

1) development of roadside infrastructure in order to lower prices which, in turn, will make products more attractive to customers;

2) marketing strategies should be developed and implemented both by state authorities such as the Ministry of foreign Affairs, the Ministry of sport and tourism, the Ministry of the economy and private companies [2];

3) greater use of the Internet for advertising, for instance, creation of videos both in Russian and English and downloading them on the Internet.

We live in an environment where brands have become an integral part of our daily lives. A good brand gives to its owner, first of all, a stable market, which provides the opportunity of uninterrupted sales of its products in almost any economic conditions; and secondly, the ability, which guarantees the successful release of new products to market using their already established name.

### References

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*A.S. Tarnovskaya, N.A. Novik*  
*BSEU (Minsk)*

## IMPROVEMENT OF MANAGERIAL SKILLS AND DISTANCE LEARNING

Nowadays in the contemporary services industry, there is undoubtedly a great deal of pressure on those in management positions. This pressure comes mainly from having to cope with considerable changes both from the internal and external environments. These changes are to do with the consumers of the services; with the changing demands of the professionals who operate the services as well as central policy and significant structural changes. Today's managers must be able to adapt to change; provide vision, principles, and boundary conditions, align people toward a purpose; set direction and strategy. As teams and partnership-working take on more and more responsibility, the manager's focus shifts from controlling and problem solving to motivating and inspiring. Of course, nobody can be good at everything. Developing management skills helps a manager to sharpen his/her focus on the critical areas and skills, it is *the subject* of our research.

There are many different training courses ranging from master classes to obtaining second or third University degrees aimed at improving management skills and upgrading the effectiveness of managerial decisions.

Distance learning is seen today as the most convenient and most effective way to upgrade the manager's professional level and constitutes *the object* of our study.

Though many people think about distance learning as a relatively recent phenomenon, it's actually been going on for well over a hundred years. Over the last 40 years, technological advancements, i.e. personal computers, Internet, chat, and practical necessity have worked hand-in-hand to continue the evolution of distance learning. More and more, educators recognize that our busy modern lives don't allow everyone the luxury of attending a traditional university or even engaging in traditional independent study programs. And much of the research collected over decades of studies showed that students tend to learn just as well from these new technological methods as they do from in-person teaching.

There are a lot of reasons why people want to engage in distance learning depending on their background, needs, finances, lifestyle, and occupations. Places of business do not have to lose their workers or managers for hours, weeks, or months in order to let them gain needed skills; and employees won't lose pay from missed work or pay extra for travel and other associated expenses.

From a teaching standpoint, distance learning is good not only because the learners might not give up their jobs; it forges links between people of widely different backgrounds, utilizes email, chat, or other forms of technology, and simply reaches a wider overall audience. The ability to interact with more people from varied backgrounds means that a broader point of view will be represented and explored. And the participation of well-known scientists and experts can help students to become more engaged with the material and gain confidence in what they are doing.

Distance learning helps to remove many barriers to education due to its relatively low price and high flexibility in the study modes. Students are given the opportunity to study at their own pace while working full-time jobs.

One more attraction that makes e-learning more appealing to students is personalization of the content to suit individual students learning requirements. Next comes its efficiency. Some studies show that the duration of training by correspondence can be reduced by 30–40 % compared to traditional face-to-face training, and the speed of memorizing the material learned increases by 10–30 %.

At any company the human resources department as well as its leadership formally and informally assesses the performance of the personnel and its effect on the productivity of the company as a whole. Hence, the company is trying to improve the efficiency of personnel through different on-the-job training courses and, no doubt, by widely advocating and fostering distance learning of those engaged both in production or sales and management.

Therefore, a manager or any other employee understands that nowadays his high performance and efficiency in terms of quality, productivity and

profit depends not only on the knowledge and skills he possesses but also on his desire and willingness to study and widen his and in the long run the company's horizons.

**A.С. Тамур**  
*БГУ ФМО (Минск)*  
**Научный руководитель Л.А. Морева**

## **PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF TRADE AND TOURISM INDUSTRY IN THE GLOBAL MARKET**

Despite the slow growth of the world economy, international tourist arrivals grew by a remarkable 7 % in 2017 to reach a total of 1,322 million. The growth is also expected in the year of 2018 at a rate of 4–5 %. These researches can tell us, that there can be certain reasons for such unusual growth at times when the market of travelling is facing dramatic changes and challenges. During my research I have found the very reasons and have tried to explain consistent patterns. Today Booking.com is a world-leading travel company. It was established in 1996 in Amsterdam and was one of the first travel companies with a specialization in e-commerce. Nowadays more than 1.5 million rooms are reserved on this platform. From a small Dutch start-up Booking.com has grown to a global company of such scale. And this web-site shows us that changes that came and are still coming into the world of global travel market.

Atypical traveler of the 21<sup>st</sup> century is in search of new impressions. With the development of new technologies we can share them not only with close people but with the whole people at the same time. People get more interested in travelling as phenomenon. According to the statistics from the US State Department, in the beginning of 1990 only 10 % of the Americans had a passport as there was no necessity in it, today this percentage is about 40 % and the number of owners of passport is only growing every year. It is becoming easier to travel thanks to a lot of new no-visa requirements. The best passports for travelling are Singapore and South Korean. New generation of so-called “Millenials” all across the Globe tend to spend money for new impressions more than for a brand-new stuff. Young people decide to start a family later than their predecessors, they want to educate more and find themselves, and travelling is an essential part of it.

We can't but mention the appearance of new e-services. We tend to refuse the services of customary travel agents and tour operators so as to organize our holidays on our own. Beach holidays are being gradually replaced by activity holidays. During my research I have found the most popular e-services according to the App Store ratings, such as TripAdvisor, AirBNB and Couchsurfing. These apps are free to use and people all across the Globe write reviews on voluntary basis. The whole system works only