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)
3. Ghost of the Black Friar at the Golshan Castle
4. Ghosts of Krev Castle
5. Ghosts of Mir Castle
6. Koss’s Chase and King Stach’s Wild Hunt
7. Ghosts of the Warriors (Leeds Castle)
8. Ghosts of the Gut Magnate (Lubčany castle)
9. Ghost of Yadwiga (Lošice manor)
10. Ghosts of a young man and a girl (Bychov Castle)

From the total amount of mystery tourism objects ghosts make up 37%. This direction is used as a part of excursions, but objectively the Black Panna of Nesvizh castle is used as a separate tourist unit as much as possible, which makes it the most famous ghost in Belarus. About 95% of mystery-themed offerings from domestic tourism enterprises provide tours to Nesvizh and Mir Castle. Promotion can include themed and animated tours, quests, theatrical performances and balls.

Stones and boulders come next in terms of the number of objects - 33.5%:
1. Stonehenge (Janovo Lake)
2. Boris stone (Polotsk)
3. Vorotishin cross (Kameno)
4. Borisov stone in Druja
5. The Velesov stone (Kryzhovka)
6. The prince’s stone (Berezovshchina)
7. Boulders “Bulls”.
8. Devil’s Stone (Voronino)
9. Big rock (Gorki)
10. Great Lithuanian stone (Litovka)
11. The Holy Stone Senezhica (Senezhichi)
12. Poklonnye Stones (Gorka).

They are practically not used in the Belarusian tourism industry. However, locally they are still in demand among people who believe in the magic power of stones.

The next are supernatural creatures – mermaids, watermen and vampires – 18.5% by the number of objects:
1. Mermaids (lake Svetloe)
2. Mermaids (lake Litovka)
3. Waterman (Red Marsh)
4. Vampires (Pare)
5. Vampires (Putchino)

The given direction is not used in tourism in any way and by nobody as there is no tour object relating to the myth about the supernatural. The intangible component can be supplemented and developed by using it in quests and themed events.

To sum up, Belarus has resources for mystical tourism. This type of dark tourism is not associated with death and tragedy, so when developing the tourism product it is important to apply as much creativity as possible, because the object of the story is something that cannot be seen. In this way, it will give the tourist enterprise an exclusive product and the tourist will be able to plunge into the magical atmosphere and get the maximum pleasure from the trip.
The territory of Belarus is rich in tourist objects which refer to dark tourism. This provides an opportunity to develop this segment, as today only a smaller share of Belarusian dark tourism attractions is popular. Reconstruction of the sites, creation of coordinating centres and design of thematic tours will give an opportunity to increase not only the volume of domestic tourism, but also the volume of inbound tourism.

REFERENCES:

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IMPRESSION MARKETING AND ITS INFLUENCE ON CONSUMER BEHAVIOR

The purpose of this work is to consider how a huge amount of diverse information affects the consumer, and which flow of information will have the greatest impact and interest the consumer depends on the seller. It has become more difficult for manufacturers to attract attention and stand out from competitors. Traditional advertising is no longer so effective, that is, on television and radio, in newspapers, on billboards. Every day manufacturers are looking for new ways to attract the attention of the buyer.

All methods of purchasing any product are available to the modern consumer. It just got boring to “buy”. Simple advertising on television is no longer enough for a potential consumer to want to buy a product. Currently, the purchase decision will be influenced not only by the price, the desire to buy, financial capabilities, and so on, but also the buyer’s impression of the product or brand. Today, consumers judge products, brands, and organizations based on their own feelings. Therefore, the main goal of the business is to form the right impression with a potential consumer.