

ДОКЛАДЫ ПЛЕНАРНОГО ЗАСЕДАНИЯ

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SWITZERLAND AND BELARUS: THE ASPECT OF TOURISM

Switzerland and Belarus have a lot more in common as one may think. Austria, France, Germany, Italy and Liechtenstein surround Switzerland. That makes five countries. Moreover, Belarus is surrounded by Latvia, Lithuania, Poland, Russia and Ukraine. That makes also five countries too. The surrounding of those different countries with their different cultures and habits also inspires tourism sector. One can learn from their different cuisines, as for example in Switzerland there is a great variety of both French and Italian Restaurants. Of course, one should not forget the traditional Swiss cuisine, which has a lot of similarities with Belarusian cuisine, the traditional food too. A part of Swiss people is very rural. Swiss Röstli is almost the same as Belarusian Draniki.

Indeed, Switzerland is known for centuries for its cows, their milk and cheese, and as a transformed product chocolate. In the last year, it has become very popular for tourists, visiting a farm. There, the tourists can learn a lot about how farmers live and what they do in their everyday life. Such special offers — they could be called “event tourism” — are getting more and more popular. As Belarus is as well known for its agriculture, such projects could be a boost for Belarusian tourism.

Speaking about guest-friendliness, foreigners feel very welcomed in Belarus. There is still some potential in the area of training the service staff in Belarus. A good way to improve the knowledge and competence of the staff is to educate them adequately. In Switzerland, tourism is important as sector of the economy for now 150 year. To keep the standard, there is a couple of top hospitality management schools and programs. In many of those high schools, employees from tourism are giving lectures or master classes, because this can give practical lessons, like an extra motivation for students and also shows the tourism from inside. They also generate a large alumni network where former students can keep in touch and share their knowledge. From all of those former students of Swiss high schools that came from abroad, a huge number wants to stay in the country and to work in the Swiss tourism, although the average salary is quite low. This shows that attractive education programs are an effective way for countries to attract international professionals.

It is very important to keep your customers in marketing. There are different ways to achieve this. Here one has to be creative keeping the fi-

delity of the tourists. Look at Swiss tourism how they try to raise the interest, by the time being by dispatching Advent Calendar. It is always a challenge to make people aware of the upcoming events and to advertise them in the right way. Especially in the modern world, where we sometimes have several events at the same day, an organizing committee needs to explain the value of an event and generate interest. Today, the internet — including social media — plays key role in this advertising process. Being present in the internet is not only good for attracting people to an upcoming event, but also for raising the visibility of a past event and generate a group of interested people for other upcoming events.

Branding is also very important. Switzerland has got a variety of top symbols for its branding. One of them is the Matterhorn, one of our very beautiful and top mountains, situated in Zermatt, the heart of the Canton of Wallis. Another top Swiss symbol is the Edelweiss, a flower that can only be seen in alpine regions. It has become so symbolically for our Mountains that it is now the chosen emblem of Switzerland Tourism. Furthermore, there is even a Swiss airline that is called Edelweiss! Every country and region has to choose a strong and simple symbol, accepted immediately by the potential costumers.

Belarus is also very active in raising its visibility. This year, a big effort has been taken to offer and organize big events open to an international public. For example: The second European Games in Minsk, the Minsk Dialogue Forum, the ceremonies of Berezina around the battle of 1812 and many more. Anyway, Belarus is getting more and more attention.

The annual meeting was held of the Belarusian-Swiss Business Council, with some of Swiss businessmen visiting Belarus and exchanging their views with Belarusian counterparts. One of them was Mr. Federico Sommaruga, the Director Emerging Markets & Special Projects at Switzerland Tourism. With Andrey Molchan, Director of Tourism Department of the Ministry of Sports and Tourism of Belarus, Federigo Sommaruga signed a Memorandum of Understanding on the 27 November. This Memorandum of Understanding strengthens and consolidates the cooperation between two countries in the field of tourism. Therefore, Belarus and Switzerland are on track to deepen bilateral relations. It is a real good new, having a formal cooperation in the tourism sector.

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THE IMPACTS OF INTERNATIONAL SCIENTIFIC COLLABORATION ON UNIVERSITY STAFFS

One of the critical competencies for academics is the capacity to develop effective collaborations (Bozeman and Corley, 2004). This paper