

## Digital technologies and freedom of movement of the population as key factors in the development of a sharing economy

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### Abstract

**The relevance** of this study is conditioned by the fact that the full existence and development of human society is impossible without the production of public goods and their provision. In recent years, the concept of the public good has undergone major changes that have affected the development of all spheres of human life. The spread of an economic model based on the collective use of services and goods (sharing economy) has a huge impact on the development of the service sector and the change in the production of public goods. This requires a deeper and more comprehensive study of the processes taking place in the economy. **Subject/topic:** study of the factors of development of a sharing economy from the moment of its occurrence in modern society. **Goals and objectives.** The purpose of the study is to identify key factors contributing to the development of a sharing economy in modern conditions. **Research objectives:** – determine what acts as the main catalyst for the development of a sharing economy and contributes to its growth; – identify factors that impede the development of a sharing economy. **Results.** In the course of the study, an analysis was made of the essential factors in the development of the sharing economy and the most basic ones were identified: freedom of movement of the population and digital information and communication technologies. **Conclusions/relevance.** As a result of the study, it was concluded that the emergence of a modern sharing economy was made possible thanks to the widespread dissemination of information technology, specialized online services, mobile broadband Internet access, social networks and mobile applications. The factors modeling the demand for services of joint (common) use and shaping the features of their marketing: fashion for travel and tourism; external and internal migration; population mobility. The significance of the study is due to the fact that the article assesses the current situation in the context of the spread of COVID-19, as well as taking into account the potential consequences of this phenomenon for the development of a sharing economy. The economy of co-consumption carries a hidden threat to the traditional economic structure. At the same time, the new challenges to humanity associated with the spread of the coronavirus put into great doubt the prospects for sharing and the very concept of «a world without borders».

**Keywords:** *sharing economy, economy of joint consumption, travel and tourism, freedom of movement, migration, mobile Internet, digital information technologies*

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