

employees, bookkeeping, the purchase of necessary materials – everything is centralized for all the hotels of the network. It reduces costs significantly and makes it more profitable than for each hotel separately. Mistakes in the operation of one of the hotels can be covered by other companies in the chain. Therefore, we can talk about the stability of the hotel enterprises, which are included into international and national hotel chains. Nowadays there are more than 16 million hotels in the world; each fourth hotel is included into any network. The examples of Top global chains are InterContinental Hotels Group (IHG), Hilton Worldwide, and Marriott International.

In the Republic of Belarus there is one national hotel chain that is situated in Minsk. This chain includes 4-star hotels: Victoria, Victoria & SPA, Victoria Olymp; and 3-star hotels: Hotel na Zamckovoy, Hotel Monastirski. The advantage of this chain is the focus on different price segments of the market. The target audience of it is very wide, as there are hotels of middle and high class.

The existence of the national hotel chain will increase the level of domestic tourism.

The prosperous advantage of this chain is the possibility to set up the hotels across the country. Therefore, people who are already familiar with one hotel chain will choose this network in other cities. The next stage of the development of the national network is an access to the tourist markets of neighbouring countries. Visiting and staying at the hotel of a Corporation in a foreign country, the traveller feels "at home" in a familiar and comfortable environment that helps to encourage the feeling of patriotism and provide both an improving service to guests and the increasing number of visitors to the hotels.

The formation of hotel chains plays a certain role: it allows to promote high standards of service to the world market of hotel services and also contributes to the support of hotel services for tourists.

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## **ADVANTAGES OF TARGETED ADVERTISING FOR DOING BUSSINESS IN THE CURRENT ECONOMIC CONDITIONS**

## **ПРЕИМУЩЕСТВА ТАРГЕТИРОВАННОЙ РЕКЛАМЫ ДЛЯ ВЕДЕНИЯ БИЗНЕСА В СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ УСЛОВИЯХ**

With the course of time the number of Internet users keeps growing. According to the statistics, the number of Facebook users increased by 10% in the second

quarter of 2018, more than 2.6 billion people use at least one of Facebook Inc. services such as Facebook, Instagram or WhatsApp [1]. The increase in Internet users older than 16 in Russia by the beginning of 2018 amounted to 3 million people compared with 2017 [2]. Such a large audience seems to be attractive for businessmen because the important part of doing business is to find a way to communicate with audience of potential consumers. One of the most effective methods for these purposes is targeted advertising. Targeted advertising is a form of advertising the purpose of which is to show an advertisement only to an interested audience [3]. This is a new direction in the economic science that's why there are not a lot of publications on the analysis of targeted advertising but despite the fact lots of SMM companies offer targeting services. The purpose of our research is to prove that target advertising has advantages over the other ways to promote the product on the market.

The targeting principle is cookie analysis (a tracking user Internet activity) and showing an advertisement only to those users who are located near the advertised product, as well as analyzing detailed information about potential consumers by using social network. There are some indicators which are used to evaluate the effectiveness of targeted advertising.

Table 1

Targeted advertising performance indicators

Indicator	The meaning of the indicator
CTR (click through rate)	The percentage of people who click on an advertisement after seeing it
CR (conversion rate)	Reaction and actions of Internet users on advertising (registration on the website, newsletter subscription)
ROI (return of investment)	The calculation of the payback of advertising (the ratio of profit from additional sales to advertising costs)
Position in search results	The percentage of clicks on the first links is much higher (the higher the position, the more effective the advertisement)
Interaction with advertising and behavior on the site	Analysis of the time which was spent by the user who went to the website through advertising
Special metrics in social networks	Analysis of the social networks audience for marketing purposes
Control and Treatment Groups	Comparative analysis of audience attitudes to advertising and getting the results of the influence of advertising and its effectiveness

As it can be seen from the table, there are lots of methods of evaluating the effectiveness of targeted advertising, but the most reasonable way is to use them in combination.

Table 2

## The cost of targeted advertising on various Internet platforms

Internet platform	Facebook	Twitter	Instagram	vk.com	Roistat
Price	from 0,30 RUB	from 0,5\$	20 – 20 000 RUB	from 500 RUB	from 177 RUB
Unit of service	per click	per click	per showing day	for a whole advertising (per click or showing )	per day

The cost of Internet advertising is on average 4 times lower than TV advertising: 0.08 RUB against 0.30 RUB with approximately equal monthly coverage («Perviy kanal» – 47.6 million people, «Rossiya 1» – 52.4 million people, vk.com – 50 million people) [4]. Out-of-home advertising is on average 80% cheaper than TV advertising [5], its price and coverage depends on the location. By the way, it's often more expensive than other advertising. Thus, targeted advertising can reduce the cost of attracting potential consumers [6].

Targeted advertising has notable advantages over other advertising methods because of relatively low transaction costs.

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## **GLOBAL WARMING EFFECTS ON THE WORLD ECONOMY**

### **ВЛИЯНИЕ ГЛОБАЛЬНОГО ПОТЕПЛЕНИЯ НА МИРОВУЮ ЭКОНОМИКУ**

Global warming is a gradual increase in world temperatures caused by gases such as carbon dioxide that are collecting in the air around the earth and stop the heat escaping into space [1]. Apart from the tangible effects of global warming on farming and other industries, it is expected to bring new challenges to human beings. The issue of migration will be the largest driver of economic change as global warming will significantly alter the geographic location of goods and services [2].

The authorities of the Republic of Belarus fully acknowledge the problem. Due to the favourable legislature the IAEA selected our country for a pilot study for the Clean Energy Technology Assessment Methodology (CETAM). It is developed with the European Bank of Reconstruction and Development (EBRD) and aims at providing transparent information about clean energy technology markets [3].

It is also essential to add that Belarusian legislation contains a number of regulations that are related to climate change in one way or another. The basic provisions are laid down in our National Constitution, e.g. Art. 34: “Citizens of the Republic of Belarus shall be guaranteed the right to receive, store and disseminate complete, reliable and timely information on the activities of state bodies and public associations, on political, economic, cultural and international life, and on the state of the *environment*”. This theme is also reflected in the Law of the Republic of Belarus “On the Environmental Protection”; the Decree of the President of the Republic of Belarus “On the Use of Renewable Energy Resources”; the Law of the Republic of Belarus “On Renewable Energy Resources” and some others. In accordance with these documents, the information on climate change is expected to be accessible to people through any kind of media.