

Italian cuisine is famous for its pizza, pasta and lasagne served in many parts of the world. Italian restaurant "Osteria Franciscana" is number one in "World's best restaurants of 2016" rating. For many years in the United States, the priority has been given to fast-food, which has little in common with the high restaurant cuisine. However, high-end places are also honourable in the country. In most establishments tasting menu may be included, for example, in one of the restaurants ("Chef's Table at Brooklyn Fare") the menu is based on dishes served in the style of "omakase", when the chef chooses what meal to include in the order.

It is necessary to say that the principles of operation of restaurant business are the same in all countries, and the features depend on individual factors of a restaurateur, his vision of the menu, the cuisine, the style of the restaurant and many others. To raise the popularity of the national restaurant business, we should always look through the prism of world experience, investigate the market and provide the visitors with best quality and innovative service.

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THE APPLICATION OF FOREIGN COMPANIES' EXPERIENCE TO MOTIVATE STAFF IN TOURISM ORGANIZATIONS IN BELARUS

Any business, representing not only tourism industry, needs to create competent and effective management to work successfully and maintain competitiveness. Management means the ability to achieve objects making the most efficient use of other people's work, intellect and behaviour motives. Such important things as the effectiveness of production, the quality of service and the image of the company also depend on management to a considerable degree.

Any manager in his/her work realizes the functions of planning, organizing, motivating and controlling [1]. It is obvious that no one will do any activity that can not satisfy his/her needs or when nothing is gained by it.

Thus to ensure the effective work of staff it is necessary to interest people or, in other words, motivate to do a specific activity. Motivation methods are not always encouragement. They can also be used as punishment when any duties are not performed.

After making a close study of managers' activities in tourism organizations in Belarus, one can come to a conclusion that staff prefer mainly financial motivation methods.

So the largest tourist company "Rosting" stimulate their staff mostly using economic methods such as awarding a premium, the pay of per cent from sales, discounts for publicity tours, seminars, compensatory leaves, fining for coming late regularly and the deprivation of bonuses for non-fulfilment of the sales norm. The creation of a favourable atmosphere in the company's body and the development of sound competition are limited to giving certificates of good work and conduct publicly, public punishment, informing the staff about the organization's aims and tasks and company parties.

After analyzing the process of staff motivation in foreign companies, one can mark out a number of distinctive features as compared with Belarus. They give priority to a general atmosphere in the company's body rather than financial motivation. Managers tend to unite their teams inviting psychologies for trainings and teambuilding activities, that means much more than a company party, and using a board of intermediate results to make sound competition.

In tourism organizations in Germany they use the tariff system of work payment *Tarifvertrage* which implies two bonus-premiums: Christmas bonus, that is no less than 90 per cent of a month salary, and a bonus before a leave [2]. In the United States of America they often use the programmes of medical insurance and raising the level of professional skill at the expense of the organization. In France the best employees are provided with a free schedule, an opportunity to work at a distance as well as discounts for meals and parking.

In large tourist companies in the USA and Europe Incentive tours have become widely known. Their itineraries are selected by managers in accordance with employees' interests.

Taking into account the results of the research, one can conclude that the world is changing, people's motives are changing too, and that is why a manager must constantly improve the function of motivation considering employees' opinions and foreign colleagues' experience. In tourism organizations in Belarus it is recommended to vary the existing nonfinancial methods of motivation, paying more attention to uniting the company's body, and question staff to find out effective economic motivators.

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CONSUMER PUBLIC RELATIONS VS MARKETING COMMUNICATIONS

In the world of business, public relations (PR) affects all types of organizations, large or small, commercial or non-commercial, charitable or in the public sector. It is about communication between an organization and all those with whom it has any form of contact.

Public relations is defined as a distinctive management function which helps to establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize changes; and uses research and ethical communication techniques as its principal tools [1].

One of the important functions of PR is consumer public relations or product public relations. When new products are introduced to the market the role that public relations plays is crucial for creating awareness and differentiating the product in the public's eyes from other similar products.

PR in the field of consumer relations is often regarded as marketing communications. Marketing, as we have seen, is "the identification of the needs of consumers, and how to satisfy those needs profitably" [1]. While marketing communication focuses on any way a business communicates a message to its desired market, or the market in general. "A marketing communication tool can be anything from: advertising, personal selling, direct marketing, sponsorship, communication, promotion and public relations" [2].

However, how does PR fit into marketing communications? The traditional elements of the marketing mix are the four Ps, i.e. product, price, place and promotion. Price can indicate value for money. Place means the kind of outlet where the product can be obtained. Promotion refers to the media and messages used to influence buyer decisions. PR contributes everywhere, bringing a range of activities.

People are interested in not only the product and service they buy but the company behind the product. They want to know it is ethical in its business practices, that it puts something back into the community. On the other hand, deciding which tactics to use when communicating with various