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# GLOBAL TRENDS IN NEW ECONOMY AND CHANGES IN MARKETING, TOURISM AND MANAGEMENT

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## ABSTRACT

In the second half of the 20th century and the beginning of the 21st century, significant changes occurred in the world, which altered not only the common space of economic systems, but also the direction of the subject fields. Some of them are service-related, specifically, field computerization, management and marketing activities. Foreign experts refer to this transformation as the "service revolution."

The terms of the transformation of the modern economy and globalization create interesting situations in the theory and practice of economic and organizational-management disciplines. Marketing is considered in the field of economics. As noted by scientists, marketing in different fields has undergone a sharp transformation.

At the same time, in management development a new paradigm was expressed, so called service-management. Service-management aims at creating broad systemic viewpoints, explaining and debating intriguing issues on individual situations that occur in quasi-service systems; Also, developing new methods and approaches of utilizing today's environment and its potential in a more systematic manner.

In fact, marketing researchers became interested in studying the specific problems for the first time, in the 1970s of the 20th century. Precisely during this time, the first PhD theses, articles, and research were completed. They discussed actual issues that practically affected every sector of business. Mainly the topics were devoted to marketing and related activities and related fields.

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The term "service management" is more and more frequently used; it clearly indicates the prospects and achievements. But the concept of "service management" developed much earlier than the mentioned term. This term is used in disciplines as marketing, organizational theory, tourism direction, human resources, various operational activities. Different directions contributed to service management.

There are several key elements of "service management" that support efficient working processes. These elements include: making decisions under specific circumstances, making decisions under risk, and making decisions under uncertainty. As a result, service management has made quite interesting contributions to such areas as service competition, long-term service marketing, organizational theory, human resources and operations management.

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Physical capital has been supplanted as a key source of investment by "human capital". In this situation, the user cannot confine himself to the so-called traditional plan and believe that only goods make up the nation's wealth while the specific product is non-productive. In actuality, we follow Adam Smith's theory, which held that a country's prosperity is based on the knowledge and talents of its citizens.

In this case, any tourist or company manager who makes an active effort to visit abroad can see how service companies have become more internationalized. Today, a lot of businesses with the same mode of operation owe global route networks. Numerous businesses offering financial services, advertising agencies, hotel chains, several types of eateries, vehicle rental agencies, and auditing firms operate on different continents. This strategy gives them the opportunity and desire to better serve customers and introduce their products to new markets.

In the situation of today's challenges and with the background of the world economic and political crisis, it is quite difficult to attract the customers and arouse interest in them. It is profitable to regulate relations in the marketing world. In today's reality, drawing up contracts, finding a loyal buyer and building relationships with him/her is quite important.

In the past, operation management spent very little time on the globalization of services. The results of the research determined that the most important circumstance for solving the issues of globalization of service operations is the need to implement the following activities, which clearly reflect the global strategy of any company, business. A working format should be created to prove that the situation faced by the customer exists in any business.

A service provider that successfully and competitively generates its own image and completes all assigned duties establishes a dominant position in the global market.

It becomes possible to identify 5 main strategies of globalization:

1. Strengthening one's influence in different countries.
2. User import
3. Following their customers (taking into account their tastes and needs)
4. Service alternatives
5. Cancellation of temporary restrictions based on specific facts

All of the above strategies should be studied independently to take into account the state of this or that market.

The moment has come for stronger and more lasting reforms to be made in the countries, and a fresh perspective on the assigned responsibilities needs to be created. Major fields like marketing and tourism should occupy a new platform. For business development, these two management-led directions, should make a certain contribution to the activities of the directions. Several priority issues should be identified, which will set the right direction in the mentioned fields:

- High possibility of employment of the population
- Creation of regional economic development reserves of countries.
- Stimulation of the development of the economic sectors (adjacent directions of tourism and marketing, namely transport and means of communication, trade and services, insurance and banking, agricultural sector, food industry and others)

- Coordination of funds received in the budget of the countries

For developing countries, tourist and marketing industries have a unique export value. Growth of the internal market is what these countries stand to gain from the success of these two directions. These industries have a special quality, which offers them a big advantage over other industries.

The world is well aware of some other special features of these two interesting fields. One job created directly in the field of tourism and marketing creates three jobs in adjacent fields. Therefore, the mentioned industries have a great potential to change the rate of development of countries and expand the economic situation of different regions.

After ending the centralized economy, business becomes the most important component of the country's economy. It is the market economy that creates opportunities for its expansion. Business has a special place in stimulating the economic development of countries.

The goal of countries with a socially oriented economy is to raise the standard of living of the main mass of the population and increase the well-being of society as a whole. All this is formed as a result of global processes and is based on stopping crime and poverty, humanizing the society, improving the ecological process, labor safety and others.

In order to fully develop the fields of tourism and marketing in view of the new challenges, it is important to plan an effective policy. For successful activity in the business market, the tourism enterprise, depending on the marketing complex, must prepare and analyze in detail the product strategy, which is the main tool in the market, the main concern of the company and the most significant source of profit. In addition, it is the central element of the marketing complex, and the other elements of marketing are based on its features: price, key and communication, both with the customers and international and local companies.

### **Conclusions.**

In the conditions of globalization, the impact of the mentioned fields should become the main direction in the operational field, to study the important topics such as venture enterprise, materials management of existing fields, acquisition and acquisition of resources, development and establishment of new products, observation and analysis of processes, control and motivation, study of fields with new methods and the relationship between labor and management. The mentioned fields represent one package that dominates service management, which requires adaptation from country to country in the conditions of globalization of customers.

The management of these sectors, which is confident in the independence of their company, should assess the situation and ensure that ignoring global competition is becoming impossible. Therefore, it is essential to establish fundamental concepts in order to create competitive strategies for the global services market.

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