

# TENDENCY OF DEVELOPING OF TOURISM IN BELARUS

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The development of tourism in Belarus is one of the ways to improve its economy. It stimulates creation of the working places, developing of the small business. It stimulates such spheres of economy as transport, communications, sphere of service, trade, building, production of different products.

We must develop tourism among Belarussian people and we must attract foreign tourists. Everybody knows that foreign tourists are interested in the beauty and history of Belarus. They want to invest their money in different spheres of Belarussian economy. They has found here market window for many products. Foreign investors do not invest their money to the economy, because of the imperfect nature of the laws of the country, high taxes and other problems.

Foreign tourists are interested in the culture and history of the republic. Everybody knows the beauty of its forests, lakes, rivers. Its history is very rich and full of different events. And there is a great number of castles and churches as a proofment of the history (Novogrudski castle, Mirski castle, Brest fortress and so on).

Statistiks tells, that in 2002 the number of foreign tourists was 63484. The number is very low for some reasons:

- many foreign tourists can't visit the republic, because of the difficulties of getting visa;
- they know little information about the country, because there aren't directories, disks in foreign languages.
- many of them can't find good service here.

The Ministry of sport and tourism tries to increase the quantity of foreign tourists. It regulates the activity of Belarussian firms, organizes tourism exhibitions and fairs. It tries to find money for different projekts. Now it's main direction is development of agricultural and ecological tourism.

Nowadays there are 523 tourism firms in the republic. Most of them organize shop-tours in Russian, Poland markets and excursions to foreign countries. Just some firms offer excursion tours inside Belarus for different kinds of tourists. The most famous firms in Belarus are: Svelna, Sputnik In Belarus, Travel Sunny, All The World, Alatan Tour. There are 7–10 tourism

firms in Pinsk but two of them are the biggest and the most popular. Sputnik is a branch of Sputnik in Belarus, Roza Vetrov is a branch of Alatan Tour. They apply different kinds of excursions in practice. They offer shop-tours, a rest in different parts of the world, they had worked different routes inside Belarus. With every passing months the routes are becoming more and more popular.

It's possible to attract tourists to our country. Of course, we need much money to restore memories of architecture, to build prestigious hotels, sanatoriums. Nowadays the quantity of hotels is 325, it is less then ten years ago. But we can attract foreign tourists with the help of marketing communication: issue of maps, magazines discribing the beauty of Belarus, its hotels, restaurants, places of interest.

So, it is necessary to develop tourism, because it is one of the most promising spheres wich can help us to come to the market relationships.

## **ОСОБЕННОСТИ ПОТРЕБИТЕЛЬСКОГО СПРОСА В БЕЛАРУСИ**

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Важной составляющей изучения уровня жизни являются исследования потребительского спроса, результаты которых используются для оценки благосостояния населения и степени его экономической дифференциации, а также для разработки социальной политики государства.

За последние годы в отношениях потребления наметились определенные сдвиги. Так, доля расходов населения РБ на продукты питания за 1995–2002 гг. снизилась на 8,2 %, что свидетельствует о наметившихся положительных тенденциях, связанных с ростом доходов. Развитие положительной динамики уровня благосостояния жителей Беларуси подтверждает также тот факт, что, согласно статистике, за 1995–2002 гг. потребление картофеля на душу населения в год снизилось на 12 кг, хлебных продуктов – на 23, а овощей и бахчевых, рыбы и рыбопродуктов выросло на 20 и 9,4 кг соответственно.

Покупательная способность среднемесячного душевого денежного дохода белорусов растет: говядины и телятины на свой реальный