

**Results:** after a preliminary analysis of the relevance of the product, as well as creating a plan for its implementation, it is possible to create a product in demand that will bring profit and will be useful to society.

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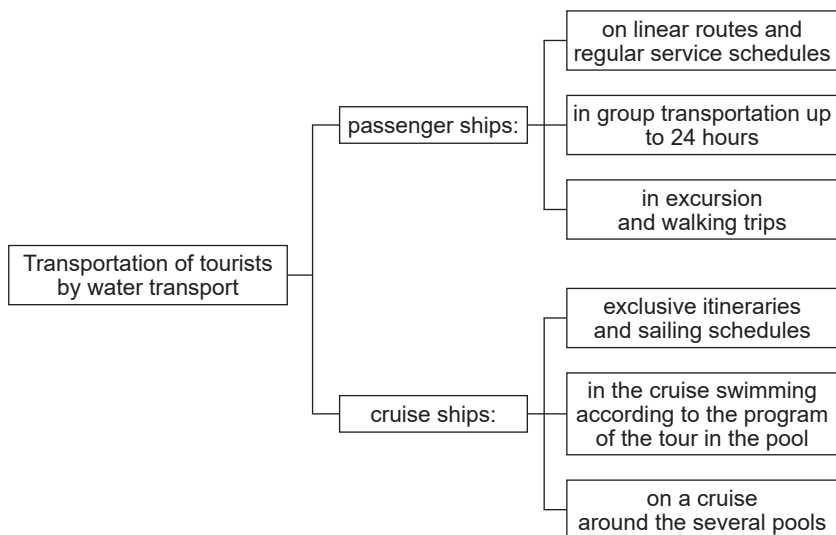
## CRUISE TOURISM

Cruise tourism refers to special types of tourism, as it is quite labor-intensive, capital-intensive type of tourism, combining several types of tourism, such as recreational, sports, health and educational. Cruises are one of the fastest growing sectors of the market. The cruise fleet is growing, passenger ship designs are improving, their comfort is increasing, new routes are being developed. In order to organize a trip at a decent level, cruise companies must have certain resources. This applies both to the *material* part, which consists of comfortable liners, and intangible one. It is an important and clear organization of each trip, a nice quality development of the route a wonderful organization of shows, various excursions, etc. [1]. Cruise is a group movement of tourists by water transport, including all days of the voyage accommodation on board the ship with food and household services, shore excursions for sightseeing in port cities, a “green Parking” on the Islands, cultural and entertainment activities and other independent activities of cruisers on board the sea liners when crossing between ports.

*Cruise Line International Association* (CLIA) unites more than 30 travel agencies specializing in the sale of cruises, and more than 20,000 tourists agencies for the sale of cruise trips. Its task is to coordinate cruise tourism in international terms. In the world, the most famous cruise organizations are “Carnival Cruise Lines”, “Celebrity Cruises”, “Royal Caribbean international”, “Princess Cruises”, “Costa Cruises”, “Norwegian Cruise Lines”, “Divina” Respondents noted the following advantages of cruises:

- a variety of excursions on shore and entertainment on Board;
- an opportunity to visit previously unknown places, see several cities on a cruise;
- a high level of comfort, the opportunity to participate in the cruise for families even with small children.

Disadvantages of cruises touch upon: a low speed of transition from one port to another; a limited mobility; a motion sickness in storm surges and a “confined space syndrome.” The following types of transportation of tourists by water transport are indicated in the following table:



Cruise tourism in Belarus is offered by many tour operators, such as: Coral travel, Malibu travel, Satellite travel and others, the main difference is the set of routes provided by them and the price for them. In addition to popular tour operators in our country there is such a company as incruises, which is engaged in cruise tourism around the world, their routes are diverse and can satisfy even the most fastidious cruisers. At the disposal of this organization liners exclusively luxury class, and the most important advantage is the price.

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## **TRANSNATIONAL CORPORATIONS AS A TENDENCY OF DEVELOPMENT OF THE NATIONAL ECONOMY**

A transnational corporation is a company that has production capacity in several countries and a shareholding of more than 25–30 % in foreign branches. The country of base of the transnational corporation is singled out, as well as the host countries. The first is the country where the headquarters are located, or the so-called headquarters of the corporation. The second is the state where the assets of a TNC (transnational corporation) are located [1]. The arrival of TNCs is an opportunity for Belarusians to adapt to running their own businesses in line with global