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## **PROBLEMS AND PROSPECTS OF THE DEVELOPMENT OF TOURISM INDUSTRY IN THE REPUBLIC OF BELARUS**

The object of this work is the tourism industry in the Republic of Belarus. The subject is the development of tourism industry in the Republic of Belarus and its prospects. The aim of this work is to analyze prospects of the development of tourism industry in the Republic of Belarus and to examine what types of tourism are the most promising.

In Belarus, tourism is developing quite rapidly. But even such factors as significant tourist potential, favorable geopolitical position, rich cultural and natural heritage, can not bring our country into one line with the leading states. Belarus occupies a very modest place in the global tourism market and it is far behind the neighboring countries [1].

This modest place is caused by the lack of a clear mechanism of attracting domestic and foreign investments in tourism development, as well as by the lack of promotion of the national tourist product on the domestic and foreign market [1].

Although tourism can not be called a leading industry in our country, Belarus has all the necessary resources and a high base for the construction of tourism business at a high level. And for our country to become competitive among the neighboring states it is necessary to take into account the strengths and weaknesses of the tourist potential of the Republic of Belarus. We need to do something new, and not to repeat someone else's idea.

The following types of tourism may be a priority and the government needs to pay more attention to their development: ecological tourism; transit; sports; social; ethnical.

The government in one or another way pays attention to the majority of the areas mentioned above. But such types of tourism as transit and ecological are considered to be the most promising.

At first, let's consider transit tourism. Belarus abolished visas for transit tourists, staying in the country for up to 5 days. And it is a very

future-oriented decision because Belarus is a transit country. Only over a year about 4,5 million of vehicles and about 15 million of people cross the borders of the Republic. And even if we are able to attract from three to four percent of these passengers as tourists, by offering them from one to five days without a visa to visit Belarus, we will use the potential of the country more effectively [2].

One more type of tourism, that Belarus has an opportunity to develop, is eco-tourism. In Belarus many natural areas have not only national, but also international importance. And we have a real chance to develop the economy of the country and at the same time to maintain the natural heritage. That is why ecotourism in our country has great prospects [3].

What can the development of ecotourism give to our country? It is a good type of advertising of country all over the world. And advertising in tourism has an important role. With its help Belarus can earn a high reputation among the countries, and as a result enter the international scene in the sphere of tour business.

Summarizing all above mentioned information, we can claim that there are prospects for the development of Belarusian tourism, but it's worth a lot of effort and funding in order to turn many of ideas into reality.

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## THE INFLUENCE OF SOCIAL-PSYCHOLOGICAL CLIMATE IN BELARUSIAN TRAVEL AGENCIES ON THEIR EFFICIENCY

Currently, creating favorable working environment in Belarusian travel agencies is a very important prerequisite for their productivity improvement and bettering quality of their work. Improving social-psychological climate in any organization — is the same as realizing social-psychological