

and expect the same from others. Norwegians are wary of those they do not know. However, they can take risks and start a business relationship if the potential partner is universally trusted. Norwegians do not like ambiguity and secrecy during business negotiations. If Norwegians do not see openness and directness, they avoid further communication. For this, their business style is often called limited and inflexible. So, starting a business in Norway or entering into a partnership is worth being honest, straightforward and confident.

In recent years, the development of high technology and environmentally friendly technologies has been observed all over the world. In Norway, high technologies and innovations are being actively developed, for example, the country is a leader in the electrification of shipping and is actively developing the IT sector. Norway is also a world leader in the field of environmental technologies, widely uses hydropower (97 % of all electricity is produced at hydroelectric power plants) and wind power, is studying the possibilities of using renewable resources, solar energy. This provides excellent opportunities for foreign green technology companies and investors to enter the Norwegian market.

If we talk about conditions for investing or starting a business, Norway provides consulting and information support to foreign investors, provides subsidies, preferential taxation for regions with low investment activity. The procedure of company registration is quite simple and can be done online, the cost starts from 2280€. Such conditions are quite attractive for investors, but it should be remembered that the domestic market is quite small.

In conclusion, in this paper I discovered that Norway is a very attractive country for companies and investors because it has a stable economy and is actively developing new technologies. However, doing business in Norway has its own peculiarities, such as sectoral specialization, concern for the environment and cultural peculiarities. Therefore, before making a decision on investing or starting a business in Norway, it is necessary to determine whether this niche is in demand, whether your attitude to business coincides with the Norwegian one, and to study the available support programs.

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GASTROFEST AS A TOOL FOR BUILDING CONSUMER LOYALTY

Гастрофест как инструмент формирования потребительской лояльности

In recent years, gastronomic tourism, as part of the tourism industry, has grown significantly and has become one of the most dynamic and creative segments of the travel

services market. The growth of the gastronomic tourist segment is 7–12 % per year (until 2020). In Europe, 600 thousand trips per year are exclusively gastronomic. 20 million trips contain a gastronomic motif. 5 million tourists visiting Spain named food and wine as the main reason for their choice. Food accounts for 30 % of all funds spent during the trip.

Gastronomic festivals, as a rule, are independent tourist events that focus on a practical sense of taste, allowing guests to appreciate a variety of dishes and drinks, and provide an opportunity to learn about regional culture and history. As part of the festive events, both tourists and locals can enjoy delicious food, learn about different products and traditional ways of cooking them.

Gastrofest appeared in Belarus in 2016, its organizers were Evgenia Krasovskaya, Olga Maleyko and Stanislav Aginsky, today it is BelMediaStandart LLC. The festival team offers guests a unique format of a gastronomic holiday. The essence of the festival is that for two to three weeks in Minsk and the regional centers of Belarus, more participating restaurants offer their guests special food sets, united by a single theme, at a fixed price. The concept is simple:

- Business card of the institution: within the framework of the festival, each participant offers a specially designed set. Festivals are themed (countries of the world, writers and dishes from their works, etc.), which allows you to expand the menu, form a new image of the institution.

- Fixed price: Guests do not need to worry about price spread – any participant's set has a fixed price. But the festival's partners (Alfa Bank) regularly offer payment promotions that can reduce the cost of the set.

- Discounts: within the framework of each festival, event partners offer discounted drinks. In November 2024, these are the Spanish wines of Campo Viejo. As well as a special offer from the Jacob's Creek brand: Chardonnay (dry white), Shiraz (dry red).

- Format: the festival takes place in the establishments themselves, giving guests the opportunity to get acquainted with the atmosphere of each place. However, the growing demand has changed this option. Partner restaurants are already offering takeaway sets, and in 2024, the food delivery service DELIVIO became a partner of the festival.

- Popular vote: guests can vote for their favorite set on the website and in the Telegram channel, determining the leaders of the festival. The establishments that received the most votes are awarded with a commemorative certificate, which is used as a marketing tool.

From such an event, participating restaurants receive advertising, recognition, guest traffic and an increase in revenue. Festival guests get a chance to taste a variety of dishes in new, possibly previously unknown establishments in a short period of time.