

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

the best-known education resources for the staff is the platform iSpring designed for corporate training. It is used worldwide to train employees within such companies as Beeline, MTS, Aeroflot, etc. Corporate training based on iSpring is arranged in Coral Travel, the tour operator company. Corporate online training makes it possible to educate affiliated companies as well as the head office.

Digital technologies help not only educate the employees, but hire new ones. For example, such a technology as headhunting is designed precisely to look for the most valuable and promising staff. Today it's one of the most effective ways of meeting the need of exclusive candidates for different posts.

So that we can freely say that the modern market is very changeable. Therefore, traditional management doesn't work anymore, if it is not used together with innovations that contrary to outdated methods can be used successfully despite numerous risks. New methods of management alongside with appropriate employment technologies must aim at creating the employee of a modern type. The employee of this type is marked with a set of innovative characteristics. Because the potential of any company strictly depends on the opportunities of the staff to provide consistent and constant development.

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## **TRENDS IN THE DEVELOPMENT OF THE CHINESE ECONOMY**

### **Тенденции развития китайской экономики**

The purpose of this study is to identify and examine the trends of economic development in the People's Republic of China.