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PROBLEMS OF NON-MATERIAL MOTIVATION OF EMPLOYEES AND WAYS TO OVERCOME IT IN THE TOURISM INDUSTRY

Employees of any organization are one of the main sources of achieving the goal. The primary task of any sphere of the tourism industry is to find effective ways to manage labor, ensuring the activation of the human factor and reaching the best production results. In the conditions of the dynamic development of modern world, the need to find ways to improve the efficiency of the use of labor potential in organizations is sharply increasing. Management is giving serious attention to activities aimed at improving staff productivity. One of the most effective leverages on employees in any organization is motivation in all its forms. The specialists should study the needs of their employees, the motives of their behavior, and on this basis effectively manage the mechanism of labor motivation in order to achieve strategies and objectives.

The way to effectively manage a person is through understanding his motivation. With notice of what moves a person, what encourages him to work, what motives lie at the core of his behavior, you can try to work out an effective system of personnel management forms and methods. To do this, it is necessary to know how certain motives arise or what caused them, how they can be put into action, how people are stimulated. However, in hospitality industry managers often use material ways to motivate employees, such as wages, a system of benefits, remunerations, additional payments for seniority, health insurance, public praise, improving the qualification level of workers and promotion through the ranks, fully paid vacation, a full social package with sick pay, pension insurance, favorable insurance, options with sanatorium treatment, financial support for young families, etc. Of course, financial incentives for employees are effective, but there is no such employee who could be kept in the workplace solely with the help of money, while completely ignoring working conditions and a comfortable psychological environment. Apart from a decent salary, it takes intangible stimulation to encourage a person stay and develop within the company.

Non-financial motivation unites the staff of the team. Such processes have a positive impact on the overall atmosphere. Based on the theory

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