

Finding a good name is an early and difficult step when starting a company or creating a brand. Getting hung up on all the wrong issues can turn a tough task into an impossible one. The most awful mistakes while creating a brand name are so-called "I'll know it when I see it", "Let's vote on our favorites", "I want a name like _____", "The name has to define us", "I heard the name has to be memorable".

While creating a new name it's really useful to carry through a semantic analysis of the best variants. Because without it the company may soon understand that most consumers have off-putting associations with the name chosen. It's also proved that different letters and sounds may add negative or positive hints if used in a name.

Some of the best known and most valuable brand names have surprising histories and unlikely provenances. Few came from high-priced naming consultants. And now it's really hard to believe that some of them were created due to mistake or by chance.

Долгов В.В.
БГЭУ, ВЛУТ, 4 курс
Руководитель Короткова М.М.

HOTEL INNOVATIONS: EXTRA FACILITIES OR OBVIOUS NECESSITY

Innovations in today's hotel operations play a prime role. Advanced hoteliers try to value the benefits of high technology judging by their merits and add them to hotel operations. The competition for every hotel resident is a strong incentive for hotel managers to generate a wide array of fresh and daring ideas and it has led to the updating of hotels. Businessmen are looking for special and unique extra but something that will not tarnish the reputation of the hotel. All innovations are carried out to satisfy customers' wishes and make the occupancy rate higher than it used to be. And it is the customer who dictates what the market should invent and adopt that's why the term "innovative company" corresponds to the customer-centered business.

That's why the most important duty of hotel chains and standalone properties is adoption of new technologies. Growth and development of hotel chains have led to substitution of some usual services and facilities where these services are provided.

Fierce competition in hotel industry obliges hoteliers to look for new ways that will enable them to develop the accessibility and attractiveness of their product. Business hotels should present themselves in GDS and/or ADS booking systems.

Innovations in hospitality are developing very fast but there are some obstacles that make the implementation of advanced technologies a complicated procedure. Firstly it is related to innovation development costs; secondly, the need to adopt the hotel to this innovation; thirdly, many hoteliers are interested in gaining short-term profits. The perspective of making a profit in a long-run period of time is not that attractive.

The burning innovations touch upon energy, water, waste and community as well as hotel management. These water, energy saving and recycling technologies are the most demanded technologies in the world many hotel chains try operate with. Besides that, IT, the Internet technologies and health-conscious policies are also in demand that predict directions for further development in the innovative world.

The innovation hotel is a showcase of some of the best ideas in responsible tourism. It focuses on four key action areas: energy and water conservation, waste recycling and destination conservation.

Жавнерчик Е.Е.

PR-CAMPAIGN FOR INBOUND TOURISM DEVELOPMENT IN THE REPUBLIC OF BELARUS.

Belarus is a country with huge tourism potential, so that inbound tourism is one of the prospective industries for attraction of foreign investments. The national tourism development program 2006-2010 is dedicated to solve some problems which are a serious barrier for effective tourism dynamics in Belarus. The program is aimed to facilitate the growth of tourism potential and, consequently, to increase Belarusian tourism industry showings to EU level.

- 1) Activity of the country aimed to attract tourists;
- 2) Activity of travel companies intended for tourist attraction.

Broadcast of commercials promoting Belarus on the international satellite channels would greatly facilitate the development of inbound tourism.