

choose exactly what corresponds to his needs. Over the last few years there has been a significant increase in this type of travel.

Globally there is a decrease in average duration of a trip, but an increase in frequency, which signifies greater availability of travelling in general.

So, tourism is an important, even vital, source of income for many regions and countries. Globalization has a dramatic influence on the international tourism which plays a more and more important part in the world economy.

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HAUNTED HOTELS: CUSTOMERS' SATISFACTION AND DEVELOPMENT TENDENCY

Any traveler is eager to find enjoyment and excitement from the place he visits. However in our fast-paced world it becomes more difficult to take a traveler's breath away. While some hotels utilize their brands, geographical position, and excellent service, properties can also use a haunting to attract peculiar customers to a destination.

Those travelers who seek thrill and strong sensation can be excited by some paranormal experiences. When a person occupies a haunted property, the excitement may appear as a result of the desire for strangeness and novelty. It is considered, that a visit to a haunted house provides an adrenaline rush similar to the excitement one can achieve from skydiving [1]. Therefore some tourists may be highly motivated to seek haunted properties. Thus, such tourist properties can potentially increase their occupancy rates and revenues [2].

Surely, many factors contribute to the satisfaction of a hotel visit including the price, housekeeping, food and beverage and others. Atmo-

spherical elements such as style, colors, and lighting can affect overall consumer impressions. So, haunted hotels can manipulate these elements to develop an environment in which paranormal encounters may be expected [3].

It is well-known there are mysterious places all over Belarus: Nesvizh Castle with its ghost, Chornaya Panna, Mir Castle with the spirit of Sofia, Loshitski Park Mansion, and others. Theoretically, Belarus can develop this type of accommodation and inspire tourists to stay there. However, according to the reviews given by Russian and Belarusian tourists to Nesvizh and Mir Castles, people are mainly satisfied only with the idea of staying in a castle, but they are not excited by the fact of ghosts' presence there [4]. Contrary to that, the tourists from Europe and the USA (United States of America) are greatly amazed by a haunted accommodation. They experience more thrill and enjoyment from staying in such type of hotels and hence, they would like to stay there more often. Therefore the hotels raise their popularity, occupancy rate, revenues and create new ways of attracting tourists. Some of the most popular haunted hotels are the Stanley hotel in Colorado, where Stephen King set the scene for his book, the Jerome Grand Hotel in Arizona, where guests can sign up for a ghost-hunting package, complete with special tools to document the spirits, the Palmer House Hotel in Minnesota and others [5].

In conclusion, haunted hotels may be an effective way of attracting specific customers to a destination. However it may be successful only for the Western countries due to their set of mind. The theme of haunted hotels can be used for future studies on haunted tourism and lodging.

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