

Conclusion. Summing up the current strategy of young entrepreneurs, we can conclude that they find ways to break through and open their own business, even in the face of such fierce competition. Modern problems have given rise to modern solutions. As soon as there is a problem, there are those who can solve it. It is impossible to make an unambiguous conclusion, it is good or bad. But this proves only one thing – competition spoils progress.

УДК 338.48

THE FUTURE OF GASTRONOMY TOURISM IN THE REPUBLIC OF BELARUS

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Резюме – в данной статье оцениваются перспективы развития гастрономического туризма в Беларуси, а также предложены комбинаций гастрономического туризма с другими технологиями для расширения предлагаемых услуг и привлечения клиентов.

Resume – the article assesses the perspectives of the development of gastronomy tourism in Belarus, also here are suggested some combinations of gastronomy tourism with other techniques for the diversification of the services offered and attraction of clients.

Introduction. Tourism industry is to attract visitors successfully and to offer them various services to meet their needs and to persuade them to consume more product. Public catering is an integral part of the tourist trade as it covers a vital need, but it is becoming a specialty in some tourist destinations.

Main part. Futurologists consider the new generation will become the drivers for turning the industrial economy into emotion economy [4]. When travelling, people try to find some new emotions, unusual impressions, so-called “national tint”. Tourist agencies offer travelling in historical steam powered trains, accommodation in bungalows and, of course, they invite to cafes and restaurants with national cuisine.

Gastronomy tourism has been being developed in our country for more than a decade and a lot of various gastronomy fests are held every year in different parts of the country [1, 2, 3, 5]. Thanks to the reasonable diversity of the dishes of the national cuisine it can distinguish the most perspective directions for tourist traffic and can help to develop the new product in tourism industry.

There is not tourism product that can be developed separately from other services. Gastronomy tourism can be enriched with other facilities (accommodation, transportation) and techniques (story-telling, historical overviews, nostalgic tourism) that help to attract visitors.

First of all, it is necessary to speak about accommodation. Monitoring of the tourist flows shows that gastronomy tourists are often ready to live in rather modest dwellings and to spend bigger sums on feeding [4]. In Belarus there is a

well-established chain of agricultural estates and most of them offer facilities for gastronomy tourists: local cuisine, possibility to participate in the process of cooking and even growing groceries and other foodstuff. This type of tourism might be supplemented by environmental education. The second important component of the tourism industry is transportation. Transport in gastronomy tourism does not go to a geographical destination point, the goal is to add new emotions. Tourists can try fish dishes aboard a fishing boat or have a romantic meal in a hot-air balloon. Such techniques as story-telling and historical overviews immerse tourists in national and historical environment.

The usage of gastronomy tourism in nostalgic tours adds authenticity to memories of visitors and assists in creating the environment of either their childhood or the life of their ancestors.

Conclusion. Emotion economy is growing to the reality nowadays. Emotion tourism is becoming a special interest for customers. If our country wants to attract foreign tourists and to persuade inner tourist to travel around the country a large-scale program for diversification of the tourist product should be developed. The gastronomy tourism will be an essential part of the industry as it helps to offer more attractive tourism product, as cuisines are learned by human senses.

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