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WELLNESS TOURISM

Wellness tourism uniquely blends leisure and medical care, gaining popularity as health becomes a priority for many in today's world. This paper will explore the main aspects of wellness tourism and its impact on the economy of the Republic of Belarus. With growing awareness of the importance of maintaining physical and mental well-being, wellness tourism presents an attractive option for travelers. It includes trips to resorts, sanatoriums, and spa centers to enhance physical and mental well-being. The wide range of programmes designed to improve quality of life makes it appealing to many people, including families with children, older adults, and those who are looking to lead an active lifestyle.

Sanatorium treatment in Belarus provides great opportunities for wellness restoration and mental well-being. Known for friendly service, great facilities, and reasonable prices, sanatoria support physical recovery while offering a comfortable atmosphere, making them popular destinations for vacationers throughout the year.

Wellness tourism in Belarus is rapidly growing, thanks to its rich natural resources. Most Belarusian sanatoria use mineral waters and therapeutic mud for treatment. Mineral waters aid the digestive and nervous systems, while therapeutic mud helps with joint and skin conditions. This combination of natural elements and modern treatments offers unique opportunities for health restoration through natural healing procedures.

It is worth noting that Belarus not only offers a variety of therapeutic procedures, but also creates conditions for a full family vacation. The country has numerous health resorts, including specialized children's sanatoria. The main treatment areas there include respiratory, digestive, musculoskeletal, urinary, endocrine and other systems.

A key aspect of sanatorium wellness is therapeutic (dietary) nutrition, as following the appropriate diet greatly improves the effectiveness of treatment. Health resorts in Belarus offer dietary menus tailored to specific health conditions. Additionally, they take into account the taste

preferences and requests of vacationers, making the wellness process more comfortable and enjoyable.

Sanatoria place great importance on organizing leisure activities for their guests, offering a variety of options for both active and relaxing pastimes. The health resorts are equipped with outdoor children's areas, sports facilities, and dance floors, as well as beaches. Additionally, services such as solariums, gyms, and beauty salons are available, creating comfortable conditions for wellness and relaxation.

Wellness tourism in Belarus not only attracts the attention of travelers, but also has a significant impact on the country's economy. This type of tourism contributes to economic development through several key areas. It draws foreign tourists, which increases revenues from healthcare and hospitality services. In 2023, for example, over 1.485 million people took advantage of sanatorium and resort services, which is a 4 % increase compared to the previous year. According to statistics, total revenue from these services exceeded 1.79 billion roubles, marking a 23 % rise from 2022. Moreover, around 217,500 foreign visitors sought sanatorium and resort treatment, reflecting a 15.5 % increase from 2022. This generated export revenue of 311 million roubles, which is up by 27 %.

Thus, wellness tourism represents an important element of the tourism industry that harmoniously combines treatment and disease prevention with leisure. In today's world, where healthcare is becoming a top priority for many, wellness tourism is gaining popularity. It offers unique opportunities for wellness and relaxation, making it a fantastic choice for anyone seeking to enhance their well-being while enjoying their time away.

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