

## **TOURISM SERVICES EXPORT IN THE REPUBLIC OF BELARUS IN TODAY'S CONDITIONS**

The purpose of the research is to work out recommendations for the development tourism services export in the Republic of Belarus in modern conditions.

Tourism services export is foreign trade in tourism services through their provision by Belarusian providers to foreign customers. The development of tourism and the tourism market in Belarus is of great economic importance, as it helps solve a number of economic problems.

Over the 7 months of 2023, exports of tourism services in the Republic of Belarus increased by 35 % and exceeded 116 million US [1]. The growth of tourism exports to Belarus is facilitated by guests from Russia, Lithuania, Latvia and China. First of all, they are interested in sanatorium and resort treatment.

The relevance of promoting the tourism sector to foreign markets for Belarusian economy lies in the fact that tourism contributes to regional development; runs on renewable resources; combines the services of a large number of economic sectors; promotes direct and indirect employment; stimulates the development of small and medium-sized businesses and agriculture; expands the market for consumer goods and services; deepens knowledge about the country's achievements, its history and culture among foreign guests.

It is very important to point out the main strategizes for domestic tourism exports:

- increasing the share of Belarus in world tourism revenues to 0,1 %;
- Belarus' entry into the top 50 countries with the highest competitiveness index in the travel and tourism sector;
- bringing the annual total volume of exports of international tourism services and passenger transportation to 3 billion US dollars [2].

To develop tourism services export in the Republic of Belarus the following initiatives can be proposed:

- expanding the scope of the national Tax Free VAT refund system in order to increase the availability of Belarusian goods and stimulate their consumption by foreign tourists;
- a mechanism for financing infrastructure projects in tourist and recreational parks and tourism centers on the principles of public-private partnership;
- special tourist and recreational parks foundation with a favorable investment climate, as well as the unified electronic platform introduc-

tion that consolidates business processes for visa support, insurance, registration and transactions related to travel to Belarus.

It is necessary to add that industry digitalization is recognized as a current trend in tourism industry. The introduction and use of information technologies in tourism will contribute to the creation of new tourism products and services, improving their quality and competitiveness, increasing their accessibility, accelerating their turnover, and ultimately increasing sales volumes.

## References

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2. Национальная стратегия развития туризма в Республике Беларусь до 2035 года [Электронный ресурс] // Официальный сайт о туризме в Беларуси. — Режим доступа: [https://www.belarustourism.by/news/НАЦИОНАЛЬНАЯ\\_СТРАТЕГИЯ.pdf](https://www.belarustourism.by/news/НАЦИОНАЛЬНАЯ_СТРАТЕГИЯ.pdf). — Дата доступа: 08.11.2023.