

as in the Azure cloud service); IBM (developed the Watson platform, which actively uses neural networks in healthcare, business analytics and other areas); Tesla (in autopilot and autonomous driving systems, processing data from sensors and cameras) and many others.

The widespread use of neural networks in the labor market leads to the need for changes in the structure of professional skills and qualifications. The labor market is moving towards narrower and more specialized professional areas, where digital skills, creative thinking, and rapid adaptation to new conditions are important.

Digital competencies are the abilities to use digital technologies in everyday life and work effectively. According to the European Commission, digital competencies include skills of searching and information processing, interacting in a digital environment, creating content, security and problem solving. In the countries of the European Union, the level of employment with digital competencies ranges from 50 % to 70 % depending on the country. The relevance of digital skills is increasing, as many vacancies require the knowledge of modern systems operating on the basis of neural networks.

Neural networks are change the content and professional competencies in various fields fundamentally. For example, in data processing, such a profession as a analysts specialists can be replaced by a computer program based on a neural network. Other examples include the service sector (call center operators, cashiers), the financial sector (financial analysts), the marketing sector (advertising specialists, content managers), and healthcare (medical diagnosticians).

The improvement of the education system is becoming an important task for training specialists who meet the modern requirements of the labor market. Educational institutions must adapt curricula, introduce courses in programming, big data processing, and the basics of working with neural networks. Education must become more practice-oriented, developing critical thinking skills and adapting to rapidly changing technologies.

The impact of neural networks on the labor market is a complex, multifaceted process. It requires not only the adaptation of specialists to new conditions, but also the training of a new generation of workers with the necessary digital competencies to successfully function in the digital economy.

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SPECIAL ECONOMIC ZONES IN THE GLOBAL ECONOMY

Свободные экономические зоны в мировой экономике

Free Economic Zones (FEZ) are territories with special economic conditions created to attract investments and stimulate economic growth. The aim of this research is

to analyze the impact of FEZ on the economies of countries and identify the factors that contribute to their successful implementation. The study examines the types of FEZ, their functions, advantages and disadvantages, and presents calculations demonstrating their effectiveness.

FEZ can include export zones, free trade zones, innovation zones, and tourist zones. These zones attract investments, promote export growth, and create new jobs, positively influencing the economy.

Free Economic Zones (FEZ) perform several key functions. Firstly, they attract investments by creating favorable conditions for investors, offering tax incentives and access to infrastructure, which fosters the growth of new enterprises. Secondly, FEZ stimulate exports: the reduction of the tax burden allows companies to cut costs and enter international markets, increasing export volumes and strengthening the country's position. Thirdly, the establishment of FEZ leads to the creation of new jobs, which reduces unemployment and develops the local economy.

However, FEZ also have drawbacks. They can create competition for local businesses, threatening their existence. The economy may become dependent on foreign investors, making it vulnerable to external shocks. Rapid industrial development in FEZ can also cause environmental problems if proper regulations are not followed. Thus, FEZ present both opportunities and challenges for economic development.

To illustrate the effectiveness of free economic zones, one can consider a hypothetical example of creating an export zone with an investment of 100 million dollars, creating 500 jobs with an average salary of 20 000 dollars. The total salary would amount to 10 million dollars per year, and the increase in Gross Domestic Product (GDP), considering the multiplier effect, would be 200 million dollars.

Therefore, in the first year of operation, one can expect to attract investments of 100 million dollars, create 500 jobs, and achieve a GDP growth of 200 million dollars.

The research has shown that FEZ effectively contribute to economic growth and attract foreign investments, although risks related to competition and dependence on external factors have also been identified. Free economic zones play an important role in the global economy by facilitating investment attraction and technology development. Strict control and compliance with environmental regulations are necessary to ensure sustainable growth and minimize negative impacts on the environment.

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QUALITY SELECTION OF PERSONNEL AS A FACTOR IN THE IMPROVEMENT OF THE TOURISM PRODUCT

Качественный выбор персонала как фактор совершенствования туристического продукта

The purpose of this research is to examine the importance of quality personnel selection in the tourism industry as a means to enhance customer experience and improve the overall tourism product. The research findings highlight that personnel selection significantly impacts the reputation, customer satisfaction, and operational efficiency within tourism organizations.

The global tourism industry is one of the largest and most rapidly growing economic sectors, contributing significantly to GDP, employment, and cultural exchange worldwide. However, the competitive nature of tourism demands not only high-quality services but also constant innovation and adaptation to changing consumer expectations. In this context, the selection of qualified, skilled personnel who can deliver superior service becomes crucial for increasing customer loyalty and ensuring long-term profitability.

Personnel in the tourism sector serve as the interface between the company and its clients, responsible for creating memorable experiences that reflect the brand and quality of the service provided. Unlike in many other industries, where automation and digital interactions often prevail, tourism relies heavily on human interaction to build trust and satisfaction. Employees' knowledge, attitude, and ability to handle customer requests directly impact the perceived value and overall quality of the tourism product.

Key Aspects of Quality Personnel Selection:

- **Skills and Competency Assessment:** Identifying essential skills, such as foreign language proficiency, adaptability, and problem-solving, is critical for staff working in multicultural environments.
- **Customer-Oriented Attitude:** Selecting individuals with a natural affinity for customer service ensures positive customer experiences.
- **Cultural Awareness and Sensitivity:** Personnel need a high degree of cultural competence to cater to diverse client expectations.