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G. Dubovik

Г.С. Дубовик

БГТУ (Минск)

Научный руководитель А.В. Коньшева

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.

- **Emotional Intelligence:** The ability to handle stressful situations, remain empathetic, and display patience is essential for personnel in guest interactions.

Modern recruitment techniques, such as behavioral interviews, psychometric testing, and role-playing simulations, help tourism organizations identify suitable candidates. Effective personnel selection leads to enhanced customer experiences, increased operational efficiency, and a stronger brand image.

Challenges in Quality Personnel Selection:

- **High Turnover Rates:** Seasonal demand often leads to high employee turnover, impacting service consistency.

- **Skill Shortages:** Finding candidates with the specific skills needed for tourism roles remains challenging.

- **Cost Constraints:** Comprehensive recruitment processes can be costly for smaller firms.

In a global economy where tourism competition is fierce, investing in the quality selection of personnel is strategic for improving the tourism product. By focusing on selecting individuals with essential skills, attitudes, and cultural competencies, tourism companies can maintain high service quality and stand out in the marketplace. Quality personnel selection directly contributes to better customer experiences, operational efficiency, and brand reputation, all critical for sustainable success in the tourism industry.

A. Evteyeva

А.К. Евтеева

БНТУ (Минск)

Научный руководитель Н.В. Шевченко

FORMATION AND DEVELOPMENT OF STRATEGIC ALLIANCES IN MODERN ECONOMIC CONDITIONS

Формирование и развитие стратегических альянсов в современных экономических условиях

In today's market there are a large number of businesses that have their own goals, missions, customers, partners and competitors. It is not easy enough for companies to develop as the competition is growing rapidly. It is worth noting that in modern conditions, companies and enterprises resort to cooperation, which helps both parties to benefit. One of the types of such cooperation is a strategic alliance – a cooperation of two or more companies that are independent of each other, created to achieve the goals and objectives of the parties. With the help of strategic alliances, companies can achieve synergy effects and improve their position in the market. This type of cooperation means an agreement of companies that for a certain period of time the organizations are partners