

развитие ценностных ориентиров способствует развитию культурного интеллекта как предпосылки успешной межкультурной коммуникации.

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THE MAIN STAGES OF TOURISM PRODUCT DEVELOPMENT

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Today, in the context of the epidemiological situation, the tourism industry is given special attention not only internationally, but also nationally. The scope of tourism activities in the Republic of Belarus is studied. The attention is paid to both the development and creation of the concept of a tourism product, and the selection process and interaction with the main partners and service providers. The article is focused mainly on the development of the tourism product, the study of its foundations and features.

Keywords: *tourist product; services; travel good; product development.*

ОСНОВНЫЕ ЭТАПЫ РАЗРАБОТКИ ТУРИСТИЧЕСКОГО ПРОДУКТА

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На сегодняшний день в условиях эпидемиологической ситуации туристической отрасли уделяется особое внимание не только на международном, но и на национальном плане. В данной статье исследуется сфера туристической

деятельности в Республике Беларусь. Должное внимание уделяется как разработке и созданию концепта туристического продукта, так и процессу отбора и взаимодействия с основными партнерами и поставщиками услуг. Статья ориентирована преимущественно на развитие туристического продукта, изучение его основ и особенностей. Даны основные понятия презентации туристического продукта, а также этапы разработки с пояснениями и определениями. В конце статьи автор предлагает наиболее перспективные и возможные виды продвижения товаров на завершающем этапе их разработки.

Ключевые слова: туристический продукт; услуги; туристический товар; разработка продукта.

A tourism product is a unique single commodity, which is provided to the market as a whole. Only one company can handle the development of the tourist product — but hundreds of travel agents are engaged in the implementation of a tour .

Before we pay our attention to the most perspective types of product promotion, we should study the structure of a tour product.

By its structure, a tour product has several characteristic levels, such as:

1. A single producer of services, works or goods;
2. A group of homogeneous or heterogeneous producers;
3. Tourist industry;
4. Destination (the combined product of several industries and resource sources);
5. National product (i. e., country or region).

Nowadays there are many variations of the travel products. In most cases, it depends on the intentions and wishes of the clients. The most common components of the tourism product are: tourist services, tourist works and tourist goods (See Table 1 for details.)

Components of the tourist product

Tourist services	Tourist works	Tourist goods
Reservations	Photo services	Souvenirs
Transportation	Insurance	Supplies
Accommodation	Information	Consumer Goods
Dining	Financial	Home Appliances
Attractions	Banking	Clothing

On the basis of our previous information we can discuss the basic principles and stages of tour product development on the example of a tour.

The process of planning and shaping a tour depends on the specialization of the travel company, the scale of its activities, the seasonality of the tours it offers and their novelty. This process has a more or less constant character; hence, the main stages of tour development can be distinguished as follows:

- Development and formation of the tour concept;
- Searching and selecting partners and suppliers;
- Formation of the basic and additional set of services;
- Experimental testing of the tour.

Each stage has its own main peculiarities. Let us examine each stage in a more detailed way:

1. Development and formation of the tour concept:

On the first stage of tour development the tour company forms the idea, focus and target audience, season and approximate filling of the main set of services. Different methods can be used for the process of conceptualisation and idea generation.

2. Search and selection of partners and suppliers:

The next step is the search for partners and suppliers who are able to implement the new generated idea. The main criterion for the selection of partners and suppliers is the level and quality of services provided. This is relatively easy when it comes to a single partner providing a package of services, and much more difficult when it comes to independently bundling all the services in a single tour by various partners.

3. Establishing the basic and supplementary package of services

Once the tour operator has identified its partners and suppliers for the concept of the tour, it starts to put together the package of services that may be included in the tour. At this stage, a tour package is created according to the actual demand. In this way, the basis of the tour is formed, which usually includes the following elements:

- Purpose of the tour;
- Destination of the tour; — Design of the itinerary;
- Planning of lodging, catering, transportation for tourists;
- Program of the tour;
- Health insurance services;
- Other elements [1, p.45].

4. Experimental testing of the tour:

The final stage of the tourism product is testing. The most common form of experimental testing is promotional tours and staging tours.

The main purpose of promotional tours is to inform the target audience about the existence of a new product, a clear demonstration of its consumer properties, advantages and competitive strong sides.

Staged tours include not only the implementation of all programme activities of the tour, but also an introduction to the technology of partners and suppliers' services.

The promotion of the tour is carried out by the tour operator on the basis of an agreement concluded with the tour operator, where the agent promotes the tour on behalf of the tour operator.

In our opinion the most effective methods of promotion are:

- a) Advertising activities (advertising of the tour operator and its assortment of tourist products);
- b) Participation in specialized tourism exhibitions and fairs;
- c) Organization (participation in) familiarization (advertising) tour(s);
- d) Publication of catalogues and booklets;
- e) Promotion through the Internet and social networks.

One of the most popular measures aimed at selling tourism products used by travel agencies is advertising.

Advertising is information distributed by any means, in any form and by any means, addressed to an indefinite circle of people and aimed at attracting attention to the object of advertising, forming or maintaining interest to it and its promotion in the market.

In most cases the future success of the particular travel product depends only on advertising.

The implementation of advertising activities requires careful preparation and planning from the management of the travel agency. The following main stages of this process are highlighted as follows:

1. Setting the goal of the advertising campaign of the travel agency.
2. Formation of advertising strategy.
3. Formation of the advertising budget (cost estimate for advertising activities).
4. Developing an advertising message, including an advertising text message.
5. Implementation of advertising activities and analysis of the effectiveness of the advertising campaign [2, p. 23].

In our opinion, marketing plays a crucial role in the promotion of tourism products. Because the tourism product is intangible. Accordingly, the only way to show the customer what they are going to buy.

And while almost every company can pick up pictures of places in a tourist destination, it is much more difficult to write a successful promotional text. Here are some examples of well-written promotional texts:

— Aero Leader travel agency

«Travel agency Aero-Leader is giving away discounts on summer vacations for residents of Moscow! A hot promotional offer "Early booking" is waiting for you. Hurry up to use it and get up to 30% discount on summer tours.»

— Express Travel Agency

«All kinds of holidays in May with the travel agency "Express"! At your service: excursions and tours to St. Petersburg, Moscow, the Golden Ring of Russia, and other regions from 1500 rubles a day. Rest by the sea in the Crimea, Krasnodar Krai and Abkhazia from 300 rubles per day. Tours to resorts of Caucasian Mineral Waters, the Crimea and Krasnodar region of 1000 rubles a day.»

— Text for network of travel agencies "Seventh Wonder of the World".

«Travel from reliable tour operators: Tez Tour, Coral Travel, Natali Tours, Sunrise Tour! Any resort anywhere in the world, where you will find extraordinary landscapes of the tropics, spicy aroma of the East, the magical world of coral atolls, versatile Europe with its unique attractions and warm sea. You can see France's Azure Coast, Venice, Ibiza, Canary Islands, Bulgaria, Croatia, the Czech Republic. Call and get all information from our managers about last minute tours, promotions and offers of the most popular, hot countries: Turkey, Egypt, Thailand, UAE, Indonesia and others. We are open from 9:00 to 21:00, 7 days a week, seven days a week, seven days a week! You can find more information on our website or by phone. Our employees are ready to answer all your questions at any time.»

In general, each travel agency determines for itself which advertising media to use in order to maximize the return on the funds invested in the advertising budget.

In conclusion, we emphasize the idea that the development of a tourism product has many complex steps that are mandatory. Through research, analysis, negotiations and agreements, the formation and testing of the product and subsequently its promotion. This is the long and multi-layered process of creating a tourism product. But we consider that the most effective method of promotion of each product is advertising campaign through the Internet and social networks.

Many young people and novice entrepreneurs post advertising and promote their products through Facebook, Instagram and other social networks that are in great demand among young people. We think IT-technologies will only gain momentum and people will increasingly take into account the information that will be served to them through the Mass Media and the Internet.

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ЭТИЧЕСКИЕ ПРОБЛЕМЫ В КРОСС-КУЛЬТУРНОЙ КОММУНИКАЦИИ И ПУТИ ИХ РЕШЕНИЯ

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В статье показана важность и сложность этических проблем в кросс-культурной коммуникации, проанализированы подходы к их решению, предлагаемые американскими исследователями, сформулированы общие рекомендации по принятию решений в ситуациях этического выбора.

***Ключевые слова:** этические проблемы; кросс-культурная коммуникация; коммуникативный подход к межкультурной этике; сравнительный социальный экологический анализ.*

ETHICAL PROBLEMS IN CROSSCULTURAL COMMUNICATION AND WAYS FOR THEIR SOLUTION

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The article shows the importance and complexity of ethical problems in cross-cultural communication, analyzes the approaches to their solution offered by American researchers, and formulates general recommendations for decision-making in situations of ethical choice.

***Keywords:** ethical problems; cross-cultural communication; a communicative approach to intercultural ethics; comparative social ecological analysis.*