

of actions and, therefore, help landlocked countries to overcome their geographical barriers.

In conclusion, for the highly developed countries the lack of sea-access does not give rise to any problems of economic development since these countries conduct an appropriate economic policy; however, developing landlocked countries cannot now adopt the developed countries' experience because of the problems, both internal and regional, and need help.

### **References:**

1. Wikipedia [Electronic resource]: Alfred Thayer Mahan. – Mode of access: [https://en.wikipedia.org/wiki/Alfred\\_Thayer\\_Mahan](https://en.wikipedia.org/wiki/Alfred_Thayer_Mahan). – Date of access: 08.03.2018.
2. ThoughtCo [Electronic resource]: The Economic Struggles of Landlocked Countries. – Mode of access: <https://www.thoughtco.com/economic-struggles-of-landlocked-countries-1434532>. – Date of access: 08.03.2018.

<http://edoc.bseu.by:8080>

Alexandra Kiptsevich  
Science tutor O. Dmitrieva  
PAC (Minsk)

## **DIRECTIONS IN THE DEVELOPMENT OF MEDICAL TOURISM IN THE REPUBLIC OF BELARUS**

Medical tourism, where patients travel overseas for operations and various invasive therapies, has grown rapidly in the world since the late 1990s, especially for cosmetic surgery. The main sources of such tourists are developed countries and the main destinations are in Asia. Conventional tourism has been a by-product of this growth, despite its tourist packaging, but the overall benefits to the tourism industry have been considerable. Problems caused due to the development of medical tourism are privatization of health care in postindustrial economies, growing dependence on technology, uneven access to health resources, accelerated globalization of health care and tourism, rampant consumerism and cherishing the body beautiful [1. p. 399].

It is obvious that the healthcare industry, which exerts both direct and indirect influence on the economy, is strategic for the development of any society. And the Republic of Belarus is not an exception. Life and health are the main rights of every person, as well as the most important factors of the social and economic development of the society. In recent decades, Belarus has been rapidly developing its services sector.

Studying the resource potential of Belarus and the practice of developing medical tourism in foreign countries helps to speculate on the country's competitive advantages in

the development of this type of tourism. Medical tourism provides an opportunity for tourists to combine rest and treatment not only on the basis of sanatorium-resort complexes of Belarus, but also on the basis of medical centers.

The Republic of Belarus has a number of competitive advantages from the point of view of the development of medical tourism. They are as follows: the state policy aiming at welfare and health care, improving the quality of medical services, improving the material and technical base of medical and preventive institutions, improving the legislative base in the field of patient rights protection and the doctor, the introduction of new methods of diagnosis and treatment into practice [2, p. 184]. Moreover, in Belarus there is a developed resource base for rendering medical services, including state medical and preventive institutions, private medical centers, republican scientific and practical centers and sanatoriums, supplied in the majority with modern equipment and provided with highly qualified personnel. The Republic of Belarus has low prices for medical services, in comparison with foreign countries and CIS countries, and has an advantageous recreational and geographical position.

Using their competitive advantages, the Republic of Belarus needs to expand the sphere of medical tourism, focusing primarily on meeting the demand of Russian-speaking countries (Russia, Ukraine), states with a developed Russian-speaking diaspora (the Baltic States, Israel, the United States), as well as Western and Central Europe.

This is due to the fact that the main consumers of the medical tourism services market in the world are the USA, Germany, Japan, France, Great Britain, Russia and a number of CIS countries. Russia holds a leading position among the countries of consumers of medical tourism in the world and gives more than 70% of the tourist flow of the CIS. For comparison, the tourist flow of Ukraine is 16%, Kazakhstan – 11.5%, the rest of the CIS – 1.5% of the total number of tourists from CIS countries.

Thus, for the speedy development of medical tourism in the Republic of Belarus it is recommended to introduce the following innovations:

1) The ease of obtaining a Belarusian visa by foreigners, purchased for medical tourism with a zero consular fee.

2) Active promotion of medical tourism by the Ministry of Sport and Tourism, Ministry of Health, diplomatic missions of the Republic of Belarus, work with the Belarusian diaspora abroad.

3) Support and encouragement of medical institutions in obtaining international certification and accreditation in the world's leading certification organizations (Joint Commission International, International Organization for Standards 9000, Medical Tourism Certification Systems - Temos "Excellence in Medical Tourism" and Treatment Abroad: Code of practice for medical tourism). Assistance in financing these organizational events.

4) Administrative and financial stimulation of development of cooperation between medical institutions of Belarus participating in medical tourism, with medical travel companies, airlines, insurance companies, medical tourism agencies.

5) Tax incentives for medical institutions actively promoting medical tourism, issuing state subsidies if necessary.

6) Active positioning of the Republic of Belarus at the state level as a country providing high-quality medical services: holding seminars, conferences, presentations in printed and electronic media abroad, connecting diplomatic and consular institutions of our country to this process, conducting study tours for the foreign press on medical institutions.

Today the success of Belarusian health care system has significant prospects in terms of medical tourism development, and the main goal is the successful promotion of these services beyond the boundaries of Belarus. One of the most important tools for achieving this success is to coordinate the actions of all interested services which will help in the implementation of the health goals of the National Strategy for Sustainable Development of the Republic of Belarus until 2030.

### References:

1. Connell, J. From Medical Tourism to Transnational Health Care? An Epilogue for the Future / J. Connell // *Social Science and Medicine*. – 2015. – Vol. 124. – P. 398–401.
2. Мечковская, О. А. Медицинский туризм в Республике Беларусь: проблемы и перспективы развития / О. А. Мечковская // *Географические науки в обеспечении стратегии устойчивого развития в условиях глобализации : материалы Междунар. науч.-практ. конф., Минск, 25-28 окт. 2012 г. / Белорус. гос. ун-т ; редкол.: И. И. Пирожник (гл. ред.) [и др.]. – Минск, 2012. – С. 182–184.*

<http://edoc.bseu.by:8080>

Elena Kudzi  
Science tutor N. I. Shumskaya  
BNTU (Minsk)

## THE TENDENCY OF DECLINE IN INVESTMENT ACTIVITY IN THE REPUBLIC OF BELARUS AND WAYS TO OVERCOME IT

Investments are funds and other assets that their owner invests in a commercial enterprise, financial instruments and other facilities on pre-agreed terms with the aim of making a profit. They ensure the creation, renewal and expansion of fixed assets, the restructuring of the economy, creating new industries and technologies, increasing the competitiveness of goods and strengthening the export potential of enterprises, meeting the social needs of the population, improving the environment, strengthening the country's defense capacity, etc.

In the Republic of Belarus there is a problem of depreciation of the active part of fixed assets. It is almost 80%. The organization is not able to produce high-quality and