

women (67%) and 4 are men (33%). – a low level of leadership skills: 4 students (13%), of which 4 are women (100%).

The next stage of the empirical study was to compare the indicators before and after the corrective action; for this purpose a nonparametric statistical test, the Wilcoxon T-test, was chosen. The indicators after the experiment exceed the values of the indicators before it. The sum of the column and the checksum are equal to each other, which means that the ranking was carried out correctly. The rank correlation coefficient $r(s) = 0.177$ - reaches the level of statistical significance.

The results of the comparison showed that the level of leadership qualities of 2nd – 4th-year students changed after the training sessions, which indicates the effectiveness of using socio-psychological training as a means of forming leadership qualities in students.

Thus, the hypothesis about the development of leadership qualities in students through a special complex of socio-psychological training is reliable.

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EFFECTIVENESS INDICATORS OF BARCELONA HOTELS

Barcelona is the second largest city in Spain and one of the most visited cities in Europe, currently ranked fifth in ICCA's list of most popular destinations for meetings and events. According to the research conducted by PricewaterhouseCoopers International Consulting Agency in 2016-2017, Barcelona has become a key tourist destination and venue for events due to a considerable number of great tourist attractions, such as beaches, modern architecture, gastronomy and an infrastructure ideally suited to this market sector. Also, Barcelona is a leading MICE (Meetings, Incentives, Conventions and Exhibitions) destination, hosting nearly 2,000 different events a year [1].

In the last few years, Barcelona has experienced significant tourist growth and now is one of the five most visited cities in Europe. In 2016, the Barcelona-El Prat airport registered more than 44.1 million passengers, an increase of 11.2% compared to 2015. As a result, 2016 was a really profitable year for the hotel sector in Barcelona, with RevPAR increasing by 10.7% taking it to 104,7 euro mainly due to a significant increase in ADR,

+8% to 136,7 euro. Occupancy rates in Barcelona hotels grew in 2016 by 1.6% to reach 76.6% for the year. This increase shows that Barcelona is becoming more and more popular every year [2].

Relying on the research in the European cities hotel forecast report, RevPAR, ADR and occupancy rate continue to increase. The increase in indicators is observed in figure 1.

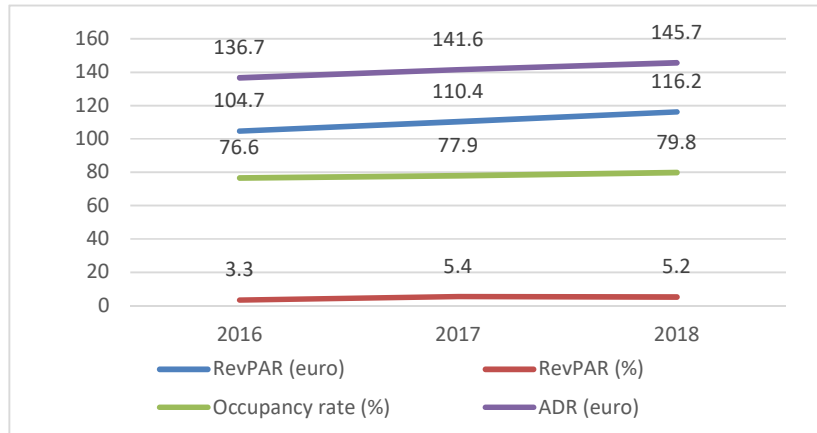


Figure 1. – Key effectiveness indicators of Barcelona hotels, 2016-2017 [1, 3]

According to Figure 1, the growth rates of RevPAR, ADR and occupancy rate are visible. In 2017 RevPAR was increased by 5.8% taking it to 110,4 euro mainly due to a significant increase in ADR, +3,4% to 141,6 euro. Occupancy rates in Barcelona hotels grew in 2017 by 1.3% to reach 76.6% for the year. In 2017, the growth in the number of foreign tourists arriving and the increase in the number of hotels were not the only factors that contributed to the development and increase in performance of hotels. In addition to pilgrimages and religious holidays, a large number of carnivals and festivals were held in Barcelona, which attracted tourists from all over the world. In addition, sports events such as the Spanish Football Championship handball and other sports.

Based on research by PricewaterhouseCoopers, in 2018, the performance indicators of Barcelona hotels have changed: RevPAR increased by 5,8 euro, however, it decreased in percentage terms by 3.8%, ADR changed to 145,7 euro (+2.8%), and occupancy rate grew to 79.8%, which is +2.3% more than in 2017 [3].

In addition to national holidays and festivals took place in Barcelona, such as Barcelona Beach Festival 2018, Dia de Sant Jordi (23rd April), Primavera Sound Festival (May/June), Cruilla Festival, Sant Joan (23rd/24th June), L'Alternativa – Barcelona Independent Film Festival (November). Likewise, many exhibitions were held in Barcelona in 2018. On average, more than 600 events were organized in 48 conference halls and hotels as well as 12 in exhibition centers in Barcelona [4]. Organization of business meetings and congresses, as well as exhibitions ranging from construction to fashion for different directions attracted almost more than 13,5 million international tourists. Among the popular exhibitions are the following: Advanced Factories, FUTURMODA, Handmade Festival Barcelona, B-Travel, Technology for Marketing, Technology for Marketing etc. [5].

Summing up, we can note that Barcelona has become a key tourist destination and a series of events and conferences planned from 2016 to 2018 as well as a hotel

moratorium are expected to drive further growth in RevPAR, largely through price increases. Positive growth rates of a number of indicators, such as RevPAR, ADR and occupancy shows that Barcelona hotels conduct effective tourism activities, increasing competition and profit from the sale of hotel services every year. In the prospects for the development of the Barcelona hospitality industry, an increase in the number of tourists staying for recreational purposes, as well as visits to conference hotels and events, festivals and exhibitions, can be noted. Moreover, at the same time an increase in the main indicators of the effectiveness of hotels in Barcelona is predicted.

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ECONOMIC PSYCHOLOGY: THE SIGNIFICANCE OF ECONOMIC- PSYCHOLOGICAL KNOWLEDGE IN RELATED SCIENCES

Economic theory nowadays acts as an interdisciplinary science and uses the tools of other sciences in its field – physics, mathematics, logic and applied disciplines, such as economic psychology.

The need for a full-fledged creation of economic psychology as a separate science arose in the second half of the XX century. The practical side of life increasingly proved the fact that people's economic decisions are not always based only on rational attitudes. The emotional and psychological aspect sometimes still plays a decisive role. It turns out that most economic decisions are made on the basis of not so much logical as emotional assessment. In this regard, in people's lives, the desire for motives for knowing the patterns, with which the psychological side of the issue and the attitudes of interacting partners are formed, increased.