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**EVALUATION OF INFLUENCE OF
ADVERTISING EXPENSES IN ORGANIZATIONS
FOR PROMOTION OF TRAVEL SERVICES IN
THE MARKET IN VITEBSK**

**ОЦЕНКА ВЛИЯНИЯ РЕКЛАМНЫХ РАСХОДОВ
В ОРГАНИЗАЦИЯХ НА ПРОДВИЖЕНИЕ
ТУРИСТИЧЕСКИХ УСЛУГ НА РЫНКЕ
Г. ВИТЕБСКА**

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Key words: advertising, advertising costs, tour prices, Spearman rank correlation coefficient.

Ключевые слова: реклама, расходы на рекламу, стоимость туров, коэффициент ранговой корреляции Спирмена.

Abstract. Using the statistical method of interrelation of socio-economic phenomena, an estimation of the influence of advertising expenses of ten tourist organizations of Vitebsk on the cost of tours paid at the territory of the Republic of Belarus during 2015-2016 was made. The calculations were made by comparing the parallel series and determining the rank correlation coefficient of Spearman.

Аннотация. С применением статистического метода взаимосвязи социально-экономических явлений, произведена оценка влияния рекламных расходов десяти туристических организаций г. Витебска на стоимость туров, оплаченных на территории Республики Беларусь за 2015-2016 гг. Расчеты произведены методом сравнения параллельных рядов и определения коэффициента ранговой корреляции Спирмена.

As the world practice testifies, the sphere of tourism is one of the largest advertisers. The experience of travel agencies shows that on average, 5-6% of revenues from their activities are used by them to advertise tourism services. Tourist advertising bears in itself the information presented in the condensed form. Emotionally colored, it contributes to the acquisition of tourist products and plays an important role in the implementation of the strategy of the tourist firm, the competitiveness of the organization. With the help of advertising travel agencies are

developing new markets. Advertising, which is a means of competition, contributes to improving the quality of tourist services. Advertising helps to increase sales, and in turn, the large-scale sales of tourist services provide the tourist company with revenue growth, improving the image of Belarus, as a tourist region, with decent staff salaries.

The purpose of the study is to assess the impact of spending on promotional activities of travel agencies in Vitebsk and the dynamics of the implementation of tourism services for the period 2015-2016. Ten tourist organizations were taken for the study. Table 1 shows data on advertising expenses and the cost of tours paid in the territory of the Republic of Belarus for 2015 in non-cashed Belarusian rubles (BYN). All monetary values are given in the article in the current monetary units (BYN) of the Republic of Belarus.

Table – 1 Advertising expenses, revenues of the tourist organizations in Vitebsk in 2015

The name of organization	The cost on advertising, thsd BYN, X	The cost of tour paid in Belarus, thsd BYN, Y	Расходы на рекламу, thsd BYN, X	The cost of tour, thsd BYN, Y	Rank on X	Rank on Y	d ²
Green Tour	5,00	49,00	0,089	3,70	1	1	0
Family Touristic	1,00	61,20	0,30	47,16	2	4	4
Bagira-Turism	1,50	42,78	0,55	61,72	3	7	16
Rosting	8,00	47,10	0,70	522,82	4	9	25
Vitar-Tour	6,50	63,09	1,00	61,20	5	6	1
Vit Orbis	0,55	61,72	1,50	42,78	6	2	16
Lis Tour	0,089	3,70	2,45	761,72	7	10	9
Alatan Tour	0,245	761,72	5,00	49,00	8	5	9
Lady Tour	0,30	47,16	6,50	63,09	9	8	1
Magazin Horoshego Otdyha	0,70	522,82	8,00	47,10	10	3	49
							$\Sigma d^2 = 130$

Source: compiled by the author on the basis of travel agencies

We will investigate the dependence of advertising costs and will find out: whether the amount of paid travel services depends on the amount of advertising expenses. We denote advertising costs: X is a sign, and the cost of tours: Y is the result. The method of comparing parallel series shows that with the increase in advertising costs, the cost of tours first increases, and then - decreases. More precisely, the direction

and closeness of the relations can be determined with the help of the rank correlation coefficient (Spearman), which determines the degree of closeness of the relations of the ordered characteristics, which in this case represent the ranks of the compared quantities. The results of calculations are substituted in the formula:

$$\rho = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}$$

$$\rho = 0,21$$

Thus, a positive result had obtained, which means that the relation is direct. Besides the relation between the amount of advertising costs and the cost of tours in 2015 in tourist organizations in the market of Vitebsk is weak ($\rho < 0.3$) or none at all.

For a comparative assessment of the study parameters of tourism organizations, we will conduct a survey of indicators by state of 2016 (Table 2)

Table – 2 The advertising expenses, revenues of tourist organizations in Vitebsk in 2016

The name of organization	The cost on advertising, thsd BYN, X	The cost of tour paid in Belarus, thsd BYN, Y	Advertising costs, thsd BYN, X	The cost of tour, thsd BYN, Y	Rank on X	Rank on Y	d ²
Green Tour	5,00	60,00	0,081	3,20	1	1	0
Family Touristic	1,00	63,80	0,30	68,58	2	7	25
Bagira-Turism	1,50	35,96	0,42	45,95	3	3	0
Rosting	8,00	68,50	0,70	542,30	4	9	25
Vitar-Tour	6,50	76,12	1,00	63,80	5	5	0
Vit Orbis	0,42	45,95	1,50	35,96	6	2	16
Lis Tour	0,081	32,00	2,52	630,95	7	10	9
Alatan Tour	2,52	630,95	5,00	60,00	8	4	16
Lady Tour	0,30	68,58	6,50	76,12	9	8	1
Magazin Horoshego Otdyha	0,70	542,30	8,00	68,50	10	6	16
							$\sum d^2 = 108$

Source: It was compiled by the author on the basis data of travel agencies.

The method of comparing parallel series indicates an intermittent trend of the increase in the cost of tours due to an increase in spending on advertising by travel

agencies in 2016. For a more accurate assessment of the direction and closeness of the relation between X and Y, we are using the calculation of the Spearman rank correlation coefficient, substituting into the formula, we obtain the result:

$$\rho = 0.35,$$

i.e. the relationship between the cost of advertising and the cost of tours in 2016 is a direct and moderate (ρ 0.3-0.69) or close to a strong one.

Thus, the research shows that in 2015 the growth in advertising spending of tourist organizations in Vitebsk is not significantly affect on the growth in the cost of tours on the territory of the Republic of Belarus. Therefore it is necessary ti find other factors, possibly external, for example, the aggregate amount of income of the population. Based on the results of the assessment of the direction, nature and closeness of relations for 2016, the situation has changed, the growth of advertising costs, has a significant impact on the increase in the cost of tours, which is confirmed by investigation in the world practice.

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THE INFORMAL EMPLOYMENT IN BELARUS FROM THE DECENT WORK PERSPECTIVE

НЕФОРМАЛЬНАЯ ЗАНЯТОСТЬ В РЕСПУБЛИКЕ БЕЛАРУСЬ С ТОЧКИ ЗРЕНИЯ КОНЦЕПЦИИ ДОСТОЙНОГО ТРУДА

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Key words: nonstandard work, decent work, informal employment

Ключевые слова: неформальная занятость, достойный труд, нестандартная занятость

Abstract. The article is devoted to the role of the Decent Work concept in the evaluation of informal employment. In the article author assesses the scale of informal employment in the Republic of Belarus. Based on this assessment, the author identifies tasks to promote the concept of Decent Work, and proposes the