

## **BELARUS TOURISM INDUSTRY PROSPECTS AND PROBLEMS**

Tourism development is one of the main tasks of the social and economic policy in Belarus. The main potential of tourism in Belarus lies in the beauty and diversity of its nature, its unique people themselves — very hospitable, diligent and tolerant.

Belarus is located in the geographical center of Europe which makes it a convenient destination with considerable amount of people and cargo coming through the country from Europe into Russia, from Scandinavia into Asia. To promote tourism in Belarus the government has adopted a number of acts aiming to develop infrastructure in the tourist zones of Belarus, to preserve the historic and cultural heritage and to efficiently use the natural resources. The legislation has broadened the range of services rendered to inbound tourists in Belarus, e.g. setting higher standards for hospitality service, fishing and hunting activities, etc [1].

A number of international activities will ensure a better promotion of Belarus in the future while various cultural events such as the International Arts Festival Slavyansky Bazaar in Vitebsk, international festivals of the medieval culture in Nesvizh, Novogrudok and Zaslavl, different sports events draw more and more tourists to Belarus today. Such major international programs as TISIS, UNDP and UNESCO also help to develop tourism in Belarus.

While good roads, rich nature, tolerant people and high level of security contribute to the development of tourism in Belarus there are several factors that slow down its development [2].

- A very small number of 2–3 stars of tourist class hotels with a modern level of comfort and a set of services for business travel.
- A slow development of roadside service in Belarus.
- A discrepancy of the hotel room price in comparison with the price in Turkey, Montenegro, Poland, Lithuania, Ukraine, and some other countries.
- Insufficient full information and advertising of the Republic of Belarus as a country rich in tourism resources.
- A low level of training and a lack of experience in quality service to the market conditions.
- The lack of specialized research institutions in the field of tourism.

There are over 600 travel agencies in Belarus, most of which are private enterprises. Some of them specialize in agricultural, hunting, excursion or business tours to Belarus.

In general, tourism in Belarus increases income of the national economy, stimulates the development of other industries and strengthens

the public health infrastructure. It develops resorts and therapeutic localities to preserve the cultural heritage and natural healing resources of our country [3].

### References

1. Problems of development tourism in Republic of Belarus [Electronic resource]. — Mode of access: [http://www.minsktours.by/about\\_belarus/belarus\\_tourism.html](http://www.minsktours.by/about_belarus/belarus_tourism.html).
2. Prospects in Belarus tourism [Electronic resource]. — Mode of access: [http://edoc.bseu.by:8080/bitstream/edoc/6864/1/Safai % 2c % 20Yu. % 20N. % 20Nac. % 20ekonomika % 20RB. % 202011 % 20S. % 20232-234.pdf](http://edoc.bseu.by:8080/bitstream/edoc/6864/1/Safai%2c%20Yu.%20N.%20Nac.%20ekonomika%20RB.%202011%20S.%20232-234.pdf).
3. Tourism in Belarus [Electronic resource]. — Mode of access: <http://www.belarus.by/en/invest/key-sectors-for-investment/tourism>.

*В.В. Ключек, Л.Д. Гайдук*

*БГЭУ (Минск)*

*Научный руководитель Л.Д. Гайдук*

## PECULIARITIES OF DOING BUSINESS IN SOME COUNTRIES AND PARTICULARLY IN BELARUS

Business is the engine of progress which covers all spheres and areas of our life. Doing business is one of the main occupations in the market economy environment, the source of economic growth and social modernization. It is not too difficult to see the interconnection of business and economy. So I would like to analyze what criteria affect the development of business and how it is developing in different countries. The economic level of the country without any regard to political aspects is taken into consideration.

In order to investigate the development of business activity in different countries, the experts use the indicators that considerably simplify the analysis. The World Bank annually conducts a global study of economic processes and makes up a top list of countries in terms of creating profitable conditions for doing business [1]. The top list includes 190 countries estimating the convenience and easiness of doing business. The estimation takes into account 10 main factors, such as: a fast business registration, an access to electricity supply, a tax rate, a construction permit, a property registration, an international trade, a business liquidation procedure, crediting possibilities, investor protections and contract performances.

The country with the most profitable conditions for doing business is New Zealand. The second place is occupied by Singapore. The third place was retained by Denmark. From the point of view of economic development these countries are very popular among foreign businessmen because of the jurisdiction prestige and a profitable tax policy. Experts note a low level