

ECO-TOURISM AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF BELARUS

Кубекин А.Ю., студент

Научный руководитель Кондратенко Т.Л.

Белорусский Государственный Университет, Беларусь

In this article the author writes about the ways to develop eco-tourism in Belarus. Many factors are discussed, starting from special features of the country and ending with the challenges and issues. It is concluded that Belarus is on the right path to sustainable development.

Ключевые слова: eco-tourism; Belarus; sustainable development; nature.

In recent decades the worldwide number of tourists that visit different countries has drastically increased, and that trend goes to Belarus as well. According to National Statistical Committee of the Republic of Belarus, almost three hundred seventy thousand foreign visitors traveled to our country using the services provided by organized tours in 2024, and by comparing that with the data of 2025, which is five hundred seventy-nine thousand people, the major rise can be witnessed[1]. But speaking about eco-tourism in particular, the same process can be observed. In 2025, more than four hundred seventy-two thousand individuals visited ecological landmarks, such as specially built farmsteads[2]. That truly shows the relevance of the study, since it is expected that the number of eco-tourists will only grow higher.

The first important ecological factor of Belarus to be discussed is the existence of so called “Unique Selling Points”, which can be defined as distinct features or benefits that make our country differ from other ones from the point of eco-tourism. The Republic of Belarus has many of such places to offer, for instance famous Polesie region, which is really famous for its nickname “the lungs of Europe”. It proposes a unique opportunity to travel through vast wetlands and huge ancient forests and also created a lot of workplaces for locals. Belovezhskaya Pushcha would be a great example too since it allows tourists to closely observe and even sometimes interact with nature. It proposes a great number of activities, such as birdwatching and hiking, although the crucial thing is to remember that such ecological landscapes must be strictly protected.

Another essential point is the economic benefits that could be achieved through the certain eco-policies in some of the regions. For instance, some regions face various problems, such as population decline due to traditional methods of gathering resources, for example logging, extensive agriculture or mining. These factors are both economically stagnating and unsustainable, and eco-tourism can act as a good alternative to them. Thus, several successful projects have already been realized in Belarus. In 2025 completely new glamping site was opened near Osveja

Nature Reserve with the help from the United Nations Development Programme[3], which attracted more than 3000 visitors in its first months and created new jobs for the people, becoming the key aspect in local economic situation. Moreover, in Braslav region eco-tourism is truly a major factor of development. The number of tourists who visited the Braslav Lakes National Park in 2025 was more than thirty-one thousand[4], which is a really astonishing result.

Finally, some challenges do exist in current state of eco-tourism in Belarus. Firstly, Russian language is mostly used by online resources or local guides, and by that the amount of content for Western and Asian eco-tourist communities is quite limited. Therefore, some of the most popular platforms, such as Ecobnb and Responsible Travels feature almost no accommodation in Belarus. As a result, potential foreign visitors are unable to discover eco-experience in our country. But the solutions to this issue are quite obvious, starting from teaching local guides English and Chinese languages to creating websites that offer wide variety of services, such as listing prices, displaying seasonal availability and allowing to rent a place to live during the trip. Another challenge is the absence of infrastructure in some ecological landmarks, meaning that many protected areas lack basic visitor infrastructure, such as marked trails, waste disposals and information boards. However, on the other hand, building paved roads or electronic billboard would contradict the main principles of eco-tourism. Talking about affordable solutions, autonomous information stands and wooden boardwalks can be installed.

In conclusion, Belarus is definitely a country suitable for eco-tourism. It surely serves as an important factor of sustainable development, and highly contributes to state's economics. Of course, eco-tourism will not replace heavy industry or mining facilities, but in some regions, it offers various economic benefits, new workplaces and reasons for locals to be proud of their community. For a country that seeks a sustainable pathway into future, it is definitely a great achievement.

Литература:

1. Национальное агентство по туризму. – <https://belarustourism.by> (Дата обращения 11.04.2026)
2. Островецкая правда – <https://ostrovets.by> (Дата обращения 11.04.2026)
3. Modern Campground. – <https://moderncampground.com> (Дата обращения 11.04.2026)
4. Официальный сайт Республики Беларусью. – <https://belarus.by> (Дата обращения 11.04.2026)