

EXPERIENCE ECONOMY IN THE REPUBLIC OF BELARUS

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Резюме – в современном мире, где потребитель прекращает обращать внимание на бренд и ориентируется только на цену, производителю необходимо придумать стратегию, чтобы привлечь покупателя. Эта стратегия есть экономика впечатлений. Несмотря на то, что экономика впечатлений – это западный метод, он в полной мере развивается в Беларуси.

Resume – in today's world, where consumer stops paying attention to the brand and focuses only on price, the manufacturer needs to come up with a strategy to attract the customer. This strategy is the experience economy. Although the impression economy is a Western method, it is fully developed in Belarus.

Introduction. Nowadays most competing companies in any area offer approximately the same goods and services, the consumer stops paying attention to brands and only interested in the price. However, companies can't reduce the cost of products and services below a reasonable level. Under such conditions the ability to create new value for customers through positive emotions becomes an important competitive advantage. Today a client pays not for the usefulness of a product or service, but for the feelings that they cause in him.

Main part. Studies show that people absorb information through all five senses according to the following proportion: sight – 75%, hearing – 13%, touch – 6%, taste – 3%, smell – 3%. They encourage people to touch, pick up, move objects. People hear sounds from their surroundings, see and smell, and use abstract concepts to evaluate or compare phenomena. Impressions, however, are also memories that remain and live with us. We remember 10% of what we hear, 30% of what we read, 50% of what we see and 90% of what we do. Thus, product consumption is a combination of elements: hearing, entertainment, educational aspect, physical accessibility, aesthetics, engagement, touch, sight, smell, taste. This concept is referred to as “experience economy”. It is enough profitable because creates stronger emotional ties with the object.

The example of economy of impressions in Belarus is industrial tourism. Industrial tourism is a type of tourism that involves visits to operational companies and industrial heritage. It offers visitors an experience with regard to products, production processes, applications, and historical backgrounds. There are many companies in Belarus that provide this service. For instance, BelAZ is considered a model of the Belarusian economy of impressions, which has been welcoming thousands of tourists from all over the world for a year now. Today, Gomselmash, the Gomel machine-building giant offers tourists not only to walk through the machinery exhibition and to visit the assembly line, but also to take

part in a test drive of a combine harvester. JSC “Spartak” actively works with tourist groups. If earlier here received one excursion per day, now - two-three. The schedule is made for the whole summer. Soon the factory will have its own chocolate museum. Gomel Production Association “Kristall” became available for tourists, where they can see the entire process of diamond processing and even personally take part in the creation of a diamond.

The narrow-gauge railway in Belarus is another type of experience economy. There are only about 30 narrow-gauge tracks left in Belarus, and that is quite a lot. Since the Soviet times it has been an industrial transport, harsh, unpretentious and rude. All narrow-gauge railways in Belarus, except the mines, have a track width of 750 millimeters. They usually haul peat. However, a Belarusian project that organizes tours on Belarusian narrow-gauge tracks also takes tourists and after a trip along the narrow gauge, tourists can see old steam locomotives, machinery and take a ride on a hand-made dreck at the Museum of Railway Engineering.

Thanks to its unique nature with ancient forests and marshes, clear lakes and rivers, and an amazing variety of flora and fauna, Belarus is an ideal place for ecotourism. Ecotourism is another kind of experience economy. Ecotourism is now defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.” There are different types of this kind of tourism and one them is walking along eco-trails. There are more than 70 eco-trails and routes in Belarus. They allow tourists to see a variety of natural landscapes with their own eyes. The task of eco-trails is to organize such an encounter between people and wild nature that will bring the greatest pleasure to people and the least harm to nature.

Ecological trails are specially laid near the most attractive natural objects. The route is planned in such a way that it avoids the places where rare species of plants and animals registered in the Red Book can be found. They do not need to be disturbed once in a while. The trails reduce the pressure on the environment and prevent trampling of plants and soil erosion, stop wildfires, and provide jobs for guides (remember, one of the criteria of ecotourism is benefits for locals).

Conclusion. People can't live without emotions and are ready to pay for their impressions. Thanks to this human peculiarity, the impression economy becomes more popular. Companies that use this psychological technique increase their sales, competitiveness, and create a positive image of the organization and customer loyalty. Belarusian businessmen adopt Western methods of business improvement. And the economy of impressions is one of that main method of increasing sales.

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SOME PROMISING DIRECTIONS OF THE DEVELOPMENT OF TOURISTIC TRENDS IN BELARUS

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Резюме – данная статья рассматривает виды въездного туризма в Республику Беларусь. В качестве перспективных названы ностальгический велосипедный, сельский и религиозный виды туризма.

Resume – the article studies the types of inbound tourism in the Republic of Belarus. As the promising ones here are listed nostalgic, cycling, rural and religious types of tourism.

Introduction. Tourism is not one of the main sectors of the economy of the Republic of Belarus; nevertheless, attention has paid to its development at all levels of governance. In 2019, according to the data of the National Statistical Committee of the Republic of Belarus, the share of tourism in GDP was only 2.2% [3]. That is assuming that the indicators have grown in comparison with 2018. Another important indicator of tourist attractiveness is that the import of tourist services prevails over export (1135 million US dollars to 905.2 million US dollars) [3].

Main part. For the development of this sector of the economy in Belarus it is necessary, first of all, to create the image of the country that will be attractive for tourists [4]. It is necessary to highlight areas that will be profitable to develop in Belarus. Nostalgic tourism is considered as the first promising direction. This direction in the tourism industry inherently is not much different from historical tourism. The peculiarity of this type of tourism is in the fact that there is a moment of nostalgia. It is rather common when people move to other countries and after a while they return to their historical homeland as tourists. The target consumer of the nostalgic tours can better learn about the country with which a person or his / her relatives are associated, about its history, culture. This direction is gaining popularity all over the world. Cycling tourism could be the next direction. This vehicle has become very popular recently all over the world. The length of only one but the main cycle path in Minsk is 26.2 kilometers [1]. There are a number of other paths. It can become a very interesting and popular trend provided that adequate service is provided. Rural tourism could also become a visiting card of tourism in the Republic of Belarus. This direction has being actively introduced in agricultural estates, the number of which is only increasing