

of access: <https://hbr.org/1998/07/welcome-to-the-experience-economy> - Date of access: 12.03.2021.

2. Pine, Joseph II B. The Experience Economy: Work is Theatre & Every Business a Stage/ B. Joseph Pine II, James H. Gilmore. – Boston; Harvard: Harvard Business Press, 1999. – 254 p.

УДК 338.484.2

## **SOME PROMISING DIRECTIONS OF THE DEVELOPMENT OF TOURISTIC TRENDS IN BELARUS**

*К.И. Шумский, магистрант группы 50502020 ФММП БНТУ, научный руководитель – канд. экон. наук, доцент К.В. Якушенко*

*Резюме – данная статья рассматривает виды въездного туризма в Республику Беларусь. В качестве перспективных названы ностальгический велосипедный, сельский и религиозный виды туризма.*

*Resume – the article studies the types of inbound tourism in the Republic of Belarus. As the promising ones here are listed nostalgic, cycling, rural and religious types of tourism.*

**Introduction.** Tourism is not one of the main sectors of the economy of the Republic of Belarus; nevertheless, attention has paid to its development at all levels of governance. In 2019, according to the data of the National Statistical Committee of the Republic of Belarus, the share of tourism in GDP was only 2.2% [3]. That is assuming that the indicators have grown in comparison with 2018. Another important indicator of tourist attractiveness is that the import of tourist services prevails over export (1135 million US dollars to 905.2 million US dollars) [3].

**Main part.** For the development of this sector of the economy in Belarus it is necessary, first of all, to create the image of the country that will be attractive for tourists [4]. It is necessary to highlight areas that will be profitable to develop in Belarus. Nostalgic tourism is considered as the first promising direction. This direction in the tourism industry inherently is not much different from historical tourism. The peculiarity of this type of tourism is in the fact that there is a moment of nostalgia. It is rather common when people move to other countries and after a while they return to their historical homeland as tourists. The target consumer of the nostalgic tours can better learn about the country with which a person or his / her relatives are associated, about its history, culture. This direction is gaining popularity all over the world. Cycling tourism could be the next direction. This vehicle has become very popular recently all over the world. The length of only one but the main cycle path in Minsk is 26.2 kilometers [1]. There are a number of other paths. It can become a very interesting and popular trend provided that adequate service is provided. Rural tourism could also become a visiting card of tourism in the Republic of Belarus. This direction has being actively introduced in agricultural estates, the number of which is only increasing

every year. As of January 1, 2020, there were 2.8 thousand of them in Belarus [2]. Thanks to this type of tourism, people living in cities will be able to plunge into the atmosphere of the village and trying out for growing agricultural products. Religious tourism could also be successful within Belarus. Religious traditions in the Republic of Belarus are strong and honoured even nowadays. Our country can offer pilgrimages to places important for religion. This kind of pilgrimage takes place in Belarus and can be one of the attractions for inbound and local tourists.

**Conclusion.** Summed up, it is clear that Belarus has sufficient resources for the development of tourism. Diversification of local and inbound tourism destinations will attract more local and foreign visitors, that will have a positive impact on the development countryside, different interdependent industries and the economy as a whole.

#### REFERENCES

1. Главная минская велодорожка от Дроздов до Чижовки [Электронный ресурс] / Урбаноид. – Режим доступа: Главная минская велодорожка от Дроздов до Чижовки (urbanoid.by). – Дата доступа: 17.03.2021.
2. Развитие туризма, деятельность туристических организаций, средств размещения Республики Беларусь [Электронный ресурс] / Национальный статистический комитет Республики Беларусь, Минск, 2021. – Режим доступа: <C1FEEBEBE5F2E5EDFC20F2F3F0E8E7EC20E7E0203230323020E3EEE42E786C7378> (belstat.gov.by). – Дата доступа: 15.03.2021.
3. Туризм и туристические ресурсы Республики Беларусь [Электронный ресурс] / И. В. Медведева [и др.]; под ред. И.В. Медведевой // Национальный статистический комитет Республики Беларусь, Минск, 2020. – Режим доступа: <https://belstat.gov.by/upload/iblock/a06/a06b90126c68f9c8af149e6-1bd29a283.pdf>. – Дата доступа: 15.03.2021.
4. Филипович, И.В. Туризм в Беларуси: методология, направления, перспективы / И. Филипович, В. Новиков, И. Воробьева. – Saarbrücken: LAP LAMBERT Academic Publishing, 2015. – ISBN-13: 978-3-659-48659-3. – 149 с.