

Таблица – Описание показателей

Показатель	Объяснение
a	Покупатель опирается на свои финансовые возможности, чтобы комфортно провести время на отдыхе.
b	В каждом регионе существуют свои законы, к которым надо относиться с должным уважением.
c	Доступность региона также влияет на турпоток. При хорошо развитой доступности туристам будет легче добираться до интересующих их мест.
d	Одно из основных критериев при выборе направления. В ранее упомянутой пирамиде Маслоу безопасность для человека играет одну из самых ключевых ролей.
e	Каждый регион уникален своим ландшафтом и разными направлениями для туризма: активный, гастрономический, детский и т.д.
f	В каждом регионе России есть свои уникальные блюда, которые редко встретишь в других местах, поэтому разнообразному питанию также уделяется важное внимание
g	Места размещения и уровень обслуживания играет одну из ключевых ролей при выборе места для ночлега. На это могут влиять многие факторы, в том числе отзывы постояльцев, которые ранее останавливались в этом месте. В оценку могут входить такие показатели, как: обслуживание, питание, расположение отеля, номер, уборка и многие другие.

**Заключение.** В настоящий момент времени экономическое положение туристической сферы деятельности до сих пор пожинает последствия пандемии и внедренных санкций. Многие туристические организации, которые ориентировались на международные масштабы, сменяют вектор деятельности на внутренний туризм и настраивают связи с теми странами, где у соотечественников есть доступ и возможность к посещению. В представленных обстоятельствах государству требуется повлиять на перемены в исследуемой нами сфере. Безусловно, самыми востребованными будут те фирмы, чья деятельность сосредотачивается на внутренних путешествиях, поскольку развитие этой области позитивно воздействует на экономику России.

1. Никольская, Е.Ю. Проектирование гостиничной деятельности /Е.Ю. Никольская, Л.А.Попов. – Москва: РЭУ им. Г.В.Плеханова, 2016.- С. 5.

2. Субсидии в сфере туризма// национальные проекты URL: <https://национальныепроекты.рф/news/subsidii-v-sfere-turizma> (дата обращения 28.10.23).

3. Правительство направит 638 млн рублей на поддержку и развитие событийного туризма в регионах// Правительство России URL: <http://government.ru/news/47744/> (дата обращения 28.10.23).

4. Спрос и величина спроса. Закон спроса// StudFiles URL: <https://studfile.net/preview/5360202/page:10/> (дата обращения 01.11.23).

5. Как потребитель принимает решение о покупке// Электронный журнал «Контур» URL: <https://kontur.ru/articles/6063> (дата обращения 01.11.23).

## THE MAIN APPROACHES TO THE RESEARCH OF THE INFORMAL ECONOMY

*Ulasevich Yu.V.,*

*young scientist of BSEU, Minsk, Republic of Belarus*

*Scientific supervisor – Makhanko L.S., Doctor of Economics, Associate Professor*

Key words. Informal economy, economic practice, state regulation of the economy, segmentation, legislation.

Currently, the informal economy is at the center of scientific discussion. It is difficult to imagine an analysis of the socio-economic situation of the world economy that ignores the problem of the informal economy. The common knowledge of the term serves as the basis for multiple approaches to its definition. However, the term itself has its own history. At the same time, it is obvious that the direct transfer of definitions and meanings is hardly justified.

Informal economy is a concept of world science, but its conceptualization has a lot of national versions. Western countries began to be interested in the informal economy. They singled out the informal sector as a key element in explaining the survival of the general population. However, the interest of Western researchers didn't fit into the concept of «sector». The variety of issues appealing to different hypostases of informality has led to the development of a whole range of directions and, as a result, to the fundamental expansion of the concept of informal economy.

The purpose of the research is to consider the main stages of the development of the concept of «informal economy», to determine the specifics of this category, as well as to characterize the zones of formal and informal regulation of the economy.

**Material and methods.** To address this issue, international researches have been analyzed. As a result, the main characteristics of the informal economy, as well as areas of economic practice, were identified. The methods of induction and deduction, as well as comparison and description are used in the work.

**Findings and their discussion.** At the initial stage of research, that is, in the second half of the XIX century. the concept of «informal economy» was synonymous with the concept of «informal sector». This phenomenon has been analyzed and terminologically fixed in researches aimed at developing countries. The classic image of a capitalist firm did not at all correspond to the principles of organizing the activities of such entities. Under these conditions, the concept of the «informal sector» has united diverse forms of employment based on informal, personalized relationships with consumers, employees and creditors.

Among the main researches of the informal sector, the following can be distinguished: the «duality» of the economy (the idea of J. Boeke) – the similarity of a part of the market economy [1]; the two-sector development model of A. Lewis - the division of the sector of modern capitalist firms with a focus on maximizing profits with ambiguous motivation; the two-sector system of equations of economic equilibrium in the «dual» economy of J. Harris and M. Todaro; the concept of a «market» and «branded» economy according to K. Girtz's law – a model of decision-making in conditions of competition and protection of the law [2]; the concept of the «informal sector» by K. Hart's rejection of the structure of formal opportunities, people from the bottom of the urban proletariat are looking for informal ways to increase their income [3].

K. Hart, in his research «Urban unemployment in Africa», based on the research of employment in Ghana, defined the thesis: «The poor are not unemployed, and the informal economy is a self-organization of people who are excluded from participating in the benefits of the state, and, accordingly, they are forced to create their own ways of survival». The scientist pointed out the existence of the informal sector back in 1970, when the only institution for mobilizing economic resources was the state [3].

To date, it has been established that the informal economy has the following characteristics: expansion, directly proportional to economic growth; it is the main place of production of goods, provision of services and provision of work for low-income groups; there is a relationship with the formal economy, on which, accordingly, it depends; it tends to grow due to a reduction in formal hiring, and it does not correlate with the surplus of labor in the market; with the reduction of barriers to the formal sector and with the provision of significant benefits, informal workers will gain interest in legalization; it does not exclude the presence of stable, flexible and rapidly developing organizations [4].

There are two approaches to the research of the informal economy: sectoral and institutional. The sectoral considers the informal as something that is outside of state control, accounting and taxation, that is, it is not an activity regulated by the authorities. In this case, economic practice is divided into two sectors – formal and informal. Since informality becomes a response to coercion on the part of the state, the question is raised about the level of permissible regulation, the recognition of the legitimacy of which on the part of society is checked by the relative size of the informal economy, showing whether economic entities prefer to be "inside" or "outside" the system regulated by the state [4].

Institutional presents informality as a cross-cutting characteristic of economic practice. The behavior of any economic entity is subject to informal rules. At the same time, there is no division of reality into formal and informal, that is, the division of institutions into formal and informal.

Informality is considered not as a type of management localized according to a certain principle, but as the nature of economic relations, not limited to a certain area and fundamentally possible and necessary in any institutional environment [4, 5].

Within the framework of the stated institutional perspective, the most effective approach is the segmentation of the informal economy by S. Y. Barsukova: the informal economy is presented as an economic activity that is not fully or partially regulated by legislation «contrary to the law» (techniques and schemes are used to ignore the norms of legislation in the field of management) and «beyond the law» (based on the principle of not regulated by the norms of legislation) [4].

For the institutional analysis of economic practice, it is important to understand that the objects of formal and informal regulation largely coincide. Real economic life exists as a complex hybrid of various institutional mechanisms. Depending on the ratio of formal and informal regulatory mechanisms, it is possible to distinguish zones of economic practice, which are shown in the figure below.

Table – Formal and informal regulation of economic practice

Formal economic regulation			
Zone 1	Zone 2: legal practice	Zone 3: shadow and criminal practice	Zone 4: non-market household exchanges and the home economy
Informal economic regulation			

Note – Source: author's own development based on [6]

In zone 1, formal regulation is absolute, that is, it is not adjusted by informal norms. In practice, there is no such area [6]. Zone 2 is formed by economic activity that has two regulatory regimes – formal and informal, but at the same time the formal mechanism dominates. This means that informal institutions do not contradict formal ones (laws and contracts), acting as their complement, making law-abiding more acceptable from the point of view of habitual forms of behavior, acting as a socio-cultural correction of formal regulation. This area of economic practice should be called legal economics [6]. Zone 3 also has two regulatory regimes, but here informal norms compete with formal rules, replacing and displacing them, for example, a formal labor contract with an employee is replaced by an oral agreement, and instead of a lawsuit, criminal law enforcement agencies are turned to arbitration [6]. Zone 4 is formed by the undivided informal regulation of the economy, which is a system of stable algorithms for solving economic problems independently developed by economic agents on the basis of established traditions. This segment is represented by non-market exchanges of households and the home economy [6].

**Conclusion.** Thus, the institutions of the informal market economy, which belong to the shadow and criminal, create an alternative to formal institutions of property rights, management schemes and rules for the exchange of goods, and also make up for the lack of formal rules. The institutions of the non-market informal economy, in which the household sector is involved when using reciprocal relations, determine the rules for choosing partners, forming a resource base, economic interaction and legitimization of privileges.

1. Boeke, J.N. Economics and economic policy of dual societies / J.N. Boeke. – New York: NY., 1953. – P. 76.
2. Geertz, C. Peddlers and prices: Social change and economic modernization in two Indonesian towns / C. Geertz. – Chicago: University of Chicago Press, 1963. – P. 88.
3. Hart, K. Informal economy opportunities and the urban employment in China / K. Hart // Journal of Modern Africa Studies. – 1973. – № 11. – P. 79.
4. Barsukova, S. Yu. Неформальная экономика: учеб. пособие / S. Yu. B Barsukova. – М.: Publishing House of the Higher School of Economics., 2009. – 255 p.
5. Granovetter, M. The Strength of Weak Ties / M. Granovetter // American Journal of Sociology. – 1973. – №7. – P. 92.
6. Polanyi, K. Экономика как институционально оформленный процесс // К. Polanyi // Western Economic Sociology: A Textbook of Modern Classics – М.: ROSSPEN, 2014. – 455 p.