

The best entertainment for the Australians is a picnic in the fresh air somewhere in the countryside away from the city rush. These people, in general, go outside and relax. But even so, camping may seem not the best idea. Here in Belarus we are so satisfied with our singing, however, when you hear some Australian birds singing, you will never forget their specific song. For example, laughing kookaburra makes sounds like human laugh. But in reality it is frightening that not awarded people often get scared.

Don't worry, there are much more to be done. For example, to celebrate the New Year in Australia. It will be one of the curious holidays for Belarussians as instead of old man with gray beard in red coat there will be a tanned surfer in red swimming trunks who does not come from the snowy forests, but sails on the board from the ocean. Worth noticing – there snow falls in June.

Don't you think Australia gets snow? The area of Australia that is covered by snow in winter is larger than the area of Switzerland. Due to this the Australians celebrate the second Christmas or as they call it "Christmas in July" for those who came from the Northern Hemisphere so that they don't feel neglected but deeply experienced the true atmosphere of a snowy frosty Christmas.

Finally some words about culture and people. The first thing you will notice is that individualism in Australia is valued above all. In other words, the more a person does not look like others, the better. In comparison, Belarus is believed to be a collectivist country, it means that we rely on the norms of equality. Otherwise, people belonging to individualistic cultures rely on the rules, justice among themselves. Nevertheless, be sure you are likely to have a small talk with the locals as they like it. Everyone you smile at will smile back to you.

I might add that public transport is more expensive than in Belarus, although the payment is different. There you buy a ticket not for one trip, but for a time: for 2 hours or for the whole day. Also you have to take into account the zone, where you will go. It's very similar to that in Great Britain. Besides, trains that travel in the city and suburbs are called "metro", but they do not go underground, only on the surface.

I hope I've succeeded to break some of your stereotypes and even prevented you from some being misconstrue. All in all, going to this multiculturalcontinent (over 200 different languages and dialects are spoken in Australia!) you have to accept this reality, the fact that the whole your world is now turned upside down. Left driving, strict law, plenty of pink lakes (that are safe to swim in), Christmas in June is only diminutive part of curious things you will face. Have a good trip!

## **О. Прус**

### **СОБЫТИЙНЫЙ ТУРИЗМ В БЕЛАРУСИ**

Поскольку вопрос о развитии событийного туризма в Республике Беларусь в последнее время стоит достаточно остро, в связи с проведением крупных мероприятий в стране в 2019 году (II Европейские игры, Славянский базар в Витебске и т.д.), необходимо выявить основные проблемы

и перспективы нынешнего ивент-туризма Беларуси, а также проанализировать опыт иностранных коллег в этой сфере для получения полезных навыков в будущей работе туристических организаций страны.

На примере мероприятий, проводящихся в разных странах мира, очевидно, что самыми популярными видами событийного туризма являются фестивали и тематические мероприятия, посвященные различным культурным феноменам.

Основные недостатки организации ивент-туризма в Беларуси кроются в ошибках на этапе планирования мероприятия, недостаточной рекламной кампании в сети Интернет, малом привлечении коммерческих организаций и турфирм к организации мероприятий, недостаточном внимании к потенциалу и интересу со стороны энтузиастов.

Беларусь нуждается в создании специальной организации, под контролем которой будут находиться вопросы по осуществлению событийного туризма в стране. Вопрос организации событийного туризма находится уже не на уровне самого туризма как сферы, а рассматривается во взаимодействии с окружающей средой и медиапространством. Республика Беларусь остро нуждается в талантливых и молодых экспертах из сферы туризма, маркетинга, культуры и бизнеса, которые не только привнесут новые взгляды на реализацию продукта, но и смогут заняться ею, руководствуясь энтузиазмом.

Вариантами решения проблемы могут стать: принятие современных веяний культуры; привлечение молодых специалистов в сфере интернет-маркетинга; организация открытых конкурсов идей и предложений по развитию событийного туризма в стране.

## **М. Трепенюк**

### AMASING HOLIDAY EXPERIENCE IN NEW ZEALAND: AN UNRIVALLED NEW ITINERARY

New Zealand is an otherworldly, photogenic and friendly country offering visitors unbeatable changes for adventure and exploration. The rugged islands are home to dense native forests, mountains, beaches, glaciers, thermal regions and fiords that have been well-preserved by the environmentally-conscious government and culture. So let me introduce an unrivalled new itinerary which you will undoubtedly adore.

A three-hour drive north of Auckland, the beautiful *Bay of Islands* is one of the most popular vacation destinations in the country. More than 144 islands dot the glittering bay making it a haven for sailing and yachting. Penguins, dolphins, whales, and marlin live in these fertile waters, and the region is a popular sport fishing spot.

Located in the Hauraki Gulf, *Waiheke Island* is only a 40-minute ferry ride from the Downtown Auckland ferry terminal. You'll cruise past Auckland's stunning coastlines and beautiful islands as you journey towards your destination. Home to more than 30 boutique vineyards, Waiheke has become known as New