

It is obvious that accelerating startups will improve current processes and lead to new ways of positively impacting the sector's value chain. Creating smart destinations is key for short- and long-term development. But even amid the current crisis, there are opportunities to be found. As the world has transitioned to a 100% digital environment, the existing challenges have only accelerated exponentially. The first of these challenges is 'overtourism' – the overcrowding of popular tourist destinations. The second challenge is job creation. The third major challenge is 'open innovation', an area in which startups, corporations, and governments must work together to find solutions.

In foreign markets, analysts are already conducting large-scale studies of consumer preferences – where, for how long and on what journey they are ready to go after the pandemic ends. More than half of Americans surveyed by Destination Analysts [1] believe they won't go anywhere on their next vacation. Among those who plan their vacation as soon as the pandemic ends, most responders of the survey opt for going on a beach vacation (38.2%) and to the countryside (30%).

To conclude, it should be noted that the tourism industry will manage to renew itself, with innovation and technology continuing to play a central role in these efforts. Supporting startups and companies is a key to contribution to the entire spectrum of economic sectors that benefit from tourism.

References

1. Destination Analysts. Tourism Market Research. URL: <https://www.destinationanalysts.com/> (дата звернення: 10.11.2020)

Scientific supervisor: *Zaitseva N. V., Senior Teacher of the Department of Foreign Languages, Dmytro Motorny Tavria State Agrotechnological University*

THE INFLUENCE OF THE COUNTRY'S ECONOMIC ENVIRONMENT ON THE ENTERPRISE ACTIVITIES

Plyasetska V.R., *plyasetsckaya.vicka@gmail.com*
Dmytro Motorny Tavria State Agrotechnological University

The country's economy directly affects the welfare of consumers, their financial situation, and purchasing power. Therefore, any changes in this area may necessitate the adjustment of the company's plans, for example, pricing or sales policy.

The aim of our article is to consider some of the country's economy most influential factors. They are presented in table 1.

Table 1

Economic factors of the macroenvironment

№	Factor	What affects	Threat	Possibility
1	Destabilization of banks creates an unfavorable situation for obtaining credit	Supply	-	
2	Rising inflation has a negative effect on output; depreciation of financial resources of the enterprise	Supply / Demand	-	
3	Decrease in purchasing power of the population	Demand	-	
4	Rising unemployment, which leads to a decrease in the number of purchases of goods due to lack of funds	Demand	-	
5	Devaluation of the national currency, which leads to higher prices for imported materials	Supply / Demand	-	

№	Factor	What affects	Threat	Possibility
6	Increasing the level of income of the population, and as a result of expanding their capabilities in the selection of products	Demand		+
7	Favorable export environment for bringing products to foreign markets	Supply / Demand		+
8	Investment attractiveness of the industry / Material support of the industry by the state	Supply		+

To a greater extent, economic factors affect the supply of products, because increasing the price of raw materials increases the cost of suppliers, thus reducing the possible supply. The decrease in purchasing power leads to the absence of the need for large-scale production. The most significant opportunity is a favorable export environment. In Western Europe, for example, living standards and incomes are higher than in Ukraine. Therefore, easy access to foreign markets will allow entrepreneurs to increase income and improve the situation in their own country.

Therefore, the company must always analyze the economic situation in the country, flexibly adapt to change and make timely management decisions. Threats must be identified and neutralized, and opportunities must be used for the benefit of the company.

References

1. *Mara P. Squicciarini, Johan Swinnen: The Economics of Chocolate.* Oxford University Press. 2016. 496 pp.
2. P.J. Gallo, R. Antolin-Lopez, I. Montiel: Associative Sustainable Business Models: Cases in the bean-to-bar chocolate industry. *Journal of cleaner production* 174. P. 905-916.

Language adviser: *Kravets O.O., Senior Teacher of Foreign Languages Department, Dmytro Motornyi Tavria State Agrotechnological University*

THE IMPORTANCE OF INVESTMENTS FOR YOUNG PEOPLE

Popovych S.V., *snek.sova@gmail.com*

Dmytro Motornyi Tavria State Agrotechnological University

Young people today face many diverse aspects of adult lives. One of these is investment. Investment is a kind of act where assets are purchased which helps an individual to earn profit in the future. In other words, it means investing your money to make more money.

The purpose of investment is financial security in the long run. The more early you invest the more profit you can avail out of your money. But is this common among young people? Do they consider it necessary?

Young people face a huge selection of products and services, as well as almost the same number of firms and suppliers who sell them in different volumes. Fortunately, deciding which investment is the best is not as difficult as it might seem. Around two-thirds have not started investing, said a report by GYC Financial Advisory [2].

GYC Financial Advisory polled about 1,000 young people from July to October 2015 in Singapore. The results of the survey showed that only 16 % of the respondents invest. 75% said they could afford to invest between \$100 and \$500 a month. According to Forbes, for 66% of people aged 18-29 investing is intimidating. According to Capital.com, 52% of people between 21-36 prefer keeping their savings in cash. Two-thirds of the respondents would like to invest into companies making a positive contribution to society. The top five stocks invested in by Millennials are Apple, Facebook, Amazon, Tesla, and Netflix [1].