

to predict the prospects for the development of the organization, as well as determine the possible difficulties that it may face in the future.

Conclusion. Analysis of the internal and external environment of the organization's functioning is an extremely important process for the development and implementation of the organization's behavior strategy. At the same time, this is a very complicated procedure, which requires constant monitoring of the processes occurring in the environment, assessment of factors, establishing a connection between them and the strengths and weaknesses of the organization, as well as opportunities and threats from the external environment. If you don't know what is happening in the external environment and if you don't develop the internal one, your organization's competitiveness will begin to decline very quickly, and in the worst case, this may lead to its liquidation.

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MARKETING IN TOURISM SPHERE

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Summary - The most important activity of firms, tourism, promotion of tourism products on the market, advertising and implementation of the prepared tour package. Currently, the media, special publications, brochures are literally crowded with a variety of tourist all right to bring to potential client actions. This task is feasible if the management of the company has knowledge in marketing and advertising department. Advertising, as the main means of promoting a tourist product, is not cheap and not always effective. Using marketing technology will allow rational use of tourism resources, including money, to promote and implement tours and will help in choosing the most effective promotion methods for each travel product.

Introduction. Tourism in its basic characteristics has no fundamental differences from other forms of economic activity. Therefore, all substantive provisions of modern marketing can be also applied in tourism.

At the same time, tourism has its own specifics that distinguish it not only from trade but also from other forms of services trade. Here there is a trade, like services and goods (according to experts, the share of services in tourism makes 75%, goods – 25%), and the special character of consumption of tourist services and goods in their areas of production, moreover, in a certain situation (No. 5; 20).

The main part. Travel product, along with common specific characteristics of services have their own special and distinctive features:

1. It is a complex of goods and services characterized by a complex system of relationships between the various components.

2. The demand for tourist services is extremely elastic with respect to income and prices, but largely depends on political and social conditions.

3. The consumer usually cannot see the tourism products prior to consumption, and the consumption in most cases is carried out directly at the place of production of tourist services.

4. The consumer overcomes the distance that separates it from the product and place of consumption, and never Vice versa.

5. The tourism product depends on variables such as space and time, it is characterized by fluctuations in demand.

6. Tourist product is created by efforts of many enterprises, each of which has its own methods of work, specific requirements and various commercial goals.

7. Cannot be achieved a high quality of tourist services in the presence of even minor defects, because a service of tourists consists of the most detail and small parts.

8. On the quality of tourism services is influenced by external factors that force majeure nature (natural conditions, weather, politics, tourism, international events, etc.).

The world tourism organization (WTO) distinguishes three main functions of marketing in tourism: establish contacts with clients; development; control. Establishing contacts with customers aims to convince them that the alleged resting place and existing services, attractions and expected benefits fully correspond to what I wish to obtain the clients themselves.

The demand in tourism. From the point of view of demand it is possible to allocate three types of tourism: domestic, inbound and outbound. Categories of tourism include international and national tourism as well as tourism within a

country (Fig. 3.1). Overnight visitors considered tourists, and day visitors tourists. As tourists are tourists who arrived in the country on a cruise ship, if they don't use to stay overnight in local accommodation facilities.

Segmentation by geographical factors involves the separation of demand for different geographic units:

- domestic, inbound and outbound tourism depending on the country of residence of the tourist;
- tourism on parts of the world, countries, regions, cantons, cities depending on the geographical purpose of the tourist trip.

We give a sample list of socio-demographic, psychological and behavioral criteria of segmentation of tourist demand. Socio-demographic call the following criteria:

- age;- gender;- occupation; profession of head of household;- the size of the settlement where the tourist resides;- the number of family members accompanying the tourist;-the type of the family;- nationality;- religious beliefs;- the presence or absence in the family of private vehicles;- the family income;
- income per family member.

Psychological and behavioral criteria (characteristics) of tourist behavior:

- the motive of the trip; -psychological portrait of the tourist; -seasonality; -organization of the trip (tour operator); - form of trip; - used vehicles;
- means of accommodation used; - travel distance; - duration of the trip; - sources of financing for the trip; - consultants and intermediaries in deciding whether to make a trip.

Demand for tourism goods and services depends on many variables, some of which are independent and out of control by producers of tourism products and potential tourists, while others are subject to change and are dependent on each other.

The demand for tourism can be divided into potential and actual. The potential demand for travel goods and services is determined by the number of people who wish to travel. Actual demand is represented by those traveling at a given time and heading to a specific destination. The efforts of marketers should be aimed at minimizing the quantitative difference between potential and actual demand.

Also, demand factors can be divided into general and specific.

Common demand factors include:

1.Purchasing power. The high degree of dependence between the level of life and intensity of travel is one of the most important factors of tourism. The increase in personal income leads to a redistribution of total expenditure in General and tourism in particular. The positive elasticity of demand for travel services relative to income explains the rapid growth of tourism demand.

2.Demographic structure and trends. In this case, important is not the size and growth of the population and the changing age structure. The increase in the average age leads to the fact that more people have the income that allows them to travel.

3.Social and cultural factors. The increase in leisure time and the recognition of paid holidays as social need increases the demand for tourism to the same extent as changes in lifestyle and preferences. More emphasis on freedom of movement, travel as a means of expression and a way of getting new impressions and experience. Stress also contribute to the growth of tourism demand in the field of entertainment, rest and recreation activity.

4.Motivation and attitude towards travel. Since the benefits derived from tourism in most cases is intangible, abstract and subjective, it is not surprising that a specific tourism products and services can attract consumers, often with conflicting and incompatible needs and motives. This should be considered in the development of promotion strategy and promotion planning.

5.Opportunities for travel and the intensity of the marketing. The volume of demand is determined not only by the desire and needs, but also purchasing power and available supply. In other words, the demand for tourism is higher, the greater choice of tourist opportunities.

Conclusion. The basic principles of tourist marketing are as follows:

- 1) focus on achieving the final practical result of tourism activities;
- 2) the focus of the tourism organization is not on the short-term, but on the long-term strategic result of all marketing work;
- 3) the use of tactics and strategies of active adaptation to the requirements of potential buyers with targeted simultaneous impact on them.

The principles of marketing determine the specific directions of marketing activities of a tourist organization, its functions, which are closely interconnected and therefore it is impossible to exclude any of them from the system without violating its integrity.

By analyzing various approaches to the very concept of "service as a product", scientists and specialists determine the essence of the concept of "marketing of services" in different ways, highlighting both the specificity of the essential features of this concept and the characteristics of approaches to its main purpose.

The formation of the tourist services market, the need to develop a hotel-tourist complex, the commercialization of tourism activities have led to the need to introduce marketing principles in the activities of tourism organizations.

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PROBLEMS OF USING OUTPLACEMENT IN BELARUS

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Summary - This article discusses the problems of outplacement in the Republic of Belarus and ways to solve them.

Резюме – В данной статье рассматриваются проблемы аутплейсмента в Республике Беларусь и пути их решения.

Introduction. Due to the global economic crisis, all areas of business are facing problems. The negative consequences vary, but one of the key ones is the mass release of personnel. We are not talking about firing bad employees, but reducing part of the staff due to the fact that it is necessary to reduce costs in the budget. Because of such abrupt changes, many employees may face future problems, such as job search and psychological shock. In this case, the outplacement procedure or "soft dismissal of employees" is applied. In the United States, this service is used in 80% of cases of employee reduction, in Europe – 20-30% [1].

Main part. Outplacement consists of a set of procedures that include professional consultations, additional training, preparation for dismissal, as well as the search for a new job for the dismissed employee. In other words, this service is not aimed directly at the person's placement in a new place, but rather assistance and support during the period after the reduction. In Belarus, this service is not in high demand, but in recent years, the relevance of outplacement is obvious: some foreign consulting agencies offer services for the soft release of employees. There are also cases of internal outplacement. Although this procedure is not fully implemented, the closest approach to this concept is the behavior of the Belarusian leadership when it takes an active part in promoting and finding a job for its former employees.

Using outplacement in an organization allows you to avoid spending on social services for dismissed employees, not reduce production efficiency, avoid a negative reputation and create a good impression of the organization's management. In other words, "soft release" has two goals: to help former employees find employment quickly and to maintain a positive image of the organization [2]. According to the Law of the Republic of Belarus "On employment of population" dated June 15, 2006, organization faces the following direct costs when an employee is dismissed:

1. costs determined by legislative acts or established by a separate agreement rules, to persons released from enterprises in connection with the implementation of measures to reduce the number of employees, a severance pay in the amount of not less than three times average monthly earnings;
2. expenses incurred in connection with settling legal disputes between parties (litigation);
3. loss of productivity in the period of time preceding the actual dismissal, and during the period of employment of a new employee;
4. costs associated with the restructuring of the work process, the regrouping of employees.

The legislation of the Republic of Belarus does not have a specific concept of "outplacement", but there are a number of rules that make this policy part of the personnel management process. They are fixed:

- in an employment contract with an employee;
- in a local regulatory legal act approved by the employer (for example, in a special provision).

In this case, the rules on outplacement become labor guarantees.

According to part 1 of article 90 of the Labor code of the Republic of Belarus, guarantees are the means, methods and conditions by which the rights granted to employees are ensured. And guarantees, in turn, relate to essential working conditions (part 2 of article 32 of the labor code).

In accordance with the sub-item. 3.2. paragraph 3 of Decree of the President of the Republic of Belarus No. 5 of December 15, 2014 "on strengthening requirements for managerial personnel and employees of organizations", managers of organizations have the right to notify the employee in writing no later than seven calendar days in case of changes in essential working conditions due to justified industrial, organizational or economic reasons.

If the employee does not agree to work with the changed conditions of labour, the employer may dismiss the employee at clause 5 of part 2 of article 35 of the Labour Code with the payment of severance pay in the amount of not less fortnight average earnings (part 2 of article 48 of the LC).[1]

Conclusion. Despite the fact that this technology is a rare phenomenon in the domestic market economy, it is steadily gaining momentum in the activities of employers, as any self-respecting company develops a long-term business strategy. Outplacement is an opportunity to maintain the loyalty of employees, to enlist their support even after dismissal, and, of course, to ensure a positive image of the company in the labor market.