

## **COMPETITIVE ADVANTAGES OF GRODNO TRAVEL REGION**

Services offer formation in tourism takes place as a result of tourism objects functioning: travel region, travel organisation and travel agency. As far as travel region plays a dominant role in the procedure of choosing a definite tourist service we decided to analyze this concept.

In scientific literature travel region is defined as a geographical territory, which includes objects appealing to travellers with a set of services, necessary for meeting travellers' needs at the highest level possible. Travel region can be described as: tourism complex, resort, location, district, city, country or even a group of some countries, chosen by the travellers as a desired travel destination.

The above mentioned information predetermined the topicality of our research: the usage of the travel region peculiarities can positively influence on travellers' satisfaction, which in its turn can help to increase the competitiveness of the travel region and the whole country in general.

In our research Grodno travel region was chosen because of its great travel potential. The aim of the research was to examine the most peculiar features of Grodno region and its system of governance. The object of our study was Grodno travel region. The subject of the research was travel region governance.

Grodno travel region, in comparison with other regions of the Republic of Belarus, has higher territory concentration and considerable educational potential due to its historical and cultural heritage, which determines this region's specialization on the development of excursion tourism. The research has revealed that Grodno region tourism infrastructure includes: 62 tourism enterprises, 219 lodging facilities (41 hotels, 3 motels, 15 camp sites, 143 agro homesteads, 17 sanatoriums), 184 food and beverage facilities (47 restaurants, 137 cafes), 8 tourism information centers, 4 transport leasing companies, more than 75 recreational and entertainment facilities (44 museums, 4 theatres, 9 cinemas, 7 exhibitions, 1 zoo, 10 stadiums and ice-palaces) [1]. Judging by the above given numbers we can come to the conclusion that it is perspective for Grodno region to develop such spheres of tourism as: sanatoriums and recreational facilities, health-improving establishments, aco- and agro-tourism, hunting, folklore and ethnographical excursions, religious tourism and etc. It will help not only to promote the competitiveness of Grodno region, but also increase the tourism flow to our country in general.

The system of Grodno region governance includes: sport and tourism administration of Grodno executive committee, education committee of Grodno executive committee, educational and tourism departments of regional administration and etc. [2]. The normative legal basis of tourism

development in this region is a "Regional programme of tourism development", adopted by the regional Deputies committee. The research has shown that the decisions and programs on the organisation and development of tourism in this region adopted by the regional executive committee have much in common with national legislation, which doesn't let to use the peculiarities of the region researched to full extent.

We can come to the conclusion that the increase of tourism development in Grodno region is strongly dependent on the changes within the local governance system. Governing establishments of Grodno region should solve factual problems while developing and adopting new programs and projects in order to take into account the peculiarities of tourism in this region.

### References

1. Гродненщина туристическая [Электронный ресурс]. — Режим доступа: <http://tourgrodno.by/information/activities.html>. — Дата доступа: 25.02.2017.
2. Министерство спорта и туризма Республики Беларусь [Электронный ресурс]. — Режим доступа: [http://mst.by/ru/region\\_grodno-ru.html](http://mst.by/ru/region_grodno-ru.html). — Дата доступа: 25.02.2017.

*В.А. Гончарова, М.М. Ахрамович*

*БГЭУ (Минск)*

*Научный руководитель М.М. Ахрамович*

## DOMESTIC AND FOREIGN EXPERIENCE IN THE RESTAURANT BUSINESS OPERATION

When we get to know the culture of another country, we are necessarily interested in local cuisine. Best of all you can learn about the dishes by visiting catering establishments. In restaurants abroad it is interesting not only to try new dishes and get acquainted with the local cuisine, but also to see the peculiarities of service and innovations. The report is exactly about the features of international restaurants functioning, compared with those of Belarusian.

If to speak about Belarusian restaurant business, it is still not as well developed abroad. Despite it Belarusian establishments can boast of excellent service, variety of cuisines and styles such as French, German, Japanese, Italian, and mostly Belarusian.

In the given report we can't but start with French cuisine which is the best example of sophistication, the combination of ingredients, and the art of cooking. France is a country, where "Michelin Guide" was coined. Spain is another European country, where restaurants always take leading positions in many ratings. For example, "El Cellar de Can Roca" ranks the first place among the world's top establishments with a high-class cuisine.