

country. Since 2017, Belarus has introduced a visa-free regime for citizens of 80 countries, which positively affects tourism. We believe, that we should pay more attention to medical tourism because for the Republic of Belarus it is one of the most promising areas, which deserves special attention. And we can say that our country is a strong competitor in the field of medical tourism for a number of reasons. Firstly, the state is pursuing a socially oriented policy, aimed at strengthening health care, improving the quality of medical services, improving the legislative framework in the field of patient and doctor rights protection, improving the material and technical basis of medical and preventive institutions, introducing new methods of diagnosis and treatment into practice. Secondly, the price for medical services in Belarus is much lower than for the same services in other countries. Often this factor is decisive, because the difference in prices for the same service can vary significantly. Thirdly, the convenient location of Belarus in the center of Europe also contributes to the development of tourism. But at the same time there are shortcomings in the medical tourism system of Belarus. While Belarus has established traditions in the development of medical and health tourism on the basis of sanatorium-resort complexes, the segment of rendering medical services with the possibility of developing urban tourism is practically not developed.

The motivation for the development of tourism and attracting more and more tourists is the acquisition of the most advanced equipment, as well as training specialists to work with it. New modern equipment can guarantee less painful effects on the body and a short rehabilitation period.

One more thing that can be done to develop medical tourism in our country is advertising. In our opinion the government should develop different strategies to promote this type of tourism. For example, it is a good idea to advertise our services on the Internet, because nowadays it has become the main source of information for many tourists.

So, in conclusion, we can say that, though, there's still much to be done the government is heading in the right direction.

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THE ESSENCE AND RESOLUTION OF CONFLICTS IN TOURISM

Conflicts are very typical of modern business and can be observed between firms, organizations, associations etc. Interpersonal conflicts are not an exception either. The basic reason of conflicts in tourism is the violation of moral values in relations between colleagues and clients. Conflicts based on customer dissatisfaction are also very common in this sphere.

Psychologists define a conflict as a clash of opposite views, aims, interests, opinions or attitudes of two or more people, as well as contradictions,

leading to the development or deterioration of economic activity of the enterprise [1, 2].

Conflicts have a negative impact not only on the internal environment of travel agency (relations between colleagues, clients), they can also pre-determine poor economic development of the organization in general. Taking into consideration the fact that the business activity of any travel agency is closely connected with interaction between managers and clients, there is an opinion that tourism sphere managers are more liable to the origination of conflicts than another specialists.

For the sake of integral analyses of conflicts we decided to consider the functions (positive and negative) of this phenomenon, observing which, can, to our opinion, minimize conflicts or make their result more positive than it could be.

Positive functions of conflicts in tourism include the following points:

- 1) complete or partial eradication of contradictions;
- 2) development and positive change in relationships;
- 3) establishment of group solidarity;
- 4) revelation of internal motives of workers/clients;
- 5) development of psychological resistance to stress and etc.

Negative impacts of conflicts usually include:

- 1) interpersonal communication distraction;
- 2) quality of work deterioration;
- 3) customer dissatisfaction growth;
- 4) travel agency trust decrease;
- 5) travel agency income decrease [1].

The scientific literature distinguishes between the following layers of conflicts, observing which can lessen their quantity:

- 1) between a tourist (potential or factual) and travel manager (travel guides, hotel managers, interpreters, waiters, drivers etc.);
- 2) between travel agency managers (internal conflicts of the travel agency or with competitors);
- 3) between tourists (in group tours, during excursions, in restaurants, at the hotels and etc.).

Taking into account the above mentioned one can come to the conclusion that in any economically successful travel agency a manager should do his best to minimize conflict situations with clients. To our mind, it is only possible in case functions and layers of conflicts typical of tourism are taken into account during communication with clients.

References

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