

abroad of the Republic of Belarus, there is an increase in exports, its separate weight is more than 50 %.

By 2020, Belarus intends to complete comprehensive provision of advanced technologies and equipment for absolutely all dairy farms, while simultaneously forming a feed base that meets the needs of the industry. Deliveries to the domestic market should amount to approximately 3.7 million a tons of milk and dairy products, while creating an export potential of 5.3 million tons. In this way, it is possible to highlight that the dairy industry of the Republic of Belarus is characterized by a positive dynamics in the volume of production, and in addition, an increase in the volume and part of exports.

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MODERN TRENDS OF WORLD TOURISM DEVELOPMENT

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Резюме – В статье рассматриваются глобализация и локализация туризма, тенденция перехода массового туризма к индивидуализации, связь информационных технологий с развитием электронного туризма, перспектива роста нишевого туризма в будущем и переход от «индустрии услуг» к «индустрии опыта и впечатлений».

Resume – The article describes globalization and localization of tourism, the trend of mass tourism towards individualization, the relationship of information technology with the development of e-tourism, the prospect of a growth in niche tourism in the future and the transition from a «service industry» to an «industry of experience and impressions».

Introduction. Tourism entered the XXI century, as the most stable developing sector of the economy, becoming one of the most profitable and most dynamic sectors of international trade in services. At this stage of development, world tourism is showing continuous growth. In addition to the trends of the last decades, characterizing the development of the tourism market, the trends introduced by the era of globalization, the century of information and communication, and the new information society have been clearly reflected [1].

Main part. Globalization and localization. Globalization creates fundamentally new conditions for the coexistence and interaction of countries and regions around the world, involving them in the massive exchange of information, knowledge, technology, finance, goods, services, human resources. Along with globalization trends, there are counter localization trends that promote a unique nationally and regionally colored product on world markets. As a result of the interaction of global and local, a tendency of “glocalization” has formed, developing the well-known marketing principle “Think global and act locally”. In other words, from the point of view of “glocalization”, a local product must be adapted for understanding and acceptance in the global market. Globalization in tourism is manifested in the spread of fashion for tourism, the same models of leisure and travel, standardization and unification of tourism services. At the same time, the oncoming trend of localization is reflected in the introduction of a unique local flavor, the spirit of culture of the local community, and the distinctive atmosphere of the place into the tourist product.

Sustainable tourism. The globalization of tourism means the formation of a single tourism space and the direct interdependence of all participants in tourist exchanges and international tourism activities. At the same time, this implies their collective responsibility to the living and future generations for the preservation of natural and cultural diversity on the planet, for sustainable tourism. Sustainability is understood not a separate type of tourism, but a philosophical concept or ideological approach to the development of tourism of the future, which respects the natural, cultural and social directions. This is such a travel industry that takes measures to achieve a minimal impact on the environment and local culture, to preserve local ecosystems and the diversity of ethnic cultures, while contributing to the formation of income, employment, and infrastructure. In other words, sustainable tourism stimulates economic and social development, while preserving the natural and cultural environment.

Individualization. At this stage of development of the industry, there is a clear tendency towards a transition from the “massization” of tourism to its individualization. This is due, on the one hand, to the fact that a modern person experiences fatigue as a result of the routine, stresses and stresses of everyday life and seeks solitude and loneliness during the rest period; on the other hand, the modern traveler tends to refuse standardized group tour packages in favor of individual tours, designed in accordance with his personal preferences. This trend is explained by the fact that tourists are becoming more educated, knowledgeable, having a wider and more diverse tourist experience, and therefore strive to get a new unique travel experience [2].

E-tourism. The development of information technology and telecommunications has led to an incredible increase in e-commerce, and now, according to experts, the electronic sale of travel services in the world has left far behind the sale of books, music and computers. The vast majority of travel companies have their own electronic offices and offer consumers complete information on all types of ser-

vices, and especially on air travel, accommodation and car rental. The list of products of online travel companies is constantly expanding: today it includes group and individual tour packages and variety of additional services. The trend of e-tourism of the future is the creation and promotion of even more complex products. A variety of e-tourism is mobile tourism (m-tourism). Mobile technologies in the form of applications for mobile phones already today allow users to book flights, hotels, cars by phone, from anywhere. Electronic tourism is understood not only as electronic distribution of travel services, but also electronic tours, which are also called virtual [3].

Niche tourism. The future of world tourism is associated with the development of niche tourism, which occupies narrow segments of the travel market. Special-interest tourism is primarily referred to niche. Among the types of specialized tourism that have arisen or are already gaining momentum, we can name: photographic, cinema tourism (according to the places of filming of popular films), retro tourism, geotourism, transport, gastronomic, genealogical tourism. Any hobby can form the basis of a specialized travel and create demand in the tourism market. A niche is a group of types of tourism with a talking acronym SAVE-tourism (scientific, alternative, volunteer, expedition). Prospects for the growth of niche tourism in the future, including the diversification of specialized travels, are associated with the development of an information society that “produces” more experienced, selective and demanding tourists. These tourists form the image and profile of tourists of the future. They will strive for a more individualized experience and specialized tourism, based on a specific hobby (special interest) or the conditions of a particular destination.

Transition from the “service industry” to the “industry of experience and impressions”. The dominant trend in the development of world tourism is the formation and development of the tourism industry as an industry of experience. In other words, there is an evolution of the industry producing tourism services into an industry producing tourism experience. Modern travelers are in search of new experiences, emotions, impressions. Travel services are valuable if their chain is able to provide consumers with quality experience in tourist destinations (cultural, social, aesthetic, artistic, etc.). The value of the tourist experience in its novelty, uniqueness and exclusivity. The basis of the new tourist experience is the cultural and natural diversity of destinations, the unusual nature of the resources, the identity of the culture and cultural traditions, the creativity and adaptability of the infrastructure, the uniqueness, friendliness and hospitality of the residents and tourists [3].

Conclusion. So, the main feature of the development of modern tourism is the need to create an individualized tourist product that would meet the ever-changing complex nature of the needs of tourists and could be flexibly and quickly transformed taking into account the impact of political, economic and other factors of world development. Developed tourism is called one of the main phenomena of the XXI century.

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FUNCTION ORGANIZATION STRUCTURE

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Резюме – Выбирая структуру организации для своей компании, необходимо учитывать необходимость контроля. С учетом возможности и полноты контроля могут реализовываться различные сценарии управления. В данной статье типы организационных структур рассмотрены с точки зрения возможностей контроля работы исполнителей.

Resume – When choosing the organizational structure for your company it is necessary to consider the necessity of control. Regarding the possibility and complexity of control different scenarios of management can be implemented. The article studies the types of organizational structures from the point of view of controlling the employees' work.

Introduction. Choosing the right organizational structure for your company, it is like choosing a new car. At the beginning, you are always looking for something that can take you and your passenger from one point to another without any problem. But despite this, there are lots of options to consider them. It can be Automatic or Mechanics? Four-wheel drive or two? Bright or dark colors? Sedan or station wagon?

Main part. Your working style depends on the type of organization you are working in. The type of organization dictates your role, responsibilities, working culture. In a functional organization, you may have a static role, while in other types of organization structures you may have dynamic roles. In a functional organization structure, you will report to the functional manager, while in other types of structures, you will report the project manager in a function organization structure, you report to the project manager, whereas in a matrix organization structure, it depends on the type of matrix.

A functional organization structure is a hierarchical organization structure where people are grouped as per their area of specialization. These people are control by a functional manager who have already worked for many years in this area.. This expertise helps him make right decisions quickly and command em-