

**ТЕНДЕНЦИИ РАЗВИТИЯ МИРОВОГО ТУРИЗМА В РЕСПУБЛИКЕ БЕЛАРУСЬ И
ОБРАЗОВАТЕЛЬНЫЙ ПРОЦЕСС
DEVELOPMENT TENDENCIES OF THE WORLD TOURISM IN THE REPUBLIC OF
BELARUS AND THE EDUCATIONAL PROCESS**

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The world tourism, under the influence of globalization processes and comprehensive integration, is developing in the most dynamic way among the national economy fields and is gradually becoming one of the key factors of the world economic growth and improvement of the welfare of people engaged in the tourism industry. The notion of globalization implies the process of economic, political and cultural alignment and confluence of different countries across the globe. Globalization processes in the tourism market are characterized by the service change, internationalization of the economic activity, modernization of the transport infrastructure etc.

The modern stage of the development of the world economy is characterized by the dominating service industry either in the national output structure of the world countries, or in the system of international economic relationships. The development of the world tourist services appears to be one of the manifestations of globalization. Being influenced by the integration and globalization processes which take place in the modern world economy it becomes typical for the majority of the world countries. Experience proves that the service industry is one of the most important and rapidly growing segments of the world economy. Consequently, in well-developed countries the part of the service industry in the BDG structure exceeds 70%, there is over 60% of the labor force engaged in it.

At the present stage the world-wide trade market is gaining even more significance and is in the focus of attention on the part of the forefront world experts. The growth of the world tourist market corresponds to the modern economic trends because the international service trade is gaining more importance for the comprehensive economic process.

The organization which is monitoring and correcting global tourism trends is the World Tourism Organization which, in addition to that, equalizes all its members endowing the small countries with the voting right, in this way restricting the economic dictatorship of the industrially developed countries that might be inevitable during bilateral negotiations. The trade system of the World Tourism Organization aids to fulfill the trade without any impediment and ensures every member country with the constructive and equal mechanism of solving controversial trade questions simultaneously strengthening economic stability and collaboration [1].

According to the world practice, tourist services include services of tourist allocation, transportation of tourists to the destination country and within the country by different means of transportation, catering services, services intended to satisfy tourist cultural and business requirements (participation in congresses, academic conferences, exhibitions, fairs etc), services of trade enterprises (sale of souvenirs, presents etc), services on preparation and legalization of documentation (travelling passports, visas etc) [2].

In the service industry a consumer is rendered a service in the form of the differentiated product of labor (catering, recreation, allocation etc.) or directly in the form of labor (escorting interpreter's service, tourism instructor, guide, entertainer and so on), that is the services manifest themselves in material and immaterial form. In the sphere of actual tourism activity a consumer is offered an integral tourist product (a package tour or an inclusive tour) as a complex of material (commodities) and immaterial (service rendering) consumer costs necessary for needs repletion which arise during the travelling process [3].

Under the condition of globalization the development of tourism in the Republic of Belarus necessitates actualization of the kinds of tourism activity, fulfillment of integration with the world

leaders of tourism industry, use of the acquired world experience in satisfaction of the consumer's demand, informing on the existing opportunities of tourism enterprises, their attainments and advantages.

Year by year tourism in the Republic of Belarus gains more significance as an income source. The development of the recreational-tourism industry and strengthening of its influence over the economic development became the top priority directions of the regional economic development of Belarus.

The world economy at the beginning of the XXI century appears to be an integral, global whole in which diverse and affine processes constantly take place. The globalization of the world economy is stipulated by the following factors: firstly, international differentiation of labor which facilitates changes in the statement of balance of economic power between separate countries and regions at the expense of the use of private advantages, namely: geographical position, low price of energy, raw materials and labor, access to outlets, qualified employees and so on, secondly – the internationalization of finance, for instance – the implementation of the single European currency and unification of the world currency market, the functioning of the international bank net, the dependence of financial systems of numerous countries on fluctuations on the world fund market, thirdly – the development of information and technological systems – modern economy is oriented on the technological breakthroughs at the expense of the implementation of know-how- technologies, at the same time the single informational space makes the boundaries 'transparent', fourthly – the spreading of the mass culture which sets trend for the usage of new 'popular' production (automobiles, household technology, mobile phones, jeans, sports shoes, hygiene accommodation, toys and so on), the consumption of equal kinds of services (fast food restaurants, cinema, music and literature, entertainment in night and computer clubs, discos, bars, tourism which is associated with the rest at warm seaside), their standardization and penetration into all the spheres of life and all the world regions [4].

Tourism has gradually transformed into the global phenomenon in terms of its large-scale involvement, forms and technologies of recreation organization. Nevertheless, tourism is still regional and national in its content. The world tourism industry, proposing unified systems of recreation and service, exploits regional natural varieties and national and cultural distinctiveness of ethnic groups and local minorities that in most cases becomes the principal motive for travelling. It is difficult to find one more kind of production activity in the world economy which facilitates the globalization of economy and the development of regions simultaneously [5].

There are tangible shifts in the demand structure in the Republic of Belarus. The stereotypical pattern of vacation is being gradually broken due to several reasons. One of the season shift reasons is the modification of the post-crisis conscience: people have developed a clear understanding that life goes on and needs no delays and that besides work, it is of utmost importance to pay attention to family, personal development, health and physical shape. For example, business owners, managers and top managers are ready now to travel during the business-time (in autumn, for instance). One more reason is climate change. It is preferable to stay during the extreme heat at home and to spend cold winter in a warm country.

Principally new kinds of tourism have appeared – gastronomic tourism, gustatory tours, diet, shopping, detox tours, surf tours (which presuppose tourists go far away only with the purpose to gain surfing skills) and some other. In the demand structure there is a priority shift from the 'standard' tours (for example, beach resorts) to the advantage of the special programs.

Event tourism is gaining popularity – beer festivals, rock-concerts of the famous band, hockey or tennis match. There is reallocation of the weight of tourism directions – in the whole world and in the Republic of Belarus as well. This reallocation has been greatly influenced by the force majeure events which scared away tourists from some directions – the Syrian War, terrorism in Turkey, unrest across the whole Near East, strikes and the threat of default in Greece, inroads of refugees from Africa and the Near East to Europe. In some cases the price policy of some tour operators was significant – despite force majeure events some popular with the belorussian tourists countries did not reduce their prices for recreation (Turkey, Egypt, Tunis). At the same time Spain, Greece and Cyprus which only a

year ago referred to pretty expensive places for vacation, went for significant discounts that allowed them to redirect to them the flow of tourists of the middle class that preferring European service and price safety comparable with South-African countries [6].

Trips have become shorter and more frequent. The post-crisis conscience influences the formation of enthusiastic tourists who spend the weekend in Europe or long weekends in Asia (4-5 days). The key tendency is that tourists travel more frequently but for a short term.

There is a segment of tourists that seek for their own impressions. It is important for the representatives of this segment to gain invaluable experience, feelings and impressions. These people value not five-star hotels and package tours but authenticity, touch of traditions of other nations or countries. They strive for revealing and feeling the other culture, everyday life, they are ready to live in uncomfortable conditions without sparing money for a special excursion or museum.

Therefore, the development of tourism in the Republic of Belarus elicits that the modern stage is characterized by fast renewal of its capacities in unfavorable atmosphere. Presently, tourism is one of the largest and most dynamic fields of economy that develops actively and has positive dynamics.

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