

Firstly, it is necessary to understand the cultural differences between "us" and "them" and forms of their manifestation. Secondly, you need to identify similarities between the cultures and try to use them to achieve your own success.

Hence, competitiveness largely depends on the cultural fitness of the company as a whole and its employees in particular. There are three main approaches for determining the role of the cultural factor in international business. The first approach – the universalist one – is based on the fact that all people are similar and the basic processes are common to all, which means that all cultures are basically the same and cannot significantly affect the effectiveness of doing business. The second approach – the economic cluster one – recognizes the differences of national cultures, but does not recognize the importance of taking them into account when doing international business: it is believed that managers of international companies should first analyze the economic, rather than cultural, features of doing business in different countries. The last approach – the cultural cluster one – is based on the recognition of the multifaceted influence of the national culture on competitiveness of an enterprise, the need to take this influence into account and use of the advantages of cross – cultural interaction. All these approaches enrich our understanding of management processes in the cross-cultural context.

PUBLIC TRANSPORT TODAY AND TOMORROW

VERONIKA ROZUMENKO, student

EVGENIY I. KUSH, Associate Professor, PhD in Engineering, Scientific Adviser

OLHA I. SERDIUKOVA, Senior Teacher, Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

Transport is a branch of material production that transports people and goods. In the structure of social production, transport refers to the production of material services.

Transport functions:

1) movement of cargo.

Each cargo must be delivered to the place of further processing or consumption. Moving cargo along the supply chain allows you to transform the extracted raw materials into finished products, and then deliver them to the final buyer. Simultaneously with the physical movement, the consumer value of the cargo should also increase; otherwise such movement will be economically inexpedient. Besides financial, there is one more aspect of relocation - temporary. It includes the inability to use stocks during their transportation, damage, risks of loss / loss of cargo, etc.

2) storage of cargo.

This transportation function is relevant if there is a limitation in storage space, then you can consciously choose slower modes of transportation. In addition, there are situations when the warehouse is only a transit transshipment point, that is, the cargo will have to move on after a short time. In this case, vehicles can also be used for direct storage in order to eliminate expensive handling operations [1]. The main purpose of transportation is to deliver the right product of the right quality and the right amount to the right buyer, to the right place with minimal costs. The study of the demand for transport services shows that one of the main requirements of customers for the operation of transport is the timeliness of dispatch and delivery of goods. This is due to the desire of the majority of cargo owners to reduce stocks both in production and in circulation, since their costs for maintaining stocks in a number of industries make up 20% or more of the value of products.

Public transport modes: railway, automobile, marine, river, air, urban public transport (metro, trolleybus, tram, bus, etc.)

Public and transport and road infrastructure plays an important role in the development of modern cities. Public transport significantly improves the quality of life in urban areas by providing safe, efficient and cost-effective passenger services. Urban transport corridors are natural focal points for the city's population provide economic and social efficiency of life; contribute to the creation of strong regional centers that are economically stable, safe and productive. When passengers use public transport to travel, their contacts with those around them become closer and more communicative, and their dependence on cars is reduced, which contributes to an increase in the level of physical activity [2]. After the invention of the wheel, and later the engines, humankind began to develop various means of transportation - carriages, steam locomotives, steamboats, airplanes, etc. Thanks to this, people have the opportunity to travel long distances in pursuit of different goals. Urban passenger transport contributes to government and economic growth and increases the local customer base for a range of services (retail, catering, healthcare, education, consumer services, etc.). This mode of transport revitalizes residential areas, increases social interaction and pedestrian activity, increases safety, and also helps to create a comfortable living environment. It is believed that by 2025, 20% of the population of developed cities will be over 65 years old, and many will not be able to drive private cars, which is an additional driver of growth in public transport services.

Conclusion

In the modern world, transport services provide an increase in the efficiency of social production, the normal functioning of the economy. They create conditions for the rational distribution of production forces throughout the country, taking into account the most expedient approximation to the regions of consumption of products and sources of raw materials for enterprises of different sectors of the economy, which allows the development of such industries as agriculture, trade and others.

Transport is also irreplaceable for the development of tourism. Transport plays an important role in resolving social problems, in ensuring cultural, business and tourist trips of the population, as well as in the development of cultural exchange in the country and abroad.

References:

1. Sosunova L. A. Tendentsii i factory razvitiia uslug passazhirsckogo transporta / L. A. Sosunova, I. A. Toimentseva // Vestnik Samarsckogo gosudarstvennogo ekonomicheskogo universiteta. – 2009. – №12(62). P. 99–105.

2. Internet resources:

<http://www.avtosreda.ru/>

<https://studopedia.ru/>

<https://publictransport.fandom.com/>

AN ICE HOTEL AS ONE OF THE BEST ACCOMMODATIONS TO STAY AT

SOFIA RUSANOVA, student

NATALIYA M. VLASHCHENKO, Associate Professor, PhD in Economics,
Scientific Adviser

VALENTINA PRYANITSKA, Senior Teacher, Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

The best way to break the monotony of our life and learn a lot about different places and cultures in the world is travelling. I think that our modern life is impossible without travelling. It widens people's mental horizon, improves health, adds thrill and relaxation to life, dispels boredom and helps promoting national integration. People get tired of their daily routine, they need to change the surroundings. So they go to a travel agency, buy tickets to some nice places, pack their suitcases and set off on a journey.

Travelling has a great educational value because it is a chance to meet new people, visit museums and ancient sights, discover different ways of life, taste national cuisines and practice foreign languages. It makes us more appreciative of other cultures. The best way to study geography is to go to distant countries and cities.

Travelling is fun and stressful at the same time. It is always good to travel for fun and be able to see things that you have never seen before. There are many benefits of travel, but people tend to stress more when they travel than have fun. When you travel, you need to be able to know where you are and where you are going. When you travel, you can discover many new places, have a nice relaxing time and learn a lot.

Vacation or business trip, no matter where you go, be sure, it is much more convenient to stay in a good hotel than look for a flat, a room or a hostel. If you prefer comfort and modern conveniences, hotels are the best choice. It is not