

accepted standards. Corporations require of employees to call a guest by name at least twice, prohibit to communicate sitting.

So, formation and expansion of international hotel chains are conditioned by the development of the global hotel service market and reflect the general tend towards globalization of the economy. Chain forms of organization of hotel business gradually take a leading place among various forms of economy system. Today every fifth hotel in the world is a member of hotel chain. The popularity of the hotel chain is for a reason. The fame of the brand guaranties familiar service and comfort level. Being in a new city or in the other country, you will get the same level of service, which had been already provided in one of the hotel of the chain. Undoubtedly, the future of the hospitality industry is the most efficient way of doing business in the hotel business — international hotel chains.

References

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INFLUENCE OF THE TOURISM INDUSTRY ON THE DEVELOPMENT OF THE ECONOMY IN THE REPUBLIC OF BELARUS

The object of this work is the economy in the Republic of Belarus. The subject is the influence of the tourism industry on the development of the economy in the Republic of Belarus. The aim is to analyze prospects of the development of the tourism industry in Belarus and to find out how they will influence the economy of our country. At the moment, the situation with the tourism industry in Belarus is not so good as it would be desired. The analysis showed that the amount of tourists that leave Belarus is almost twice more, than the amount of those who arrive at our country. And we would like to clear up the main reasons of insignificant visits of Belarus. The first reason is price factor. In Belarus the prices are higher, than for example in Lithuania or Poland. So, when foreigners arrive at our country, they find out that the accommodation here is rather expensive. By the year 2017, there are 44 hotels in Minsk, and only 14 offer cheap accommodation for their guests. One more example is prices in our shops. In Minsk a shop of Spanish brand Zara was opened and the cost of things was higher, than in Poland. Such a situation appears not only when it comes to foreign goods. The price range of our brands also leaves much to be desired. The second reason is lack of advertising of Belarus abroad. Many people don't know about the opportunities of our country.

However, the most current reason, in our opinion, concerns visa receiving. In order to receive a visa, foreign citizens need to provide a list of documents and also pay for it. So, according to the shortcomings mentioned above, it is possible to find certain alternatives and solutions to these problems.

First of all, it is necessary to rely on tastes and preferences of tourist audience. To invest in constructions of budget hotels intended for the cheap accommodation. To open shops of foreign brands, where the prices will be the same or even lower than abroad. When it comes to Belarusian goods, we should mention that the quality and variety of models satisfy the consumers. But, we think, it is a good idea to bring into production more models targeted at younger audience that will increase the profit and the number of clients.

As for the promotion of a positive image of the country, it is necessary to begin with the advertising of Belarus in the neighbouring countries. It is also very important to advertise not only Belarusian brands, but also tourist, entertainment and sports complexes. Because the opening of new tourist's routes, creation of new cultural projects, investment into entertainment centers are the main factors that will increase the number of foreign visitors.

The work done in the sphere of a visa regime should also be noticed. Belarus has stepped forward and introduced a visa-free regime for citizens of 80 countries for up to 5 days, but anyway, we think, that the cost of visa should be reduced.

Thus, we can draw a conclusion, that tourism development is the capacious process, requiring first of all efforts, competent actions and wise solutions. We consider that it is necessary to pay attention to the above-mentioned shortcomings and this decision will definitely improve a condition of our economy.

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MECHANISM OF FUNCTIONING OF THE CATERING INDUSTRY IN THE REPUBLIC OF BELARUS

The object of this work is the catering industry in the Republic of Belarus. The subject is the development of the catering industry in the Republic of Belarus and its prospects. The aim of this work is to analyze the mechanism of functioning of the catering industry and prospects of its development in the Republic of Belarus and to find out what tendencies are the most promising. Catering is one of the most fast-growing spheres in Belarus. Dozens of new varied establishments are opened every day. By December 1, there are 14,234 catering facilities which can simultaneously accommodate 803,000 visitors. But at the same time, every year a lot of restaurants are closed for different reasons [1].

Nowadays, it is not enough to serve clients well and have some specialties of really excellent quality. Restaurant's success is largely determined