

- Increasing in overall performance of organization;
- Constant inflow of job candidates that are highly qualified;
- Better public perception of companies that promote fairness and equality.

So what needs to change?

Companies: It is time for them to move beyond female participation at a non-existent level. If there is little-to-no diversity in decision-making there is a great chance that a company is under-performing.

Investors: They have means to pressure companies to diversify their boards which can lead to proven performance benefits.

Governments: There has to be an understanding that economies have potential for greater performance. Mixed executive teams generally perform better at low-productivity times.

People: If we want to build an equal society then we need to give opportunities to women, we need to make gender equality a habit.

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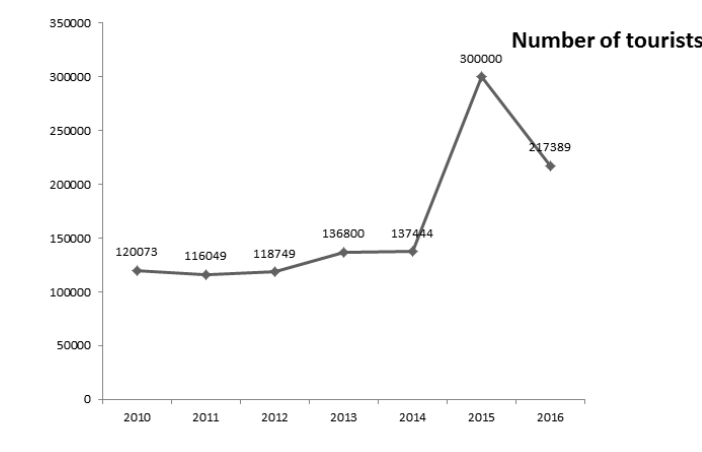
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BELARUSIAN EVENINGS FOR FOREIGNERS

БЕЛОРУССКИЕ ВЕЧЕРА ДЛЯ ИНОСТРАНЦЕВ

Today we are speaking about the tourism industry of the Republic of Belarus. Our country is in the center of Europe. Due to its advantageous geopolitical situation

Belarus is in the center of tourism innovations. However, the situation is reversed. Let's look at the diagram.

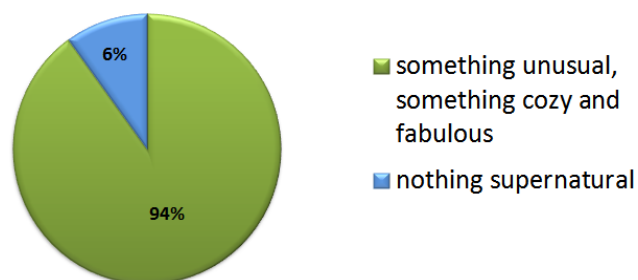


The diagram shows the number of visitors in recent years. At the period of 2010-2015 there was an increase of tourists who visited our country. But in 2016 the National Center of Statistics showed a significant decline in the visit of foreigners. This year of tourists our country's visit has decreased in comparison with 2016.

The main question for today is the following: "What should be done in order to make Belarus more interesting for tourists?" Nowadays people receive a lot of information on the Internet. We choose a country and look at its tourists guide. Every country has got a business card on the video. In Belarus there was a contest for the best film called a "Business Card of Belarus". In the last competition a video by students of the Belarusian Institute of Culture won the 1st prize, gaining 81% of general vote.

This video conducted a deep scientific survey. It was introduced to 23 foreigners, and after viewing it people answered one question:

"What do you expect from the visit of Belarus after watching this video?"



We propose to consider the idea of introducing Belarusian literature in foreign languages into hotels and health resorts. Foreigners getting into our country will fill Belarusian spirit from our excursions and get a certain harmony of happiness. In order to keep it throughout the trip and after it, the organizers can gather groups of people in special halls with cozy chairs and make ready-made herbal teas. Herbal teas contribute to the stabilization of the human nervous system, which gives visitors a

complete relaxation and a state of some kind of euphoria. A combination with the relaxation literature gives the effect of coziness and warmth, which leads the human body to self-healing. The main idea of success is the correctly chosen genre of literature according to the age of people. In addition to literature, different stories, legends and myths of Belarus could be included in social programs. We could propose Belarusian fairy tales told by the specially trained staff in foreign languages to the children in the evenings.

Having interviewed 23 people on the topic of introducing Belarusian culture evenings, we got 100% of their great interest. Leaving our country visitors are expected to experience a wonderful state of inspiration. Their positive impression will always be known to others and will attract more and more people to our country.

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CAMPING: REISE FÜR RISIKOBEREITE MENSCHEN ODER EINE GEWÖHNLICHE ERHOLUNG

КЕМПИНГ: ПУТЕШЕСТВИЕ ДЛЯ ЭКСТРЕМАЛОВ ИЛИ ТИПИЧНЫЙ ВИД ТУРИЗМА

Diese Forschung ist der weltweiten Verbreitung solcher Erholungsort wie Camping besonders in Deutschland und Belarus gewidmet. Das Problem in Belarus steht darin, dass die Leute überhaupt von solchen Urlaubsart nicht benachrichtigt sind, obwohl es eine Entwicklungsaussicht des belarussischen Tourismus werden könnte.

Was bedeutet Camping? Dieses Wort wurde vom lateinischen campus „Feld“ abgeleitet. Es bezeichnet eine Form des Tourismus, bei der die Urlauber in Zelten, Wohnwagen oder Wohnmobilen übernachten.

Camping entstand in den 1920er-Jahren in Deutschland. 1931 wurde der Wohnwagen entwickelt. Und wer wählt Camping? Es sind 2 Haupttypen der Menschen auszuzeichnen, die Camping bevorzugen. Das sind Familien mit Kindern und Freunde, weil diese Reiseart der Menschen schart. Seltener kann man hier Senioren beobachten, denn Camping ist ein bisschen beweglich und aktiv für sie.