

THE DEVELOPMENT OF BELARUSIAN TOURIST INDUSTRY

Belarus has an exceptionally rich natural, historical and cultural potential, favorable to international tourism. Our country has extensive, well-preserved forest, lake, river natural systems, including natural monuments, diverse flora and fauna, healing resources. Belarus has a relatively mild climate. A major attraction is its national parks and different protected natural complexes. All season recreation in guest houses is organized in the resort area. Thus, the relevance of the research constitutes tourism as a promising sector of economy in the Republic of Belarus and this sphere has beneficial effects on the extension of international cooperation and increasing the authority of the Republic in the world arena. We investigate Belarusian tourist industry as the object of the following research. According to the object of this work we set the following goals: to analyze the main directions of recent developments in this field and to show the possibilities of Belarusians tourist industry.

Our country has ancient and unique history experience and original local traditions. One of values for foreign visitors is the monuments of cultural legacy that consist of more than 15 thousand architectural and religious objects.

Sports tourism is closely associated with the creation of necessary conditions in the regions with the using of water systems and natural resources, construction of sports facilities and ski centers. The ski sports centers "Logoysk" and "Silichi" have challenging tracks for professionals and training slopes for novices.

Agro ecotourism is another priority for the development of tourist industry, offering visitors an enormous opportunity to rest from daily routine, live on traditional homesteads and learn about local culture and customs while exploring the countryside. There are peaceful and attractive manors, where owners will provide conditions for outdoor activities, organize hunting and fishing. The aim of agritourism is to maximize natural and human potential of the Belarusian village to the benefit of all citizens of the Republic and numerous foreign guests.

A new trend of rest in Belarus is caravanning. It includes car trip with accommodation in trailers, motor homes and tents. Taking into account country's transit location and security on its roads, this type of travel can be demanded here.

Sports and Tourism Ministry has proposed to build more camps and roadside services. Particularly, there is the intention to provide tax privileges for investors involved in creation of tourist facilities.

It is vivid that Belarus has an advantageous geographical location in the centre of Europe and compact territory, developed infrastructure of roads at various levels. Furthermore Trans-European communication corridor Paris-Berlin-Warsaw-Brest-Minsk-Smolensk-Moscow passes through the country.

We should underline one more substantial benefit such as a well-organized system of transport. Minsk is a progressive city destination with increasing numbers

of international airlines, opening routes, and direct flights available from all the major European capitals.

Progress of transit and cross-border tourism will be continued as part of the programs on good neighborliness and twin-town relations with the regions of Russia and neighboring countries. Belarus is ready to cooperate in the field of tourism with all countries.

Tourism is one of the priorities of socio-economic development of the Republic of Belarus because it has beneficial effects on other sectors of economy, including the hotel industry, transport and communications, construction, agriculture etc. For it the government implements state programs tourism development. The function of these programs is formation of effective competitive tourist market, which can satisfy the needs of Belarusian and foreign nationals in tourist services.

The main complexity is a lack of investment injections in tourist industry. Leading directions of overcoming of imperfections include creating modern infrastructure, training of qualified personnel, and improvement of the regulatory and legal framework in the field of tourism activity.

To sum up we'd like to confirm that it is necessary to extant the range of services offered in the sphere of ecotourism, e.g. there are conditions for rafting. Moreover promotion available and widespread trends like hiking or caravanning will has a salutary effect.

The Belarusian government emphasized the significance of further advance in this sphere for the expansion of international cooperation and increasing the authority of the Republic in the world arena.

The fast growing popularity of the tourist services in 2012 has enabled the country to occupy the eighth position in World Travel & Tourism Council ranking of improvement tourist industry. The background goal is to save this progress.

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FAST FOOD POLITISCHE UND WIRTSCHAFTLICHE KONSEQUENZEN

«Essen und Trinken hält Leib und Seele zusammen» – wer kennt den Spruch nicht? Jeder will lecker essen und dabei gute Figur haben. Heutzutage ist es nicht immer leicht, sich gesund und ausgewogen zu ernähren. Das Leben der Menschen in den Industrieländern wird immer schneller. Um Zeit und Arbeit zu sparen, greifen wir zu den Schnellgerichten, in deren Verarbeitungsprozess viele wertvolle Inhaltsstoffe verloren gegangen sind.

Das Ziel unserer Forschung besteht darin, den heutigen Kenntnisstand betreffend der Auswirkungen von regelmäßigem Konsum von Schnellgerichten auf die Gesundheit junger Menschen darzulegen.

Aber was ist wirklich Fast Food?