

П.А. Евмененко, Л.Д. Гайдук

БГЭУ (Минск)

Научный руководитель — Л.Д. Гайдук

## PROBLEMS IN OPERATION OF TOURIST DESTINATIONS

The current practice of creating tourist destinations in the CIS countries shows that developing programs and strategies are based on regional planning approaches. Issues of partnership, cooperation and motivation are given a secondary attention. However, the sphere of tourism and hospitality differs from other sectors of the economy. All the processes of creating a tourist product are visible to the consumer, and the production of tourist products coincides in time with its consumption.

A *tourist product* is a complex of services, which in the conditions of individualization of tourist consumption is formed by a visitor of destinations independently by a free choice of tourist industry objects. Accordingly, the destination should strive to provide the visitor with the opportunity to meet the maximum recreational needs. Therefore, in the strategic planning of destinations an approach should not be dominated by the district planning, but by creating a specific mechanism for the self-organization of destinations. The problem is in the creation of such mechanisms.

*Destination* as a strategic object of business is considered by individual investors. In this context, the main task of a destination management is the development of tools that ensure the destination attractiveness for doing business and investing capital in the tourist industry [1]. It is strategically important for enterprises to fit their services as a tourist product into destinations. Here we refer to the cooperation of different industry tourist enterprises of the destination.

Hence the requirements for the **destination management** are:

- 1) the ability to perform a cooperating function, taking into account the intersectoral nature of tourist products manufacturing connections;
- 2) the presence in the management system of not only vertical and horizontal, but also diagonal ones (to overcome the barrier of interdepartmental uncontrollability and reduce the time between the moment of decision-making and its implementation in practice);
- 3) a minimum of policy tools, since the success of the development of the service sector depends on the success of running a private business;
- 4) the territorial planning and management of tourist flows — the main elements in the strategy — following from the geographic nature of the tourist product [2].

*Strategic planning* of the tourist destination development is the process of modeling the effective functioning of a tourist complex for a certain period. Depending on the planning horizon (a planning period), it can be short-termed (1 year), medium-termed (5 years) and long-termed (10–15 years).

In addition to the general factors of the economic environment, the strategic planning of a local tourist destination development is influenced by the following specific factors:

- the general features of tourist services as an object of production and sale;
- the complexity of the product, consisting of some heterogeneous services;
- the network nature of production [3].

The above mentioned factors, parameters and stages of the strategic planning are the specifics of the tourism industry. They constitute the basic competence which is necessary for managing any local tourist destination.

### References

1. *Bieger, T.* Management von Destinationen / T. Bieger. — Munchen; Wien : Oldenbourg, 2002.
2. *Зорин, А.И.* Концептуальное дидактическое проектирование туристских дестинаций : учеб.-метод. пособие / А.И. Зорин. — М. : Сов. спорт, 2012. — 79 с.
3. Туристские дестинации проекта «Местное предпринимательство и экономическое развитие» [Электронный ресурс] // Организация объединенных наций Беларуси. — Режим доступа: <http://un.by/ru/undp/turistskie-destinatsii/>.

**Е.Д. Ефременко, Л.Д. Гайдук**  
БГЭУ (Минск)

Научный руководитель — **Л.Д. Гайдук**

### MIGRATION ORIENTATIONS OF BELARUS STUDENTS

The relevance of our research lies in the desire of young people to move to the West as a circumstance of our life. Many University graduates migrate because they cannot find opportunities to use their abilities in Belarus. In the current socio-economic conditions Belarus continues to be a potential exporter of labor. The low standard of living, economic instability, environmental and employment problems, as compared with developed countries, will continue to stimulate general and specific migration.

Migration of population (lat. *migratio-resettlement*) is a movement of people from one region (state, country) to another, sometimes in large groups and over long distances. Migration can be caused by a variety of reasons: economic, political, religious and family ones.

Travel abroad of young specialists with higher education from a number of post-Soviet countries, including Belarus, has acquired a mass char-