

of Abraham Maslow, every person needs to recognize the achieved heights, respect and fulfillment of their creative needs. A system of intangible incentives for an employee and the methods of motivation are built on these needs, which is why they have the greatest value than financial incentives. It is important that tourism organizations carry out such methods of non-financial motivation as holding contests and quests among the team, encouragement in the form of tickets to cultural events, tourist vouchers, celebrating significant dates for the company, corporate trips to nature, congratulating employees. It contributes to team cohesion, establishing good relationships, a friendly atmosphere at work, makes it possible to see the own value of each employee in the organization.

Thus, important intangible results can be the improvement of the quality of service, the establishment of a positive climate in the team. From the standpoint of economic terms an increase in revenue and profit is projected, an increase in labor productivity for new employees, a decrease in staff turnover, and a reduction in personnel recruitment and training costs.

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## **COVID-19 AND ITS INFLUENCE ON TRAVELLERS**

Traveling is important in that it opens our horizons and gives us a broader understanding of life, people, and cultures. It takes us out of our comfort zone and gives us new tools and life experience to deal with different situations and types of people.

When it comes to the subject of travel, it is important to realize that the experiences that we can have at home are limited. The importance of tourism can be attributed to the educational value that it provides. Travellers and tourists can learn many things while undertaking a tourist experience, from tasting authentic local dishes to learning about the exotic animals that they may come across.

The modern role of tourism is ultimately determined by its impact on the quality and life expectancy of people. Therefore, the concepts of biomedical, economic and social efficiency of tourism are used in tourism. Biomedical effectiveness refers to the assessment of the impact of tourism on the prevention of diseases among the population by reducing stress level. With the rational organization of tourism, it is possible to reduce the overall morbidity rate by 30 % [1].

The COVID-19 pandemic has impacted the tourism industry due to the resulting travel restrictions as well as slump in demand among travelers. The tourism industry has been massively affected by the spread

of coronavirus, as many countries have introduced travel restrictions in an attempt to contain its outbreak [2]. The United Nations World Tourism Organization (UNWTO) estimated that global international tourist arrivals might decrease by 58 to 78 % in 2020. In many of the world's cities, planned travel went down by 80–90 %. The restrictions also affected tourist attractions around the world. Museums, amusement parks and sports venues were closed. UNWTO reported a 65 % drop in international tourist arrivals in the first six months of 2020. Air passenger travel showed a similar decline [3].

In this way, people have become restricted in education in tourism, in education through tourism services and in improving their health.

### References

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## THE ROLE OF THE INTERNET IN TOURISM RECOVERY

The COVID-19 pandemic has had and continues to have a tremendous negative impact on the state of the world's economies. One of the most severely affected industries was the tourism industry. Due to the catastrophic impact of the coronavirus pandemic on international tourism, the global economy may lose more than four trillion dollars in 2020 and 2021. This is evidenced by the published report of the UN Conference on Trade and Development (UNCTAD). That is why the problem of transformation of the global tourism market and its focus on recovery after the pandemic is becoming more urgent than it was before.

Today the most important change is the development of information technology and the digitalization of the world economy sectors [3, p. 287], therefore one of the prevailing trends in business promotion is using all kinds of messengers and social networks, such as Instagram, Telegram,