

тя стала желанным трофеем, за который ведется жесткая борьба. Этот факт вынуждает отели поднять организацию взаимоотношений с клиентом на качественно новый уровень.

Today's world of memory-making business has profoundly changed. New «make it for me» world is taken for granted by modern customers, who expect to get what they want, when they want and how they want it.

Still in hospitality it is always a little bit more than highly polished service or programmed robot professionalism. That is about making a Transaction - mechanical, prompted by computer check-in at the Front Desk, disinterested «Bon Appetite» in Food Service or a sullen «next» by a ticket taker - into a memorable Relationship. A Relationship creates a lasting connection, which encourages loyalty and return business. On the contrary a Transaction is devoid of essential ingredients, which bring delight to the exchange. To turn a transaction into a relationship, a hotel needs to understand the customer, to take off marketer's hat and put on consumer's one.

In fact interaction between a customer and a hotel resembles relations between two people. So the hotel is aimed at becoming a person it is pleasant to deal with.

To succeed in this, a hotel needs to climb 4 steps in the Ladder of building interpersonal relations with a client: «face-control», as the world is governed more by appearances than by realities, «manners», «business relations» (additional services, brand loyalty cards, etc.) and «personal relations».

The survey shows that hoteliers consider the last step in building a relationship one of the most difficult. But what concerns guests, this stage is one of the most efficient in establishing brand loyalty, as business is furthered by attention, sincere exchanges which demonstrate that the hotel cares, providing for guests' comfort, pleasure and safety. That is new level of service — genuinely sincere and uniquely personal — a service, which says, «I am doing this because I love making your day something special».

Although there is a growing recognition in the hospitality industry with regard to this type of relations, organizing them seems to be the greatest challenge. The modern square boxed system simply cannot fit this next level of service.

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## **POSITIONING OF THE NATIONAL TOURISM PRODUCT OF THE REPUBLIC OF BELARUS**

### **ПОЗИЦИОНИРОВАНИЕ НАЦИОНАЛЬНОГО ТУРИСТИЧЕСКОГО ПРОДУКТА РЕСПУБЛИКИ БЕЛАРУСЬ**

Неблагоприятным фактором для развития международного туризма в Беларуси является отсутствие привлекательного туристического

имиджа. Имидж страны — совокупность эмоциональных и рациональных представлений, вытекающих из сопоставления особенностей страны, собственного опыта и слухов, влияющих на создание определенного образа. Поэтому все проявления имиджа необходимо принимать во внимание при формировании, позитивном развитии и продвижении турпродукта страны на мировом рынке. Деятельность должна включать ряд этапов: оценка туристического потенциала страны; определение его сильных и слабых сторон; обоснование возможного туристического образа страны с позиции целевых групп туристов; разработка направлений эффективного развития и продвижение туристического образа страны.

According to research results 20 % of foreigners who visited Belarus had no idea about our country, and about 35 % received the information from friends and relatives, who had already been in Belarus. Another disappointing fact is that the information in foreign publications about our country does not correspond to the reality. The low level of access to the information about national sights limits the number of in-coming tourists. In this situation the role of reasonable positioning of the national tourist product in international markets increases.

National tourist authorities play the main role in promoting of the national tourism product. Department of Travel and Tourism (USA), Deutsche Zentrale fur Tourismus (Germany), Maison de la France (France) are examples of the effective tourism policy implementation in the world market.

In 2001 National tourist agency was established in the Republic of Belarus. Because the Agency is involved in noncommercial activities it helps to develop the cooperative ties with private sector. Its main objectives in promotion of the national tourism product are the following: working out basics of the marketing policy and their realization in interaction with interested enterprises and local administrations. Marketing communication programs of the National tourist agency occupy the main position in organization of promotion and positive development of country's image.

The National tourist agency is the object of marketing programs efficiency research. The research consists of 3 main blocks: the quality of promotional materials (questionnaires and comparison method); the usage of the Internet for spreading the information about the country (experiment); advertising and publicity campaigns abroad (comparison method).

According to research results it is possible to draw a conclusion about the certain improvements in national tourist product promotion and in creating the positive idea about the country tourist resources in potential tourists' minds. Along with that the necessity of further development of country's appeal and image as tourist region is evident.

In conclusion the following suggestions could be presented: qualitative improvement of promotional materials, expansion of advertising and publicity campaigns, support and development of tourism web site [www.belarustourism.by](http://www.belarustourism.by), designing its multilingual version; low budget re-

sources encourage reciprocity with neighboring countries in organization joint tourist programs; wider usage of possibilities created by diplomatic establishments, embassies and foreign trade subsidiaries; organizing tourist information centers in countries which provide the greater demand for Belarusian tourist services and in countries with bigger percentage of population with Belarusian background; supporting Belarusian specialists working abroad (so called «myth-creating»): writers, painters, scientists, etc.; creating the data bank of tourist resources of the country and the united net of tourist information spreading through the whole country's territory.

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## **NON-STANDARD ADVERTISING OR WHAT RULES THE WORLD TODAY**

### **НЕСТАНДАРТНАЯ РЕКЛАМА ИЛИ ЧТО СЕГОДНЯ ПРАВИТ МИРОМ**

Автор дает определение нестандартным способам рекламы, а также раскрывает важность использования таких способов для успешного продвижения товаров. Рассматриваются особенности и основные характеристики нестандартной рекламы, анализируется проблема использования нестандартной рекламы белорусскими маркетологами.

Nowadays advertising is the primary way to promote products, but the question is whether the traditional methods of advertising are still useful and worth spending money on? Nowadays there are a lot of non-standard ways to advertise the product. Among the leaders are guerilla and viral marketing.

**Guerilla promotion** is an unconventional system of promotions on a very low budget, by relying on time, energy and imagination instead of big marketing budgets. Instead of money, the primary investments of marketing should be time, energy and imagination. The term has entered the popular vocabulary to also describe aggressive, unconventional marketing methods generically. Small and large businesses alike have applied the principles of guerrilla marketing because of their simplicity, common sense, and record of being proven in action.

One of the main reasons that businesses fail is lack of marketing insight. Guerrilla marketing provides that insight. Guerilla marketing includes word-of-mouth campaigns; writing personal letters; getting advertisements in the Yellow Pages; holding personal meetings; promotional brochures distributed at parking lots, homes, offices, malls, etc. The advertising strategy used by an Italian newspaper when a lot of baby carriages with a newspaper instead of an infant inside moved on their own along the streets and produced a sound like a baby cry or campaign by New