

THE STATE OF THE ORGANIZED TOURISM STRUCTURE IN THE COUNTRY

Tourism is currently a powerful and in-demand global industry. Due to its rapid growth, it has been frequently called the «economic phenomenon of the century» [1]. It contributes to the development of infrastructure, the employment increase, the foreign investment attraction and the improvement of the country image. The purpose of our research is to study the structure of tourist flows of organized tourism.

Tourism is an open system that affects other sectors of the economy and at the same time is affected by changes occurring in the indirectly or directly related spheres of the economy. There are 1203 tourist organizations operating in the Republic of Belarus, which actively promote the tourism potential of Belarus at the international level, attracting foreign tourists. The structure of the number of tourists and tourists served will be shown in the table.

Structure of the number of organized tourist flows served by organizations
engaged in tourism activities in the Republic of Belarus for 2019–2022

Indicators	2019		2020		2021		2022	
	thou- sand people	%	thou- sand people	%	thou- sand people	%	thou- sand people	%
Total number of tourists	2495,3	100,00	911,2	100,00	1738,1	100,00	2022,0	100,00
Inbound tourism	405,5	16,25	81,1	8,90	71,4	4,11	143,0	7,07
Outbound tourism	982,9	39,39	258,6	28,39	478,8	27,55	348,6	17,24
Domestic tourism	1106,9	44,36	571,5	62,72	1187,9	68,34	1530,4	75,69

This table shows that the number of foreign tourists and holiday-makers, who visited the Republic of Belarus, decreased from 16,25 % in 2019 to 7,07 % in 2022. It could happen due to various factors such as the COVID-19 pandemic and travel restrictions. The number of citizens of the Republic of Belarus, who went abroad, also decreased from 39,39 % in 2019 to 17,24 % in 2022 due to restrictions on international travel and economic factors. On the other hand, the number of citizens of the Republic of Belarus sent on tour routes within the country increased from

44,36 % in 2019 to 75,69 % in 2022, and this is a positive aspect and the result of the implementation of the «Belarus Hospitable» program.

Nevertheless, tourist organizations carry out activities on an organized type of tourism, cooperate with the hotel business, restaurants and transport companies, contributing to the development of the industry. These kinds of activities encourage the development of domestic tourism and the popularization of local attractions and regions. The study showed that the largest number of tourists used the services in 2019 and the highest number of tourists and holiday-makers (citizens of the Republic of Belarus) both who visited the Republic of Belarus and who went abroad was achieved. It should be noted that the number of people, citizens of the Republic of Belarus, sent on tour routes within the territory of the Republic of Belarus, reached the peak in 2022 and this is a positive aspect for the economy, especially for the destinations that provide tourist services and contribute to an increase in the level of socio-economic effects (direct, indirect, hidden).

Inbound and domestic tourism to a greater extent stimulates business activity of organizations and participants of the tourism industry. New museums are being opened in the country, buildings are being restored and new attractions are being created, the infrastructure is being improved, that allows residents of the country to learn something new every year and get tourist services without leaving the country. Also, thanks to the assessment of the structure of tourist flows, it can be concluded that outbound and domestic tourism in 2019 was approximately at the same level.

Thus, tourism influences the economic growth of the Republic of Belarus. Domestic tourism is developing rapidly. It is necessary to solve the problem of attracting foreign tourists to the country. The development of this sphere contributes to the creation of new jobs, increases income and attracts foreign investment. However, in order to realize the tourism potential of our country it is necessary to go on developing infrastructure, improving marketing strategies and upgrading the skills of the personnel. Only then tourism will become one of the main factors of economic growth and prosperity of the Republic of Belarus.