

objectives depending on the situation and business strategy. Impetus to the process of outsourcing frequent can be major changes in the business: the creation of new companies to enter new markets, development of new businesses. In such cases, the advisability of concentration on core activities and transmit professional partner auxiliary functions is quite evident [1, P. 3]. If the company is developing rapidly, creating new branches, the transition to outsourcing is beneficial for it, since it will quickly provide the necessary IT infrastructure without significant investment and expansion of staff of IT professionals and thus concentrate on core activities.

In the world there is a huge number of IT service providers, but let's have a closer look at the Belarusian market of IT services. EPAM Systems and IBA Group – two major companies with 1,200 and 1,500 employees in the Republic of Belarus, respectively, whereas the next region outsourcer – Luxoft (Russia) has about 850 employees. In addition, a leading company, resident and founder of Belarusian high-tech park EPAM Systems opened offices in 31 countries, annual sales volume exceeding U.S. \$ 160 million. It is worth noting, and other high-tech park residents: IT Park, IBA-Gomel (Group IBA), Itransition, Exigen Services, Intetics. These companies can also be attributed to the large , but of the ground mass ( about 74%) still account for small firms with the staff of 15 or fewer people [4, P. 29 ] .

Thus, outsourcing is an effective way to reduce costs, to access of the latest technologies and the possibility to concentrate on running the core activities. Domestic organizations that provide outsourcing services are generally not yet had expressed this business in a separate direction, but the trend of growth in demand for outsourcing in the Republic of Belarus is beginning to create a favorable environment for its successful implementation. Advisable to implement a policy of outsourcing when you create a new organization or its affiliate, as this model is most justified concentration on the core business and lower costs for the maintenance of a business process. It is possible to reduce the costs, if the contractor requires a reasonable price for their services and the quality of these services meets the requirements of the contracting authority that wants to streamline its activities. Obviously, this is possible in a competitive environment, where there are many service providers , each of which cares about its reputation, establish competitive prices and provide quality services. In Belarus, the market of IT industry is competitive, but the massive use of IT outsourcing is not observed. A possible reason may be the large number of new firms, and low level of awareness about the benefits of outsourcing.

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UDK 303.02

#### SPECIFIC HOTEL SERVICES: BELARUS IN THE CONTEXT OF WORLD EXPERIENCE

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*In the article the peculiar services provided by hotels are studied. The author dwells on the world experience, presents detailed examples of unusual services provided by different hotels to attract visitors and make their stay as comfortable as possible. Belarus experience is examined in the context of the world practice. The scientific significance of the findings is defined by the recommendations given by the author.*

*“Work is the greatest thing in the world,  
so we should always save some for tomorrow.”*

*Anonymous.*

It is common knowledge that everybody should work in today's world. We work because we want to make our life better. One works in factory, the other one tries to save human lives, the third one manages and directs people and the fourth one works in the field of tourism and tries to help people satisfy their wishes. Let's speak about tourism. Nowadays tourism is one of the wide developing spheres and fast growing businesses. Hotels are the common part in the development of tourism. Tourists always visit Hotels with different aims. For some people hotel is Home when away from Home, for another it is a Place where you can let your hair down or a Place to hide away. Humans and their minds create a great number of services and all of the tourists use it, but the needs of people are growing and professionals should regularly invent something new to attract people. And the best way to attract tourists is something unusual, which can involve people in specific atmosphere.

My researches are the way of showing something new in the tourist market and what people need in this sphere. Some hotels offer fitness services, including personal trainers; some hotels in a wine country offer wine making classes and grape stomping events; and some even offer cooking classes. And of course, there are all of those services and tours a concierge can arrange. But as hotels compete for your business, some are offering quite unique and surprising services.

World's experiences demonstrate impressive and sometimes bizarre examples of unusual services. And now I'd like to show you different ways of unusual spending money in World's hotels.

The first is **Cinema SPA**. Swiss elite hotel Lindner Hotels & Alpen Therme offers customers to go to a cinema and have SPA simultaneously. A large screen allows you to watch new Hollywood movies during your spa procedures. Two exclusive services in one involve you in the atmosphere of movie not on the sofa at home but also in time of SPA procedures [1].

Another resort which decided to combine two different actions is the mirage. Some hotels offer yoga classes and some offer the chance to swim with dolphins, but the Mirage in Las Vegas have combined the two—**Yoga with the dolphins**. For one hour on weekend mornings, guests can fall into a deep state of relaxation and peace as they flow from pose to pose in a serene, underwater viewing area within Siegfried and Roy's Secret Garden and Dolphin Habitat [2]. With the Yoga Among the Dolphins class, the hotel provides you're a mat, towel, water and a smoothie. The cost is \$50 [3].

Nowadays Hotels provide a wide variety of usual services not only for adult guests but also for kids. And Washington's Fitzpatrick Hotel decided to offer to families with children the unusual one -full-equipped **Toy-rooms**. The Hotel provides exclusive services for young visitors – those who still believe, that dolls are alive. Rooms for travelers with children are equipped with a special doll set: tiny lockers, small beds and even slippers for toys – everything to impress with full hospitality. It is curious, that both children and their dolls are greeted by name by hotel porters according to the tradition of this hotel [4]. This place is a good choice for families because parents and kids can have a rest with pleasure.

One more example of specific service is **Sky taxi**. Brazil elite hotel Hilton Sao Paulo Morumbi has solved the problem of traffic jams in a very unusual way. If you want to see the city but don't want to spend a lot of time in jams, just ask for a sky taxi and hotel's helicopters will bring you to any point of Saint Paul. And then you'll see that city is very beautiful from a bird's-eye view [5]. Moreover this Hotel offers a variety of tours that caters to helping guests capture the world-famous views of the city. Therefore this service is a good choice for those people who has a habitat of time save.

If guest travel alone or have a business tour and visitors have a lot of time to spend in their room without anybody The Happy Guest Hotel Lodge in Cheshire has a good solution for those people—**Goldfish for hire**. The Happy Guest Hotel Lodge began offering guests to chance to hire a goldfish to keep them company for the duration of their stay. They must pay £5 to have the goldfish, named 'Happy', placed in their rooms [6]. It gives them a possibility to stay in the room with a good friend, who will be a great listener.

One more active unusual way to spend time in Hotel is **Tree Climbing**. If you never learned to climb a tree as a child and it's on your bucket list, you're in luck if you visit the Primland Resort, in the Blue Ridge Mountains of Virginia. For two hours, a professional tree climber will teach you how to climb 70 feet up a tree – just one of the unique services the resort offers [7]. This activity is a good way to train you now and spend time like some years ago. The cost for tree climbing is \$120.

Another experience for you will be **Sleep concierge**. Sleep-deprived guests at New York's Benjamin Hotel can consult a sleep concierge on how to ensure a good night's sleep. The concierge can recommend the perfect pillow for you from a 'pillow menu', following an assessment of your sleeping habits. They can also

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**History, Cultural Studies, Tourism, Sports**

arrange a sleep-inducing massage at the hotel's beauty salon or provide night time snacks meant to help you sleep better [8]. This service is not only interesting but also necessary for your health and good sleep. This service demonstrates our customer care and it is a good way for Hotels to attract tourists because everybody likes the feeling of care and love.

If sometimes you get bored with the company of people, some of the hotels of Kenya offer tourists on the "velvet season" to spend the time in a cozy room near the giraffes. Tourists can feed the giraffes from the room or they can have a breakfast with the magnificent Kenyan animals. This way of spending time can help tourists with the improvement of emotional condition and it makes them feel relaxed and peaceful. In my opinion this is great because Hotels with the same service involve us in spending more time with our nature. And for families to have pastime on fresh air is a good way to join with nature.

There are a great number of unusual services in Hotel all over the world. Underwater speakers, fragrance butler, Pop star for a day, Artist in residence programs, video-libraries, cigar-making and sunburn supervisor- everything from this list is a good pastime for tourists, which want to easily reach their life with fantastic and sometimes insane experience. This tendency is important not only for Hotel business but also for humans too, because in this way personal in the hotel demonstrates care, importance of people and they always try to make tourists happier and relax. All advertisements of hotels show us how much we mean to them and to their business.

Excellent customer service is vital to running a successful hotel business. Guests expect a certain level of service, and often will become disgruntled if they feel they are treated as being unimportant. When provided with excellent customer service, guests can be made to feel special, and will be sure to return again and again [11].

All hotels have own rules, which should to be used in servicing tourists. For example Treat Guests Like Friends. That is one of the most important rules because the client always should feel himself comfort in Hotel and personal in hotel must be polite all the time. Treating guests like old friends can add a level of comfort to their stay with you. They will instantly feel more welcome with a warm, friendly greeting than they might with a more formal or automatic greeting. If guests get lost, have questions or simply are looking for a good place to eat in the area, they will know they have made a great contact point with you and can come back for assistance later. Familiarizing yourself with the best your area has to offer can give you a wealth of useful knowledge to pass on to your guests. Even repeat customers may benefit from your exclusive knowledge of little-known eateries and attractions located nearby. Put yourself in the guest's shoes and imagine how you would ultimately like to be treated. Always try to end your conversation with a "thank you" [10].

Hotels and resorts are a service industry. There is nothing more important in any service industry than keeping the customer happy and the guests safe. No other service industry has the burden of keeping patrons safe as much as the tourist industry, because no other service industry has customers at such a disadvantage. Hotel guests routinely leave their rooms with valuables inside. They can become vulnerable when sleeping or showering, or injured as a result of the hotel's negligence. So there are a lot of things to think about from the point of view of management, and security is one of the major concerns [9]. That's why new tendencies meet the requirements of tourists.

And another main rule of personnel in hotels is to Ask the Right Questions because it helps guest of the hotel understand his own importance and to know that such personnel can always help in any case. Take the time to ask your guests several questions that will allow you to build on their answers and provide them with the best stay possible. While majority of hotels offer services such as a wake-up call at the guests' discretion, offering some of these services upfront can help to make them seem more readily available. End the check-in procedure by asking if there's anything else you can help with. Ask check outs how their stay was, and pay genuine attention to their response. A comment card or short survey can serve this purpose as well. Often an anonymous survey left in the room will garner a more honest response than questions posed face to face, which are often met with a generic "fine". You often can learn from the complaints or compliments of previous guests, using their feedback to help you better serve future guests [11].

And if to speak about Belarus I should say that our country is trying to develop tourism and now a country has a policy aimed at hospitality. And of course Belarus tries to focus on Europe and in particular travel companies forge ties with foreign firms. And now I would like to give information about some unusual service in Belarusian Hotels.

Most of Hotels of Belarus have usual range of service and it is certainly understandable. It happens because our nation honors the traditions and many new items cannot replace them. But times are changing and needs of people are growing up, that's why the offered service should be creative. In our capital there was a tendency not only in Hotels but in public places and it is **fish peeling**. It is a new wave which was taken as interesting in different places including Hotels. One more tendency, which came from Russia is a **fridge for furs**. This service has a lack, because it is quite expensive but it is known that every woman on the nature of the

genetic level inherent desire to be beautiful and attractive, because for centuries the beauty of women has been the subject of admiration of men. In these cells maintained a constant temperature and humidity required. Fur coats are stored in the dark and constantly blown air. And for example in the Hotel Parus in Polotsk the personnel has come to a great idea. Most of people, who stay in it come for business or sport reasons and this fact helps to provide wakeup-service. And to my view it is a great decision because it helps to show the care of "Parus" to the guests.

My findings prove that our country is not poor in ideas, but sometimes they are borrowed from another country. And I think that previously mentioned services have all chances to appear in Belarus. But I also have my own ideas. As you know Belarus has a gorgeous and rich history and many of historic events have been immortalized in monuments, castles and palaces. And our country is famous for diligence and skill. And I suggest again combining history with skills and it'll be a great architectural project in a nutshell. The project lies in the fact that the sightseeing of city in a miniature will be placed in the courtyard area. The list of attractions will depend only on the city of Belarus. This idea means not only to acquaint visitors with the history of the city, but also to involve them in the fairy-tale atmosphere. This project will benefit for the guests of the hotel, who can decide in time of thumbnail view what they want to see in real, and for Hotel because personnel can acquaint visitors with the history in the courtyard, conduct tours, and maybe, also organize a wonderful place for recreation.

And now I would like to proceed to the conclusion of my research. Several generations of people live on the land in the rapidly developing events that cause us to keep up with the times. The sphere of tourism is really fast growing business, which tries to involve most of people of the world and it's great because this sphere helps us to see the beauties of the world. And service is a main component and quality mark of Tourism. And unusual service is indicator of rapid development of human's needs in an unusual or sometimes strange holiday. If the hotel provides service to customers, the words of personnel and their attitude are the tools to create a positive customer's perception of them and the company they work for. Whether they are a novice working with customers or a seasoned pro, what they do and say will affect how customers see them. Customers will form opinions, so they might as well learn how to create positive opinions.

So all the people of the world are the great part of sphere of tourism and we make it conform to our needs.

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