

essential, yet not an end in itself, while in Rinzai Zen textual form is secondary. Both traditions incorporate the wabi-sabi aesthetic of simplicity. Simplicity, asymmetry, and the patina of time in tea utensils express a Zen perspective that embraces the imperfect nature of the world.

We may conclude that the tea ceremony and Rinzai Zen were closely interconnected and essentially constituted different manifestations of the same underlying concepts. Historically, they share numerous points of intersection, a common philosophical foundation, and a view of ritual as a path toward enlightenment.

### References

1. *Сибаяма, Дз.* Цветок безмолвствует / Дзэнкэй Сибаяма ; пер. с англ. Н. Л. Селиверстова ; под науч. ред. С. В. Пахомова. – СПб. : Наука, 2003. – 236 с.
2. *Миура, И.* Коаны дзэн. История коана и его применение в школе риндзай / Иссю Миура, Рут Фуллер Сасаки ; пер. с англ. Н. М. Селиверстова ; под ред. С. В. Пахомова. – СПб. : Наука, 2004. – 191 с.
3. *Игнатович, А. Н.* Чайное действо / А. Н. Игнатович. – М. : Стилсервис, 2011. – 493 с.

**U. Markovich**  
**У. И. Маркович**  
БГЭУ (Минск)

*Научный руководитель Н. А. Михайлова*

## **THE «SLAVIANSKI BAZAAR» INTERNATIONAL FESTIVAL AS A DRIVER FOR THE DEVELOPMENT OF INTERNATIONAL BUSINESS AND TOURISM IN VITEBSK**

### **Международный фестиваль «Славянский базар» как фактор развития международного бизнеса и туризма в Витебске**

The purpose of this research is to analyse the impact of the International Arts Festival «Slavianski Bazaar» on the development of international business and tourism in Vitebsk. From its first edition in 1992, it has matured into a recognised symbol of cultural solidarity and partnership within the Slavic community while significantly contributing to the city's economic development.

The festival plays an important role in promoting Belarus abroad. Over the past thirty years, it has turned Vitebsk from a regional city into a famous international center of art and tourism.

In 2025, the festival held another successful season with more than 6,600 participants from 44 countries. Around 200,000 people visited the festival in person, while over

4.5 million viewers watched online broadcasts. As the festival's director Gleb Lapitsky said, «Every year Vitebsk becomes a city where art lives in every corner». These results show that the «Slavianski Bazaar» has high international status and strengthens tourism in Belarus.

The festival has a strong positive effect on the local economy. During the festival week, the number of people in Vitebsk almost doubles. Hotels, hostels, and apartments are full, and cafés, restaurants, and public transport work at maximum capacity. According to the local tourism office, guests come not only from Russia and Ukraine, but also from Western Europe, the Middle East, and Africa.

The «Slavianski Bazaar» supports small and medium-sized businesses. Traditional fairs like the «Town of Masters» give local craftsmen a chance to sell souvenirs and handmade goods. Visitors enjoy buying embroidery, ceramics, and wooden crafts, which helps preserve folk traditions and supports family workshops. The festival increases demand for local services such as food, tourism, advertising, and logistics, creating more work and income for the city.

New venues also contribute to development. In 2025, the Vitebsk Central Sports Complex was used as an additional concert space. This allowed organisers to host bigger shows and welcome more guests. Local companies received extra orders for sound, lighting, and construction, supporting the local labor market.

From a business perspective, the festival serves as a meeting place for cooperation. Many companies use it to promote their brands, sponsor events, and meet potential partners. Exhibitions and conferences help creative industries connect with investors. For example, in 2025, travel agency representatives from Lithuania, Kazakhstan, and Serbia came to Vitebsk to discuss joint tourism projects.

The festival faces some difficulties, including limited hotel rooms and dependence on government support. According to Euroradio.fm, the cost of organising the festival is still higher than the income from tickets and sponsorships. However, experts believe that the long-term benefits – city branding, recognition abroad, and tourist flow – are more valuable than short-term expenses.

The 2025 festival focused on modernisation and environmental responsibility. The organisers introduced online ticket systems, eco-friendly waste management, and improved accessibility for people with disabilities. These steps match the global idea of sustainable tourism.

To sum up, the «Slavianski Bazaar in Vitebsk» remains an important factor for tourism, business, and cultural cooperation. Its traditions, modern organisation, and growing audience make it one of the most famous cultural events in Eastern Europe. For Vitebsk, it is not only a source of pride but also an economic engine that helps local business, attracts tourists, and connects people from different countries.