

In addition, you should have a complete freedom of a route choice and the possibility of mobile program changes. Given the identified problems of the development of event tourism, we can note the following areas for further work in this area: festivals require support from government agencies to create good conditions for organizing festivals; it is necessary to establish cooperation between tour operators and event organizers; it is necessary to hold a rating of festivals, which will help in raising their professional level; assistance in promoting festivals is also badly needed [3].

References

1. *Бабкин, А.В.* Специальные виды туризма : учеб. пособие / А.В. Бабкин. — М. : Сов.спорт, 2008. — 252 с.
2. Развитие событийного туризма в Республике Беларусь [Электронный ресурс] // Белорусский каталог бесплатных студенческих работ. — Режим доступа: <https://hotdiplom.by/uslugi-4/43-razvitie-sobytijnogo-turizma-v-respublike-belarus.html?showall=1&limitstart=>. — Дата доступа: 21.11.2018.
3. 24-ая Международная выставка «ТУРБИЗНЕС-2017» // Официальный портал Национального агентства по туризму. — Режим доступа: <https://www.belarustourism.by/news/razvitie-sobytij-nogo-turizma-belarusi-vozmozhnosti-konsolidatsiya=>. — Дата доступа: 21.11.2018.

А.С. Мороз
БГЭУ (Минск)

Научный руководитель — Н.А. Новик, канд. филол. наук, доцент

BELARUS AS A LEADER IN EXPORT OF EDUCATIONAL SERVICES

The national educational system of the Republic of Belarus is successfully developing and is actively involved in the international educational sphere. Every year, the United Nations Organization issues the Human Development Index (HDI), which incorporates the Education index (EI), the GDP Index and the Life Expectancy Index. According to the Human Development Index, Belarus is included in the list of countries with a very high human development [1]. In 2018, Belarus ranked 53 in this list, its HDI being 0.808. According to the Education Index, Belarus ranks 26, its EI being 0.834. The country classifies into the group of countries with high EI [2].

In 2015, Belarus joined the European Higher Education Area, which means that the education in the country is of high quality. The ratio of university students to the total population of Belarus is one of the highest in Europe and the highest among the former Soviet Union republics (330 students for every 10,000 people) [3]. As a result, the education obtained in Belarus becomes more and more attractive to overseas stu-

dents. In 2016, the export of educational services by the Belarus Ministry of Education was US\$ 33.6 million. The increase was 99.7 % as compared to 2015 [4].

Educational tourism is one of the fastest growing areas of the travel and tourism. There are some types of educational tourism: school trips, study abroad experiences, seminar and conference trips, skill enhancement vacations, educational cruises, etc.

As to *Study abroad experiences*, they are offered by most major universities around the world and provide students with varying in time study sessions and cultural and linguistic immersion. Students often travel the country of choice and even to neighboring lands. The goal here is to widen the educational prospects so that university students should obtain both rich cultural experience and knowledge.

Belarus, tourist services in educational tourism take up 9.8 % of the total export and are worth of US\$ 3.3 million. In 2016, there were 15,971 foreign students in Belarusian higher education establishments. The largest numbers of them came from Turkmenistan (7,982 students, 50 %), Russia (1,633 students, 10.2 %) and China (1,270 students, 8 %) as well as from Azerbaijan, Iran, Kazakhstan, Lithuania, Nigeria, Tadjikistan, Turkey, Ukraine, etc. Overseas students make up 5 % of the total number of Belarusian students [5].

In Belarus, there are 52 higher educational establishments with majors in architecture and construction, engineering and technology, art and design, humanities, natural sciences, environmental sciences, health science, economics, management, etc. Many of Belarussian universities are included into top-5000 of Webometrics rating of universities. In total, there are more than 30 thousand universities in the rating. Belarussian State University ranks 489 in this list and takes the 12th position among the universities of Central and Eastern Europe. Belarussian National Technical University is at 2719 place, Yanka Kupala State University of Grodno takes the 3349 line, Belarussian State Economic University is numbered 4949 [6].

To sum up, the importance of educational tourism as a very significant component of international cooperation and intercultural exchanges is hard to underestimate. Today international education makes up a big target segment of any country's economic, education, social and cultural processes. To meet the newest world trends in this sphere, it is vitally important to take measures to further develop educational tourism in our country.

References

1. List of countries by Human Development Index [Electronic resource] // Wikipedia. — Mode of access: https://en.wikipedia.org/wiki/List_of_countries_by_Human_Development_Index. — Date of access: 21.10.2018.
2. Education index [Electronic resource] // Wikipedia. — Mode of access: https://en.wikipedia.org/wiki/Education_Index. — Date of access: 21.10.2018.

3. Беларусь лидирует среди стран СНГ по соотношению численности студентов и населения [Электронный ресурс] // БелТА. — Режим доступа: www.belta.by/society/view/-275812-2017. — Дата доступа: 22.10.2018.

4. Национальная туристическая индустрия [Электронный ресурс] // Гипросвязь. — Режим доступа: <http://giprosvjaz.by/ru/news/nacionalnaya-turisticheskaya-industriya--1351>. — Дата доступа: 22.10.2018.

5. Educational-tourism [Electronic resource] // Tourism & More. — Mode of access: www.tourismandmore.com/tidbits. — Date of access: 22.10.2018.

6. Education in the Republic of Belarus : statistical b. // Nat. Statistical Comm. of the Rep. of Belarus. — Minsk, 2017. — 220 p.

7. Central and Eastern Europe [Electronic resource] // Ranking web of universities. — Mode of access: http://webometrics.info/en/Ranking_Europe/Central_Eastern_Europe?page=3. — Date of access: 22.10.2018.

Т.Д. Москалёва, Е.О. Машкарёва
БГЭУ (Минск)

THE RATIONALE OF THE INTRODUCTION OF SELF CHECK-IN KIOSKS IN HOTELS

It is well-known that technological development does not stay away from the hospitality industry. With the mass computerization of the workplace and the introduction of property management software the performance of hotels has increased significantly. However, there is still something that can increase the effectiveness of hotels. Thus, the object of this research is innovative technologies in the hotel industry. The subject of the research is the introduction of self check-in kiosks in the hospitality industry. The main aim of the following research is to assess the rationale of self check-in kiosks in the hospitality industry. To achieve the aim of the research, the following tasks are set: to analyze statistics relevant to the research and study the possible advantages of using self check-in kiosks in hotels.

In fact, self-service check-in is growing in popularity, especially among business travellers. They prefer to stay with the same hotel brand whenever they are on the road, and they do not need front desk managers to explain the property's policies and available services every time they check in [1].

Kiosks simplify the check-in process and help travellers reach their rooms faster. As Hotel News Now claims, in CitizenM hotels the average check-in time using the self-service kiosk takes less than 2 minutes, and the average check-out time is 30 seconds [2]. At the same time, according to guests' experience, the check-in time at the check-in desk lasts from 5 to 40 minutes depending on the occupancy of the hotel.

Actually, the time the hotels save with the kiosks may be spent on creating better service. At first sight it may seem that self-service can