

On the basis of the learned material it seems appropriate to draw the following conclusions in order to resist «illegal» tourists by:

- improving the legal framework for carrying out control over the stay of foreign citizens on the territory of the Republic of Belarus;
- expanding the criteria and the list of documents required to cross the border of the Republic of Belarus;
- monitoring law enforcement systems and strengthening border control measures;
- developing opportunities in searching illegal migrants with carrying out their maintenance and deportation to their homeland.

### References

1. *Novikov, V.N.* Legal regulation of tourist activities / V.N. Novikov, D.N. Kiselev. — Minsk : BSUPC, 2016 — 246 p.

2. Visa-free transportation [Electronic resource] // Ministry of Foreign Affairs of the Republic of Belarus. — Mode of access: <http://mfa.gov.by/visa/freemove/aafab0a3d1cc05e9.html#80>. — Date of access: 18.11.2018.

***М.П. Ковалева, А.В. Копылова***

*БГЭУ (Минск)*

*Научный руководитель — Л.Д. Гайдук*

## INNOVATIONS IN BELARUS TOURISM SPHERE

The features people may pay attention to, while choosing the place they want to stay at, are known by lots of tourist companies. But still they can't satisfy all demands due to the wide range of problems the tourists may face. The problems are absolutely different starting from choosing the destination ending with linguistic problems.

According to the recent studies 282,7 thousand of organized in groups tourists have visited our country. It means that we have an opportunity to improve and develop a sphere of organized tourism, using various innovative methods. The average period of foreign tourists' duration is 4 days. According to this fact it is easy to guess, how an ideal holiday may look like. The target audience are people, who don't want to worry about all the aspects of their trip. They search for assurance and comfort with minimal efforts. Tourism organizations are the main providers of this kind of service. 1444 organizations carry out tourism activities and it is not the limit. New offers appear every day, and it is difficult not to get confused with them.

In contrast to the products which are already on the market we want to show you a new way of the development of national product. It's clear that the person who chooses a country to visit wants to sample its national life. But it is not easy to find something really indigenous in the country

which aims to be a European-like. That's why lots of hotels and restaurants offer European cuisine and service rather than Belarussian. So we offer a full-package holiday of all interests and budgets. The main idea of this innovation is that there won't be any more need to think about the place to live in, the restaurant to eat or the sights to observe. Our full-package holiday will differ in price, a duration period and places of visit. We offer three full-package holidays which will go under the following categories: *standard, comfort and premium types*:

Name	Standard	Comfort	Premium
Duration	3 days	4 days	5 days
Hotel	«IT-Time Hotel»	«Belarus»	«Victoria Olymp»
Excursions	Highlight tour around Minsk	Highlight tour around Minsk region	Tour: Minsk – Mir – Novogrudok – Minsk
Activities	Ice skate rink, Factory «Kommunarka»	Shopping Mall «Galleria», Cinema «Victory», Waterpark «Lebyazhiy» and others	Logoisk (depending on season), QuestRoom, Observation tower of the National Library and others
Recovery	–	–	«Robinson Club» with all facilities
Café/ Restaurant	«Lido»	«Vasilki»	«Draniki»

To sum everything up, the potential of development of national tourism is rather wide. Following tourists' needs, it is possible to organize a qualitative tour which may be interesting for all types of engaged people.

**К.С. Кокало, С.А. Дубинко**  
БГУ (Минск)

*Научный руководитель — С.А. Дубинко, канд. филол. наук, доцент*

## APPLICATION OF NON-TARIFF MEASURES AS ONE OF THE DIRECTIONS IN WORLD TRADE DEVELOPMENT

At present, one of the essentialspheres of foreign trade regulation is non-tariff methods, the role of which in the total amount of regulatory measures is constantly rising. **Non-tariff measures (NTMs)** are policy measures, other than ordinary customs tariffs, that can potentially have an economic effect on international trade in goods, changing quantities traded, or prices or both [1].