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## VISA-FREE REGIME AS A FACTOR OF INCREASING TOURIST FLOW OF BRASLAV DISTRICT

### БЕЗВИЗОВЫЙ РЕЖИМ КАК ФАКТОР УВЕЛИЧЕНИЯ ТУРИСТИЧЕСКОГО ПОТОКА БРАСЛАВСКОГО РАЙОНА

*Dubko, N.*

Polotsk State University, Republic of Belarus

*E-mail: n.dubko-psu@mail.ru*

*Дубко Н. А.*

Полоцкий государственный университет, Республика Беларусь

#### ABSTRACT

*TOURISM, BRASLAVSKY DISTRICT, TOURIST  
FLOW, VISA-FREE REGIME*

*The article discusses the relevance of the introduction of visa-free entry for foreign citizens to the territory of Braslav district in order to increase the tourist flow in the summer and in the off-season.*

#### АННОТАЦИЯ

*ТУРИЗМ, БРАСЛАВСКИЙ РАЙОН, ТУРИСТИЧЕСКИЙ ПОТОК, БЕЗВИЗОВЫЙ РЕЖИМ*

*В статье рассматривается актуальность введения безвизового порядка въезда иностранных граждан на территорию Браславского района с целью повышения туристического потока, как в летний период, так и в период межсезонья.*

In the modern world, the geographical location of the region, the size of its territory, natural resources largely determine the material directions of economic development, social and cultural support. With the intensification of scientific and technological progress, the establishment of an open market economy in Belarus, interregional and interstate relations are expanding. These trends are typical for Braslav district.

Braslav district with its beautiful nature is known as a resort, tourist region far beyond the borders of our Republic. The region has a rich flora and fauna, mineral deposits such as peat, fusible clay, sand and gravel material. Since the district has three roads of national importance-R-3 Logoisk-Zembin-Glubokoye-the border of Latvia (Urbana), R-27 Braslav-Postavy-Myadel, R-14 Polotsk-Miory-Braslav, through the district passes a large number of heavy vehicles.

The favorable geographical location of Braslav (the city is located in the center of the Belarusian lake district) makes it a major tourist center, which annually attracts hundreds of

tourists from Belarus and abroad.

Thus, the geographical location and natural recreational resources of Braslav district made it a tourist attraction.

In the area of reception and accommodation of tourists are engaged in GPU "National Park "Braslav Lakes", unitary enterprise "Braslav Lakes", tourist complexes "Strusto", "Green Club", hotels" Braslav-Kommunalnik", " Braslav-hotel", " Zaezny Dvor", as well as numerous farmsteads.

According to the Department of Education, Sports and Tourism, the region received 14,113 tourists in 2017. Most of the tourists come from major Belarusian cities, mainly Minsk and Vitebsk. Among the foreign tourists there are citizens of Poland, Germany, Austria, Norway and other countries. Compared to 2016, the number of tourists increased by almost 2,000 people. It should be noted that the statistical data did not take into account the vacationers of farmsteads, of which there are more than 300, as well as vacationers at tourist sites [1].

However, the number of tourists and vacationers sharply decreases in the off-season, which is the reason for the decline in profits in the organizations of trade, services and agro-tourism.

To increase the tourist flow in Belarus, a number of measures are being carried out, one of which is the improvement of the legislative framework. In particular, there is a visa-free entry procedure to Belarus for citizens of a number of States for up to 30 days through the checkpoint at Minsk National airport, which is provided by decree No. 8 of January 9, 2017 (with amendments that came into force on July 24, 2018).

In 2019, President of Belarus Alexander Lukashenko signed Decree No. 300 "On establishing a visa-free entry and exit procedure for foreign citizens". The document will act instead of Decree No. 462 of 26 December 2017. According to Decree No. 300, the two visa-free zones for tourist and recreational areas of Brest and Grodno, which previously existed separately, are merged into one visa-free territory "Brest-Grodno". It includes five districts of the Grodno region: Brest, Volkovysk, the Grodno, Lida and Shchuchin. In this region, the period of visa-free stay for tourist purposes is increased to 15 days for citizens of 73 countries. In addition, it will be possible to enter through two additional checkpoints on the state border ("Benyakoni" and "Berestovitsa") [2].

The author proposes to consider the introduction of a visa-free regime for foreign tourists Braslav district for a period of stay in the tourist area up to 15 days. This event will allow the following:

- To increase tourist flow in the region;
- To solve the problem of reducing the number of tourists in the off-season;
- To increase the tourist attractiveness of the region and the country as a whole;
- To develop the infrastructure of the district.

Thus, the main argument for the introduction of a visa-free regime is the potential increase in tourist flows and, as a consequence, tourism revenues. By cancelling a visa, the state

reduces the cost of entry for tourists, thereby increasing the demand for travel. The increase in the number of tourists will be an incentive for the development of Braslav district in the sphere of sanatorium treatment, creation and promotion of various international festivals, festive events. Positioning the region as a tourist area will improve the welfare of the local population, increase the level of employment of citizens, as well as increase the gross regional product.

## REFERENCES

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