

1. возможность начала ведения бизнеса, первоначально имея в качестве актива всего лишь креативный бизнес-план;
2. привлечение денежных средств с минимальными обязательствами и риском при прекращении ведения бизнеса;
3. формирование определенного количества будущих клиентов и партнеров за счет презентаций и рекламы на краудфандинг-платформах.

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Psychology of Success

*Ермашкевич Д. Е., студ. IV к. БГУ,
науч. рук. Дрозд А. Ф., канд. филол. наук, доц.*

The travel-tourism-hospitality industry is vast, and it offers seemingly endless and exciting opportunities for those who aspire to a career within it. Modern managers now entering the world of tourism management will be successful if they recognize the importance of effective communication with potential customers. And how do you think to develop knowledge and skills in effective communication?

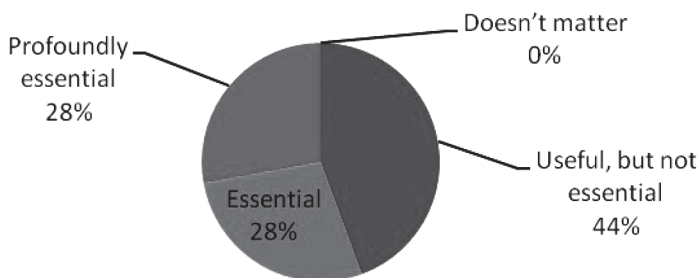
According to the results of the survey, which was taken by the representatives of leading tourist companies in Belarus, 66,7 % of respondents took a course of training in psychology at least once in their career. And 55,5 % of the respondents would like to get psychological training, while 16,7 % are not sure that psychological training will be useful for them in their future career. The results of the survey show that 88,9 % of the respondents thought that tourist companies should provide their employees with opportunities to improve their knowledge of psychology and techniques of effective communication.

According to this pie chart the majority of the survey participants at 44,4 % considered psychological techniques to be useful, but not important in their job, while 27,8 % proved that knowledge of psychology was essential and sometimes profoundly essential for a tourist manager.

Even though a staggering 55,6 % of managers who took the survey said they weren't familiar with any particular psychological techniques of effective communication, 83,3 % of respondents pointed out that basic on-job management

competencies relate to interacting with others, being an effective communicator, emphasizing an interest in gaining experience, possessing skills and knowledge that will help in effective communication. Of all managers surveyed 72,2 % reported that they have problems with psychological aspects of their performance, because they lack a deep knowledge in psychology. They note that almost every day they even have to read different books on psychology so as to find the appropriate ways of solving communication problems.

What role does psychology play in the tourist manager's job?



Taking into account the results of the survey we would like to propose some guidelines for those tourist managers, who want to become more effective communicators and be successful in their profession. You should remember, that:

- 1) it's not what is said, but how it is said that makes the difference in your interacting with customers. You communicate with your words, with your voice quality, and with your body: postures, gestures, expressions. Some message is conveyed even if you say nothing and keep still;
- 2) the first step on the way to effective communication is to establish an atmosphere of trust, confidence and participation, within which people can respond freely. People who are interested in communication tend to mirror each other's movements with movements of their own. In order to create the atmosphere of trust, you can match their body language sensitively and with respect. Match arm movements by small hand movements, body movements by your head movements. By mirroring body language and tonality you can very quickly gain rapport with almost anyone. Voice and breathing matching is another way that you can gain rapport. It can be used to gain rapport even in a telephone conversation or to handle a conflict. One more hint to gain to establish an atmosphere of trust is to eliminate the word 'but' from your vocabulary. Replace it with 'and'. Without 'but' you show that you appreciate what people say, even if you don't agree [1, p. 31];

- 3) the usage of representational systems is likely to make the speech more understandable and persuasive. We perceive the world with our senses and 're-present' experience to ourselves. The ways we take in, store and code information in our minds-seeing, hearing, feeling, taste and smell – are known as representational systems (visual, auditory and kinesthetic). The visual system is used for looking at the outside world mental visualization. In the same way, the auditory system is responsible for hearing external or internal sounds. The feeling sense is called the kinesthetic system. Different people think with the help of different representational systems. But they use words to describe their thoughts, so the choice of words will indicate which representational system they are using. That's why, the next hint to create rapport is to match predicates (the words, which indicate the rep-system) with the other person. Thus, the manager will be speaking their language, and presenting ideas in just the way they think about them.

To conclude, the knowledge of psychology is profoundly important for anyone who deals with people, but it plays a crucial role in the job of tourist managers, because their duty is to sell people's dreams and expectations.

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Современные подходы к оценке инвестиционной привлекательности организаций

*Жулдыбин А. В., асп. БГЭУ,
науч. рук. Пузанкевич О. А., канд. эк. наук, доц.*

Инвестиции играют существенную роль в деятельности любого предприятия. Привлечение инвестиций предоставляет ему дополнительные конкурентные преимущества и является мощнейшим средством роста. Масштабы и эффективность использования инвестиций определяют результаты хозяйствования на различных уровнях экономики, состояние, конкурентоспособность и потенциал развития всего национального хозяйства. В современных условиях привлечение инвестиций в экономику является ключевой задачей. Эффективно решить ее можно путем повышения инвестиционной привлекательности.

Оценка инвестиционной привлекательности как целесообразности вложения средств в интересующую инвестора организацию имеет огромное научное и практическое значение, от ее объективности зависят темпы развития