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## FEATURES OF EVENT TOURISM DEVELOPMENT IN BELARUS

Event tourism is a relatively young and extremely interesting direction. The main purpose of the trip is timed to any event. Unique tours that combine traditional leisure and participation in the most spectacular events of the planet are gradually gaining an increasing popularity. *Event tourism* includes exhibitions, fairs, festivals, concerts, sports and cultural events. Belarus, having a rich natural and cultural potential, still occupies a rather modest place on the international tourist market [1].

According to statistics, over the past 5 years, the duration of stay of foreign tourists in the Republic of Belarus has decreased to 1–2 days. A total number of combined tours, tourist excursions in the country among the adult population were reduced to a minimum. People's rest acquired a pronounced seasonal character. There is an acute shortage of places for a comfortable and varied 2–3-day rest. Visiting cultural and historical attractions can last not more than one day or even 3–4 hours. Most of the possible tourist display objects need restoration, reconstruction, improvement of access roads, observation platforms, etc. The problem is not that the monument of history is poorly preserved or half-ruined, but in the absence of a «highlight» that can attract tourists. Therefore, it is very important to correctly include this tourist object into logical chains and develop tourist routes with everything you need: from accommodation to a souvenir stand.

Today, almost all regions of Belarus are in the same difficult conditions in terms of the development of tourism. There can be only two ways out: focusing on the development in each area of the 2–3 most attractive areas for tourists and emphasizing the difference between the region and other places. Such approach will allow combining *tourist facilities* that are in convenient transport accessibility from *tourist accommodation* to the single complex, ensuring rational use of tourist resources attractiveness through integrated management and marketing [2].

The development of event tourism in Belarus was discussed on September 28, 2017 at the 24th International Exhibition of Tourism Services «TOURBUSINESS2017». The main topic for discussion, of course, concerned various festivals and Belarus festival market. Currently, it is more than 100 festivals per year, among which the largest are about 20, most often national-historical or musical ones.

A survey was conducted, which revealed the following 10TOP best festivals in Belarus: Slavic Bazaar in Vitebsk; Lidbeer 2017; Day of Minsk city. «Mensk Starazhytny»; Forum of Street Theaters; Jazz Evenings at the Town Hall; Days of National Cultures; Minsk Half Marathon; Closing of the Harley-Davison motor-season; Rock for the Beavers and «Viva Braslav 2017».

In addition, you should have a complete freedom of a route choice and the possibility of mobile program changes. Given the identified problems of the development of event tourism, we can note the following areas for further work in this area: festivals require support from government agencies to create good conditions for organizing festivals; it is necessary to establish cooperation between tour operators and event organizers; it is necessary to hold a rating of festivals, which will help in raising their professional level; assistance in promoting festivals is also badly needed [3].

## References

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## BELARUS AS A LEADER IN EXPORT OF EDUCATIONAL SERVICES

The national educational system of the Republic of Belarus is successfully developing and is actively involved in the international educational sphere. Every year, the United Nations Organization issues the Human Development Index (HDI), which incorporates the Education index (EI), the GDP Index and the Life Expectancy Index. According to the Human Development Index, Belarus is included in the list of countries with a very high human development [1]. In 2018, Belarus ranked 53 in this list, its HDI being 0.808. According to the Education Index, Belarus ranks 26, its EI being 0.834. The country classifies into the group of countries with high EI [2].

In 2015, Belarus joined the European Higher Education Area, which means that the education in the country is of high quality. The ratio of university students to the total population of Belarus is one of the highest in Europe and the highest among the former Soviet Union republics (330 students for every 10,000 people) [3]. As a result, the education obtained in Belarus becomes more and more attractive to overseas stu-