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**« WHAT MAKES OSIPOVICH I DISTRICT ATTRACTIVE
TO FOREIGN TOURISTS »**

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INTRODUCTION

Belarus is a unique country which is known for its rich and colourful heritage and culture, with magnificent nature. Places, people, myths and legends all come together to tell us stories that fascinate and inspire. They provide vital clues about our past and are therefore vital to our present and future. Belarus is a country in the centre of Europe. It has a considerable potential for inward tourism development. There are more than 17,5 thousand of monuments of historical as well as cultural value. In addition to that, Belarus offers the largest objects of untouched nature in Europe, whose popularity has been increasing in the light of ecotourism. Every tourist can find something for themselves, no matter whether they love history or prefer modern attractions, admire classic arts or stick to avant-gardism, whether they are keen on active recreation or just quiet contemplation. A lot of contests, competitions, championships are held in our country. [5, c.6]

So Belarus can offer something for every taste. According to the official information, about 6 mln of foreign tourists visited Belarus in 2012. At present, the number of Belarusian people going abroad is larger than the number of foreigners coming to Belarus.

It's a well-known fact that tourism is considered an activity essential to the life of any region because of its direct effects on the social cultural, educational and economic sectors of the society. Despite being a relatively young town (140 years old), Osipovichi and its district annually attracts many tourists. A lot of people from different countries visit our district every year.

However, *foreigners who intend to visit Osipovichi district face the problem of shortage of information in English about the area and its attractions that can be offered to the guests.* The following fact determines the relevance of our work and its importance. Furthermore, *we aim to identify the most popular places in Osipovichi district taking into account foreign travellers' choice.*

This piece attempts to define the most popular types of attractions of Osipovichi district among foreigners and present the information about the most popular attractions.

Through the research, we are able to formulate its general **objectives** as follows:

- ❖ *to identify the nature of the concept “tourism”;*
- ❖ *to develop the classification of types of popular attractions for Osipovichi district;*
- ❖ *to identify the most visited places among foreigners;*
- ❖ *to produce a handout in English about the places worth visiting in our area.*

The object of our research is the attractions of Osipovichi district which can be offered to foreigners.

In the course of the research, we’ve put out the following **hypotheses**:

- *Osipovichi area has tourist attractiveness;*
- *despite a wide range of attractions the most popular ones are connected with cultural heritage, beautiful nature, war events.*

Through the research we’ve employed such **methods** as analysis, continuous sampling method and survey.

To solve assigned objectives, 50 foreigners of different age groups have been interviewed. According to their preferences the most popular types of attractions have been defined.

The factual material is taken from the books “Osipovichi” and “Pamyat”, from the original sources of the Historical museum of Osipovichi district.

A close study of different approaches to the topic leads us to the following **conclusion**:

- *Osipovichi area has a considerable potential for inward tourism;*
- *natural, cultural and active attractions are the most popular among the wide range of attractions in our area.*

Compositionally our research consists of the present introduction, the theoretical part, which presents the basic concepts of our research, the practical

part, where we will identify the most popular types of attractions and places in our area, the conclusion and bibliography.

MAIN PART

1.1 Theoretical principles of tourism

It is often said that the world is getting smaller; this means that it is easier to get to places around the world. Travel is far easier, quicker and cheaper now than it was a hundred years ago. A century ago it would take days to travel the length of the country, now the other side of the world can be reached in the same amount of time. In addition to reduced cost and time, there are other reasons why people now travel more. People tend to have much more free time than they ever did before, this enables them to take holidays and visit places that would never be considered in previous years.

If we say about *types of attractions* used within our work we have to study what “tourism” and “attractions” is.

The terms *tourism* and *travel* are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but it implies a more purposeful journey. As such, tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves.

W.Theobald (1994) suggested that “etymologically, the word *tour* is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix *-ism* is defined as 'an action or process; typical behaviour or quality while the suffix, *-ist* denotes 'one that performs a given action'. When the word *tour* and the suffixes *-ism* and *-ist* are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning.

Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., *the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.*"

In 1941, Hunziker and Krapf defined *tourism* as people who travel *"the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity."*

In 1976, the Tourism Society of England's definition was: *"Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."*

In 1981, the International Association of Scientific Experts in Tourism defined *tourism in terms of particular activities selected by choice and undertaken outside the home.*

Tourism is the movement of the tourists from one place to another place.
Tourism as a whole is a broad term that includes any person staying outside of his or her normal environmental for between one day and one year for recreational, leisure or business reasons.

These approaches are based on different attributes and can be combined in the following groups:

- Tourism as a temporary movement of people, their presence is a constant environment and temporary stay in the caller of tourist interest;
- Tourism as a complex socio-economic system, which was based on a multi-industrial complex, called the tourist industry;
- Tourism as a segment of the market economy, in which the interaction between the various enterprises of the economic complex in order to offer products satisfying tourist interest;
- Tourism as a temporary departure of citizens and stateless persons in their free time with a permanent residence in the health, educational, professional, sports, religious, business, educational and other purposes for a period of not less than 24

hours and no more than 6 months and not in paid work in temporary accommodation.

The key components of tourism resource base are potential and real tourism attractions which, ultimately, determine the structure of the final tourism product of a *destination*. Given such importance of tourism attraction base it is necessary to identify, catalogue and evaluate each existing and potential attraction available at a destination. **A tourist destination is a city, town, or other area that is dependent to a significant extent on the revenues accruing from tourism.** It may contain one or more tourist attractions. [1]

Attractions are at the heart of the tourism industry. According to the definition given in the Longman Dictionary of Contemporary English, “*attraction is something interesting or enjoyable to see or do*”. [7]

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. Some examples include historical places, monuments, zoos, aquaria, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, bridges), national parks and forests, theme parks and carnivals, living history museums, ethnic enclave communities, historic trains and cultural events. Many tourist attractions are also landmarks. [1]

Tourist attractions are also created to capitalize on legends such as a supposed UFO crash site near Roswell, New Mexico and the alleged Loch Ness monster sightings in Scotland. Ghost sightings also make tourist attractions. Ethnic communities may become tourist attractions, such as Chinatowns in the United States and the black British neighbourhood of Brixton in London, England.

1.2 Types of tourism

There is such a wide choice when it comes to destinations that it can be difficult to decide where to go. Almost everywhere in the world is accessible, be it a destination in the near vicinity, a next door country or somewhere on the other side of the world. Many people will spend a weekend just visiting places in their own country; it is often amazing how much of local culture is missed just because people don't travel a short distance to take it in. Holidays are often taken several hundred miles away just because it is quick and easy to get to with the growth of air travel.

In 1994, the United Nations classified three forms of tourism in its Recommendations on Tourism Statistics:

- Domestic tourism, involving residents of the given country traveling only within this country.
- Inbound tourism, involving non-residents traveling in the given country.
- Outbound tourism, involving residents traveling in another country. [3, c.44]

According to different criteria all types of tourism can be represented in the following table.

Table 1.1 - Classification of tourism

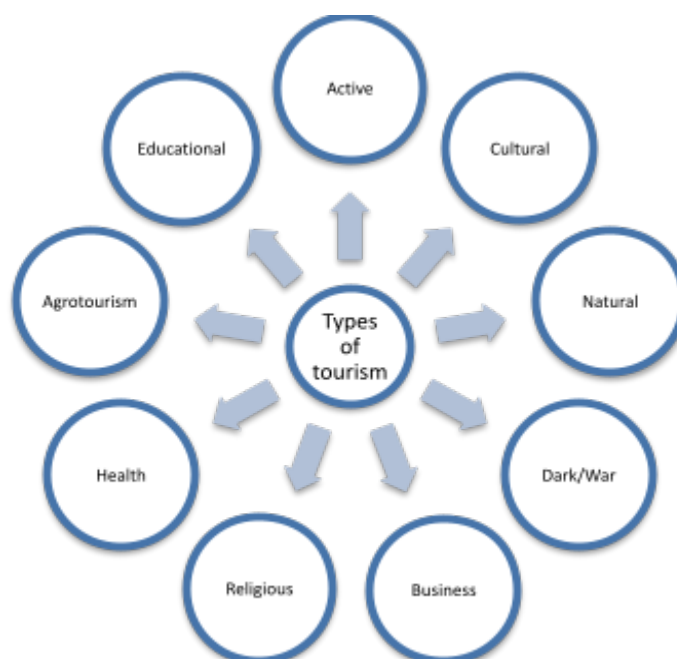
<i>Criterion</i>	<i>Types</i>
The number of participants of trip	individual, group, family
Area of relaxation	national, international
Market	outbound, inbound, domestic
Way of organizing	disorganized, organized, self-organized
Aim	recreation, medical, business, educational, religious, ethnic, transit, shopping-tourism.
Age	children, youth, middle age, grey tour

Means of transport	automobile, bus, water, pedestrian, rail, air, bicycle, horseback
The nature of main activities	business, educational, sports, ecological, active, extreme, rural (agro-tourism/agri-tourism).
Used on the main natural resources	forest, the river, bathing, beach, medical
Source of funding	commercial, social
Distance	middle, far
The length of stay	short, medium and long-term
From the intensity of tourist flows	peak period, low/off - season

We have studied all the kinds of tourism mentioned above. Also we've analyzed the distinctive features of each of them.

A close study of the available information let us identify the following generally accepted types such as active tourism, agro-tourism, business tourism, cultural tourism, dark/war tourism, educational tourism, health tourism, natural tourism, religious tourism.

Scheme 1.1 - Types of tourism



2.1 Methodological foundation of the research

The main point of any research is to determine the object of this research. **The object** of our research is the attractions of Osipovich district which are interesting to foreigners.

In the course of the research we have employed the articles from the books “Osipovich” and “Pamyat” and the material provided by the Historical museum of Osipovich district. All the articles have been examined by means of the *method of analysis* which concentrates on studying the nature of attractions and of determining their essential features. Also a *continuous sampling method*, which means a method of gathering material, has been used in the research. After reading and analyzing a number of articles, considerable attention has been devoted to places worth visiting in our district.

One of the most effective methods to get accurate information from the general public is *a survey* which can be interpreted as a true representation of the majority view. The purpose of our survey was focused on factual opinion of foreign tourists concerning attractions which they are interested in.

The sample group represented people of different age groups and background.

The results of the survey are presented as a diagram of percentage of survey respondents.

2.2 Attractions of Osipovichi district

Each town has its own history, its heroes, its legends. Osipovichi is not exception. Visitors can be offered places and activities that families can participate in, that seniors can easily access and visit, that active people or singles can experience or venues that all can enjoy.

Throughout its history the town of Osipovichi has passed a long way from a tiny village, a small railway station to the district centre. Although our town is quite young the history of its district began a lot of centuries ago.

Archeological sites on the territory of our district show the development of the society from antiquity to the first state formations. Osipovichi district is famous for its amazing natural places, industry, different historical sites. [9]

Our homeland as we know it is a fascinating place. We encourage all people to get out and experience our tourist attractions, to meet the locals, experience the culture, taste the food, walk the trails, watch the birds, canoe the rivers and explore the environment. The plentiful forests, and a considerable network of rivers and streams all add to Osipovichi's natural beauty and vibrant countryside.

The first stage of the current research involved making up the list of places which are supposed to attract foreign tourists to our area (see Appendix 1).

Thus, the proposed list includes more than twenty most appreciable attractions.

2.3 Types of attractions

As mentioned above there are nine generally accepted types of attractions.

Active tourism has a strong relationship with the environment, since its main engine is the game adventure. It is so named because it is a type of tourism where the action is more important to realize that the destination itself. It is also known as *adventure tourism*, leisure and active, including sports tourism in nature. This occurred because there was an increase in leisure time, a need to be in open spaces and unspoiled, and the search of adrenaline, etc. These are the main tourism asset activities: hiking (also known as mountain climbing or mountaineering, this is the action of climbing mountains, with the objective, usually reach the top), climbing (it comes to crossing through walls -usually large rock-slope), caving (tours that explore caves). Other activities include mountain biking, kayaking, scuba diving, parachuting, gliding, paragliding, hiking.

Agro-tourism/agri-tourism involves travel to a farm or ranch, including farm stays at anything from bed and breakfast to dude ranches, produce purchase from farm stands, corn mazes, wine and cheese making, and fruit picking. It refers to the act of visiting a working farm or any agricultural or agribusiness operation for the purpose of enjoyment, education or active involvement in the activities of the farm or operation. It's one of the growing forms of tourism.

Business tourism is now one of the leading, highly profitable and fastest-growing sectors in the world economy. Today, when one out of four travelling is travelling in connection with business necessity, business tourism is an opportunity to get acquainted with the new technologies, to meet with investors, partners, suppliers and consumers of goods or services. Belarusian travel agencies organize business tours of various themes and objectives (from the organization of conferences to the exhibition, or a particular company).

Cultural tourism or heritage tourism, involves immersion in a society's lifestyle, its people's history, its art architecture, its religion, and any other elements that have shaped and it its people. It can also include participation in a culture's rituals or festivals.

Dark/war tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment¹ In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Program and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such a

Health tourism describes the practice of leaving the country to get healthcare, or of providers, travelling to deliver healthcare. Often in these cases, the providers are practicing outside their area of expertise or at a lower standard of care.

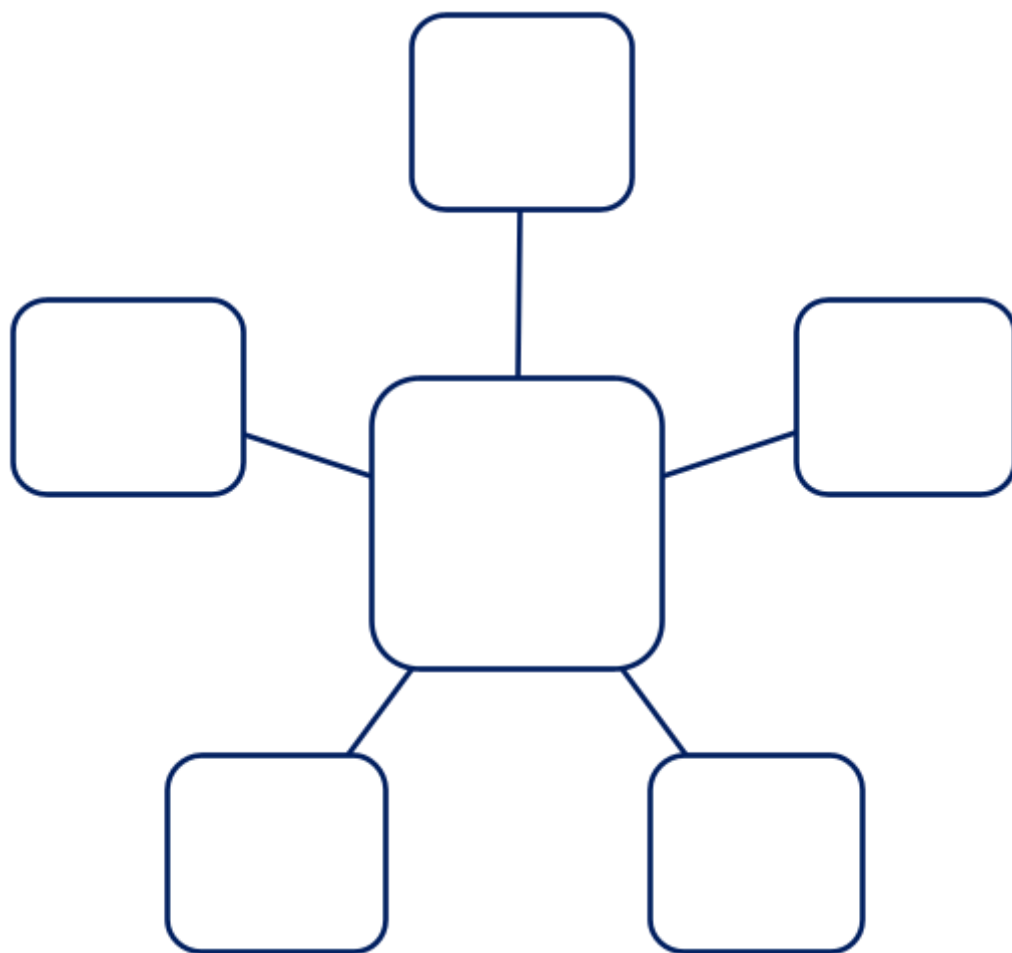
Natural tourism is responsible travel to natural areas, which conserves the environment and improves the welfare of local people. It is tourism based on the natural attractions of an area. Examples include bird-watching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural, cultural, or historical experience. As nature tourism becomes more important to the local economy, communities have additional incentive to conserve their remaining natural areas for wildlife and wildlife enthusiasts.

Religious tourism encompasses people of faith who travel independently or in groups to holy cities or holy sites for fellowship, missionary or pilgrimage. [3]

Nevertheless analyzing all the attractions that can be interesting to foreign tourists in Osipovichi and Osipovichi district, it should be noted that only 6 types of the present classification are represented in our area.

It's generally accepted that agro-tourism is one of the growing forms of tourism. According to the information of Osipovichi Region Executive Committee, there are 36 farms in Osipovichi district. All of them will offer you to go hunting or fishing. [8] These farms could be an object of a different research. That is why agro-tourism hasn't been included in the scheme below.

Scheme 2.1 – Types of attractions of Osipovichi district



The choice of these types can be based on the definitions mentioned above.

As you see, all the attractions of Osipovichi district can be divided into five groups such as cultural, natural, active, war and business attractions.

2.4 The most popular types of attractions in Osipovich district

We have compared attractions with their type and made a table you can see below.

Table 2.1 – Attractions of Osipovich district

<i>Type of attractions</i>	<i>Attractions</i>
Cultural attractions	Svisloch castle, museum in Daraganovo village, Osipovich museum, the monument to a steam-engine
Natural attractions	Giant oaks in Britsalovich village, relict oak-grove, beautiful forests with bison
War attractions	the memorial “Rassoha”, the memorial of Britsalovich village, “Children’s stone”, a monument to killed children during World War II, the Heroes Avenue, a lot of monuments and memorials to the heroes of World War II
Active attractions	two bicycle routes, hiking route, water route “Ragneda”
Business attractions	the automobile unit plant, the roofing felt factory, a creamery factory, a large bakery, a chocolate factory, a cannery, a printing house, a cosmetics factory, a prosthesis factory

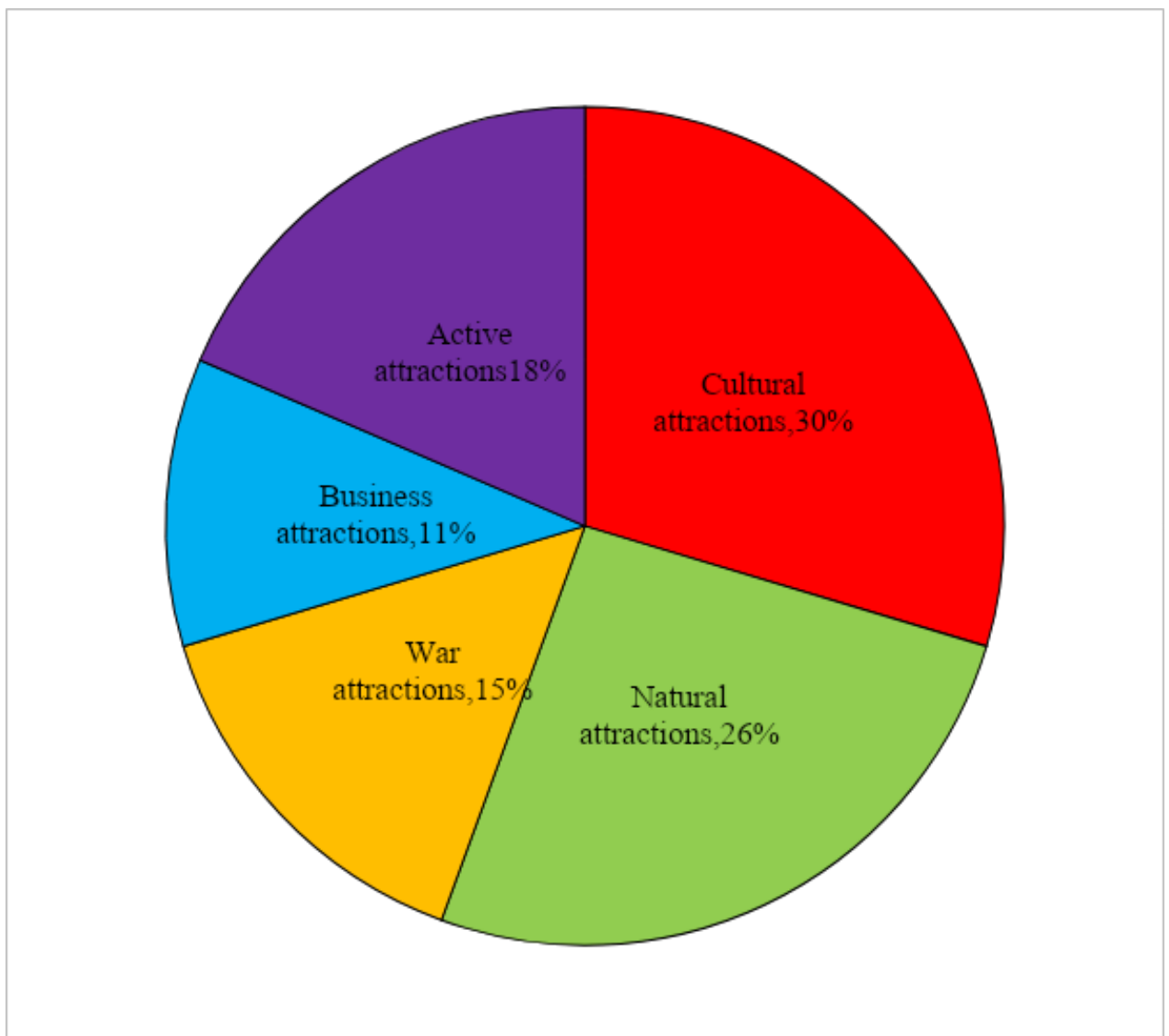
The respondents have been asked to range the proposed types of tourism according to their preferences. The survey has been managed by sending a letter via e-mail. To participate in the study respondents followed the instructions we

provided to them (see Appendix 2). The survey has based on the responses of a sample of individuals. The data has been collected and analyzed.

The number of respondents in the survey is as follows: 44% of women and 56% of men (different ages combined: from 27 to 78 years old).

Analyzing the results of the survey the following diagram has been completed. As a result, top 3 groups have been defined.

Diagram 2.1 – Types of attractions



As you see the most of respondents would like to visit cultural attractions. Natural attractions have also been quite popular. The next type which could be popular with tourists is active tourism. Thus, one of our hypotheses was wrong.

Based on this material an informational handout has been produced. It gives a detailed description of each attraction belonging to the 3 groups previously mentioned and pictures of the described places. You can also find the length and duration of the bicycle routes, the hiking route and water route. The information about places which you will see during your travel is presented in the handout. It will be a pleasant guidebook encouraging foreign tourists to visit our area or recommend the place to friends.

Thus, foreigners have been interested in a diversity of natural and cultural resources most of all. An increase in leisure time, a need to be in open spaces has attracted tourists to Osipovich district. So according to the preferences of foreigners, cultural, natural and active types of attractions are the most popular in Osipovich district.

CONCLUSION

Tourism is a broad term that includes any person staying outside of his or her normal environmental for between one day and one year for recreational, leisure or business reasons.

A tourist attraction is a place of interest which tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities.

The present research is based on the theoretical concept of tourism and attraction regarded in an aspect of preferences of foreigners.

More than 20 attractions of different types can be offered to foreign tourists in Osipovichi district. All the attractions of Osipovichi district can be divided into five groups such as cultural, natural, active, war and business attractions.

A close study of books about Osipovichi and Osipovichi district confirms our assumption that Osipovichi area has a considerable potential of places that can attract foreign tourists. The respondents have been interested in a diversity of natural and cultural resources of our area most of all. An increase in leisure time, a need to be in open spaces has attracted foreign tourists to active attractions of Osipovichi district. According to the preferences of foreigners, cultural, natural and active types of attractions are the most popular in Osipovichi district.

In conclusion it can be said that this work is of practical value. There is no better bridge between people than tourism. The need of cross-cultural exchange is, probably, the most important value of it. Tourism is regarded as the backbone of many local economies. Traveller expenditures support local employment. Furthermore, the economic activities generate local and state revenues that can enhance the public services and facilities available to tourists and local residents. Tourism indirectly benefits the entire community. However, to ensure community benefits it is necessary to make visitors and tourists come, feel welcome, want to return again and be informed. Thus, the handout can be of a great help to English speaking tourists visiting Osipovichi district.

On the other hand, the current work and the handout are supposed to be used in the process of teaching the English language to students of different age groups. The material of the handout can also be used for developing communication skills. We assume it is of a great value for establishing a dialogue of cultures at English lessons and in out-of-school activities.

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List of attractions in Osipovich area

1. Automobile unit plant
2. Bakery
3. Bicycle routes
4. Creamery factory
5. “Children’s stone”
6. Chocolate factory
7. Cosmetics factory
8. Forests with bison
9. Giant-oaks in Britsalovich village
10. Heroes Avenue
11. Hiking route
12. Memorial “Rassoha”
13. Memorial of Britsalovich village
14. Monuments and memorials to the heroes of World War II
15. Monument to a steam-engine
16. Museum in Daraganovo village
17. Osipovich museum
18. Printing house
19. Prosthesis factory
20. Roofing felt factory
21. Relict oak-grove
22. The Svisloch castle
23. Water route “Ragneda”

A letter to British respondents

Dear friends!

We are students of Gymnasia of Osipovichi, Mogilev region, Belarus. We are working on a project to identify the worth visiting places in our area. Would you be so kind to take part in our survey and do the following.

Here are types of attractions that people can visit in our area. Please, range them according to your preferences. Start with the one you would like to visit most of all.

- Cultural attractions: the Svisloch castle built in the 11 century, the oldest place in our district; the museum of Daraganovo village where you can find a lot of information about one of the most famous families of our area; Osipovichi museum with a range of exhibitions; the monument to a steam-engine, a symbol of our town;
- War attractions: the memorial “Rassoha”; the memorial of Britsalovich village; “Children’s stone”, a monument to killed children during World War II; the Heroes Avenue; a lot of monuments and memorials to the heroes of World War II;
- Natural attractions: beautiful forests where you can meet Belarusian bison; giant oaks in Britsalovich village; relict oak-grove;
- Active attractions: two bicycle routes; hiking route; water route “Ragneda”;
- Business attractions: the automobile unit plant, the roofing felt factory, a creamery factory, a large bakery, a mill factory, a chocolate factory, a cannery, a printing house, a cosmetics factory, a prosthesis factory.

Thank you for your help!