

19% считают, что феминизм не нашел места в Беларуси. Для 10,4% респондентов понятие «феминизм» до сих пор является неизвестным [1].

Отсюда следует, что феминистское движение на пространстве Беларуси не является массовым: существуют организации или люди, которых можно было бы считать носителями феминистских идей, но при этом речь не идет об их влиянии на общество.

Проведенный опрос также установил, что для 60,3% женщин приоритетом является, главным образом, семья, в то время как лишь 39,7% упомянули о карьере или учебе. Полное равенство с мужчинами имеет значение для 38,5% респондентов, для 48,7% данный аспект не является принципиальным, 12,8% женщин считают его вовсе незначимым для себя [1].

Таким образом, главная задача белорусского феминизма сегодня состоит в привлечении внимания к своей деятельности не только путем выдвижения новых идей и лозунгов, но и за счет проведения тренингов и семинаров, осуществления просветительской деятельности, оказания социальной помощи нуждающимся, поддержке женского предпринимательства.

Литература

1. Женщины Беларуси в зеркале эпохи [Электронный ресурс] // Организация Объединенных наций в Беларуси. <http://un.by/publications/thema/belwomen/19-02-04-4.html>.

NATION BRANDING AND PROSPECTS OF THE POSITIONING OF BELARUS AS AN ATTRACTIVE TOURIST AREA

Т. В. Павлова, М. Г. Зенкова

Nation branding is a field of theory and practice which aims to measure, build and manage the reputation of countries (closely related to place branding). Some approaches applied, such as an increasing importance on the symbolic value of products, have led countries to emphasize their distinctive characteristics.

The concept of measuring global perceptions of countries across several dimensions was developed by Simon Anholt. He elaborated the following six indicators: exports, governance, people, culture and heritage, tourism, investments and immigration.

In 2011 the 7th annual rating Country Brand Index (CBI), the global research of the power of country brands, was issued. In terms of the research 3500 travelers and leaders of opinion from 14 countries were questioned, on-line surveys were made and also focus-groups with 102 experts in the sphere of tourism, investments and politics were organized. The research has revealed how target groups (including residents, investors and tourists) treat one or another country brand. Respondents were set questions regarding the awareness about a country, preferences, visits of places, recommendations for visiting to friends and col-

leagues, association with a country. In the rating of the past year 113 countries were included. Two years running the leader of this rating became Canada. The second place occupied Switzerland; the third took up New Zealand, then went Japan, Australia, The USA, Sweden, Finland, France and Italy. Belarus did not find itself in the list. What is wrong with the image and positioning of Belarus? Unfortunately the image of Belarus bears more spontaneous character and does not succumb to management as lacks for precise branding strategy.

The authors made an analysis of the existed image of Belarus partly using several of Anholt's indicators.

One of the important constituents of the country image is the perception of the country export products by the outside world. Many Belarusian products have already got positions of developed brands: corset underwear «Milavitsa», gas cookers «Hephest», dairy products «Savushkin's product», automobile MAZ. In Russia it is possible to hear such already get-accustomed concepts as «Byelorussian furniture», «Byelorussian cosmetics», «Byelorussian knitted garments», «Byelorussian footwear». According to the statistics of the search engine Yandex.ru in 2010 the word «Byelorussian» was looked for about 6 million times, mainly in Russia and CIS countries. It says that grass-roots created brand «Byelorussian» exists. It requires its overpatching, smoothing and promotion.

The way the population perceives the image of its country is crucial. The country starts its positioning due to it. According to the on-line public inquiry the Byelorussians consider Belarus as a transit (51% from 4538 contestant of the inquiry) rather than as intellectual (33%) and touristic (10%) country. What image does Belarus have beyond its borders? It can be supposed that it is a country of potatoes, milk, tractors «Belarus», the Bialowieza Forest. There were analyzed feedbacks of European experts in marketing and branding. It turns out that geographically location near Belarus is associated with something obscure, unknown and distant. Our country is apprehended as a territory covered with marshes and suffering from the Chernobyl catastrophe. Unfortunately, few foreigners consider Belarus attractive and worth visiting as a touristic destination.

Another major element of nation branding is the way people of this very country position themselves on the international arena. In accordance with the on-line enquiry on the question «What mental advantages of the Byelorussian can form the basis of the image of Belarus?» 37 % pointed out «hospitality», 26% – «peacefulness», 20% – «unique identity», 15% – «diligence» and 2% – «tolerance». Thereby, we identify ourselves as hospitable, peace-loving, hard-working and tolerant people. Don't you think it's high time something changed and we positioned ourselves as an active, businesslike, ambitious and high-flying nation?

As far as heritage and culture are concerned, there formed such brands as the fortress of Brest, St. Sophia Cathedral (Polotsk), castle complexes in Mir and Nesvizh. It is worth mentioning symbolic objects are famous on a national

scale, while on the international arena they have weak recognition. That's why the significance of branding of the non-material culture of Belarus rises sharply – the way of life, traditions, customs, handicraft, trades. In this aspect we could brand the Byelorussian identity, language, national colours, Oginskiy's polonaise «Farewell with the homeland», the liqueur «Beloviezhskaya». Also Belarus can be associated with the names of such prominent Byelorussian personalities as E. Polotskaya, F. Skorina, M. Shagal and others.

Every country is represented by some visible and audible attributes – national emblem, flag and anthem. There are also generally accepted logos and slogans which are actively used in touristic business. The logo of Belarus as a touristic destination was worked out by the national tourism agency. It is stylized as a manual, handwritten inscription with the cornflower above (some people see it as a mill that is also good, but for others it resembles a sign of radiation).

These days Belarus is positioned as a green ecological country with a unique natural complex. And the task was to create with the help of the logo the image of a favourable agriculture country with blooming fields and little houses, a country without high-speed motorways and modern hotels. A bit naive print, deliberately uneven lines with different width and the main proprietary blue colour speak precisely about it. The subjective sensation transmitted by the logo are non-intensity, ecological compatibility, naughtiness, some worry.

All in all, Belarus is in search of its positioning, and this process includes the analysis of the situation and already existed image, the determination of the objectives and the means for realization.

THE PERCEPTION OF MINSK AS A TOURIST CENTER

Д. Плаксина, О. Приходько

The capital of the Republic of Belarus is a city full of great undiscovered tourism potential. Each year Minsk is visited by thousands of tourists who leave the capital having received a particular image created by the atmosphere of the city, its architecture and people. The way this vision is formed influences whether the guests of Minsk will be yearning to visit it more than once. For sure the impression that is left in tourists' memory can't be complete and fascinating enough if it doesn't correspond with the natives' vision of the city. The objective of this research was to find out the perception of Minsk as a tourist center among the locals and native Belarusians in order to work out the visiting card of our outstanding capital.

To achieve the assigned task we have carried out a survey. The main points of the questionnaire, we distributed among 70 people, concerned the associations they have with the city, their opinions about the attractiveness of Minsk as a tourist center and their ideas about the possible variant of the city's visiting card. Among those who were questioned women predominated. In the age structure the majority was formed by young people from 18 to 24 years old who are currently