

СЕКЦІЯ 5. ЗБАЛАНСОВАНИЙ РОЗВИТОК ЕКОНОМІКИ УКРАЇНИ: СОЦІАЛЬНО-ПРАВОВИЙ, ЕКОЛОГІЧНИЙ ТА ІНШІ АСПЕКТИ

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THE NEED TO MODIFY THE COST CALCULATION OF OBTAINING INFORMATION DUE TO THE DEVELOPMENT OF INFORMATION SOCIETY AND THE ECONOMY BASED ON KNOWLEDGE

The information society and the economy based on knowledge are dominating directions of transformation happening at the turn of 21 century. They comprise a significant challenge for many sciences, in particular social sciences - economics, sociology or anthropology. What are the reasons of those transformations? What is their nature? Where can they lead to? These very basic questions need answers. In order to obtain the answers theoretical and empirical research are necessary.

One of the basic categories of information society and the economy based on knowledge is the information and its ordered sets – knowledge. They have the nature of resources (statistical approach) and capitals (dynamic approach); they are factors of production, consumption goods, including free goods; they are also market goods. Their multidimensional existence generates other challenges connected for example with the issue of their acquisition. In environment of information society and the economy based on knowledge it is also necessary to keep the economic account and it requires the knowledge of many types of costs. Otherwise, it is not possible to calculate such an account and take right decisions based thereon.

In information society and the economy based on knowledge we deal for example with the existence of superfluous information in general, with a huge differences in the quality of information and varied access to sets of information, including the phenomenon of information asymmetry. All those phenomena generate basic and additional types of costs of obtaining information.

Firstly, the excess of information creates the phenomena of information redundancy or information pollution. It increases the cost of browsing the sets of information and finding useful information, even if it is performed by software, which however have problems appropriate valuation of particular information and its sets.

Secondly, there are in the sets the scientific information (scientific knowledge), common knowledge based on experience, untrue information (for example gossip) or fake information. The scientific knowledge is expensive already in the process of its creation, it requires sophisticated ways its creation (acquisition) and verification of its credibility. The common knowledge requires the verification of its actual credibility, as it is based on various experiences and has not been verified in any other independent way. Untrue information mainly generate the cost of its detection and screening out, as they are created by sets containing both credible elements and incredible ones. The most complex costs are generated by fake information, the aim of which is to misguide the recipient. Their identification requires sometimes very sophisticated, and thus expensive methods and techniques.

Thirdly, a varied access to the sets of information might be connected not only with the transaction cost of searching the information, but also with direct, accountable costs of the acquisition (purchase) of such information. The costs generated by a common phenomenon of information asymmetry, expressing one of the situation of uneven access to information, should not be disregarded.

From the above remarks it is possible to picture the appearance of many cost categories of the acquisition of information within the information society and the economy based on knowledge, which should be acknowledged in the calculation of costs. Obtaining information is not at all free as the enthusiasts of “free” Internet and new society suggest. One cannot take any rational

decisions then with regard to selection of desired information (information sets) without keeping an appropriate economic account, including also the calculation of cost.

We can identify at least a few groups of such costs appearing at the stage of obtaining information. They include for example the following ones:

- the accounting costs of the acquisition of information, the amount of which mainly depends on the size and quality of the purchased information sets;

- the transaction costs connected with the process of searching and obtaining information within the information systems, databases or *data mining* the cyberspace;

- the cost of verification of the credibility of the piece of information found in different sets; such costs would not appear if the information and IT systems were less open and the people creating information more credible and if the practices of disinformation and purposeful manipulation with information were not common;

- the cost of lost possibilities resulting from the time and other resources allocated to the acquisition or verification of information, not on other activities bringing financial benefits or

- seemingly financial ones; purposefully and/or accidentally browsing the information space do not treat the time spent on such activities in terms lost opportunity costs.

The above groups of costs should find the appropriate reflexion in the applied calculation of cost. As it is fairly easy to accomplish for the accounting costs of the acquisition of information, other groups of costs create more serious problems connected with the identification, quantification in valorization and registration. It is a serious challenge for the future systems of the registration of costs and the making use of them in the decision making process. These costs need to be identified, quantified and adjusted in a appropriate way, and also finally resister and make use of in the selection (decision making). The role of the challenges and problems will grow along with the development of information society and the economy based on knowledge. They concern not only the registration systems and economic micro-account (at the level of enterprises or households), but also macroeconomic systems of statistic records.

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ПОДІЄВИЙ ТУРИЗМ ЯК НАПРЯМОК РОЗВИТКУ ЕКОНОМІКИ УКРАЇНИ

Економічна діяльність людей формує передумови розвитку туристично-рекреаційної галузі. Особливий інтерес сьогодні представляє унікальний вид туризму – подієвий, оскільки для його організації не потрібна значна кількість ресурсів. Цей вид туризму є одним із перспективних напрямів сфери обслуговування за оцінками Всесвітньої туристичної організації і включає в себе фестивалі, карнавали, паради, святкування; конференції, форуми, симпозіуми, круглі столи; освітні заходи: семінари, тренінги, курси підвищення кваліфікації; спортивні змагання; концерти, покази фільму, театральні постановки; ділові події: виставки, ярмарки, торговельні шоу, презентації, прийоми, заходи, пов'язані з просуванням торговельної марки і т.д. [1].

Подієвий туризм зумовлює збільшення дохідної частини бюджету за рахунок податків, що можуть бути прямими (плата за візу, митний збір) або непрямими (збільшення заробітної плати робітників спричинює збільшення сум прибуткового податку, що сплачується ними в бюджет). Крім цього, даний вид туризму має широкі можливості для залучення іноземної валюти і різного роду інвестицій. Не менш важливою економічною функцією туризму являється диверсифікація економіки, утворюючи галузі, що обслуговують індустрію туризму, забезпечує зростання доходів населення та підвищення рівня добробуту нації [2].