

organize proper and timely information exchange with business community and other competent bodies in external trade, to create modern customs infrastructure that corresponds to the growing workload in customs work, to counteract illegal movement of goods across Belarusian customs border, to develop new customs technologies, including effective customs control technical facilities, examination systems, radiation control measures, etc.

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Destination Polesye

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We've analyzed the Belarusian market of excursions and have identified the small quantity of ethnographic routes. But today Belarus has huge potential for development of ethnographic tourism, especially Polesye with its unique culture.

That's why we want to tell you about the most interesting areas and objects of ethnographic tourism in Polesye.

An unique feature of Polesye region is Worship wooden architecture, which is one of the contenders for inclusion in the UNESCO World Heritage List. Most of them are built at the 16th–17th centuries.

Wood was the main building material in Belarus up to the end of the 19th century. Artistic styles of stone architecture influenced greatly the development of worship wooden architecture. The process of the form development in wooden architecture was more complex than in stone architecture, for it presupposed not just renewal but also a return to the cultural roots. Therefore, in 17th and 18th centuries, two types of the Polesye architectural schools emerged — those of the Western Polesye and of the Eastern Polesye. The Western Polesye school has formed itself in the territory between Brest and Pinsk. The typical edifices of the zone are marked by the peculiar construction, planning design, organizational pattern of the yard and architecture.

There are 112 religious buildings of wood in Brest region, worthy of attention. And 88 of them are exclusive in their kind. These objects store a high tourist potential.

And a bright representative of wooden architecture is the Church of St. Nicholas' in the Village of Old Belica, which was built in 1710 (according to some sources — 1770). The church is a monument of wooden architecture with Baroque elements. There are some legends about Catherine's II visits during her trip to the Rumyantsev's estate and Belica. It is also believed that there are burials of an ancient noble family under the church.

Another fascinating wooden church is St. Nikita's Church in the village of Zditovo. The church is small, but due to its perfect proportions and expressiveness is recognized as one of the most significant monuments of wooden architecture in Polesye. St. Nikita church was built in 1502. This is one of the oldest wooden churches in Belarus. It was built by John Gurin in memory of his father, Nikita. Nikita Gurin was a warrior of Lithuanian Grand Duke Alexander Yagelonchik, who participated in many battles for their prince and the state. In one of the battles he was killed. In 1787 the church was renovated.

There are many others charming churches. But, unfortunately, some of them lost their original appearance. They were rebuilt, changed the interior and exterior. Many of the churches need taking care of; they should be protected by the government.

Authentic culture of poleshuki, like nothing on earth, is an integral part of the Belarusian culture. The inhabitants of the region are proud of their culture, trying to preserve and promote the traditions of their land. A convincing example of this tendency is the Museum of Polesye in Pinsk. The museum's collection is considered to be the second largest in Belarus. This digital collection seeks to highlight the museum as well as some of its artifacts, both created and collected through the efforts of the museum employees. Museum exposition tells about the life of the inhabitants of Pinsk, arts and crafts of Polesye. One of the most

outstanding exhibits is the sarcophagus of the 12th century, the statute of the Grand Duchy of Lithuania of 1588, parchment certificates of the last king of Rzeczpospolita Stanislaw August Poniatowski, wooden bicycle and much more amazing things, which can surprise even the most experienced traveler.

It is worth mentioning ceremonies and festivals, which represent national traditions of Polesye. The most remarkable place seems to be Pogost village, which is located in Zhitkovichsky district, Gomel region. People there deeply respect the traditions and willingly hold ceremonies, for example “Jurausky karagod” ceremony.

Not everyone is familiar with this one. It is held at the beginning of May, with the purpose of future crop care and maintenance of wealth and family wellbeing. Besides entertainments, the holiday includes a number of the ceremonies. Preparation for the holiday starts a day earlier, when houses and yards are being cleaned, and people are preparing festive clothes. Girls, who bake ceremonial bread and sing songs, are the main participants of the ceremony. However, the main attribute is a “roundelay” — ceremonial bread. The guy, who carries it, constantly lifts it up and says: “From a roundelay, from voivodes!” Also he turns with it on a sun course.

The Slavic ceremony “Jurausky karagod” remained in some villages in the south of Belarus only, one of which is Pogost. This ceremony has the status of non-material historical and cultural value of Belarus.

There are many other examples on Polesye, where locals managed to save the national traditions and culture. One of such places is Motol village.

The most delicious festival in Belarus, called “Motolskie prismaki”, has been held every August since 2007. Culinary specialists and various creative collectives come to Motol from the whole Ivanovsky region in order to take part in the festival. Original cuisine is certainly the main, but not the only attraction of the festival.

In “The Town of Craftsmen” participants of the festival are able to get remarkable hand-made souvenirs, and this attracts massive tourists’ attention. Nevertheless, the main attraction for all guests is an opportunity to try exclusive dishes prepared by motolsky hostesses. Last year the festival caused unprecedented interest and this year travel companies are going to send numerous groups of tourists to Motol.

For better acquaintance with the Polesye’s traditions and culture another festival should be mentioned.

Belarusian festival of humour has been held in Avtyuki (Kalinnkovichy region) since 1995. It has given its name to the village, which stands along with such recognized centers of humour, as Gabrovo, Odessa, Sorochintsy. The festival is held in summer once in 2 years and lasts for 2 days. Cheerful atmosphere, plenty of jokes, concerts and performances: all this shapes the festival program. There

is an official drink of the festival — Ragatukha, which is consumed only with a good joke.

The rich heritage of Belarusian Polesye is well-known for its nature, architectural school and ethnographic museums. In addition to material heritage Polesye is rich in spiritual culture, which includes a variety of festivals and ceremonies, which the locals take great pride in. We believe that today this destination has great potential in the ethnographic tourism.

Использование CRM-системы в туристическом бизнесе Беларуси

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Одним из ключевых факторов успеха туристической компании являются хорошие взаимоотношения с клиентами. В этом могут помочь современные информационные технологии, позволяющие наладить тесный контакт между ними с помощью интегрированных CRM-систем.

CRM (Customer Relationship Management) — управление взаимоотношениями с клиентами. Этот емкий термин характеризует философию ведения бизнеса в клиентоориентированной компании, где грамотные механизмы работы с клиентами пронизывают все процессы организации (рис. 1).



Рисунок 1 — Цикл информационных процессов в рамках CRM

Источник: [1]