

TOURISM IN THE REPUBLIC OF BELARUS: CHALLENGES AND PERSPECTIVES

The relevance of tourism as the subject of our study arises from the fact that nowadays tourism has become one of the most profitable businesses in the world, its efficiency and revenues in the state budget can be compared with those of oil refining and automotive industries. The development of tourism influences and contributes to the growth of other sectors of the economy and manifests a leading dynamics in the growth of profitability.

The above said, however, has a very little reference to the current situation in the field of tourism in the Republic of Belarus which is the object of our research. Belarus plays quite a humble role on the world tourist market. Only 5 % of all cultural and natural heritage is used for the tourism business objectives. The outbound tourism prevails over the inbound one (13:1), the currency is spent outside the country. Revenues from tourism make up only 0.5 % of the national GDP and about 10 % of the total turnover of the services sector as compared with 7 и 25 % in many developed countries. Nevertheless, the market of tourist services has been formed lately.

Belarusian tourism industry faces a lot of challenges:

- there is no complete system of public administration and management in tourism, regulatory and organizational support;
- there is no mechanism to attract domestic and foreign investments;
- the transition to the standards of international tourist services is too slow;
- very high prices on services provided for foreign tourists, moreover inadequate to the quality of the services.

Since there is no unified efficient system of statistical reporting and analysis, real share of tourism services contribution to the national GDP is underestimated. Furthermore, the marketing system of the national tourist product and its promotion on the world and the domestic market is poorly developed; there is no real cooperation with foreign companies and international tourism organizations.

A holistic system of training, retraining and qualification upgrading of specialists for the tourism industry has not been formed as well as the demand for specialists of different levels has not been defined. The list of professions in tourism and qualification requirements has not been developed. Currently, the industry experiences the demand for specialists in with a good knowledge of finance, country studies, computer technology, personnel management, culture, etc.

Low purchasing power of the population, rising costs of transport services has a negative effect on the development of children, youth, amateur, sports and eco-tourism. The lack of budget subsidies on social tourism

makes tourism inaccessible for the most of the population, especially for socially disadvantaged.

The active development of tourism in the Republic of Belarus should be based mainly on those types and forms of tourism, which imply a maximum use of the existing complex and tourist potential, anticipate strategic risks and reduce it to a minimum level. Because of a poor material base of tourism (70–80 % of it is in need of renovation) and information vacuum, the country loses the tens of millions of dollars of profits annually.

The formation of a sustainable tourism model requires a simultaneous two-fold activity aimed at solving the aforementioned problems and facilitating advanced development. It can be achieved only with maximum use of the country's tourism potential and the desire to get the maximum economic efficiency.

References

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FRENCH RESTAURANT SERVICE AND HOSPITALITY

While a close relationship exists between service and hospitality, there is a distinct difference between the two. "Service is the act of filling the needs, wants, and desires of the guests" [1]. Guests expect a clean table, clean dishes and utensils, safe food, hot foods served hot, and cold foods served cold.

"Hospitality goes beyond the service guests expect of servers. It means creating a pleasant dining experience for your guests with small gestures like giving a friendly greeting, smiling even when very tired, etc" [1].

The modern restaurant as we know it came into its own in France in the late eighteenth century. For centuries Paris had taverns which served food at large common tables, but then they were notoriously crowded, noisy, not very clean, and served food of dubious quality.

Nowadays there are a lot of different types of restaurant establishments in France such as tearoom, family-style, upscale, casual, theme, and quick service. Though there are no clear characteristics for each type of establishment, it is possible to identify the following:

- **Le Bistro.** Originally considered to be a bar or a cafe. It turned to be a typical restaurant, really popular amongst the French as well as foreigners.