

Los objetivos que persiguen los directivos son: valorar el salario, el poder, el status, todo lo cual va unido al tamaño empresarial. Este último proporciona a los directivos: a) una buena seguridad en el empleo por la dificultad de que se produzca una toma de control hostil; b) una gran capacidad de generar autofinanciación. Evidentemente hay otros objetivos como cuentas de gastos para viajes y entretenimiento, aumentar el tamaño de los asesores, fondos para inversiones discrecionales, y minimizar el riesgo personal asociado con las decisiones de las que son responsables.

La cuestión predominante es como prevenir, o minimizar, tales comportamientos. La respuesta es la realización de un control razonable de las actividades de los agentes y el empleo de contratos que minimicen la posibilidad de conflictos de intereses. Los agentes que dispongan de buena reputación pueden recibir unas remuneraciones altas por sus servicios porque ello implica una garantía de que sus actuaciones proporcionan resultados satisfactorios a los principales.

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#### A DRAW FOR INVESTORS

#### ПРИМАНКА ДЛЯ ИНВЕСТОРОВ

В рамках румынской конференции Всемирной организации по туризму, посвященной проблемам развития туристических дестинаций, была разработана Система управления планированием дестинации. В рамках данной системы предлагается анализ туристического спроса, предложения, управляющей структуры. Предлагаемая работа направлена на применение Системы управления планированием дестинации к Барановичскому туристическому региону, а также разработку конкретных предложений для инвесторов.

For many non metropolitan regions — particularly those that have suffered major declines in their more traditional local industries — tourism (and its many economic multipliers) may be one of the serious economic options left. In this context, during the UNWTO Destination Management Conference in Hungary there was presented the Destination Management Planning Framework. This document provides a contemporary best practice Destination Management Planning Framework to assist all tourism agencies and destinations in ensuring the sustainability and competitiveness of tourist destinations for communities, business operators, industry stakeholders, and consumers.

A conducted research is aimed at application of DMP-model to the Baranovichy tourist region.

Following the steps of DMP, there was investigated the current situation (demand-side research, supply-side research, gap analysis), identified stakeholders (private sector, local community interests, tourism organizations, environmental and cultural heritage bodies, local education and training bodies).

The conducted supply-side research was aimed at examining local tourist attractions and defining its state, accommodations and catering facilities, informational and human resources. The results exhibit that about 20 major tourist attractions can be used to attract the public and are enough to positioning Baranovichy region as a self-sufficient tourism destination at least on the regional level. The quantitative and qualitative structure of accommodation facilities is presented by 5 limited-service hotels, 3 top-quality sanatoria and 3 farm houses. The food service is provided by more than 20 outlets at various price and quality categories. But the lack of roadside catering establishments is still a problem.

As a final step of supply-side research there was undertaken the SWOT-analysis of Baranovichy tourist region.

The pursued demand-side research included the identification and profiling of target tourism markets (existing and emerging). The target market following from region strengthens and opportunities can be both local and overseas (mainly Poles) tourists, who are interested in Belarusian literature and 19 century farmstead and park architecture, as well as local football fans and sanatoria patients.

While identifying the stakeholders, there was defined that 5 companies which provide clients with the tours across this region. In spite of the stock and trade is scarce. The local tourism management bodies are presented by The Department of physical culture, sports and tourism of the city executive committee and The Department of physical culture, sports and tourism of the district executive committee. The undertaken research proves that the organizational structure of these authorities doesn't meet such management principles as system, planning and the control object integrity. The alternative structure with department functional characteristics is provided.

As for people ware, it is trained by 3 educational establishments with 1 high-school providing personnel of different skills to the tourism industry.

How to make the potential tourism objects and potential investors meet each other? The special website targeted at the potential investors is exactly what is needed. This website can be of several modifications: a draw and the website with concrete economically substantiated proposals. The first one should disclose the tourist attractiveness of the region, major tourist attractions, existent infrastructure, local tourism organizations, general line of tourism development and the offer for further collaboration.

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## LA LANGUE DES SMS: LE BOULEVERSEMENT DES REGLES CLASSIQUES DE L'ORTHOGRAPHE ET DE LA GRAMMAIRE

Le SMS a 18 ans. L'avènement des téléphones portables et l'utilisation excessive des SMS ont totalement bouleversé les règles classiques de l'orthographe et de la grammaire de la langue française. Pour rédiger le maximum de mots dans le petit  
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