

Recently, agrotourism destinations are becoming more and more popular, and this business registers an increasing amount of sales from year to year, attracting an increasing number of businessmen to this field of activity in traditional rural labor.

It is a promising direction in the field of tourism business. Abroad, agrotourism takes up a quarter of revenue from general tourist destinations. But in Belarus, agrotourism is not yet sufficiently developed due to the following reasons:

- not all local villagers can invite guests to themselves;
- now everyone is accustomed to a comfortable rest;
- the presence of at least a comfortable location, transport, minimal equipment and amenities is an integral part of all green tourist requests.

One of the main factors contributing to the development of agrotourism in the Republic is that over 42 % of the territory is the agricultural land. Belarus has huge resources for agrotourism, but they are extremely inefficient in demand.

The goals that need to be set by the tourism committees, working with rural guest houses, are to provide rural people with work and to return rural youth in the countryside.

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THE OPPORTUNITIES OF HOTEL CHAINS

Globalization and integration processes as well as the industrialization of hotel services have caused the spread of large, well-organized, technically and technologically equipped hotel chains, uniting thousands of hotels around the world.

Hotel chains are groups of hotels that conduct collective business and are under the direct control of chain management. The hotel chain provides advantages to both the guests and the owners of the chain. The advantage of large hotel chains is the reduction of costs due to the growth of volumes. Advertising campaigns, the training of employees, bookkeeping, the purchase of necessary materials — everything is centralized for all the hotels of the network. It reduces costs significantly and makes it more profitable than for each hotel separately. Mistakes in the operation of one of the hotels can be covered by other companies in the chain. Therefore, we can talk about the stability of the hotel enterprises, which are included into international and national hotel chains. Nowadays there are more than 16 million hotels in the world; each fourth hotel is included into any network. The examples of the top global chains are InterContinental Hotels Group (IHG), Hilton Worldwide and Marriott International [1].

In the Republic of Belarus there is one national hotel chain that is situated in Minsk. This chain includes 4-star hotels: Victoria, Victoria & SPA, Victoria Olymp; and 3-star hotels: Hotel na Zamckovoy, Hotel Monastirski. The advantage of this chain is the focus on different price segments of the market. The target audience of it is very wide, as there are hotels of middle and high class [1].

The existence of the national hotel chain will increase the level of domestic tourism.

The prosperous advantage of this chain is the possibility to set up the hotels across the country. Therefore, people who are already familiar with one hotel chain will choose this network in other cities. The next stage of the development of the national network is an access to the tourist markets of neighbouring countries. Visiting and staying at the hotel of a Corporation in a foreign country, the traveller feels «at home» in a familiar and comfortable environment that helps to encourage the feeling of patriotism and provide both an improving service to guests and the increasing number of visitors to the hotels [2].

To sum up, the formation of hotel chains plays a certain role: it allows to promote high standards of service to the world market of hotel services and also contributes to the support of hotel services for tourists.

References

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SLOW FOOD

«There is no love more sincere than the love of food,» wrote Bernard Shaw. Nowadays it's hard to disagree with him. Although, as in the case with real love, people's passion for food may differ. Some people love fast food, others prefer to slow down.

The *Slow Food movement* appeared in the end of the 20th century as a counterweight to the widespread dominance of fast food. In the future, the organization has become a community that advocates for the rational consumption of high-quality and local products.

Slow Food was founded by Carlo Petrini and a group of activists in the 1980s. Initially, his goal was to support and protect local traditions of estimating delicious food, gastronomic pleasure and a leisurely lifestyle.