

to expenses using celebrity endorsers. It was suggested that unique and innovative ideas should be developed and the celebrity could be offered something he or she would be interested in being involved with.

It was also pointed out that destination management organizations should bring together different stakeholders and help to create unitary messages to communicate with potential tourists. Rather than conducting small individual campaigns that are not connected, destination management organizations should create a long-term strategy for destination marketing. In the context of celebrity endorsement in destination marketing, the author suggests to involve, rather than simply use famous people. Destinations will get more attention if associated with a celebrity, but there will always be the so-called "human factor" that the star might do something to damage his/her image and influence the image of the brand or destination he/she endorses. In order to minimize possible negative effects, it was suggested that historical or fictional celebrities should be used or an image on more than one celebrity should be built.

Celebrity endorsement offers many unique possibilities, but it is also important to understand that even though celebrities have the power to make destinations visible, the final tourist experience depends on local stakeholders.

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## THE MAIN DIRECTIONS OF DEVELOPMENT OF TOURISM IN THE REPUBLIC OF BELARUS

The goal of this thesis is to reveal the main directions of development of tourism in the Republic of Belarus. There are the following tasks according to the goal: 1) to identify peculiarities of national tourism; 2) to determine the main problems of development of tourism in the Republic of Belarus. The object of the work is development of tourism the Republic of Belarus.

The current position sphere of tourism in the Republic of Belarus testifies to the fact that it does not occupy such position in the country's economy as in developed countries. Despite the tourism potential, favorable geopolitical position and high cultural and natural heritage the Republic occupies a very modest place in the global tourism market and is far behind neighboring states. Of the 15 thousand objects of cultural and natural heritage for tourism uses less than 5 %.

In the economy of Belarus tourism has a primary role: the income from it in the structure of GDP (gross domestic product) is only 0.5 %, the total turnover of the service sector — about 10 %. These indicators in many developed countries on average 7 % and 25 % respectively. So outbound tourism exceeds inbound tourism at the present time. The ratio is approximately 1:13. The export of currency is observed.

A complete system of state control and regulation of the tourism sector and its regulatory and organizational support has not been formed. There is no mechanism of attracting domestic and foreign investment. There is extremely slow transition to internationally accepted standards of quality of tourist services. Also there is too high and inconsistent quality prices to foreign tourists for provided services [1].

Most of the components and characteristics of the system of tourist service (level of quality of service, the ratio of price and quality, the number of organizations in the accommodation and food, production and goods trade conditions for tourists, infrastructure, human resources, etc.), haven't been reached by the Republic of Belarus at any acceptable level in accordance with international practice. Material-technical base of tourism 70–80 % is needed of reconstruction.

The domestic tourism is in significant decline. There is no clear mechanism for attracting domestic and foreign investment in the development of tourism and the system of scientific and advertising-information support of the promotion of national tourist product on domestic and foreign services markets. Low purchasing power of the population, the rising cost of transport services has a negative impact on the development of children's, youth, sports and ecological tourism. Take place inflated prices for foreign visitors for the tourist product (visa, hotels, transport services, excursion services, etc.). The problem of the dominance of entry tourism compounded by leakage of funds has got an urgent character. In this regard one of the priority should be the development of inbound tourism, including with the aim of strengthening the balance of payments.

To sum up, the solution of the tourism development problems related to the personnel industry. Already there is a lack of "narrow" specialists with good knowledge in finance, geography, computer technology, and work with staff, culture and other directions [2].

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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