

THE TOURISM DEVELOPMENT MEASURES IN THE REPUBLIC OF BELARUS

One of the essential problems of tourism in Belarus is the discrepancy between the location of infrastructure and the places of concentration of tourist objects. Besides, the majority of Belarusian towns are small or medium-sized. They are not often rich in historic architecture. Moreover, their administrative and territorial separation makes it impossible to integrate the potential of individual territories, ensure an increase in the duration of travels of foreign visitors as well. To resolve this situation, it is usually required to coordinate the actions of local governments and, in certain situations, several ministries [1]. In this regard, it is necessary to find new ways and mechanisms to stimulate the tourism sphere of activity, creating favorable conditions for its development.

The Council of Ministers of the Republic of Belarus approved the state program «Belarus Hospitality» for 2021–2025 by resolution № 58 of January 29, 2021. The purpose of the program is the formation and development of a modern and competitive tourist complex, increasing the contribution of tourism to the development of the national economy. The primary concerns are connected with the growth of inbound and domestic tourism, increasing the competitiveness of tourist services, and promoting national tourist brands on the world market. Among the main activities of the program, the development and updating of excursions and tours around Belarus, including virtual and audio guides, as well as routes for people with disabilities, promotion of the tourist potential of the Republic of Belarus through participation in international tourism exhibitions, financial support for agroecotourism entities, construction and modernization of tourist industry facilities should be highlighted [2].

Therefore, the approval of a set of regulations targeted at carrying out the necessary measures strengthens the role of tourism in the Republic of Belarus.

References

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