

UDC 338.48

**THEORETICAL APPROACHES TO THE DEFINITION
AND DEVELOPMENT OF THE "INBOUND TOURISM" CATEGORY
IN THE REPUBLIC OF BELARUS**

H. MYRAVEVA, R. SARVARI
Polotsk State University, Belarus

In this article, the author considers the category of inbound tourism, its definition, analyzes statistical data, the dynamics of its development, the structure of inbound tourism and the segmentation of demand for a tourism product. The author also analyzed this category at the microeconomic level and offered his recommendations.

In 2018, according to the World Tourism Organization, the number of international tourist arrivals worldwide reached 1.4 billion, two years before it was predicted to do so. That year also marked the seventh year in a row where the growth in tourism exports (+4%) exceeded the growth in merchandise exports (+3%). Given this rapid pace of growth, the prediction that international arrivals will reach 1.8 billion by 2030 may be conservative [1]. As a result, the relevance of the topic of tourism in the global scientific community has increased. In the framework of international tourism, the category of inbound tourism is considered. It plays an important role in the formation of gross domestic product, providing employment, foreign currency inflows, replenishing the budget at various levels, etc. The field of inbound tourism was touched upon in the works of the following Belarusian authors: E. M. Yankevich, V. V. Kvasnikova, V. I. Yakovchuk, E. V. Vanyukevich, P. I. Kharut, A. I. Tarasenko, V. O. Senj, E. P. Lisichenka, V. N. Kremnevskaya, V. S. Filipenko, E. B. Evseeva, Z. M. Gorbyleva, L. N. Davydenko. Also, this topic was studied by the following Russian and foreign authors: I. S. Kabirov, I. V. Loguntsova, E. V. Pomelova, E. A. Dunaevskaya; L. Dwyer, N. Maa and others.

Table 1. – Theoretical approaches to the definition of "inbound tourism"

Author	Definition
Article 3 of the Law of the Republic of Belarus "On Tourism"	A tourist journey of foreign citizens and stateless persons, except for permanently residing in the Republic of Belarus, within the territory of the Republic of Belarus.
G. F. Shapoval, PhD in Economics, Associate Professor	Activities for the provision of tourism services in the country
I. S. Kabirov, Russian Federation	A type of economic activity aimed at attracting tourists to a region (country) and serving arriving tourists by providing recreational, educational, cultural, entertainment and other services.
E. V. Pomelova, Russian Federation	a socio-economic system that, in its functioning, satisfies a person's need for knowledge, physical improvement and relaxation through the rational use of tourist resources of the region and has a significant impact on its economic and social development
Larry Dwyer and Peter Forsyth, Australia	A type of tourism, the purpose of which is to generate profitability of the tourism industry through an increase in foreign exchange earnings of the country, increase government revenues from taxation, diversify industry structure, and promote regional economic development.
Naixia Mou, Tengfei Yang, China	A good indicator for assessing regional tourism competitiveness as it constitutes a significant part of local economic systems.
World Tourism Organization UNWTO	Inbound tourism includes activities of a visitor who does not reside in the country in question within the country during an inbound tourist trip.

Source: [2], [3], [4], [5], [6], [7], [8]

The lack of clarity of the definition of inbound tourism is primarily due to the different approaches of scientists and practitioners to the realization of its economic content. The research showed that tourism is seen as an intersectoral complex, a social phenomenon, human behavior, rather than economic activity and an independent branch of the economy [9].

Economics

In our research, the author considers the class of inbound tourism as a component of the structural unit of the category of international tourism. According to Art. 3 of the Law of the Republic of Belarus "On Tourism", forms of tourism are international and domestic tourism, and international, in turn, includes outbound and inbound tourism. Inbound tourism is a tour of foreign citizens and stateless persons, with the exception of those permanently residing in the Republic of Belarus, within the territory of the Republic of Belarus [2].

In order to formulate an objective understanding of the situation of inbound tourism in the Republic of Belarus, the author turned to statistical data regarding the contribution of this tourism category to the country's economy over the past 8 years. Consider table 2.

Table 2. – Key performance indicators of organizations engaged in tourism activities

Comparison item	2011	2012	2013	2014	2015	2016	2017	2018
The number of tourists and sightseers visiting the Republic of Belarus1), thousand people	116,0	118,7	136,8	137,4	276,3	217,4	282,7	365,5
The number of tourists and excursionists leaving the Republic of Belarus abroad1), thousand people	319,8	492,8	708,4	740,5	738,7	495,7	727,5	850,7
The number of tourists and excursions sent along the tour routes within the territory of the Republic of Belarus, thousand people	76,7	663,5	655,1	703,7	836,8	1 001,8	976,8	1 007,8
The cost of tours paid by tourists and sightseers who visited the Republic of Belarus1), million rubles	14,72	25,61	33,46	38,20	27,52	47,1	54,7	66,3
The cost of tours paid by tourists and excursionists leaving the Republic of Belarus1), million rubles	67,55	182,86	308,69	435,94	4 56,12	389,7	613,3	781,6
The cost of tours paid by tourists and sightseers sent along the tour routes within the territory of the Republic of Belarus, million rubles	3,07	11,31	15,41	20,59	24,63	25,7	25,4	25,0
Proceeds from the provision of tourist services, million rubles	21,81	47,96	73,35	93,54	1 12,6	136,6	165,9	212,9

Source: Compiled by the author based on data [10]

In the table 2, we can see the dynamics of revenue growth from the provision of tourism services since 2011 more than 2 times in 2012, then it increased by 55% in 2013, by 27% in 2014, in the period 2015-2017 it increased 20-21% and 28% in 2018. Thus, the proceeds from the provision of tourism services in 2018 exceeded the figures for 2011 by more than 191 million rubles. However, the number of tourists and excursionists who left the Republic of Belarus in 2018 (850.7 thousand people) exceeds 2.3 times the number who visited the Republic of Belarus. Accordingly, the cost of tours paid by tourists and sightseers who left the Republic of Belarus in 2018 (781.6 million rubles) is 5.8 times higher than the cost of tours paid by tourists and sightseers who visited it (66.3 million rubles.), or sent on tour routes within the country (25.0 million rubles) in 2018. This trend is steadily observed in the period 2011-2018. The author concludes: despite the positive dynamics of growth in revenue from tourism services, the amount of money contributed by tourists and excursionists for the cost of the tour, who left the Republic of Belarus, is higher.

Date	2011	2012	2013	2014	2015	2016	2017	2018
Value	5,6	6,0	4,9	5,2	5,8	6,4	6,2	6,4
Change, %	-8,51%	7,00%	18,04%	5,73%	11,05%	10,40%	-2,76%	3,28%

Source: [11]

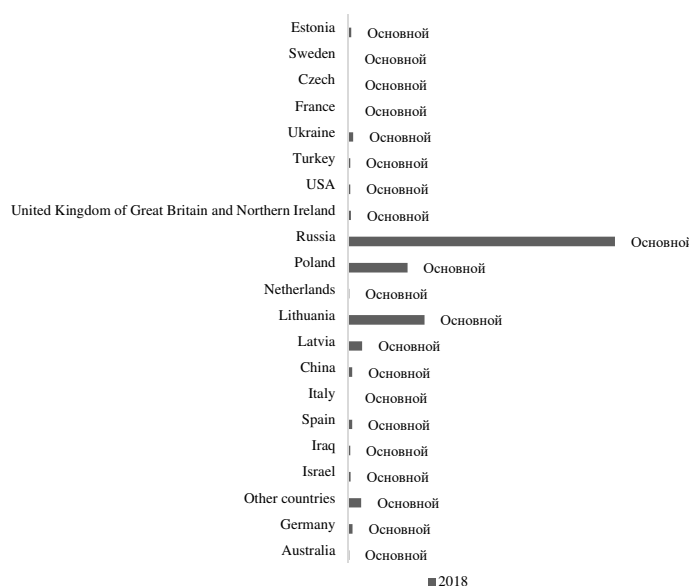
Table 3 shows a positive trend in the growth of the share of tourism sector GDP.

According to the data in Tables 2 and 3 the author came to the conclusion that inbound tourism and tourism, in general, have a positive development dynamics, however, there is a steady tendency for outbound indicators to exceed inbound indicators.

In 2018, the number of tourists and excursionists visiting the Republic of Belarus reached 365 534 people. To analyze the category of "inbound tourism", in our opinion, we should understand not only the dynamics of demand but also its structure, namely, representatives of which countries most often visit the Republic of Belarus. In our opinion, these indicators reflect the demand for the Belarusian tourism product in foreign markets, as well as demonstrate the development prospects in the structure of tourist demand, the numerical indicators of which are presented in figure 1.

Diagram 1

Number of inbound tourists and excursionists by country of permanent residence in 2018



Source: Compiled by the author based on data [10], [14]

According to the data of diagram 1, we can conclude that the tourism product of the Republic of Belarus in the structure of tourist demand is most in demand by countries such as Russia, Poland, Ukraine, Lithuania, and Latvia. The author considers this is due to the cross-border location of the countries, as well as the convenience of the logistics area. In addition, the author decided to analyze the main criteria for the demand for a tourist product. Segmentation of demand for a tourist product is carried out according to three groups of criteria: geographical, social, psychological. Examples of geographical criteria are the country of arrival of the tourist and the geographical purpose of the tourist trip. National criterias include age, sex, tourist profession, a profession of the head of the family and etc. The main psychological criteria are the motive of the trip, psychological portrait of tourist, a form of trip, used vehicles, etc. [12]. The author's analyzing of this information showed that the demand for a tourist product is influenced by a whole range of criteria and together they form a holistic picture of the tourism product, according to which the tourist plans his route. It is in favor of the country to provide the most diverse and developed tourism products, because this directly affects the level of inbound tourism. Therefore, the author decided to analyze the category of inbound tourism and its development prospects.

According to the author about the category of "inbound tourism", the components of economic theory should be included in the process of forming this definition, because this type of international tourism belongs to economically emerging spheres. So the author considers the category of inbound tourism at the microeconomic level. The inbound tourism category at the micro-level considers economic behavior at the level of tourism industry enterprises that provide individual tourism products or tourism products or services. The importance of tourism is estimated by the development of the material and technical base of tourism, the volume and structure of services provided, the level of competitiveness and the tourist balance and etc [13].

Economics

Based on the analysis of the theoretical and structural aspects of the "inbound tourism" category, we can conclude that the tourism sector is one of the leading in the Republic of Belarus, as it has a significant impact on GDP, service exports and etc. The definition of the category of "inbound tourism", based on the research conducted by the author, is a dynamically developing sector of the economy that provides a wide range of tourism products and services that promote economic growth by creating new jobs, and as a result accelerate the process of urbanization.

Based on numerical data in the field of tourism in the Republic of Belarus, the author also concludes that the tourism product of the Belarusian market, in comparison with indicators on the international tourism market, is in insufficient demand. A striking example is the statistics of the World Tourism Organization for 2018, which provides information about International tourist arrivals (Belarus - 0.3%, USA - 36.9%, Saudi Arabia - 25.3%), and International tourism receipts (Belarus - 870 million dollars, the United States - 214.468 billion dollars, in Morocco - 7.775 billion dollars) [15]. Summing up, the author decided to consider useful recommendations for the development of inbound tourism:

1. The need to increase the efficiency of the tourism industry and ensure competitiveness in the international tourism market by improving and developing the tourism infrastructure;

2. A modernized model for the development of inbound tourism should be created, which will include methods for regulating each element of inbound tourism;

3. Development and promotion of the Belarusian tourism product, which will increase the inbound tourism rates in the Republic of Belarus;

REFERENCES

1. World Economic Forum, Geneva, 2019 The Travel & Tourism Competitiveness Report 2019 [Electronic resource]. –2019. – Access mode: http://www3.weforum.org/docs/WEF_TTCR_2019.pdf — Access date: 23.12.2019
2. О туризме [Электронный ресурс]: Закон Респ. Беларусь, 25 нояб. 2009 г., № 326-З: в ред. Закона Респ. Беларусь от 16.06.2010 г. № 139-З. — Режим доступа: <http://www.pravo.by/document/?guid=3961&p0=H19900326> — Дата доступа: 07.10.2019.
3. Шаповал, Г. Ф. «История туризма Беларуси»: [монография] / Г. Ф. Шаповал. - Минск: РИВШ БГУ, 2006. – 163 с.
4. Дунаевская А.Е. Управление развитием въездного туризма на основе системно-маркетингового подхода: на примере туристского комплекса Республики Адыгея: Автореферат диссертации кандидата экономических наук, Майкоп [Электронный ресурс]. –2009. — Режим доступа: <https://www.dissercat.com/content/upravlenie-razvitiem-vezdnogo-turizma-na-osnove-sistemno-marketingovogo-podkhoda> — Дата доступа: 10.10.2019.
5. Помелова Е.В. Въездной туризм и его влияние на социально-экономическое развитие региона: Автореферат диссертации кандидата экономических наук, Санкт-Петербург [Электронный ресурс]. –2006. — Режим доступа: <https://www.dissercat.com/content/vezdnoi-turizm-i-ego-vliyanie-na-sotsialno-ekonomicheskoe-razvitie-regiona>— Дата доступа: 15.10.2019.
6. Larry Dwyer and Peter Forsyth, Assessing the benefits and costs of inbound tourism Professor of Travel and Tourism Economics: Annals of tourism research, Australia [Electronic resource]. –1993. – Access mode: https://www.researchgate.net/publication/223758493_Assessing_the_Benefits_and_Costs_of_Inbound_Tourism — Access date: 23.10.2019
7. Naixia Mou, Tengfei Yang,, Hengcai Zhang, Jinwen (Jimmy) Tang , Teeu Makkonen , Exploring spatio-temporal changes of city inbound tourism flow: The case of Shanghai, China: Tourism Management [Electronic resource]. –2019. – Access mode: <https://www.sciencedirect.com/science/article/pii/S0261517719301530> — Access date: 23.10.2019
8. Методические рекомендации по статистике туризма, на основе рекомендаций Всемирной туристской организации: справочное издание (ЮНВТО)/ Программа развития ООН в Республике Беларусь, Министерство спорта и туризма Республики Беларусь; сост.: Гасюк Г. И., Кармазин В. П., Тарасёнок А. И. — Минск, [Электронный ресурс]. — 2015. — 58 с.: табл. Режим доступа: <https://www.undp.org/content/dam/belarus/docs/Recomendations%20for%20statistics.pdf>
9. Босякова Ю. В., Горбылева З. М. *Концептуальный подход к формированию модели развития въездного туризма* :Научная статья, БГЭУ [Электронный ресурс]. — 2006. — Режим доступа:

http://www.bseu.by:8080/bitstream/edoc/64116/1/Bosyakova_V._Yu._36_38.pdf— Дата доступа: 7.11.2019

10. Республика Беларусь, Статистический ежегодник 2019/ Редакционная коллегия: И.В.Медведева – председатель редакционной коллегии И.С.Кангро, Ж.Н.Василевская, О.А.Довнар, Е.И.Кухаревич, И.А.Мазайская, Т.В.Лапковская, Е.М.Палковская – Минск, 2019. – 489 с.
11. Данные о ВВП [Электронный ресурс] Беларусь - Туризм, общий вклад в ВВП (доля, %) - Режим доступа: <https://knoema.ru/atlas/Беларусь/topics/Туризм/Общий-вклад-туризма-в-ВВП/Общий-вклад-в-ВВП-доля-percent>— Дата доступа: 19.11.2019
12. Балабанов И.Т., Балабанов А.И. Экономика туризма: учебное пособие. – М.: Финансы и статистика, 2003. - 176 с.
13. Скобкин, С. С. Экономика гостиничного, ресторанного и туристического предприятия: учебное пособие, Москва - 2009. - 269 с.
14. Распределение по странам мира иностранных туристов и экскурсантов, принятых в Республике Беларусь в 2018 году организациями, осуществляющими туристическую деятельность [Электронный ресурс] Национальный статистический комитет Республики Беларусь – Режим доступа: <https://www.belstat.gov.by/ofitsialnaya-statistika/realny-sector-ekonomiki/turizm/graficheskiy-material-grafiki-diagrammy/raspredelenie-po-stranam-mira-inostrannykh-turistov-i-ekskursantov-prinyatykh-v-respublike-belarus-v/> — Дата доступа: 15.12.2019
15. World Tourism Organization (2019), International Tourism Highlights, 2019 Edition, UNWTO, Madrid, DOI [Electronic resource]. –2019. – Access mode: <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152> — Access date: 23.12.2019