

Секция 1
СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ
МИРОВОЙ ЭКОНОМИКИ

АНГЛИЙСКИЙ ЯЗЫК

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GREEN ECONOMY AND IMPORTANCE OF CARING ABOUT NATURE

Зеленая экономика и важность заботы об окружающей среде

This article discusses the concepts of a green economy and the impact of companies on the environment as well as the importance and need for environmental protection today. After the era of industrialization the issue of preserving the environment has become one of the most pressing. Many built plants and factories began to release various hazardous substances into the air, which cause irreparable harm to the environment. Also, the scale of the problem increased with the advent of transport, which, when moving, released exhaust gases that are also harmful. At first, no attention was paid to this problem, corporations were concerned with maximizing

profits, no one knew what consequences could occur when harmful substances, such as carbon dioxide, were released into the atmosphere.

However, today many companies care about the environment, now it has grown into a separate marketing concept, and has also become the main goal of many companies such as Starbucks, Mars, Procter & Gamble and Apple.

Most of modern companies set caring about nature one of their main goals and here some points why corporations do that:

Marketing. When a company cares about the environment, it will always attract the attention of people who care about nature. If the environmental issue is very important to a person, then he will give preference to a company that allocates money from its budget to help the environment. Companies help the environment not only by allocating part of their budget to the environment. Corporations often produce products in eco-friendly packaging or from recyclable materials. This can definitely be called the use of marketing in the field of environmental protection.

State support. Many countries provide grants to companies whose concern for nature has affected the state of the environment. Many countries including the Republic of Belarus are very worried about emissions into the atmosphere, global warming and other environmental problems. Therefore, many countries conduct many programs to protect the environment and help producers who, in turn, are interested in allocating funds for the environment.

Scientists have identified the term green economy against the backdrop of general concern about this problem. Green economics is a direction in economic science that emerged at the end of the 20th century, which emphasizes the need to reduce the negative impact of human economic activity on the environment and which prioritizes not economic growth at any cost, but sustainable development with minimal risks to the environment. Proponents of this direction believe that the economy is a dependent component of the natural environment within which it exists and of which it is a part.

For example, here's how Procter & Gamble helps the environment. Procter & Gamble creates products aimed at saving water. For example, Ariel laundry detergent can work effectively without using the washing machine's pre-wash mode, while Tide Coldwater laundry detergent removes stains when washed in cold water. Also, in the German city of Crailsheim there is an environmentally conscious distribution center for goods for the European market, the energy for which is generated by solar panels with a total area of 13 thousand square meters. They accumulate energy in the amount of about 400 thousand kilowatts per hour. And the company, together with giant brands Coca-Cola, Heinz, Nike and Ford, has created the Plant PET Technology Collaborative, which is engaged in the research, development and implementation of 10% plant-based PET materials and fibers used in product packaging.

In conclusion, we can say that many countries and companies are going in the right direction. The problem of harming nature is very acute and requires urgent

action and research because future generations may no longer see nature in the usual sense of the word. Therefore, many companies are concerned about this problem and are trying to find solutions to it.

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HIGH-QUALITY SELECTION OF STAFF AS A FACTOR OF IMPROVING THE TOURISM PRODUCT

Качественный выбор персонала как фактор совершенствования туристического продукта

Due to the rapid development of international trade and full-scale involvement of people in the global economy all the possible measures are taken to manage staff more effectively. In the sphere of tourism staff is an integral part of the final product. A travel agency is competitive provided that the employees are highly qualified, professional and skilled. That is why effective management is crucial in tourism industry.

Our research is dedicated to finding particular ways to improve the working qualities of the tourist staff on the modern market. One more purpose is to figure out new tendencies of employment and management.

First and foremost, some standards have been set to maintain the quality of service, which helps meet basic customers' needs and make service live up to their expectations. But setting standards can't be a solution to all the problems, as there is a great number of customers. And each of them has his own requirements. Therefore, the tourism staff must pay attention to the following aspects: the estimate of personal requirements of every single customer; the adjustment of the process of customer service; keeping to the standards set by the company. Compliance with these requirements will make the customer feel satisfied with a company and its final product. What is more, it will affect his choice in the future.

In addition to it, innovative methods of management are becoming more and more necessary in the modern and non-standard conditions of running tourism business. Here we can talk about the digital competence of the staff, because contactless service with the use of digital technologies and robotics is more preferable during the pandemic. It will help a hotel not only stay, but become more competitive. Using modern platforms for corporate training is also advisable during the corona virus, because it enables the assessment of the staff's competence. One of