

Секция 4

**ОБЩЕСТВЕННО-ПОЛИТИЧЕСКОЕ
И СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ СТРАН
И РЕГИОНОВ НА СОВРЕМЕННОМ ЭТАПЕ**

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**SOCIAL AND ECONOMIC DEVELOPMENT
OF GRODNO TRAVEL REGION**

**СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ
ГРОДНЕНСКОЙ ОБЛАСТИ КАК ТУРИСТИЧЕСКОГО РЕГИОНА**

Services offer formation in tourism takes place as a result of tourism objects functioning: travel region, travel organisation and travel agency. As far as travel region plays a dominant role in the procedure of choosing a definite tourist service, we decided to analyze this concept.

In scientific literature *travel region* is defined as a geographical territory, which includes objects appealing to travellers with a set of services, necessary for meeting travellers' needs at the highest level possible. Travel region can be described as: tourism complex, resort, location, district, city, country or even a group of some countries, chosen by the travellers as a desired travel destination.

The above mentioned information predetermined the topicality of the following research: the usage of the travel region peculiarities can positively influence on travellers' satisfaction, which in its turn can help to increase the competitiveness of the travel region and income from tourism.

In our research Grodno travel region was chosen because of its great travel potential. *The aim* of the research was to examine the most peculiar features of Grodno region and its social and economic development. The *object* of our study was Grodno travel region. *The subject* of the research was regional development of tourism.

Grodno travel region, in comparison with other regions of the Republic of Belarus, has higher territory concentration and considerable educational potential due to its historical and cultural heritage, which determines this region's specialization on the development of excursion tourism. The research has revealed that Grodno region tourism infrastructure includes: 62 tourism enterprises, 219 lodging facilities (41 hotels, 3 motels, 15 camp sites, 143 agro homesteads, 17 sanatoriums), 184 food and beverage facilities (47 restaurants, 137 cafes), 8 tourism information centers, 4 transport leasing companies, more than 75 recreational and entertainment facilities (44 museums, 4 theatres, 9 cinemas, 7 exhibitions, 1 zoo, 10 stadiums and ice-palaces) [1]. Judging by the above given numbers we can come to the conclusion that it is perspective for Grodno region to develop such spheres of tourism as: sanatoriums and recreational facilities, health-improving establishments, eco- and agro-tourism, hunting, folklore and ethnographical excursions, religious tourism and etc. It will help not only to promote the competitiveness of Grodno region, but also increase the tourism flow to our country in general.

The normative legal basis of tourism development in this region is a "Regional programme of tourism development", adopted by the regional Deputies committee [2]. The research has shown that the decisions and programs on the economic and social development of tourism in this region adopted by the regional executive committee has much in common with national legislation, which doesn't use the peculiarities of the researched region to full extent.

We can come to conclusion that the increase of social and economic development of tourism in Grodno region is strongly dependent on the changes within the local governance system. Governing establishments of Grodno region should solve factual problems while developing and adopting new programs and projects in order to take into account the peculiarities of tourism in this region.

References

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