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ONLINE MAP "MADE IN BELARUS" AS A QUALITY BRAND TO PROMOTE NATIONAL IMAGE

Due to the process of globalization the sphere of tourism has become an integral part of people's everyday life. Since 2019 we have had to face new circumstances and certain difficulties dealing with outbound tourism though. Coronavirus and relationships between countries made the borders closed so that nowadays more people travel around their native countries, discovering their beauty, customs, traditions and all the things that were hidden from their eyes in the hustle and bustle of everyday routine. Belarus has always been an important trade, tourist and transfer point on the international arena. Thanks to friendly and peaceful relations with neighbour countries tourism has got a fresh start in Belarus. Thousands of people visit our country annually. So it was decided to create a unique resource about Belarus to be used by those who come to visit our country.

It was hypothesized that there is a wide range of high-quality goods that are manufactured in Belarus and which are definitely worth visitors' attention. A lot of Belarusian products have already become a synonym to such words as "reliability" and "quality". It is no coincidence that the years 2024-2025 have been announced "The Year of Quality" in our country. Thus, a comprehensive analysis of goods, which can be called a Belarusian brand, is aimed at providing new facts about them.

The novelty lies in the fact that the research was carried out not only within traditional goods but also within the framework of modern local production. It allows us to perform the variety of spheres of human activity from tourism to educational one where the created map may be used by the visitors and the young generation.

The theoretical value lies in the detailed analysis of information resources, in the study of the Belarusian production and brands, high-quality goods produced in the country, the origin and the development of some traditional goods to become brands for the visitors. The approach makes it possible to reveal the national and cultural specifics of Belarus. The findings reflect local people's opinion and the system of assessments and value orientations of Belarusians. The practical value of this research is varied. First of all, it lies in the creation of the unique interactive product which can be used both in educational purposes and in tourism as an integrated informational resource which is in demand. Secondly, it presents a positive image of the country. Thus, it improves the competitiveness of Belarus both in the spheres of trade and tourism. Finally, the results of the research can help local people and visitors make the right choice, buying souvenirs for their nearest and dearest.

When the research was initiated, such major tasks as studying the notions of the key vocabulary, analyzing Belarusian brands and productions, identifying the most successful ones, were set. The final target to achieve was the creation of available and easy to use interactive online product which can be used on both educational and tourist purposes. Genially interactive platform was used to create the online map.

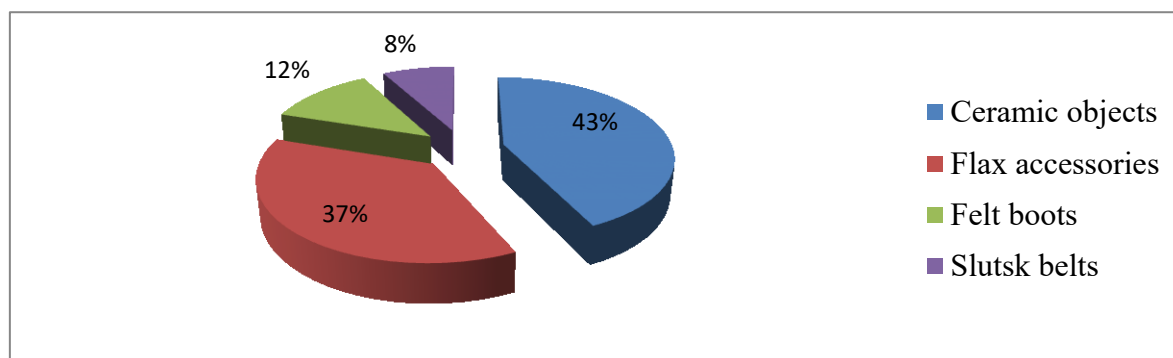
The Cambridge Dictionary defines a souvenir as anything that is bought or kept to remember a holiday or special occasion. It is clear that a souvenir is supposed to be portable, to hold favorable memories of the place and to be of high quality. So, what can visitors buy and bring from Belarus to remember their holiday in our country? Belarus has always been known for its crafts. Goods and accessories made of flax, felt boots, Slutsk belts, ceramic objects, honey and kvass are fine and best-known representatives to be included in the list of traditional souvenirs brought from our country. It is also a well-known fact that each of the Belarusian regions is proud of its production. All the seven regions produce both edible and non-edible output which can satisfy everyone. Belarus has a wide range of brands to offer the products of the highest quality. The choice varies from the factories, producing edible goods such as “Krasny Pishchevik”, “Kobrin Butter and Cheese Plant”, “Arzhanitsa” and “Lidskoe” to the ones producing long-lasting products such as “Luch” watches, Relouis cosmetics, Slutski belts, “Polesie” toys, Lubna straw items and Dribin felt boots. So, modern production of the country offers a wide range of goods that may be easily named “a souvenir” for the tourists to keep their brightest memories and the warmth of Belarusian land.

The process of the creation of the online souvenir map “MADE IN BELARUS AS THE QUALITY BRAND” includes seven main steps:

- collection and analysis of information from various sources;
- sending requests on the best-selling goods to souvenir shops in every region of Belarus and processing of the received data (Diagram 1);
- conducting a survey among the locals, parents, schoolchildren and teachers of our gymnasium to find out the most popular local goods;

writing short texts to describe the elements of the online souvenir map;
 compilation of the visual, audio and video materials to be used in the map;
 creation and development of the online souvenir map of the Republic of Belarus
 in Belarusian, English, Russian and Chinese;
 making the online map available for tourist agencies to use on regular basis.

Diagram 1. The results of the requests



The stages of the work were consistent and gradual. They included not only collecting information about productions and brands of the Belarusian origin, but also the selection of the illustrative materials. Informative texts describing major sights of each region were combined with visual materials. Some audio and video files were added so that the final product could be interesting and attractive to work with not only for young Belarusians but also for the visitors of our country, no matter how old they are. The created media product is to be shared among tourist agencies and educational establishments of our country as well as to be used in order to popularize our country, its traditions, culture and high-quality brands both in Belarus and far beyond. The total analysis proves that interactive media products are highly popular nowadays. Thus, the created product will gain its popularity quickly, being performed in the Internet resources.

The online souvenir map “MADE IN BELARUS AS THE QUALITY BRAND” is multilingual and available on the website of Gymnasium №33. Moreover, it was posted on the websites of tourist agencies. So the students and teachers of our gymnasium, as well as by the travel agencies and the people who are going to visit Belarus have already used the created online resource.

The link and the QR-code for the created online resource

Link

<https://view.genially.com/672476bf98fb1f8bf00e603b/interactive-image-online-map-made-in-belarus-as-a-quality-brand-to-promote-nationa>

QR-code



