

As for a start-up capital, I suppose you will be impressed to know that it is possible to open your doughnut café with very modest capital of about \$8,000. Such establishment is likely to pay off in a few months' time. For instance, an average income of a doughnut outlet in St. Petersburg is \$1,500 per month.

In conclusion, both franchising and borrowing a creative idea are pretty effective devices to decrease risks for those individuals who are going to set up their business in public catering. One more focus to make is that an entrepreneur starting a small business should not apply for a leader brand name or try to open a luxurious and expensive restaurant. They should find their small niche on the market and succeed there.

To sum up, catering business is very challenging with a lot of reefs to come over. It's not going to be easy, but according to a popular saying, if you cannot stand the heat, get out of the kitchen.

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#### AGRITOURISM IN BELARUS

People all over the world associate Belarus with its picturesque landscapes, blue lakes and numerous villages. This fact gives us an idea to develop such kind of tourism that will give people an opportunity to watch wildlife of our country and plunge into rural life of simple Belarusians. That kind of tourism is agritourism.

We can define agritourism as an activity organized in rural areas, which provides guests with such services as accommodation, recreation, meals, excursions, leisure and sport activities (rafting, cycling or canoeing, fishing and hunting). It is focused on the use of agricultural, natural, cultural, historical and other rural resources of a country.

As a form of recreation agritourism in Belarus is little-known comparing to European countries, and it also isn't widely promoted in the tourist market (both foreign and domestic). Specialists give such explanation of this fact: the process of development of rural tourism in Belarus has a number of limiting factors. They are:

the prevalence of country rest at dachas, the absence of private ownership of land which gives people opportunities for camping without paying for it, some of the socio-geographical and natural conditions, the image of Belarus as an unfavorable country for tourism created by some foreign media.

Despite these factors agritourism is a very perspective kind of tourism for our country; it was even chosen as one of the priority directions of the development of tourism in Belarus according to the National Tourism Development Programme for 2006-2010 (National Tourism Development Programme for 2006-2010, Minsk, 2006). This can be explained if see the reasons for developing agritourism in Belarus:

- Agritourism is reliable employment opportunity for people from rural areas.
- Agritourism stimulates a significant increase in the number of tourist routes around the traditional holiday destinations, which helps to restore the natural and cultural monuments in these areas.
- Largely due to agritourism local villages in the region are given a new life.
- Development of rural tourism has a positive effect on the development of entrepreneurship in tourism, supporting small business in this area.
- Agritourism gives people an opportunity to change scenery for a little expenses.

So if agritourism is so advantageous what do we need to do to make it a real reason for foreigners to visit our country? The answer to this question is in the following items:

1. Public authorities should create an appropriate institutional mechanism to solve such questions as policy-making, planning, management, taxation, etc.
2. It is also necessary to create favorable investment conditions (to provide credits, taxes and other privileges) for the inflow of domestic and foreign capital.
3. To increase the number of potential tourists wishing to visit our country visa regime for entry into the Republic for foreign tourists should be simplified.
4. In major regions of the Republic should be established information centers where everyone can get full information about places they can visit and activities provided there. Moreover this information should be regularly conducted through

various foreign media in order to create an attractive image of Belarus in the world tourism market.

5. Since professionalism is an important condition for the development of tourism and the rural tourism in particular it is necessary to create all conditions for local people to increase their knowledge in the sphere of tourism and to study foreign languages.

Finally, it is important to note that the final aim of developing agritourism in Belarus is to become competitive in this sphere at international level but to reach it it should be developed at our domestic market.

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#### “GOLDEN STANDARD” SERVICE AS THE WAY TO COMPETITIVENESS OF BELARUSIAN HOTELS

The way to perfection in business is thorny and, on a large scale, everlasting. Companies that want to become impeccable are trying to discover new possibilities to make headway. However doubts began to come in on the part of the management and subordinates, as it is not always easy to understand which innovations will be a success and which ones will be an unreasonable waste of time and resources.

The basic subject matter of the research paper under consideration is competitiveness of current Belarusian hotels. The prerequisites for the research given are as follows: statistical data, the analysis of responses given by hotel visitors as well as authors' own research.

According to the information given by Sport and Tourism Ministry, 11 hotels including multifunctional complexes with hotels are under construction in Belarus and will begin their work according to international standard of quality, hospitality and service by 2013-2014 year.

Our analysis of customers' comments showed that the majority of respondents, who at least once visited Belarusian hotels, are dissatisfied with their service and