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INNOVATIVE PROMOTION OF THE NATIONAL TOURISM PRODUCT

ИННОВАЦИОННОЕ ПРОДВИЖЕНИЕ НАЦИОНАЛЬНОГО ТУРИСТИЧЕСКОГО ПРОДУКТА

The main stream of innovation in the tourist product came in the 20th century, when all areas related to the tourist business were modernized: transport, hotel/restaurant business, the entertainment industry. The most large-scale innovation of the tourist product during this period can be considered a kind of amalgamation of all types of services into a single complex, ready to meet the request of tourists. Any journey begins with transport. The transport revolution has also initiated the creation of a special product of the tourist business – a package tour.

It is believed that the first charter flight with a special attendant was carried out by Thomas Cook in 1927 for fans traveling from New York to Chicago. However, the mass use of charter flights by travel agents began in the 1950s on the basis of student tourism. Charter flights served as the basis for the transition of the tourist business to the formation of "package tours", which included the full range of services "from threshold to threshold": transportation, accommodation, food, security and information.

The founder of package tours, including charter flights, is Vladimir Reitz. In 1950 his company sold the first travel packages for the purpose of the experiment, sending tourists on a charter flight to Corsica. It turned out that it is economically much more profitable not to buy the seats from the air carrier at its prices, but to rent a whole plane. The cost of the package for the consumer turned out to be lower, the tourist product itself was much more competitive, and the company's profits were higher. Soon the idea of V. Reitz was borrowed by other tour operators, who made up the so-called Mediterranean Club providing a massive beach holiday. The principle of package tour spread to other means of transportation, to buses first as the whole complex of services depends on the means of transportation.

Important changes in tourism product at the end of the 20th century are its unification and standardization. The more extensive and widespread the tourist market becomes, the stronger the tourist product reduces costs and therefore attracts more consumers. The transformation of tourism mainly in business forced entrepreneurs in this area to look for ways to reduce costs and expand the market. The study of consumers of the tourist product showed that a significant number of

potential tourists have similar motivations and service requirements. The tourist industry “sells the unseen”, sells the “dream” - the stronger is the consumer’s desire to find some guaranteed parameters for what he will get: the hotel’s star rating, a restaurant class or a fixed set of services. The unified service for the mass tourist is comfortable in its own way, since it excludes not only unexpected pleasant impressions but also unexpected unpleasant surprises.

In response to this tendency new resorts were equipped according to a service pattern: hotels and restaurants of several classes, cafes, shops, a golf course, a casino, swimming pools, tennis courts, playgrounds, dance halls and the architecture of resort towns. Without leaving the hotel travelers may not even understand where they are: in Egypt or India, France or Spain. The same service of hotel chains, a standard set of furniture, dishes, services, design leaves little room for imagination. The desire to reduce prices generated facelessness. The package principle of tourism development began to show its negative sides. The search for their own resorts and tour operators led to the verification of traditional tourist products and the emergence of fundamentally new individualized offers. By the end of 20th century tourist product has been significantly verified and offered new types of tours.

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CULTURE-BOUND ADVERTISING COMMUNICATION IN MODERN JAPAN

КУЛЬТУРНЫЕ ОСОБЕННОСТИ РЕКЛАМНОЙ КОММУНИКАЦИИ В СОВРЕМЕННОЙ ЯПОНИИ

The cultural peculiarities of a particular country have an enormous influence on a business cycle, which is not always taken into account by companies while launching their advertising campaigns abroad.

Given the above, my research focuses on the Japanese advertising, which for the western mindset is considered to be one of the most complicated and unusual fields of doing business.

The subject of our research is an advertising campaign of “White family” mobile plan made by SoftBank, which is one of the most successful and cost-effective campaigns in Japan over the recent years.

The “White family” campaign is a chain of commercials with subtle product integrations in it representing the day-to-day life of an uncommon family which