

marketing and improper advertising will lead to business losses, however, in most cases, losses occur due to improper overall management, and the best solution is to hire a professional property management that is offering comprehensive services for handling all aspects of the property. Real estate development requires knowledge of financing, legal restraints, property taxes, business and market forecasting, decision making and project supervision.

1-е место по итогам работы секции

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FEATURES OF HEALTH TOURISM

Recently, the world has seen a significant increase in *health tourism* interest. This is facilitated by a number of reasons: a fast pace of life, many stressful situations, an unfavorable environmental situation in most countries and cities, an extension in the flow of information. Thus, it can be noted that the influence of the above factors on people's health makes them turn to this type of tourism.

The motivation for travel to resorts has not changed over time. People who want to relax are attracted at resort areas by the healing properties of natural factors. Also, due to developing technologies, an increase in tourist traffic, a high level of infrastructure and the maximum quality of services are of great importance in the priorities of the growing needs of tourists.

It can be concluded that the features of *health tourism* are:

1. **Duration of stay.** It should be at least for three weeks, regardless of the type of resort and illness, since only during such a time a health-improving effect can be achieved.

2. **High cost of treatment.** The usual treatment at resorts is expensive. So this type of tourism is designed for wealthy clients who order an individual program of treatment and recreation.

3. **Age category.** According to statistics, people of the elderly group more often go to resorts, but recently, middle-aged people suffering from ailments have also chosen this kind of rest at the resorts. Some resorts have developed a special treatment and health programs for children. This choice is made between *health-specific* and *blended resorts*, which generally promote health, recuperation and stress relief [1].

However, it should be noted that the health tourism market has been recently undergoing significant changes. This is due to the fact that traditional sanatorium resorts are no longer a place of treatment and recreation for the elderly. They are turning into multifunctional health centers

designed for a wide range of consumers, middle-aged people, as well as children. This transformation of resort centers is due to two reasons:

a) a change in the nature of demand for medical and health services. A healthy lifestyle is becoming fashionable; the number of people in the world who strive to maintain a good physical shape and their need in restorative anti-stress programs is growing. Mostly these are middle-aged people who prefer active recreation, but at the same time they are limited in time. Consumers of this type, according to many experts, are the main clients of spa resorts and contribute to the flourishing of *health tourism* in the 21st century;

b) resorts are gradually losing the traditional state financial support. And in order to enter new segments of the consumer market and attract additional customers, health resorts are forced to diversify their product [2].

It should be concluded that the growth of interest in *health tourism* is fully justified, since it is due to modern trends in life that affect human health. *Health tourism* has its own characteristics. While maintaining the therapeutic function, the resorts offer a varied program of stay for patients. A wide range of health and wellness services is filled with cultural, sports and recreational activities which are more flexible in determining a treatment duration and recovery courses.

References

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LEBANESE TOURISM STAKEHOLDER'S PERCEPTION ROLE IN DEVELOPING THE RURAL TOURISM

The tourism industry represents one of the most important boosters of the Lebanese economy, and tourism stakeholders are the active engines of that industry. These stakeholders create strategies to match tourism demands and participate in the decision-making process to maximize the outcome of tourism practices. The involvement of tourism stakeholders, especially tourists, and their participation in decision-making supports positive stakeholders' perceptions of tourism development in a rural destination [1]. This article focuses on nine main factors that are believed