence.

Now the world is witnessing the emergence of a hybrid world culture, mixing of national traditions, strengthening of cooperation between representatives of different nations. It manifests itself in the unification and unity of the most diverse aspects of people's life – worldview, politics and economics, tourism, social life and production, science and education, culture and art, religion and language, sports and many other branches of life.

The object of the article is a foreign language as means of coomunication. The relevance of work lies in the fact that the processes of world globalization and integration have led to a rapid growth of intercultural contacts in all spheres of our life. It firmly includes such situations of intercultural communication as studying at school and at a university for exchange, internships for scientists, international conferences, joint ventures, tourist trips, exhibitions, tours, sports competitions, etc. Thus, one of the prerequisites for a successful adaptation in the social space is becoming proficiency in foreign languages [2].

The aim of the article is to verify the importance of learning and knowing a foreign language for international tourism. The tasks are to verify the importance of learning and knowing a foreign language for tourism workers and tourists.

The course of their solution: to discover and explore significance of the language for different people concerning their place in tourism field (tourist and employees), analyze the usage of different languages in tourism, the importance of language. The research methods applied in the course of the writing the article are observation, surveys, secondary data analysis, archival study, methods of induction and deduction, mixed methods.

2. The significance of the language for different people concerning their place in tourism field

The concepts of "foreign languages" and "international tourism" are closely interconnected, affect the development of each other and are inconceivable one without the other. After all, international tourism implies a system of travel and tourist exchanges involving representatives of different countries and cultures, speaking a wide variety of languages. International tourism is one of the factors in the world integration processes, and the tourism business has long been significant sector of the economy.

When applying for a job in a travel company or in a prestigious restaurant, hotel, etc. one of the first questions of the employer will be the question of how many and what foreign languages the applicant for the vacancy speaks. It's not just a tourism industry, where foreign language knowledge is required. It is essential in practically any sphere of society's life. Communication with representatives of a different culture, including in the field of international tourism and hospitality, since specialists have to deal with tourists from around the world, leads to the following: working with foreign clients requires knowledge of at least one foreign language [1].

It also helps those willing to work in tourism to compete successfully with other candidates for the vacancy. After all, employees in the field of tourism must be able to offer their services in a foreign language, primarily in English. This makes a pleasant impression on foreign clients, has a beneficial effect on the reputation of the travel company, on the productivity of work. Accordingly, it can be assumed that the requirements for a candidate when hiring are by no means overstated, but a necessary condition for the productive work of a travel company.

Along with a foreign language, tourism activities are impossible without knowing the characteristics of other cultures and showing respect for them. Such knowledge is provided by the theory and practice of intercultural communication, which introduces the peculiarities of mentality, develops the ability to think in the same way as a representative of another culture. A specialist in the field of international tourism needs to be able to correlate the features of another mentality with the norms and by the turns of the native language.

Practice shows that the cultural barrier more difficult to overcome than language. This is especially acutely felt by employees of travel companies, who, when working with foreign clients, often find themselves in a situation where they experience significant difficulties in communicating with foreigners, since the usual style of behavior is unacceptable, and there are no new skills and new knowledge of intercultural communication. Travel agency staff should be able to anticipate the difficulties that tourists may face upon arrival in their country [3].

It is no coincidence that teaching a foreign language is defined as the process of mastering the means of interethnic and intercultural communication, and the purpose of training is proclaimed the preparation of specialists who are able to apply knowledge of a foreign language to solve professional problems.

The knowledge of a foreign language is necessary not only for those working in the field of tourism, but for all travel lovers. Tourists feel the need to know at least one foreign language. Usually this is English. It is international not only in tourism, but also in business, education and trade, science and technology.

Many people think that they do not need to learn the language, because you can always hire a guide-translator or buy a package tour to a hotel where your language is spoken.

However, this is not true. Self-guided tours are now gaining more and more popularity among people. During this type of tourism, tourists quite often communicate with the local population, who speak their native language or the most common language, which is English.

It is known that about 1.5 billion people speak English, among which 300 million Chinese can be distinguished. In 90 countries, English is the second language or is widely studied. These are not only European countries, but also countries Asia. In Turkey, 20% of the population speaks 50 languages, but when it comes to tourism, English is still the first and most spoken language, followed by German. In Egypt, English took root under the influence of tourism and became the official language of communication, so when traveling to any part of the country, you can freely express yourself in English. In Spain, most often English can be heard in Barcelona, large hotels in all cities will still be able to answer in English. You can communicate in English in Sweden, the Netherlands, Denmark, Norway, Finland, Slovenia, Estonia, Luxembourg, Poland and Austria. Asian countries include Singapore, Malaysia, India, South Korea, Vietnam, Japan, Taiwan, Indonesia and Hong Kong, where you can be sure that English is understood there and you can discuss questions of interest with your interlocutor in English [4].

That is why those who wish to travel must know at least one language – English.

3. Conclusion

To sum up, a foreign language, especially English, is important for tourist emplyees as they communicate with the clients of other cultures. Moreover, any tourist needs know at least one foreign language to in order to be able to travel all over the world without experiencing difficulties and facing misunderstanding.

REFERENCES

1. Английский язык и туризм. URL : http://www.edutur.org/eng/angliyskiy-yazyik-i-turizm
2. Плужник И. Л. Формирование межкультурной коммуникативной компетентности студентов в процессе профессиональной подготовки. М. : ИНИОН РАН, 2003. С. 205–236.
3. Позняк М. Роль английского языка в сфере туриндустрии. URL : https://urok.1sept.ru/articles/685726
4. Joško S., Nikolina B. Importance of foreign languages for a career in tourism as perceived by students in different years of study. URL : https://hrcak.srce.hr/file/159702

FRANCHISING AS A FORM OF ENTREPRENEURIAL ACTIVITY

M. Tarasova,
M. Medvid, PhD (language supervisor)
V. N. Karazin Kharkiv National University, Kharkiv

Tarasova M., Medvid M. Franchising as a form of entrepreneurial activity. The article analyzes the approaches to defining the term “franchising” and reveals its essence and the role of its participants. Franchising is firmly established in developed countries and continues to spread around the world. There are types of franchising that are more common in certain areas. Franchising has its advantages and disadvantages for both sides of participants.

Keywords: business, company, entrepreneur , franchisee, franchising, franchisor.

Тарасова М., Медвідь М. Ранчайзинг як форма підприємницької діяльності. В статті проаналізовано підходи до визначення поняття “франчайзинг” та розкрито його сутність та роль його учасників. Франчайзинг міцно закріпився в розвинених країнах і продовжує поширюватися по всьому світу. Існують різновиди франчайзингу, що поширені в певних сферах. Франчайзинг має переваги та недоліки для обох сторін учасників.

Ключові слова: бізнес, компанія, підприємець, франчайзі, франчайзинг, франчайзер.

1. Introduction

In world practice, there are various forms of doing business. One such form is franchising. In today's world, in the conditions of the integration process, competition in the market between enterprises is constantly growing. So it is not surprising that franchising, as a type of entrepreneurial activity, is becoming increasingly popular and developing rapidly. Through its use, entrepreneurs are looking for new, more efficient ways of doing business so that their business does not fail and succeed. There are still a number of factors why franchising is considered promising. For example, it does not require large amounts of investment, and for small businesses, and in general in times of economic crisis, this is a great advantage.

Components and types of franchising as a form of entrepreneurial activity have been studied by domestic and foreign experts. In the works of experts such as Ian Murray, David Novak, Howard Behar, Scott A. Shane are outlined the modern aspects of franchising and the strategies of its use.

O. Kuzmin, S. Degtyarev, I. Kononov, A. Tsirat described the problems of franchising and the rules of successful franchising business.

The purpose of this work is to study the essence and types of franchising, as well as analysis of its advantages and disadvantages.

The main tasks are a detailed acquaintance with the concept of ‘‘ franchising” with the help of relevant literature, characteristic of the role and place of franchising in the market of services, as well as its types, identifying the main advantages and disadvantages of franchising.

2.1. The essence of franchising

The object of research is franchising as a type of entrepreneurial activity, and the subject is its main features of existence and place in the market.

Franchising is a type of business relationship, which consists of granting a business entity (franchisor) the right to use in business its brand or technology to another entity (franchisee) for a certain period and on certain conditions.

The keyword in franchising is cooperation, which is also based on mutually beneficial terms. For a franchisor, it is a method of expanding and promoting their business, and for a franchisee, it is a way to gain a foothold in the market and achieve the same success as a franchisor, but with no previous experience. In order to enjoy this advantage, the franchisee first makes a cash payment to the franchisor, and then continues to pay contributions every month. It works like a lease, because the franchisor will never become the full owner of the brand or trademark.

Franchising is not easy a kind of contractual relationship, it can considered much broader: as a special, meeting the needs modern market philosophy of entrepreneurship as a new a progressive system of business organization, business ethics and development of business ties. Moreover, abroad this form of business considered not only useful to society, but also prestigious [4, p. 14].

The operation of any franchise system is based on the principles that are the intellectual property of the franchisor's company. They are a trade secret and the main guarantee of franchise success. The franchisee is trained in the franchisor's program and gets access to his business secrets. The agreement between the sides to the franchise prohibits the franchisee from disclosing this information. During the franchise relationship, the franchisor must constantly keep in touch with the franchisee and find out about new ideas for doing business and solving existing problems.

Before becoming a franchisor, a company has a long way to go. It consists of business development, detailed work on advertising and promotion, development of marketing strategy and individual style that can attract and interest a large number of customers, as well as building a reputation. Only after such a large-scale work on the business his franchise will become popular among entrepreneurs who want to start their own business through franchising.

2.2. Types of franchising

Franchising is divided into the following types: commodity, production and business.

Commodity franchising is the franchising of a product or trade name. It is the sale of finished goods. In this type of franchising, the producer of the goods is usually the franchisor, and the person who buys the goods and provides sales and after-sales service to customers who use the franchisor's products are franchisees. At the same time, the franchisee refuses to sell the goods of the franchisor's competitors. The use of this type of franchising will be effective if the entrepreneur sells products, the sale of which require the seller to know about some specific characteristics of these products to provide information to the customer. Most often, this type of franchising is used for the sale of cars, appliances, cosmetics, clothing and shoes.

Production franchising is a type of cooperation in which the franchisee receives the right to produce goods or provide services using raw materials and supplies provided to him by the franchisor. In this case, the franchisee operates under the trademark of the franchisor and must use its technology to convert raw materials into finished products. The area in which production franchising is most common is the production of soft drinks. Beverages contain a large amount of water – it is not profitable and not convenient for centralized production, and even more so for supply to consumers. That's why franchisees have found a way out – they simply supply the concentrate of their drinks to the franchisees, who then produce full-fledged drinks themselves.

In the case of business franchising, the franchisee uses the intellectual property of the franchisor and carries out the full cycle of manufacturing goods. As a rule, the scope of the franchisor and the franchisee coincide. That is, business franchising allows the company to become part of the big business of the franchisor, including it in the full business cycle of the corporation. This type of franchising is widely used in the fields of catering, hotel and restaurant business and retail.

2.3. The advantages and disadvantages of franchising

As it has become clear from previous sections, franchising is very common and popular. But why do entrepreneurs decide to buy a franchise and franchisors so easily share their business? It's all about the advantages that both the franchisor and the franchisee have.

Franchising system of relations between large and small enterprises has a number of advantages: increases the survival rate of small businesses working on based on franchising, as they rely on the experience and support of big business and work in the market segments they have already mastered, and large companies can achieve their own set goals by reducing risk and costs; possibility of fast creation of a wide network of small enterprises operating in the field of trade and services to such positive effects as reducing unemployment, maximum satisfaction of needs population in goods and services, replenishment of the state budget, franchising thrives and therefore, that it combines the incentive of personal ownership with managerial and technical skill of big business [1, p. 24].

For the franchisor, such cooperation is beneficial, primarily because it is to obtain additional funds that can be invested in business development. Secondly, it is an opportunity to quickly spread your trademark both regionally and internationally. It is also a way to circumvent legal barriers. There are some restrictions on the division of territory between different companies, but with the use of franchising, these obstacles can be removed.

As for the privileges of the franchisee, it can be noted that buying a franchise is a significant reduction in the risk of failure and bankruptcy. An entrepreneur becomes a part of a company that has its own audience, has its own ways of attracting customers, has a reputation, that is, it is no longer necessary to spend money on all this. The franchisor provides professional support, so experience is not required. Franchising is a good way to be part of a large corporation.

Of course, franchising has its downsides, although they outweigh the advantages. The disadvantage for the franchisor is the contradictory position of the franchisee in the business system. Franchisees are both a participant in this system and a separate element. This can lead to conflicts and contradictions. Also, the failures of one franchisee automatically extend to the entire company, the franchisor must give clear guidance and support to all franchisees to prevent this from happening.

Disadvantages for the franchisee may include the high cost of the franchise, the inability to sell their own franchise, clear restrictions on the range of goods, as well as mandatory compliance with all standardized procedures.

3. Conclusion

To sum up, franchising is one of the most promising types of business. Its essence is the cooperation of a company that wants to share and expand its business and a person who wants to open their own business and at the same time become part of an existing business. This type of cooperation has mutually beneficial conditions. This is a good way to start your own business with minimal risk even for a person who has never been in business.

In this way, the franchisor can spread his brand and get paid for it, and franchisees – to open a business that will be in demand from the beginning because of the already known name. There are also disadvantages of franchising, but they are much less and not very noticeable against the enormous quantity of many advantages.

REFERENCES

1. Бурлакова І. М. Франчайзинг як особлива форма організації бізнесу // Економічні проблеми сталого розвитку : матеріали Міжнародної науково-практичної конференції, присвяченої пам'яті проф. Балацького О. Ф. Суми : СумДУ, 2014. С. 24–26.
2. Данніков О. В. Франчайзингові відносини: суть і проблеми розвитку // Молодь і ринок. 2012. № 11. С. 147–151.
3. Дахно І. І. Зовнішньоекономічний менеджмент : навч. посібник / за заг. ред. І. І. Дахно, Г. В. Бабіч, В. М. Барановська та ін. К. : Центр учбової літератури, 2012. 568 с.
4. Зимина Л. Ю. Организация бизнеса на основе франчайзинга : учеб. пособие. Ульяновск : УлГУ, 2009. 67 с.
5. Кузьмін О. Є., Мирончук Т. Франчайзинг : навч. посібник / за заг. ред. О. Є. Кузьміна. Київ : Знання, 2011. 267 с.
6. Мазуренко В. П. Розвиток франчайзингових відносин у міжнародному бізнесі // Науковий вісник Чернігівського державного інституту економіки і управління. Серія 1 : Економіка. 2013. Вип. 3. С. 78–84.

PRINCIPALES FORMES DE COMPTABILITÉ

T. Tatarenko,
N. T. Bezvesilna (consultante linguistique)
Université nationale V. N. Karazin de Kharkiv

Tatarenko T., Bezvesilna N. T. Principales formes de comptabilité. Dans cet article on présente les caractéristiques générales des formulaires comptables de la naissance à nos jours et l’analyse ses principales formes modernes.

Mots-clés: formes de comptabilité, comptes, bilan, comptabilité, opérations en espèces et opérations hors trésorerie.

Татаренко Т., Безвесільна Н. Т. Основні форми бухгалтерського обліку. В цій статті подається загальна характеристика форм бухгалтерського обліку від зародження до наших днів та проводиться аналіз його основних сучасних форм.

Ключові слова: форми бухгалтерського обліку, рахунки, баланс. книжкова форма обліку, касові і некасові операції.

1. Introduction

Au cours de l’existence de la comptabilité, diverses formes ont été utilisées. Au début du développement, la comptabilité a été effectuée par le propriétaire de la ferme pour l’organisation de l’observation et du contrôle sur la préservation de ses biens et le montant des revenus reçus. On sait que la plus ancienne était l’ancienne forme italienne, décrite par le scientifique-mathématicien italien Luca Pacoli dans son ouvrage « Treatise on Accounts and Records », publié en 1494 à Venise.

Il y a écrit que pour plus la commodité et la facilité, trois livres étaient nécessaires: le Mémorial (Memorabily). Journal et Livre principal. Les transactions étaient enregistrées à partir des mots du propriétaire ou de son livre Memorabily (il remplaçait les documents) dans le registre chronologique-Journal (où les comptes correspondants étaient notés), puis dans le registre systématique - le Livre principal.

Ainsi, à la fin du XIV-e siècle, la forme comptable du livre a été décrite pour la première fois. Cependant, plus tard, il y a eu un besoin d’indicateurs généralisés (synthétiques). Ensuite, le livre principal s’est transformé en un registre de comptabilité synthétique, parallèlement auquel a commencé à effectuer une comptabilité analytique dans des livres auxiliaires individuels. Ainsi, à la fin du XIV-e siècle, une nouvelle forme italienne de comptabilité est apparue.

Dans la seconde moitié du XVIII-e siècle, on a commencé à utiliser la forme allemande de comptabilité, dans laquelle les transactions en espèces et les opérations hors trésorerie étaient strictement divisées. Pour ce faire, le Journal a été divisé en plusieurs registres chronologiques - Journal de caisse, Mémorial, etc. Cette forme est utilisée en Russie depuis le milieu du XIXe siècle.

Plus tard, une forme française de comptabilité a été développée, où des enregistrements chronologiques ont été effectués dans plusieurs journaux (Journal de caisse, Journaux pour la comptabilité des marchandises, des ventes, des achats, etc.). Des entrées quotidiennes au Livre maître, on passait aux entrées de celui-ci les totaux mensuels, pour la préparation desquels était entré un Journal récapitulatif (qui consistait en un échantillonnage à partir de journaux quotidiens). Peu à peu, les documents ont commencé à étayer les enregistrements dans les registres.

A la fin de XIX-ème siècle est née la forme amairicaine de comptabilité où dans un livre (registre combiné) étaient combinés des enregistrements chronologiques (Journal) et systématiques (Livre principal).Cette forme répondait aux exigences des petites entreprises capitalistes. Cependant, au début du XX-ème siècle, dans le contexte du développement des grands monopoles capitalistes, les exigences comptables ont augmenté. Les formulaires de livre ont été remplacés par des formulaires de carte et de copie, dans lesquels les cartes et les feuilles libres ont commencé à être largement utilisées. Cela a permis de regrouper les registres et de copier, d'éliminer le besoin de réécrire à plusieurs reprises des titres de compétences, de faciliter le travail des travailleurs comptables et de créer des conditions d'utilisation dans la comptabilité des machines.

2. Partie principale

L'une des premières formes de comptabilité, créée après la révolution en URSS, était ~ formulaire de commande de cartes (1925–1927 années). Le registre principal était en forme des cartes de commande (ou des cartes de compte), qui étaient émises pour chaque transaction commerciale avec une copie en trois exemplaires.

Sur la base du formulaire de commande de carte, une forme de comptabilité de copie de carte a été créée, qui a été utilisée dans les entreprises commerciales (1927). Son essence réside dans le registre unique de la comptabilité synthétique et dans le registre systématique de la comptabilité analytique. Les entrées ont été faites directement à partir des documents, sans passer de commandes. Cela a permis d'obtenir une correspondance plus précise des informations d'identification avec les documents.

Le livre principal a été remplacé par une liste de contrôle quotidienne qui fournissait un regroupement des enregistrements dans chaque compte par comptes correspondants. À la fin de chaque journée, les entrées de journal étaient vérifiées, ce qui réduisait le temps de détection des erreurs et accélérait les rapports. Pour vérifier la comptabilité synthétique et analytique, des feuilles de regroupement ont été compilées, dans lesquelles les chiffres d'affaires avec la même correspondance de compte ont été regroupés. La forme combinée de comptabilité - contrôle et échecs, qui combinait des éléments de formulaires de comptabilité de cartes et de livres, a remplacé le formulaire de copie de cartes. Dans les années 1930, elle était considérée comme la plus rationnelle.

Les formes modernes de comptabilité, utilisées dans les entreprises et les organisations de l'Ukraine, sont: ordre commémoratif (contrôle et échecs), Journal-main, journal-ordre, ordinateur, forme simplifiée de comptabilité. La forme de comptabilité de l'ordre commémoratif (contrôle et échecs) se caractérise par l'utilisation de livres pour effectuer une comptabilité synthétique et des cartes - pour l'analyse.

La procédure d'enregistrement comptable des transactions économiques dans le formulaire de commande commémorative est la suivante. Sur la base de documents exécutés et vérifiés (primaires ou groupés), on passe des ordres commémoratifs. On fait la référence au document, qui sert de base aux enregistrements (ou le contenu du document est brièvement exposé), à son numéro et à sa date d'assemblage, aux comptes correspondants de cette opération et au montant indiqué. Cela aide à organiser les comptes. L'ordre commémoratif se présente sous la forme suivante :

Commande commémorative pour ______________ 200_

Base (lien vers le document ou le contenu de l'entrée)	Sur le débit du compte	Sur le compte de prêt	Montant, UAH
Informations de paiement n° 12 pour le paiement des salaires	661	30	82000

Comptable M. Koval 5 janvier 200_ (signature) (date)

Les ordres commémoratifs sont faits sur des formulaires distincts ou sur le document lui-même, si la forme de l'ordre y est reproduite (par l'impression ou l’autre). Les ordres commémoratifs sont enregistrés dans le registre chronologique de la comptabilité synthétique – Registration Journal. La numérotation des ordres commémoratifs commence mensuellement à partir du premier numéro.

Le registre d’enregistrement est conçu pour assurer la préservation des ordres commémoratifs, ainsi que pour la vérification ultérieure de l’exhaustivité et de l’exactitude des enregistrements des transactions commerciales dans le système de compte. Ce contrôle est effectué en vérifiant les totaux mensuels du journal d’enregistrement avec les résultats des chiffres d’affaires sur le débit et le crédit des comptes synthétiques dans les informations actuelles.

Après l’enregistrement, les données des ordres commémoratifs sont enregistrées dans le livre principal, qui est un registre systématique de la comptabilité synthétique. Les comptes du livre principal sont construits sur un principe d’échecs sous la forme de tableaux multigraphiques recto verso, dont des graphiques distincts sont conçus pour enregistrer les transactions dans le contexte des comptes correspondants. Cette structure du Livre principal facilite le contrôle des comptes correspondants. Par conséquent, le livre principal est souvent appelé un enregistrement de contrôle, et la forme même de la comptabilité - le contrôle et les échecs.

Le livre principal enregistre la date et le numéro de l’ordre commémoratif, ainsi que le montant du chiffre d’affaires sur le compte de débit et de crédit dans le cadre des comptes correspondants. Par exemple, les chiffres des comptes énumérés ci-dessus signifient: 70 – « Revenus de vente », 30 – « Caisse », 63 – « Règlements avec les fournisseurs et les entrepreneurs », 64 – « Règlements sur les impôts et les paiements », 60 – « Prêts à court terme ».

À partir de l’exemple ci-dessus, on peut voir que chaque entrée sur le débit du compte du livre principal affiche simultanément un compte correspondant sur le prêt et, inversement, un enregistrement sur le compte de crédit montre un compte correspondant sur le débit. Par conséquent, chaque entrée dans le livre principal est faite deux fois: une fois au débit, la deuxième fois au crédit des comptes correspondants. A la fin du mois, chaque compte calcule le chiffre d’affaires au débit et au crédit, détermine les soldes et constitue le fonds de roulement. Dans le même temps, la structure du livre principal vous permet de faire une note réversible sur des comptes synthétiques de forme non seulement simple, mais aussi d’échecs.

La comptabilité analytique dans le formulaire de commande commémorative est effectuée, en règle générale, sur les cartes et les transactions en espèces – dans le livre de caisse. Les inscriptions aux registres de comptabilité analytique sont effectuées à partir des documents primaires ajoutés à l'ordre commémoratif. À la fin du mois, les résultats sont calculés et les informations courantes (ou soldes) sur les comptes de la comptabilité analytique sont compilées. Les données de ces informations sont vérifiées avec le chiffre d'affaires et les soldes des comptes synthétiques correspondants. Cela permet de vérifier mutuellement l'authenticité des enregistrements sur les comptes comptables synthétiques et analytiques. Après le rapprochement des enregistrements selon les comptes, le solde et d'autres formes de déclaration sont compilés.

Le schéma du formulaire de comptabilité de l'ordre commémoratif est le suivant.

Le formulaire de comptabilité de l'ordre commémoratif répondait à un moment donné aux exigences établies pour la comptabilité. La combinaison de la comptabilité synthétique dans les livres avec la comptabilité analytique sur les cartes vous permet de profiter de leurs avantages. L'utilisation d'ordres commémoratifs contribue à l'ordonnancement de la comptabilité systématique, et la vérification du chiffre d'affaires des débits et des crédits sur les comptes du Livre principal avec le chiffre d'affaires du journal d'enregistrement permet d'établir l'exhaustivité et l'exactitude des enregistrements et d'éliminer les erreurs (si elles ont eu lieu).

Toutefois, avec certains avantages, le formulaire d'ordre commémoratif présente des inconvénients importants, notamment la préparation d'un nombre important de documents comptables (ordres commémoratifs), crée un lien intermédiaire inutile entre les documents justifiés et les registres comptables; doit faire la réutilisabilité des registres des opérations économiques et des coûts de main-d'œuvre inutiles associés; la déconnexion de la comptabilité synthétique et analytique, ce qui entraîne souvent le décalage des enregistrements sur les comptes analytiques des enregistrements vers les comptes synthétiques; l'attrition d'une quantité importante de travail à la fin du mois, ce qui entraîne un chargement inégal des employés comptables, un retard dans la rédaction et la soumission des rapports; l'adaptabilité insuffisante des registres comptables pour obtenir les informations nécessaires à la déclaration, ce qui entraîne la nécessité d'un échantillonnage et de calculs supplémentaires dans le processus de déclaration.

En outre, la forme de comptabilité d’ordre commémoratif est conçue pour le travail manuel ou l’utilisation d’équipements informatiques dans certains domaines de la comptabilité (paie, etc.) et n’est pas adaptée à l’automatisation complexe de l’information comptable à l’aide d’équipements informatiques modernes. Par conséquent, les lacunes mentionnées du formulaire de comptabilité de l’ordre commémoratif limitent considérablement son application.

Le formulaire comptable Journal-main est une version simplifiée du formulaire d’ordre commémoratif et s’applique aux petites entreprises et organisations dont le plan de compte prévoit un petit nombre de comptes comptables synthétiques (petites entreprises etc.).

3. Conclusion

Le formulaire comptable est la technologie et l’organisation du processus comptable avec les méthodes appropriées de documentation et d’enregistrement comptable.

Le développement des formulaires comptables a sa propre histoire. Chaque étape du développement de l’activité économique est caractérisée par un niveau approprié de comptabilité, une certaine forme de son maintien. Initialement, les formulaires comptables étaient basés sur des livres-revues, qui étaient considérés comme les principaux registres comptables destinés à la fois à la comptabilité systématique et analytique. Plus tard, les cartes ont été utilisées pour la comptabilité analytique et après on a entraîné une utilisation généralisée dans la comptabilisation des congés individuels. Dans les conditions d’utilisation de PEOM, de nouveaux registres et les dernières technologies de collecte et de traitement de la comptabilité

LISTE DES SOURCES UTILISÉES

1. Бабаев Ю. А., Комиссарова И. П., Бородин В. А. Бухгалтерский учет. М. : ЮНИТИ-ДАНА, 2005. 527 с.
2. Лытнева Н. А., Малявкина Л. И., Федорова Т. В. Бухгалтерский учет. М. : Инфа-М, 2006. 497 с.
3. Майкл Макиан. Финансы и бухгалтерский учет / [пер. с англ. И. О. Гура]. М. : АСТ, 2006. 648 с.
4. Мизиковский Е. А. Теория бухгалтерского учета. М. : Юристъ, 2004. 400 с.
5. Хендриксен Э. С., Ван Бреда М.Ф. Теория бухгалтерского учета. М. : Финансы и статистика, 2005. 576 с.
6. Швець В. Г. Теорія бухгалтерського обліку. К.: Знання, 2004. 447 с.

EFFIZIENZ SONDERWIRTSCHAFTSZONEN IN DER WELTPRAXIS

A. V. Telyzhenko,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Telyzhenko A. V., Pirog I. I. Effizienz Sonderwirtschaftszonen in der Weltpraxis. Der Artikel widmet sich der Funktionsweise von Sonderwirtschaftszonen (SWZ) und ihrer Rolle bei der Anziehung von ausländischem Kapital. Es enthüllt das Konzept der SWZ und beweist ihre Wirksamkeit, basierend auf der weltweiten Praxis. Analysiert wird der positive Effekt der Zonen, der sich in der Zunahme der Exporte und der Zunahme des Zuflusses ausländischer Direktinvestitionen (ADI) in die Länder und der Schaffung neuer Arbeitsplätze manifestiert. Untersucht wird die SWZ Chinas als das Land mit den erfolgreichsten Erfahrungen mit dem Funktionieren von Freihandelszonen. Es wird festgelegt, welche Anreize in SWZ eingesetzt werden und welche Maßnahmen ergriffen werden, um die Investitionsattraktivität des Landes zu erhöhen.

Schlüsselwörter: ADI, Anreize, ausländisches Kapital, China, Export, Investitionsattraktivität, SWZ.

Телиженко А. В., Пірог І. І. Ефективність спеціальних економічних зон у світовій практиці. Стаття присвячена питанню функціонування спеціальних економічних зон (СЕЗ) та їх ролі у залученні іноземного капіталу. Розкрито поняття СЕЗ та доведено їх ефективність, спираючись на світову практику. Проаналізовано позитивний ефект від зон, що виявляється у підвищенні експорту, збільшенні притоку прямих іноземних інвестицій (ПІІ) у країни та створенні нових робочих місць. Досліджено СЕЗ Китаю, як країни з найуспішнішим досвідом функціонування вільних економічних зон. Визначено, які стимули використовуються у СЕЗ та які заходи вживаються задля підвищення інвестиційної привабливості країни.

Ключові слова: експорт, інвестиційні привабливість, іноземний капітал, Китай, ПІІ, СЕЗ, стимули.

1. Einleitung

Im gegenwärtigen Entwicklungsstadium ist die Anziehung von ausländischem Kapital für jedes Land sehr wichtig. Sonder-(Frei-)Wirtschaftszonen (SWZ) sind ein sehr attraktiver Mechanismus, um dieses Problem zu lösen. Die R e l e v a n z dieses Themas liegt darin begründet, dass die Investitionsattraktivität des Landes in erster Linie zur wirtschaftlichen Entwicklung beiträgt. Da die SWZ für die Schaffung günstiger Bedingungen sorgen, ist der ausländische Investitionsfluss viel aktiver und einfacher. Der Z w e c k dieser Arbeit ist es, am Beispiel des Auslands die Rolle freier Wirtschaftszonen bei der Anziehung ausländischer Direktinvestitionen (ADI) in die Wirtschaft des Landes zu bestimmen. Der F o r s c h u n g s g e g e n s t a n d – Auslandserfahrungen mit freien Wirtschaftszonen und deren Auswirkungen auf die Wirtschaft.

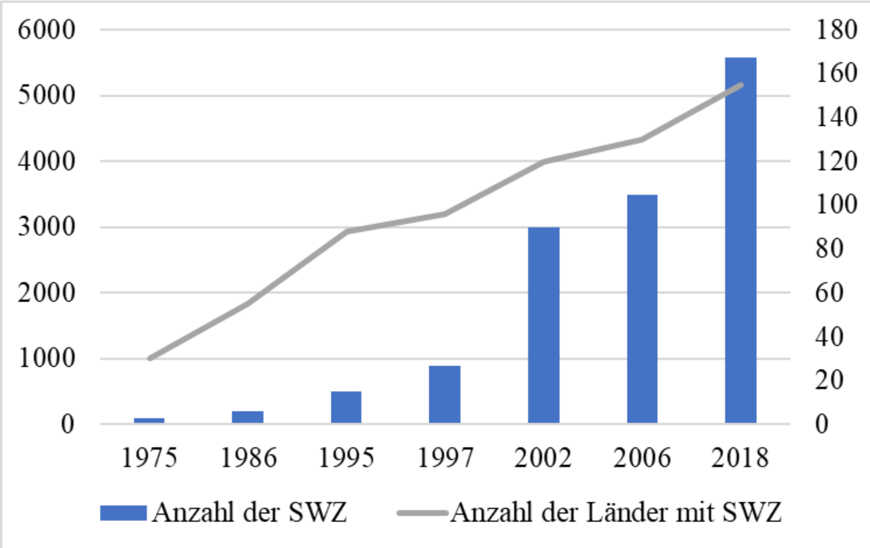
2. Das Konzept der Sonderwirtschaftszonen

Angesichts der begrenzten Ressourcen ist der Hauptkatalysator für die Entwicklung die Anziehung von ausländischem Kapital in Form ausländischer Direktinvestitionen (ADI), die ein wesentlicher Bestandteil eines offenen und effizienten Wirtschaftssystems sind und deren Wirksamkeit durch die weltweite Praxis bestätigt wird bei der Lösung ähnlicher Probleme nationaler Ökonomien.

Sonderwirtschaftszone (frei) ist ein bestimmter Teil des Territoriums, in dem Vorzugskonditionen für die Ausübung der Wirtschaftstätigkeit und eine besondere Rechtsordnung sowohl für inländische als auch für ausländische Unternehmen gelten. Der Zweck der SWZ besteht darin, ausländische Investitionen sowie neue Technologien, Entwicklung der Marktinfrastruktur und Intensivierung der unternehmerischen Tätigkeit zusammen mit ausländischen Investoren anzuziehen [6].

2.1. SWZ in der Weltpraxis

Sonderwirtschaftszonen oder ähnliche Einrichtungen existieren heute in China, den Vereinigten Staaten, Indien, Iran, Mexiko, Kasachstan, Russland, Litauen usw. In den 1960er Jahren entstanden die ersten Wirtschaftsräume, die an moderne SWZ erinnern. Sie erschienen zuerst in Mittelamerika und Ostasien und dann in Westeuropa – Deutschland, Großbritannien, Schweden, Italien, Finnland, Spanien. In den 1990er Jahren entstanden SWZ in Osteuropa: Polen, Tschechien, Ungarn und Slowakei. Die Wachstumsdynamik der Anzahl der SWZ und die Anzahl der Länder, in denen sie erschienen sind, ist in der Grafik dargestellt (abb. 1.):



Quelle: [8]

Abb. 1. Globale Entwicklung von Sonderwirtschaftszonen

Die Welterfahrung zeigt einen positiven Effekt der SWZ. Im Jahr 2019 gibt es weltweit 5383 Freihandelszonen, davon knapp 50 % in China, 7 % in Indien und 11 % in Industrieländern. Zu den Industrieländern in diesem Zusammenhang zählen: Europa, Nordamerika, Australien, Israel, Japan, Neuseeland. An Länder mit Übergangswirtschaften: Osteuropa, Zentralasien und Russland [8; p.138].

The Competitive Industries and Innovation Program hat eine Datenbank mit 553 Sonderwirtschaftszonen in 51 Ländern erstellt. Die Datenbank enthält Informationen zu den gängigsten steuerlichen Anreizen für Zoneninvestoren, nämlich Befreiung von der Körperschaftsteuer und Einfuhrabgaben (Einfuhrabgaben). So bieten 375 der 553 Wirtschaftszonen eine 100-prozentige Befreiung von der Körperschaftsteuer; in 97 Zonen hängt der Steuervorteil von bestimmten Kriterien ab (Art der Wirtschaftstätigkeit, Mindestinvestitionsvolumen, Anzahl der geschaffenen Arbeitsplätze usw.); in 38 Zonen wird Anlegern eine ermäßigte feste Körperschaftsteuer angeboten; 43 Zonen bieten Anlegern keine Unternehmenssteueranreize. In Bezug auf Einfuhrzölle: 303 von 553 Zonen bieten Anlegern Befreiung von Einfuhrzöllen sowohl auf Investitionsgüter als auch auf Materialien; 223 Zonen befreien Investoren nur bei der Einfuhr von Ausrüstung von der Zahlung von Einfuhrzöllen; in 27 Zonen wird diese Art der Stimulation nicht angeboten [5].

2.2. Der Einfluss von SWZ

Anhand der analysierten Berichte wurde ermittelt, was genau der positive Effekt von SWZ ist. Zonen sind ein wichtiges Instrument zur Stimulierung von Investitionen und können eine wichtige Rolle bei der Anziehung von ausländischen Direktinvestitionen spielen. Durch geeignete Infrastruktur und bewährte Verfahren können Gebiete das ungünstige Investitionsklima bis zu einem gewissen Grad kompensieren. Leider sind die Auswirkungen von Zonen auf ADI – und insbesondere auf zusätzliche ADI, die ohne SWZ nicht beteiligt wären – aufgrund unzureichender Daten schwer zu messen. Frühe Forschungen auf den Philippinen zeigten, dass der Anteil der ADI-Ströme in SWZ von 30% im Jahr 1997 auf über 81% im Jahr 2000 gestiegen ist. In Malaysia stammen fast 90 % der Gesamtinvestitionen in SWZ von ausländischen Investoren. In Myanmar befinden sich 80 % der FEZ-Investoren in ausländischem Besitz und weitere 15 % sind Joint Ventures mit ausländischen Firmen. Auch in anderen Ländern ziehen die Zonen fast ausschließlich ausländische Investitionen an und machen einen erheblichen Anteil der gesamten ADI aus [7, p. 17–19; 8, p. 179–180].

Exportförderung, einschließlich regionaler Exporte, ist ein sehr gemeinsames Ziel vieler SWZ. Exporte aus SWZ machen einen erheblichen Anteil der nationalen Exporte aus. Es gibt viele Beispiele: 17 % in Bangladesch (2013), 11 % in der Republik Korea (2007) und 67 % in Sri Lanka (2007). In einigen Sektoren haben die Aktivitäten der SWZ zu bestehenden Exporten beigetragen und völlig neue Produktionsverfahren in ihre Länder gebracht. In Lateinamerika und der Karibik machen SWZ mehr als 50 Prozent der Gesamtexporte nach Costa Rica, in die Dominikanische Republik und Nicaragua aus; 31 Prozent in Mexiko; und 13 Prozent in Kolumbien. In Asien machen SWZ mehr als 60 % der philippinischen Exporte und etwa 10 % der indischen Exporte aus. Selbst in Subsahara-Afrika, wo der Anteil der Industriegüter an den Gesamtexporten im Allgemeinen gering ist, machen die Zonen fast 10 % der Exporte nach Kenia und Ghana aus [7, p. 19; 8, p. 180].

Eine der wichtigsten Rechtfertigungen für die Entwicklung von SWZ ist die Schaffung von Arbeitsplätzen. Zonen gelten allgemein als wirksames Instrument zur Schaffung von Arbeitsplätzen, insbesondere für Frauen. Es wird geschätzt, dass weltweit 90-100 Millionen Menschen direkt in SWZ und Freizonenprogrammen beschäftigt sind. Äthiopien konnte dank seiner SWZ in wenigen Jahren fast 50.000 Arbeitsplätze schaffen, wobei Frauen einen erheblichen Anteil der Arbeitsplätze ausmachen, während in Kenia SWZ etwa 60.000 Arbeitsplätze ausmachen. In Kolumbien hat die Freihandelszone mehr als 200.000 direkte und indirekte Arbeitsplätze geschaffen. In ähnlicher Weise gibt es in der Dominikanischen Republik 166.000 direkte Arbeitsplätze und schätzungsweise 250.000 indirekte Arbeitsplätze, von denen die meisten hochqualifizierte technische Arbeitsplätze sind. Die Auswirkungen dieser Arbeitsplätze in Ländern mit hoher Arbeitslosigkeit und Unterbeschäftigung sind erheblich. Vor allem in den ärmsten Ländern können SWZ ein wichtiges Mittel der formellen Beschäftigung sein [8, p. 184].

2.3. Die Erfahrung Chinas

Das erfolgreichste Land im Kontext der SWZ-Operation ist heute China, wo neue Städte entstehen, wie Shenzhen, eine Stadt, die durch die Transformation von einem kleinen Fischerdorf zu einem riesigen wirtschaftlichen Regionalzentrum bekannt wurde, das dynamisch wächst und erhält etwa 30 Milliarden US-Dollar ADI jährlich. Die Einführung von Sonderwirtschaftszonen ist zu einem der Schlüsselfaktoren für Chinas Wirtschaftswachstum im XX-XXI Jahrhundert geworden, das das Land zu einem führenden Land in der Weltwirtschaft gemacht hat. Die ersten vier integrierten Zonen wurden 1979 geschaffen, um Investitionen anzuziehen. Derzeit gibt es in China mehr als 2.000 SWZ unterschiedlicher Art: von komplexen SWZ bis hin zu Bereichen grenzüberschreitender wirtschaftlicher Zusammenarbeit [8; p. 138].

Die Aktivitäten der SWZ wurden unmittelbar nach der Öffnung der chinesischen Wirtschaft für den internationalen Handel und Investitionen wirksam. 1981 entfielen 60 % der ADI-Zuflüsse nach China auf vier SWZ, wobei 51 % der ADI nach Shenzhen und andere Gebiete kamen, was etwa 3 % der gesamten ADI-Zuflüsse in das Land entspricht. Ende 1985 entfielen 20 % der gesamten ausländischen Direktinvestitionen (ca. 1,2 Milliarden US-Dollar) auf SWZ. Als die positiven Ergebnisse der SWZ-Aktivitäten sichtbar wurden, wurden Unternehmern in 14 Küstenstädten in China und dann in anderen Regionen des Landes ähnlich günstige Geschäftsbedingungen geboten.

In der SWZ von China wird das folgende Anreizsystem verwendet, um ausländische Investitionen anzuziehen:

- Senkung der Zölle oder deren Abschaffung;
- fehlende Einfuhrquoten;
- Liberalisierung oder Abschaffung der Währungskontrolle;
- unbegrenzte Gewinnrückführung;
- Verringerung der Beschränkungen für ausländisches Eigentum;
- Beseitigung bürokratischer Hürden;
- entwickelte Infrastruktur;
- Vereinfachung der Verwaltungsvorschriften mit relativer Unabhängigkeit der lokalen Planungsbehörden;
- direkter Zugang zu den geplanten Strukturen der Provinz- und Zentralebene;
- "Steuerferien";
- Steuernachlass bis zu 100 % auf Produktionsmaterialien;
- Unabhängigkeit bei der Einstellung und Entlassung von Mitarbeitern;
- erhöhte Abschreibungsstandards;
- vereinbarte Beschränkungen des Zugangs zum chinesischen Binnenmarkt für in SWZ hergestellte Waren;
- Erteilung einer Aufenthaltserlaubnis, Arbeitserlaubnis und Steuervergünstigungen für Ausländer, die in der SWZ arbeiten [1].

In China gilt die Investitionspolitik als eine der Grundlagen für Wirtschaftswachstum, Modernisierung und zunehmenden Einfluss auf der internationalen Bühne. Allein im Jahr 2018 betrug der Anteil der SWZ am Brutto-BIP und am Handelsumsatz des Landes 68 % bzw. 87 %. Der Anteil ausländischer Unternehmen an der Gesamtzahl der Einwohner stieg von 5 % auf 20 %, und die Handels- und Wirtschaftstätigkeit wurde deutlich vereinfacht. Es gibt einen jährlichen Anstieg des GFK von 6 auf 10 %, ein hoher Prozentsatz der Konzentration von ausländischem Kapital (über 70 %). Chinas Wirtschaft ist seit über 40 Jahren für ausländisches Kapital attraktiv [2; 3].

Investitionszonen sind ein wichtiges Investitionsinstrument in China. Als Anreiz für ausländische Investoren können verschiedene Arten von Investitionszonen dienen, aber auch ein sogenanntes Barometer, das Chinas Verständnis für die Prioritäten seiner wirtschaftlichen Entwicklung auf lokaler Ebene zeigt und damit eine Flexibilität zeigt, die anderswo nicht möglich ist. Trotz einer Reihe von Mängeln der SWZ, wie einer erheblichen Lücke im Entwicklungsstand der chinesischen Sonderwirtschaftszonen und anderer Gebiete, eines ineffizienten Managementsystems und einer ineffizienten Informationsplattform und eines Plans, einige Steuervorteile durch den Beitritt Chinas zur WTO umzustrukturieren, Investitionszonen bleiben und werden auch weiterhin der Motor der Entwicklung der chinesischen Wirtschaft sein [4].

Um ein günstiges Investitionsklima in Chinas Wirtschaft zu schaffen, wurden eine Reihe von Maßnahmen ergriffen, darunter:

- aktive nationale Investitionspolitik;
- Aufrechterhaltung eines hohen Stabilitätsniveaus im sozioökonomischen und politischen Bereich;
- Verbesserung und Liberalisierung des Rechtsrahmens für das Ausland;
- Schaffung von Verwaltungs- und Wirtschaftsbezirken, in denen Vorzugsregelungen gelten, die speziell auf die Förderung des Zustroms ausländischer Investitionen ausgerichtet sind.

Bemerkenswert ist, dass der Staat im Jahr 2013 begann, die Anziehung von ausländischem Kapital in diesem Bereich zu fördern: Energieeinsparung und neue Energiearten, Hochtechnologie, moderne Produktionsmethoden und Landwirtschaft. Zu den Sektoren, in die ausländisches Kapital "infundiert" wird, wurden Umwelt- und Energieeffizienzprojekte hinzugefügt. Einige Branchen der chemischen und pharmazeutischen Industrie wurden von der Liste der "erlaubten" gestrichen. Dies bedeutete, dass der Schwerpunkt auf der Regulierung der negativen Auswirkungen auf die Umwelt und der Lösung des Problems ihrer Verschmutzung lag [2].

Leider gibt es jedoch keinen einheitlichen universellen Weg, um effektive SWZ zu schaffen. In Namibia beispielsweise sind SWZ aufgrund der allgemeinen sozialen, ökologischen und politischen Probleme des Landes finanziell nicht rentabel geworden. In Indien berücksichtigte die Regierung bei der Einrichtung von SWZ nicht den Qualitätsfaktor des im Rahmen von SWZ übertragenen Landes und begann damit, fruchtbares Land für die industrielle Produktion zu übertragen, das zuvor von Landwirten erfolgreich genutzt wurde. Langfristig könnte dies die Ernährungssicherheit des Landes beeinträchtigen. Darüber hinaus ist ein weiteres erhebliches Problem in der SWZ Indiens die fehlende Kontrolle über den Umweltzustand der genutzten Gebiete. Die Erfolge und Misserfolge von SWZ sollten

Ländern, die ihre eigenen neuen SWZ schaffen wollen, als Modell dienen und ihnen helfen, alle Risiken und Vorteile dieser Projekte zu verstehen [1].

3. Schlussfolgerungen

SWZ – ein Gebiet mit einer günstigen geographischen Lage, ausgestattet mit einem günstigeren im Vergleich zum allgemein für den Staat anerkannten Regime der Wirtschaftstätigkeit. Aufgrund der günstigen Vorzugsbehandlung der SWZ, die die Geschäftstätigkeit erheblich vereinfacht, sind Freihandelszonen einer der wirksamsten Mechanismen zur Anziehung ausländischer Direktinvestitionen und somit ein wirksamer Impuls für die wirtschaftliche Entwicklung. Die Welterfahrung zeigt ihre Wirksamkeit, zeigt aber gleichzeitig gewisse Hindernisse auf, die im Zusammenhang mit der Zonenbildung auftreten können und daher Gegenstand der Diskussion bleiben.

LITERATURSVERZEICHNIS

1 Григоренко Я. О. Зарубіжний та вітчизняний досвід функціонування // Фінансова політика та економічне регулювання: Наукові праці НДФІ. 2014. № 1(66). С. 49–57.

2 Завгородний А. Ф. Привлечение иностранных инвестиций в экономику Китая в специальных экономических зонах: проблемы и перспективы // Проблемы современной экономики: Евразийский международный научно-аналитический журнал. 2020. № 1(73). С. 145–148. URL: http://www.m-economy.ru/art.php?nArtId=6833 (дата обращения: 11.11.2021).

3 Нові спеціальні економічні території забезпечать 1% додаткового приросту ВВП щорічно // Український інститут майбутнього: веб-сайт. URL : https://uifuture.org/publications/novi-specialni-ekonomicni-teritorii-zabezpecat-1-dodatkovogo-prirostu-vvp-soricno/ (дата звернення: 09.11.2021).

4 Обзор инвестиционных зон Китая // Дальневосточное отделение Российской академии наук: веб-сайт. URL: http://www.febras.ru/partnery/kitaj/213-obzor-investitsionnykh-zon.html (дата обращения: 09.11.2021).

5 Підоричева І. Ю. Спеціальні економічні зони: світова практика, досвід та альтернативна концепція для України // Економіка промисловості. 2020. № 1(89). С. 5–30. URL :

http://dspace.nbuv.gov.ua/bitstream/handle/123456789/167835/1-Pidorycheva.pdf?sequence=1 (дата звернення: 02.11.2021).
6 Про загальні засади створення і функціонування спеціальних (вільних) економічних зон: Закон України від 13.10.1992 р. №2673-XII. Дата оновлення: 17.02.2006. URL : https://zakon.rada.gov.ua/laws/show/2673-12#Text (дата звернення: 01.11.2021)
7 Special Economic Zones. An Operational Review of Their Impacts. The World Bank Group. 2017. 160 p. URL : https://openknowledge.worldbank.org/bitstream/handle/10986/29054/P154708-12-07-2017-1512640006382.pdf?sequence=1&isAllowed=y (Last accessed: 05.11.2021).
8 Special Economic Zones. World Investment Report 2019. UNCTAD. 2019. 222 p. URL: https://unctad.org/system/files/official-document/WIR2019_CH2.pdf-document/wir2019_en.pdf (Last accessed: 07.11.2021).

MERGERS AND ACQUISITIONS: SOCIO-ECONOMIC CONSEQUENCES FOR NATIONAL ECONOMIC SECURITY

K. V. Travkina,
T. I. Skrypnyk (language supervisor)
V. N. Karazin National University, Kharkiv

Travkina K. V., Skrypnyk T. I. Mergers and acquisitions: socio-economic consequences for national economic security. The article analyses the main socio-economic consequences of mergers and acquisitions for economic security. The M&A market is constantly growing, so the study of this issue is becoming increasingly important in the face of increased interest in national economic security from the state and business. As a result, it is concluded that while the United States and European countries are introducing stricter criteria for examining cross-border agreements for threats to economic security, the countries of the Asia-Pacific region are becoming more open to mergers and acquisitions.

Keywords: economic security, investments, mergers and acquisitions, socio-economic consequences.

Травкіна К. В., Скрипник Т. І. Злиття та поглинання: соціально-економічні наслідки для національної економічної безпеки. У статті наводиться аналіз основних соціально-економічних наслідків для економічної безпеки від процесів злиття та поглинання. Ринок M&A постійно зростає тому вивчення цього питання стає дедалі актуальнішим за умов підвищеного інтересу до національної економічної безпеки з боку держави та бізнесу. В результаті, робиться висновок, що у той час як Сполучені Штати та європейські країни запроваджують суворіші критерії для перевірки транскордонних угод на предмет загроз економічній безпеці, країни Азіатсько-Тихоокеанського регіону стають більш відкритими для таких угод.

Ключові слова: економічна безпека, злиття та поглинання, інвестиції, соціально-економічні наслідки.

1. Introduction

The o b j e c t of the article is the activity of mergers and acquisitions. The s u b j e c t is the impact of mergers and acquisitions on the economic security of the country. The p u r p o s e of the study is to identify and analyse the main socio-economic consequences of the processes of mergers and acquisitions on the economic security of the state. To achieve the task, it is crucial to analyse the international experience of countries with different models of corporate governance. Mergers and acquisitions have an impact at the micro and macro levels. M&A transactions affect not only the performance of companies, but also the economic performance of the industry and, consequently, the economic growth of the country. That means, the processes taking place in the M&A market can affect finance, economy, politics, education, sports, culture and other areas in any country.

2. Current state of global M&A

Between 1985 and 2000 there was an annual increase in the number of M&A. Since the XXI century the undulating nature of the market has become more noticeable. The largest number of transactions was concluded in 2017, while the highest value indicator of the volume of the mergers and acquisitions market was recorded in 2007. Over the last 20 years, the industry structure of the M&A market has changed. Today, the production and sale of consumer goods and services is the leading sector in the number of transactions, and biotechnology and pharmaceuticals in the value of transactions. Although the M&A market originated in the United States, since 2000 most transactions have been recorded in Europe. Instead, in 2020, North America became the regional leader in the number of agreements. More and more deals are being made in the Asia-Pacific region.

The global COVID-19 pandemic has also affected the business of the mergers and acquisitions market. In the first half of 2020, companies canceled or postponed transactions. The United Nations Conference on Trade and Development in its global investment report notes that international investment fell by more than 50% in the first months of 2020 compared to the same period 2019 [7, p. 9].

However, the activity in the M&A market was resumed in the second half of the year. Despite this, the number of transactions compared to 2019 decreased by 7.5% and the value by 16%. The gradual resumption of business activity in the market is due to the digitalization of mergers and acquisitions, which has become a solution to the challenges of the "new reality".

With the beginning of the 5^{th} wave in the global M&A market, the number and share of cross-border mergers and acquisitions has increased rapidly (Fig. 1). Thus, in the 1990s, mergers and acquisitions became the main method of foreign direct investment.

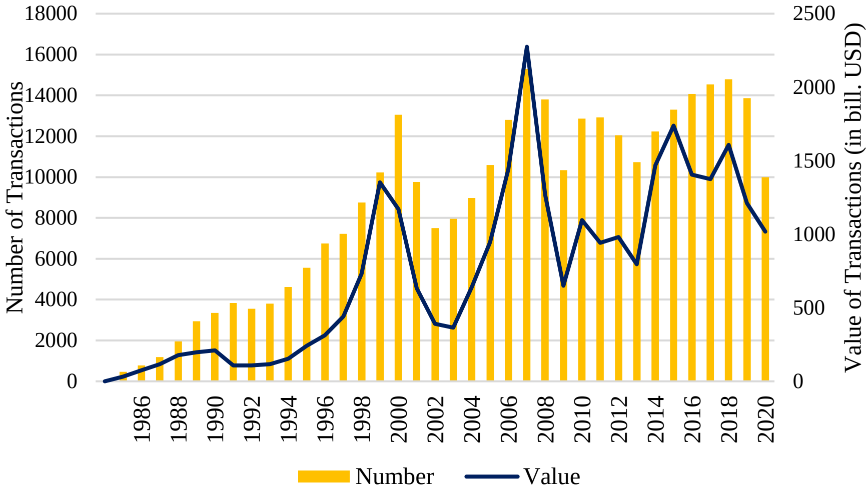


Fig. 1. Cross-border mergers and acquisitions
in the global M&A market 1985–2020
[The Institute of Mergers, Acquisitions and Alliances (IMAA)]

3. Positive and negative effects

Mergers and acquisitions have a positive effect on return on assets, return on capital and other indicators of the company [4, p. 86]. But after concluding a merger and acquisition agreement, the company may face problems such as unbalanced structure, change management, lack of shared vision, conflict of corporate cultures and others. These complex issues can lead to the failure of mergers and acquisitions due to human resource problems [3, p. 854].

Moreover, in the conditions of constantly growing competition between the countries the states aspire to development of national economy and its competitiveness, quite often the countries for achievement of this purpose fight for the international investments. Cross-border M&A have both positive and negative consequences for the host country. On the one hand, such agreements attract foreign capital and advanced technologies. On the other hand, the enterprises of the host country transfer corporate control to foreign investors, thus losing the ability to regulate the economic development of the business.

Scholars of the Chinese Military Academy of Economics Dongming Zhou, Lan Shi, Gang Wang in their work “The impact of M&A agreements with foreign capital on the economic security of the host country” empirically proved the impact of cross-border mergers and acquisitions on the national economic security of the host country. The impact of cross-border mergers and acquisitions on the economic security of the host country can be both positive and negative [2, p. 70].

Positive effects of M&A:

- New sources for economic development are emerging.
- The recipient country is encouraged to cooperate internationally.
- New opportunities for learning and improvement open up.

Negative effects of M&A:

- Loss of control over decision-making regarding innovations and technologies.
- Obstacles to the development of the national brand and the private sector.
- The development of certain industries of the recipient country may be threatened.

4. International experience

Today, the Committee on Foreign Investment in the United States (CFIUS) has significantly expanded the boundaries of national security when concluding cross-border M&A. Whereas previously US intervention in US mergers and acquisitions was aimed at protecting national security in the defense industry and critical infrastructure, today the boundaries have expanded to protect confidential data, high-tech industries and critical technologies.

The United States has always been characterized by a significant degree of interventionism and therefore in 2018 the Law on Modernization of Foreign Investment Risk Analysis (FIRRMA) was signed [5]. Today, FIRRMA can be considered not a strict restrictive measure, but a new level of control over foreign investment in the United States. In particular, FIRRMA now monitors not only the acquisition of companies in strategically important industries, but also the acquisition of companies near facilities that are important to national security, bankruptcy-related transactions, transactions designed to evade CFIUS verification, and what is equally important now controlled mergers and acquisitions with companies that own critical technology and infrastructure or personal data of US citizens.

There were some contradictions between EU countries, as countries such as Greece and Portugal considered open foreign direct investment to be vital, while other countries stressed the need to develop rules governing national security in cross-border M&A. The impetus for resolving this issue was the acquisition of the German manufacturer of industrial robots KUKA Roboter Aktiengesellschaft by the Chinese manufacturer of home appliances Midea Group. By acquiring a 94.55% stake in the German company for 4.5 billion euros, the Chinese company has established control over one of the three leading suppliers of industrial robots for the automotive industry in the global market and a leading supplier in the European market.

Therefore, in 2019, the EU Commission approved a decision on the verification of FDI for national security reasons, which establishes the basis for the verification of foreign direct investment in the EU. The new rules on foreign direct investment verification have created a cooperation mechanism whereby Member States and the European Commission will be able to exchange information and raise specific issues. However, Member States retain the right to verify and potentially block foreign direct investment for security and public order [1].

From 2017 to 2019, Germany amended the Regulation on Foreign Trade and Payments (AWV), which regulates cross-border mergers and acquisitions. These changes allowed the Federal Ministry of Economics and Energy of Germany (BMWi) to ban in 2018 the acquisition by the Chinese Yantai Taihai Group Co Ltd of the German manufacturer of aerospace / nuclear components Leifeld Metal Spinning. However, in April 2020, BMWi agreed to acquire 100% of the company's shares in Japan's Nihon Spindle Manufacturing Co., Ltd. Thus, AWV allows the German government to block the acquisition of 25 percent or more of the voting shares of a domestic company if the investor is outside the EU / EFTA and the acquisition does pose a threat to national economic security.

Britain has traditionally been one of Europe's most open economies to foreign investment. In 2017, the UK government issued a consultation paper proposing to expand its powers to analyze national security. In 2018, the UK government relaxed the requirements for approving cross-border mergers and acquisitions in certain sectors, such as the military industry, quantum technology and computer equipment. Therefore, the British government emphasizes that it remains open to investment, which is very important after leaving the EU.

While Western countries are showing a growing trend towards FDI protectionist policies, the opposite is happening in the Asia-Pacific region. In countries such as China, India and Vietnam, much attention has been paid to measures that would liberalize their respective FDI regimes. At the same time, today there are more and more cases when the Chinese side encroaches on national economic security by acquiring strategically important enterprises.

5. Conclusions

The article analyzes the main socio-economic consequences of mergers and acquisitions for national economic security. M&A have an impact at both the micro and macro levels. The study of such socio-economic consequences as the impact of mergers and acquisitions on unemployment and economic security is becoming increasingly important. On average, in 70% of mergers and acquisitions, there is a decrease in the number of employees in the company after achieving a synergy effect from the merger and acquisition agreement. While the United States and European countries are introducing stricter criteria for examining cross-border merger agreements for threats to economic security, the countries of the Asia-Pacific region are becoming more open to such agreements.

REFERENCES

1. Council greenlights rules on screening of foreign direct investments. URL : https://www.consilium.europa.eu/en /press/press-releases/2019/03/05/
2. Dongming Zhou, Lan Shi, Gang. Wang The influence of foreign capital's M&A on the host country's economic security // Review of the Air Force Academy. 2015. № 2(29). P. 69–72.
3. Gulia A., Singhal S. Merger and Acquisition: Impact on the Living Asset (Human Resource) // SSRN Electronic Journal. 2019. № 6 (2). P. 851–855. URL : http://dx.doi.org/10.2139/ssrn.3596806
4. Jallow M., Masazing M., Basit A. The effects of Mergers & Acquisitions on financial performance: Case Study of UK Companies // International Journal of Accounting & Business Management. 2017. № 5 (1). P. 74–90. URL : DOI:24924/ijabm/2017.04/v5.iss1/74.92
5. The Committee on Foreign Investment in the United States (CFIUS). URL : https://home.treasury.gov/policy-issues/international/the-committee-on-foreign-investment-in-the-united-states-cfius
6. The Institute of Mergers, Acquisitions and Alliances (IMAA). URL : https://imaa-institute.org/mergers-and-acquisitions-statistics/
7. World investment report 2020. URL : https://unctad.org/system/files/official-document/wir2020_overview_en.pdf

POSSIBILITIES TO INCREASE THE EXPORT OF AGRICULTURAL COMMODITIES IN UKRAINE

Y. O. Trepaliuk,
A. Y. Ponikaryova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Trepaliuk Y. O., Ponikaryova A. Y. Possibilities to increase the export of agricultural commodities in Ukraine. The article analyzes the activity of Ukraine in the sphere of agrarian foreign trade. The main problems of this sphere and possible ways of their elimination are identified. The idea of solving the existing problems in the agricultural export sector are presented. Considering the importance of the agro-industrial complex for Ukraine and its economic development, the article is relevant at this time.

Keywords: agricultural products, development, export problems, perspective.

Трепалюк Є. О., Понікарьова А. Ю. **Можливості збільшення експорту сільськогосподарської продукції в Україну**. В статті наведено аналіз діяльністі України у галузі зовнішньої торгівлі аграрною продукцією. Визначено головні проблеми даної сфери та можливі шляхи їх усунення. Представлено ідею щодо подолання наявних проблем у галузі експорту сільськогосподарської продукції. З урахуванням важливості агрокомплексу для України і її економічного розвитку, стаття є актуальною у наш час.

Ключові слова: сільськогосподарська продукція, експорт, проблема, розвиток, перспектива.

1. Introduction

International trade is one of the factors of practical development of the Ukrainian trade in general. Both import of products and export of domestic goods abroad are important for efficient trade. A significant part of Ukrainian export is agricultural products, so the research of problems and possibilities of development of the sphere of foreign trade of agricultural goods is relevant at the present moment.

The s u b j e c t of the research is external market of agricultural products of Ukraine. The o b j e c t of the article is the analysis of agricultural production market and tendencies of its development with recommendations. The p u r p o s e of the work is to investigate the sphere of external trade of agrarian products, analysis of the results and recommendations for improvement of this sphere. In order to achieve this goal, the following tasks were defined:

- identification of the essence and specific features of the market of agricultural products;
- conducting a matrix analysis;
- identification of problems in the market and ways to eliminate them.

2.1. Identification of the essence of agricultural production

The agricultural sector is one of the leading sectors of Ukraine. In broad terms the agrarian sector of the economy covers all enterprises of Ukraine, regardless of the form of ownership and organizational-legal form, producing agricultural products and products of their primary processing and related service enterprises, as well as organizations engaged in the development and implementation of state agrarian policy [1]. As a result, technical progress, development of enterprise, dynamism of factors of agricultural development, general economic growth, political support are important for the successful development of the agrarian sphere. The market of agricultural products is very wide and includes a large number of varieties of products. Agricultural production is defined as a separate asset that is separated from other biological assets [2]. For the Ukrainian economy agricultural commodity market is presented primarily as a category of exchange, which is organized according to the laws of commodity production and trade, as the sum of relations of the commodity and money exchange. Its organization gives the opportunity to implement the state relations, and in the end result the whole process of production.

2.2. Matrix SWOT analysis

Foreign trade, as well as all sphere processes in general, is characterized by the presence of two structures – the commodity and territory. Matrices allow modeling interdepartmental and interstate production-technological and economic relations on the basis of their analysis and allow solving the tasks of rationalization of foreign economic activities. Strategic statistical analysis often includes SWOT-analysis. This approach based on identification of internal and external factors of the object. For this purpose, the factors are divided into four categories: Strengths, Weaknesses, Opportunities and Threats. Below are the results of SWOT-analysis of the Ukrainian agricultural export [3].

Table 1

SWOT-analysis of Ukrainian agricultural export

Internal Environment	Strengths	Weaknesses
	Stable and steady growth of food consumption on the world market. Significant potential in the development of agricultural production, large amounts of unused cultivated areas, labor and scientific potential. Differentiated structure of the processing industry, high staff potential of processing industries. Favorable geographical location, close proximity to strategic markets for the sale of agro-food products. Potential scientific potential for the development of technological, technical, economic and strategic spheres of development of enterprises.	The strategic actions of enterprises is is only the reaction to changes in environmental factors, there are no ways to predetermine the problems. Orientation towards short-term results of activity to the detriment of medium- and long-term strategic plans. The aging of fixed assets of the staff and technology, the decline of technological discipline, outdated technology. Lack of state policy to stimulate exports. Low level of management and administrative administration in the field of export activities.
External environment	Opportunities	Threats
	Economic development opportunities. Favorable opportunities for organic food production. Realization of unused capacities of enterprises. Increased exports of products with a high level of industrial processing. Relatively low production capacity of agricultural products and their processing. High level of environmental safety of food products. Traditional loyalty of consumers to domestic food products. State support for enterprises The state support of the enterprises of this sphere as food products etc.	The emergence of new, more stringent requirements on the standards of activity, technical level and quality of goods. The possibility of sharp fluctuations in the exchange rate of the national currency. Occupation by competitors of the world market. Rising costs of production and prices of sales. Reducing the number of consumers in partner countries. Regulation of the industry by the legislative acts of Ukraine. Loss of customer loyalty to domestic food products.

2.3. Identification of problems in the market and ways to eliminate them

The potential of Ukraine in this sector is very large, but it is not disclosed enough, so we can talk about a number of constraints that hinder and impede the development of foreign trade. Table 2 gives the main existing problems of the Ukrainian market of external trade in agricultural products and possible ways to solve each of the factors [4].

Table 2

Solutions of problems of Ukrainian exports of agro-industrial products

Problems	Solutions
Lack of state support for agricultural exports	The support for enterprises engaged in international trade, can be the provision of additional package of benefits. An example of such benefits can be a package that includes a reduction in interest rates on credit, insurance and warranty. Also to support the development of companies involved in the export of agricultural production, it would be advisable not to use subsidies, but the investment of state capital, or a combination of partial investment of state funds and the partial provision of subsidies.
The level of diversification of product sales markets	Continued diversification of the retail markets towards more EU and Asian partner countries, and a decrease in the number of CIS customers;
The process of standardization and certification of goods for trade in the country	At the legislative level it is possible to introduce a procedure for obtaining and requiring additional international certificates for enterprises engaged in foreign trade. Also, for the standardization of products it is possible to introduce mandatory quality control in accordance with international standards of agricultural products, which would define a certain category of agro-industrial products.

3. Conclusions

The potential of the agro-products export sector has not yet been fully disclosed, because there are certain factors that hinder the development, such as the lack of state support, low level of diversification of sales markets, complexity of standardization and certification of products, and so on. Having looked at all possible options for solving the problems, it is advisable to create and approve the state a certain strategy for the development of foreign trade. It should include a few areas of activity and specific points of solving problems in the development of foreign trade of agricultural products. Having solved these problems, Ukraine can give itself new prospects for development.

REFERENCES

1. Цимбалюк І., Риковська Л. Теоретичний аналіз сутності та складників дефініції «аграрна сфера» // Економічний часопис Східноєвропейського національного університету імені Лесі Українки. 2017. № 4. С. 13–19.
2. Голіков А. П. Економіко-математичне моделювання світогосподарських процесів : навч. посіб. Харків. 2006. С. 105.
3. Фіщук Н. Ю., Березюк Ю. Б. Стратегія формування та розвитку експортного потенціалу агропродовольчого сектору економіки : зб. наук. праць ВНАУ. 2012. № 3. С. 234–242.
4. Фурдичко Л. Є., Хорощенко А. В. Проблеми та перспективи експорту продукції агропромислового комплексу України // Соціально-економічні проблеми сучасного періоду України. 2016. Вип. 3(119). С. 87–91.

THE CHARACTERISTICS OF THE INNOVATIVE DEVELOPMENT MECHANISM OF THE LEADING COUNTRIES AND UKRAINE IN THE CONTEXT OF DIGITALIZATION

K. S. Trofymchenko,
I. V. Zmiyova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Trofymchenko K. S., Zmiyova I. V. Characteristics of the innovative development mechanism of the leading countries and Ukraine in the context of digitalization. The article examines modern innovative development and technological competitiveness of the leading countries and Ukraine. The degree of high-tech industry of the countries is determined. The countries are grouped according to four degrees of innovativeness of the total national export. The volume of the inflow of direct foreign investments into the economies of the leading countries and Ukraine has been investigated. The author works out an innovative mechanism for the development of economies and gives recommendations for increasing their technological competitiveness.

Keywords: foreign direct investment, high-tech industry, innovative development, innovative mechanism, technological competitiveness.

Трофимченко К. С., Змійова І. В. Характеристика інноваційного механізму розвитку країн-лідерів та України в умовах цифровізації. У статті досліджується сучасний інноваційний розвиток та технологічна конкурентоспроможність країн-лідерів та України. Встановлено ступінь високотехнологічної промисловості країн. Згруповано країни за чотирма ступенями інноваційності загального національного експорту. Досліджено обсяг припливу прямих іноземних інвестицій в економіки країн-лідерів та України. Розроблено інноваційний механізм розвитку економік та надано рекомендації щодо підвищення їх технологічної конкурентоспроможності.

Ключові слова: високотехнологічна промисловість, інноваційний механізм, інноваційний розвиток, прямі іноземні інвестиції, технологічна конкурентоспроможність.

1. Introduction

Nowadays in the context of the fourth industrial revolution the development of “the new economy” includes such factors of the country’s industry competitiveness as the rapid development of the knowledge market, the large-scale use of innovative technologies, and the powerful development of small and medium-sized businesses. So recently, the number of various EU initiatives in the field of technology and innovation has increased significantly, but one way or another, the EU's competitiveness in the global economy begins to decline. In this regard, the introduction of new innovative mechanisms for the development of the EU economy constitutes the actual value of this work.

Such foreign and Ukrainian economists as M. Porter, J. Fagerberg, D. Schumpeter, A. Ross, D. Johnson, C. Holroyd, K. Schwab, I. Matyushenko, M. Kizim and others study the problems of innovative development and technological competitiveness of countries. So, the purpose of this study is to assess the innovative investment activities of the leading countries and Ukraine, as well as to form an innovative mechanism to increase their competitiveness. The object of the research is to assess the innovation and investment activities of countries. The subject of the research is the determination of the innovative level of development of the leading countries and Ukraine and the development of an innovative investment mechanism to increase their competitiveness in the digital economy.

2. The current level of innovative development of selected countries

In today's globalized world, modern technologies and innovations are the most important engines of the country's long-term competitiveness, playing one of the most important roles in shaping the way of public life, business, and communication in the modern world. And countries are moving from physical factors of production to an economy based on innovation to have a high level of global competitiveness.

Since the export of high-tech products is the main indicator that measures technological competitiveness and is a key factor in economic growth, productivity, and welfare, it would be appropriate to determine the degree of export innovation of the leading countries and Ukraine using the Sturges formula in terms of the share of high-tech exports in the total exports of countries [4].

According to the Sturges formula, we can calculate the coefficient k:

$$k = 1 + 3{,}322 lg10 = 1 + 3{,}322 \times 1 = 4{,}322$$

The resulting coefficient k indicates that the totality of countries is divided into 4 groups *(n)*. Now we can calculate the value of the number of equal intervals between these groups h:

$h = (E_{Tmax} – E_{Tmin}) / n = 6,11483$, where

– E_{Tmax} – the maximum ratio among countries of the export volume of high-tech products to the total export of the country;

– E_{Tmin} – respectively the minimum ratio.

So, as a result, we get 4 intervals in the studied set of countries (table 1).

Thus, according to our calculations, France, China, and South Korea have the highest innovativeness of national exports, while Ukraine and Russia have the lowest, which indicates the increased importance of medium- and low-tech industries in their export structure compared to other studied countries.

Table 1

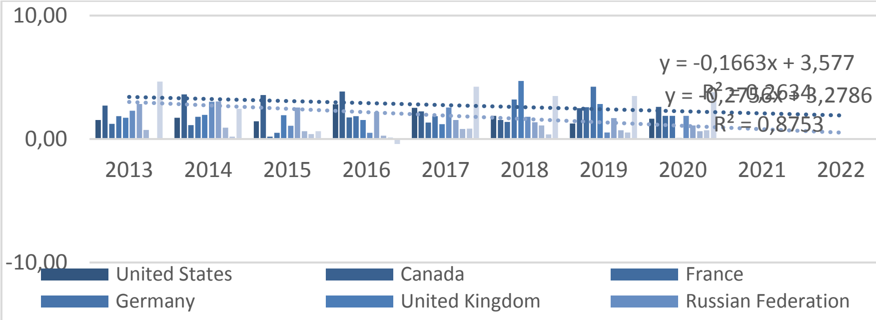
Grouping of leading countries and Ukraine by export innovation (2013–2020)

№	Interval	Export innovation	Number of countries	Countries
1	25,2859 – 31,4008	Very high	3	France, China, South Korea
2	19,1711 – 25,2859	High	2	USA, UK
3	13,0563 – 19,1711	Average	3	Canada, Germany, Japan
4	6,9414 – 13,0563	Low	2	Russia, Ukraine

Compiled by the author according to his own calculations based on [6; 7]

3. Investment activity of the leading countries and Ukraine

Attracting foreign direct investment into the economy is an integral element of the innovative mechanism for the development of states. In this regard, we need to study the inflow of FDI to the leading countries and Ukraine. In Figure 1, we can observe the total instability of FDI inflows to the studied countries, which is the result of economic and political fluctuations and business factors that act as the main incentive for investing in the country. China (2%), South Korea (0.7%), USA (1.85%), France (1.4%) and Japan (0.4%) have stable average results.



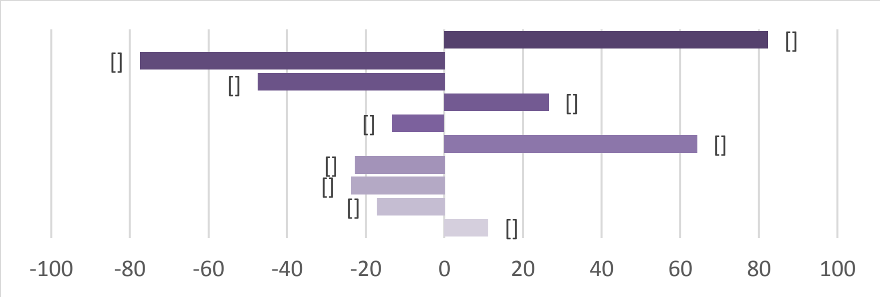
Source: compiled by the author based on materials [7]

Figure 1. The inflow of foreign direct investment
to the leading countries and Ukraine for 2013–2020 (% of GDP)

Canada has the best investment attractiveness, which on average for 2013-2020 has 2.8% FDI of GDP. Ukraine and Russia suffer from political problems that have a great impact on attracting investment. They should try to resolve their conflict situation by making their economy open and transparent [3].

For forecasting, it is appropriate to use trend analysis, but we use it only for Canada and China, since they have not very high volatility of FDI inflows, which increases the reliability of the analysis. In both China and Canada, the trend is negative, which is confirmed by the approximation coefficients of 87.5% and 26.3%, respectively. This is because today FDI is increasingly going to developing countries. But the investors are residents of highly developed countries.

For a more detailed analysis of the investment activities of countries, we calculate the level of net investment activity of the leading countries and Ukraine (U_{IA}) as one of the main factors of innovative development according to the formula $U_{IA} = (VI_I – VI_O / VI_I + VI_O) \times 100\%$, where VI_I – the volume of FDI inflow; VI_O – the volume of FDI outflow [5]. The calculation results are shown graphically in Figure 2.



Source: compiled by the author according to his calculations [7]

Figure. 2. Net investment activity of the leading countries and Ukraine according to the FDI inflow and outflow for 2013–2020, %

So, according to our calculations, we can say that the most investment active states with a positive indicator are the United States (11.17%) and China (26.51%), less active, but also with a positive result – Great Britain (64.24%) and Ukraine (82.31%). First of all, this result indicates that FDI inflows to these countries exceed their outflows. At the same time, the positively lower the value of this indicator, the more FDI exports and imports are at approximately the same level, and the potential for attracting FDI exceeds the potential for exports. Low negative level of the indicator of net investment activity in countries such as Canada (-17.19%), the Russian Federation (-13.22%), Germany (-22.85%), South Korea (-47.52%) and France (-23.67%) is explained by the opposite logic, that is, these countries are highly investment, but the outflow of FDI exceeds their inflow, while Japan is the leader among the above countries with an indicator of -77.4%.

Such results suggest that most of the studied countries do not have, or have, however, very weak, investment policy strategy, which would fully consider the interests of investors and would allow both to effectively liberalize their market and protect it. We believe that the development of an effective investment plan will become a reinforcing factor in improving the innovation and investment mechanism for the development of any economy.

4. Formation of innovative development mechanism of selected countries

In modern conditions of the powerful development of technologies, all studied countries, one way or another, face certain problems on the way to creating their own effective innovative mechanism for economic development. One can single out such an obstacle as not quite well-functioning financial mechanisms for supporting innovative ideas of small and medium-sized businesses. Today, the degree of internationalization of R&D is gradually increasing, and the innovative mechanism for the development of economies is still national in nature. Since all countries are developing rather unevenly, we must form an innovative mechanism that would contain a wide range of effective tools [2; 5].

So, we present the author's recommendations in the form of 4-level steps that will become a powerful innovative mechanism for ensuring the technological competitiveness of states.

First-level steps: and deepening cooperation between universities and industrial enterprises for sustainable development and the creation of new technological developments; development of education and creation of a unified strategy in the field of training highly qualified specialists for new areas of activity; improvement of technology transfer in order to commercialize research and development results; establishing close ties between the state and business with the aim of effective cooperation on infrastructure development projects and the creation of breakthrough innovative goods and services; increasing the flow of investment in the development of innovative platforms by improving the investment climate in countries.

Second-level steps: to create a network model of clusters for close permanent cooperation at all stages of research, exchange of results and development of new high-tech products; to develop drafts of favorable legal and regulatory documents of economic policy, contributing to an increase in demand and supply for innovative goods; focus on attracting additional investment in R&D; introduce widespread use of a package of innovation policy instruments (for example, credit guarantees, tax credits), create foreign direct investment funds, attract venture capital, etc.

Third-level steps: it is necessary to increase the mobility of the labor force, otherwise it will become one of the obstacles to increasing competitiveness in the field of technology and innovation; create "innovation ecosystems" – mechanisms that would simplify and, at the same time, deepen cooperation between countries, TNCs, organizations, enterprises that are part of the chain of production and sale of the latest goods and services.

Steps of the fourth level: create a joint public-private innovation partnership to meet government demand for innovative products by attracting innovative small and medium-sized businesses; effective coordination of innovation mechanisms between supranational and national authorities should be achieved in order to create a single mechanism that will work in the long term, contributing to stable economic growth: the creation of a national agency for innovative development of the state, in order to develop a mechanism for expert consultation in order to timely identify needs and make appropriate decisions to satisfy them.

5. Conclusion

Consequently, the strengthening the capacity of public and private actors responsible for the development and implementation of innovative strategies is a prerequisite for a successful technological transformation of the economy. Tasks and roles should be distributed among several institutions in such an innovation chain: national innovation agencies, local innovation and technology parks, universities and research institutes, individual companies, etc. Coordination and communication between these stakeholders are key to ensuring a shared vision and timely decisions and plans, which will be fundamental to expanding the pool of potential talent, increasing the ability to meet the needs of society, and reaping the economic benefits of technology and innovation.

REFERENCES

1. Горжи М. А. Методика оценки инвестиционной активности страны. *Экономика и экономические науки* : сборник работ 74-й научной конференции Белорусского государственного университета (Минск, 15-24 мая 2017 г.). Минск, 2017. С. 360–363.
2. Матюшенко І. Ю. Перспективи розвитку конвергентних технологій у країнах світу й Україні для вирішення глобальних проблем : моногр. / за ред. І. Ю. Матюшенка. Харків: ФОП Лібуркіна Л. М., 2017. 448 с.
3. Global Investment Competitiveness Report 2019/2020: Rebuilding Investor Confidence in Times of Uncertainty. *World Bank Group.* URL : https://openknowledge.worldbank.org/bitstream/handle/10986/33808/9781464815362.pdf?sequence=4&isAllowed=y (дата звернення: 13.11.2021).

4. Herbert A. Sturges. The choice of a class-interval. *Journal of the American Association*. 1926. Vol. 21, No. 153. P. 65–66.
5. The future of manufacturing: Driving capabilities, enabling investments. Global Agenda Council on the Future of Manufacturing. *UNIDO.* URL : http://www3.weforum.org/docs/Media/GAC14/Future_of_Manufacturinggg_Driving_Capabilities.pdf (дата звернення: 14.11.2021).
6. UN Comtrade Database. *United Nations.* URL : https://comtrade.un.org/ (дата звернення: 13.11.2021).
7. World Bank Open Data. *The World Bank.* URL : https://data.worldbank.org/ (дата звернення: 13.11.2021).

FACING LANGUAGE OBSTACLES ON SINGLE EUROPEAN RAILWAY AREA: PROBLEMS AND OPPORTUNITIES

A. A. Tsarenko,
O. V. Karpenko (language supervisor)
V. N. Karazin National University, Kharkiv

Tsarenko A. A., Karpenko O. V. Facing language obstacles on single European railway area: problems and opportunities. The article analyses the main problems and prospects for communication in Single European Railway Area (SERA). The study of this industry is now especially relevant to decarbonizing European transport system. However, increasing rail share in cross-border carrier of passenger and goods is complicated by requirement for locomotive drivers to possess language of EU country they drive a train. The author concludes that implementing single operational language (suggesting English) or machine translation technologies without jeopardizing safety is necessary. As a result, simplification of cross-border carriages and further liberalization of Single Market for rail undertakings (RUs) are expected.

Keywords: decarbonizing, English, operational language, rail, SERA.

Царенко А. А., Карпенко О. В. Мовні складнощі Єдиного європейського залізничного простору: проблеми та перспективи. У статті наводиться аналіз основних проблем і перспектив розвитку галузі Єдиного європейського залізничного простору. Вивчення цієї галузі особливо актуально для декарбонізації європейської транспортної системи. Проте збільшення частки залізниці в міждержавних вантажних та пасажирських перевезеннях ускладнено вимогами володіння машиністом поїзда мовою кожної країни маршруту. Робиться висновок, що потрібно впровадження єдиної операційної мови (пропонується англійська) або ж технологій машинного перекладу, за особливої уваги до безпеки поїздок. Як наслідок, очікується спрощення перевезень з перетином кордону та подальша лібералізація Внутрішнього ринку для всіх залізничних компаній.

Ключові слова: англійська, декарбонізація, Єдиний європейський залізничний простір, залізниця, робоча мова.

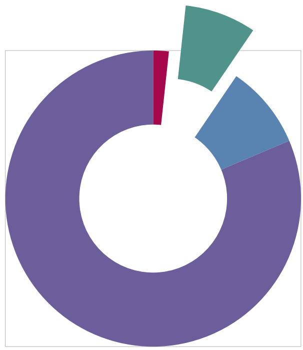
1. Introduction

The o b j e c t of the article is the comprehensive research of problems and prospects of communication in Single European Railway Area (SERA). The s u b j e c t is difficulties and opportunities for the development of SERA. The p u r p o s e of the study is to examine the language challenges that train drivers can face in cross-border carriages. To achieve this, it is crucial to analyse the factors that form the issue and consider some possible solutions to the concern.

2. Current state of industry

EU has an impressive vast rail network. However, its inner national networks greatly differ from each other by voltage, signalling systems, gauges, that complicates cross-border rail traffic. European Commission has a vision of Single European Rail Area and has issued four legislative packages, aiming to open up national railways for competition and interoperability [1].

Passenger transport (tkm in %)	
Passenger cars	**81.3**
Buses & coaches	**9.1**
Rail	**7.9**
Tram & metro	**1.6**



Freight transport (tkm in %)	
Road transport	**76.3**
Rail	**17.6**
Inland waterways	**6**
excluding pipelines	

Source: compiled by the author based on materials [2, 3]

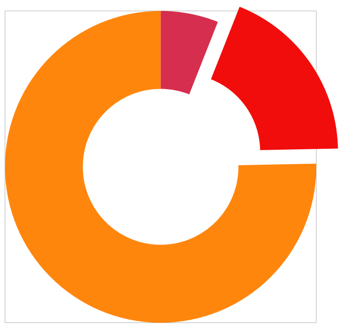
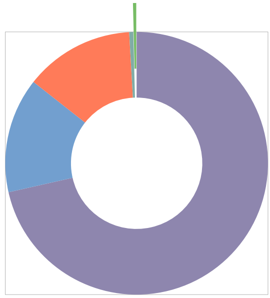


Figure 1. EU27 modal split of passenger and freight transport on land in 2019

Rail transport is crucial now for decarbonizing the transportation system and achieving climate goals with Green Deal. It is a sustainable kind of transport, and is accountable for only 0.4% of greenhouse gas emissions from transport on the whole.

GHG emissions (shares %)	
Road transport	**71.1**
Navigation	**14.1**
Civil aviation	**13.4**
Other	**0.5**
Railways	**0.4**



Source: compiled by the author based on materials [4]

Figure 2. Greenhouse gas emissions from transport EU-27

3. Problems of developing

The language requirement for locomotive drivers is one of the many obstacles for creating the unified European rail system but not the least. According to point 8 of annex VI of Directive 2007/59, as amended, European law states that train driver must know the language of the country they drive on B1 level:

> *"Their language skills must be such that they can communicate actively and effectively in routine, adverse and emergency situations"*. [5]

So, drivers can drive only on certain routes. During the Rasstat incident in 2017 (collapse of the tunnel's bore in Rhine Valley Railway), there was not enough personnel for resuming operations. To make rail transportation more attractive for business and passengers, there is a need for more efficiency and less cost of it. It complicates cross-border transit for rail undertakings (RUs): many trains have to stop at the border to change drivers because they do not speak the required language. For example, RU needs to change four drivers in the operation from Antwerp (BE) to Milan (IT). European rail trips are not seamless [6].

4. Prospects

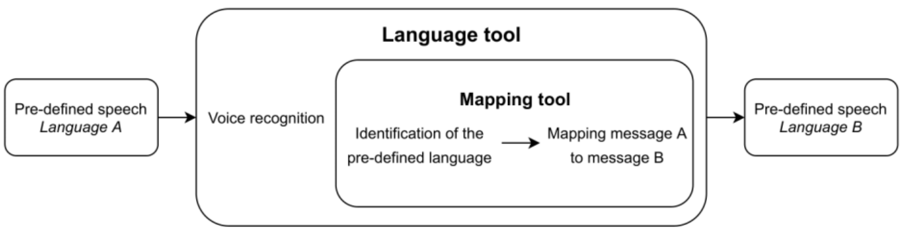
To address this issue, European Commission drafted an amendment of the Annex:

> *"It is necessary to explore alternative options to the current language requirements allowing for greater flexibility but ensuring at least an equivalent level of safety with the current requirements. Those options could consist in more targeted language requirements (i.e. with focus on rail specific terminology), or to a lower general language level combined with alternative means to support effective communication"* [7].

European Rail Freight Association (ERFA), train driver trade union representatives (ALE) and private rail freight companies propose to adopt English as a *single* operational language for rail to simplify cross-border rail service and extend driver's mobility on the market [8].

Comparing with other modes of transport, English is the single operational language in the aviation (Aviation English). It allows free competition between airlines while preserving high safety standards.

Another option could be Translate4Rail – a software project by RailNetEurope (non-profit for rail infrastructure managers) collaborating with International Union of Railways (UIC), ERFA and European Union Agency for Railways (ERA). The objective is to erase the language barrier between the driver and the traffic operator. It would enable drivers to drive to countries where they do not speak the national language. An app on the driver's tablet recognizes voice message, then translates it with pre-defined expressions included and reformulates again in voice format – in future, it can be non-predetermined communication [9].



Source: compiled by the author based on materials [9]

Figure 3. Translate4Rail structure

5. Conclusions

Despite extensive railway network, EU has many obstacles to create Single European Railway Area, and language requirements for locomotive drivers is one of them; it hinders cross-border traffic and rail labour market. To handle it, there is a need for creative solutions, such as implementing one operating language for international transportation or developing translation software; both of them need appropriate amendments to EC's Directive 2007/59.

REFERENCES

1. Building the single European railway area [Electronic resource] // European Council. URL : https://www.consilium.europa.eu/en/policies/single-eu-railway-area/ (date of access: 14.12.2021). – Title from screen.
2. Directorate-General for Mobility and Transport (European Commission). Modal split of passenger transport on land 2019 – by country. *EU transport in figures – Statistical pocketbook 2021*. Luxembourg, 2021. P. 49. URL : https://doi.org/10.2832/27610 (date of access: 21.12.2021).
3. Directorate-General for Mobility and Transport (European Commission). Modal split of freight transport on land 2019 – by country. *EU transport in figures – Statistical pocketbook 2021*. Luxembourg, 2021. P. 37. URL : https://doi.org/10.2832/27610 (date of access: 21.12.2021).
4. Directorate-General for Mobility and Transport (European Commission). GHG emissions from transport EU-27 – by mode (shares %). *EU transport in figures – Statistical pocketbook 2021*. Luxembourg, 2021. P. 135. URL : https://doi.org/10.2832/27610 (date of access: 21.12.2021).
5. On the certification of train drivers operating locomotives and trains on the railway system in the Community: Directive of 23.12.2007 no. 2007/59. URL : https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/uri=CELEX:32007L0059&from=EN#d1e32-75-1.
6. A single language for the Single European railway area: ERFA input to the evaluation of the train drivers' directive [Electronic resource] // European Rail Freight Association. URL :

http://www.erfarail.eu/uploads/ERFA_input_paper_on_Single_operational_language.pdf (date of access: 14.12.2021). – Title from screen.

7. Amending Annex VI to Directive 2007/59/EC of the European Parliament and of the Council on the certification of train drivers operating locomotives and trains on the railway system in the Community: EC' directive no. 2019/554. *Official Journal of the European Union*. URL : https://eur-lex.europa.eu/eli/reg/2019/554/oj (date of access: 21.12.2021).
8. EU railway companies should 'get going' with language pilots [Electronic resource] // RailFreight.com. URL : https://www.railfreight.com/policy/2018/11/29/eu-railway-companies-should-get-going-with-language-pilots/ (date of access: 14.12.2021). – Title from screen.
9. Overcoming language barriers to achieve a single European railway network // Rete Ferroviaria Italiana. URL : https://www.rfi.it/en/In-Europe/top-stories/Overcoming-language-barriers-to-achieve-a-single-European-railway-network.html (date of access: 14.12.2021). – Title from screen.

GLOBALISIERUNGUND IHRE AUSWIRKUNGEN AUF ENTWICKLUNGSLÄNDER

S. O. Tupikova,
I. I. Piroh, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Tupikova S. O., Piroh I. I. Globalisierungund ihre Auswirkungen auf Antwicklungsländer. Der Artikel befasst sich mit der Definition von Globalisierung, ihren Treibern, positiven und negativen Einflüssen sowie den Auswirkungen der Globalisierung auf Entwicklungsländer. Man analysiert die positiven und schädlichen Auswirkungen der Globalisierung auf die Volkswirtschaften der Länder und die Auswirkungen der Globalisierung auf die Entwicklungsländer.

Schlüsselwörter: Länder, Globalisierungstreiber, Wirtschaft, Globalisierung, Einfluss.

Тупікова С. О., Пірог І. І. Глобалізація та її вплив на країни, що розвиваються. У статті розглядаються поняття глобалізації, її рушійні сили, позитивний та негативний вплив, а також вплив глобалізації на країни, що развиваються. Аналізується позитивний та негативний вплив глобалізації на економіки країн та вплив глобалізації на країни, що розвиваються.

Ключові слова: вплив, глобалізація, економіка, країни, рушійні сили.

1. Einführung

Der gegenwärtige Entwicklungsstand der Weltwirtschaft wird durch die Globalisierung der Weltwirtschaft, das ständige Wachstum und die Vertiefung der Prozesse der Arbeitsverteilung, die Zunahme der weltweiten Warenströme, die Zunahme der Prozesse der transnationalen Kapitalströme bestimmt, die Aktivierung der Integrationsprozesse der Volkswirtschaften und der Weltfinanzmärkte bestimmen den Prozess der Globalisierung. Die Globalisierung hat jedoch unterschiedliche Auswirkungen auf Industrie- und Entwicklungsländer, die meisten Industrieländer sind Treiber der Globalisierung der Weltwirtschaft und kennen daher das Ergebnis jeder Veränderung im Voraus, und für die Entwicklungsländer ist es schwieriger, sich an all die Veränderungen in der Welt, Globalisierungsprozesse in den Entwicklungsländern sind relevant.

Das Ziel dieser Forschung ist es, die nützlichen und schädlichen Auswirkungen zu analysieren der Globalisierung auf die Entwicklungsländer.

Gegenstand der Studie sind die Auswirkungen der Globalisierung in den Entwicklungsländern.

Globalisierung ist der nahtlose und integrierte freie Verkehr von Waren, Dienstleistungen und Personen auf der ganzen Welt. Die Globalisierung kann man sich als Ergebnis der Öffnung der Weltwirtschaft und der damit einhergehenden.

2.1. Die Auswirkungen der Globalisierung in den Entwicklungsländern

Zunahme des Handels zwischen den Nationen. Mit anderen Worten, wenn Länder, die bisher für Handel und ausländische Investitionen verschlossen waren, ihre Volkswirtschaften öffnen und global werden, führt dies zu einer zunehmenden Vernetzung und Integration der Volkswirtschaften der Welt. Dies ist eine kurze Einführung in die Globalisierung [4].

Das Ziel der Globalisierung ist es, Unternehmen eine überlegene Wettbewerbsposition bei niedrigeren Betriebskosten zu verschaffen, um eine größere Anzahl von Produkten, Dienstleistungen und Verbrauchern zu gewinnen. Dieser Wettbewerbsansatz wird durch die Diversifizierung der Ressourcen, die Schaffung und Entwicklung neuer Investitionsmöglichkeiten durch die Erschließung zusätzlicher Märkte und den Zugang zu neuen Rohstoffen und Ressourcen erreicht.

Die Diversifizierung von Ressourcen ist eine Geschäftsstrategie, die die Vielfalt der Geschäftsprodukte und -dienstleistungen innerhalb verschiedener Organisationen erhöht. Diversifikation stärkt Institute, indem sie organisatorische Risikofaktoren senkt, Interessen auf verschiedene Bereiche verteilt, Marktchancen nutzt und Unternehmen sowohl horizontal als auch vertikal übernimmt [2].

2.2. Die Komponenten der Globalisierung

Zu den Komponenten der Globalisierung gehören das BIP, die Industrialisierung und der Human Development Index (HDI). Das BIP ist der Marktwert aller fertigen Güter und Dienstleistungen, die innerhalb der Grenzen eines Landes in einem Jahr produziert werden, und dient als Maß für die gesamtwirtschaftliche Leistung eines Landes. Industrialisierung ist ein Prozess, der, angetrieben durch technologische Innovation, sozialen Wandel und wirtschaftliche Entwicklung bewirkt, indem er ein Land in eine modernisierte Industrie- oder Industrienation verwandelt. Der Human Development Index besteht aus drei Komponenten: der Lebenserwartung der

Bevölkerung eines Landes, dem Wissen und der Bildung gemessen an der Alphabetisierung der Erwachsenen und dem Einkommen.

Die Medien und fast alle Bücher über Globalisierung und internationales Geschäft sprechen von unterschiedlichen Globalisierungstreibern und lassen sich grundsätzlich in fünf verschiedene Gruppen einteilen:

1) Technologische Treiber.

Technologie prägte und legte den Grundstein für die moderne Globalisierung. Innovationen in der Verkehrstechnik haben die Branche revolutioniert. Die wichtigsten Entwicklungen darunter sind die Verkehrsflugzeuge und das Konzept der Containerisierung in den späten 1970er und 1980er Jahren. Erfindungen auf dem Gebiet der Mikroprozessoren und der Telekommunikation ermöglichten eine hocheffektive Berechnung und Kommunikation auf einem niedrigen Kostenniveau. Schließlich ist das schnelle Wachstum des Internets der neueste technologische Antrieb, der dem weltweiten E-Business und E-Commerce geschaffen hat.

2) Politische Treiber.

Liberalisierte Handelsregeln und deregulierte Märkte führen zu niedrigeren Zöllen und ermöglichen ausländische Direktinvestitionen in fast der ganzen Welt. Die Institution des GATT (General Agreement on Tariffs and Trade) 1947 und der WTO (World Trade Organization) 1995 sowie die fortschreitende Öffnung und Privatisierung in Osteuropa sind nur einige Beispiele der jüngsten Entwicklungen.

3) Markttreiber.

Da die heimischen Märkte immer stärker gesättigt werden, sind die Wachstumschancen begrenzt und die globale Expansion ist ein Weg, den die meisten Unternehmen wählen, um diese Situation zu überwinden. Auch gemeinsame Kundenbedürfnisse und die Möglichkeit, globale Marketingkanäle und teilweise Transfermarketing zu nutzen, sind Anreize für die Internationalisierung.

4) Kostentreiber.

Die Effizienz und die Kosten der Beschaffung variieren von Land zu Land, und globale Unternehmen können sich diese Tatsache zunutze machen. Andere Kostentreiber der Globalisierung sind die Möglichkeit, weltweite Volkswirtschaften aufzubauen, und die hohen Produktentwicklungskosten heutzutage.

5) Wettbewerbsfähige Fahrer.

Mit dem globalen Markt nimmt der globale Wettbewerb zwischen Unternehmen zu und Organisationen sind gezwungen, international zu "spielen". Eine starke gegenseitige Abhängigkeit zwischen den Ländern sowie ein hoher wechselseitiger Handel und FUSS-Maßnahmen unterstützen diese Triebkraft ebenfalls [1]. Die Globalisierung spielt in den Entwicklungsländern eine immer wichtigere Rolle. Es zeigt sich, dass die Globalisierung bestimmte Vorteile wie wirtschaftliche Prozesse, technologische Entwicklungen, politische Einflüsse, Gesundheitssysteme, soziale und natürliche Umweltfaktoren mit sich bringt. Die Globalisierung hat den Entwicklungsländern neue Chancen eröffnet. Der Technologietransfer ist vielversprechend, größere Chancen für den Zugang zu den Märkten der Industrieländer, Wachstum und verbesserte Produktivität und Lebensstandard. Es stimmt jedoch nicht, dass alle Auswirkungen dieses Phänomens positiv sind. Denn die Globalisierung hat auch neue Herausforderungen mit sich gebracht, wie Umweltzerstörung, Instabilität auf den Handels- und Finanzmärkten, zunehmende Ungleichheit zwischen und innerhalb von Nationen.

Dieser Artikel bewertet die positiven und negativen Auswirkungen der Globalisierung auf Entwicklungsländer in folgenden Punkten:

1) Bereich Wirtschafts- und Handelsprozesse.

Die Globalisierung hilft den Entwicklungsländern, mit dem Rest der Welt umzugehen, ihr Wirtschaftswachstum zu steigern und die Armutsprobleme in ihrem Land zu lösen. Mit der Globalisierung ermutigen die Weltbank und das internationale Management die Entwicklungsländer, Marktreformen und radikale Veränderungen durch große Kredite durchzuführen. Viele Entwicklungsländer begannen, ihre Märkte zu öffnen, indem sie Zölle abschafften und ihre Volkswirtschaften entlasteten. Die entwickelten Länder konnten in die Entwicklungsländer investieren und Arbeitsplätze für die armen Menschen schaffen. Es ist klar zu erkennen, dass die Globalisierung die Beziehungen zwischen Industrieländern und Entwicklungsländern gestärkt hat, sie hat jedes Land von einem anderen Land abhängig gemacht. Entwicklungsländer sind in Bezug auf Ressourcenströme und Technologie von Industrieländern abhängig, aber Industrieländer hängen stark von Entwicklungsländern für Rohstoffe, Nahrungsmittel und Öl sowie als Absatzmärkte für Industriegüter ab. Einer der wichtigsten Vorteile der Globalisierung ist, dass Güter und Menschen einfacher und schneller transportiert werden, da der Freihandel zwischen den Ländern zugenommen hat und die Möglichkeit von Kriegen zwischen

Ländern verringert wurde. Darüber hinaus hat die Zunahme der Kommunikation zwischen Einzelpersonen und Unternehmen in der Welt dazu beigetragen, den freien Handel zwischen den Ländern zu fördern, und dies führte zu einem Wirtschaftswachstum.

2) Bildungs und Gesundheitssysteme.

Die Globalisierung trug zur Entwicklung der Gesundheits- und Bildungssysteme in den Entwicklungsländern bei. Wir können deutlich sehen, dass die Bildung in den letzten Jahren zugenommen hat, weil die Globalisierung einen Katalysator für die Arbeitsplätze hat, die höhere Qualifikationen erfordern. Diese Forderung ermöglichte es den Menschen, eine höhere Bildung zu erlangen. Gesundheit und Bildung sind grundlegende Ziele zur Verbesserung aller Nationen, und es bestehen enge Beziehungen zwischen Wirtschaftswachstum und Gesundheits- und Bildungssystemen. Durch das Wirtschaftswachstum werden der Lebensstandard und die Lebenserwartung der Entwicklungsländer sicherlich besser. Mit mehr Vermögen sind arme Nationen in der Lage, ihre Bevölkerung mit guter Gesundheitsversorgung und sanitären Einrichtungen zu versorgen. Darüber hinaus kann die Regierung der Entwicklungsländer den Armen mehr Geld für Gesundheit und Bildung zur Verfügung stellen, was zu einem Rückgang der Analphabetenrate führte.

3) Kultureffekte.

Die Globalisierung hat viele Vorteile und Nachteile für die Kultur in den Entwicklungsländern. Die Kultur vieler Entwicklungsländer wurde durch die Globalisierung verändert und imitiert andere Kulturen wie Amerika und europäische Länder. Vor der Globalisierung wäre es nicht möglich gewesen, andere Länder und ihre Kulturen kennenzulernen. Dank wichtiger Instrumente der Globalisierung wie Fernsehen, Radio, Satellit und Internet ist es heute möglich zu wissen, was in Ländern wie Amerika, Japan und Australien passiert. Außerdem können sich die Menschen weltweit durch die Globalisierung besser kennen. Zum Beispiel ist es leicht zu sehen, dass immer mehr Hollywoodstars die Kulturen zeigen, die sich von Amerika unterscheiden.

Darüber hinaus können wir heute deutlich einen starken Effekt sehen, der durch die Globalisierung auf die jungen Menschen in den verschiedenen armen Ländern verursacht wird und iPhone und essen bei McDonald's, KFC und Domino's Pizza. Es sieht so aus, als ob man sie nur durch ihre Sprache unterscheiden kann. Auf der anderen Seite sind viele Entwicklungsländer besorgt über die zunehmende Globalisierung, da sie zur Zerstörung ihrer eigenen Kultur, Tradition, Identität, Bräuche und ihrer Sprache führen könnte. Viele arabische Länder wie Irak, Syrien, Libanon und Jordanien haben sich als Entwicklungsländer in einigen Bereichen negativ ausgewirkt, ihre Kulturen, Bräuche und Traditionen wurden verändert [3, S. 142–143].

3. Schlussfolgerungen

Einer der wichtigsten positiven Auswirkungen der Globalisierung ist die Möglichkeit, die wirtschaftliche Lage der Entwicklungsländer zu verbessern, und auch der Globalisierungsprozess gibt ihnen die Möglichkeit, ausländische Investitionen zur Verbesserung des Bildungs- und Gesundheitssystems einzubeziehen, neue Arbeitsplätze für die Bevölkerung der Entwicklungsländer zu schaffen und auch hilft ihnen, das Armutsproblem zu lösen.

Obwohl die Globalisierung viele Nachteile hat, glauben wir, dass die Globalisierung den Entwicklungsländern viel mehr Vorteile als Nachteile gebracht hat. Wir können zum Beispiel sehen, dass es sowohl in den Industrieländern als auch in den Entwicklungsländern mehr und eine größte Chance gibt, so viele Waren wie jetzt an so viele Menschen zu verkaufen, also können wir sagen, dass dies das goldene Zeitalter für Wirtschaft, Handel und Handel ist.

LITERATURSVERZEICHNIS

1. Drivers of Globalization. URL : http://www.grin.com/en/e-book/57026/drivers-of-globalization-integration-of-theoriesand-models.
2. How Globalization Affects Developed Countries. URL : https://www.investopedia.com/articles/economics/10/ globalization-developed-countries.asp
3. Nicolas Pologeorgis. The Impact of Globalization in the Developing Countries // Developing Country Studies. 2019. Vol. 3, №.11. P. 142–143.
4. What is Globalization? – Meaning and its Importance. URL : https://www.managementstudyguide.com/whatis- globalization.html.

TRADE WARS: CHARACTERISTICS AND WORLD EXPERIENCE

A. V. Uzunova,
E. I. Radchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Uzunova A. V., Radchenko E. I. Trade wars: characteristics and world experience. The article discusses the nature, causes and mechanism of trade wars in the world economy. The main restrictive measures applied in the conduct of trade wars are indicated. The world experience of trade wars in the world economy is being studied.
Keywords: international trade, trade restrictions, trade war.

Узунова А. В., Радченко О. І. Торговельні війни: характеристика та світовий досвід. У статті розглядається сутність, причини та механізм ведення торговельних війн у світовій економіці. Зазначаються основні обмежуючі заходи які застосовуються під час ведення торговельних війн. Досліджується світовий досвід ведення торговельних війн у світовій економіці.
Ключові слова: міжнародна торгівля, торговельна війна, торговельні обмеження.

1. Introduction

The o b j e c t of the article is the process of development of world trade wars in the world economy. The s u b j e c t is features of the best-known examples of trade wars in world history. The p u r p o s e of the article is to research the theoretical aspects of trade wars and highlight some of the most famous cases in history.

Trade wars in the world are not a new phenomenon. As long as there has been world trade, many different coutries have tried to take advantage of it, while seeking to restrict the trade of other countries and take their place.

To understand the essence of a trade war, one must understand the essence of foreign trade. It consists of imports and exports, that is, from goods entering territory of a country and goods produced domestically and shipped to other countries. The main objective of any country is to achieve a positive trade balance, that is, when export earnings exceed import revenues. And that is the main purpose of trade wars.

2. Results and Discussion

In the modern world, all political, economic, social relations between countries are escalating. This has led to a significant increase in wars, both military and economic and political, which has a significant impact on national economies and policies. One of the types of economic-political wars are so-called trade wars. Their purpose is to protect the interests of domestic producers as well as to create a favourable environment for competition in domestic and foreign markets. At the institutional level, there have been various trade and political, legal and economic restrictive measures. Such actions are a major blow to the financial and budgetary sphere of the countries [8].

The term trade war has already become familiar to the world community today. It can be described as some kind of misunderstanding or contradictions arising between countries in the sphere of mutual trade. This term refers to trade restrictions applied by one country and related measures of another country or countries affected by them. It can also be said that a trade war is a foreign policy action of any country aimed at maintaining or improving its economic position by pursuing a strict trade policy towards other countries [7].

The definition of a trade war was given by the Canadian economist G. Johnson, who specialized in the study of the problems of international trade and international finance. G. Johnson understood a trade war as a conflict between two or more countries in which the parties gain advantages in economic relations by temporarily restricting bilateral trade. That is, essentially, the reason for the trade war, where one country is not satisfied with the conditions under which it conducts trade with other countries. The result is a conflict that seeks to change such conditions in its favour [6, pp. 142–153].

Trade wars can be divided into two types: offensive and defensive. The offensive ones are carried out with the aim of occuping the foreign market, driving out other participants in trade relations in order to increase their share of the profit from the sale of goods. Defensive ones, on the contrary, are conducted in order to maintain the current state of the market.

The methods of offensive trade war include:

– dumping;
– an increase in export quotas;
– a reduction in export customs tariffs;
– use of excessively high customs rates;
– a ban on the import of certain goods;
– use of a special regime of standardization and certification of goods, special sanitary norms [9].

The methods of defensive trade war include:

– a reduction in import quotas;

– an increase in import customs tariffs;

– use of technical barriers which imply difficulties with the compliance of imported goods with national standards and technical conditions;

– use of non-tariff barriers that complicate licensing procedures and increase customs formalities;

– use of other methods of protectionism [4, c. 374; 5].

The participants in the trade war include:

– international organizations dealing with the regulation of international trade;

– integration associations of countries pursuing a common trade policy;

– countries that initiate a trade war;

– other countries involved in the trade war;

– enterprises, that is, exporters and importers of products;

– consumers of products or the population of countries participating in the trade war [3, c. 108].

In order to better understand the causes, methods, nature of trade wars and other aspects, it is necessary to look at world history and consider the best-known examples. Contemporary international economic relations have many examples of trade wars in which almost all countries of the world are involved. The United States, the European Union and Japan were the most frequent participants in trade wars. These are the «oil and gas», «chicken», «fish», «automobile», «patent», «pharmacological», «steel», «soy», «banana», «cigarette» and other wars.

The classic example of trade wars is two «opium wars» that in the mid-1800s France, England and the USA fought against China. The essence of these wars was that China refused to open its ports to international trade and buy Bengali opium and other goods from British companies. The first «opium war» was in the period 1839-1842. It took place because of the illegal opium trade and ended with the defeat of China and the signing of the Treaty of Nanjing, according to which favorable import duties were established for British products and the main ports of China were opened for the arrival of goods. As a result of the second «opium war» in 1856-1858 the Tianjin Treaty was concluded, according to which China paid reparations, also ten more ports were opened, opium trade was legalized, and foreign traders and missionaries were allowed to travel freely in China. These «opium wars» are a clear example of the use of military force in trade conflicts. However, in follow up trade conflicts, military forces began to take second place [1, c. 114–115].

In 1993, the so-called «banana war» began between the European Union and the countries of Latin America. To limit imports of bananas to its colonies in Africa and the Caribbean, Europe imposed high tariffs on imports of bananas from Latin America. As US companies owned most of the banana farms in Latin America, the US filed eight separate complaints with the WTO. In 2009, the EU agreed to reduce gradually tariffs on bananas from Latin America. However, in 2012, the EU and 10 Latin American countries signed an agreement ending a 20-year trade war [4, c. 374; 1, c. 114–115].

In January 2018, the United States increased tariffs on solar panels and washing machines imported from China. A few months later, tariffs were imposed on imports of steel and aluminium worldwide. During 2018, the United States increased tariffs to 25% on various categories of goods from China. In response, China applied similar measures, imposing duties ranging from 5% to 20% on imports from the United States. In early 2020, countries attempted to conclude a trade agreement, but after the first phase they did not move further. Since the beginning of the COVID-19 epidemic, relations between the United States and China have escalated [2].

The reasons for breaking out the trade war between the US and China are: a negative balance in foreign trade, and most of it is the trade with China, and a sharp increase in the confrontation between the world's two greatest economies in high-technology areas. This trade war between two large economies has not yet ended and has already become prolonged [2].

3. Conclusions

In the 20th century, trade wars are still going on. It may be noted that the characteristic of modern trade wars is that they have become an instrument of geopolitics. Europe, Asia, the US want to push their interests and occupy the markets. Moreover, due to the increasing globalization and interdependence of countries in the world economy, virtually all countries are suffering the negative effects of trade wars.

REFERENCES

1. Гордєєва Т. Міжнародні торговельні суперечки у сучасній регулятивній парадигмі // Міжнародна економічна політика, 2013. № 2 (19). С. 114–115.

2. Київський міжнародний економічний форум Торгові війни. США vs КИТАЙ. URL : https://forumkyiv.org/uk/analytics/torgovi-vijni
3. Серпухов М. Ю. Обґрунтування інтересів учасників торгівельних війн в міжнародній економіці // Економіка розвитку, 2013. № 3. С. 106–110.
4. Фадеева И. А. Торговые войны в мировой экономике как проявление дезинтеграционных процессов. URL : https://cyberleninka.ru/article/n/torgovye-voyny-v-mirovoy-ekonomike-kak-proyavlenie-dezintegratsionnyh-protsessov
5. International Classification of Non-tariff Measures 2019 // UNCTAD. URL : https://unctad.org/system/files/official-document/ditctab2019d5_en.pdf
6. Johnson H. Optimum Tariffs and Retaliation // The Review of Economic Studies. 1953. V. 21, N. 2. P. 142–153.
7. Trade Wars and their Effect on the Economy and You // The balance. URL : https://www.thebalance.com/trade-wars-definition-how-it-affects-you-4159973#:~:text=A%20trade%20war%20is%20when,similar%20forms%20of%20trade%20protectionism.&text=It%20depresses%20economic%20growth%20for,increase%20the%20prices%20of%20imports.
8. Trade War. URL : https://www.investopedia.com/terms/t/trade-war.asp#:~:text=A%20trade%20war%20happens%20when,nation%20has%20unfair%20trading%20practices.
9. World Tariff Profiles 2020 // WTO. URL : https://www.wto.org/english/res_e/booksp_e/tariff_profiles20_e.pdf

PROSPECTS FOR THE DEVELOPMENT OF MIGRATION PROCESSES IN GERMANY

M. S. Valiushenko,
I. M. Lavrinenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Valiushenko M. S., Lavrinenko I. M. Prospects for the development of migration processes in Germany. The article deals with migration and prospects for its development in Germany, first of all it should be noted that among all EU member states Germany is the most loyal to migrants, perhaps, as one German professor said, the German government clearly understands the need in the increased share of the working population, and therefore introduces simplified procedures for entering their own labor market. But at the same time, the German authorities are still a little afraid of a strong influx from Turkey, and as a result, closing the borders.
Keywords: chancellor, labor migrants, migration, refugees, skilled workers.

Валюшенко М. С., Лавріненко І. М. Перспективи розвитку міграційних процесів у Німеччині. У статті мова йде про міграцію та перспективи її розвитку на теренах ФРН, перш за все слід зазначити, що серед усіх країн-членів Євросоюзу Німеччина є найбільш лояльною по відношенню до мігрантів, можливо, як зазначав один з німецьких професорів, уряд Німеччини ясно розуміє потребу у збільшені долі працездатного населення, тому і запроваджує спрощені процедури виходу на власний ринок праці. Але в той самий час, влада ФРН все одно трохи побоюється сильного напливу зі сторони Туреччини, і як, наслідок, закриття кордонів.
Ключові слова: біженці, канцлер, кваліфіковані робітники, міграція, трудові мігранти.

1. Introduction

The o b j e c t of the article is the process of migration in Germany. The s u b j e c t is changes in the number of migrants and prospects for their change. The p u r p o s e of this article is to draw attention to the current situation with migrants in Germany.

2. Reasons for changes in the number of migrants

In 2040, one in three people in Germany will be of migrant origin, and in large cities the share of migrants and their descendants will reach 70%, said in a report in Nuremberg, Herbert Bruecker, professor of economics at the University of Bamberg.

It is not very difficult to explain the professor's opinion, because his forecast is based on statistical data. Thus, the main reason is that from about the 1970s the number of births in Germany began to decline rapidly (Fig. 1.). At the same time, the life expectancy of citizens was growing. And if we could imagine the situation – the non-existence of migration as a phenomenon, then according to forecasts by 2060 the share of able-bodied people in Germany would fall by 40%.

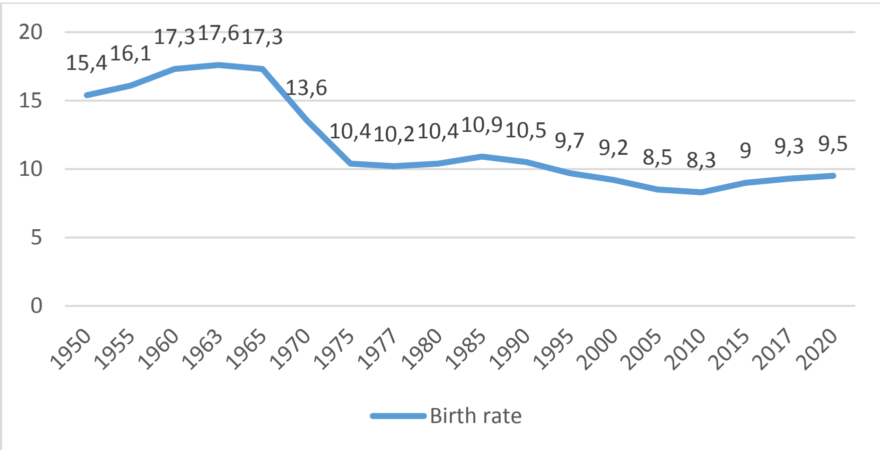


Fig. 1. Birth rate dynamics in Germany
Source: compiled by the author according to [4]

But in the case of a stable influx of able-bodied migrants in the amount of about 400 thousand people each year (which is about twice as much as today), Germany would be able to confidently maintain the working capacity of the country and population. And even in this scenario, the number of retired people will be higher than the number of workers who will be forced to fund retirees.

If you think about it, today about 25% of the population of Germany has direct or indirect migration roots. These people are either migrants, or their parents, or even grandparents.

Herbert Bruecker sees Ukraine as a potential dealer of the working population, explaining that it is always necessary to remember and distinguish between countries in the wake of EU enlargement. Then it will become clear that countries such as Poland have almost exhausted their migration potential, while second-wave countries such as Bulgaria, Romania and Croatia still have potential, but it is declining rapidly. Thus, there are countries outside the European Union, such as Ukraine, where people have had almost no opportunity to move to the West before, and where there is a large difference in wage levels compared to EU countries. Accordingly, if the conditions for entry are simplified for such countries, the potential for migration will be high.

3. Results from the increase in the number of migrants

As a result, as migration increases, Germany will become increasingly diverse in terms of cultures, races, religions, languages, and so on. It is unlikely that dominant groups will be formed, most likely just a great variety of cultures. And it should be noted that this is quite good.

Special mention should be made of the Law on the Simplified Procedure for the Immigration to Germany of Skilled Workers from Non-EU Countries, which we have identified as one of the priority objectives of the German Federal Government. Thanks to this law, about 2,000 people exercised their rights during the year of its validity. Only COVID-19 hindered more active migration.

Citizens of the Philippines (362) took the largest share, followed by Mexico (200), Brazil (98), Vietnam (85), Iran (71), India (39), Ukraine (34), and Tunisia (27)) and other. It should be noted that if it were not for the coronavirus, there would be more people willing [1].

In general, the pandemic has changed the needs of the German labor market. If before the priority was the hotel and restaurant business, and in this area there was always a lack of people, now, due to lockdown, all staff involved in the hotel and restaurant business – are out of work.

And all this above would be good, if not one “but”. The EU will remember the refugee crisis of 2015 for a long time. It will be recalled that in early autumn 2015, a tent camp was set up at the Budapest railway station, which the Hungarian government turned a blind eye to and tried to get rid of as soon as possible by sending refugees by train to Austria. The situation worsened on September 4, when refugees rushed uncontrollably along the highways to Austria.

German Chancellor Angela Merkel has decided to help to avoid a so-called "humanitarian catastrophe" and has decided to allow refugees and many others in need of protection and housing to enter Germany from

Austria. This is how the famous motto of Merkel's migration policy appeared: "We will manage!".

In the sum of that year, half a million applications for housing were submitted to Germany, and in 2016 even more – 750,000 applications, which sparked discussions among Germans, especially keen to mention the words of Angela Merkel [3].

Five years later, in 2020, German citizens still emotionally remembered the words, “We can do it!”, But now there are discussions: “Did we succeed or not?” more is being done; now there are facts and statistics.

In 2016, there was indeed a peak in the number of applications submitted, but since this year they have become less and less from year to year. Most, according to statistics, were refugees from countries such as Syria, Afghanistan and Iraq, from countries where threats to human life are part of everyday life.

However, the German government did not provide housing for everyone. Did Germany need migrants or labor? To this day, the Germans do not give an unequivocal answer. Fierce debates also took place in the Bundestag, when the Alternative for Germany party, composed of right-wing populists, stressed that Germany was unable to cover the costs of refugees, arguing that it did not accept the government's migration policy. At the same time, other political parties unanimously argued that they were needed in the labor market [3].

According to official data, it is clear that a significant number of people moved for education and the rest for better and higher paid work. Of course, the lack or incomplete education or ignorance of the German language is a consequence of the fact that a large number of migrants cannot get a good job. At the same time, two thirds of those who arrived were economically active people who were able to find employment. Thus, as of November 1, 2019, the share of employed, non-EU citizens was 64.3%.

4. Angela Merkel's political quarrel with Erdogan

Before take the next step, remember the events of March 2020, when Angela Merkel harshly criticized the words of Turkish President Recep Tayyip Erdogan on the opening of Turkey's border with the EU for refugees.

“At the moment, the President of Turkey believes that he lacks sufficient support,” Merkel said. And she noted, she considers it “absolutely unacceptable” that now the leaders of the countries are shifting personal fears to refugees. After all, refugees find themselves in a situation where they go into a dead end when they go to the E." [2].

The German government, in turn, warned refugees and migrants not to cross Turkey's border with the EU. This was stated in an interview with German government spokesman Steffen Seibert in Berlin. He called the situation "extremely alarming." "We are watching the Turkish side say that refugees and migrants are open to the EU, which is certainly not the case," Seibert said.

In an interview, Seibert also referred to the position of the German Chancellor on the inadmissibility of a repeat of the 2015 crisis due to the influx of migrants. Earlier, Foreign Minister Gaiko Maas said that the creation of an instrument of geopolitical influence through refugees was prevented: "We must not allow refugees to become a game ball for geopolitical processes. No matter who tries to do so, he will have to reckon with our resistance."

But Maas's words did not affect Erdogan in the slightest, and in March 2020 in Ankara, he promised EU member states an even bigger wave of refugees. In his threats, the Turkish leader stressed that "the time of unilateral readiness for sacrifice has passed… Since we opened our borders, the number of those who went to Europe has reached many hundreds of thousands, and there will be even more. Soon their number will reach millions."

The European Agency for the Protection of the EU's External Borders, Frontex, is already on guard and promises support to border guards not only in the EU but also in Greece, where they are already trying to stop the huge flow of migrants.

5. Conclusions

Based on the study of the prospects of migration processes in Germany, we want to note that of all EU member states, Germany is the most loyal to migrants, perhaps, as one German professor said, the German government clearly understands the need to increase the working population. that is why it introduces simplified procedures for entering its own labor market. But at the same time, the German authorities are still a little afraid of a strong influx from Turkey, and as a result, closing the borders.

REFERENCES

1. База даних. URL : https://business.knoema.com/global-data-by-knoema/.
2. Сааков В. Меркель вважає неприйнятним відкриття Анкарою кордону для біженців // Deutsche Welle. 2020. URL : https://www.dw.com/uk/merkel-vvazhaye-nepryynyatnym-vidkryttya-ankaroyu-kordonu-dlya-bizhentsiv/a-52614504.
3. Трудова міграція до Німеччини: які перспективи для українців? URL : https://www.dw.com/uk.
4. Germany – Crude birth rate // WORLD DATA ATLAS. 2020. URL : https://knoema.com/atlas/Germany/Birth-rate.

GLAMPING AS A NEW TREND IN TOURISM: TOURISTS' MOTIVATIONS FOR CHOOSING

A. S. Varych,
V. V. Ilchenko (language supervisor)
V. N. Karazin National University, Kharkiv

Varych A. S., Ilchenko V. V. Glamping as a new trend in tourism: tourists' motivation for choosing. The article reveals the essence of tourist motivation to choose a new trend in the world – glamping. Glamping is an ecological, glamorous and innovative concept within the nature tourism category, which aims to awaken the senses of its visitors, in full integration with the surrounding environment. It offers unique and diverse experiences of contact with varying environments, with their biodiversity, history, culture and the customs of the people, whilst enjoying a high quality stay in a comfortable and sophisticated environment.

Keywords: concept, environment, glamping, motivation, nature tourism.

Варич А. С., Ільченко В. В. Глемпінг як новий напрямок розвитку у туризмі. У статті розкривається сутність мотивації туриста до вибору нового напряму у світі – глемпінгу. Глемпінг – це екологічна, гламурна та інноваційна концепція в категорії природного туризму, яка має на меті пробудити почуття відвідувачів у повній інтеграції з навколишнім середовищем. Він пропонує унікальний і різноманітний досвід спілкування з різними середовищами, з їх біорізноманіттям, історією, культурою та звичаями людей, насолоджуючись високоякісним перебуванням у комфортному та вишуканому середовищі.

Ключові слова: глемпінг, концепція, мотивація, навколишнє середовище, природний туризм.

1. Introduction

The o b j e c t of the article is an in-depth study of problems of and prospects in the development of glamping in the world. The s u b j e c t is glamping as a new trend in tourism and motivation of tourists to choose this type of recreation. The purpose of the study is to determine the most important motivational factors for choice and the main problems of glamping in the world. To achieve the goal, it is necessary to analyze some factors, identify problems and present ways to solve them.

2. The emergence of glamping as an extension of camping

Camping is a part of the outdoor hospitality industry. It is a popular activity and a growing tourism sector in the world, but this area has the most successful development in Europe, in comparison with other tourist destinations. Camping has changed from being a cheap form of travel to a real outdoor experience. Travelling with a tent is popular, but recreation vehicles and caravans have become an increasingly important area of focus. The demand for more luxurious and larger caravans is growing. Camping grounds must now deal with the new demands of their customers, who wish to have more comfortable and luxurious options. It is no longer enough to just provide washing and cooking facilities. The demand for wellness and sports facilities, once found primarily in the hotel industry, is now increasing at camping sites. This trend is called “glamping” – a portmanteau of the words “glamorous” and “camping”. As the name suggests, comfort and luxury are the essential characteristics of glamping. Glamping combines an outdoor experience with the comfort of a hotel and is a new segment in the camping tourism industry. The coronavirus crisis in particular has shown that camping and glamping are alternative types of domestic tourism which could provide a chance to generate new customer segments [1].

3. Development problems and solutions

The glamping industry began to develop not so long ago, but some problems of this direction of tourism have already been revealed. The first problem concerns changes in glamping, i.e. the industry appeared not so long ago but has a rapid development and constant changes in design, structure, so the final definition of standards will take several years. Another problem in standardization. On the one hand, if you introduce standardization, then each glamping will have to match its star, but it will take away the uniqueness and naturalness of this type of recreation. And the third problem also concerns standardization, i.e. if it is introduced into this business, it will require confirmation from tourists of high-quality service, but tourists use glamping in order to be closer to wildlife, and not to assess standards, therefore standardization is not needed at all, but for tourists it is necessary to create conditions as close as possible to nature, but with maximum comfort [5].

4. Benefits and prospects of glamping development

This type of recreation is available all year round – the organizers will take care of the comfort of their guests regardless of weather conditions and time of the year. After all, it is time to take a break from everyday life – not only in the hot summer months. Glamping design can be completely different. Each glamping is a separate concept. It`s can talk about the old life of yesteryear, national characteristics of different countries, or the romance of travel. The shape of the dwelling changes depending on the theme of glamping. This could be a tent, luxury tent, hut or bob house, tree house, floating house on raft, yurt, wigwam, igloo, tipi, cave, mobile home, or house of unusual shape. Premises can be spacious and roomy for a large company or family. And there are also small forms of housing in which it is convenient to be alone. The main thing that unites such different places for recreation is the uniqueness, originality, the opportunity to take a break from everyday worries in non-trivial conditions and enjoy the wildlife [3; 4].

5. Focus-group survey on the motivation for choosing glamping

Students of Portuguese universities conducted a survey among focus groups of different ages and composition on the motivation for the choice of glamping as a means of placement (table 1).

Table 1

Focus group survey result

Group number	Number of participants	Age	Glamping experience
1	5	46-61 years old	inexperienced
2	6	20 years old	both
3	9	19-37 years old	both
4	8	48-73 years old	All experienced
5	8	37-70 years old	All experienced
6	8	22-29 years old	both
7	10	21-31 years old	both

Tourists' motivation and obstacles for choosing glamping [2]

All participants were invited to discuss each topic freely among themselves, keeping the moderator participation to the minimum. With the consent of the participants, focus groups were recorded (only audio) for further analysis. As data collection was in Portuguese, translation was subject to validation by a bilingual. Content analysis techniques for contextualized interpretations were additionally used [2].

6. Conclusion

Camping and glamping can be classified in the category of nature-based special interest tourism. For both variants closeness to nature is essential. However, there is a difference in the perception of nature. Campers want to be in nature, while glampers want to enjoy nature more like an uninvolved observer. There is an overlap with regard to accommodation. The type of accommodation is important for both glampers and campers. For glampers, however, it is important to stay in a special or particularly luxurious accommodation. And they want more comfort and a higher standard of infrastructure and service. The biggest difference between campers and glampers seems to be the glamper's desire for privacy, while the campers are looking for social contacts [5].

Because of the coronavirus crisis camping and glamping may be not only a niche option but also a reaction to the increasing demand for domestic holidays. But the number of glamping places is not the same in every European country. There are big differences in the number of offers in various countries. The demand for glamping and the number of corresponding camping grounds in Europe suggest that glamping is not just a new creation, but a new segment of the camping industry. It appeals to new customer groups who would not normally camp. This could create new opportunities for camping ground operators and the camping industry in times of higher domestic demand [6].

REFERENCES

1. Cvelić-Bonifačić, J., Milohnić, I. and Cerović, Z. Glamping – creative accommodation in camping resorts: insights and opportunities. *ResearchGate*. URL : https://www.researchgate.net/publication/321131206_GLAMPING_-_CREATIVE_ACCOMMODATION_IN_CAMPING_RESORTS_INSIGHTS_AND_OPPORTUNITIES (дата звернення: 25.12.2021)
2. Filipe, S., Santos, C., Barbosa, B. Tourists' motivation and obstacles for choosing glamping: an explanatory study. *ResearchGate*. URL : https://www.researchgate.net/publication/328793854_TOURISTS'_MOTIVATIONS_AND_OBSTACLES_FOR_CHOOSING_GLAMPING_AN_EXPLORATORY_STUDY (дата звернення: 25.12.2021)
3. What is glamping? (a guide to luxury camping). *Green Global Travel*. URL : https://greenglobaltravel.com/what-is-glamping-luxury-camping/ (дата звернення: 25.12.2021)
4. Why Glamping is the Best Way to Travel Green. *Glamping.com*. URL: https://blog.glamping.com/glamping-best-way-to-travel-green/ (дата звернення: 25.12.2021)
5. Глемпінг – преміум відпочинок на природі з усіма зручностями. *Дикий дім*. URL : http://www.dykyidim.com/glamping (дата звернення: 25.12.2021)

6. Давиденко І. В. Глемпінг як перспективна форма розвитку екотуризму // Науковий вісник Міжнародного гуманітарного університету. Серія : Економіка і менеджмент. 2017. Вип. 26(1). С. 10–13. URL : http://nbuv.gov.ua/UJRN/Nvmgu_eim_2017_26%281%29__4 (дата звернення: 27.12.2021)

THE ROLE OF THE UNITED NATIONS IN SOLVING WORLD INFORMATION PROBLEMS

A. V. Vasileva,
N. O. Bolibok (language supervisor)
V. N. Karazin National University, Kharkiv

Vasileva A. V., Bolibok N. O. The role of the united nations in solving world information problems. The article analyzes the main problems and prospects for the development of global information society. The study of this industry is now especially relevant, because the United Nations establishes the fundamental principles and purposes of international cooperation, particularly in the context of constructing a global information society and a political and legal system for the use of information and communication technology.

Keywords: global information society, information security, inter-state cooperation, international relations, legal framework.

Васильєва А. В., Болібок Н. О. Роль Об'єднаних Націй у вирішенні світових інформаційних проблем. У даній статті аналізуються основні проблеми та перспективи розвитку глобального інформаційного суспільства. Вивчення цієї галузі на даний момент є особливо актуальним, адже Організація Об'єднаних Націй встановлює фундаментальні принципи та цілі міжнародного співробітництва, зокрема в контексті побудови глобального інформаційного суспільства та політичної та правової системи використання інформаційно-комунікаційних технологій.

Ключові слова: глобальне інформаційне суспільство, інформаційна безпека, міждержавне співробітництво, міжнародні відносини, правова база.

1. Introduction

The o b j e c t of the article is a global intergovernmental organization that was founded in 1945, named the United Nations. The s u b j e c t is development, shaping, the present camp, and the information of our object. The p u r p o s e of the study is to analyze the preconditions for the United Nations' creation and development, to identify present information issues facing the United Nations, to comprehend the United Nations' efforts to solve them. To achieve this, it is crucial to explore literary sources on the specified issue; to identify and assess the United Nations' role in the field of information; to organize the information gathered.

2. Goals and structure of the United Nations

Several centuries ago, the notion of forming an organization to promote world peace and security, particularly in Europe, was conceived. During this time, humanity has made several efforts to establish a worldwide organization, each with fewer flaws than the preceding one – that is, the notion of establishing an international organization has improved with time. In 1945, the United Nations was established in order to maintain peace and security, as well as the growth of inter-state cooperation – a worldwide and, to date, the most developed organization.

The major effort on forming a new organization took place at Dumbarton-Oxy, Virginia, in the United States. The United Nations is composed of the General Assembly, the Security Council, the International Court of Justice, and the Economic and Social Council, amongst other things.

The main goal is: a commitment to global peace and security; development of amicable ties between nations based on the principles of equality and people's self-determination; implementing international collaboration in the resolution of international economic, social, and cultural problems; promoting and developing respect for human rights and basic freedoms [1].

3. Information problems: the essence and importance of overcoming them

Information security is always a balancing act between openness and secrecy, between the aim to enhance people' access to non-confidential information (public, commercial, scientific, educational, personal, etc.) and the desire to secure corporate and private information.

The contemporary information domain has brought with it the rise of fundamentally new challenges to the individual's, society's, state's, and national security's interests [3]. The creation of new possibilities is inextricably linked to the emergence of new weaknesses. Recognizing that some media resistance to the government is a perfectly natural and inherent feature of all democracies, it is equally important to acknowledge that the media can only actively criticize the authorities if they are financially self-sufficient.

4. The United Nations' involvement in resolving information issues

The United Nations, as a global governance agency, is capable of providing a complete solution to the political challenge of information security, with the broadest representation and consideration of all nations' viewpoints and interests. The United Nations' initiatives in the sphere of information security are focused at creating an international legal framework and establishing documents to combat terrorist groups and organized crime's illicit exploitation of scientific and technology advancements [2]. The issue of information security in the context of the formation of a global information society has become relevant for the activities of specialized United Nations' agencies, particularly United Nations Educational, Scientific and Cultural Organization and the International Telecommunication Union, taking into account humanitarian and technical programs and projects.

In Geneva, the United Nations Institute for Disarmament Affairs and the United Nations Secretariat's Department for Disarmament Affairs held an international symposium on international information security in 1999. Representatives from more than 50 nations attended the conference, including specialists from the world's most technologically advanced countries. The United Nations' General Assembly adopted Resolution 54/50, "The Role of Science and Technology in the Context of International Security and Disarmament", at its 54th session [4]. The text acknowledges the potential for science and technological breakthroughs to be used as a negative element impacting world security. The resolution urges all nations to exploit scientific and technical advances for the benefit of all peoples in order to foster long-term economic and social growth and ensure international security. The need of developing international collaboration in the utilization of scientific and technology advancements for peaceful purposes is also mentioned [1].

The principles established the norms of behavior for states in the information space, establishing appropriate moral obligations for them, and laying the groundwork for international negotiations on international information security under the auspices of the United Nations and other international organizations.

5. Conclusions

Most countries place a high priority on information security, Internet regulation, and the development of widely accepted international rules and norms, recognizing the importance of cooperation and mutual consent, all of which are based on the United Nations Charter, international law, and the fundamental principles of international relations. The United Nations has played a key role in fostering global development and establishing a secure global community. In today's world, the issue of international collaboration to ensure international security in general, and information security in particular, has become urgent and vital. The international community shows a willingness for large-scale collaboration, collaborative efforts, cooperation, joint involvement, openness and transparency, responsibility, and creativity in tackling the common challenge of a safe world inside the United Nations and through United Nations' procedures.

REFERENCES

1. United Nations, Divided World: The UN's Roles in International Relations. Oxford, 1994.
2. Гулдінг Ф. ООН: Лідерство, реформи та миротворча діяльність. Московський центр Карнегі : Робочі матеріали. 2007. 31 с.
3. Зленко А. Зовнішньополітична стратегія і дипломатія України : підручник. Київ, 2008.
4. Роль науки і техніки в контексті міжнародної безпеки та роззброєння: Резолюція ГА ООН № 54/50, 1 грудня 1999. URL : https://documentsddsny.un.org/doc/UNDOC/GEN/N99/777/21/PDF/N9977721.pdfOpenElement (дата звернення: 01.12.2021).

INCREASING THE COMMUNICATION LITERACY OF TOURISM MANAGERS IN THE PROCESS OF STUDYING A FOREIGN LANGUAGE

J. R. Vasilieva,
E. V. Dovhaniuk, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Vasilieva J. R., Dovhaniuk E. V. Increasing the communication literacy of tourism managers in the process of studying a foreign language. The article examines the reasons influencing the increase in the communication literacy of tourism managers. The author analyzes the use of a communicative-active approach in practice in order to improve professional competitiveness.
Keywords: competence, expert, foreign languages, tourism, tourist area.

Васільєва Ю. Р., Довганюк Е. В. Підвищення комунікативної грамотності менеджерів з туризму в процесі вивчення іноземної мови. У статті розглядаються причини, що впливають на збільшення комунікативної грамотності менеджерів туризму. Автор аналізує впровадження комунікативно-діяльнісного підходу на практиці з метою збільшення професійної конкурентоспроможності.
Ключові слова: компетентність, фахівець, іноземні мови, туризм, туристична сфера.

1. Introduction

Formulation of the problem and relevance. At the present stage of the tourism industry's development, the problem of professional training of managerial personnel for the industry has acquired special relevance.

Modernity requires workers who do not just have a special education but are competent workers who speak foreign languages, are able to make professional decisions and solve typical and atypical problems, thereby ensuring high quality service and meeting the needs of consumers. One of the main issues is the imperfect knowledge of foreign languages, including English, which does not allow inbound tourism to develop fully. A low level of proficiency is not only professional vocabulary but also simple communication skills.

The object of the article is the comprehensive research of the reasons influencing the increase in the communication literacy of tourism managers. The subject is the reasons influencing the increase in the communication literacy of tourism managers. The theoretical research` methods which were used are analysis, synthesis and modeling.

The main objectives of this work are to: study the problem of professional training of management personnel for the tourism sector; analyze the source base of programs and projects for the development of the tourism industry; and substantiate the advantages of foreign language skills of specialists in the field of tourism.

All plans, programs, and projects for the development of the tourism industry should be maximally focused on creating appropriate conditions for tourists and ensuring their comfort. Therefore, one of the foundations of personnel training in higher educational institutions of all levels of accreditation should be the study of a foreign language (English, French, Polish, and others) professionally. This will allow us "to develop the tourism industry as well as the tourism business and enrich the country's economic fund" [1, p. 139].

Analysis of the research. Many scientists have been studying this problem in particular, such as: E. Yelets, S. Zaskalet, G. Malinovskaya, I. Kobyatskaya. However, the problem of increasing the efficiency of the functioning of the tourism industry by increasing the competence of specialists in this field is poorly studied.

Knowledge of a foreign language is one of the keys to success in your life, which allows you to climb a step higher, cover a larger space for communication, and get acquainted with the national characteristics of the culture and traditions of foreign countries. If you work in a field where a society employs highly qualified specialists, you can enrich your knowledge and intellectual abilities, making your life really exciting and more diverse.

Learning a foreign language consists of several stages, each of which has its own linguistic and psychological specifics. The intensive methodology opens new perspectives in the study of a foreign language and provides a practical mastery of the foreign language in a short time. According to L. Sakun (2004), after the assimilation of significant lexical and grammatical material, "learning should take place according to the principle of immersion in the appropriate language environment" [4, p. 86]. Considering that computerization is an important tool for the functioning of operational services and tourism management, such immersion can take place both with the help of a teacher and by working with electronic media [4].

Today, the mandatory stable competence model of a tourism specialist should be language competence, in particular, a thorough study of foreign languages, which ensures their mobility. Solving the problem of providing highly qualified personnel in the segment of excursion activities requires an in-depth study of the history, culture, art, museology, country, and local history.

2. The importance of foreign language skills for tourism professionals.

Studies by the founders of the theory of communicative competence (N. Chomsky, D. Himes, J. Allen, K. Bramfit, M. Kenel, T. Terrell, etc.) have shown that for adequate communication of an individual with a native speaker of the target language, you need to have not only knowledge about how to use some foreign language vocabulary to competently and correctly express your opinion (knowledge of the linguistic code of the target language), but also have activity knowledge (how exactly to use certain means of a foreign language in various situations of communication with foreigners); the ability "to use the methods of perception of strategic competence in the event of difficulties in the process of communication and to evaluate the performance of the act of communication" [2, p. 76]. The competence of a specialist in the field of tourism is inextricably linked with the principles of communicative behavior. It integrates attitude, motivation, and knowledge of the peculiarities of the language. To maintain competence at the required level, you should "use social experience, motives, and needs, as well as the results of actions. In addition, the results of actions themselves represent a renewed source of motives, needs, and experience" [5, p. 7].

Proficiency in foreign languages of specialists in tourism specialties is necessary for the implementation of professional activities in the future. It can be attributed to the most urgent tasks of professional pedagogy, because the level of their training should be quite high. Knowledge of foreign languages is not only necessary for them in their future careers and will allow them to effectively and professionally interact with foreign partners to develop tours, make deals, and study the possibilities of potential partners, but also in "interaction with different people allows them to rely on a system of behavioral norms based on readiness for dialogue cultures, tolerance, and respect for the culture of communication partners" [3, p.78].

From the above, we can conclude that tourism is a sphere of human activity where communication takes a dominant position, which means that knowledge of foreign languages is of great importance. The efficiency of work, the degree of mutual understanding with clients, partners, and employees, the satisfaction of employees with their work, and the moral and psychological climate in the organization depend on how the communication is structured correctly. Almost all issues that arise in the field are, to one degree or another, associated with communication—the process of transmitting ideas, thoughts, and feelings to other people, bringing them to the understanding of other people. Therefore, a very important aspect in the field of tourism is knowledge of foreign languages, since most often, partners in tourism are foreign companies, negotiations with which are conducted in a foreign language.

3. Conclusions

The versatility of business communication in the field of tourism shows that for the employees of a tourism company, it is not enough to be polite and friendly in order to optimize their activities today. They need to have the baggage of knowledge not only about their profession but also be able to speak foreign languages, because significant development can be achieved only by working with foreign partners, which will have a positive impact on the global development of tourism in Ukraine.

This proves the importance of foreign languages. However, we can notice a tendency for a decrease in the knowledge of English among graduates in this field. This can be explained by outdated teaching methods, insufficient student motivation, poor psycho-emotional state of students, etc. This article provides a perspective for further study of educational methods and the problems that students face in the process of learning foreign languages.

REFERENCES

1. Кобяцька І. О. Роль мотивації вивчення іноземної мови студентами технічних ВНЗ у період адаптації : навч. посібник. К. : Педагогіка і психологія професійної освіти, 2002. 280 с.
2. Малиновська Г. В. Вивчення іноземних мов студентами фінансово-економічного профілю (мотиваційний аспект) : навч. посібник. К. : Педагогіка і психологія професійної освіти, 2001. 178 с.
3. Сакун Л. В. Теория и практика подготовки специалистов сферы туризма в развитых странах мира : монография. К. : МАУП, 2004. 220 с.
4. Федорченко В. К., Дьорова Т. А. Історія туризму в Україні : навч. Посібник. К. : Вища школа, 2002. 195 с.
5. Чорна Л. В. Вимоги до змісту та форм підготовки майбутніх фахівців туристичної галузі в США // Вісник Черкаського університету, 2009. Випуск 148. С. 7–12.

PROCESSUS DE TRANSFORMATION DU MOYEN-ORIENT

S. A. Vasylenko,
L. A. Dudka (consultante linguistique)
V. N. Karazin National University, Kharkiv

Vasylenko S. A., Dudka L. A. Processus de transformation du Moyen-Orient. Cet article se concentre sur les processus de transformation les plus importants qui se déroulent actuellement au Moyen-Orient, ainsi que sur l'implication des dirigeants régionaux d'Arabie saoudite et du Qatar dans ces processus. L'auteur examine les principaux vecteurs de politique étrangère de ces monarchies arabes dans la direction de l'éveil arabe, ainsi que les raisons et les facteurs qui ont conduit à son apparition. En fin de compte, l'auteur conclut que les objectifs du Qatar et de l'Arabie saoudite sont similaires, bien qu'il y ait certaines incohérences, et que, malgré l'ensemble actuel des raisons et des facteurs moteurs du "printemps arabe", le rôle clé joué par les acteurs extérieurs.

Mots clés : Le Proche-Orient, le réveil arabe, le printemps arabe, les monarchies arabes, l'Arabie saoudite, le Qatar, les pays arabes, la révolution.

Василенко С. О., Дудка Л. А. Процес трансформації Близького Сходу. Стаття зосереджується на найважливіших трансформаційних процесах, які зараз відбуваються на Близькому Сході, а також на залученні до цих процесів регіональних лідерів Саудівської Аравії та Катару. Автор розглядає ключові зовнішньополітичні вектори цих арабських монархій у напрямку "Арабського Пробудження", а також причини та чинники, що призвели до його виникнення. Зрештою, автор приходить до висновку, що цілі Катару та Саудівської Аравії схожі, хоча є певні невідповідності, і що, незважаючи на існуючий набір причин і рушійних факторів "Арабської весни", ключову роль відіграють сторонні актори.

Ключові слова: Близький Схід, Арабське пробудження, Арабська весна, Аравійські монархії, Саудівська Аравія, Катар, арабські країни, революція.

1. Introduction

É n o n c é du problème: La politique étrangère est l'élément le plus important de toutes les activités économiques et internationales de l'État. Aujourd'hui, dans la période de transformation économique et de politique internationale du Moyen-Orient, son développement novateur est très important.

P e r t i n e n c e de l'étude: En ce moment, l'étude de ce sujet devient très pertinente, parce que les pays du Moyen-Orient ont longtemps été dans l'ombre des relations internationales. Avec l'avènement de la transformation de la politique étrangère de ces pays, ils se sont rapprochés du marché international et de l'interaction avec d'autres pays qui n'appartiennent pas au Moyen-Orient.

L'o b j e t de l'article est d'identifier les principaux vecteurs de politique étrangère des monarchies arabes dans la direction du " réveil arabe ".

Le s u j e t de l'article est les causes et les facteurs qui ont conduit au " réveil arabe " dans des pays comme le Qatar et l'Arabie saoudite.

Le b u t de ce travail est de développer des bases théoriques et scientifiques-méthodologiques pour le développement de la politique étrangère du Moyen-Orient et des recommandations scientifiques et pratiques pour améliorer l'activité économique étrangère dans le contexte de l'intégration internationale.

Il est crucial d'identifier les principaux éléments structurels du développement de la politique étrangère du Moyen-Orient, en se concentrant sur l'innovation, pour déterminer les principes de base du développement des processus d'innovation et de transformation.

2. Le rôle du Moyen-Orient dans le " réveil arabe "

Le " printemps arabe " ou " réveil arabe " est un processus de transformation orageux qui a capturé presque toute la région du Moyen-Orient en 2011 et qui se poursuit à ce jour. En plus du potentiel de crise interne accumulé, qui a abouti à une série de révolutions arabes, le rôle principal a été joué par les puissances occidentales et régionales. Le rôle des pays occidentaux est extrêmement controversé, mais en même temps, un large soutien aux révolutionnaires des États-Unis et des pays d'Europe occidentale est constamment déclaré publiquement par eux. L'Iran, selon certains chercheurs, était plutôt un parti de retenue, par exemple, il a résisté aux révolutionnaires en Syrie, et Israël a pris un rôle d'observateur inhabituel, puis la Turquie et un certain nombre de pays arabes tels que l'Arabie saoudite et le Qatar, qui, à ce jour, n'agissent pas seulement de l'extérieur, mais participent activement aux affaires intérieures des États arabes, saisis par les révolutions [1].

Les événements en Libye, puis en Égypte et en Syrie, ont marqué une nouvelle étape dans la politique régionale. Les monarchies du Golfe Persique ont commencé à déclarer de plus en plus fort leur intention d'accroître leur propre signification et leur participation aux processus politiques mondiaux. Après avoir surmonté les troubles dans leurs États et supprimé les germes révolutionnaires parmi leurs populations, le Qatar et l'Arabie saoudite, selon le professeur de la London School of Economics and Political Science Christian Coates Ulrichsen, a commencé à chercher " Solutions arabes aux problèmes arabes ".

Les tensions sociales qui se sont intensifiées tout au long de 2010 ont conduit à un changement de régime en Afrique du Nord, mais les régimes monarchiques stables des pays du golfe Persique ne se sont pas écartés de la Renaissance arabe. Ainsi, à Bahreïn, où la confrontation socio-politique chiite-sunnite a une longue histoire, la famille dirigeante d'El-Khalifa a été sauvée du renversement par le déploiement en temps opportun de troupes de l'Arabie saoudite et des Émirats arabes unis. Les manifestations qui ont eu lieu au Koweït, à Oman et dans la province orientale de l'Arabie saoudite n'étaient pas si importantes et ne visaient pas à renverser le système existant [2].

3. Les problèmes de la monarchie du Golfe

Les pays du Conseil de coopération pour les États arabes du Golfe, d'abord le Qatar et les Émirats arabes unis, plus tard rejoints par l'Arabie saoudite, ont lancé une intervention internationale pour soutenir les rebelles qui s'opposent au régime du leader libyen Mouammar Kadhafi. Ainsi, les monarchies ont commencé à se positionner dans la politique étrangère comme des opposants au régime libyen répressif et excentrique et se sont fortement opposés à la tyrannie dans d'autres États. Le Qatar a commencé à rejoindre la communauté internationale dirigée par l'Occident et à faire les déclarations publiques les plus résolues en faveur des droits de l'homme et des libertés démocratiques. Les dirigeants saoudiens ont exprimé à plusieurs reprises leur intention de soutenir le changement de régime en Libye (avec la Syrie et le Yémen) dans leurs déclarations. Auparavant, les monarchies du Golfe Persique adhéraient à des vues extrêmement conservatrices, résistant à tout changement, mais une telle position concernant le " Printemps arabe " reflète la volonté des Saoudiens de tenir compte de l'équilibre des forces internationales dans l'intérêt de leur propre régime [3; 8].

4. Soutien financier aux révolutions arabes

Les positions saoudiennes et qataries dans le Réveil arabe ont également été déterminées par leur intransigeance envers les régimes chiites et alaouites. Après que l'Irak a cessé de poser au moins une sorte de menace et de concurrence aux monarchies arabes, de plus en plus de mécontentement de leur part a commencé à se diriger vers l'Iran. Leur objectif tacite de " sunnisisation " du monde arabe et de toute la région du Moyen-Orient est devenu l'un des éléments clés de leur politique étrangère. L'islamisation de la région est également un facteur de l'influence croissante du Qatar et de l'Arabie saoudite. Les dirigeants qataris et saoudiens apportent un soutien financier important aux représentants des groupes islamistes arrivant au pouvoir dans la région [4 ; 5].

Aussi, les idéologues religieux des révolutions arabes dans leur rhétorique ne nient pas, mais au contraire soulignent le lien avec les radicaux encouragés par ces monarchies. En particulier, Cheikh Adnan Al-Arour, connu pour ses discours provocateurs, un prédicateur salafiste, malgré ses appels au jihad franchement radicaux et sanglants, retransmis depuis l'Arabie saoudite, prend toujours le meilleur temps d'antenne. Ainsi, en Égypte, la victoire aux élections législatives de janvier 2012 a été partagée par les Frères musulmans et les salafistes. En Tunisie, où le parti " An-Nahda " de R. Gannushi a gagné, les positions des salafistes sont également fortes. Lors de la réunion des " Amis de la Syrie ", une partie de l'opposition reconnue était les " Frères musulmans ". En Palestine, où le Hamas et le Fatah sont activement financés par la direction qatarie, la pression sur Israël augmente. Il est important de mentionner que les fondations privées du Qatar sont considérées comme participant au financement du terrorisme dans le Caucase du Nord [7].

5. Perspectives de recherches ultérieures

La perspective de nouvelles recherches est de trouver des moyens de transformer la politique du Moyen-Orient, en particulier la politique du Qatar et de l'Arabie saoudite dans la direction du " réveil arabe " et du changement ou de l'affaiblissement des régimes monarchiques. Prise en compte de l'influence de la politique étrangère d'autres États sur l'accélération du processus d'éveil arabe.

6. Conclusions

Malgré le fait que leurs positions coïncident à certains égards, l'Arabie saoudite et le Qatar jouent leur propre jeu. D'une part, les événements qui se déroulent dans la région correspondent aux intérêts américains, mais ils ne peuvent pas être pleinement satisfaits des changements dans la région : ceux qui arrivent au pouvoir dans la région, et en conséquence, l'islamisation du Moyen-Orient, ainsi que la hausse des prix des hydrocarbures due à l'instabilité croissante, qui répond pleinement aux intérêts des dirigeants qataris et saoudiens.

Malgré les priorités de politique étrangère commune de l'Arabie saoudite et du Qatar, elles sont motivées par des motifs différents. Les deux monarchies cherchent à empêcher l'effusion de sang au Moyen-Orient, mais se battent en fait pour la primauté dans la résolution des problèmes de crise en Syrie et dans d'autres régions, alors que le Qatar a appelé à armer l'opposition syrienne immédiatement après le ministre saoudien des Affaires étrangères Saud al-Faisal a dit que c'était " une excellente idée ". [6]

En outre, on ne peut manquer de noter les différences religieuses et idéologiques existant entre les monarchies arabes considérées. Dans le système moderne des relations internationales, l'Arabie saoudite définit ses grandes orientations de politique étrangère principalement comme le centre du monde islamique, et le roi, à son tour, porte le titre de " Gardien des deux sanctuaires ". Mais comme les événements récents en Egypte l'ont montré, les Saoudiens, qui se concentraient auparavant exclusivement sur le soutien des partis salafistes, n'excluent pas aujourd'hui l'interaction avec les forces laïques, même s'ils représentent l'ancien régime comme l'armée égyptienne. Le Qatar, quant à lui, continue de soutenir les Frères musulmans, malgré le fait qu'ils perdent leurs positions.

Le petit Etat du Qatar, même dans les milieux universitaires, qu'on appelle un " nain aux ambitions gigantesques ", fait de l'une de ses principales priorités en matière de politique étrangère - la création de l'image d'un des Etats arabes les plus avancés, participant activement à la résolution des conflits régionaux. Il a réussi à atteindre le plus grand succès dans cette direction de la politique étrangère avec l'arrivée du " printemps arabe ".

On ne peut pas dire sans équivoque que les intérêts du Qatar et de l'Arabie saoudite au Moyen-Orient sont égoïstes. Chaque processus dans le système des relations internationales a de nombreuses raisons et forces motrices. Dans le même temps, il devient évident que l'ambition de certains acteurs en Tunisie, en Libye, en Égypte et en Syrie conduit à ce que les aspirations initialement positives des jeunes et des intellectuels, ainsi qu'un mouvement évolutif pacifique, Bien que lente, par opposition aux régimes autoritaires, elle finit par se transformer en guerre civile et en pertes de vie.

RÉFÉRENCES

1. Akimov A., Naumkin V. Perspectives d’évolution de la situation dans les pays du Moyen-Orient jusqu’en 2020. URL : http://russiancouncil.ru/inner/? id_4=1777#top-content.
2. Maria Abi-Habib. U.S, Middle East Allies Explore Arab Military Coalition. « The Wall Street Journal », 15 février 2017.
3. Igoshina Zh.B. Transformation of Arab countries in the context of globalization. Odessa, 2011. 19 p.
4. Changements dans la situation militaire et politique au Moyen-Orient et en Afrique du Nord (3 9 avril 2017). URL : http://www.iimes.ru/?p=33938
5. Krylov A.V. The role of the religious factor in the "Arab spring", MGIMO University, 2013. Pp. 43–51.
6. Discours prononcé à la table ronde dans le bureau de rédaction du magazine Affaires internationales le 28 mars 2013. URL : https://interaffairs.ru/jauthor/material/896
7. Troyan S.S. The Arab Revolutions of 2010-2011 and their consequences, Kiev, 2012. P. 170–176.
8. Divak V.V. The countries of the "Great Middle East" and North Africa in the context global reformatting of the region. 2012. P. 573–584.

TRANSFORMATIONAL PROCESSES OF THE MIDDLE EAST

S. A. Vasylenko,
D. M. Petrenko (language supervisor)
V. N. Karazin National University, Kharkiv

Vasylenko S. A., Petrenko D. M. Transformational processes of the Middle East. The essay focuses on the most important transformation processes now taking place in the Middle East, as well as the involvement of regional leaders Saudi Arabia and Qatar in these processes. The author looks at the key foreign policy vectors of these Arab monarchies in the direction of "The Arab Uprising" as well as the causes and factors that led to its emergence. In the end, the author concludes that Qatar's and Saudi Arabia's goals are similar, although there are some inconsistencies, and that, despite the existing set of causes and driving factors of "The Arab Spring" outsider players play a key role.

Keywords: Arab countries, Arab monarchies, Middle East, revolution, Saudi Arabia, Qatar, the Arab Spring, the Arab Uprising.

Василенко С. О., Петренко Д. М. Трансформаційні процеси на Близькому Сході. Стаття зосереджується на найважливіших трансформаційних процесах, які зараз відбуваються на Близькому Сході, а також на залученні до цих процесів регіональних лідерів Саудівської Аравії та Катару. Автор розглядає ключові зовнішньополітичні вектори цих арабських монархій у напрямку "Арабського Пробудження", а також причини та чинники, що призвели до його виникнення. Зрештою, автор приходить до висновку, що цілі Катару та Саудівської Аравії схожі, хоча є певні невідповідності, і що, незважаючи на існуючий набір причин і рушійних факторів "Арабської весни", ключову роль відіграють сторонні актори.

Ключові слова: Арабська весна, Арабське пробудження, арабські країни, Аравійські монархії, Близький Схід, еволюція, Катар, Саудівська Аравія.

1. Introduction

P r o b l e m statement: Foreign policy is the most important element of all international and economic activities of the state. Today, in the period of economic transformation and international policy of the Middle East, its innovative development is very important.

R e l e v a n c e of the study: At this time, the study of this topic is becoming very relevant, because the countries of the Middle East have long been in the shadow of international relations. With the advent of transformation in the foreign policy of these countries, they have become closer to the international market and to interaction with other countries that do not belong to the Middle East.

The o b j e c t of the article is key foreign policy vectors of Arab monarchies in the direction of "Arab Awakening".

The s u b j e c t of the article is causes and factors that led to the "Arab Awakening" in countries such as Qatar and Saudi Arabia.

The p u r p o s e of this work is to develop theoretical and scientific-methodological foundations for the development of foreign policy of the Middle East and scientific and practical recommendations for improving foreign economic activity in the context of international integration.

It is crucial to identify the main structural elements of foreign policy development of the Middle East, focusing on innovation, to determine the basic principles of development of innovation processes and transformation processes.

2. The role of the Middle East in the "Arab Awakening"

The "Arab Spring" or "Arab Awakening" is a stormy transformation process that captured almost the entire region of the Middle East in 2011 and continues to this day. In addition to the accumulated internal crisis potential, which resulted in a series of Arab revolutions, the leading role was played by both Western and regional powers. The role of Western countries is extremely controversial, but at the same time, broad support for revolutionaries from the United States and Western European countries is constantly publicly declared by them. Iran, according to some researchers, was rather a restraining party, for example, it resisted the revolutionaries in Syria, and Israel took an unusual observer role, then Turkey and a number of Arab countries such as Saudi Arabia and Qatar, which to this day, have not only act from the outside, but also actively participate in the internal affairs of the Arab states, seized by revolutions [1].

Events in Libya, and then in Egypt and Syria, marked a new stage in regional politics. The monarchies of the Persian Gulf began to declare louder and louder about their intention to increase their own significance and involvement in world political processes. After overcoming the unrest in their states and suppressing the revolutionary germs among their populations, Qatar and Saudi Arabia, according to the professor of the London School of Economics and Political Science Christian Coates Ulrichsen, began to search for "Arab solutions to Arab problems".

Social tensions that grew throughout 2010 led to regime change in North Africa, but the stable monarchical regimes of the Persian Gulf countries did not stand aside from the Arab Renaissance. So, in Bahrain, where the socio-political Shiite-Sunni confrontation has a long history, the ruling family of El-Khalifa was saved from overthrow by the timely deployment of troops from Saudi Arabia and the UAE. Not so large-scale and not aimed at overthrowing the existing system, but the protests that took place took place in Kuwait, Oman and in the Eastern Province of Saudi Arabia [6].

3. Problems of the Gulf monarchy

The countries of the Cooperation Council for the Arab States of the Gulf, first Qatar and the United Arab Emirates, later joined by Saudi Arabia, initiated international intervention in support of the rebels opposing the regime of Libyan leader Muammar Gaddafi. Thus, the monarchies began to position themselves in foreign policy as opponents of the repressive and eccentric Libyan regime and strongly opposed tyranny in other states. Qatar has begun to join the international community led by the West and make the most resolute public statements in support of human rights and democratic freedoms. The Saudi leadership has repeatedly expressed its intentions to support regime change in Libya (along with Syria and Yemen) in their statements. Previously, the monarchies of the Persian Gulf adhered to extremely conservative views, resisting any changes, but such a position regarding the "Arab Spring" reflects the desire of the Saudis to take into account the international balance of power in the interests of their own regime in the first place [3, 4].

4. Financial support for the Arab revolutions

The Saudi and Qatari positions in the Arab Awakening were also determined by their intransigence towards the Shiite and Alawite regimes. After Iraq ceased to pose at least some kind of threat and competition to the Arabian monarchies, more and more discontent on their part began to be directed towards Iran. Their unspoken goal of "Sunnisization" of the Arab world and the entire Middle East region has become one of the key elements of their foreign policy. The Islamization of the region is also a factor in the growing influence of Qatar and Saudi Arabia. Qatari and Saudi leaderships provide significant financial support to representatives of Islamist groups coming to power in the region [2, 5].

Also, religious ideologists of the Arab revolutions in their rhetoric do not deny, but on the contrary emphasize the connection with the radicals encouraged by these monarchies. In particular, Sheikh Adnan Al-Arour, known for his provocative speeches, a Salafi preacher, despite his frankly radical and bloody calls for jihad, broadcasting from Saudi Arabia, always takes the best airtime. So, in Egypt, the victory in the parliamentary elections in January 2012 was actually shared by the Muslim Brotherhood and the Salafis. In Tunisia, where the party “An-Nahda” of R. Gannushi won, the positions of the Salafis are also strong. At the meeting of the “Friends of Syria”, part of the recognized opposition was the "Muslim Brotherhood”. In Palestine, where both Hamas and Fatah are actively funded by the Qatari leadership, pressure on Israel is increasing. It is important to mention that private foundations in Qatar have been seen as participating in the financing of terrorism in the North Caucasus [8].

5. Prospects of further researches

The prospect of further research is to develop ways to transform the policy of the Middle East, in particular the policy of Qatar and Saudi Arabia in the direction of the “Arab Awakening” and the change or weakening of monarchical regimes. Consideration of foreign policy influence of other states on accelerating the process of Arab awakening.

6. Conclusions

Despite the fact that in some aspects their positions coincide, Saudi Arabia and Qatar are playing their own game. On the one hand, the events taking place in the region correspond to American interests, but they cannot be fully satisfied with the changes in the region: those who come to power in the region, and as a consequence, the Islamization of the Middle East, as well as the rise in hydrocarbon prices due to the increasing instability, which fully meets the interests of the Qatari and Saudi leaderships.

Despite the common foreign policy priorities of Saudi Arabia and Qatar, they are driven by different motives. Both monarchies seek to prevent bloodshed in the Middle East, but are actually fighting for primacy in solving the Syrian and other regional crisis issues, as Qatar called for arming the Syrian opposition immediately after the Saudi Arabian Foreign Minister Prince Saud al-Faisal called it “a great idea” [7].

Also, one cannot fail to note the religious and ideological differences existing between the considered Arab monarchies. In the modern system of international relations, Saudi Arabia defines its main directions of foreign policy primarily as the center of the Islamic world, and the king, in turn, bears the title of “Keeper of the Two Shrines”. But as recent events in Egypt have shown, the Saudis, who previously focused exclusively on supporting Salafi parties, today do not exclude interaction with secular forces, even if they represent the old regime like the Egyptian military. Qatar, on the other hand, continues to support the Muslim Brotherhood, despite the fact that they are losing their positions.

The small state of Qatar, even in academic circles, it is called a "dwarf with giant ambitions", makes one of its main foreign policy priorities - the creation of the image of one of the most advanced Arab states, actively participating in the resolution of regional conflicts. He managed to achieve the greatest success in this direction of foreign policy with the arrival of the "Arab Spring".

One cannot unequivocally call the interests of Qatar and Saudi Arabia in the Middle East selfish. Each process in the system of international relations has many reasons and driving forces. At the same time, it becomes obvious that the ambition of some actors in Tunisia, Libya, Egypt and Syria leads to the fact that the initially positive aspirations of young people and intellectuals, as well as a peaceful evolutionary movement, albeit slow, as opposed to authoritarian regimes, eventually develops into civil war and loss of life.

REFERENCES

1. Akimov A., Naumkin V. Prospects for the development of the situation in the countries of the Middle East until 2020. URL : http://russiancouncil.ru/inner/?id_4=1777#top-content
2. Changes in the military-political situation in the Middle East and North Africa (April 3–9, 2017). URL : http://www.iimes.ru/?p=33938
3. Divak V. V. The countries of the "Great Middle East" and North Africa in the context global reformatting of the region. 2012. P. 573–584.
6. Maria Abi-Habib. U.S, Middle East Allies Explore Arab Military Coalition. "The Wall Street Journal", February 15, 2017.
4. Igoshina Zh. B. Transformation of Arab countries in the context of globalization. Odessa, 2011. 19 p.
5. Krylov A. V. The role of the religious factor in the "Arab spring". MGIMO University. 2013. P. 43–51.
7. Speech at the round table in the editorial office of International Affairs magazine March 28. 2013. URL : https://interaffairs.ru/jauthor/material/896
8. Troyan S. S. The Arab Revolutions of 2010-2011 and their consequences. Kiev. 2012. P. 170–176.

CLIENT TECHNOLOGY IN HOTEL SERVICE

V. V. Velichko,
O. V. Maksymenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Velichko V. V., Maksymenko O. V. Client technology in hotel service. The evolution of enterprises in the hotel sector, as a reflection of the changes that have taken place in the field of demand, directly influences the organizational models of structures within the hospitality sector. This affects the improvement of consumer motivation and means of achieving results. The article presents the main mechanisms of "resuscitation" of quality service, aimed at improving the culture of service in the contact area of the hotel. The peculiarities of hotel services and the role of the client-oriented approach in their realization are investigated. The processes of service in hotel are analyzed, classical shortcomings in service and the ways of formation of the client-oriented approaches are revealed.

Key words: customer expectations, customer-oriented approach, hospitality models, individual consumer motivation, service standards.

Величко В. В., Максименко О. В. Клієнтські технології у готельному обслуговуванні. Еволюція сектору гостинності, що відображає зміни в попиті, має безпосередній вплив на організаційні моделі структур гостинності. Це впливає на вдосконалення способів мотивації споживача та засоби досягнення результату. У статті представлені основні механізми "реанімації" якісного обслуговування, спрямовані на підвищення культури обслуговування в контактній зоні готелю. Було досліджено особливості готельних послуг і роль клієнтоорієнтованого підходу у їх реалізації, проаналізовано обслуговування в готелі, виявлено класичні недоліки обслуговування та шляхи формування клієнтоорієнтованого підходу.

Ключові слова: індивідуальна мотивація споживача, клієнтоорієнтований підхід, моделі гостинності, очікування клієнтів, стандарти обслуговування.

1. Introduction

The p u r p o s e of the study is to analyze the current processes of hotel service and introduce the efficient mechanisms of quality service, aimed at improving the culture of service in the contact area of the hotel. Thus, the o b j e c t of the article is hotel services and the subject is the client technologies applied in this field. The evolution of the management of hotel enterprises allows to increase the efficiency of their work due to the ability to focus on continuous learning. The value of the product received by the client is created by a combination of individual contribution, knowledge of the field of work and acquaintance with innovations. Based on these assumptions, you can design the organizational structure of companies capable of occupying new niches in the market. The characteristics of organizational change can be summarized as follows:

- the evolution of tasks from the perspective of predicted and standard services to the perspective based on the layout and optimal use of opportunities, where the determining criterion is the usefulness of the product (services) offered to the client;
- the importance of the role of personality and internal relations in hotel organizations, when individual motivation, creative approach (creativity), feeling like a member of the team, awareness of the importance of a particular task, a combination of group work, development and acceptance of solutions can altogether create a successful (or unsuccessful) “culture” of quality of the offered services;
- the emergence of organizational change, having significantly new elements, a simplified structure with fewer hierarchical levels (horizontal and integral), ability to use the interdependence and connections between companies in the situations of joint production of value (product) [1].

The real test is the development of organizational solutions that enable the provision of services based on customer expectations. For the transition to more developed models of training hotel sector employees, there is both the factor of extreme importance and the ability to develop.

In the customer-oriented service, owned by the service of hotel enterprises, an important place is occupied by the service technology.

2. Customer technology

Customer technology as a competitive advantage of the hotel enterprise is realized through the system of service delivery, i.e. the way the accommodation company prepares for the provision of key and additional services and the way it provides them. The main service place is the part of the service delivery system visible to the buyer.

In the contact area, guests interact with hotel staff, come into contact with the facilities and technological processes of the service. In addition to the content of the process of interaction of service participants, the main space of the service delivery system is filled with such elements as hotel equipment, hotel services, service standards, rules of corporate culture of the accommodation company [5].

Client technologies are internally agreed, they are an orderly process, the essence of which is to achieve the goal, and therefore in what steps to achieve the goal.

This is a kind of mechanism for combining the professional competence of the contact area staff with the conditions of the service, it is a process aimed at guests in order to best meet their needs. As a phenomenon of social practice, the client approach involves dynamism, generalization, adequacy to change conditions of the modern market.

3. Client policy

Client policy is represented by certain, clear and unambiguous target tasks of the hotel enterprise, its priorities, sources of means for the formation of the necessary client base. Development and implementation of the client policy is the evidence of competent management business and hotel affiliation to modern and successful businesses. The basis of an up-to-date client program should include the following issues:

- computer accounting of all activities of customer departments, including statistics of meetings of managers with potential customers;
- analysis of customer profitability, sales system;
- issues of customer base segmentation;
- creation of a customer service quality assessment service;
- development of methods for assessing staff performance and others.

It is advisable to entrust customer service managers and hotel administrators with this work. The work on attracting new clients is determined by the client policy of the hotel and the capabilities (information, staff, financial resources) of the department of client relations and its main department – the group of managers to attract new clients. To attract new customers, image influence can be used in order to interest potential customers in further interaction [4].

In order to improve the quality of service in a hotel, it is necessary to develop the following measures:

- quality assessment of service;
- improving the technology of the service process;
- formation of corporate culture of the hotel.

4. Quality control program

When developing a quality control program it is necessary to be guided by the following goals:

- to retain existing customers and expand their range at the expense of attracting new guests;
- quick resolution of emerging quality issues suggestions through feedback;
- an opportunity to evaluate measures that improve or worsen the quality of the hotel offer throughout the hotel;
- constant control over the measures taken to increase quality (marketing plan);
- creating a basis for training and retraining of staff on the sales process using the traditions of quality [3].

The implementation of the goals set above requires a certain time frame. Thus, the process of quality control of services is divided into several stages.

Stage 1: Determining the scale of quality measurement. To take the first step – to determine the scale of quality – it is necessary to apply all forms of standardization that relate to quality. Clearly defined scales of quality, related to the scope of work, working conditions, level of staff training, must be realistic and achievable to be the basis for all further improvements.

Stage 2: Asking questions that check the level of quality.

Stage 3: Control. Actions. Rating. Questionnaires and quality control sheets should form the basis for the development of training programs for service personnel. The work of the hotel staff should be focused on improving quality, quality should be considered from the point of view of the guest. On the other hand, the quality control program promotes better interaction between hotel departments.

Stage 4: Setting quality goals in marketing. In annual marketing plan, in addition to the analysis of market conditions, there should be reflected the analysis of its own production, first of all – the state of quality of service of the given enterprise. As a part of the enterprise planning, there should be defined the quality standards of the hotel, which are set in the marketing plan as the ultimate goal and are controlled by the strictest critic – the client [2].

The standards of the hotel industry clearly define which services should be there at each area of work of the personnel of a hotel complex, but in standards the result of work is already fixed, and what and in what sequence it is necessary to do in order to reach the result is determined in service technologies.

5. Conclusions

So, service specific originality of services placement forms the nature, content and organizational aspects of customer technologies of hotel services. The contact zone staff are required to not only be good at all aspects of the hotel services culture, but also have the ability to form a consumer culture among customers of your company.

During the provision of hotel business services there is a social interaction. Social interaction is inherent in all spheres of social production, but it essentially in demand in the field of services, hotel service in particular. Properly arranged social interaction determines whether a company will prosper or customers will stop visiting it, because the interaction with the service sector and the level of service as an element of their interaction does not suit customers. Thus, social interaction acts as a basis for customer technology in the field of socio-cultural services. To achieve the greatest effect when interacting with guests, hotel employees must follow a customer-oriented approach that takes into account the interests of the client at all stages of service.

For hotel employees, constant improvement of customer-oriented service technology is one of the main factors in improving the overall hotel service, as consumer demand is constantly improving and the business is competitive. The hotel that turns out to be the most attractive to the customer wins the battle, and not only in terms of price.

REFERENCES

1. Avilova N. L. Sharikov V. I. Improving the marketing system in the hotel business // Economics and Entrepreneurship. 2016. V. 12, №. 4. P. 287–291.
2. Dusenko S. V. Development and improvement of standards for individual accommodation facilities, taking into account the transformation of social structure of society // News of the South-West State university. Series: Economics. Sociology. Management. 2013. N. 3. P. 147–156.
3. Dusenko S. V. Quality of services in the hospitality sector // Scientific and practical journal. 2010. N. 4 (19). P. 15–26.
4. Vishnyakova M. The concept of formation of the company's image (general approach and recommendations) // Practical marketing. 2016. V. 5. P. 144–148.
5. Volkov Yu. F. Hospitality technology. M. : Phoenix, 2005. 70 p.

THE ROLE OF ENGLISH IN INTERCULTULAR COMMUNICATION

M. Y. Venzel,
Ye. M. Broslavska (language supervisor)
V. N. Karazin National University, Kharkiv

Venzel M. Y., Broslavska Ye. M. The role of English in intercultural communication. We live in a post-industrial era where there are many different countries and cultures that need a link to keep in touch. The English language has become such a link, which continues to make its way into all spheres of our life. The article analyzes the place of the English language in intercultural communication and illustrates how much it has become an integral part of globalization and technocratization.

Keywords: culture, English language, interaction of cultures, intercultural communication, nonverbal type, paraverbal type, verbal type.

Вензель М. Ю., Брославська Є. М. Роль англійської мови у міжкультурній комунікації. Ми живемо в постіндустріальну епоху, де існує безліч різних країн і культур, яким потрібна сполучна ланка для підтримки контактів. Такою ланкою стала англійська мова, що продовжує пробиратися у всі галузі нашого життя. У статті аналізується місце англійської мови у міжкультурній комунікації та ілюструється, наскільки вона стала невід'ємною частиною глобалізації та технократизації.

Ключові слова: англійська мова, вербальний тип, взаємодія культур, культура, міжкультурна комунікація, невербальний тип, паравербальний тип.

1. Introduction

The concept of "intercultural communication" was introduced by American anthropologist E. T. Hall in the 1950s. He believed that intercultural communication should take place using factors of intercultural communication.

The practical needs of studying intercultural communication arose due to the rapid economic development of many countries and regions, revolutionary changes in technology, the associated globalization of economic activity. The density and intensity of prolonged contacts between representatives of different cultures has increased significantly and continues to increase. Studying the problems of intercultural communication, traditionally the peculiarities of interaction between two cultures are considered, with increased interest in their dissimilarity, as knowledge about the differences in cultural systems helps to overcome the barriers that prevent the effective interaction of peoples.

The r e l e v a n c e of the study and comparative analysis of English and other languages, and even more so of intercultural communication in general, cannot be neglected either.

The o b j e c t of the article is a comprehensive study of the reasons why English has become an integral part of intercultural communication, as well as its role in world activity. The s u b j e c t of the study is the possibilities of language diffusion in the process of globalization and technocratization. The p u r p o s e of this study is to explore the question of the impact of the process of globalization on modern culture, the interaction of people in the process of intercultural communication. General theoretical methods are used to achieve the goal. The result of this study is the confirmation of the fact that the knowledge of socio-cultural realities contributes to the understanding of the culture and diversity of the English language.

2. Types of intercultural communication

In modern linguistics there are three types of intercultural communication: verbal, nonverbal, paraverbal [5].

When we talk about verbal communication, we mean linguistic communication. This type of communication is an exchange of ideas, thoughts, information, as well as emotions and experiences between the interlocutors.

In intercultural communication, language is the main means of conveying information, achieving mutual understanding between interlocutors. Non-verbal communication differs from the verbal one precisely by the means of information transfer. In this type of communication the exchange is encoded messages: with the help of body movements, facial expressions, sound design statements, as well as the use of all kinds of material objects surrounding the person at the time of communication.

The third type of communication is paraverbal. This type of communication is based on paralinguistic means used in the process of communication: intonation, rhythm, timbre.

3. Comparison of Ukrainian and American cultures

As an example, we should conduct a comparative analysis of our, Ukrainian, and American culture. There are a number of parameters by which the similarities and differences of cultures are determined.

One of the parameters is ethno-collectivism and individualism [1]. Ukrainian culture is more characterized by collectivism. The U.S. values individualism more.

Cultures also differ in where a person's attention is focused more. In our company management is focused on people, on the development of relationships between employees in the organization. In the U.S., more attention is paid to the business itself.

Ukrainian and American cultures differ from each other in many ways. Knowledge of these differences and, most importantly, the correct interpretation of the behavior of a foreign interlocutor will allow you to competently build intercultural communication and avoid conflicts and misunderstandings.

4. A new linguistic phenomenon

Of course, the knowledge of a language (in our case English) is inextricably connected with acquaintance with the culture of the studied language, as the language reflects only those concepts that are significant for the carriers of this culture and language.

Researcher S. A. Karasev [3] states that in the 21st century a new linguistic phenomenon is possible, the International English Language, which will embody the features of all the national variants of English, which is promoted by the increasing use of English in such areas as the media, advertising, the film industry, pop music, tourism, international business, international security (the creation of unified language systems Seaspeak, Emergency Speak, Airspeak), education, international communications.

Also a special role in international conferences, symposia or meetings belongs to the English language which is the language of international communication, the universal "lingua franca", the intermediary language for the communication of different linguistic communities.

One billion people, 20% of the world's population, speak English. Over 75% of international correspondence (letters, emails) and 90% of the information on Internet sites is in English. English is widely used in advertising.

According to D. Crystal [7], English has become the language of world communication in the field of business communication, because this language has simplified the exchange of messages between an ever-growing number of communicators around the world. It is noteworthy that in English-speaking countries it is becoming increasingly popular in companies to train employees in the linguistic features of communication with foreign partners in order to improve the efficiency of business contracts.

Speaking about the special role English plays in international business communication, it is necessary to mention that English is declared to be an official language of international and multinational corporations [6]. About 50% of the companies in Europe communicate with each other in English. As an example, Philips is a Dutch multinational where English has been chosen as the language of communication instead of Dutch. A similar situation is observed at the German company Porsche, where German was chosen over English, despite the fact that the company employs many Germans and that German is itself the language of global communication.

5. The spread of English in the post-industrial era

The post-industrial era in which we live influences the formation of a new informational and social environment, interpersonal and international communication, where English is the most universal means of communication. So, if language is becoming a means of international communication, it is most evident in the areas related directly to contacts between people (computer networks, postal, telephone, radio communication).

Nowadays we can state the fact that English has become dominant in all spheres of our life, moreover, it has emerged dialects such as Indian, Nigerian, American, Singaporean, Australian and some others [4]. The emergence of dialects or varieties of the English language can also be explained in terms of the colonial policy pursued by the British Empire, thanks to which many peoples have lost the richness of their native language and independence.

So, more than 59 independent countries of the world and 28 non-sovereign entities on almost all continents of our planet have English as the official language of the state.

Nevertheless, the total volume of all messages transmitted in English far exceeds the total volume of all messages in other languages of the world today [2]. Some states such as England, India, Ireland, New Zealand, Canada, and the Philippines use English as the official or state language, but there are other official languages in those same countries besides English. Even the invention of the World Wide Web occurred in America in the 1960s, making the entire operating system and computer terminology for users again in English. Not only is globalization taking place, but also the technocratization of modern society, and English plays a role here as well.

6. Conclusions

Thus, we can conclude that English has become the most important language in intercultural communication. No international sphere of human activity takes place without the "participation" of the English language. Nowadays it is necessary to learn English for everyone, because it can be useful not only in the business sphere, but also on a simple evening stroll.

REFERENCES

1. Габуниа З. М., Улимбашева Э. Ю. Межкультурная коммуникация как миросозидающий факт языка : учеб. пособие по спецкурсу «Межкультурная коммуникация». Нальчик, 2005. 176 с.
2. Гутарева Н. Ю. Межкультурная коммуникация и способы ее развития : сб. материалов междунар. науч.-практ. конф. “Современные научные исследования представителей филологических наук и их влияние на развитие языка и литературы”. Украина. Львов, 2013. С. 49–51.
3. Карасёв С. А. Глобализация английского языка и новые задачи методики его преподавания // Язык и межкультурная коммуникация : материалы межвуз. науч.-практ. конф. Ростов-на-Дону : ИУБиП, 2005. С. 80–81.
4. Кристалл Д. Английский язык как глобальный. М. : Весь мир, 2001. 240 с.
5. Свиридон Р. А., Мамонтова В. П. Английский язык: межкультурная коммуникация. URL : http://files.lib.sfu-kras.ru
6. Сокур Е. А. Знание английского языка – основа успешного развития профессионала в финансово-банковском секторе // Наука и современность, 2014. № 31. С. 165–169.
7. English as a global language. Cambridge University Press, 1997, second edition, 2003.

RURAL TOURISM IN UKRAINE: PROBLEMS AND DEVELOPMENT PROSPECTS

A. O. Vilichko,
O. V. Maksymenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Vilichko A. O., Maksymenko O. V. Rural tourism in Ukraine: problems and development prospects. Quite recently, the Ukrainian tourism industry has been replenished with a new direction – "rural tourism". In recent years, the development of this area has gained a fairly high rate. In Ukraine, unfortunately, rural tourism is not as developed as in Europe and America, but it can have very good prospects. The country has all the prerequisites for the development of recreation in the countryside, which can be considered as a specific form of subsidiary economic activity in a rural environment using the natural and cultural potential of the region, or as a form of a small business, which makes it possible to a certain extent to solve the problem of employment of the rural population, improve the welfare, to make fuller use of the natural, historical and cultural potential of the countryside. The development of rural recreation has a real state perspective and contributes to the improvement of the socio-economic situation in rural areas.

Keywords: economic activity, rural population, rural tourism, historical and cultural potential of the countryside.

Вілічко А. О., Максименко О. В. Сільський туризм в Україні: проблеми та перспективи розвитку. Нещодавно українська туристична галузь поповнилася новим напрямом – "сільський туризм". В останні роки розвиток цього напряму набрав досить високого темпу. В Україні, на жаль, сільський туризм не такий розвинений, як у країнах Європи та Америці, але може мати дуже непогані перспективи. У країні існують всі передумови розвитку відпочинку на селі, який можна розглядати як специфічну форму підсобної господарської діяльності в сільському середовищі з використанням природного та культурного потенціалу регіону, або як форму малого підприємництва, що дає можливість певною мірою вирішити проблему зайнятості сільського населення, покращити добробут, повніше використовувати природний та історико-культурний потенціал сільської місцевості. Справа розвитку сільського відпочинку має реальну державну перспективу та сприяє покращенню соціально-економічної ситуації сільської місцевості.

Ключові слова: господарська діяльність, історико-культурний потенціал села, сільське населення, сільський туризм.

1. Introduction

In Ukraine, there are all the prerequisites for the development of recreation in the countryside, which can be considered as a specific form of subsidiary economic activity in a rural environment using the natural and cultural potential of the region, or as a form of a small business, which makes it possible to a certain extent to solve the problem of employment of the rural population, improve the welfare, make fuller use of natural and historical and cultural the potential of the countryside. Thus, the development of rural recreation has a real state perspective and contributes to the improvement of the socio-economic situation in rural areas. The o b j e c t of the article is a comprehensive study of the problems and prospects of rural tourism in Ukraine. The s u b j e c t is the problems and opportunities for the development of rural tourism. The p u r p o s e of the study is to analyze the development of rural tourism in Ukraine and identify the most problematic issues. To achieve this, it is very important to take into account the factors that shape the problem and consider possible solutions.

2. Problems of promoting rural tourism in Ukraine

Ukraine is traditionally perceived as an agrarian country, one of the European granaries with a preserved rural way of life, rich cultural heritage, unspoiled nature and hospitable hosts. On the other hand, foreign tourists are not attracted by the relatively low standard of housing and its lack of technical equipment, as well as the lack of equipment in the villages and the rather limited choice of leisure and active recreation opportunities. However, the trends of recent years show that Western countries see the prospect of Ukrainian rural recreation and tourism in the international tourism market. As an evidence of this, we can mention the organizational and technical assistance of international funds, such as the Carpathian Euroregion Development Fund, the TACIS program, which has implemented projects to support rural recreation and tourism in the Carpathian region [8].

The main problems of the development of agricultural tourism in Ukraine:

- in Europe and the world there is no image of Ukraine as an interesting territory for agritourism;
- underestimation by the local authorities and the population of the importance of local monuments of history and culture as a tourist resource;

- lack of organizational, psychological and other skills of the tourism business among the rural population;
- lack of initial capital and a preferential mechanism for lending to potential entrepreneurs in the field of agricultural tourism [5].

3. Prospects for the development of rural tourism in Ukraine

In modern conditions, rural tourism is gaining rapid popularity, thus occupying a strong position in the market of tourist services. As the experience of European countries shows, this type of tourism is one of the most promising types of tourism, due to the positive impact on the development of territories and high income. Socio-economic prerequisites for the development of rural tourism in Ukraine are:

- the available private housing stock, potentially more than 1.0 million houses (today in the villages of Ukraine there are 6.2 million houses, of which 98% are privately owned);
- unemployed or partially employed in private farms, the rural population is over 3.0 million people (the average annual number of able-bodied people living in rural areas is 6.4 million, a significant number of whom are unemployed or partially employed);
- the problem of sales of agricultural products, two thirds of which are produced in private peasant and farm farms.

Rural tourism is an important factor in a stable dynamic increase in budget revenues, intensification of the development of many sectors of the economy (transport, trade, communications, construction, agriculture, etc.) [1].

Rest in the countryside is one of the promising areas of revival and development of the Ukrainian countryside, as the development of tourism business brings income not only to homeowners but also to other residents: new jobs are created in the field of tourist services, growing demand for food, souvenirs and products local craftsmen, construction and transport services are intensified. Among the main prerequisites for the formation of a system of rural green tourism in a particular area are tourist resources, which are a set of natural and man-made objects suitable for creating a tourist product. This set includes such aspects as: economic (financial, housing conditions), natural (ecologically favorable and attractive features of landscapes), cultural-historical (monuments of history, culture, antiquity and modernity), labor (possibility of employment of tourists and specifics of employment of owners), social (level of culture), education (in receiving tourists), production (possibility of providing communication and transport services). The above-mentioned resource aspects are differentiable into natural, socio-economic and environmental. It is the combination of these aspects that is necessary for the development of the rural tourism business that in its turn is able to ensure its more efficient functioning. The determinant is the set of these resources from the standpoint of identifying promising areas and facilities for the development of rural green tourism. This is possible, in my opinion, on the basis of a comprehensive environmental, socio-economic examination, recognized abroad as the most effective tool for identifying environmental, socio-economic efficiency of any type of economic activity [6].

4. Successful cases

Last year, a route uniting all three types of agritourism began to operate in Ukraine. “Embroidery Way” is a bicycle route that passes through 310 settlements and more than 500 tourist attractions. Specialists in hiking, tour guides, the Cyclists' Association and enthusiasts worked on the project: bloggers and ordinary travel enthusiasts.

The organizers of the “Embroidery Way” project have collected and arranged the infrastructure base of tourist and natural objects located on the route: reserves, parks, caves, waterfalls, cathedrals, fortresses, monuments, museums and other attractions.

In Ukraine, the most developed green tourism is in the Carpathian region. There you can find different options for living – and new stylized mansions and houses built several centuries ago. Travelers will be offered local products and traditional dishes of the region. You can go hiking, pick mushrooms and berries, relax near mountain rivers.

The Volyn region also has its own sights, which attract tourists from all over Ukraine – Shatsk Lakes. Residents of the village of Svityaz, which is located on the bank of the lake of the same name, have also successfully implemented the concept of agritourism. They offer their guests not only comfortable accommodation and delicious food, but also walking tours of the National Park, bicycle rental and horseback riding [3].

Other attractive places for rural tourism in Ukraine are:

– Poltava region. Gogol's places (Dikanka and Velikiye Sorochintsy), as well as the Kochubeev manor and the Museum of Ukrainian Pottery in the village of Oposhne are especially popular here.

- Dnipropetrovsk region. Here is the village of Petrikovka famous for its Petrikov painting.
- The Cherkasy region is known, first of all, for the small homeland of the great Kobzar and the Korsun-Shevchenko reserve.
- The Kharkiv region offers the Pecheneg Reservoir and the Khazar Way.
- A museum complex is being created in the Kagarlyk district of the Kyiv region at the excavations of the village of the Tripoli culture.
- Vinnytsia, Khmelnytsky and Ternopil regions, which form Podolia, are attractive fortifications left after the Tatar raids (Khotyn fortress and Kamenets-Podolsky castle). In addition, here you can fish overnight in the woods, sculpt souvenirs from natural materials, learn how to bake homemade bread (Vinnytsia region);
- Transcarpathia. Volyn, Lviv, Ivano-Frankivsk and Chernivtsi regions are a real finding for a rural tourist. The villages of Yaremcha, Rakhiv, Slavskoye, Vorokhta and others are some of the remarkable destinations. Here you can go skiing, go to the mountains, get acquainted with local customs and delicious cuisine [6].

5. Ways to improve

Green tourism in Ukraine has the necessary basis for development, which needs to be improved. To solve the set tasks, it is necessary to create:

- youth complexes in ethnic style;
- conditions for the implementation of the entrepreneurial abilities of young people;
- the opportunity to apply their creative potential, knowledge and skills (for students of engineering and pedagogical specialties), while earning money.

The development of green tourism can be considered as some of the real practical health preservation measures for the young generation and the population of the region. Active forms of tourism and recreation in recreational and park places are necessary to relieve psychophysical and emotional pressure of the population that suffers from the consequences of environmental pollution outside the city of residence. Priority tasks in the development of rural green tourism and ethno-tourism are the following:

– to organize natural and cultural objects and equip places of hygiene and rest on tourist routes;
– to develop local routes in recreational areas for different segments of the population and guests;
– to train specialists: trainers, leaders, managers to serve tourists;
– to create an information and advertising center with a travel service database;
– to improve of the legal and regulatory framework on green tourism [3].

6. Conclusions

Thus, summing up the above-mentioned data, we can say with confidence that Ukraine has every reason for the development of a powerful tourism industry in the rural areas of the region. Comparison of natural, cultural-historical and socio-economic recreational resources allows us to notice some unevenness and inconsistency in their distribution. But this is not a disadvantage for their regional use and the development of rural recreation, since it allows it to be specialized in the formation of various types of activity and to cover even large territories with the market for rural tourism services.

Rural green tourism is gaining more and more popularity both in the world and in our country every year. It allows, on the one hand, to activate the low-income strata of the population, who can count on a relatively cheap vacation, and on the other hand, to promote the development of peasant farms that provide rural green tourism services.

REFERENCES

1. Бойко Є. О., Бойко О. С. Роль зеленого туризму в розвитку сільських територій // Економіка. Управління. Інновації. 2010. № 1 (3).
2. Горішевський П. В., Васильєв В. П., Зінько Ю. В. Сільський зелений туризм: організація гостинності на селі : підручник. Івано-Франківськ : Місто-Н, 2003. 158 с.
3. Державна цільова програма розвитку українського села на період до 2015 року: Затверджена Постановою КМУ № 1158 від 19.09.2007 р. URL : https://zakon.rada.gov.ua/laws/show/1158-2007-п.

4. Закон України «Про туризм». URL : https://tourlib.net/zakon/pro_turyzm.htm.
5. Залізко В. Д. Фінансове забезпечення функціонування сільської соціальної інфраструктури: проблеми та перспективи // Наукові записки Національного університету "Острозька академія". Серія: Економіка. 2013. № 24. С. 148–155.
6. Кудла Н. Є. Мотиви вибору відпочинку у селянському агротуристичному господарстві // Вісник ДІТБ. 2013. № 17. С. 283–289.
7. Про сільський зелений туризм: Проект Закону України від 12.04.2007 р. № 3467. URL : https://tourlib.net/zakon/pro_siltur.htm.
8. Рутінськії М. Й. Зінько Ю. В. Сільський туризм: навч. посібник. К. : Знання, 2006. 271 с.

ENVIROMRNTAL TAXATATION: EUROPEAN AND UKRAINIAN EXPERIENCE

A. M. Voloshina, O. A. Bogatyrenko,
E. O. Derkach (language supervisor)
V. N. Karazin National University, Kharkiv

Voloshina A. M., Bogatyrenko O. A., Derkach E. O. Enviromrntal taxatation: european and ukrainian experience. Taxes are an important element of the functioning of the economy of any country because a large part of government revenues to the budget is carried out through various taxes. Due several of global problems caused by environmental pollution, environmental taxation is gaining popularity around the world today. Economic taxation in Ukraine today is not sufficiently developed compared to other European countries. This article will describe the main provisions and features of environmental taxation in Ukraine.

Key word: air pollution, discharges into water bodies, environmental taxation, rates, waste.

Волошина А. М., Богатиренко О. А., Деркач Є. О. Екологічна оподаткування: європейський та український досвід. Податки є важливим елементом функціонування економіки будь-якої країни, тому що велика частка державних надходжень до бюджету здійснюється саме за допомогою різних податків. Через низку глобальних проблем, що викликані забрудненням навколишнього середовища на сьогодні екологічне оподаткування набирає популярності в усьому світі. Економічне оподаткування в Україні сьогодні не є достатньо розвиненим у порівнянні з іншими європейськими країнами. В даній статі будуть описані основні положення та особливості екологічного оподаткування в Україні.

Ключові слова: відходи, екологічне оподаткування, забруднення повітря, ставки, скидання у водойми.

1. Introduction

No two systems of taxation are the same in the world, each country has its own characteristics of taxation. There are taxes that are paid around the world, but each country has its own rates and this is what will be the difference between tax systems. Some countries have introduced special taxes that are paid only in this country and nowhere else.

Taxes are different in nature and rate, there are those that each of us pays, and there are those that are paid only by a certain category of taxpayers. The environmental tax is not mandatory for all citizens and organizations in Ukraine, but its nature is very important not only for the country's economy, but also for the environment, which now suffers from industrial and human actions.

One of the main tasks of environmental taxation is to reduce the amount of pollutants in the air, water bodies and reduce the amount of various types of emissions that also pollute the environment.

2. Environmental taxation in European countries

The modern system of taxation in European countries is not standing still. New categories of taxes are constantly being introduced in order to somehow influence the state of the environment.

Among the interesting and unusual taxes of an environmental nature is the fact that in Wallonia since 2007 there is a tax on barbecue. Local authorities have a very important explanation for this: it turns out that when cooking on the grill, 50-100 grams of greenhouse gases get into the air, which affects the process of global acclimatization [3].

In European countries, environmental taxes are classified into the following groups:

- energy taxes;
- transport taxes;
- taxes on discharges into water bodies;
- taxes on pollution;
- resources taxes [2].

In European countries, environmental taxation is taken very seriously. The largest revenues to the budgets of European countries due to environmental taxation are withheld through energy taxes.

As of 2018, Germany, Great Britain and France are among the leading countries in terms of energy tax revenues. In these countries, the state treasury was replenished by this tax by more than 34 billion dollars USA, and Germany even more than 40 billion dollars [1; 2].

Germany has an electricity tax, while the UK has a climate change levy that is not mandatory for all UK residents, but must be paid for solid fossil fuels, liquefied petroleum gas, natural gas and electricity. France is taxed on the end use of electricity, as well as on the extraction and use of natural gas, coal and other combustible minerals [2].

Next in terms of revenue is the transport tax. Germany, the United Kingdom and the Netherlands are among the countries that pay the most taxes on transport tax. These countries have replenished the state treasury by more than $ 8 billion. In 2018. At present, Bulgaria ($ 205 million) and the

Czech Republic ($ 251 million) are allocated to the countries that have paid the lowest transport tax in the same year [2].

The next type of income tax is the pollution tax. The Netherlands and the United Kingdom are the leaders in revenues from this type of tax. In the Netherlands, there are taxes on municipal waste – this tax brought to the treasury of the Netherlands more than $ 2 billion in 2018, but at the same time in the country there are fees for pollution and garbage disposal tax.

In the UK, the most common type of pollution tax is the landfill tax, which has enriched the UK budget by more than $ 1 billion in 2018.

The lowest revenues from environmental taxation in different European countries are due to resource taxes. This type of taxation is intended primarily for activities related to the extraction of water (especially fresh) and minerals.

The leader in terms of revenues in this type of taxation is Germany, in 2018 by taxing resources, the German state budget received more than 2 billion dollars. USA. Also, large revenues compared to other countries were paid in the same year in Austria ($ 532 million) and Finland ($ 510 million).

Summing up the state of environmental taxation in different European countries, we can say that the level of environmental taxation in these countries is quite developed and affects many areas of ordinary human activity and mostly covers industry. Germany is the leader in terms of revenues from environmental taxation in European countries this country has been the leader in terms of environmental taxes in the EU for several years in a row (2010–2018).

3. Environmental taxation in Ukraine

Ukraine is geographically one of the European countries, namely the largest in Europe. However, due to a number of political and economic problems, it is difficult to call Ukraine a truly European country. Today, Ukraine has begun its path to becoming a European country and is reforming on some issues. In this section, we will talk about reforming the Ukrainian environmental taxation system, which, as we found out in the previous section, is an important part not only of the tax system of many European countries, but also of the economy as a whole.

The structure of budget revenues is constantly changing and the environmental tax also contributes to the Ukrainian budget. Percentages of revenues from the environmental tax in recent years do not exceed 1% of all revenues of Ukraine. Thus, in 2017 the share of environmental tax in the budget of Ukraine was 0, 27% (1720.8 million UAH), in 2018 – 0.37% (2779.6 million UAH), in 2019 – 0.83% (2238,2 million UAH), and in the last year was equal to 0.30% (3307.2 million UAH) [3;5].

Chapter VIII of the Tax Code of Ukraine is devoted to environmental taxation, which specifies the payers, facilities, rates, the procedure for calculating the environmental tax and the procedure for reporting and payment deadlines. In general, the section on environmental taxation consists of 9 current articles of the Code (Articles 241, 244 and 246-1 are excluded) [4].

Therefore, in accordance with the Tax Code of Ukraine, taxes are paid in our country in the following groups:

- emissions into the atmosphere;
- discharges into water bodies;
- waste management.

The category of air pollution includes rates for emissions of many pollutants, such as ammonia, acetone, benzo (o) pyrene, carbon monoxide, hydrogen chloride, chromium, and its compounds, phenol and many other substances. Thus, the highest rate of air pollution is charged for emissions of benzo (o) pyrene, equal to 3121217.74 UAH per ton of emissions and the lowest – for emissions of hydrogen chloride and carbon monoxide, equal to 92, 37 UAH per ton of emissions [4].

In the category of discharges of pollutants into water bodies, the following pollutants are listed: ammonium nitrogen, organic matter, petroleum products, nitrates, nitrites, sulfates, phosphates and chlorides. We have recorded that the highest tax rate on pollution of water bodies is taxed such substances as petroleum products (UAH 9,474.05 per ton) and nitrites (UAH 7,909.77 per ton), and the lowest – suspended solids, sulfates and chlorides (UAH 46.19 per ton).

According to the Tax Code of Ukraine, waste is classified into 5 hazard classes, where class 1 is extremely hazardous waste and 5 class is low-hazard non-toxic waste from the mining industry. Emission class 1 has a rate of 1405.65 per ton of waste, and 5 – 0.49 UAH per ton, which is a very low rate [4].

Thus, considering the Tax Code of Ukraine in terms of environmental taxation, we can say that in our country the level of environmental taxation is not sufficiently developed. Environmental taxation does not cover all areas of economic and industrial activity that have a devastating impact on the environment. In addition, environmental taxation has relatively low tax rates, which encourages companies to continue their environmentally destructive activities.

4. Recommendations for improving the environmental taxation system in Ukraine

We reviewed the experience of European and Ukrainian environmental taxation systems and we can say that in comparison with European countries, the domestic system needs to be modernized. Improving the environmental tax system in Ukraine will not only change the economic situation in the country for the better, but will also help improve the environment, which is a global problem [3;4]. After analyzing the systems of environmental taxation in Ukraine and European countries, we have created several recommendations, namely:

- introduce an environmental tax on fresh water extraction and mining;
- to create a system that will direct funds from environmental taxation to solve Ukraine's environmental problems;
- increase tax rates on activities related to environmental degradation;
- introduce a tax on the use of vehicles in terms of environmental taxation.

5. Conclusions

Thus, in this article we have considered environmental taxation in terms of Ukrainian and European experiences. Considering the system of environmental taxation, we can say that the system of this type of taxation in the leading European countries systems are developed, tax rates are quite high, as evidenced by large budget revenues. The complex of environmental taxation in many European countries covers all types of activities that have a negative impact on the environment. The Ukrainian environmental taxation system is currently being modernized. Although the domestic system covers a wide range of activities, it is not enough to call the modern Ukrainian system of environmental taxation developed. The problem of low rates on environmental taxation does not stimulate “eco-consciousness”, but on the contrary “provokes” the expansion of various activities that have a negative impact on the environment.

REFERENCES

1. Environmental tax revenues / Eurostat. URL : https://ec.europa.eu/eurostat

2. Воронцова А. С., Демків Ю. М., Мартишко М. С. Системно-структурний аналіз екологічного оподаткування країн Європи // Вчені записки ТНУ імені В. І. Вернадського. Серія: Економіка і управління. 2020. С. 174–175.
3. Державна казначейська служба України. URL : https://www.treasury.gov.ua/ua
4. Податковий кодекс України. URL : https://zakon.rada.gov.ua/laws/show/2755-17
5. Пономарьова Т. В., Матюшко М. М. Особливості екологічного оподаткування в Україні на сучасному етапі // Теоретичні та практичні питання узгодження інтересів розвитку територіальної системи : матеріали Всеукраїнської науково-практичної інтернет-конференції 31 жовтня 2020 року. Харків: ХНУ імені В. Н. Каразіна. 2020. С. 165–168.

INTERNATIONAL HOTEL CHAINS. THE LARGEST HOTEL CHAINS IN THE WORLD AND THEIR ANALYSIS

M. V. Volpert,
V. O. Gutorov, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Volpert M. V., Gutorov V. O. International hotel chains. the largest hotel chains in the world and their analysis. The article analyzes the largest hotel chains in the world and prospects for the development of worldwide hotel chains.The world constantly occurs in the process of mastering new concepts hotel business and upgrades of old. One of the positive trends of recent decades is to combine hotels in the chain. Significant investments in the hotel base update, new construction, introduction of modern technologies, forms of service were sent to the hotel industry. Hospitality chains are important in the development of the hospitality industry. They allow you to promote high standards for high service standards to the world market, and also contribute to supporting tourist hotel service. Hotel chains contribute to the spread and a significant increase in the level of organizing the production and maintenance of tourists, creating a certain image of a hotel service, meeting which in another country, the tourist feels almost like at home, a familiar and comfortable setting.

Keywords: hotel chains, international, development, hotel service.

Вольперт М. В., Гуторов В. О. Міжнародні мережи готелей. найбільші мережи готелей у світі та їх аналіз. У статті аналізуються найбільші готельні мережі у світі та перспективи розвитку світових готельних мереж. Світ постійно виникає в процесі освоєння нових концепцій готельного бізнесу та оновлення старих. Однією з позитивних тенденцій останніх десятиліть є об'єднання готелів у ланцюжку. Значні інвестиції в готельну базу, нове будівництво, запровадження сучасних технологій, форм обслуговування були відправлені до готелю. Ланцюги гостинності важливі для розвитку індустрії гостинності. Вони дозволяють вам сприяти високим стандартам високих стандартів обслуговування на світовому ринку, а також сприяє підтримці туристичного готелю.Готельні мережі сприяють поширенню та значне збільшення рівня організації виробництва та обслуговування туристів, створюючи певний образ готельного сервісу, зустрічаючись, який в іншій країні, турист відчуває себе майже як вдома, знайома та зручна установка .

Ключові слова: готельні мережі, міжнародний, розвиток, готельний сервіс.

1. Introduction

The o b j e c t of the article is to analyze and study the largest hotel chains. The s u b j e c t of research is worldwide hotel chains. The p u r p o s e of the article is to analyze and study features of creation and development of the largest hotel networks in the world.

Hotel chains nowadays form the basis of world tourist business. There are currently several hundreds of hotel chains in the world. Among them giant corporations can be distinguished, which hotels can be found almost anywhere in the world. Their names are well-known even to the ordinary tourist: Radisson, Best Western, Hyatt, Marriott, and Hilton.

The first hotel chains appeared in the late 30-s of the 20th century in the USA. Since then the USA holds the lead in the amount of the hotels, which belong to a particular hotel chain. About 70 % of hotels in the USA belong to hotel chains (Chen & Dimou, 2005; City of Hotels, 2005).

In particular, the Italian scholar G. Rispoli defines the term of “hotel” as “the place (building) which ensures the production, supply and provision of accommodation services and support services to individuals who normally live outside the place of this residence” (Rispoli, 1997).

2. Analysis of the most famous hotel networks in the world, features of creating large hotel networks and their development, main signs of the hotel chain

The hotel chain is a union of hotel enterprises with the same level of service, identical set of services, similar design and approach to working with the client. Hotels included in the chain are in a single submission, comply with a unified system of standards of material and technical bases and services. Chains may include hotels of one or several countries, that is, being national or international. Each hotel chain can have its own classification based on destination, hotel location (resort, business – hotel, city). In the same hotel chain can include hotels in different categories.

In hotel chains, cost reduction is due to sales growth. Errors in the process of activity of one of the hotels can be covered by significant income and supporting other hotels in the chain. Independent hotels are almost no possibility to be wrong. The main purpose of the consortium is to conduct joint marketing to increase the profitability of its enterprises, as well as to reduce costs with joint centralized procurement, conducting joint selection of personnel and their training.

The main signs of the hotel chain are:

1. Formal elements that ensure the recognition of objects included in the chain as a visual unity. This is usually achieved by similarity in the territorial location, a common logo, color range, decor elements, title;

2. The community of structural elements, of which are composed of united hotels, as well as the same level of alleged comfort and maintenance;

3. A single functioning strategy that implies the standardization of key maintenance procedures, marketing and sales, due to which the same qualitative level of work of all chain objects is achieved;

4. The presence of a specific structural superstructure over a basic element consisting of individual hotels, or management company which provides general strategic guidance, controls compliance with standards, etc.

Hotel chains have a number of advantages, the main among which are:

- maintenance of more customers due to their redistribution between hotels included in the chain;
- the use of a single centralized booking system makes it possible to increase the download of the numbering room foundation of all enterprises the chain participants;
- central acquisition of large parties of goods and services (equipment for rooms, linen and bedding, sanitary and hygienic items, etc.) at wholesale prices;
- financing of collective business by receiving additional investments, mobilizing capital and use it to expand and improve the efficiency of its activities;
- carrying out a flexible pricing policy when changing market conditions;
- the use of a centralized accounting system, general marketing research, construction, implementation of real estate operations significantly reduces the corresponding costs of each chain participant separately through the use of specialists dealing with these issues at the hotel chain level (Theory Analysis with an Application to Hospitality Research, n.d.).

Trends in the development of hotel chains. The development and widespread dissemination of international hotel chains is due to the inconsistency between the level of services provided to customers and their requests. Thus, the first international hotel chain “Hilton” was obliged to create the American airline “Pan American”. Making flights to Latin

America, the company discovered that there are no hotels in the level of the level to which American businessmen got used to. An idea arose to build hotels in these countries with the same level of the relevant class services. For example, the Hilton Hotel in Argentina for the service was not to be different from the Hilton Hotel in New York. It is curious that most hotels “Hilton” were built on the money of local entrepreneurs, and Pan Amerikan provided only consulting services and management services. Subsequently, the Hilton chain was repeatedly reselling various financial groups.

In 1952, Emphis (Tennessee), Cammons Wilson opened the first hotel wearing a Holiday Inn brand.

Staying on vacation, K. Wilson experienced poor-quality service and concluded that the hotel business is the most undeveloped sphere of service worldwide. As a result, he decided to create a chain of enterprises that would focus on family service, differed in purity, convenience and proposed a number of additional services. After the opening of the first property hotel, the hotel chain is extremely fast.

Today “Holiday Inn” is the largest international hotel chain, one of the most popular hotel brands. It has more than 1,500 hotels worldwide and is one of the most recognizable in the world.

The development of the American hotel chain “Marriott International” was found in 1957, when John Marriott acquired his first hotel “Twin Bridges Marriott Motor Hotel”, located in Arlington (Virginia). Today it is one of the largest transnational corporations in the world.

As the hotel chains have undergone significant changes, expressed in differences in the size of chains and the complexity of their structures. Especially the rapid process of the development of chains took place in the 1950s and 1960s. During this period, the largest hotel chains of the world have been successfully launched.

Currently, hotel chains are represented in many countries of the world: “Best Western INTERNATIONAL”, “Choice International”, “Holiday Hospitality”, “Marriott Hotels”, “Accor”, “HILTON INTERNATIONAL” (The largest hotel chains in the world, n.d.)

Table 1

Rating of the largest hotel chains

(The largest hotel chains in the world, n.d.;
Top 100 hotel chains in the world, 2022)

Name of the corporation	Number of hotels	Number of countries
1. Inter Continental Hotel Group	4200	130
2. Wyndham Hotel Group	7000	67
3. Marriott International	3500	70
4. Hilton Hotels	3750	84
5. Accor Group	4200	100
6. Choice Hotels International	4000	75
7. Best Western	4000	82
8. Radisson Hotel Group	1400	114
9 Jin Jiang International	3090	120
10. Hyatt Hotels Corporation	400	45

1. Inter Continental Hotel Group This hotel group has a presence in over 100 countries and has over 5000 properties under its global brand more popularly known by its acronym IHG.

Some of the largest hotel chains are subsidiaries of this British multinational Hotel brand. Crowne Plaza, Hotel Indigo, Candlewood Suites, Holiday Inn Express, and Magnificent Mile are some of them.

These hotels are exquisitely designed and offer their customers with all the world's luxury and comfort.

2. Wyndham Hotel Group

This excellent Hotel group has over 9000 excellent hotel properties which make it one of the top 10 hotel groups in the world.

Spread over 66 countries, this group that was founded in 1981 has grown multiple folds in 3 decades.

3. Marriott International

Spread over 72 countries, the Marriott International Group is widely known for its classical poise and elegance.

This group is a proud owner of almost 4000 lodging properties across the globe that makes it one of the top hotel chains in the world. The number has even increased with the Starwood acquisition. Starwood was purchased by Marriott at a staggering $13.6 Billion making it the biggest acquisition of Hotel chain ever.

In fact, under the humongous shade of this phenomenal group, there are some of the world’s famous and luxurious hotels like Residence Inn, The Ritz-Carlton, Bulgari, Autograph Collection, and much more (Top 100 hotel chains in the world, 2022).

4. Hilton Hotels

It is one of the top 10 hotel chains in the world.

Founded by Conrad N. Hilton, this is now more or less a Hotel consortium that was once owned by famous celebrity Paris Hilton.

Ever since Conrad Hilton welcomed guests to its first 40-room hotel in 1919, Hilton Worldwide has enjoyed almost a breezy expansion to become a mammoth of a hotel empire that runs a total of almost 5000 hotels worldwide.

From luxury brands like Curio Collection and Waldorf Astoria to diversified hotel chains like Double Tree and Conrad by Hilton; Hilton Worldwide has all that it takes to be considered in the elite club of the largest hotel chains in the world.

With legacy brands like Embassy, Hampton, Canopy, Conrad, Hilton Hotels, Curio, Doubletree, and Waldorf Astoria under its massive shade, Hilton Worldwide is certainly one of the largest hotel management companies with a cue of opulence, style, and constant innovation.

5. Accor Group

Consisting of over 3700+ hotels, this chain of hotels is extensively spread across various nations across the globe.

Operating in over 90 countries, it sure is one of the largest hotel chains in the world.

The best aspect of this hotel chain is that unlike the rest it focuses on comfort and simplicity.

The Accor Group lives by this principle and ensures that its customers experience simple beauties of life.

Originated in 1967, this bigwig is headquartered in Paris.

It is one of the most popular hotel chains across the globe for its class and service.

6. Choice Hotels International

This chain is revered as the innovators in the hotel industry.

This gigantic group has over 6500 properties and approximately 5,00,000 rooms spread over 30 countries.

Under this huge hotel umbrella, there are numerous branches such as Choice Hotels, Quality, Econo Lodge, Quality Inn, etc.

The impeccable service of this brand has made it a leading hotel chain in the world (Top 100 hotel chains in the world, 2022).

7. Best Western

Best Western commands $6 billion in annual revenue from close to 4,200 hotels. While half of their units are located in North America, Best Western is presently focused on expanding their presence in the Middle East and Asia. The hotel chain began in 1946 and is headquartered in Phoenix, Arizona.

The hospitality giant's hotels all bear the “Best Western” moniker, so travelers must rely on the tiers of Best Western, Best Western Plus, and Best Western Premier to determine the level of amenities at each property (Top 100 hotel chains in the world, 2022).

8. Radisson Hotel Group

Radisson Hotel Group was established in 1962 in Denmark and expanded to the Americas in the same year. Now, the company operates its 1,100 hotels in 115 countries on four continents.

Its brands include Country Inn Suites, Park Inn by Radisson, Park Plaza, Radisson Blu, Radisson RED, and Radisson Collection.

9. Jin Jiang International

With more than a whopping 2200 hotels around the world, Jin Jiang International is perhaps the largest hotel management company in China, and one of the biggest in the globe.

With a phenomenal history of 80 years, this group has hotels spread in different parts of China. Its hotels are known for their architectural marvels.

In addition to their beautiful design and decorations, these hotels have a reputation for world-class amenities.

Jin Jiang International has surged in the number of hotel brands through a series of acquisition, partnership, and new properties (Top 100 hotel chains in the world, 2022).

10. Hyatt Hotels Corporation

Hyatt Hotels has 950 resort and hotel properties in Asia, Europe, Africa, South America, and North America.

The company began in 1957 with a motel next to the Los Angeles International Airport. In 1969, Hyatt Hotels became an international company with a Hyatt Regency location in Hong Kong.

Hyatt's brands range from upscale to luxury and have all-inclusive options. These brands include Caption, Andaz, Alila, Unun Thompson Hotels, Grand Hyatt, Hyatt Regency, Hyatt Place, Hyatt House, The Unbound Collection, Destination Hotels, and Joie de Vivre (15 largest hotel chains, n.d.).

Currently, for the development of the world hotel industry Characterized centralization and integration of management. Almost all hotel chains of the world, regardless of their rating, experiencing constant pressure of a tough competitive struggle, are looking for any opportunities to increase their potential.

Integration processes in the field of hotel economy are caused by objective necessity:

- providing stable hotel loading. Therefore, each hotel chain has its own booking system focused on the priority load of the hotel chain.
- the formation of high-quality hotel service, which depends on a number of factors (interior design, equipment quality, personnel qualifications, ensuring the safety of residing and their property).
- the search for new customers and the preservation of the available forces the hotels to hold a deep analysis of the market, clientele, competitors, suppliers, etc.

3. Conclusions

In general, the main characteristics of the hotel chains are reduced to the following: similarity in the territorial location; unity of style (architecture and interior); the unity of designations and external information; spacious and functional hall; unity and speed of customer registration; rooms that are thought out for private travelers; Breakfast buffet; availability of a conference room; Unified Management, Marketing and Communication Service.

There were more than 300 hotel chains in the world, which beyond national borders. They account for more than 7 million numbers from almost 13 million. Of course, those hotel chains that operate in many states are most famous, and not limited to the control of hotels in one country.

So, Inter-Continental Hotel Group has hotels in 130 countries, Wyndham Hotel Group in 67 countries, Marriott International − in 70 countries, Hilton Hotels − in 84 countries, Accor – in 100 countries, Choice Hotels International – in 75, Best Western – in 82, Radisson Hotel Group – in 114, Jin Jiang International – in 120, Hyatt Hotels – in 45. Many hotel chains solve the task of territorial expansion of activities.

REFERENCES

1. 15 largest hotel chains. URL : https://www.zippia.com/advice/largest-hotel-chains.
2. Chen J. J. & Dimou I. (2005). Expansion Strategy of International Hotel Firms, Journal of Business Research, 58(12), 1730–1740.
3. City of Hotels. URL : https://www.city-of-hotels.com/165/hotel-chains-en.html.
4. Meet the biggest hotel chains in the world. URL : https://hospitalityinsights.ehl.edu/biggest-hotel-chains
5. Rispoli M. (1996). Competitive Analysis and Competence Based Strategies in the Hotel Industry. In R. Sanchez, A. Heene, & H. Thomas (Eds.). *Dynamics of Competence Based Competition.* Oxford: Elsevier, 119–137.
6. The largest hotel chains in the world. URL : https://www.worldatlas.com/articles/the-largest-hotel-chains-in-the-world.
7. Theory Analysis with an Application to Hospitality Research, *International Journal of Hospitality Management*, *25*(l), 12–33.
8. Top 100 hotel chains in the world (2022). URL : https://www.soegjobs.com/top-100-hotel-chains/

POSSIBILITY FOR THE CHINESE LANGUAGE IN THE INTERNATIONAL SPACE

E. K. Yaropolskaya,
R. Sh. Musaieva, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Yaropolskaya E. K., Musaieva R. Sh. Possibility for the Chinese Language in the International Space. The article examines the prospects of the Chinese language in the international arena and the influence of the economy on the development of language and culture.

Key words: Chinese language, development, international communication, prospects.

Ярoпoльська Є. К., Мусаєва Р. Ш. Перспективи китайської мови в міжнародному просторі. У статті досліджуються перспективи китайської мови на міжнародній арені та вплив економіки на розвиток мови та культури.

Ключові слова: китайська мова, розвиток, міжнародне спілкування, перспективи.

Introduction

An international language is one that is used for communication by a significant number of people around the world and that acts as an intermediary when the parties involved in the communication speak different languages. Recently, it has been increasingly suggested that the next language of international communication will be Chinese. The successful policy of reform and opening up (改革开放) aimed at creating a socialist market economy and opening up to the outside world has turned China into a powerful superpower. China has become one of the most important leaders in the world political arena, to whose opinion it is impossible not to listen. Contemporary China is a powerful military power with the largest army, a member of the world "space club", which plans to launch the world's third multi-modular continuously manned orbital station in the nearest future. As China's economic and political influence grows, so does the status of the Chinese language as a language of international communication. *Objective:* to explore the perspectives of the Chinese language in the international space.

A s s i g n m e n t s :

- Explore the role of the Chinese language in the international space;

- the prospects for the development of the Chinese language;
- the influence of economics on the extension of the Chinese language in the world space.

The o b j e c t of the study: the Chinese language. S u b j e c t of study: the prospects for the development of the Chinese language.The promotion of this or that language as an international language is conditioned by both extralinguistic and linguistic factors. Among the extralinguistic factors of language formation as a means of international communication is considered the level of economic and military-political influence of the state whose language has a claim to be international, the geographical spread and the number of people speaking the language, the frequency of its use as an official language by international organizations and world economic-political, sports and cultural forums. Linguistic factors include the degree of difficulty of mastering a language, taking into account its phonetic and lexical-grammatical features.

Economy is a powerful factor determining in many respects the development of culture and language. According to the IMF's November 7, 2014 macroeconomic forecasts database, the Chinese economy has surpassed the U.S. economy for the first time in calculating GDP at purchasing power parity and has become the largest in the world. Reforms in the 1980s led to unprecedented growth of this country's economy and increased China's influence on the world stage. The People's Republic of China has become the owner of the world's largest gold and foreign currency reserve and the largest holder of U.S. debt. The growth of economic power of China is accompanied by the corresponding growth of its political influence. China is a member of the United Nations and is a member of the Security Council, actively participating in maintaining and strengthening international peace and security and developing cooperation between states. China is also a member of such organizations as APEC (Asia-Pacific Economic Cooperation), EAS (Economic Union of East Asian Countries), SCO (Shanghai Cooperation Organization).

Recently, it is increasingly possible to hear the assumption that the next language of international communication will be Chinese. The successful policy of reform and openness (改革开放) aimed at creating a socialist market economy and openness to the outside world has turned China into a powerful superpower. China has become one of the most important leaders in the world political arena, to whose opinion it is impossible not to listen. Contemporary China is a powerful military power with the largest army, a member of the world "space club", which plans to launch the world's third multi-modular continuously manned orbital station in the nearest future. As China's economic and political influence grows, so does the status of the Chinese language as a language of international communication.

The promotion of this or that language as an international language is conditioned by both extralinguistic and linguistic factors. Among the extralinguistic factors of language formation as a means of international communication is considered the level of economic and military-political influence of the state whose language has a claim to be international, the geographical spread and the number of people speaking the language, the frequency of its use as an official language by international organizations and world economic-political, sports and cultural forums. Linguistic factors include the degree of difficulty of mastering a language, taking into account its phonetic and lexical-grammatical features.

The growth of China's economic and political status has caused a so-called "Chinese language fever" (汉语热) associated with an increase in the number of Chinese language learners. By now there are about 40 million students of the Celestial language, and this number is increasing annually by an average of 30%. The Chinese Ministry of Education estimates that the number of Chinese language learners will greatly exceed 100 million by the end of the decade. Not only the strengthening of the economic and political influence of China, but also its policy of spreading the Chinese language contributes to the increase in the number of people who want to speak Chinese. In 2002, the State Office for Overseas Chinese Language Promotion (**中国国家**汉语国际推广领导小组办公室, 汉办 for short) was established with the support of the Chinese government and Ministry of Education to oversee the activities of Confucius Institutes around the world. The main task of the State Chancellery is to promote the Chinese language and culture, for this purpose academic conferences, seminars, language competitions, and student and teacher internships to China are held in different countries under the supervision of Confucius Institutes. By 2014, 465 Confucius Institutes and 713 Chinese language classes had been established in 123 countries, and the Office expects the number of institutes to increase to a thousand by 2020. To date, there are three Confucius Institutes in our country – Confucius Institute at Belarusian State University, Confucius Institute at Moscow State Linguistic University and Confucius Institute for Science and Technology at BNTU. Since 2007, centers of

Chinese culture (中国文化中心) have been opened all over the world. To date, 15 such centers have already been opened and the number continues to grow. In the near future it is also planned to open a center of Chinese culture in Belarus.

An important indicator of language functioning as a tool of interethnic communication is the frequency of its use as an official language by international organizations and at world economic, political, sports and cultural forums. Chinese is one of the six official languages of the United Nations that are used in discussions and in printing major documents. As a percentage of speakers at UN meetings, English (44%) and French (28%) are the most spoken languages, followed by Spanish, Arabic, Russian, and Chinese. As already mentioned, this is due to the fact that the territorial use of Chinese is not comparable to other languages and is limited to the limits of one country, while English, French and Spanish are widely used in many countries. But it is impossible not to mention the fact that the Olympic Games in Beijing (2008) and the World Expo in Shanghai (2010) held in China have strengthened the status of Chinese as a language of international communication.

One of the decisive factors determining the use of a language in the field of international communication is the degree of difficulty in mastering it. Chinese is usually considered one of the most difficult languages to learn. First of all, it is connected with hieroglyphic system of writing, so different from alphabet writing, which is habitual for most other languages of the world. There are about 80 thousand hieroglyphs in Chineselanguage, but most of them can be found only in the monuments of classic Chinese literature. To understand 80% of an ordinary modern Chinese text it is enough to master 500 hieroglyphs, and to read newspapers and magazines one should know about 3000 signs.

Conclusions

Summing up the significance of extra-linguistic and linguistic factors in the process of internationalization of the Chinese language, we can conclude that the role of the Chinese language as a tool for international communication will undoubtedly increase. China's growing economic and political importance on the world stage will strengthen the position of Chinese as a language of intercultural dialogue, but it is difficult to imagine that in the near future it will replace English from the leading position. It is safe to say that China's competent policy of spreading its national culture and language will yield results in the near future, and the Chinese language will greatly expand its territorial presence not only in Southeast Asia, but also throughout the world.

REFERENCES

1. Войцехович І. В. Практична фразеологія сучасної китайської мови. М., 2007
2. Духовна культура Китаю: енциклопедія 5 т. М., 2006. Т. 3. Література. Мова та писемність. 2008. 727 с.
3. Зав'ялова О. І. Великий світ китайської мови. М. : Східна література, 2010. 287 с.
4. Кожевніков І. Р. Словник звичних виразів сучасної китайської мови. М., 2005.
5. Курдюмов В. А. Курс китайської мови. Теоретична граматика. М. : Цитадель-трейд, Лада, 2005. 576 с.
6. Юань цзя-хуа. Діалекти китайської мови / Под ред. проф. Г. П. Сердюченко. М. : Наука, 1965. 55 с.

GEOPOLITICS: UKRAINE IN THE GLOBAL GEOPOLITICAL SPACE

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

Yermishkina A. A., Sergeyeva O. Yu. Geopolitics: Ukraine in the global geopolitical space. The article analyzes the essence of geopolitics and the role of Ukraine in the world geopolitical space. Geopolitics has always played and still plays an important role in the world space. It should be noted that there are actors on the political map who are stronger than you and who can influence your geopolitical space, so it is important to try to protect it. As a result, it is concluded that despite certain problems, Ukraine has chances and opportunities to show itself as a real subject of geopolitics.

Keywords: geopolitics, limitrophs, buffer zone, international relations, Ukraine.

Єрмішкіна А. А., Сергєєва О. Ю. Геополітика: Україна у глобальному геополітичному просторі. У статті аналізується сутність геополітики та роль України у світовому геополітичному просторі. Геополітика завжди грала і зараз відіграє важливу роль у світовому просторі. Слід зауважити, що на політичній карті є актори, які сильніші за тебе і які можуть впливати на твій геополітичний простір, тому важливо намагатися його захистити. У результаті робиться висновок, що, незважаючи на певні проблеми, Україна має шанси і можливості проявити себе як справжній суб'єкт геополітики.

Ключові слова: геополітика, лімітрофи, буферна зона, міжнародні відносини, Україна.

1. Introduction

This topic is relevant because geopolitics today is much broader and deeper in content. It studies the entire spectrum of foreign policy relations between states, since almost any decision has a spatial expression. With the development of technologies, with the growing interdependence of the nations, control over space takes on new, partially transnational forms, for example, economic, communication or information control. This is due to the fact that a developed civilization is mastering new dimensions of space.

Ukraine also plays a very important geopolitical role in the world space. The country is located between two strong political players: Russia and the United States, which exert their influence on its territory, so it is very important for Ukraine to look for options for protection from this influence.

The o b j e c t of the article is the comprehensive study of the essence and phenomenon of geopolitics.

The s u b j e c t is the essence and possible tasks of the development of geopolitics of Ukraine.

The p u r p o s e of the study is to analyze the impact of geopolitics on international relations and to determine the features of geopolitical aspects on the example of Ukraine. To achieve this goal, it is important analyze the main components of geopolitics, identify the role of Ukraine in the geopolitical space, and highlight the main tasks of the development of modern Ukrainian geopolitics.

2. The category of "space" in international politics

From the geopolitical point of view, in the classical sense, s p a c e includes both its own physical space (territory) and its geographical field (geographical interrelationships). If physical space can be characterized by discreteness (discontinuity), then according to the geographical field continuity (continuity) is characteristic. This, in particular, allowed L. I. Grach to conclude that the too narrow isthmus connecting Crimea with Ukraine and the even narrower strait separating it from Russia. In other words, the territory acts not only as a state territory, that is, as a social, legal category, but also as a natural geographical environment in which a given human society exists. Thus, the term s p a c e itself in geopolitics has a special semantic load. S p a c e is not synonymous with t e r r i t o r y . S p a c e as a category is much broader than the category of t e r r i t o r y [3].

According to the American political scientist Brzezinski, the structure of geopolitical space can be divided into geostrategic actors and geopolitical centers. A geostrategic actor is a state that has the ability to exercise power or influence outside its own territory. A geopolitical center is defined by a geographic location that provides a special opportunity for states to control access to important territories or deny geopolitical actors access to resources. Analyzing the Eurasian space, S. Brzezinski identified five major geostrategic actors – France, Germany, Russia, China and India, and five geopolitical centers – Ukraine, Azerbaijan, South Korea, Turkey and Iran [6]. The others are medium-sized European states, most of which are members of the EU and/or NATO and are subordinated to the leading role of the United States or follow the key geopolitical actors of Europe.

According to this theory, geographical factors act as spatial parameters of the system, and the political factor is a manifestation of power, conditioned by an attempt to establish control over economic, social and cultural spheres. The analysis is based on such spatial categories as spheres, regions, states, which determine the spatial hierarchy. The highest level of the spatial hierarchy are geostrategic spheres: oceanic and Eurasian (continental), the second level – regions, the third – states [4].

3. Ukraine as the subject and object of geopolitics

Ukraine as a subject of international relations has established itself as a peace-loving, non-nuclear, non-aligned state with clear foreign policy guidelines for strengthening international security and integration into international organizational structures. Ukraine is attractive because it is the largest in Europe in terms of territory, rich in natural resources and fertile soils.

I want to touch upon the Heartland-Rimland theory of the American geopolitical theorist Nicholas Spykman. Unlike Mackinder, who singled out Heartland as a key zone, Spykman attributed Rimland to such in Eurasia. This gigantic arc, which includes the coastal Eurasian states, is subject to integrated control, since there is a confrontation between the USSR and the United States. Eurasia is of key importance in this theory. Spykman spoke: "Whoever controls Rimland controls Eurasia, and who controls Eurasia controls the fate of the whole world" [5].

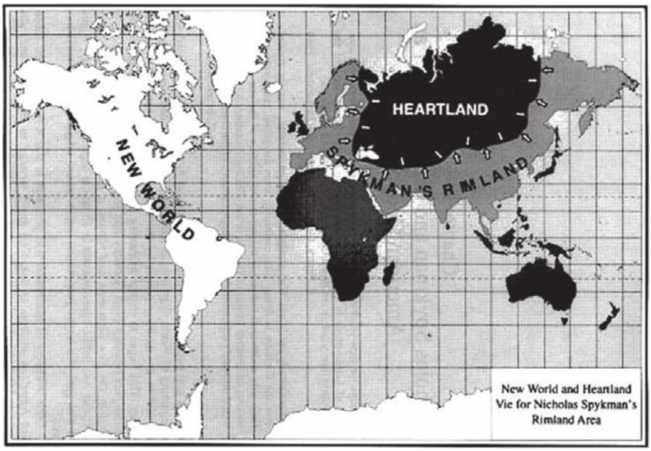


Fig. 1. Spykman's geopolitical worldview maps [7]

Therefore, based on this theory, Ukraine on the geopolitical map is part of the Rimland zone. It seems to me that it is not a subject of geopolitics, but an object of geopolitics. It is on its territory that the struggle is waged between “sea countries” and “land countries” located in the Heartland and not wishing to be controlled by “sea countries”, I mean the United States and the Russian Federation.

One of the theorems of geopolitics indicates that Russia as an empire is not viable without Ukraine, and if Russia loses Ukraine, it is only a matter of time before Russia collapses. The same Mackinder in the preparation of the Versailles contract made the concept of l i m i t r o p h i c countries. Its essence is that after the collapse of the Russian Empire in 1917, in its vicinity were formed limitrophic states – western provinces (Estonia, Latvia, Lithuania, partly Poland and Finland), which served as a protective barrier and had no right to an independent foreign policy. After World War II, the states of Eastern Europe began to be referred to as limitrophs. After the collapse of the Soviet Union, Mackinder's geopolitical concept of limitrophs was further refined. Now the belt of states bordering Russia, including Ukraine, are referred to as “limitrophs”. The Russian Federation is convinced that there is a danger of the formation of a sanitary border out of the limitrophs with a tendency to turn into a “sanitary empire” hostile to Russia. Therefore, as I see it, the struggle for the limitrophs is what is now happening with Ukraine. And since the paradigm of geopolitics and the concept of limitrophic states, as well as the Rimland theory, are shared by the leading countries of the world, Ukraine is doomed to objectification in foreign policy.

4. Tasks of development of modern Ukrainian geopolitics

To determine Ukraine's interests in geopolitics, it is necessary to take into account the complex systems of interests of different countries and the distribution of political, economic, military and spiritual forces in different regions of the world. This applies in particular to Ukraine's immediate neighbors and forces of global importance that have interests in Ukraine or are particularly interested in them. Since independence, the Euro-Atlantic axis has dominated Ukraine's foreign policy. The establishment of Ukraine as an independent state requires a precise understanding of its own cultural identity, its own way and the invention of its own model of social development [2].

The Ukrainian population seeks a higher standard of living and the assertion of Ukrainian democratic values, which determines the Western direction of Ukrainian foreign policy. Ukraine has decided to integrate into the Western political structure, becoming a full member of many European organizations [1]. But also in the process of integration with the West it is necessary to keep in mind that for the West the strategy of modernization of Ukraine is mainly to expand its own geopolitical and geo-economics space in Eastern Europe. Proceeding from this, it should be noted that Ukraine should not become a buffer zone between the East and the West. It is important for Ukraine to become a subject, not an object of geopolitics, because it is obvious that these powerful civilizations are trying to involve Ukraine into the sphere of their interests.

And one more task to be noted is the geopolitical development along the axis of the Black Sea. The Black Sea is an important natural border of Ukraine. It is through cooperation with Black Sea countries that Ukraine can become an independent geopolitical actor, free from the influence of Russian or Western policies. In this region, cooperation with Middle Eastern countries is expanding, because Ukraine is a Mediterranean country, through which the routes to the Bosporus and the Dardanelles run. In addition, thanks to the Black Sea, Ukraine can actively develop international relations with the countries of the Caucasus and Central Asia without facing Russia. As for regional cooperation, Ukraine develops bilateral and multilateral relations in political and economic fields. The Black Sea Economic Union, the Baltic-Black Sea Axis and Guam play an important role in the political and economic development of the country [2].

5. Conclusions

The article analyzes the basic concepts of geopolitical space, as well as the role and prospects of Ukraine's development in the field of geopolitics. Geopolitics today is much broader and deeper in content. It examines the entire spectrum of foreign policy relations between states, since virtually every political decision has a spatial expression.

The geopolitical significance of Ukraine is difficult to overestimate. The size of its territory, population, scientific and intellectual potential, natural resources – all this arouses interest in Ukraine among its neighbors. Its location is extremely advantageous, as it makes the country a key sub-region, connecting the West and East, North and South of the continent by its transport arteries.

Ukraine has always been and will always be at the intersection of geopolitical interests. The main task for the Ukrainian authorities, it seems to me, should be to use its fortunate location rather than depend on other geopolitical players on the world map. Ukraine's foreign policy orientation must meet the domestic political needs of the country and its people. The unification of Ukrainians around the national idea, self-determination and self-affirmation of the nation, the search for common eastern and western unifying factors and the rejection of divisive issues should influence the stabilization of the country and stimulate its further development.

REFERENCES

1. Василенко С. Д. Україна: Геополітичні виміри в загальноєвропейському процесі. Одеса : ОДМА, 2000. 206 с.
2. Марціхів Х. Р., Шепеляк Л. Т. Геополітичні цілі та геостратегія України // Вісник ХНУ імені В. Н. Каразіна. Серія «Питання політології». 2020. Вип. 37. С. 116–124. URL : https://webcache.googleusercontent.com/search?q=cache:sa4TBtBIMMMJ:https://periodicals.karazin.ua/politology/article/download/15974/14765/+&cd=1&hl=ru&ct=clnk&gl=ua&lr=lang_uk%7Clang_ru
3. Новицкий Г. В. Теоретико-правові основи забезпечення національної безпеки України. Москва : Научная цифровая библиотека PORTALUS.RU. 2008. 444 с. URL : https://portalus.ru/modules/theoryoflaw/rus_readme.php?subaction=showfull&id=1218013200&archive=&start_from=&ucat=&
4. Рудницька У. І. Види та особливості структуризації простору в сучасному глобалізованому світі. Сучасні напрямки теоретичних та прикладних досліджень : матеріали міжнар. наук.-практ. конф. 2012. URL : https://www.sworld.com.ua/konfer26/839.pdf
5. Черник П. Геополітика як інструмент аналізу зовнішньополітичної діяльності держави // Історико-політичні проблеми сучасного світу : зб. наук. ст. Чернівці : Рута, 2010. Т. 21–22. С. 147–152. URL : http://www.interrel.chnu.edu.ua/res/interrel/Journals/Tom%2021-22.pdf
6. Brzezinski Z. The Grand Chessboard: American Primacy and Its Geostrategic Imperatives. New York : Basis books. 1998. 240 p.
7. Gilchrist M. The Great Game Reinvigorated: Geopolitics, Afghanistan, and the importance of Pakistan. The Strategy Bridge. 2019. URL : https://thestrategybridge.org/the-bridge/2019/8/12/the-great-game-reinvigorated-geopolitics-afghanistan-and-the-importance-of-pakistan

FOREIGN LANGUAGES AS A MEANS OF COMMUNICATION IN THE FIELD OF INTERNATIONAL RELATIONS

A. Y. Yeroshenko,
O. Y. Sergeeva (language supervisor)
V. N. Karazin National University, Kharkiv

Yeroshenko A. Y., Sergeeva O. Y. Foreign languages as a means of communication in the field of international relations. The article provides an analysis of the main problems and prospects for the development of the language industry in international relations. In the diplomatic sphere, languages play an almost primary role. The study of this issue is especially important, because experts predict the emergence of new languages on the world stage. It should be noted that with the development of relations between countries, more and more reasons for the introduction of new international languages appear in international organizations. And besides this, new problems appear in the language sphere. As a result, it is concluded that despite the presence of problems, the language sphere in international relations is a promising direction, which is developing rapidly and is of importance on a global scale. As a result, its development is especially important now.

Key words: international relations, languages, language problems.

Єрошенко А. Ю., Сергеева О. Ю. Іноземні мови як засіб спілкування у сфері міжнародних відносин. У статті наводиться аналіз основних проблем та перспектив розвитку мовної галузі у міжнародних відносинах. Мови у дипломатичній сфері грають практично першочергову роль. Вивчення цієї проблематики є особливо актуальним, адже фахівці прогнозують появу нових мов на світовій арені. Слід зазначити, що з розвитком відносин між країнами міжнародних організацій з'являються дедалі нові причини запровадження нових міжнародних мов. І, крім цього, з'являються нові проблеми в мовній сфері. В результаті, робиться висновок, що незважаючи на наявність проблем, мовна сфера в міжнародних відносинах перспективний напрямок, який розвивається стрімко, і має важливість у світовому масштабі. В результаті чого, розвиток його особливо важливий зараз.

Ключові слова: мови, міжнародні відносини, мовні проблеми.

1. Introduction

Languages enrich our lives enormously. They allow you to communicate with more people, understand others better, and be better understood. Unfortunately, in many countries of the Council of Europe the language issue is still used to oppose people to each other. The prohibition to use the native language in various spheres of life can lead to the violation of the rights of those who speak it. It also negatively affects entire communities. Problems with the use of languages often lead to conflicts between different population groups or even between neighboring countries.

When we talk about international relations, and even about negotiations, whether these are negotiations concerning business or the problems of the country, it is simply difficult to imagine all without languages. Foreign languages. They are the main tools that diplomats, and not only them, use to understand other people and resolve the issues raised at a meeting.

The o b j e c t of the article is a comprehensive study of the problems and prospects for the development and implementation of languages in international relations. T o p i c – problems in the language sphere.

2. The current state of the industry

Today there are a huge number of languages. And it is with the help of them that the subjects of international relations communicate. Of course languages such as English, Arabic, Spanish, French, Chinese and Russian prevail [2]. It is very difficult to single out one of them, since these are the most popular languages in the world and a very large number of people speak them. A new term has appeared in world organizations.

Multilingualism. Take the UN, for example, it is there that this term prevails, multilingualism allows diplomats and other members of the organization to establish a communicative process between UN member states in the UN meeting rooms, taking into account their linguistic and cultural characteristics [1]. By promoting tolerance, multilingualism ensures greater participation by all Member States in the work of the Organization, as well as greater efficiency, better results and greater participation. In order to eliminate “imbalances in the use of English and the other five official languages” and “to ensure full and equal treatment of all official languages of the United Nations”.

3. Language problems

One of the most basic problems and aspects in the study and use of a foreign language in the international sphere is the huge number of words that a translator or diplomat needs to know. A language can have up to half a million words or more. Considering the specifics of a diplomat’s work, he needs not only to know the meaning of words, but also to skillfully use them. For successful communication, a good diplomat or internationalist needs to know the vocabulary from different spheres of human life. Culture, economics, politics, etc. [4].

Another problem is that sometimes when communicating even in one language, for example, in English, people may not understand each other, and this can lead to huge, terrible consequences [5]. In some countries there is also a language problem, they do not have an official or state language. But this can also play a bad side on the international arena. Supporting an official or state language to protect public order, consolidate national identity and strengthen social cohesion is a legitimate public policy goal. A good command of the official language also benefits the members of national minorities themselves, promoting their involvement and participation in public life. However, this cannot be achieved to the detriment of the rights of speakers of other languages, especially representatives of national minorities, and it is unacceptable that such measures exacerbate the existing split.

4. Solving a problem with a huge number of words

In ancient Greece, the techniques of memorization with the help of associations (for example, as mnemonics) were very popular, but in the modern world there are a huge number of types of them. The ancient Greeks had a fantastic memory, because in those days there were no textbooks or notebooks that you could take home with you. Most people did not know how to write, especially since the analogue of paper was very expensive. People have found various best ways to memorize poems, stories, and lecture passages. But over time, the availability and abundance of books led to the fact that people stopped learning something. But international experts cannot use these conveniences, here it is necessary to talk, communicate, convey their thoughts without peeping at the book, so as not to undermine the image of their country.

What are the solutions for better memorizing a foreign language? In the first place, it's again associations, it's much easier to learn any language with them. For example, the Japanese word "yama" means a mountain, for a Russian person it is very easy to remember that this is the opposite of a yamegora. Memorization is another type of memorization of a language. Without repeating a word 100 times you will not remember it. Associative cards, where there are pictures with which you can easily remember a word.

And of course, you must always practice all new words. Having learned a new word, you must try to use it in everyday conversation, as often as possible.

5. Introduction of a new language

The UN is dominated by only 6 languages (Russian, Arabic, English, Chinese, French and Spanish) [3]. Is it possible to add another language and make it international? The Japanese language is popular with a large population. Japan is a developed country with which, with good negotiations, one can negotiate very favorable terms. And in the international arena it takes pride of place. A well-developed country from both the political and economic sides. However, the prospects for Japanese becoming an international language are slim. All because of the complexities of the language. Japanese is not like European. And it will be very difficult for Europeans to use it. For example, the huge number of respectful levels that the Japanese use when communicating. Taking Germany as an example with good economic and political performance, the German language will not become international. At least at the UN. All due to the fact that Japan and Germany were aggressor countries and were opponents in the Second World War. Therefore, the proposal to introduce Japanese as an international one is not suitable.

6. Conclusions

The article analyzes the main problems and prospects for the development and implementation of languages in international relations. The study of this industry is now especially relevant, since actions on the world stage will continue and develop, and with it the development and introduction of new languages. Indeed, the development of the language sphere is complicated by high costs, human costs, in particular, a huge amount of time to learn a new language, the complexity of introducing a new language into international status, money costs for textbooks, necessary materials, etc. As a result, it was concluded that, despite the presence of problems, the language sphere in international relations is a promising and dynamically developing area with high potential profitability. Consequently, its development is now especially important in the context of maintaining peace.

REFERENCES

1 Международный язык. URL : https://ru.wikipedia.org/wiki/%D0%9C%D0%B5%D0%B6%D0%B4%D1%83%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D1%8B%D0%B9_%D1%8F%D0%B7%D1%8B%D0%BA (дата звернення 1.12.2021)

2 Языки международного общения. URL : https://revolution.allbest.ru/languages/00242265_0.html (дата звернення 1.12.2021)

3 Language disorders. URL : https://en.wikipedia.org/wiki/Language_disorder (дата звернення 1.12.2021)

4 Language Difficulties. URL : https://www.icommunicatetherapy.com/child-speech-language/child-speech-language-hearing-literacy-communication-disorders-delays/language-difficulties/ (дата звернення 1.12.2021)

5 United Nations. URL : https://www.un.org/en/ (дата звернення 1.12.2021)

CURRENT MARKETING TRENDS IN THE VIDEO GAME MARKET

Y. V. Zakharov
T. A. Astapova, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Zakharov E. V., Astapova T. A. Current marketing trends in the video game market. The article is devoted to the study of modern marketing trends in the video game market, its current state and comparison with the marketing of the past and the predicted marketing of the future. Examples of the manifestation of marketing trends in the video game market are highlighted. Marketing tendencies at different stages of the video game market development in general are considered.

Keywords: marketing, video games, trends, e-sports, technology, online sales.

Захаров Є. В., Астапова Т. А. Сучасні тренди маркетингу на ринку відеоігор. Стаття присвячена дослідженню сучасних трендів маркетингу на ринку відеоігор, його сучасного стану та порівняння з маркетингом минулого та прогнозованим маркетингом майбутнього. Висвітлено прикладип рояву трендів маркетингу на ринку відеоігор. Розглянуто тенденції маркетингу на різних етапах розвитку ринку відеоігор загалом.

Ключові слова: маркетинг, відеогра, тренди, кіберспорт, технології, онлайн-продажі.

1. Introduction

The s u b j e c t of this article is the current marketing trends in the video game market. The o b j e c t of this article is the manifestation of marketing in that kind of market. The p u r p o s e of the article is to analyze the current marketing trends that are now manifested in the video game market (console, mobile, computer games and virtual reality games) and which will persist in the near future, study o9f the examples of the manifestation of marketing trends in the video games market, to identify current and future trends in video game market. The study's assessment is high due to the fact that recently the video game market has been rapidly expanding due to the fact that during pandemic people began to spend more time at home and spend their free time playing different video games, which serves to increase competition in this market, changes trends and the emergence of new trends in marketing. Therefore, it is necessary to study the current trends and trends in the video game market and to provide a basis for the emergence of the further research.

The subject of the research is the study of those new trends and trends in marketing that will appear in the near future on the video game market under the pressure of modern trends.

Research on the theoretical, methodological and practical foundations of marketing in the video game market is widely covered in publications of foreign scientists, the same issues are covered in the works of domestic scientists, such as: K. E. Generalova, E. O. Fedorenko, I. M. Kublin, V. D. Pchelnikov and others, but the current issue of marketing trends in the video game market in the modern world remains unresolved.

2. The brief history of the video game market

The history of the gaming industry began in 1971 with the launch of the arcade game Computer Space, and the following year, Atari released the first commercially successful video game, Pong. This was followed by the rise in popularity of arcade machines, followed by the growth of home game consoles and handheld gaming systems. After them, the popularity of computer games grew. In the 2000s, the market for mobile games also began to grow, and in the 2010s, the development of VR and AR video games began.

3. The state of marketing in the video game market

There are over 500 official marketing designations, but Philip Kotler's designation is best suited to the video game market:

“Marketing is the art and science of choosing the right market, attracting, retaining and growing consumers by creating confidence in buyers that they are the highest value for the company” [4].

Marketing is a young and very rapidly changing science. The solutions that guaranteed profit and interest for game users 3-5 years ago do not work at all now. Modern marketing in the gaming industry can no longer be based on a simple "get a game – sell it" scheme. Now you need to make sure that consumers stay with you, so that they are happy that they gave money for the game, and so that in the future, if a continuation of the game is released, they will come back to you.

If we talk about marketing in the past, then 5-7 years ago everything was different from what is happening today. The announcement of the game took place one and a half to two years before its release, and interest in it was maintained with the help of demo versions, trailers, TV, press, magazines. Much attention has been paid to decorating physically existing stores with the attributes of the game. It was not the number of copies of the game sold to the players that mattered, but the number of discs shipped to stores and the number of articles in the press.

Today marketing in the gaming industry is Performance Marketing, which considers and analyzes everything that happens in the game and around the game at all stages of promotion, and its distinguishing feature is the analysis of quality indicators at all stages of work and promotion. Performance Marketing is much more effective than the old methods, but it has one significant drawback – high cost. From year to year, the cost of attracting new users is growing, the audience is oversaturated, which is why the approach to promotion is changing and new marketing strategies are being developed.

Previously, you could make a game, and only then try to figure out who to sell it to. Now, you first need to choose your target audience, analyze it, understand what it likes, and then make your game with an eye to this target audience. New promotion channels have appeared: social networks, bloggers, YouTubers, viral distribution, etc. Outdoor advertising, television, print media are no longer effective, since the entire audience is on social networks. The announcement of the game takes place a maximum of six months before the release of the game.

4. Modern marketing trends in the video game market

If we talk about future marketing trends in the video game market, then virtual and augmented reality is actively developing and influencing the gaming industry. This is an innovation that is of great value for market players, and one of the tasks now is to make the right product, successfully promote it, earn experience and some fame on this, and in 5-6 years, when a new technological leap occurs, be on the wave and develop better and better products than everyone else.

During the COVID era, the marketing and development trends of the video game market changed. Many brands have diverted ad budgets from sports and entertainment to the games industry as it continued to operate and generated millions of content views. Thanks to this, advertising tools developed and trends of 2020 were formed, which continue to operate in 2021:

1) An increase in the number of in-game integrations. Companies began to implement advertising for their product not only during tournaments, but also inside the games themselves. Examples include the appearance of the energy drink Monster Energy in Death Stranding, the trailer for Argument in Fortnite, and rapper Travis Scott's concert, which grossed 27 million online viewers and $ 20 million in combined revenues. Minecraft has become a common platform for brands to embed their own brands, for example, a promo campaign with the construction of a popular location from the world of Sonic before the release of the movie "Sonic in the Movie".

2) High fashion is coming to exports. Clothing brands began to use exports games to advertise their products: the integration of Gucci into the Tennis Clash game, the release of a special themed collection of clothes and accessories (the League of Legends collection from Louis Vuitton, Call of Beauty (FPS) perfume from the GAME retailer and the Call Of Duty game) exclusive watches from Gucci and the Fanatic team).

3) Automotive sponsorship is becoming widespread. Auto companies began to enter the gaming industry en masse (not just racing simulators). In 2020, Mercedes became one of the main partners of the World Series in League of Legend, BMW announced cooperation with top exports clubs G2 and Fnatic, and Haval with the Russian team Virtus.pro.

4) Products based on video games. Many product manufacturers see potential benefits from integrating games into their products. Video game product lines have emerged from major market players including Lego, Mattel and Hasbro, with sales of video game-themed toys growing 246% from June 2019 to June 2020. For the first time ever, products in the "game franchise" category have become more popular than toys in the "Harry Potter" or "Star Wars" category.

5) Ambassador and sponsorship is still trending. Now there is an increase in brand diversity in the ambassadorship and sponsorship market, cosmetic, automotive, fashion and even jewelry brands have begun to appear. The founders of Ninjas in Pajamas, Emil ‘HeatoN’ Christensen and Tommy ‘Potti’ Ingemarsson, have partnered with luxury watchmaker SjööSandström. Dota2 star Roman 'RAMZEs' Kushnarev became the first Nike exports ambassador in the CIS in 2020, and the host of the YouTube channel Virtus.pro Maria 'Marple' Ermolina became the Infinity car brand.

6) Integration into related content. Some brands are trying to integrate into non-standard and related media content. In 2020, Spotify announced a

partnership with the League of Legends World Championship. The streaming service has released themed playlists for its subscribers: the official soundtrack of games and the tournament, the tracks most listened to by gamers, as well as playlists with the favorite songs of all participating teams.

7) Creative mechanics of integration to streamers. This format of interaction with the gaming audience remains relevant, while creators come up with more and more unexpected mechanics. For example, as part of an advertising campaign for Picnic bars, streamer Demaster was building a monument in honor of Kelvin the camel, the brand's mascot, with followers in Minecraft. Together with ChupaChups, streamer and analyst RISE created memes with stars that went viral.

8) New technologies and marketing tools on Twitch. In 2020, new interactive integration tools on Twitch were actively developed. AR / VR technologies have become one of these tools. Examples include the appearance of a digital dragon at the stadium during the online opening ceremony of the League of Legends World Championship on Twitch, the appearance during games of themed advertising for the BUD Light Non-Alcoholic brand on BLAST Premier broadcasts.

5. Conclusions

Despite the fact that many businesses suffered huge losses during the pandemic, the video game market, on the contrary, began to develop and expand very widely, as all people were forced to stay at home and occupy their free time with something that would bring them pleasure. In this regard, interest in the video game market has increased not only among people of different generations, but also for brands that have realized that it is important to advertise their products not on street banners, but inside offline and online games in order to maintain their recognition and popularize the product. In this regard, the tendencies and trends in marketing began to change dramatically and therefore their research is very important in order to understand how to promote your games or other products now, linking it with the video game market, and what trends will be in the future, in order to be prepared for them in advance and be a market leader.

REFERENCES

1. 8 трендов маркетинга в игровой индустрии-2021 // Winstrike. 2020. URL : https://vc.ru/winstrike/191192-8-trendov-marketinga-v-igrovoy-industrii-2021.

2. Генералова К. Е. Маркетинг в сфере видеоигр // Молодые ученые в решении актуальных проблем науки. Красноярск : Федеральное государственное бюджетное образовательное учреждение высшего образования “Сибирский государственный университет науки и технологий имени академика М. Ф. Решетнева”, 2019. С. 1063–1065.
3. Маркетинг в игровой индустрии: от цифр к человеку. 2017. URL : https://www.hse.ru/news/communication/208945483.html.
4. Маркетинг игр и с чем его едят. 2016. . URL : https://habr.com/ru/company/miip/blog/317398/.
5. Перевертень А. Будущее игрового «железа» // StopGame. 2013. URL : https://stopgame.ru/show/58897/buduschee_igrovogo_zheleza.
6. Подшибякин А. Книга Время игр! Отечественная игровая индустрия в лицах и мечтах: от Parkan до World of Tanks, 2020. 304 с.
7. Пчельников В. Д. Маркетинг в видеоиграх // Передовые инновационные разработки. Перспективы и опыт использования, проблемы внедрения в производство, 2019. С. 211–212.
8. Федоренко Е. О. Маркетинг игровой индустрии: тенденции развития // Проблемы инструментально-методического обеспечения экономической деятельности коммерческих организаций. 2018. С. 77–78.
9. Donovan T. Play! History of video games. 2014. 648 p.
10. Shell D. Game design. How to create a game that everyone will play. 2021, Alpina Publisher. 640 p.

THE ROLE OF THE ENGLISH LANGUAGE IN THE YOUTH LUBLIN TRIANGLE COOPERATION (UKRAINE, POLAND, LITHUANIA)

M. Zavhorodnii,
N. O. Bolibok (language supervisor)
V. N. Karazin National University, Kharkiv

Zavhorodnii M., Bolibok N. O. The role of the english language in the youth Lublin Triangle cooperation (Ukraine, Poland, Lithuania). This article examines the value and place of the English language in the communication of related linguistic groups (Ukraine, Poland and Lithuania) and gives a brief analysis of youth cooperation in the countries of the "Lublin Triangle" in the context of high-quality, effective and easy-to-use communication methods. The article highlights and reflects on the role of English language in the creation of the international organization "Youth Lublin Triangle" in conditions of mental, historical, political and geographical proximity of the 3 countries.

Keywords: Lublin Triangle, value of English, youth cooperation, youth policy.

Завгородній М., Болібок Н. О. Роль англійської мови у співпраці молодіжного Люблінського трикутника (Україна, Польща, Литва). У цій статті розглядається значення та місце англійської мови в умовах комунікації родинних мовних груп (Україна, Польща, Литва), наводиться короткий аналіз розвитку співпраці молоді країн "Люблінського трикутника" у розрізі якісних, ефективних та простих у використанні способів комунікації, виділяється та обмірковується роль англійської мови під час створення нової міжнародної організації "Молодіжний люблінський трикутник" в умовах ментальної, історичної, політичної, географічної близькості 3 країн.

Ключові слова: значення англійської мови, Люблінський трикутник, молодіжна політика, молодіжна співпраця.

1. Introduction

Youth activism in the public and political sectors is an integral part of the development of a single country and its international connections with other states. Those who take an active part in social processes and influence them directly, massively define the success in this area. This necessitates the active participation of young people and their civic engagement in different undertakings, as well as demonstrates the importance of state support for both national and international youth initiatives.

The r e l e v a n c e of the study is due to the rapid development of youth policy, the increasing role of young people in the policy changes of the states, the active search for ways of cooperation between Ukraine, Poland and Lithuania, as well as the influence of English as a universal language on this process.

The a i m of the article is to highlight the peculiarities of youth policy development and youth cooperation within the Lublin Triangle, to analyze the involvement of English as a means of communication in this process, its importance and role in the process of establishing youth cooperation in the context of regional development, globalization and closeness of these nations.

The o b j e c t of the article is youth policy and cooperation in the context of the establishment of the Youth Lublin Triangle, and the English language in the specific conditions of use as a means of international communication.

2. The historical relationship between the 3 nations

Poland, Lithuania and Ukraine are the three countries of Central and Eastern Europe whose history of relations reflects the European civilization's development in the East of this part of the world. United by geographical proximity, foreign policy threats and a common socio-cultural tradition, they have a complex history of development and coexistence. For centuries, these countries have participated in the major armed conflicts and disturbances in Central and East Europe. They have been the permanent victims of foreign aggression, devastating wars and sweeping political, economic and social transformations.

Over centuries of coexistence, relations between the three countries have undergone many examples of confrontation and cooperation. It is one of the paradoxes of Central and Eastern European history and modernity: regional relations within the Baltic-Black Sea arc are characterized by the simultaneous presence of cooperation and conflicts. Important to note that such contradictions are also indicated among other key countries of the Baltic-Black Sea arc: Belarus and Moldova, which had been included in common political and socio-economic processes for a long time, but whose paths of development in the late twentieth century followed different directions.

The main reason for this tendency is some peculiarities of the historical development of the region, among which are the borderland status with constant mobility of state and ethnic borders; clashes between several key confessions in the region and weak democratic traditions continuing until the end of the twentieth century. Constant internal conflicts characterized the Limitrophic-border zone of the periphery of European (Western) civilization and, at the same time, the defense of the European frontier against external aggression (whether it was Mongol or Russian invasion). It determined the great mobility of the borders of the "European frontier", whose heterogeneous population was forced to coexist together, cherishing common norms of confessional, class and ethnic tolerance.

3. Lublin Triangle and youth policy

In the new age of the XXI century, considering dynamic development and changes, one of the leading driving forces in the development of society and state is youth. Non-indifferent attitude to the events surrounding, firm and resolute position on socially essential issues has become a crucial trend in the development of youth.

On 28 July 2020, representatives of the three countries held a press conference in the city of Lublin. They announced the creation of the Lublin Triangle – a new format for cooperation between Ukraine, Poland and Lithuania. This new trilateral format is based on the traditions and historical ties of the three countries, which go back centuries. It is intended to become an important mechanism for strengthening Central Europe and promoting the European and Euro-Atlantic integration of Ukraine.

Along with economic and security fields, the countries of the Lublin Triangle have indicated their readiness to cooperate on some other important issues, in particular, "strengthening people-to-people contacts and cooperation between civil societies". Such an ambitious goal can be achieved through joint actions in the field of youth policy, especially by increasing the level of youth activity, their involvement in intergovernmental projects and initiatives.

The Lublin Triangle, which aims to expand political, economic, cultural and social cooperation between Lithuania, Poland and Ukraine, as well as to support Ukraine's integration into the EU, also becomes a platform for the development of youth diplomacy. There are currently no trilateral initiatives for the development of the youth policy of Poland, Lithuania and Ukraine, but youth cooperation at the level of the Lublin Triangle countries has the potential to become an auxiliary mechanism in achieving the common goal of the platform.

On October 27, the representatives of the National Youth Councils of Ukraine, Poland and Lithuania along with the initiator of the Youth Lublin Triangle signed the Memorandum of Cooperation.

4. The role and value of the English language

In the common history of the existence of the three states – Poland, Ukraine and Lithuania – many negative aspects took place: wars, enslavement, internal conflicts, discord, hatred and blood. Yet, based on the historical overview, examples of successful and mutually beneficial cooperation are also evident. There is cultural affinity and, to a certain extent, similar mentality of the peoples. Territorial proximity, cultural similarities and the joint defense of national independence and identity encourage Poles, Lithuanians and Ukrainians to deepen cooperation, because, according to history, common goals, priorities, and aspirations are the guarantees of strong cooperation.

As already mentioned, Ukraine, Poland and Lithuania are quite similar countries in many aspects and characteristics. 2 of the 3 nations have very similar languages, all 3 countries have many pages of common history, people of these countries are quite similar mentally, politically, ideologically, etc. However, surprisingly or not, it is the English language that has become a very important link between them, which has made it possible to develop partnerships between them simply, effectively and affordably, even in spite of their linguistic kinship.

Considering the example of Russian-Ukrainian relations, the working and even everyday language of communication between the parties was Russian, which is due both to historical conditions and the ease of using it in a particular example of cooperation. Against this background, there are linguistic disagreements, mutual grievances and conflicts. It does not happen when we consider the case of linguistic kinship groups using a universal language in communication. It is important to note that the reasons for its use do not go beyond the above. The inducement for this is the simplicity and "neutrality" of English in this case. And, of course, the status of the language as an international language also plays a role. But even in a non-working environment, young people tend to use English in their inter-ethnic communication, rather than trying to combine their languages and build communication through them. Although, objectively speaking, the imperfection of their knowledge of English and the loss of quality of communication from this is commensurate with the loss when trying to combine their mother tongues.

These facts clearly and vividly show the importance of English as a universal bridge between nations, even in such specific contexts where it would be more logical to use mother tongues, at least for non-working communication.

5. Conclusions

The change of generations in the countries of the region raises the question of the need to take into account the changing values and identity of the younger generation. Therefore, it is necessary to find new forms and principles of interaction as a basis for strengthening cooperation and integration among youth. In the context of enhancement and improvement of interaction between Ukraine, Poland and Lithuania, the youth can become the uniting factor, which will provide the necessary impulse in the development of strong and friendly relations of three peoples and will put the reliable base for the future coordinated coexistence. An important role in this process is played by the orientation of the states on cooperation with youth and the youth policy of the countries.

English has a positive impact on both globalization processes and the development of regional initiatives. Even in special circumstances (e.g. language kinship), English is an essential factor for positive change and a supporting mechanism for building effective and productive, fluent communication.

REFERENCES

1. Люблінський трикутник – аналіз медіа-дискурсу. Інститут нової Європи. URL : https://ine.org.pl/wp-content/uploads/2021/07/%D0%9B%D1%8E%D0%B1%D0%BB%D1%96%D0%BD%D1%81%D1%8C%D0%BA%D0%B8%D0%B9-%D1%82%D1%80%D0%B8%D0%BA%D1%83%D1%82%D0%BD%D0%B8%D0%BA-%E2%80%93-%D0%B0%D0%BD%D0%B0%D0%BB%D1%96%D0%B7-%D0%BC%D0%B5%D0%B4%D1%96%D0%B0-%D0%B4%D0%B8%D1%81%D0%BA%D1%83%D1%80%D1%81%D1%83.pdf

2. “Люблінський трикутник”: Україна, Польща і Литва оголосили про об’єднання. URL : https://znaj.ua/politics/326954-lyublinskiy-trikutnik-ukrajina-polshcha-i-litva-ogolosili-pro-ob-yednannya
3. Молодіжний Люблінський трикутник: Дослідження потенціалу. Платформа Публічної Дипломатії.
4. Спільна декларація міністрів закордонних справ України, Республіки Польща та Литовської Республіки щодо заснування “Люблінського трикутника”. URL : https://www.kmu.gov.ua/news/spilna-deklaraciya-ministriv-zakordonnih-sprav-ukrayini-respubliki-polshcha-ta-litovskoyi-respubliki-shchodo-zasnuvannya-lyublinskogo-trikutnika
5. Чеботарьов Є. В. “Люблінський трикутник”: інституціональні передумови та економічний потенціал створення // Економічний вісник Донбасу. 2020. № 3 (61). С. 41–48. URL : http://dspace.nbuv.gov.ua/handle/123456789/173842
6. Jakub Bornio. Lithuania, Poland and Ukraine Inaugurate “Lublin Triangle”. URL : https://jamestown.org/program/lithuania-poland-and-ukraine-inaugurate-lublin-triangle/

THE VALUE OF THE CULTURAL HERITAGE OF JAPAN IN THE DEVELOPMENT OF INTERNATIONAL TOURISM

K. A. Zemliakova,
I. R. Saprun, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Zemliakova K. A., Saprun I. R. The value of the cultural heritage of Japan in the development of international tourism. The article is devoted to the study of the value of the cultural heritage of Japan in the development of international tourism. It presents the main characteristics of the Japanese cultural and its historical potential and represents areas of activity of the state for the preservation of cultural heritage. The place of Japanese cultural heritage in relation to world international tourism has been defined.

Keywords: culture, cultural heritage, development, international tourism, Japan, tourism.

Землякова К. А., Сапрун І. Р. Значення культурної спадщини Японії в розвитку міжнародного туризму. Стаття присвячена дослідженню значення культурної спадщини Японії у розвитку міжнародного туризму. У статті наведено основні характеристики японського культурного та історичного потенціалу та галузі діяльності держави щодо збереження культурної спадщини. У статті визначено місце японської культурної спадщини по відношенню до світового міжнародного туризму.

Ключові слова: культура, культурна спадщина, міжнародний туризм, розвиток, туризм, Японія.

1. Introduction

The o b j e c t of the article is the defining the value of Japan's cultural heritage. The s u b j e c t is the cultural heritage of Japan. The p u r p o s e of the study is to determine the place of Japanese cultural heritage in relation to world international tourism. In the modern world, international tourism is given a special place; in recent years, its importance in the socio-economic sphere has significantly increased. This process was facilitated by the presence of several factors, to which we can include: an increase in the income of the population, an increase in free time, the openness of the regions, the availability of transport and the presence of a developed infrastructure. Tourism as a mass phenomenon appeared in ancient times, eventually taking root in the world. Currently, there are several main reasons for encouraging travel, such as: recreational, religious, medical, educational, cultural and cognitive, etc. The importance of tourism in the life of society has turned it into a unique large-scale industry, bringing economic benefits for the countries exporting tourists, and tourist resources have become an important part of the national wealth of many countries [2, c. 4–10].

2. Basic concepts required for the topic

According to the definition of The Hague Declaration on Tourism in 1989, tourism is all kinds of free movement and travel of people from their place of permanent residence and work for the purpose of recreation, entertainment and business travel, as well as a service sector created to meet the needs arising from these movements [6, c. 19].

International tourism which covers the trips of travelers with tourist purposes outside the country of permanent residence, is divided into inbound and outbound [1, c. 10-11].

Culture is an essential attribute of human existence [7, c. 5]. Historical and cultural values are the most distinctive material objects and intangible manifestations of human creativity, which have outstanding spiritual, aesthetic and documentary merit and are taken under state protection in the manner prescribed by law [5, c. 10].

Japan is an island nation in East Asia, located in the Pacific Ocean to the east of the Sea of Japan, China, North and South Korea, Russia. It occupies the territory from the Sea of Okhotsk in the north to the East China Sea and Taiwan in the south of the country [10].

3. Current situation of tourism in Japan

Tourism in Japan has developed systematically. Today, Japan is one of the states where the tourism balance is active; in 2017, there was a very significant surplus in the country's tourism balance [8].

Japan is a unique place in terms of its cultural and historical potential. Japanese culture is really authentic. This factor was partially facilitated by the country's closeness, which has been observed for centuries. Authentic features of cultural values, well-formed and implemented popularization of the Japanese tourism brand have led to the fact that the number of tourists, who wish to visit Japan is increasing. On the other hand, the Japanese government attaches great importance to the preservation of the country's cultural values and historical heritage. For the purpose of preserving and managing the country's cultural property, the Japan National Trust (Japan

Trust Fund) was established in 1968. A Japan National Trust is a non-profit, tax-exempt, community-based corporation financially supported by its members.

Funding comes from government and private organizations. The trust is active in conducting surveys and research, as well as documenting historical places in Japan, conducting research on the artistic and architectural significance of objects (monitoring). To enhance the popularity of Japanese heritage, the Trust is opening its own heritage centers throughout the country. Within the framework of its powers, this organization supports the functioning of historical, cultural and natural objects. Historic railways in Oigawa and Nagahama are considered to be such objects, the organization is also working to preserve the singing sands (dunes) on the coast, historical traditional Japanese houses, etc. [3; 4, c. 74–92].

4. Main attractions of Japan

At this time, the Agency for Cultural Affairs operates in Japan. The agency has four departments: traditional culture, fine arts, monuments and attractions, architectural and other structures [10].

Japan is active internationally in the field of cultural heritage protection. The country is guided by the Declaration of Principles for International Cultural Cooperation, approved by the General Conference of UNESCO on November 4, 1996. Japan's functionality for the implementation of international programs has no analogues in terms of its scale in the cultural policy of other countries. In the field of preservation and study of historical and cultural heritage, Asia is the most attractive area for international cooperation, according to Japan.

In Japan, with the support of the state, special attention is paid to the development of national traditions. The Sakura Blossom Festival, the Rice Planting Festival, the Buddha's Birthday Festival, the Sapporo Snow Festival, are just some of attractions which appeal to tourists from all over the world, allowing them to immerse in the atmosphere of the country's national color. We can also highlight the unique traditions of Japan, such as holding tea ceremonies, visiting the Kabuki theater, sumo wrestling. In Japan, most of the festivals held are associated with the changing seasons. Celebrations are held almost daily throughout the country [8].

The cultural and historical heritage of Japan is actively promoted to the international tourism market. A strong incentive for tourists to visit the land of the rising sun is acquaintance with cultural and historical sites. There are twenty-three World Heritage Sites in Japan, including Himeji Castle, the historical sites of Kyoto and Nara. In the 2017 Tourism and Travel Competitiveness Report, Japan was ranked fourth out of 141 countries, with the best score from Asia. Japan received high marks in almost all aspects studied, especially in the field of health, hygiene, safety and security [10].

As noted in the reports of the Agency for Cultural Affairs of Japan, the level of interest of the country's residents in the preservation of cultural values and customs is calculated as high, which contributes to the promotion of specialized programs within the country.

Culturally, Japan is of great interest for international tourism. Cities with a large number of cultural monuments (temples) are attractive: Nikko, Nara, Osaka. Consider the most popular tourist centers in Japan. First of all, attention is paid to the capital of the country, the city of Tokyo which has many attractions and culturally valuable sites. It is a city of contrasts in which modernity is replaced by historical content. Namely, The Imperial Palace is one of the most famous architectural structures in Japan. In the city of Nikko, the main attraction is the Shinto shrine of Toshogu, best known as the resting place of the great commander and statesman Ieyasu Tokugawa. It is a complex of structures consisting of temples. Honden, the main hall of the shrine, houses the bronze Hodo Pagoda. Rinnoji Temple is considered the largest wooden structure in Nikko. It is in this temple that the famous “Three Buddhas” hall is located.

Kyoto is the former capital of Japan (from 1794 to the early 17th century). About 1,600 Buddhist and 600 Shinto temples have survived in Kyoto. The world famous Golden Pavilion – Kinkakuji, the embodiment of exquisite rigor reflected in the mirror lake.

Todaiji or the Great Oriental Temple is located in the city of Nara. The main building (Big Buddha Hall) is the largest wooden building in the world. It houses the Big Buddha statue. The main gate of the Kosuga temple is made of the trunks of a cryptomeria (giant tree) that has lived for centuries, and is included in the state register of especially important cultural values of Japan [8; 9].

Japan is one of the main tourist centers in the world. This is facilitated by many factors, the main of which can be considered the presence of a rich history, many historical, architectural and cultural attractions. It should also be noted that the country's political position is quite stable, and Japan's economic policy is aimed at developing and improving the tourism industry and all its types.

5. Conclusions

Having analyzed the value of the cultural heritage of Japan, it should be concluded that Japanese tourism is authentic. This country differs greatly from others and is attractive because of this. Its cultural heritage cannot be overestimated, so every year a huge number of tourists strive to visit Japan. Japanese government policy is aimed at preserving cultural historical monuments and this largely explains the cultural interest in Japan. The development of international tourism is impossible without some attractive factor within the country receiving the tourist flow. Cultural potential is considered to be one of the main factors of attractiveness. Japanese cultural heritage is brought to the international tourism market, attracting the mass tourist. In this way, Japan contributes to the development of international tourism. One more fact worth mentioning is that the popularization of tourism contributes to the preservation of the country's cultural and historical heritage.

REFERENCES

1. Александрова А. Ю. Международный туризм. М. : КНОРУС, 2016. 470 с.
2. Воскресенский В. Ю. Международный туризм : учеб. пособие/ 2-е изд., перераб. и доп. М. : ЮНИТИ-ДАНА, 2017. 463 с.
3. Варламова Т. Н. Сохранение и использование культурного наследия (Охранные технологии в социально-культурной сфере) : учебное пособие. М. : РГСУ, 2013. 420 с.
4. Литвинова О. Г. Зарубежный опыт сохранения историко-культурного наследия // Вестник Томского государственного архитектурно-строительного университета, 2009. № 1 (22). С. 74–92.
5. Мартыненко И. Э. Правовая охрана историко-культурного наследия в государствах Таможенного союза. М. : ИЦ РИОР: НИЦ ИНФРА-М, 2014. 287 с.
6. Севастьянов Д. В. Страноведение и международный туризм : учебник / 2-е изд., пер. и доп. М. : Издательство Юрайт, 2019. 317 с.
7. Фокин В. И. Всемирное культурное наследие : учебник / Под ред. Н. М. Боголюбова. СПб. : СПбГУ, 2015. 368 с.
8. Японська національна туристична організація: URL : https://visitjapan.ru/wheretogo/unesco/
9. UNESCO: офіційний сайт організації. URL : http://whc.unesco.org/en/statesparties/jp
10. Wikipedia, the free encyclopedia. URL : https://en.wikipedia.org

MOTIVE, MAßSTÄBE UND HAUPTRICHTUNGEN DER TÄTIGKEIT TRANSNATIONALER KONZERNE

A. O. Zemlyana,
I. I. Pirog, PhD (Sprachbetreuerin)
V. N. Karazin Nationale Universität, Charkiw

Zemlyana A. O, Pirog I. I. Motive, Maßstäbe und Hauptrichtungen der Tätigkeit transnationaler Konzerne. Der Artikel befasst sich mit dem Konzept des "transnationalen Unternehmens", definiert die Motive und den Tätigkeitsbereich transnationaler Unternehmen, analysierte die sektorale Struktur transnationaler Unternehmen und identifiziert Perspektiven für TNCs in der Globalisierung der Welt.

Schlüsselwörter: das Ausmaß der TNCs, die Motive der TNCs**,** Einfluss von TNCs, Globalisierung, Perspektiven von TNCs, transnationales Unternehmen.

Земляна А. О., Пірог І. І. Мотиви, масштаби та основні напрямки діяльності транснаціональних корпорацій. У статті розглянуто поняття «транснаціональна компанія», визначено мотиви та масштаби діяльності транснаціональних компаній, проаналізовано галузеву структуру транснаціональних компаній, а також визначено перспективи діяльності ТНК в умовах глобалізації світу.

Ключові слова: вплив ТНК, глобалізація, масштаби діяльності ТНК, мотиви діяльності ТНК**,** перспективи ТНК, транснаціональна компанія.

1. Einführung

Das O b j e k t des Artikels sind TNCs, da sie eine der zentralen Positionen in der Weltwirtschaft einnehmen. Der G e g e n s t a n d des Artikels sind die Besonderheiten der Funktionsweise, Merkmale von TNCs, Perspektiven für ihre Entwicklung und Auswirkungen auf die wirtschaftlichen Prozesse in der Welt. Der Z w e c k des Artikels ist es, die Rolle von TNCs als Subjekt wirtschaftlicher Globalisierungsprozesse in der modernen Weltwirtschaft zu untersuchen.

Die R e l e v a n z dieses Forschungsthemas liegt darin, dass TNCs das wichtigste Element der Weltwirtschaft sind und die IEA sowie die gegenwärtige und zukünftige Welt direkt und indirekt am weltpolitischen Prozess und politischen Prozessen in verschiedenen Ländern beteiligt sind.

Untersuchungsgegenstand sind TNCs, da sie eine der zentralen Positionen in der Weltwirtschaft einnehmen.

2. Die transnationale Unternehmen

Hauptgegenstand ausländischer Direktinvestitionen in die Weltwirtschaft sind internationale Konzerne. Ihre Entstehung war eine Folge der Internationalisierung von Produktion und Kapital. Die Durchführung ausländischer Investitionen und die Gründung zahlreicher Zweigniederlassungen in anderen Ländern durch die größten Unternehmen haben die nationalen Kapitalgesellschaften zu internationalen Kapitalgesellschaften hinsichtlich ihrer Tätigkeit gemacht [2].

Nach der offiziellen Definition der Handels- und Entwicklungskommission der Vereinten Nationen (UNCTAD) ist ein transnationales Unternehmen (TNC) ist ein Unternehmen, das kontrolliert Vermögenswerte anderer Unternehmen in anderen Volkswirtschaften als seiner Heimatwirtschaft, in der Regel durch den Besitz eines bestimmten Eigenkapitals Kapitalbeteiligung. Ein Eigenkapitalanteil von 10 % oder mehr von die Stammaktien oder das Stimmrecht für eine eingetragene Unternehmen oder das Äquivalent für eine nicht rechtsfähige Unternehmen, wird normalerweise als Schwellenwert für die Kontrolle des Vermögens [4].

3. Die Hauptaktivitäten von TNCs

Ein charakteristisches Merkmal des gegenwärtigen Stadiums der Transnationalisierung ist der enorme Umfang des TNC-Betriebs. Dies spiegelt sich zunächst in einer deutlichen Zunahme der Zahl der Muttergesellschaften von TNCs und deren ausländischen Tochtergesellschaften wider.

Die bestimmenden Faktoren bei der Umsetzung internationaler Aktivitäten von TNCs sind folgende Motive:

• die Notwendigkeit, Zugang zu den natürlichen Ressourcen anderer Länder zu erhalten. Dies kann sowohl von den Produktions- oder Handelsinteressen des Konzerns selbst diktiert als auch von der Regierung des Staates, in dem die Muttergesellschaft ansässig ist, als Aufgabe formuliert werden, um die strategischen Bedürfnisse des Landes zu erfüllen (z Energie);

• Suche nach Märkten. Dies ist relevant für staatliche TNCs, die hauptsächlich im Bergbau tätig sind;

• Wunsch, die Effizienz ihrer Betriebsabläufe zu steigern. TNCs arbeiten an zwischenstaatlichen Unterschieden in den Produktionskosten. Dabei werden unterschiedliche Bedingungen berücksichtigt, wie z. B. Unterschiede bei den Transportkosten von Produkten;

• Wunsch, den Wettbewerb zu gewinnen. Zu diesem Zweck kaufen TNCs Patente für neueste technische Entwicklungen und Know-how, fusionieren mit ehemaligen Konkurrenten, um Barrieren für potenzielle Konkurrenten aufzubauen und ihre globalen Interessen zu verwirklichen [3].

Laut FORBES GLOBAL 2000 können wir 2018 die Haupttätigkeitsbereiche von TNCs identifizieren (Tabelle 1).

Tabelle 1

Die Hauptaktivitäten von TNCs

Zweig	Anzahl TNCs
Bankwesen	279
Elektrizität	85
Immobilie	83
Wertpapierdienstleistungen	80
Öl- und Gasförderung	79
Chemieindustrie	59
Telekommunikation	58
Bauleistungen	50
Versicherung	46
Pharmazie	45
Nahrungsmittelindustrie	42

Quelle: [4].

Die gewonnenen Informationen erweitern die Vorstellung von der Dominanz von TNCs auf dem Weltmarkt erheblich, da die meisten Veröffentlichungen die Priorität von Investitionen in die Elektronik- und Automobilindustrie, die Chemie- und Pharmaindustrie sowie die Lebensmittelindustrie angeben.

Tabelle 2

Top 100 der teuersten Marken nach Branche im Jahr 2018

Rang	Zweig	Anzahl Marken	Gesamtkosten der Marke, Milliarden Dollar Vereinigte Staaten von Amerika
1	Technologien	20	872,6
2	Finanzdienstleistungen	13	160,2
3	Automobil	12	122,9
4	Produktion von Gütern überall. Anforderung	11	124,9
5	Einzelhandel	9	119,0
6	Herstellung von Luxusartikeln	6	91,7
7	Getränkeproduktion	4	103,2
8	Diversifizierte Branchen	4	66,3
9	Telekommunikation	3	82,3
10	Gastronomie	3	65,0
11	Nähindustrie	3	49,0
12	Alkoholindustrie	3	42,5
13	Unterhaltungsindustrie	2	56,1
14	Mediendienste	2	26,3
15	Transportdienste	2	21,6
16	Tabakindustrie	1	26,6
17	Geschäftsdienstleistungen	1	14,8
18	Luft-und Raumfahrtindustrie	1	8,1
19	Gesamt	100	2,1529

Quelle: [4].

Laut Forbes beträgt der Wert der 100 teuersten Unternehmen der Welt 2,15 Billionen Euro. Dollar USA, das sind 10 % mehr als im Vorjahr. In der Tabelle. 2 präsentiert das Ranking der teuersten Marken der Welt nach Branchen im Jahr 2018. Wir sehen, dass die teuersten Branchen sind: Technologie, Finanzdienstleistungen und Automobil.

3.1. Die Entwicklung von TNCs

Die Bewertung des theoretischen Konzepts und der regulatorischen Praxis der Entwicklung von TNCs in der Weltwirtschaft lässt sich in folgenden Hauptlinien ablesen:

- Kontrolle über den Ruin von Kapital und ausländischen Direktinvestitionen sowie transnationalen Konzernen є der Hauptinvestor des Landes, das sich entwickelt und in die wirtschaftliche Entwicklung einfließen könnte;
- Beschleunigung der Etablierung und Weitergabe von Innovationen, Konzentration auf Unternehmen der TNCs. Die Direktoren der großen Vielseitigkeit und finanziellen Möglichkeiten der transnationalen Unternehmen haben die wissenschaftlich fundiertesten Technologien in ihren Händen konzentriert, darunter die neuesten Produkttypen mit den anspruchsvollsten Prozessen, die mit den technologischen Eigenschaften kompatibel sind
- Bildung einer positiven Dynamik, Struktur und Wettbewerbsfähigkeit der Wirtschaft auf dem globalen Markt für Güter und Dienstleistungen.

4. Schlussfolgerung

1. TNCs sind eine Form des internationalen Kapitalpools, bei dem die Muttergesellschaft Niederlassungen in vielen Ländern unterhält und ihre Aktivitäten koordiniert und integriert. TNCs verwenden eine Reihe globaler Geschäftsphilosophien, die sowohl im Inland als auch im Ausland tätig sind.

2. Die bestimmenden Faktoren bei der Umsetzung internationaler Aktivitäten von TNCs sind folgende Motive:

- die Notwendigkeit, Zugang zu den natürlichen Ressourcen anderer Länder zu erhalten;
- Suche nach Märkten;
- Wunsch, die Effizienz ihrer Tätigkeiten zu steigern;
- Wunsch, den Wettbewerb zu gewinnen.

Der Umfang der TNCs wächst schnell, was durch die Tatsache belegt wird, dass der Betrag der in- und ausländischen akkumulierten ausländischen Direktinvestitionen 1/5 des Welt-BIP erreichte, die Exporte ausländischer Zweigniederlassungen von TNCs – 1/3 der Weltexporte; Das von ausländischen Tochtergesellschaften erwirtschaftete BIP beträgt 7% des weltweiten BIP.

3. TNCs führen groß angelegte Aktivitäten in Bereichen wie: Elektronik und Automobil, Chemie und Pharmazie sowie in der Lebensmittelindustrie durch.

4. Zu den wichtigsten Aussichten für die Entwicklung von TNCs gehören: Erhöhung der Finanzkraft, Erhöhung des Kapitalverkehrs, Globalisierung der Märkte, steigende Nachfrage sowie Erhöhung der Investitions- und Innovationsfähigkeit der TNCs.

LITERATURSVERZEICHNIS

1 Даміров Я. ТНК як фактор включення національних господарств до світової економіки // Економіка України. 2017. № 6. С. 69.
2 Світова економіка. URL : https://pidru4niki.com/1350082653401/ekonomika/tipi_tnk
3 Світова економіка. Стратегія діяльності ТНК в сучасній світовій економіці. URL : https://studme.com.ua/150009206929/ekonomika/strategiya_deyatelnosti_tnk_sovremennoy_mirovoy_ekonomike.htm
4 Forbes. The World's Biggest Public Companies 2018. URL : http://www.forbes.com/ global2000/.
5 World Investment Report 2018 – Investor Nationality: Policy Challenges. UNCTAD, United Nations. Geneva, 2016. 232 p.

THE ROLE OF MEDIA IN THE FORMATION OF THE TOURIST IMAGE OF THE COUNTRY

I. S. Zherebylo,
O. V. Maksymenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Zherebylo I. S., Maksymenko O. V. The role of media in the formation of the tourist image of the country. The concepts of the "image of the country", the "tourist image of the country" and their connection are considered in this study. The necessity of correction and formation of a favorable tourist image of the country is revealed, as well as the potential of mass media influence on the formation of the image of the country in general and the tourist image in particular. The role of media and social networks in stimulating the tourism industry is introduced. The provided examples show successful and unsuccessful strategies to promote the tourist image, including the tactics of creating the tourist image of Asia. The close connection between the formation of the tourist image and the activities of the media is theoretically substantiated and revealed.

Keywords: image, image of the country, mass media, tourist image.

Жеребило І. С., Максименко О. В. Роль ЗМІ у формуванні туристичного іміжу країни. В статті розглянуто поняття «імідж країни», «туристичний імідж країни» та їх зв'язок. Розкрито необхідність корекції та формування сприятливого туристичного іміджу країни, а також потенціал впливу ЗМІ на формування іміджу країни загалом та туристичного іміджу зокрема. Представлено роль ЗМІ та соціальних мереж у стимулюванні туристичної індустрії. На прикладах показано вдалі та невдалі стратегії просування туристичного іміджу, а також тактику створення туристичного іміджу Азії. Теоретично обґрунтовано та розкрито тісний зв'язок формування туристичного іміджу з діяльністю ЗМІ.

Ключові слова: засоби масової інформації, імідж, імідж країни, туристичний імідж.

1. Introduction

The travel industry is one of the fastest growing industries in the world. It (the industry) is of great importance in creating a significant number of jobs, providing income for citizens employed in the tourism sector, increasing tax revenues to the country's treasury, raising the country's status and generally improving its reputation. In this regard, the authorities of many countries have taken certain measures to form a strong and competitive tourism industry, including through the creation of infrastructure, product promotion, training specialists, increasing the attractiveness of a country or region, stimulating interest in cultural and historical values.

The p u r p o s e of this research is to study the world experience in the development of tourism with the help of the media. The o b j e c t of the study is the tourist image of the country, the s u b j e c t is the role of media in the formation of the tourist image of the country.

2. The concept of the "image of the country" and the "tourist image"

Before considering the forming of tourist image of the country, it is necessary to define the concepts of the "image of the country" and the "tourist image". The World Tourism Organization gives the following definition: the country's image is "a set of emotional and rational ideas arising from the comparison of all signs of the country, the actual experience and rumors that influence the creation of a certain image" [7].

The "tourist image" of a country is a set of symbolically expressed emotional and rational ideas about the originality and specificity of the country, which were formed in the minds of real and potential tourists. According to the researchers, the country's image is inextricably linked with the tourist image and seriously affects the attitude to the product, behavior and the final decision of the consumer. In turn, the tourist image has a direct impact on satisfaction and customer value. Thus, we can conclude that the country's image directly affects the orientation and choice of a person or region for travel. At the same time, the tourist image, value attitudes of the client, the degree of satisfaction with past experience, the purpose of the trip, cultural tourism potential provide indirect influence on the choice of a specific location (cities, islands, settlements, etc.) [7]. A positive image of the country, formed in the eyes of its citizens, is capable of strengthening the degree of self-identification of the people and contributing to the stable development of the state. It is impossible to talk about the formation of external positive image until within the country there is no uniform adherence to the national idea and mutual understanding between the authorities and the people, as well as when the real picture and the image of the state desired by citizens are not correlated [7].

Thus, the tourist image can be considered as a part of the country's image, which is purposefully formed in the minds of real and potential tourists and includes elements that are significant for travelers' choice of objects of visit [5].

3. The role, impact and significance of media for people and for tourism

In the modern global world, in all spheres of human activity, the importance of information is increasing, and with it the role of the media. Today the mass media is not only an authoritative source of information and an active participant in internal political processes, but also an influential mediator in international affairs. Modern media are increasingly emphasizing the status of the fourth estate. In the information society, people's knowledge and ideas about the world are largely formed through the mass media. The media and mass communications have a deep impact on the worldview and opinions of people, their attitude to reality, and even create a separate reality with its own means of verification, criteria reliability, by means of falsification, which leads to the creation of a special media-political system [3]. Thus, we can conclude that it is the media that largely influence the formation of both a positive and a negative tourist image of the country.

In the tourism sector, a potential consumer a priori cannot try or check the offered product or service. The choice is based on advertising information, existing opinions, rumors or personal experience, after which the consumer decides to purchase the service. The use of the media to form a positive tourist image of the country, as well as the investment of advertising and image investments, is more profitable and economical in comparison with the creation of a tourist infrastructure. A $ 1 increase in government spending on advertising brings to the budget up to $ 493 from the expenses of foreign tourists and about $ 74 from new tax revenue [2].

Many countries of the world have been unable to increase the number of tourists for a long time. The main reason for this fact is that in the international arena states fail to make their brand known. At the international level, the creation of a favorable tourist image of the country is an integral part of the development of the tourism industry. The main goal of this image is to attract foreign visitors and increase the export of tourism services. It should be noted that the success of many countries in the development of tourism is associated with the holding of major international events, since the preparation for these events is constantly and in detail covered in the media. Such events have enormous implications, including for the development of tourism infrastructure [5].

4. The influence of the media on the Asia tourism market

The Beijing Olympic Games, for example, impressed the entire world, marking the beginning of a closer attention and a comprehensive public appeal to China. According to the American website Asia Today, China is famous for its enthusiasm for the Olympics, which can be called fanaticism to some extent [4]. Hosting the Olympic Games cannot fundamentally improve the country's image, but the event itself is an excellent opportunity to show China to the whole world and to attract the attention of international media to the country. Mass media reports at all stages of the preparation and holding of the Olympics brought China closer to the world community, allowed a large number of people to learn and improve the perception of this country and people, and also served to the appearance of tourists desire to visit China and contributed to the formation of a more positive image of the country in general [4].

Nowadays everyone is talking about the South Korean Squid Game, the new big hit of Netflix, criticizing capitalism. It was after this show that many tourists became interested in the places that were mentioned in the show: Jeju Island, a village with a large killer doll, Seoul. If you go and look at the sites where you can order tickets for excursions, you will see that there are almost no tickets left. People bought everything to get a closer look at the atmosphere of the show [6]. Tele and cinema tourism are becoming effective methods of promoting territories and attracting tourists, in addition to international events. They provide countries with the opportunity to show existing attractions with reference to films, as well as promote tours and other tourism products related to the filming locations. As a result, it can be argued that television series and films also significantly influence the formation of the tourist image.

According to a survey conducted by sociologists of the Abbey National company, after watching a movie, a large number of viewers feel a desire to visit the filming locations. A significant part of people realize this desire during the next weekend or during vacation [1].

New Zealand has become the most successful example of the development of this type of tourism. Thanks to the release of the “Lord of the Rings” trilogy, as well as the film adaptations of “The Chronicles of Narnia” and “The Hobbit”, the volume of the tourist flow in the country has rapidly increased due to the huge number of film fans.

In China, “Adventures in Thailand” directed by S. Zheng, grossed more than RMB 1.2 billion in 2013. The number of viewers reached a record of 39 million people, surpassing the “Avatar” movie (27.64 million viewers). “Adventure in Thailand” is the first Chinese-language film in the history of Chinese cinema to gross over RMB 1 billion [1]. Thanks to the film's success, Chinese audiences began to learn and understand Thai culture, religion and cuisine, as well as take an interest in Thailand's travel news.

General openness is inherent in new media in tourism. Through their activities, people gain the ability to share travel experiences with each other. New media have mobility, convenience, interactivity, speed, which significantly enriches information about travel services, expands the distribution channels of this information, collects target audiences and this violates the monopoly of the right of traditional media to disseminate information. Considering the great potential of social networks, the tourism business today is increasingly and actively linking tourism products with them. At the moment among the popular social networks are Facebook, MySpace, Twitter, Youtube and others, in Asia there are WeChat, QQ, Sina Weibo, Kakaotolk, Weavers, Vlive.

An increasing number of travel companies and tour operators are using social media to post travel advertisements and advertisements. It is as a result of these trends that tourism authorities have consistently set up sites or accounts on social networks such as Weibo and Wechat across Asian countries with the aim to support new media technologies, systematically and in a timely manner provide the public with relevant information about tourist sites, as well as to actively interact with them [6].

5. Conclusions

Tourism is a complex industry at the intersection of various sectors of society. Its most notable characteristic is the consumer experience of the tourist outside the normal environment. In this process, tourists create a diverse connection with the tourist destination itself, its culture, history, nature, etc. Today the world is in the stage of an ongoing information explosion. The connection between the media and society is growing. At the same time, the mass media are not the only sources of information, but also play a leading role in giving consumers the opportunity to learn different information and warn about inaccurate messages on the Internet.

An even closer union of the efforts of the tourism industry and the media can lead to the rapid development of the tourism industry in the near future. In a dynamic process of transforming the market and using modern media technologies, brand marketing in tourism terms requires quality content and unexpected ideas. Demonstrating with the help of the full potential of modern mass media the unique travel brands of individual countries, it is possible to preserve and strengthen their competitiveness and viability in the global tourism market.

REFERENCES

1. Cinema promotes the development of tourism. URL : http://atlasmap.ru/index.php/arctic/187261
2. Durowich A. P. Marketing in tourism. 6th ed., stereotip. Minsk : Novoe znanie, 2006.
3. Dzeloshinkii I. M. The media, the government and civil society in the region. Moscow : Pulse, 2002.
4. From 2008 to 2022 the Olympics becomes a new point for observing the world behind China. URL : http://russian.china.org.cn/exclusive/txt/2015-03/26/content_35160455.htm
5. Morgan N., Prichard A. Advertising in Tourism and Leisure. Moscow : Unity-Dana, 2004.
6. Pankrukhin A. National marketing. URL : https-www-marketologi-ru-publikatsii-stati-marketing-strany.
7. Taranova J. V. Tourist image of the country. The image of a state/region: modern approaches: new ideas in communication theory and practice: collect. of sci. works. Saint Petersburg : Roza mira, 2009. Vol. 3. P. 235–241.
8. Xuejiao L. The movie “Lost in Thailand” is rapidly promoting the development of tourism in Thailand. URL : http://roll.sohu.com/20121226/n361589081.shtm.

GLOBAL ENVIRONMENTAL PROBLEM WITHIN THE MODERN WORLD

Y. O. Zhuravlova,
I. V. Davydenko, PhD (language supervisor)
V. N. Karazin National University, Kharkiv

Zhuravlova Y. O., Davydenko I. V. Global environmental problem within the modern world. The article considers the impact of the main environmental problems, which should be special attention in the world. The ecological problems have existed since the early beginning of human life and had a cumulative effect. The negative consequences of the 2050 scenario may make the planet not a place to live, but a place to survive. Special attention is to be paid to the environment within the global scale.

Key words: biodiversity, climate change, environmental problem. human development index, pollution.

Журавльова Є. О., Давиденко І. В. Місце глобальної екологічної проблеми у сучасному світі. У статті розглянуто вплив основних екологічних проблем, на які має бути звернута особлива увага у світі. Екологічна проблема існувала спочатку людської життєдіяльності та мала накопичувальний ефект. Вивчення галузі особливо актуально, оскільки негативні наслідки за сценарієм 2050 років можуть зробити планету не місцем проживання, а місцем виживання. В результаті, робиться висновок, що необхідно приділяти особливу увагу екології у глобальному масштабі.

Ключові слова: біорізноманіття, екологічна проблема, забруднення, зміна клімату, індекс людського розвитку.

Human existence is inextricably connected with specific environmental conditions. These postulate hai been developed over years of human existence. Changes or deviation may affect human life, which is the essence of global environmental problems. The a c t u a l i t y of this topic is defined by the continuation of changes in the climatic situation, constant pollution of the planet, which causes problems. The p u r p o s e of the article is to deepen the knowledge in the field of the global environmental problem. The main t a s k s of the work are to determine the major problems of ecology and to identify scenarios for the development of the trend. The o b j e c t of the research is the role of the global ecological problem in the world`s processes. The s u b j e c t is the essence of the ecological problem and the prospects for its solution. The article used theoretical m e t h o d s of researching the topic. The work uses such methods as scientific abstraction, systemic-synergetic approach in the systematization of the main problems of ecology. The work also actively uses the methods of analysis, generalization, the method of scenarios. The "consumer" attitude to nature has put it on the way of survival. The production and consumption lead to ecological devastation, an increasing risk to human life and health due to a decrease in the quality of the nature.

The beginning of the third millennium is characterized by two main trends. First, an imbalance in the production and distribution of goods and services threatening the global ecosystem. A large proportion of the world's population continues to live in poverty, and there is a trend of widening the gap between those who benefit from economic and technological development and those who do not. Such an unstable structure of wealth and poverty breaks the society and, therefore, the global environment.

Secondly, the pace of changes taking place in the world is constantly accelerating, and the rational use of natural resources stays behind socio-economic development. Population growth and economic development are outpacing the environmental gains provided by new technologies and policies. The processes of globalization, which have a huge impact on the evolution of society, should be directed towards eliminating, not exacerbating, the serious imbalances that separate the world today [2].

There are traditionally accepted factors of the emergence of global environmental problems:

- degradation of the natural environment;
- an increase in areas of ecological disaster;
- progressive consumption of natural resources;
- growth and expansion of production capacities;
- dangerous types of pollution of the environment.

Table 1

The classification and characterizations of the main global problems [3]
The classification and characterizations of ecological problems (compiled according to data [3])

The problem	*Main characterization*
Exhaustion of natural resources	"Industrial revolutions" are caused by the irrational use of natural resources
Loss of biodiversity	Direct: changes in habitats, climate, overexploitation of nature, pollution. Indirect: changing economic situation, demographic and sociopolitical changes
Air pollution	The most pressing problems: greenhouse effect, ozone holes, acid rain, dust pollution
The ecological state of the world's oceans	Tanker accidents, rubbish waste into the ocean
Land degradation	Reducing the ability of mankind to solve food, raw materials, social and other problems
The problem of providing mankind with fresh water	More than 1/3 of the world's population will experience a shortage of fresh drinking water
Technogenic disasters	Environmental impacts extend over very long distances

World organizations are confident that many countries have accumulated wealth and achieved a high level of development through the exploitation of the environment. Such processes can cause a slowdown in the mankind development .

In 2020, UNDP took an experimental approach in making the Human Development Index (HDI). One HDI used traditional indicators and the other took into account the volumes of emissions of harmful greenhouse gases and the volume of use of natural resources [1]. UNDP is confident that it is impossible to talk about the progress of human development without taking into account social norms, as well as state policy aimed at protecting the environment. After all, global warming and its consequences directly affect the well-being of humanity. Moreover, these consequences are getting worse and worse every year.

For example, by 2100, the world's poorest countries will experience extreme weather every year due to the climate change. But that number could be cut in half if the promises of the Paris Agreement on climate change are fully delivered. Severe inequalities between countries slow down processes and exacerbate the already poor appearance of the planet [4].

Table 2

Future results for ecological problems [5]
Scenario for global environmental problems
(compiled according to data [5])

Description of the problem	*Scenario 2050*
Global warming	Global temperature is rising exponentially, global temperature could rise by 3 ° C by 2050
Consumption of primary biological products	FAO estimates that population growth will require a 70% increase in global food production by 2050, which will have a negative impact on the environment.
Changes in the concentration of greenhouse gases in the atmosphere	Increase in concentration, accelerated growth of CO, and CH4 concentration due to accelerated destruction of biota
Exhaustion of the ozone layer, growth of the ozone hole over Antarctica	The pessimistic scenario is an increase in trends. Optimistic scenario – recovery by 2048
Land degradation	The growth rate of agricultural production in many regions is declining and today accounts for 50% of the yield.
Ocean level rise	Possible acceleration of level growth up to 5.5–8.2 mm per year
Loss of biodiversity	A sharp increase. Taking into account current global trends, nearly 34,000 flora and 5,200 species of fauna face extinction

The UN calls on all countries to move to a new era of development. Experts are confident that reducing the stress on the planet will help ensure that the most vulnerable segments of the population can take advantage of its benefits. If attempts to eliminate this problem are abandoned, negative social consequences may arise: food shortages, an increase in the incidence of diseases of the population, the emergence of new diseases, environmental migration, aggression, extremism, etc.

Conclusion. To sum up, the emergence of a global environmental problem is caused by many factors, has different trends and consequences. The main environmental problems were attributed to the exhaustion of natural resources, loss of biological diversity, atmospheric pollution, the ecological state of the world's oceans, land degradation, and the problem of supplying mankind with fresh water. It was determined that even economic inequality between countries has a huge impact on the spread and exacerbation of the environmental problem. There exsists the environmental scenario which tries to predict the future, especially the results of weather changes. If measures are not taken, the situation will worsen exponentially by 2050.

REFERENCES

1. В ООН ввели новые критерии успешного развития. URL : https://news.un.org/ru/story/2020/12/1392532 (дата звернення: 08.11.2021).
2. Глобальная экологическая перспектива. URL : https://wedocs.unep.org/bitstream/handle/20.500.11822/8219/-Global%20Environment%20Outlook%202000%20-19991609-rassian.pdf?sequence=12&isAllowed=y (дата звернення: 08.11.2021).
3. Официальная страница ООН, ЮНЕП. URL : https://www.un.org/ru/ga/unep/ (дата звернення: 08.11.2021).
4. Human development report 2020. URL : http://report.hdr.undp.org(accessed on 08.11.2021).
5. OECD Environmental Outlook to 2050. The Consequences of Inaction. URL : https://www.oecd-ilibrary.org/docserver/env_outlook-2012-sum-ru.pdf?expires=1636278127&id=id&accname=guest&checksum=F6F6747444B50FFB7E8B9AC81072CC6D (accessed on 08.11.2021).

THE ROLE OF FOREIGN LANGUAGES IN INTERNATIONAL COMMUNICATION AND TOURISM

O. A. Zhuvak,
L. I. Izotova (language supervisor)
V. N. Karazin National University, Kharkiv

Zhuvak O. A., Izotova L. I. The role of foreign languages in international communication and tourism. The article presents the reasons for the increased demand for foreign languages and its reasons for their relevance today. Also revealed the importance of English, as an international language in society, as in the structure of the tourist business. Above all, there is the question of learning foreign languages and their role at the time of admission to work. The main place in this matter is taken by the concept of "international communication", the essence of which is described in detail in the text.

Keywords: foreign languages, international communication, tourism.

Жувак О. О., Ізотова Л. І. **Роль іноземних мов в міжнародних комунікаціях та туристичному бізнесі.** У статті представленні причини збільшеного попиту та його причин на іноземні мови у світі та їх актуальності сьогодні. Також розкривається значення англійської мови як міжнародної у суспільстві, а також у структурі туристичного бізнесу. У свою чергу постає питання про вивчання іноземних мов та їх роль під час прийняття на роботу. Основне місце у даних питаннях займає поняття «міжнародних комунікацій», сутність якого детально розкрито у тексті.

Ключові слова: іноземні мови, міжнародне спілкування, туризм.

1. Introduction

The o b j e c t of the article is a comprehensive study of the use of English in the world. The s u b j e c t of the article is the necessity of foreign languages (especially English) in international communication (especially in tourism). The p u r p o s e of this article is to explore the reason for this on the basis of other articles and publications and to draw conclusions about it.

2. Current state of industry/ Main part

Every person in Ukraine (as in any other country that is not English-speaking) has been faced with the necessity of learning English. In fact, nowadays children should start learning English in kindergarten, then continue at school and further on in the following educational institutions.

There is also a huge variety of different classes of language learning to choose from. But what causes this general preoccupation with the language?

English language learning is based on its status as an international language which, of course, makes it easier to communicate in any country in the world. It is also due to the development of international communication (business, diplomacy, cultural exchange - tourism).

The intercultural communication is characterized by the following: its participants in direct contact use special linguistic variants and strategies of behavior different from those they use in communication within the same culture. The adequate understanding of the participants of the act of communication belonging to different cultures.

Thus, communication is a complex, symbolic, personal process that allows participants to express some information external to themselves, their internal emotional state, as well as the status roles they hold in relation to each other.

The concept of intercultural communication is constantly being extended to areas such as translation theory, foreign language teaching, comparative cultural studies and so on. Nowadays, scientific research in the field of interculturality focuses on the behaviour of people encountering cultural differences in linguistic activities and the consequences of these differences.

It is important to note the principled applied orientation of many studies: their results are intended for direct use in fields of activity and professions that exercise themselves through intercultural communication (in such cases they are called professional communication).

Language, as the main expression of cultural identity, is also the main mediator in the intercultural communication process. Thus, the speaker of a foreign language must not only be able to formulate thoughts correctly in the foreign language, but also observe the cultural norms of the speakers of the target language.

Thus, successful intercultural communication presupposes, along with mastering a foreign language, also the ability to adequately interpret the behaviour of a representative of a foreign society, as well as the readiness of participants in communication to perceive another form of communicative behaviour, to understand its differences and variation from culture to culture.

International tourism has always served and should serve, above all, the purposes of cohesion, unity, mutual understanding and peace between peoples and cultures. This is one of the basic missions of international tourism. Efforts should be made at the international and national level to establish intercultural communication in tourism. Such efforts should include the training of international tourism professionals in intercultural communication, which would provide specialized knowledge, skills and abilities that contribute to effective intercultural communication.

Tourist practice should be distinguished from the classical notion of travel. Travel is unrestricted movement in a cultural and natural environment, a profound inward experience of a different world view.

Now international tourism instantly - in historical time - has been born and blossomed on a scale that was difficult to imagine.

Intercultural relations in tourism have several main aspects:

- Cognitive - focuses on gaining specific information about iconic moments in the history of the site of interest,
- value-based - it reflects a comparative analysis of prevailing ideals, morals within cultures of interest and their traditions of existence,
- humanistic - expressed in the elimination of the image of "alien", a possible enemy in direct contact with the bearers of a different culture,
- consumerism, which exists as a tourist business.

Tourist travel is a certain type of commodity, to which clear requirements are imposed for an agreed priceIn the period of scientific and technological, global civilisation process, active development of means of transport and emergence of new technological possibilities, as well as the increasing openness of borders between states, modern man has received unlimited opportunities of contact with representatives of other cultures. Currently, there is a clear interest in the study of cultures of different peoples, researchers pay special attention to the dialogue and conflict of cultures: mutual understanding, tolerance and respect for the culture of communication partners.

Professionals in tourism have to deal with communicative tasks on a daily basis:

- business meetings with foreign partners,
- correspondence,
- employment opportunities with foreign travel agencies,
- work with incoming (foreign) tourists,
- animation activities in foreign hotels,
- signing contracts, negotiating sales conditions.

All this requires from a tourism worker not only knowledge of the language but also knowledge of the culture and history of the country with representatives of which the tourism manager is working at the moment.

Knowledge of speech etiquette, customs, mores, accepted in the country of business partners creates a positive impression when communicating, disposes, contributes to a fuller understanding, which ultimately has a favourable effect on the results of partner communication, increases the prestige of the company.

The employer has a long list of requirements for the selection of candidates for a particular job: the future employee must be inquisitive and experienced, including knowledge of foreign languages. Knowledge of foreign languages occupies a high position in a competitive environment, as employees in the tourism industry must be proficient in foreign languages, above all English. This makes an impression on foreign clients and affects the reputation of the travel company. Therefore, the requirements that a candidate must meet when applying for a job are not exaggerated, but are necessary conditions for the productive work of the company. Nowadays, independent tourism is becoming common, where tourists often have contact with local people who speak their native language or the most common one, English.

3. Conclusions

To sum up, it can be concluded that an important part of success in the tourism industry in today's world is English language skills, as most communicators from different countries are proficient in the English language. This is due to its status as well as its prevalence in the world. English has taken root in the country under the influence of tourism and has become the official language of communication.

REFERENCES

1. Левитская Е. Ю., Соколова Е. Ю. Роль иностранного языка в подготовке бакалавров в сфере туризма и гостеприимства // Вестник ассоциации вузов туризма и сервиса. 2013. № 3. С. 41–44.
2. Лыкова Т. Р. Значение английского языка для специалистов сферы туризма. Екатеринбург : УГЛТУ, 2020. С. 44–46.
3. Сивухин А. А. Роль иностранного языка в профессиональной подготовке бакалавров по направлению “туризм”: теоретические подходы // Вестник Костромского государственного университета. Серия: Педагогика. Психология. Социокинетика. 2014. Т. 20. С. 212–216.

Наукове видання

ІНОЗЕМНІ МОВИ У СВІТОВОМУ ЕКОНОМІКО-ПРАВОВОМУ ПРОСТОРІ

Електронний збірник студентських наукових статей

Випуск IX

Українською,
англійською, китайською,
німецькою, французькою мовами

Відповідальний за випуск І. С. Шевченко
Технічний редактор Л. П. Зябченко

Ум. друк. арк. 59,3.

61022, Харків, майдан Свободи, 4.