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Слюсар Анна Костянтинівна

Київський національний університет технологій та дизайну

(м. Київ)

Науковий керівник – Ренська І. І.

ECONOMIC EFFICIENCY FOR TRAVELLING STUDENTS IN CENTRAL EUROPE & CANADA

The purpose of the work: to make a selection of interesting facts about Ukrainian student card, which gives discounts abroad for transport, food, air tickets and others.

The subject of study is analyzing more than 1000 discounts. Selection the best and the most interesting of these discounts and their connection.

Practical meaning: results of this work can be used in well-known journals, in different schools and universities on the lessons to give students information that their student card isn't only identity card but it is a discount to travel.

The relevance of my chosen topic is conditioned by the need to popularize information by which we can discover how we can save money abroad and discounts that we never know and share this information with our friends and others.

Traditionally, students are not rich people: almost all the time they study, and they don't save much time. That why, special for students, as a rule, receive a large number of various benefits, discounts and financial sales.

CANADA

In Canada, without a student card you can't go any way: it works as an identity card. On all control checks its presence and a photo necessarily look - all is serious enough.

Also, student card can be used as a bank card: you drop a penny on it - and you can pay everywhere in the city: in a cafe, in a library - for a printout or a copy. Thanks to the student card all public transport costs 46 dollars for 4 months. For comparison, a travel card for ordinary people costs more than \$ 120 per month. [2]

The student card works not only at the university, but also at the club. The card is a confirmation that you have the right to some discounts: for example, on Wednesday - 50% on billiards. And on Friday, students can go to the club for free.

CZECH REPUBLIC

With student card you can buy tickets cheaper, visit some sights. And on the Internet, there is even a special website, where you constantly update various offers for its holders - from concerts to tourist passes with a discount of almost 50%! [4]

ITALY

If you want go to museums, historical monuments and other cultural places, demonstrate your student - there will also be a discount.

Also, when I came to Italy, I learned that with a student card, you can rent bicycles for free. And discounts with student card to rent motorcycles -30%, and for cars rent – 20%.

Shopping in Milano

Unfortunately such shops like Louis Vuitton, Prada, D&G , Hermes, Ralph Laurent, Versace, Burberry, Armani, Gucci, Christian Dior, Chanel give for students discount 2% !!! [3]

EUROPE

In many European countries (Great Britain, France, Portugal, Germany, Latvia, Italy, Netherlands, Monaco, Norway, Finland, Sweden, Spain, Switzerland and Greece) are very large discounts on hotels. If you book a hotel for example on Bucking com, discounts with a student card will be 60%. [1]

AIR TICKETS

Discounts for long flights, for example to Canada, USA, Mexico, Brazil, and Australia) will be at a 30% discount. [5]

Thus, the student discount system is an effective mechanism for increasing student's visit of museums, theaters and other prominent objects, entertainment facilities and catering establishments, which in turn positively affects the tourist attractiveness and development of the country's economy.

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Смоленська Богдана Ігорівна

Київський національний університет технології та дизайну
(м. Київ)

Науковий керівник – к.ф.н., доцент Сиромля Н. М.

DEVELOPMENT AND TRENDS OF FASHION IN UKRAINE

The Ukrainian designers did not appear out of nowhere in 2014. Everyone who happen to be in Kyiv or the other large cities of Ukraine will confirm that the local population pays great attention to personal appearance (look) and follows the latest international trends, while also showing a flair for elegant originality. Our research is actual, because this passion for fashion, coupled with tough economic realities of the post-Soviet era, has helped to boost the growth of a vibrant domestic Ukrainian fashion scene populated by ambitious local designers and small-scale brands. The objectives of my work were to analyse some information about history and development of Ukrainian trends in fashion and to define main tendencies in fashion in Spring of 2018 in Ukrainian.

The Ukrainian fashion industry has been maturing and expanding for many years, although it previously did so off an international radar and with a largely domestic clientele in mind. The international attention generated by geopolitical turbulence of the past four years has encouraged the international fashion media to take a closer look at what the Ukrainian scene has to offer. The Ukrainian designers have seized this long-awaited opportunity, using the newly discovered spotlight to emphasize the vivid and unique aesthetics of Ukrainian design while also showcasing their competitiveness on