

DOI 10.36074/24.04.2020.v1.04

INNOVATIVE BUSINESS MODELS IN TOURISM: JOINT CONSUMPTION

ORCID ID: 0000-0001-6063-1355

Oksana Pozniakova

Doctor of philosophy of economic science
Candidate of Economic Sciences in Enterprise Economics
Donbass state engineering academy (DSEA)

ORCID ID: 0000-0002-9510-3226

Yuliia Pryimakova

postgraduate student at the Department of Enterprise Economics,
Donbass state engineering academy (DSEA)

UKRAINE

In recent years, elements of the economy of joint consumption have quietly, but very firmly, been included in everyday life (sharing economy, or collaboration economy). The model of interaction between consumers and producers of goods and services is changing significantly around the world: from the model of one or several manufacturers with hundreds, thousands of consumers. And there took a place transition to the interaction of "many manufacturers with many consumers." This process is going not only in Ukraine, but all around the world. The area of such changes is already indicated by the names of companies, whose business model is based on the principle of joint consumption: eBay, Wikipedia, Uber, Airbnb, BlaBlaCar, etc...

The innovative economic model for the provision and consumption of tourism services, has become a model of shared consumption. The main difference from the standard and current model – it is the way of usage digital information and communication technologies, Internet platforms, networks. That innovative process create access via Internet sites to global markets with millions of potential participants, sellers and buyers of that services.

The UN World Tourism Organization on Tourism Statistics, in methodological recommendations and proposes, to take into account "tourism co-consumption" as the total cost of tourist collective non-market services which was provided people to people in the exchange process. [1].

*Table 1***Innovative business models in tourism**

Business model Services	Shared economy (commercial activity)	Joint consumption (non-commercial activity)
	Internet Sites - Aggregators of Communities	
Accommodation: - rental of property; - couchsurfing (hospitality exchange)	Airbnb, HomeAway, Guesthop	CouchSurfing ¹ , Servas Open Doors, Hospitality club
Транспортные услуги: - taxi service; - car sharing ² ; - ride sharing ³ ; - carpooling ⁴ ; -cycling (the rental bikes)	Uber, Lyft, Uklon BelkaCar BlaBlaCar Velib' (Paris), Velobike (Moscow), Velogorod (SPb)	BeepCar (travel with fellow travelers long- distance) - Mail.ru Group service

Table 1 (continued)

Business model Services	Shared economy (commercial activity)	Joint consumption (non-commercial activity)
	Internet Sites - Aggregators of Communities	
Nutrition: - co-lunching ⁵	EatWith - aggregator of invitations of tourists for lunch. Site margin is 13%	Colunching, Cookening
Excursions with a local guide	GetYourGuide	Travbuddy.com
The planning of travel formation of groups		TurbBase, Team2.Travel
Travel guides, travel reviews, travel tips	TripAdvisor Media Group, RuTraveller,	Wikiguage (Wikivoyage), Wikitravel
Virtual maps, travels and excursions; photo service, photo hosting	Photo hosting 500px.com, Snapchat, Panoramio	Flickr, Twitpic, Викисклад, Face-book, Instagram, Google Earth

1 *CouchSurfing* – it is an international community of travelers and the concept of sharing hospitality, gratuitous assistance in accommodation, food, acquaintance with the destination.

2 *Car sharing* – it is a short-term car rental service, which is available through a mobile application (with per-minute payment and the ability to return the car. Car can be left it at any point within a certain area).

3 *Rydshering* - this is a joint long-distance trip, by car, bus, minibus. By this option all participants of trip share expenses among themselves.

4 *Carpooling* - it is the way of the sharing of a private car with the help of online travel search services for travel companions.

5 *Co-lunching* – it is way for using Internet sites, which can help in searching for a company for lunch (dinner), in a restaurant and in a private house. At the same time, the cost of food is divided equally between the participants.

Based on: [2]

The presented before, innovative business models in tourism (see table 1), within compare with traditional business in this area, have a number of economic advantages: service providers working through mobile applications and the Internet, are registered as information service providers. In this way, that models in tourism, are not do not fall under subject to legislation related to tourism, hotel business, taxi transportation, respectively, and sure, the tax burden is significantly lower. They use basic stock, which was accumulated by others, and sure, they can increase proposals with minimal costs. Also, there is an easy adaptation for proposals of almost synchronously with fluctuations in demand. This allows sellers to be less related pricing strategies of traditional business. [2; 3].

By this way, resource saving, rational and economical consumption provide a competitive advantage. The commercialization of property, which was originally intended for personal usage – that is increasing the market capacity, and helps increase the efficiency of tourism. The business models of co-consumption are changing the classic principle of the capitalist society. The model: “you are that one, what you have own”, replacing it with the new principle: “you are that one, what you can share.”

References:

- [1] Tourism Satellite Account: Recommended Methodological Framework 2008. - United Nations World Tourism Organization, 2010.
- [2] Molchanova, V.A. (2019). Innovation in Tourism: Sharing Services. <https://doi.org/10.5281/zenodo.3475015>.
- [3] Pryimakova, Y.A. (2017) Economy, thinking and quality of life of modern man. <https://doi.org/10.5281/zenodo.3700457>.

DOI 10.36074/24.04.2020.v1.05

INVENTORY MANAGEMENT AS A COMPANY LOGISTICS CONSTITUENT

Zhang Hong

Associate Professor, New Business School
Shaanxi Vocational & Technical College

PEOPLE'S REPUBLIC OF CHINA

ORCID ID: 0000-0002-0098-5204

Valerii Danylenko

PhD (Economics), Senior Lecturer at the Department of Agrilogistics and SCM
Kharkiv Petro Vasylenko National Technical University of Agriculture

UKRAINE

Some early economic resources distinguish several types of logistics: logistics related to the materials supply, logistics related to the goods production, logistics related to the product distribution, and so on. However, based on the need for a systematic approach to company management, it should be recognized that these types of logistics are only functional areas of company logistics [1]. For better understanding of this statement, it is important to distinguish between different levels of logistics systems frameworks. Thus, the subsystems of supply, production, sales, warehousing, etc. are called micro logistic systems. In turn, micro logistic systems should be integrated into a single logistics system of a company. This connection is made by building logistics chains.

The ultimate purpose of the inventory logistics is to provide a consumer with material resources in the required quantity and at the required time. The achievement of this goal is successful when the following tasks are solved efficiently: the selection of the inventory supply chain; determination of the size of all types of inventory; determination of time for resupply; inventory accounting.

Considering the inventory management in company logistics as a whole, the optimal criterion should be a minimum of total costs for storing inventory and repeating the order. This criterion takes into account two factors that affect the amount of these total costs: costs associated with storage (rent, staff salaries, natural losses, etc.); costs associated with placing and receiving a fixed-size order.

The costs associated with storing and shipping orders are multidirectional. The larger the fixed size of the inventory, the lower the cost of delivering it, but the