

treatment services and guides. It is estimated that the average person who travels to Belarus to shoot a bison spends 5,000 in the country.

However, the development of national tourism faces serious problems. The most important one is the lack of finance to develop tourist infrastructure. Foreigners often have to spend hours at the border checkpoints; a visa to Belarus costs much more than visas to Russia, the Ukraine and the Baltic countries. Poor quality services available to foreign tourists, high prices, and unfavorable political climate also do little to attract foreign tourists to our country. Besides, a new tax on the revenue of Minsk travel agents was introduced and this caused price hikes. All this combined with bad management and ineffective marketing policy affected badly Belarus' tourism industry.

Nevertheless, the three most promising trends in the development of tourism in Belarus seem to be:

- 1) extreme tourism to Chernobyl regions;
- 2) tourism to original Belarusian villages;
- 3) tourism to Byelovezhskaya Puscha.

What are prospects for Belarus to become integrated into the world tourism system?

Recently Belarus joined the World Tourist Organization. Ch. Shulga, director of the Tourism Administration of, had made the announcing it on the eve of the International Day of Tourism on September 27, 2003, the spokesman of the Belarus Ministry of Sport and Tourism said that Belarus participation in the world organization would increase the country's prestige, ensure access to modern technology in the field and bring financial and organizational help from the world organization.

Во многих странах туризм является основным источником дохода. В Республике Беларусь имеется достаточный потенциал для развития туризма: большое количество достопримечательностей, богатая история, самобытная культура. Однако такие факторы, как неразвитость инфраструктуры туристического бизнеса, отсутствие рекламы, последствия аварии на ЧАЭС, отрицательно влияют на приток туристов. Перспективными направлениями развития туризма в Беларуси являются: экстремальный туризм в чернобыльскую зону, туризм в традиционные белорусские деревни, туры в Беловежскую пуцу. Дальнейшему развитию туризма в Беларуси будет способствовать недавнее вступление страны во Всемирную организацию туризма.

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A BRAND NEW IMAGE

НОВЫЙ ИМИДЖ БРЭНДА

"He that filches my purse steals trash," says the villain Iago in Shakespeare's Othello. "But he that filches from me my good name ...

makes me poor indeed." Iago didn't have much of a good name to filch but businesses should heed his words, nonetheless.

A business good name is a brand name. Inside the customer's mind a trusted brand is a promise of high quality and good things to come. Branding gives products an identity that distinguishes them from similar products produced by rival firms. Marketers say that "branding is the art and cornerstone of marketing".

There are different approaches to branding:

- Individual or multiple branding, where businesses use a range of brand names for a variety of products.
- Corporate or overall family branding, where all firm's products are branded with the same name.
- A mixture of corporate and individual branding, where products are given individual brand names but the corporate brand name is also prominent.

A brand name should be snappy, easy to remember, unique and convey appropriate values. In addition popular brands are often supported by advertising catch phrases, such as "A Mars a day helps you work, rest and play".

However, brand creation process involves a lot of problems. A major problem for organizations that trade globally is finding names that translate appropriately. One way is to invent a completely new word, such as Toyota Avensis. Firms shouldn't use such sounds as R and L that can be confusing and difficult for Asian customers to pronounce, avoid number 8 when launching a food product in China because of its connotation of death, and take into account that many cultures read from right to left.

As companies become more aware of the importance of brand power, they wonder how they could strengthen their brands. Most managers think that the answer lies in increasing advertising budgets, but advertising is very expensive and not always effective.

There are some other ways to build up brand awareness and brand preference:

- sponsoring well-regarded events;
- providing well-appreciated public services;
- inviting customers to join the club;
- giving visible support to some social causes;
- inviting the public to visit the factory or office;
- creation of your own retail units;
- being known as a value leader;
- developing a strong spokesperson or symbol to represent the company.

Nowadays competitive advantage comes from image. A truism of marketing is that the image endures long after the reality that brought it about. Companies choose to operate not only at the present but mainly in the future. Competitive nature of retailing insures that the name of a product or business will remain the key to its long term success.