

## Секция 17

# МИР В XXI ВЕКЕ: ЭКОНОМИЧЕСКИЕ, ПОЛИТИЧЕСКИЕ И СОЦИОКУЛЬТУРНЫЕ АСПЕКТЫ (НА ИНОСТРАННЫХ ЯЗЫКАХ)

*М.С. Белоштенцова*  
*БГЭУ (Минск)*

## TOURISM IN BELARUS: STATE AND THE WAYS OF DEVELOPMENT

### ТУРИЗМ В БЕЛАРУСИ: СОСТОЯНИЕ И ПУТИ РАЗВИТИЯ

Tourism is said to build bridges between countries, but it is also an important source of revenue for a country's economy and by creating jobs in towns and rural areas it can greatly benefit the population.

The history of Belarus is full of dramatic events: the complete destruction of the country during World War II; the subsequent impoverishment during the years of the USSR (though many Belarusians would state that they were better off at that time than they are now); the Chernobyl disaster in April 1986.

At present Belarus is known to be the country of law and order, some would say that there is too much law but Belarus has not gone the way of Russia and crime is at a low level. The streets are safe at night and the people are very warm and welcoming.

The aim of Belarusian tourism is to make visitors feel welcome in the country. Belarus has a good potential for tourism, because it is rich in places to see, for example Byelovezhskaya Puscha, Glory Mound, Khatyn Memorial, Nesvizh, Museum of Folk Architecture, Zhirovichi Monastery, etc.

Belovezhskaya Puscha is gradually becoming one of the most lucrative sectors of Belarus' tourist industry: around 50,000 people visited Byelovezhskaya Forest in 2003 bringing in some 300,000. During the same time period, just 100 hunters alone brought in around 200,000. Hunters pay not only for a license, but also for accommodation, hide

treatment services and guides. It is estimated that the average person who travels to Belarus to shoot a bison spends 5,000 in the country.

However, the development of national tourism faces serious problems. The most important one is the lack of finance to develop tourist infrastructure. Foreigners often have to spend hours at the border checkpoints; a visa to Belarus costs much more than visas to Russia, the Ukraine and the Baltic countries. Poor quality services available to foreign tourists, high prices, and unfavorable political climate also do little to attract foreign tourists to our country. Besides, a new tax on the revenue of Minsk travel agents was introduced and this caused price hikes. All this combined with bad management and ineffective marketing policy affected badly Belarus' tourism industry.

Nevertheless, the three most promising trends in the development of tourism in Belarus seem to be:

- 1) extreme tourism to Chernobyl regions;
- 2) tourism to original Belarusian villages;
- 3) tourism to Byelovezhskaya Puscha.

What are prospects for Belarus to become integrated into the world tourism system?

Recently Belarus joined the World Tourist Organization. Ch. Shulga, director of the Tourism Administration of, had made the announcing it on the eve of the International Day of Tourism on September 27, 2003, the spokesman of the Belarus Ministry of Sport and Tourism said that Belarus participation in the world organization would increase the country's prestige, ensure access to modern technology in the field and bring financial and organizational help from the world organization.

Во многих странах туризм является основным источником дохода. В Республике Беларусь имеется достаточный потенциал для развития туризма: большое количество достопримечательностей, богатая история, самобытная культура. Однако такие факторы, как неразвитость инфраструктуры туристического бизнеса, отсутствие рекламы, последствия аварии на ЧАЭС, отрицательно влияют на приток туристов. Перспективными направлениями развития туризма в Беларуси являются: экстремальный туризм в чернобыльскую зону, туризм в традиционные белорусские деревни, туры в Беловежскую пуцу. Дальнейшему развитию туризма в Беларуси будет способствовать недавнее вступление страны во Всемирную организацию туризма.

*О.Н. Вутушко  
БГЭУ (Минск)*

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