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BELARUS BRANDING CONCEPTS

On April 2, 2018, it was decided to approve the tourist brand of Belarus. Mikhail Portnoy, Deputy Minister of Sport and Tourism, recalled that in the summer of 2017, Minsk hosted the international conference «Branding Destinations: Innovative Ideas for Attracting Tourists» with the participation of the Secretary General of the World Tourism Organization Taleb Rifai and representatives of the staff of this organization, who offered options for the country's branding, including one from the World Tourism Organization and several options from the European Union [1].

The next step was made by the National Tourism Agency, which sent a proposal to Belarusian travel agencies to participate in a tender to develop a logo design, slogan and description of the Belarus tourist brand concept. As a result a total of 17 concepts were presented by various Belarusian agencies and individuals.

8 of 17 concepts are based on Belarus ancient history and culture. Symbols such as cornflower, old Belarusian fonts and Belarusian ornament are involved in these concepts. These elements were used previously and did not attract the tourists. The use of the slogans «Know and share», «Hospitality without borders», «Without borders» didn't make tourists to visit our country. So these concepts lack interest and promise depth.

The next two concepts are based on information technology and space. In the first case, the slogan «Restart yourself» is used, offering a rest from information world and technologies. In the second case, the slogan «Open New Space» compares Belarus to space, noting that Belarus is a country not oversaturated with tourists and heavy traffic. However, these concepts do not show the country's merits and do not promote a long stay.

Another two concepts were targeted at the brand meaning, not the logo. The first was taken as a basis for beauty and naturalness, confirmed by the slogan «Real Belarus» and «Belarus is a country of rest», focusing on the forest as English equivalent of «Belarus ForRest». But these slogans are too simple and will hardly be remembered by tourists.

The following two options are similar and focus on the Belarus advantages. «Nature is everywhere» is the first slogan, which shows all the advantages of Belarus: flat landscapes, calm rivers, sacral lakes, a thousand-year history of tolerance and etc with bison logo, which depicts a stork and a forest. In the second concept, the tourist advantages of the country, such as the Belarusian «transport corridor» and Belarusian ecosystems were taken as the basis. The symbolism is a wing-opening bird in the cornflower-map of Belarus — a symbol of a peaceful sky, free flight, creative energy, and a special atmosphere of the Belarusian land. The slogan corresponds to the chosen symbolism «Breath of life». In my opinion, these options can

be considered as a Belarus brands. A good combination of slogans with logos and colors leave a feeling of lightness and freedom.

Among the concepts listed there was a distinctly different one, with its own zest. Friendly, open Belarusians were taken as a basis of this concept. The English version of the slogan has a hidden name of the country in it: «BE WITH US» — BELarUS. The logo is based on the semantics of 6 regions of Belarus, combined into a wreath — a symbol of our country. This concept seems to be the most authentic and I believe that any brand with the slogan «Be with us» can represent our country as a brand. To my mind, this concept can increase the foreign tourists' interest in our country, maximizing our travel potential and making our country world-famous. Besides it promotes the idea of an open, friendly country, seeking international cooperation in many spheres, which creates a positive image of Belarus as economic partner worldwide.

References

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PRESENT SITUATION AND DEVELOPMENT PROSPECTS FOR THE ROADSIDE SERVICE FACILITIES OF BELARUS

Roadside service was born together with the first roads. Back in the 13th century, famous traveler Marco Polo described inns in ancient China, where a traveler could not only wash and rest, but could also change into a clean silk robe. In many classical books, one may find the descriptions of taverns, inns and relay postal stations. Though a lot of water has gone under the bridges since thosetimes, the role and operation of roadside facilities still remains relevant.

Roadside service facilities make up an important component of tourist infrastructure and hospitality industry. Next year Belarus will host the Second European Games, and in 2021, the World Hockey Championship. They will be landmark events in the world of sports and a unique opportunity for our nation to showour hospitality to the world public.

Moreover, roadside service facilities do not only demonstrate the level of hospitality, but also serve as an important factor in the system of road safety.