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TO THE QUESTION OF ECONOMIC SYSTEM MANAGEMENT OF THE TOURIST AND RECREATION COMPLEX

К ВОПРОСУ УПРАВЛЕНИЯ ЭКОНОМИЧЕСКОЙ СИСТЕМОЙ ТУРИСТИЧЕСКО-РЕКРЕАЦИОННОГО КОМПЛЕКСА

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ABSTRACT

DESTINATION,
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COMPLEX

On the basis of the republican programs of the tourist and recreational complex, a structural and logical scheme for the development of tourism in Belarus is proposed. The main directions of management of the economic system of tourism development are indicated. Approaches of the conceptual influence of the tourism sector on the formation of socio-economic effects of a regional destination have been substantiated.

АННОТАЦИЯ

ДЕСТИНАЦИЯ, УПРАВЛЕНИЕ, ЭКСПОРТ, ТУРИСТИЧЕСКО-РЕКРЕАЦИОННЫЙ КОМПЛЕКС

На основании республиканских программ туристическо-рекреационного комплекса предложена структурно-логическая схема развития туризма Беларуси. Указаны основные направления управления экономической системой развития туризма. Обоснованы подходы концептуального влияния сферы туризма на формирование социально-экономических эффектов региональной дестинации.

The country's socio-economic development is impossible without a high-quality management strategy for all structural elements. Participants of the social production process in their activities are guided by program documents that include concepts and goals of sustainable development. Since one of the ways to improve the well-being of the population is a high standard of living, therefore we believe that the tourism and recreation sphere gives the population such an opportunity and fully contributes to the development of business activity in industries related

to tourism, creating an impulse for the formation of socio-economic effects of the formation of a regional destination.

The purpose of this study is to determine the main goals of the tourism industry and their detailing in the development of tourism in Belarus. The research uses the concepts of tourism development, program documents.

The strategic goal of tourism development for the period up to 2030 is the creation of a highly efficient and competitive tourist complex, where Belarus is joining the top 50 countries in terms of tourism development [1]. The part of tourism services export is planned for 4.1 % of the total volume of all services.

According to the management structure, the tourism industry of Belarus is adjacent to the Ministry of Sports. State funding is mainly aimed at developing sports and achieving results in this direction. This situation entails the problems of insufficient financing of tourism. The tourism sector has to earn money for its development by achieving a consolidated target – the export of tourism services (Fig. 1).

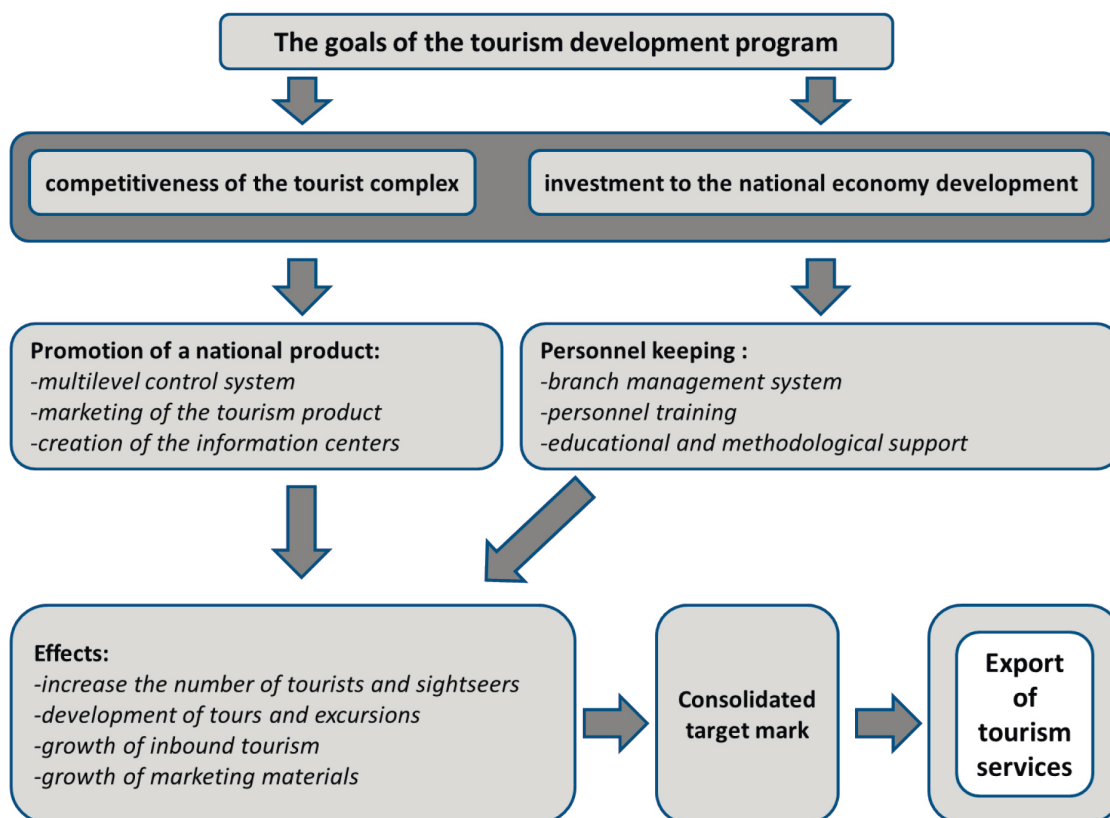


Figure 1 – Structural and logical scheme of tourism development in Belarus

Source: compiled by the author.

An essential point of management is the competitiveness of the tourist complex, which contributes to increasing demand for tourist services. The higher the competitiveness of tourist services, the more significant is the contribution to the development of the national economy. Let us emphasize the importance of the development of a tourist and recreational complex by promoting the national product and appropriated staffing. So the goals of the tourism development program in Belarus will be clearly demonstrated in a structural and logical scheme with focusing on two main areas, and are shown in Figure 1.

It follows from the above that: in order to increase the competitiveness of a tourist product, it is necessary to focus management on the creation of a developed infrastructure, formation of a comfortable and accessible tourist environment, which will entail direct positive and strongly marked socio-economic effects for the formation of the regional destination and, as a result, increase the export of tourist services. Successfully developing regional destinations with the participation of tourist and recreational complex gives an impulse and opportunities for the formation of various socio-economic effects. Thus, the problem of managing the tourist and recreational complex as an economic system for Belarus remains the most actual.

Reference

1. Проекты: до 2030 года Беларусь должна войти в число 50 ведущих стран по уровню развития туризма [Электронный ресурс]. – Режим доступа: <https://www.tio.by/info/turbiznes/proekty-do-2030-goda-belarus-dolzhna-vojti-v-chislo-50-vedushhix-stran-po-urovnyu-razvitiya-turizma/>. – Дата доступа: 08.09.2020 г.