

future-oriented decision because Belarus is a transit country. Only over a year about 4,5 million of vehicles and about 15 million of people cross the borders of the Republic. And even if we are able to attract from three to four percent of these passengers as tourists, by offering them from one to five days without a visa to visit Belarus, we will use the potential of the country more effectively [2].

One more type of tourism, that Belarus has an opportunity to develop, is eco-tourism. In Belarus many natural areas have not only national, but also international importance. And we have a real chance to develop the economy of the country and at the same time to maintain the natural heritage. That is why ecotourism in our country has great prospects [3].

What can the development of ecotourism give to our country? It is a good type of advertising of country all over the world. And advertising in tourism has an important role. With its help Belarus can earn a high reputation among the countries, and as a result enter the international scene in the sphere of tour business.

Summarizing all above mentioned information, we can claim that there are prospects for the development of Belarusian tourism, but it's worth a lot of effort and funding in order to turn many of ideas into reality.

### References

1. Павловская, О. В. Перспективы развития туристической индустрии в Республике Беларусь [Электронный ресурс] / О. В. Павловская, О. В. Даль // *Личность — слово — социум: Междунар. науч.-практ. конф.* — Режим доступа: <http://www.pws-conf.ru/nauchnaya/lss-2007/357-sociokulturnye-resursy-mejkulturnoy-kommunikacii/7939-perspektivy-razvitiya-turistskoy-industrii-v-respublike-belarus.html>. — Дата доступа: 14.02.2017.

2. Национальный правовой Интернет-портал Республики Беларусь [Электронный ресурс]. — Режим доступа: [http://www.pravo.by/upload/docs/op/P31700008\\_1484082000.pdf](http://www.pravo.by/upload/docs/op/P31700008_1484082000.pdf). — Дата доступа: 14.02.2017.

3. Решетников, Д. Г. Факторы формирования конкурентоспособного туристского комплекса Беларуси / Д. Г. Решетников // *Белорус. экон. журн.* — 2002. — № 2. — С. 108–116.

**L. Rynkevich**  
*BSEU (Minsk)*

## THE INFLUENCE OF SOCIAL-PSYCHOLOGICAL CLIMATE IN BELARUSIAN TRAVEL AGENCIES ON THEIR EFFICIENCY

Currently, creating favorable working environment in Belarusian travel agencies is a very important prerequisite for their productivity improvement and bettering quality of their work. Improving social-psychological climate in any organization — is the same as realizing social-psychological

potential of any individual and society and creating more favorable way of life for people [1, p. 696].

Social-psychological climate is a system of existing relations in some workplace and the result of joint activities of the members of this workplace. As a rule, it is a key factor, influencing the effectiveness of various social phenomena and processes occurring in the workplace. The author of this paper aims to investigate Minsk travel agencies employees' level of satisfaction of their working conditions and psychological climate in their workplace. The relevance of this study lies in the fact that, in case these positions are improved, the workers of tourism industry will be much more interested in the effectiveness of their work, and therefore the percentage of inbound tourism in the country will increase. The study was conducted in the following six organizations: Delta Tour, Service Luxe, StarLuxeTour, Rina Tours, Christie Travel, and Liberty Travel.

Social-psychological climate, manifested in team sentiment, team evaluation of working conditions, affects well-being of the employees and their work satisfaction. Thus, it shows to what extent a man himself is involved in the professional activity. Friendly atmosphere in the team and good interpersonal relationships have a positive effect on the results of work, reveal new features in a man. Social-psychological climate is the result of systematic psychological work with the group, aimed at harmonizing the relations within the team [2, p. 71].

Favorable social-psychological climate in a team depends primarily on the credibility of its members to each other. Freedom of expression, career growth opportunities, and lack of pressure are the basis for its formation. Unfavorable social-psychological climate is characterized by pessimism, irritability, boredom, conflict-ridden relations in the group, uncertainty and distrust [3, p. 104]. There are many theories on how to improve the psychological atmosphere. No company strongly adheres to one particular theory. In practice, it is possible to see different combinations of the views.

In Belarusian travel agencies, where the wages of employees are relatively low, it is often difficult to maintain favorable moral environment. The development of tourism industry in Belarus has made the work of travel agents more complicated and frustrating. Here are the main problems that are typical of Belarusian tourist agencies with unfavorable social-psychological climate: 1) High personnel turnover. The problem exists because of the seasonal nature of work; companies recruit employees only for high season; 2) Poor discipline. Primarily this means arriving late for work and frequent smoke breaks; 3) Impossibility of career growth. This problem is typical for small agencies with little staff and company director being its owner. Lack of initiative is common among employees who work in the same company for many years and receive fixed salary regardless of the season. Quite often job duties are not clearly laid out, so an employee might assume, that he works more than his colleague.

The undertaken research has shown the following results: it is mainly favorable social-psychological climate that topped the list of the most im-

portant elements of the effective work in tourism industry, however, high wages or social packages racked up the same points (from 86 to 93 % of the respondents put these two categories in the first two interchangeable places). Nevertheless, it is not always good salary that can inspire employees to work heartily: various social benefits, joint corporate events, gifts from the head, joint training seminars, or just sincere compliments were listed high enough (they scored from 7.5 to 4 %). Next in order of importance followed improvements of working conditions (3–5 %). One more important point on the way to improving any company's internal climate is reasonable selection of staff (2.5–4.0 %).

In conclusion it is worthwhile mentioning that communication of employees in any organization should contribute to the creation of a positive mood. Favorable social-psychological climate plays a crucial role here.

### References

1. *Zarodina, V. V.* Social-psychological climate in organizations and its influence on the effectiveness of their professional activity / V. V. Zarodina // *Molodoj uchenyj* [Young scientist]. — 2017. — № 2. — P. 696–698.
2. *Beliaev, M. K.* Workforce management. Social-psychological problems: workforce training / M. K. Beliaev. — Moscow : Krom Publ., 2014. — 212 p.
3. *Zhuravlev, A. L.* Social-psychological space of a personality / A. L. Zhuravlev. — Moscow : Pero Publ., 2012. — 496 p.
4. *Daniel, H.* Drive: The Surprising Truth About What Motivates Us / H. Daniel. — N.Y. : Riverhead Books, 2008. — 242 p.

**A.A. Rudenka**  
*BSEU (Minsk)*

*Research supervisor G.E. Kaziuchyts*

## MODERN TRENDS IN THE WORLD TRADE

Nowadays foreign trade is the main form of economic relations around the world. According to the dynamics, as well as cost indicators, it is ahead of the growth of the world production, capital flows and other kinds of the foreign economic relations, which is one of the most important characteristics of the modern world economy. The rate of the growth of international export-import operations exceeds the rate of the growth of the major segments of the global production, including manufactured goods, minerals and agricultural products.

The prominent role of trade in the global economy and its intensive development are the results of globalization and strengthening of the cooperation with most countries of the world. In its turn, globalization has caused a number of changes in the economies of the world, an example of which is formed on the current trend of the international division of labor.