

If you want to increase your profit, you must make sure that your brand is associated with impressions when buying, using or owning goods. A striking example will be the Coca-Cola and Pepsi-Cola companies, which constantly compete with each other and try to convince customers that it is their product that will bring unforgettable impressions and emotions. The best things on earth are not things.

Thus, the industrial economy and the service economy together with their arrival caused a wide spread of new economic proposals. The same thing will happen with the economy of impressions. Companies that will focus only on goods and services as before will not be able to compete with those who react quickly to new trends. To avoid this fate, you need to learn how to sell not just a product or service but to create an incredible, exciting impression for customers.

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FORMS AND TYPES OF PERSONNEL LABOR INCENTIVES

Today the practice of stimulating personnel is widespread in the world. It is considered as a common element of the personnel management system, which, in turn, is inextricably linked with all other elements of the system. This approach assumes that in a competitive environment, the human factor is the determining aspect of an organization's success in the market. For this reason, the HR program includes not only the definition of methods and forms of incentives, but also clear planning of personnel, training of management personnel and other areas of work with personnel.

Labor stimulation is an external motivation, an element of the labor situation that affects human behavior in the field of labor, the material shell of staff motivation. Staff motivation is one of the ways to increase labor productivity. Motivation of personnel is a key direction of personnel policy of any enterprise.

When organizing an incentive system, it is necessary to adhere to the principle of flexibility. The flexible system of remuneration is based on modern forms of remuneration, depending on the results of labor activity. Such an incentive system allows the manager to simultaneously provide each employee with guarantees of receiving

wages in accordance with his professional skills and compare the employee's remuneration with the indicators of the enterprise as a whole.

A flexible incentive system provides a better approach to the issue of individual payments to an employee, with the help of the current system. It is easier to take into account individual and collective additional payments to an employee. As a result, the company is experiencing an increase in the efficiency of all personnel, which can be achieved by improving the efficiency and quality of each employee's work of the enterprise. At the same time, an entrepreneur should strive to attract and retain highly qualified employees for a long period of time, those who most of all affect the productivity and quality of products as such.

Material incentives are the most common type of labor promotion in the world. Material stimulation is divided into the classical monetary representation of material-monetary and social material-non-monetary forms. Material and monetary form is represented by wages, bonuses, allowances, surcharges, material and non-monetary stimulation, in turn, is often provided in the form of vouchers to sanatoriums or trips abroad, free treatment and transportation costs, which the organization can pay at its own expense.

Spiritual stimulation is widely spread in the countries of the Western world. It is not possible to effectively stimulate workers with high wages and provide them with everything necessary in the material and non-monetary plan by material factors. For this reason, European managers often turn to the practice of spiritual or, in other words, social stimulation. This type of incentive involves paying employees' attention to the prestige of the place where they work, highlighting the opportunity for professional and career growth. Managers often resort to paying direct or indirect collective attention to the achievements of the team leaders, thereby singling them out. The psychological approach, which is an integral part of the spiritual environment, takes an essential niche in stimulation. With this approach, the main role is played by maintaining the team spirit of each individual employee and the team as a whole.

Anticipatory and reinforcing forms of incentive organization differ in the degree of awareness about the object of management and the relationship between incentives and performance results. In an advanced form, the incentive object is informed before the beginning of the activity about the results which have to be achieved, how and by what means the work performed will be evaluated. The division of the forms of incentive organization into individual and collective ones depends on the results of the work by which the stimulation of specific objects takes place. If it is based on the results of an individual employee's work, then this is an individual form of stimulation, and if it is based on the result of the activity of the entire team – then it is a collective form.

Positive and negative forms of incentive organization are based on deviations of performance results from the normative ones. The management entity encourages the achievement and exceeding of regulatory indicators by the object of stimulation by increasing the degree of satisfaction of the object's needs. On the contrary, failure to achieve, lagging behind the established performance indicators is punished accordingly by a decrease in the degree of satisfaction of the needs of the management object. A decrease in the level of satisfaction of needs can be expressed in the form of a fine, demotion, reduction in the amount of bonuses or salary.

The immediate, current and prospective forms of incentive organization are highlighted depending on the time gap between the results of the activity and the receipt of the corresponding incentive. The advantage of the direct form is efficiency and a very clear and direct relationship between the action and the stimulus. The current form may appear at the end of the quarter, half-year and year. It creates a person's confidence in being rewarded after these periods. It is preferable for the company, since the employee, focusing on the end of these terms, will fully devote him to the result. The perspective form contributes to the formation of a unified, cohesive team that directs its efforts to achieve the final performance indicator, which is focused on the long-term motivation of employees.

Depending on the degree and nature of the specific conditions for obtaining an incentive, general and targeted forms of incentive organization should be distinguished. The general form applies to all participants in public production. This form takes into account both the duration of flawless performance of labor, and one-time outstanding successes and achievements of the employee. In the target form, the development of special provisions is mandatory. So, it is necessary to clearly record the absolute or relative indicators of the results of specific activities of production participants, the achievement of which is a condition for assigning the appropriate title to an employee of the company.

So, people can play a key role in the competition of enterprises. By developing a unique approach to working with human resources, a flexible payroll system, staff training, material and spiritual incentives, as well as maintaining high morale, an enterprise can achieve incredible results and be competitive.

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MYSTIC TOURISM AS A RESOURCE FOR DEVELOPING THE TOURIST ATTRACTIVENESS OF THE REPUBLIC OF BELARUS

Supernatural tourism is a form of mystical tourism. It is travel for the purpose of visiting places with supernatural lore such as ghosts, vampires, demons, werewolves and the like. In the given article the main groups of the supernatural tourism in Belarus are described.

On the territory of Belarus, each castle has at least one legend, in lakes “exist” mermaids, vampires walk through the villages, boulders have magical powers, and in many cities aliens are frequent guests.

When analyzing possibilities for mystical tourism in Belarus, it has been revealed that the whole potential is held by ghost castles:

1. Black Panna of Nesvizh (Nesvizh castle)
2. White Pan of Golshan (Golshan church)