single universal tool that would satisfy all requirements. In the age of information technology more alternative ways appear and one of the most promising is the use of digital cryptocurrency «Bitcoin».

**Keywords:** cashless payments, digital cryptocurrency, Bitcoin.

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**INTERNET IN EDUCATIONAL SYSTEM OF GEORGIA: CHALLENGES, PERSPECTIVES**

**Summary:** In the article online methods of receiving education, world experience related to remote teaching are discussed. Advantages of this new method of teaching compared to traditional one, world trends of its application are analyzed. Problems and future perspectives in this direction are manifested.

**Key words:** E-Learning, Digital Economy, Education, Internet.

**Introduction:** In contemporary world, development of technology has fastened exchange of information and reduced the costs. As a result of online teaching receiving education became more simple and accessible. By using modern methods, education quality and accordingly, country development level is being increased.

**Purpose.** Goal of the article is to get introduced with remote teaching advantages, by considering world experience to elaborate recommendations, which will support raising education level and accordingly economic progress in a country with such a little size and small economy, as is Georgia.

**Results.** Competitiveness of any country at international markets depends on flexibility and quality of educational system. In the era of developing new information technologies, rate and quality of information exchange has increased eminently, which had a corresponding influence on the reforming policy of education systems, generated necessity of more active application of information technologies in the
process of learning and teaching. On the background of information growing sharply it became necessary for specialists to become life-long learners, in which the internet helps them significantly and gives a possibility to raise qualification simply, master new professions.

Advantages of online teaching may be established as follows:

- More possibility of learning concrete subject – or you learn what you need most. Desired material you can repeat as many times as you think is necessary;
- Comfort of remote learning – online education is received not in noisy lecture-halls, but in quiet and comfortable environment without going out. There is no need for travel, waiting for the transport, waking up early and etc.
- After finishing online learning, possibility of automatically getting course completion certificate, which you can use without lingering in order to get employed;
- Possibility of graphic adapted to person, you can pass the course with the graphic suitable for you, which is almost impossible with traditional method of teaching;
- Cheapness and accessibility of online courses — majority of them is free of charge or is cheaper than traditional methods. Besides that, no need for special missions, leaves and travel, you can stay with your basic work;
- Simplicity of searching and registering desired programs, by which you can avoid many costs, save time.
- Easy conditions of getting education for limited ability students and persons in punitive institutions[1].

Online teaching with the aim of staff qualification raising is used by companies as well. In 2011 overall volume of electronic teaching world market was 35.6 bn. dollars, its average rate of annual growth was reaching approximately 7.6% during the following 5 years and in 2016 increased to 51.5 bn. USD. Distinguished with high rate of growth are: Western Europe, Asia, Africa and Latin America.

In the last period videos, by which mastering information is more simple and illustrative, are actively used at social nets. By 2019 year more than 80% of internet traffics will be carried out by videos. In 2016 year 98% of companies declared that videos will become basic part of their online teaching strategy [2].

In Georgia, in the last years, share of education in Gross National Product (GNP) and ratio of education expenditures to GNP is characterized by growth tendency, however, compared to other sectors its financing is still low and lags behind significantly the data of European country. While in the last years the number of people receiving sec-
Secondary and basic education is decreasing, especially in high-mountain regions, which is caused by many reasons, especially by hard social conditions and lack of appropriate specialists.

By developing internet economy it is possible to raise education level using several levers, from which we can mark out:

1. Accessibility of educational literature;
2. Possibility of studying abroad;
3. Remote (Online) teaching.

Today newest literature, scientific works and technological achievements is accessible for everyone via internet, main thing is for the country to maintain access to the internet by working communication means, especially for the population of high-mountainous villages, in order to make it possible for them to integrate with modern world, to deepen knowledge and to use that knowledge for the country’s good.

In the last years more and more young people have the possibility to study abroad, which too can be related to internet. By internet anyone can search the information about desired teaching course in any country of the world, get a consultation, pass online exams and continue studying abroad.

It was precisely because of it, that there was an increase in number of not only those, who wish to go from Georgia to foreign countries, but also those, who wish to come in Georgia for studying. According to the data of National Statistics Office of Georgia, for example, for the beginning of 2016-2017 academic year 565 students went abroad from Georgia for studying. In the same period 8012 foreign students were studying in Georgia and their number is characterized by growth tendency.

Various programs of financing exist for those, who wish to study abroad. Among them are as foreign educational funds, so the Centre for International Education, founded by the initiative of Georgia’s Prime minister.

Also, a new method of teaching – remote (online) education is becoming more and more popular. Some years ago to get an education at famous universities of world without going out, was unimaginable, but today spreading the internet and developing computer technologies promoted online education, as a new form of remote teaching. If you have a computer, internet and appropriate money, today you can pass learning course in any country of the world. One of the advantages of this method is that student is given the possibility to study at several universities at the same time. Online learning is comparably cheaper than studying at the university and graduate is given exactly
the same kind of diploma as it is given when studying abroad. One of the basic reasons of spreading remote teaching is that, students has the possibility to choose desired place and time, plan the graphic, elaborate learning material and communicate to lecturer via e-mail, summarize learned material, get consultations, pass the exams and etc.

Several universities active in Georgia have introduced electronic teaching courses. For example, for remote teaching Ivane Javakhishvili Tbilisi State University uses system MOODLE, which is successfully applied in 120 countries of the world. Portal of electronic teaching helps students with orienting in learning process and mastering learning material thoroughly. Student can receive information in a form of text or multi-media, perform interactive practical task, listen to the lesson and work on the test. Tests can be assessed automatically, which will help student to deepen the knowledge. The student will be able to become a member of forum and get an answer on interesting topic from primary source.

In Georgia other programs of online teaching are operating as well, for example, ministry of education and science of Georgia carries out the project of teaching remotely Georgian language for Georgian children living abroad. Engaging in project is possible for 5-15 years old children, who master Georgian on zero, minimal or average levels. Lessons are conducted in live stream, online, by qualified teachers of Georgian language.

Method of remote teaching is used by companies active in Georgia, especially in tourism sector. Several high class hotels of foreign brand active in Georgia maintain qualification raising of its staff precisely with the help of online platform. For example, “Mariot” company, which carries out management of several hotels, among them, “Sheraton Batumi” in Georgia, has whole range of online trainings, passing of which is obligatory for the staff working in this net. These trainings involve learning international standards, norms of service and business ethics and etc. In the case of successfully passing the course, online certificates are given. With trainings of this kind company saves costs of travel, auditorium and lecturer.

In Georgia, significant attention is given to legislative support of online teaching. In 2011 year, ministry of education and science of Georgia adopted a law on electronic teaching, by which the principle of electronic teaching was determined. From 2017 year, an asset on remote teaching is added to the law on general education.

In march 2017, at the conference conducted in Georgia by financial support of European Union, existing state in Georgia in the direction of online teaching, was positively assessed; realized and planned
novelties in the direction of remote teaching was discussed by the representatives of European Union, corresponding committee of parliament of Georgia, donor, international and local organizations and ministry of education and science of Georgia participating in the working of conference.

According to the research conducted by us in 2016 year, in Georgia internet is used for teaching only by 18% of polled, which is low index, in our opinion.

It should be denoted, that in Georgia interest towards necessity of reform in this direction is large, about this is actively writing Georgian authors: Gagnidze [4,5], Gogorishvili [6], Eka Lekashvili [7], Papachashvili and Tsimakuridze [8], Sepashvili [9], Surmanidze [10], Tsetskhladze M. [11], Tsetskhladze L. [12].

Conclusions. Considering world experience, for improving remote teaching in Georgia we think it is expedient:

1. To refine legislative base;
2. To make obligatory in higher and secondary education institutes adding the form of remote teaching, which will especially help persons with limited abilities;
3. To raise qualification of teachers with the aim of using remote teaching better, teachers should be able to compose electronic lectures, home works and place them on special portals;
4. To raise internet accessibility on the country’s scale, especially in high-mountainous regions, which is unconditional necessity for remote teaching;
5. To raise the interest of developed countries and donor organizations to support mastering innovative technologies using online education in the countries with small economy, which, on its part, will maintain the development of real economy of these countries.
6. In the countries with small economy, science and education should be considered as priority directions and their financing should be increased.

In our opinion, considering above denoted recommendations will support significantly raising the education quality of countries with small economy to the level of international standards, which, on its part, will maintain economic progress and improvement of the quality of life.

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Чичкан Ю.М., к.c.n., доц.,
доцент кафедри менеджменту залізничного транспорту,
«Державний університет інфраструктури та технологій»
j.chychkan@gmail.com

МОЖЛИВОСТІ ЗАСТОСУВАННЯ МАРКЕТИНГУ У СОЦІАЛЬНИХ МЕРЕЖАХ

Анотація. Досліджено актуальність застосування інструментів інтернет-маркетингу у соціальних мережах для комерційних підприємств. Визначено основні тенденції розвитку маркетингу у соціальних мережах. Проаналізовано запитання, що мають бути вирішені організацією при запровадженні маркетингу у соціальних мережах.

Ключові слова: Інтернет-маркетинг, маркетинг у социальних мережах, просування у соціальних мережах.