

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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УДК 338.48-44 = 111

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.

In fact, the tradition of rural green tourism began to develop in Europe about half a century ago. For Ukraine, the term “rural green tourism” is quite new, but the tradition of this type of recreation in Ukraine started a century ago. Famous people of culture, science, and politics came to the Carpathians for treatment or rest in the mountains: I. Franko, L. Ukrainka, M. Grushevsky and others.

Nowadays the development of green tourism in Ukraine is the main responsibility of public association «Спілка сприяння розвитку сільського зеленого туризму в Україні». This organization collects data on green tourism in different regions of the country and organizes educational programs and trainings, gives information and communication support, and deals with consulting and legal support. It also is engaged in popularization of "green tourism", organizing conferences and exhibitions, etc.

The main thing that attracts in green tourism is a complex of factors that favorably affect a person: wellness, aesthetic and cognitive aspects. Rest in rural areas has a number of advantages: calming and relaxing environment, positive emotional impact on the surrounding tourist environment, safe environment, flexible and affordable pricing policy, and hospitality of the population.

For the convenience of tourists, the hosts often offer a whole range of additional services in addition to the provided living conditions and homemade, delicious and natural food services: for example, picking berries and mushrooms, excursions or hiking in the mountains and many other things that enrich the rest.

So, what should Ukraine do to develop and popularize green tourism in Ukraine? It really has great prospects. But, unfortunately, neither the legislative base nor the infrastructure is adapted for this type of active rest. Few people know how to present the highlights of national traditions to lovers of "green tourism" to arouse their admiration.

Ukraine can simply learn from the experience of different countries like Germany, Switzerland, Norway, Italy, France and Greece to improve this direction taking into account Ukrainian specifics and mentality.

The following measures to develop rural tourism in Ukraine should be taken: exemption from income tax; financial support of the village: subsidies, loans for modernizing housing; host training for host rules; popularization of the traditional type of village, "rural philosophy".

A systematic approach to the organization of this new type of Ukrainian tourism can contribute to the development of not only domestic but also inbound tourism. In addition, tourism has ample opportunities to attract foreign currency and various kinds of investments.

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УДК 339.371.5

THE PROSPECTS OF E-COMMERCE IN UKRAINE

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The integration of local networks into the global Internet network and the development of information technologies have led to a significant increase in the speed of information exchange. As the worldwide network became popular and spread out, it became an integral part of the business. At initial period of Internet use the entrepreneurs were limited to electronic correspondence. Today it is difficult to imagine a successful company not using the Internet for business. Any company needs information support of its business processes, as well as information interaction on-line with the external environment - branches in other cities and countries, customers, suppliers. The role played by the Internet for business and Commerce is much wider, than just communication. It includes making deals, advertising, making purchases, making payments, receiving feedback and, as a result, increasing the volume of the market for a particular company.

In Ukraine e-Commerce began to develop recently in comparison with the leading countries of the world. It is important for entrepreneurs to study and take into account the world's achievements in this area to ensure effective development.

The aim of the study is to examine the theoretical provisions of e-Commerce, the study of problems and formulation of prospects for the development of e-Commerce in Ukraine.

The concept of "e-Commerce" has different interpretations. Some authors separate the concept of e-business and e-Commerce, while others identify them. In particular, Summer Gr. Duncan defines e-Commerce as any form of business process, in which interactions between entities take place electronically using Internet technology, and e-Commerce as the process of buying and selling goods or services, when the entire cycle of a commercial transaction or part of it is conducted electronically [1].

The e-Commerce industry in Ukraine has a strong growth trend. Despite the difficult situation in the country's economy (and partly as a result of this situation), Ukrainian business is actively moving its activities to the Internet. The popularity of online shopping will grow in the coming years, especially if the economic situation is being improved and the solvency of the population is being increased. Currently, a high level of competition is observed only in the most popular commodity items, so a large number of areas remain open to new participants.

It should be noted, that in Ukraine there are certain obstacles to the development of e-Commerce. They primarily include the imperfection of the regulatory framework (including the protection of intellectual property rights, regulation of financial issues and contractual disputes). It is necessary to improve the regulation of electronic payment systems, taxation issues, customs issues, privacy and security.

Other reasons include slowing down the pace of e-Commerce in Ukraine, low level of confidence in online shopping for overpricing in electronic stores and cases of fraud with electronic cards, weak protection of personal data. So far, logistics and customer service from the regions are not sufficiently developed in our country.

Due to the fact, that e-Commerce is a relatively new phenomenon in Ukraine, the owners of online stores and sites have problems with hiring qualified personnel. Creation and maintenance of websites, consulting, organization of feedback-these issues require a professional approach. It is proved, that the human factor in e-Commerce can affect both the number of visitors and the amount of revenue.

The e-Commerce market has a significant potential for growth due to the conditions of solving the problems of technological support of electronic trading platforms, security of personal and payment data of buyers, further development of logistic networks and improvement of legal support of e-Commerce [2].

Taking into account the information given the conclusion should be made, that for reaching the best results, it is important to keep track of the latest achievements of the world Internet Commerce leaders. Among the main trends in the development of the e-Commerce market the development of mobile applications and mobile payments, focus on omnichannel, customer-centric and personalized sales should be noted. At the same time, ensuring exceptional customer service should remain among the mandatory requirements for your business.

Practice shows, that the market successfully finds solutions to all the problems, that arise in the process of its development and the most effective solutions quickly become the actual standards in the industry.

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УДК 621.315.003.13=111

ENERGY EFFICIENT STREET LIGHTING CONTROL IN THE RURAL SETTLEMENTS

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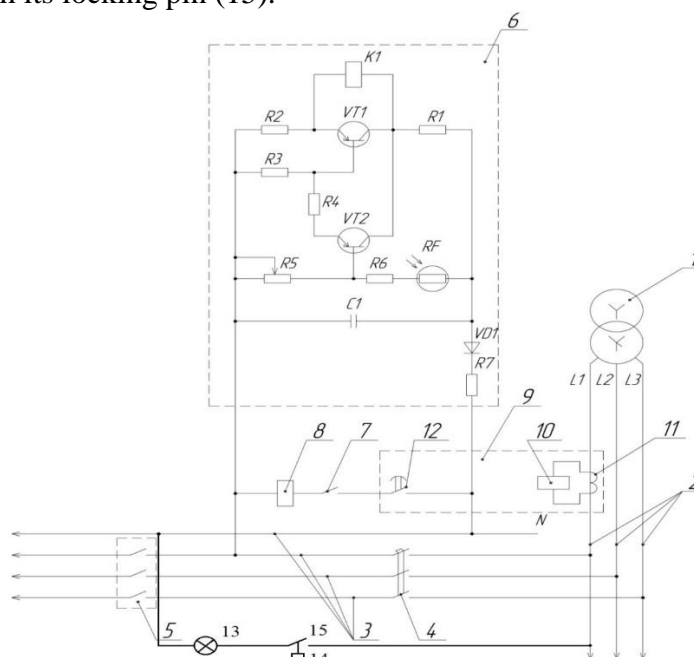
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Electricity consumption for lighting is about 25%, a significant portion of which is spent on outdoor lighting. Therefore, the problem of reducing the cost of street lighting is quite relevant. The peculiarity of the villages and rural settlements is the night life. Illumination of empty streets in this period is pointless. Early in the morning the most part of the peasants (milkmaids, farm machine drivers, etc.), wakes up and goes to work, others go to the market, and they need to light up the streets. We have developed energy-efficient street lighting management system of rural settlements.

The scheme includes a power supply (1), grid (2), grid street lighting (3), attached to the power grid (through 2) sequentially switching on the circuit breaker contacts (4 and 5) of the magnetic starter, disk (6), (7) contacts are enabled in the range of (8) coil magnetic actuators, current relays (9), coil (10) which is activated in one of the phase conductors of the power grid (2) through the current transformer (11) and current relay contacts are switched in the range of (12, 8) coil magnetic actuator in series with the disk contacts (6, 7). At pylons the stand-alone lamp is installed (13) and a motion sensor (14) with its locking pin (15).



The device works on the following principle: from the power source (1), which acts as a transformer (10/0), (4) windings are connected in star scheme with zero. The current is fed to a