tions. Now we have shifted to the 28th place. It indicates to the reviving culture of decent consumption of alcoholic beverages. Besides, it would be nice to hold more topical meeting like the seminar «Wine in hospitality industry» which took place in September in Willing Hotel. The seminar was held under the leadership of the Association of cavistes of Russia. Unfortunately, there is no such an organization in our country. Still, a number of sommelier courses are available in Minsk. Everyone can try himself in the following courses: WSET, Dante, wine school «VINO & VINO» expert.

Having studied the labor market data, the author of the work discovered that there are no vacancies for sommeliers, even though lots of foreign visitors have a strong desire to use sommelier services.

The author of this work considers Belarus to be a true European city with numerous prestigious catering establishments and cultured citizens, that have their right and desire to experience the achievements of catering science.

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ADVERTISING THAT WORKS

What is advertising? Most common people view advertising as an unwanted distraction and are annoyed when advertising interrupts the flow of their favorite movie like for example 1XBET or a show at the most improper moment or time. No wonder that they quickly switch to other channels or even quit. On the other hand, you may see something special or unique in an ad and say: «Hmm, what a nice thing and I really want it!» Of course, such ads are so rare to see, and we never think who and how makes them work. William Bernbach, one of the giants of American advertising in the 1960s and 1970s famously said of his profession, «Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art [1].» That may be true. But the idea of advertising as a science is surely getting stronger.

Now as I’ve started to work in the sphere of advertising, I can confess to you that all good and eye-catching ads are made by very brilliant people. Earlier, I used to think that such ads were the results of painstaking activities of talented lone wolves sitting before their PCs and creating masterpieces. However, the art of advertising and branding is more complicated than an ordinary person would normally think.

All concepts are painstakingly developed and deliberated, researches and endless surveys are made to determine the markets current preferences. This is all geared towards making an intelligent forecast and calculation on the consumers reactions to certain products, and what would
be the most effective approach in introducing such product in the market. In advertising and branding, nothing can be attributed to simple stroke of luck or an instant, phenomenal success. Everything is a product of tiring work. That is why advertising think tanks employs an elite team of highly creative people to conceptualize and ensure a certain products success in the market.

Nowadays, it is quite fascinating how companies from different industries try to constantly outdo one another. They use everything to their advantage just to gain at least a few significant steps ahead from their competitors. It’s a constant battle on who gets to most patronage from consumers, which will equate to a bigger market share that would ultimately mean generating higher sales.

The history of dramatic transformation of the U.S. pizza chain Domino’s can serve as a good example of the most talented approach to advertising of its president and CEO Patrick Doyle. In 2010, the company released a sensational video in which marketers studied company product reviews containing phrases like «the worst pizza I’ve ever eaten», «cardboard flavors», «sauce like regular ketchup», etc. After this tough list of shortcomings, Patrick Doyle and other managers admitted how hard it was for them to hear it all, and there was information about new cooking technologies and pizza recipes, which the company will now use to correct. In the quarter after the advertising campaign, sales made a record jump among all American fast food chains — plus 14.3 %. This seemed to Doyle a little — the next steps were the installation of a board in Times Square, where customers could leave reviews, create a service, where they could send photos of the delivered pizza, etc. In the restaurants, the kitchen was made open and the boards for reviews were also installed. Doyle himself commented as follows: «The old order of things has changed, and big brands will reach the level of honesty and transparency that has never existed before» [2].

Following the rule «when you have nothing to say, tell the truth» brought fruit. In 2012, Domino’s net profit more than doubled compared with 2008, the number of overseas outlets for the first time exceeded the number of stores in America. Well, other companies began to use the marketing method of recognizing their shortcomings.

I have recently read that McDonald’s is planning to substitute all personnel by robots. But I can definitely say that such professions as a marketer or psychologist, no robot will ever be able to replace. Human psychology is very complex and no algorithm will ever understand our feelings and what we have in mind.

References

THE PROBLEM OF ILLEGAL TOURISTS

Lawbreakers more often take action to legalize migrants in the Republic of Belarus. Among other things they use gaps in the tourism legislation. «Illegal foreigners» who masquerade as tourists are a serious problem not only for law enforcement agencies. The existing mechanisms and schemes of illegal migration create unhealthy competition to respectable subjects of tourist activities, as well as cause economic damage to the state in the form of tax payments which have not been received.

These days there are a large number of laws and statutory instruments that define the legal status and regulate certain arrangements of actions and activities of foreign citizens in the Republic of Belarus. The main ones are: the Constitution, the Civil Code, the Customs Code of the Customs Union, the Act concerning the legal status of foreign citizens and individuals without citizenship in the Republic of Belarus [1, p. 150].

According to the Decree of the Republic of Belarus President, citizens of 74 countries can enter and leave our country in a visa-free regime for up to 30 days. The Decree came into force on the 27th of July 2018 and applies only to the foreign citizens who arrive in Belarus through Minsk national airport. The trip must be carried out for private, business, tourism and other purposes not related to employment, commercial activities and training.

A foreign citizen must have:
– a general civil passport which must be valid for the entire stay in the territory of the Republic of Belarus and within 90 days after the departure;
– an insurance policy with the sum not less than 10 000 Euro;
– money: at least 50 Belarusian rubles per day of their stay.

It should be noted that foreigners who stay in Belarus for more than 5 working days need to register in the law bodies. However this process is difficult to control and even more difficult to find unregistered foreigners later [2].

It should be noted that the President Decree contributes to the increase in the flow of tourists to Belarus through the simplification of visa formalities. At the same time it makes rather difficult to stop migration flows in general.