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INTERNATIONAL TRADE AT THE PRESENT STAGE

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One of the oldest and most important forms of the international division of labor is international trade. In the framework of the international division of labor, there is a regular exchange of goods and services provided in accordance with the International Standards in force in the field of trade. This is any interstate exchange activity with goods, services and other results of human labor or elements of nature. It is a set of foreign trade of all countries of the world economy and creates the sphere of international trade and money relations.[1]

International trade is the most important form of realization of the principle of comparative advantage; it is another aspect of international specialization. It allows all countries to expand production and consumption, increase competition and influence economic growth.

International trade consists of the export and import of goods and services. Export means that goods and services produced in one country are sold outside of its borders. As a rule, goods which domestic prices are lower than the prices on the world market are exported. There are visible and invisible exports. It seems to belong to the export of goods, and to the invisible - the provision of services created in this country to consumers from other countries. Imports are goods and services created outside of a given country, but imported and consumed in it. As a rule, goods are imported which prices on the world market are lower than those of the domestic market. The main quantitative indicators of international trade are the volume of world exports, imports and trade. There are several types of international trade. Depending on the types of trade distinguish trade in goods and services. According to the method of interaction of the subjects, traditional and countertrade trade and trade in specialized products are distinguished.

International trade is an important part of the global economy. At the present stage of its development, more and more countries are joining the processes of globalization of world trade relations. The paper discusses the types and directions of international trade.

International trade is carried out in two main areas: directly and through intermediaries. When trading directly, there are no fees for intermediaries, which reduce transaction costs and speeds up trading. But for the implementation of such trade requires a solid knowledge of the partner, high qualifications and experience. Trading through intermediaries is easier for its subjects, but it requires more transaction costs. Here the main role is played by international exchanges, fairs, exhibitions and auctions.[2]

An important element of international trade is the world price, or the price of the world market. This is the monetary expression of the international value of goods of appropriate quality. The level of world prices is determined by a number of factors: the level of expenditures for the production of a unit of production, the level of competitiveness of goods on the world market, the nature of the state's impact on foreign economic activity, currency fluctuations. A characteristic feature of world prices is their multiplicity of a homogeneous product. This is due, firstly, to the difference in the trade policy of states on the world market; secondly, state and interstate monetary policy; thirdly, the conjuncture of world markets; fourth, differences in pricing methodology. The price may vary significantly depending on the place and time of sale, the terms of the transaction, the type of

payment and currency. Differences in price levels are also due to the type of transaction for the sale of goods - commercial, clearing, and interstate.[1]

The world trading system has always been shaped by technological progress. Not only is technology a determinant of trade costs, but it also defines what products can be traded across borders, and it affects patterns of comparative advantage. Today's digital revolution has come about because of the shift from mechanical and analogue electronic technology to digital technologies, which have been rapidly adopted in the information and communication sectors in particular, and accompanied by sweeping economic and even social changes. All of this started with one fundamental innovation: the internet. The internet economy has remodelled many facets of our lives, from how we interact with each other, to what we buy and how we work. As new digital technologies leverage the internet to process and analyse big data, computers, automation and data analytics are coming together in an entirely new way that is transforming the global economy and global commerce.

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THE BASIC FEATURES OF UKRAINIAN RURAL GREEN TOURISM

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The Ukrainian village has an extremely rich historical and architectural heritage, culture, and natural picturesque landscapes, as well as recreational resources. Besides, our villages are rich in individual housing stock and kind and hardworking people.

Rural tourism is an important factor in a stable dynamic increase in budget. It boosts the development of many sectors of the economy (transport, trade, communications, construction, agriculture, etc.). Due to the preservation of ethnographic originality rural rest in Ukraine should acquire the character of national importance.

Firstly, it gives impetus to the revival and development of traditional culture. Secondly, through rural recreation, residents of urban areas have the opportunity to know real Ukrainian traditions. Thirdly, the ethnoculture of the village represents Ukraine to the world and attracts foreign tourists.

Some domestic scientists have studied the issue of green tourism. They are G.V. Kazachkovskaya, V.D. Kalityuk, V.I. Karsekin, S.I. Popovich, I.L. Sazonets, T.G. Sokol, and others. However, with the development of society and the spread of the popularity of tourism research in the field of rural green tourism is relevant.

In Ukraine, there are all preconditions for the development of recreation in the Ukrainian villages which can be considered as a specific form of subsidiary economic activity in a rural environment with the use of the natural and cultural potential of the regions. They are the following: the existing private housing stock (today there are more than 1.0 million homes in Ukraine, 98% are in private property); the rural population that is not employed on private farms is over 3.0 million people; the problem of marketing of agricultural products, two thirds of which are produced on personal farms.

Tourism is a stimulating element of the active development of the economic sectors associated with it and contributes to the socio-economic development of the region.

Despite its high tourist potential, Ukraine occupies an insignificant place in the global tourist market. Tourism stimulates the development of infrastructure elements: hotels, restaurants, trade enterprises, and also predetermines an increase in the revenue part of the budget.