predict the development of industry or enterprise (Andriushchenko K., Rudyk V. et al., p.63). Foresight-competencies are closely related to enterprise’s abilities to detect development opportunities and threats, research and choose reconfiguration opportunities and implement the resource reconfiguration itself.

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COUNTERMEASURE ANALYSIS OF THE DEVELOPMENT OF TOURISM INDUSTRY IN NORTHEAST ASIA

Under the general trend of economic globalization, the process of regional economic cooperation in Northeast Asia is accelerating, and
all countries in the region are actively seeking opportunities to strengthen bilateral and multilateral cooperation. With the close exchanges of energy, science and technology, humanities and tourism among the countries in Northeast Asia, regional tourism cooperation in Northeast Asia has developed rapidly. In 2017, China launched the "Beautiful China-Silk Road Tourism Year", which stimulated the positive response of all countries along the "One Belt and One Road", further promoted the development of tourism resources in various countries of Northeast Asia and brought the rapid warming of regional tourism cooperation. According to WTO, the world's tourism population is estimated to be 1.610.2 billion in 2020, of which Northeast Asia is 216.7 billion, accounting for 61% of the East Asia Pacific region. The tourism industry in Northeast Asia is likely to develop into one of the new pillar industries in the region, forming a new international tourism hotspot rivaling the other three international tourism regions of North America, Europe and Southeast Asia. Nevertheless, compared with Europe, America and Southeast Asia, the regional tourism industry cooperation in Northeast Asia still lags behind and has a larger development space.

1. Present Situation of Regional Tourism Industry Cooperation in Northeast Asia

Northeast Asia is composed of Northeast China, Inner Mongolia, Japan, South Korea, North Korea, Russian Far East and Mongolia. Its land area is about 16 million square kilometers, accounting for 40% of the total territory of Asia. It is also one of the rapidly developing economies in the world. Since the 21st century, all countries in Northeast Asia have attached great importance to the exploration of existing tourism resources to develop tourism industry and strengthen the cooperation with other countries in the region. A large number of development projects of tourism industry cooperation have emerged. Tourism industry will become the highlight of the cooperation in Northeast Asia.

In the cooperation of tourism industry in Northeast Asia, China, Japan and Korea have carried out the "linkage" tourism cooperation. China, Japan and Korea are three countries with relatively developed economy and stable development of tourism industry in Northeast Asia. There are strong complementary tourism resources between
these three countries, each of which is the main source and destination of tourists for the rest. Since 2006, the Ministerial Conference of Tourism of China, Japan and South Korea has been successfully held eight times, and has successfully signed several regional tourism cooperation plans, aiming to achieve the goal of 30 million visits by 2020. The close cooperation of the three countries in the tourism industry has promoted the social and economic development of Northeast Asia. In April 2015, China, Japan and South Korea issued a joint statement to promote tourism activities such as "Traveling to the East" to attract more tourists from other regions, indicating a new period of development for tourism exchanges between China, Japan and South Korea. In 2016, the number of Chinese tourists to Korea exceeded 8.0677 million, an increase of 42.7% over the same period last year. However, South Korea's "THAAD" problem has seriously affected the cooperation between China and South Korea. In the first half of 2017, the number of Chinese tourists to South Korea dropped by 40.97% to 2.253 million.

In April 2006, China and Russia signed the Agreement between the Chinese and Russian Governments on Mutual Exemption of Group Visas. China and Russia held the Sino-Russian Tourism Year, which promoted the Sino-Russian relationship to a new stage of strategic partnership. In 2018, the number of mutual visits between Chinese and Russian tourists reached an all-time high. According to the statistics of the Russian Federation Tourism Administration, the number of Chinese tourists visiting Russia reached 1.103 million, up 15% from the same period last year, while the number of Russian tourists visiting China reached 1.23 million, up 31% from the same period last year. China and Russia have also developed a number of new tourism projects and opened new special tourist trains.

In 2011, China and Mongolia formally reached a strategic partnership. The communication and exchanges between the two countries are close, and the tourism cooperation between the two countries is deepening. In April 2017, China and Mongolia successfully signed the “Framework Agreement on the Construction of the Sino-Mongolian Cross-border Tourism Cooperation Zone between Erlianhot and Zamen Ude”, expecting to deepen the Sino-Mongolian border tourism cooperation. The two countries have integrated tour-
ism resources, promoted the transformation and upgrading of their ports, and opened up some tourism projects with humanistic characteristics.

In 2014, China, Russia and Mongolia established the mechanism of joint tourism conference, which has held three times so far. Through the establishment of intergovernmental human cooperation committees, exchange of foreign students, holding cultural exchanges, building platforms of cultural and creative industries between China, Russia and Mongolia, and jointly organizing cultural festivals, the cooperation in the field of humanities among the three countries has been strengthened. Among them, the "Tea Trip Covering 10,000 Miles" has received a positive response from many sides, and the cultural understanding among the people of the three countries has been better strengthened.

II. Problems in Regional Tourism Industry Cooperation in Northeast Asia

In recent years, the regional tourism market in Northeast Asia has become increasingly active, and tourism exchanges have become more frequent. Due to the rapid development of culture and economy, countries and regions in Northeast Asia have become the largest tourist destination in the whole Asian countries. Although the tourism regional cooperation among the countries and regions in Northeast Asia has a very broad prospect, there are still many problems to be solved urgently in the process of cooperation.

(1) Unbalanced construction of tourism infrastructure

Road traffic conditions are an important factor for the smooth development of tourism. Although the road traffic in Northeast Asia is relatively perfect, there are still problems of unbalanced facilities, which can not be solved quickly due to the different levels of development in various countries. For example, there are many problems, such as the mismatch of ports between countries, the mismatch of high-grade highways to third-class highways, and the mismatch of temporary official ports to first-class ports. These problems seriously affect the comfort of tourists in the travel.

(2) The backward cooperation mechanism of regional tourism industry in Northeast Asia

There are six countries in Northeast Asia, and they need to reach
consensus on regional tourism industry cooperation. The tourism industry in Northeast Asia started relatively late than that in Europe, America and Southeast Asia. Despite its rapid development, various mechanisms are still in a relatively backward state. If countries aim to pursue their own interests, it is difficult to reach consensus on some issues. Not only is it difficult to reach consensus among countries, but such problems also exist between enterprises, resulting in poor service quality, unreasonable charges for tourism projects and other phenomena, which makes consumers have a bad impression on the quality of tourism products.

(3) Unbalanced regional economic development and unstable regional tourism cooperation
Northeast Asian countries have different cultural and historical backgrounds, and there are many historical legacies, including territorial disputes. It is difficult for Northeast Asian countries to achieve unity on political issues. Although the DPRK and the ROK met in April 2018, it does not mean that the DPRK-ROK relations have reached a state of complete peace. At the same time, the Sino-Korean "THAAD" issue and the Sino-Japanese "Diaoyu Island" territorial dispute will affect the stability of tourism regional cooperation in Northeast Asia.

III. Analysis on Opportunities and Obstacles of Regional Tourism Industry Cooperation in Northeast Asia
(1) Opportunities for Regional Tourism Industry Cooperation in Northeast Asia
The economic development of the Asia-Pacific region mainly depends on the economy of Northeast Asia. Among them, trade between China, Japan and South Korea accounts for 70% of the total GDP of the region, which is close to that of the EU. Compared with the 60-year development history of the European Union, the rapidly rising economy of Northeast Asia within only 10 years has great potential for development. Tourism is an important industry in the Northeast Asian economic circle, which develops rapidly and has broad space for development. On April 20, 2018, North Korea announced the cessation of its nuclear test, after which the leaders of the two Koreas met formally. The resolution of the nuclear weapons issue on the Korean Peninsula is dawning, and the relations between
the two Koreas are also relaxing. Generally speaking, the political problems in Northeast Asia have been alleviated, which also provides opportunities for regional tourism cooperation in Northeast Asia.

With the in-depth development of tourism market, most countries have realized the driving role of tourism industry in their economic development, and more and more countries have begun to adjust their tourism industry policies. In recent years, the governments of all countries in Northeast Asia have reached a consensus on tourism cooperation, jointly building a golden tourism region in Northeast Asia, and are actively carrying out bilateral and multilateral tourism cooperation.

(2) Obstacles to Regional Tourism Industry Cooperation in Northeast Asia

Because of the problems left over from the history of Northeast Asia, all countries in the region have strong nationalist sentiments. All countries are driven by the national interests, and the focus of economic development is not always in Northeast Asia. This makes the trend of regional economic development in Northeast Asia deviate from the trend of Geopolitics in the future. Therefore, geopolitical and security issues will be the key factors affecting regional tourism industry cooperation and regional economic cooperation in Northeast Asia.

There have been territorial disputes in Northeast Asia, which have affected the development of regional tourism industry cooperation in Northeast Asia to a certain extent. In recent years, the disputes over Dokdo (Bamboo Island) between Korea and Japan, the Diaoyu Islands between China and Japan, the border between Korea and Korea, the South Kuril islands of Russia and Japan (four northern islands) have not only affected peace and stability in Northeast Asia, but also affected the process of regional tourism cooperation in Northeast Asia. This requires mutual understanding among countries, strengthening dialogue and consultation, correctly dealing with historical issues and properly resolving territorial disputes.

IV. Development Strategy of Regional Tourism Industry Cooperation in Northeast Asia

(1) Establishing and perfecting regional tourism cooperation mechanism
Northeast Asia should build and improve the mechanism of regional tourism cooperative development based on the principle of equality, mutual benefit and mutual benefit. The overall level of economic development of China, Japan and South Korea is relatively high. The potential of regional tourism market development is huge. The advantages of regional tourism industry cooperation are obvious. Therefore, it is necessary for countries in Northeast Asia to strengthen cooperation and actively promote the establishment of a sound cooperation mechanism. First of all, countries in Northeast Asia should set up reliable common institutions to promote tourism development, hold tourism forums and conduct regular exchanges and dialogues. Secondly, countries in Northeast Asia can jointly organize international tourism activities in Northeast Asia, deepen cooperation and strengthen exchanges through joint activities. Thirdly, Northeast Asian countries can strengthen cooperation in personnel training.

(2) Speeding up Infrastructure Construction and Promoting Tourism Facilitation

Good tourism infrastructure is the precondition for regional tourism industry cooperation. Northeast Asia should make unified planning for the existing transport facilities, speed up the construction of railway facilities for Russia, North Korea and Mongolia, open up fast tourist routes, design Regional Tourism routes, simplify tourist visas and customs clearance procedures, and improve the efficiency of tourists. Regional tourism cooperation in Northeast Asia should proceed from the overall situation of regional tourism development, work jointly to eliminating regional barriers and provide efficient and comfortable tourism services for consumers.

(3) Constructing Diversified Subjects of Regional Cooperation

The main objectives of regional tourism cooperation in Northeast Asia are regional common interests, regional interests and enterprise interests. In the process of cooperation, multi-interests should be integrated to avoid conflicts. Governments should strengthen cooperation and dialogue in order to provide a relaxed policy environment for regional cooperation so as to attract more enterprises to invest. Coordinating organizations should be established to resolve contradictions and conflicts in the process of regional cooperation in Northeast Asia, so as to mitigate the adverse effects of political factors in Northeast Asia on economic and trade exchanges.
(4) Make full use of new technologies such as the Internet to publicize regional tourism in an all-round way

E-commerce tourism mode with Internet technology as its core has risen rapidly and accounted for 40% of the global tourism market share. Because of the low popularity of E-commerce in Northeast Asia and the high proportion of traditional tourism marketing mode, it is difficult for traditional marketing methods to make tourists echo psychologically. With the wide application of regional tourism e-commerce in Northeast Asia in recent years, China, Russia, Korea, Japan and other countries have begun to actively develop their own e-commerce industry. Countries in Northeast Asia should break the traditional propaganda restrictions and use tourism e-commerce platform to package and sell regional tourism routes and tourism products in Northeast Asia.

(5) Designing cross-regional tourism routes to promote regional tourism development in Northeast Asia

The vast land, diverse natural and human tourism resources in Northeast China determine that the tourism industry in Northeast China has good prospects for development and is in the forefront of regional tourism development in Northeast Asia. Northeast China should take advantage of its geographical advantages adjacent to Russia, Japan and Korea to cooperate with Russia, Korea, Japan, Korea and other countries in tourism industry, and provide basic support for the follow-up development of regional tourism industry cooperation in Northeast Asia by establishing effective tourism industry cooperation mechanism.

Regional tourism cooperation in Northeast Asia has developed rapidly and has great potential for development. However, the mechanism of regional tourism cooperation among countries is still in its infancy. There is no formal cooperation organization and no substantive policy to guide cooperation and development. Countries should also strengthen exchanges and dialogues, learn from the tourism cooperation mechanism of mature economies such as the European Union, and promote the improvement of regional tourism cooperation mechanism in Northeast Asia.

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DIGITIZATION AND GREENING OF THE ECONOMY

Digitalization – the increased use of information and communication technologies (ICT) – is affecting all areas of our lives. Rapid progress in the development of hardware and software is steadily moving us towards a fully-digital society. The ways how we learn, communicate, and consume are cases in point. Applications and devices make it “easier” (in inverted comma, because sometimes technology makes things more complicated or confusing) to do routine work or to stay in contact with each other. Many of them have already become so embedded in our daily experiences that it is hard to imagine living without them. Instant e-mail delivery, navigating with online maps, and an internet at our fingertips, available 24/7, has become second nature to us. The increased use of digital technologies to transfer money, to hail a taxi or to control energy consumption provides an illustration. The impact of digitalization on our lives is profound. A typical day in the internet today comprises 2.3 billion GB of web traffic, 152 million Skype calls, 207 billion emails sent, 36 million purchases on Amazon, 8.8 billion videos watched on