

people from different countries and regions of the world, and contributes to combating climate change and protecting the environment.

Thus, the above data confirm that celebrating Tourism Day does not only promote the role of tourism, but also contributes to overcoming global challenges and provides an opportunity to reflect on the importance of tourism for the well-being of the world.

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WAGES AS THE MAIN FORM OF REMUNERATION FOR WORK

By the beginning of the XXI century, objective trends in the development of a socially-oriented economy had developed in the world, determined by the focus on improving the quality and standard of living of people. In these conditions, it becomes urgent to create a new system of social protection of employees and a fair wage system that corresponds to market relations.

Wages are an integral element of the socio-economic policy of the state, the main source of improving the welfare of workers, the main mechanism for encouraging high-performance and high-quality work.

The analysis of the evolution of theoretical views on the nature of wages allows us to postulate the need to differentiate the concepts of “wages” and “remuneration”. Wages should be considered as remuneration for work, determined by the content and complexity of work in the workplace, the requirements for the employee, the costs of simple and expanded reproduction of labor, the state-guaranteed level of wages of workers in the country. Remuneration of labor is a system of relations related to ensuring the establishment and implementation by the employer of payments to employees for their work in accordance with laws, other regulatory legal acts, collective agreements, agreements, local regulations and employment contracts.

Wages in a market economy are the main form of the employee’s labor price, the equivalent of the part of the employee’s accumulated human capital amortized over the

time worked, paid from the enterprise's consumption fund in accordance with the quantity and quality of labor expended, the real contribution of each and depending on the final results of the enterprise's production and economic activities. In the conditions of the formation of a socially oriented model of the economy, the most significant functions of wages are reproductive, stimulating, social and production-share. When regulating wages, it is necessary to strengthen one or weaken other functions in a timely manner so that the organization of wages meets the objective content and features of the society's development.

At the same time, remuneration of labor as the main form of income of employees should perform such functions as reproductive, stimulating, regulating, social, accounting, production, status functions.

In the transition to market relations, a characteristic feature is the reduction of centralized wage regulation and the establishment by the state of only minimal guarantees in the sphere of labor and its payment. The level of wages is formed under the influence of complex multidirectional mechanisms of a socially oriented market economy. The process of wage formation depends on state policy, adopted social programs, the actions of employers and trade unions, and other factors. At the same time, the stimulating function of remuneration should be considered as providing the employer with the opportunity for the employee to receive a higher salary for the work performed qualitatively.

In order to ensure high production efficiency, improve the use of the resource potential of the enterprise and increase the efficiency of the organization of remuneration, it is necessary to develop an adequate mechanism for labor motivation, the most important part of which is the organization of material incentives. The main problem in implementing the motivational-stimulating function of wages as the main incentive for labor activity is to ensure an effective relationship between the results of an employee's labor activity and the amount of his remuneration. The organization of wages includes not only the relationship between the quantity and quality of labor with the amount of its payment, but also the construction of a complex system of rationing, tariffs, bonuses, surcharges and allowances.

Differences in the organization of labor processes, the variety of tasks solved in the process of personnel management, cultural and national traditions have led to the formation of a large number of methods, forms and types of remuneration for work. Flexible wage systems are becoming especially popular today, assuming the establishment of differentiated wage conditions aimed at strengthening the material interest of employees in improving labor productivity and taking into account the complexity of the work performed, the level of qualification, efficiency, quality and working conditions, as well as the contribution of each employee to the overall outcomes of his enterprise's performance, creativity.

A variety of forms and types of flexible remuneration systems will allow you to choose a system that is suitable and appropriate to the characteristics of the enterprise. It is important to inform all employees of the company about the transition to a new wage system, its features and advantages. This will reduce the resistance to change on the part of the staff and ensure effective motivation of staff to high-performance work.

Improving the organization of wages will contribute to: strengthening the stimulating role of wages in the development of a market economy, its redirection to the real consumer sector; reviving the solvent demand of the population and increasing its investment activity; legalization of all types of labor income; establishing an equilibrium price for labor in the relations of purchase and sale of labor corresponding to the costs of its reproduction, demand and supply in the labor market; strengthening motivation for high-performance work, the development of modern resource-saving technologies; to increase tax revenues and reduce the burden on budgets of all levels; to reduce poverty among the able-bodied population, to form a “middle class” and to create a sustainable social way of life.

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FREE TRADE ZONES AS A FACTOR IN THE DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY

At the present stage of the development of the world economy and international trade special attention is paid to increasing the degree of openness of national economies and strengthening the processes of their economic integration.

Each Party that participates in the integration process has its own interests and pursues goals to participate in this process. There are a large number of reasons, for example, the desire to gain access to the foreign market for the sale of products of domestic manufacturers, as well as access to possible production resources; improve trade conditions; reduce transport losses, the costs of obtaining various licenses and certificates; achieve sustainable economic growth; attract foreign investment.

Equally important are non-economic goals, for example, establishing closer relations with neighboring countries, strengthening cooperation in cultural, scientific, social and political fields, increasing its influence on the global political and economic arena.

Taking into account the above, free trade zones are an effective form of interaction and economic integration of states. They represent a type of international integration in which customs duties, taxes and fees, as well as quantitative restrictions in mutual trade