

СЕКЦИЯ 7

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТОРГОВЛИ И ТУРИСТИЧЕСКОЙ ИНДУСТРИИ НА МИРОВОМ РЫНКЕ

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EVENT TOURISM IN BELARUS: PROBLEMS AND PROSPECTS OF DEVELOPMENT

Belarus is an interesting and multifaceted country that is ready to offer its guests not only a rich excursion program, rivers and lakes, high-quality treatment in sanatoria but also quite active pastime: visiting forums, festivals, thematic exhibitions, competitions and rallies. There are hundreds of events of different directions in the republic every year. Event tourism is a promising and dynamically developing type of tourism. Event tourism is relevant in the Republic of Belarus due to its geographical, natural, cultural, historical, socio-economic, demographic, scientific and technical factors [1]. Event tourism assumes maximum immersion in the traditions of the visited region. In addition, event tours turn out to be very substantive; the vacationer gets more positive impressions than from a regular trip to the resort region. Therefore, an increasing number of vacationers prefer event tourism.

Recently there has been a trend towards an increase in the popularity of event tourism in the Republic of Belarus. According to the tourist calendar for 2018, the leaders in terms of the volume of event tourism services are the city of Minsk and the Minsk region, followed by the Vitebsk region and the Brest region, the last place is taken by the Gomel region. Each year, the country receives thousands of participants and viewers of musical and theater festivals, folk craft festivals and national cuisine, medieval culture [2]. Various cultural events are held, such as: national festivals and holidays, theatrical shows, film and theater festivals, gastronomic festivals, music festivals and music concerts. In Belarus, great attention is paid to sports and physical culture. In 2013, the Republic of Belarus successfully held the Cycling Track World Championship, in 2014 — the Ice Hockey World Championship, in 2015 — 49th biathlon championship among juniors and 14th among boys and girls, 31st European Championships in Rhythmic Gymnastics. In 2019, they extended the country a courtesy of holding the European Figure Skating Championships, the World Biathlon World Championships and the II European Games [3]. The uniqueness of Belarusian culture is that the Belarusians managed to preserve the ancient pagan ceremonies and ritu-

als — Maslenitsa, Gukannevesny, Dazhinki, Kupala, Dozhinki, Kolyady. In many museums, historical parks, farmsteads, there are colorful theatrical festivities, where visitors are invited not only to watch folk fun, but also to take part in them.

To increase the popularity of event tourism in the Republic of Belarus, first of all, it is necessary to increase the information content about the events in Belarus. Here an important role is assigned to the media — without their participation and support the event will not attract tourists. For the attractiveness of the event the tourist infrastructure should be developed and the level of service and service should be increased.

It should be concluded that event tourism is a promising and dynamically developing type of tourism. It is unique in its inexhaustible content: numerous festivals, holidays, thematic events only increase every year due to international integration, interaction of cultures and international cooperation.

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THE ROLE OF DIGITALIZATION IN ECONOMIC DEVELOPMENT

Digitalization — the mass adoption of connected digital services by consumers, enterprises, and governments — has emerged in recent years as a key economic driver that accelerates growth and facilitates job creation. Almost 4.57 billion people were active Internet users as of July 2020, encompassing 59 percent of the global population. In the current environment of a sluggish global economy, digitization can play an important role in assisting policymakers to spur economic growth. Strategy&'s econometric analysis estimates that, despite the unfavorable global economic climate, digitalization provided a US\$193 billion boost to world