

3. Придорожный сервис Беларуси: нормативная база, проблемы и перспективы развития [Электронный ресурс] // Электронная библиотека УО «Белорусский торгово-экономический университет потребительской кооперации». — Режим доступа: <http://lib.i-bteu.by/bitstream/handle/22092014/1368>. — Дата доступа: 24.10.2018.

А.С. Бородавская, Л.Д. Гайдук

БГЭУ (Минск)

Научный руководитель — Л.Д. Гайдук

NEW APPROACH OF SOLVING THE PROBLEM OF OVERTOURISM IN ITALY

With its rich culture and outstanding beauty, Italy is unsurprisingly one of the most popular holiday destinations in the world, but when it comes to tourism, it can be both a gift and a curse. According to UNWTO estimates, Italy is positioned fifth in terms of international tourist arrivals. Only France, USA, Spain and China are above Italy. Unfortunately, overtourism is overwhelming the country and has devastating effects on Italian heritage [1]. The problem of overcrowding is only going to get worse, as millions of newly wealthy Chinese, Indians and other nationalities set their sights on holidaying abroad. In the past such cities like Venice, Florence, Pompeii, Rome, Capri have planned to set a limit on the number of tourists allowed to enter each day, but have concluded that such a limit would be almost impossible to implement. Instead, the solution to the problem could be reached by promoting less well-known but equally gorgeous parts of the country.

As an example *Italian town Ladispoli* could be represented. It lies about 35 kilometers west of center of Rome. This destination possesses the same level of quality as Rimini or Bari, but it is less busy and overcrowded. Rest in Ladispoli is a fusion of the ancient atmosphere with a developed infrastructure of the city, the major advantage of the town is its location: one can reach Rome directly in 20 minutes by a comfortable train that runs every hour. In addition, there are many well-known and popular fashion stores, as well as a wide range of cafes and restaurants for every taste. Ladispoli fascinates people with clean incredible beaches of the Tyrrhenian coast and a great diversity of restaurants, bars and cafes, even including restaurants with Michelin stars.

Such kind of the tourism product is well suited for Belarusian market. Being the middle ground, the destination offers their guests a lot of rest and relaxation in a friendly familiar atmosphere, excellent cuisine and reasonable prices. Moreover, thanks to a lower tourist flow, the quality of service and level of hospitality is much higher and the approach of service is very welcoming and more individual, than in the well-advertised overcrowded places.

In the meantime, as responsible travelers, we also can do our bit to help turn the tide on overtourism, support a new wave of sustainable tourism practice around the world and pay our attention to some unknown places on the map, which are undoubtedly worth visiting.

Reference

1. World travel & tourism council: the economic impact of global travel & tourism. — 2018. — № 10. — P. 3–4.

А.С. Бородовская, Л.Е. Ринкевич
БГЭУ (Минск)

Научный руководитель — Л.Е. Ринкевич

THE PROBLEM OF DECLINE IN POPULARITY OF TRAVEL AGENCIES

In recent years travel agencies have faced a new form of competition — the Internet. Throughout a short period of time the Internet has expanded a lot, becoming indispensable in almost all spheres of our life, as well as in tourism. One «click» has become sufficient to take us virtually to any country in the world, i.e. to give us the insight into numerous offers of touristic destinations, attractions, transport, accommodation. The Internet sites offer consumers more than just a simple access to any touristic offer — they provide a personal, direct purchase of preferred products directly from manufacturers. This results in independence of tour companies from intermediaries — travel agents, and thereby reduces their costs. Accordingly, reduction of dependence on intermediaries and diminution of general costs of travel companies leads to reduction of costs of tourism services users [1, p. 45].

In order to explore this tendency in Belarus and to clarify the current situation on the travel services market of our country there was conducted a survey, in which 80 tourists were interviewed. The study was conducted in the following organizations: Delta Tour, Service Luxe, StarLuxe Tour, Rina Tours, Christie Travel and Liberty Travel and also in Belarus State Economic University. Students of the faculty of commerce and tourist industry, institute of social science and humanities education, marketing and logistics faculty have been interviewed. The participants were of two different social groups: postgraduates, who are in their twenties and people with higher income of 30–48 years of age. During the survey, it was found that only 28 respondents use the services of travel agencies, this category mostly includes people aged 42–48. And that is only 35 %.

The majority — 65 % — prefer to organize holidays by themselves: through the Internet and online booking. They are capable of rapidly absorbing and effectively using new technologies, they are thinking on their