

Synonyme. „Ernährung“ wird mit kognitiven Botschaften in Verbindung gebracht, während dem „Essen“ der emotional besetzte Begriff ist. Diese Divergenz zwischen Kognition und Emotion wird in der klassischen Ernährungsaufklärung ersichtlich. Diese Aufklärung vermittelt zwar kognitive Ernährungsinformationen und erhöht dadurch das Ernährungswissen der Konsumenten, bewirkt dagegen aber kaum eine Veränderung des überwiegend emotional regulierten Essverhaltens.

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HOSPITALITY PROSPECTS FOR THE WHEEL CHAIRED

2014 saw a substantial increase in the amount of incoming tourists, due to the Ice Hockey World Championship. Lots of tourists came to Minsk to participate and enjoy the competitions and the attractions of the city. The presence and availability of accommodation was one of the keys to the success of this great sport event. So, **the object** of my research is the state of things with facilities and conveniences for the wheel chaired in the hotels of Minsk.

All the tourists had different needs and preferences while choosing the place to stay in. Some of them, like the wheel chaired, needed special treatment and special services. Unfortunately, we were not able to see many or even any such tourists in Minsk. It doesn't mean that they just ignored this championship? Simply they couldn't come because our hotels could not provide them with services they needed. As it is commonly known, a wheel chaired person is an individual who has no possibility to walk because of some disease (whether it's inborn or acquired) or accident. Of course, these people need special facilities while their stay in a hotel or any other type of accommodation. This may include:

- Transfers to and from the hotel in a wheelchair adapted vehicle
- Disabled parking lots
- Luggage assistance provided by staff
- Elevators
- Automatic door openers
- Ramps
- Special toilets and showers/baths with grab bars
- Barrier-free access to the rooms
- Easy reach to the needed things
- Wider dimensions of rooms, dining area and places for meeting
- Specially trained medical staff

If to google the hotels having special facilities for the wheel chaired, you'll find lots of variants in many countries and cities. And this is not surprising. In the world society it's believed that if a wheel chaired person can't access the country he wants, this country isn't accessible for any tourists. That's why foreign hotels try to do everything possible for this kind of clientele.

Not a single hotel can aspire to the category if it does not meet the minimum requirements or criteria, combined in the following groups: A - number of rooms,

B - common areas, C - hotel equipment, D – comfort of living, E – service, F - the availability for the disabled people and people with reduced mobility. Hereby these F facilities will give the hotel 4-5 stars, which will positively influence the prestige and image of the hotel.

Annually World Economic Forum together with International Air Transport Association, World Travel and Tourism Council and United Nations World Tourism Organization makes a list of the most attractive countries for tourists. This year Belarus was the only European country which wasn't included. This list is made on the basis of 14 different criteria. While making this list they also contact organizations for the Rights of People with Disabilities. So it's not difficult to guess that this aspect also seriously influenced the decision about Belarus.

Let's now clear out the situation with hotel facilities for the wheel chaired tourists in Belarus, in particular in Minsk. In the course of our study we found out that there are only 8 hotel rooms equipped for the handicapped in the hotels of Minsk. They are available in the following hotels:

1. IBB*** – 3 rooms (295,000 blr/night)
2. Yubileiny*** – 2 rooms (from 100\$/night)
3. Victoria**** – 1 room (180\$/night)
4. Europe**** – 1 room (320€/night)
5. Crown Plaza***** – 1 room (280€/night)

These figures leave much to be desired and show a very low level of interest to the problems of wheel chaired travelers from the point of view of hoteliers. Although, these people would like to travel like common tourists without any motion limits or barriers.

Some people say in their defense that travelers aren't supposed to spend all their time in hotel rooms. But this is a physical necessity that can't be ignored and each of us wants his stay to be satisfactory. Providing the facilities for the wheel chaired will bring more money to the sphere of tourism that is still badly developed.

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THE ROLE OF CUSTOMS IN ENSURING ECONOMIC SECURITY OF THE REPUBLIC OF BELARUS

The problem of economic security is increasingly worrying humanity in the modern world, as it affects the national security of each country to a variable degree. Economic security determines functioning condition of the economy and government institutions, which guarantees protection of national interests, harmonious and socialized development of the country. Thus, the aim of the research is to identify the role of customs in ensuring economic security of the Republic of Belarus.

Customs Service plays an important role in providing economic interests of the state. Customs Service is one of the basic institutions of the economy. In modern conditions, more than half of the government revenues, about 50-60%, of the Republic of Belarus are replenished by effective work of the customs authorities.