

UDC 338.48

**COORDINATED DEVELOPMENT OF INBOUND TOURISM WITH THE NEEDS OF THE NATIONAL ECONOMY OF THE REPUBLIC OF BELARUS****H. MURAVEVA, R. SARVARI**  
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*In the article, the author analyzed the tourism sector on the basis of the decree on the approval of the National Tourism Development Strategy in the Republic of Belarus until 2035 in order to identify ways to develop inbound tourism, taking into account the needs of the national economy.*

According to the World Travel and Tourism Council's annual report on the travel and tourism economic impact 2019, the tourism sector accounted for 10.4% of global GDP and 319 million jobs in 2018 [1]. The fact demonstrates a significant contribution to the global economic indicator of the tourism sector and the labor market. But due to the COVID-19 pandemic, the decline in January-October 2020 represents 900 million fewer international tourist arrivals compared to the same period in 2019, and translates into a loss of US\$ 935 billion in export revenues from international tourism, more than 10 times the loss in 2009 under the impact of the global economic crisis [2]. Analyzing the above facts, we realized that tourism, having an impact on the global economic result, needed business and economic instruments to mitigate the consequences of COVID-19 and to the subsequent development of the tourism sector.

During identifying the key growth points of the tourism sector in the Republic of Belarus, the author noticed a significant impact of the tourism sector on the Belarusian macroeconomic result: according to the results of the construction of the Tourism Satellite Account of the Republic of Belarus for 2016, the contribution of the tourism sector to GDP was 2.2% [3]. Author supposes that the development of inbound tourism, as an indicator that makes a significant contribution to the GDP of the Republic of Belarus, should be carried out taking into account the needs of the national economy in the context of the COVID-19 pandemic.

According to this decree on the approval of the National Strategy tourism development in the Republic of Belarus until 2035, the following economic objectives were set [4]:

- to increase the total annual volume of international tourism and passenger transportation services from USD 1.2 billion to USD 3 billion;
- to diversificate inbound tourist trips
- to increase in the number of arrivals of tourists from OECD countries up to 40%;
- to bring in an average income from one foreign visitor from 71 to 250 US dollars.

Considering this state document, the author noted that the priority development factors were the maximization of the use of the already used economic resources of the Republic of Belarus in the field of tourism.

Thus, as a matter of priority, we decided to analyze such indicators of socio-economic development as the number of people employed in the tourism sector, the nominal accrued average monthly salary of employees of tourism organizations and the number of places for tourists and the proceeds received from them.

According to Table 1, the number of people employed in the tourism sector increased from 2015 to 2019 by 9% and amounted to 243.3 thousand rub. human. At the same time, the percentage of employment in the tourism sector in the total number of people employed in the economy increased: this figure was 4.9% in 2015, and from 2016 to 2019 it was increasing to 5.6%. Analyzing the average monthly salary of employees of organizations in the field of tourism, the author has noticed the steady growth trends: in 2019 it was 845.1 rubles, which is 11% higher than the indicator in 2018 (Table 1).

Also, analyzing Table 1, the author found that the number of collective accommodation facilities and the number of rooms respectively increased from 2015 to 2019. This can also be attributed to the fact that there is also a need for such places, due to the increase in demand for tourist products. Thus, the number of placed persons increased from 2,366.8 to 2,950.4 thousand people in 2019. Accordingly the proceeds and similar means of placement were increased.

Summing up, the analysis of indicators of the development of the national economy was characterized by positive dynamics of economic indicators in the field of tourism. This fact demonstrates the development trend of the tourism sector within the framework of the draft national strategies of the Republic of Belarus. However, this is not enough to achieve the planned results. Therefore, it is necessary to more dynamically implement the development of the tourism sector.

The author proposes to consider it as a driver of development of the national economy of the Republic of Belarus. In addition, the author suspects that it is fruitful for the Republic of Belarus to use the foreign experience

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for inbound tourism development to achieve results in the field of tourism at the micro, meso and macro levels. At the same time, it is worth considering the volatile situation caused by the COVID-19 pandemic. According to the recommendations of the World Tourism Organization (UNWTO) on the restoration and development of inbound tourism, in the current situation, attention should be paid to the development of online products and digital marketing in particular, to use the full potential of social networks [5].

Table 1. – Indicators of socio-economic development of tourism

Indicator	2015	2016	2017	2018	2019
The number of people employed in the tourism sector (on average per year), thousand people	222,2	242,8	242,0	241,7	243,3
The number of people employed in the tourism sector to the total number in the economy (%)	4,9	5,5	5,6	5,6	5,6
Nominal accrued average monthly salary of employees of organizations employed in tourism, rub.	646,75	656,0	719,7	784,9	875,1
Number of collective accommodation facilities, units	1 014	1 052	1 072	1 077	1 089
Number of rooms, rooms (at the end of the year)	39 161	40 067	40 646	40 607	40 773
Number of accommodated persons, thousand people	2 366,8	2 459,9	2 580,8	2 847,6	2 950,4
Proceeds from placement in similar placement facilities, mln rub.	158,12	182,7	205,1	240,9	712,2

Source: [3].

According to the decree approving the National Strategy for Tourism Development in Belarus until 2035, one of the priority areas of development is a highly efficient economy based on knowledge and innovation [4]. Within the framework of this strategy the author presumes that the development of inbound tourism should also be carried out using innovative technologies.

Innovation in tourism is an indispensable condition for increasing competitiveness and the consumption of tourism services, as tourism practices expand, tourists become more demanding. Tourists' desire to receive new emotions and impressions has been rising. New travel locations are opening, more and more destinations are developing. The types of communications are being technologically improved. Tourists are becoming more informed, educated and experienced [4]. Thus, the use of IT technologies will accompany the actualization of the tourist product of Belarus, as a result, it will lead to the increase in inbound tourism indicators and an improvement in the national economy as a whole.

Tourism is characterized by the widespread introduction of innovative information technologies in various spheres of tourism industry subjects' activity. Digitalization contributes to the development of tourism services. The main directions for the further formation of an integrated environment for the development of the tourism industry are [4]:

- assistance in the active introduction of electronic document management in the tourism sector;
- development of a system of tools for promoting destinations based on the use of advanced information technologies;
- introduction of augmented and virtual reality into tourist routes, as well as objects of cultural, educational and ecological tourism, visualization, development of virtual excursions;
- creation of multilingual information services for foreign tourists, the purpose of assisting in the selection of tourist destinations and infrastructure, drawing up tourist routes, taking into account the wishes and preferences of the user;
- development of an integrated information platform, complete and reliable information about the subject and objects of the tourism industry;

- assistance in the introduction of biometric passports, ID-cards, electronic visas, allowing travel authorization on a digital platform;
- installation of QR codes at objects of cultural, educational and ecological tourism, as well as the development of information services with audio guides for their use;
- development of a tourist portal to increase its functionality.

The example of an idea for the use of IT technologies in the field of tourism is the project "Virtual Museums of the Next Space", the developer of which is the Russian company "3Drimtim". This project received the title of "The best IT solution in the museum business and socio-cultural project." In the framework of VR, MR and AR-technologies in the field of culture with feedback through a neuron interface, which allows museum workers without specialized technical education to solve the basic functions (demonstration, preservation and archiving). This project was aimed at using augmented reality to create a virtual museum. 3D galleries, exhibits and even historical characters have become available to anyone with an Internet connection. So the Tretyakov Gallery was able to visit virtually thousands of tourists, which contributed to the actualization of this tourist site [6].

The author's research and analysis of statistical data revealed the following: today, for the coordinated development of the tourism sector with the needs of the national economy, it is necessary to use IT technologies in tourism. This is an up-to-date solution for the restoration and development of the tourism sector in the Republic of Belarus. The step will contribute to the actualization of the tourism product, increase the indicators of tourism activity and as a result can contribute to meeting the needs of the national economy of the Republic.

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