

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.

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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.

As of January 1, 2018, 482 gas stations, 75 hotels with campgrounds, 44 washing points, 91 guarded parking lots, 537 trade enterprises, 602 cafes, 82 car service and maintenance stations, operate on Belarusian public roads [1].

Almost a third of all roadside catering facilities are located in the Minsk region. Today there are 198 of them. The largest concentration of roadside catering facilities can be found in the Minsk, Dzerzhinsk, Smolevichy, and Logoisk districts. Last year, 13 food service outlets opened in the Minsk region. Belorusneft company is actively refurbishing its gas stations. In general, 25 % of the food facilities belongs to the Belneftekhim company, approximately 12 % — to the consumer cooperatives and almost 64 % is owned by legal entities and individual entrepreneurs.

In all facilities, bank card payments are accepted, about 75 % of facilities are connected to the Wi-Fi network, and 87 % are equipped with video surveillance systems. Everywhere, the tourists can taste and enjoy delicious dishes of Belarusian cuisine.

Belarusian roadside service facilities are multifunctional. They may be hotels, food catering facilities, shower cabins, so popular with long-haul truckers, parking lots, well-equipped gas stations, etc. Emphasis is placed on the facility stylistic identity as well as on the quality of service, the latter should be based on the real assessment of one's needs and the world experience.

Alexander Golovnev, Head of the Main Directorate of Highways of the Belarusian Ministry of Transport and Communications, highlights the importance of the proper location for roadside service facilities on Belarusian highways, their healthy competitiveness and the quality of the services rendered [2].

Without doubt, shortcomings of roadside service facilities and tourist infrastructure contribute to the problem of unattractiveness of the country for foreign tourists as a whole. The current status of the Belarusian roadside service facilities requires a multi-layered approach to the problem with a focus on reasonable pricing policies of roadside hotel and food catering services, quality of services, favorable environment for businesses in the field of roadside services and infrastructure [3]. The entrances to the parking lots should be certainly well equipped. Along the highways, there should be road signs, providing detailed information what exactly is ahead.

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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.