

Главной формой отношений между людьми являются отношения *сотрудничества, взаимопомощи и соревнования*. В этой общественной модели реализуется принцип «Мы – одна семья!» уже на уровне страны.

Распределение национального продукта осуществляется по труду и его результатам и социальной справедливости. Здесь «почет по труду».

В такой системе интересов доминирует национальный (общенародный) интерес, как совокупность гармонично взаимосвязанных личных интересов. Он заключается в наиболее полном удовлетворении потребностей всего общества как системы, обеспечения всестороннего развития всех его членов. Предпосылкой существования общенародного интереса является общенародная собственность.

Заключение. Проведенное нами исследование позволяет сделать вывод о том, что для Республики Беларусь предпочтительной является социалистически ориентированная модель государства, которая, будучи реализованная на практике, позволит гармонизировать совокупность всех интересов как единого целого и добиться на этой основе повышения уровня и качества жизни людей, всестороннего развития человека.

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REGIONAL ASPECT OF THE DESTINATION OF TOURIST INTEREST

*E.M. Yankevich
Vitebsk, VSU named P.M. Masherev*

Tourism is developing quite rapidly and is a planetary phenomenon in the current millennium. Modern information, transport and communication technologies allow tourists to book accommodation and recreation facilities anywhere in the world and receive benefits from tourist and recreational services. The increasing level of well-being of the population is determined by prosperity, which involves obtaining benefits that ensure the comprehensive development of the human. Since the tourism includes not only leisure, but also cognitive activity, thus the relevance of the research is in studying the demand by tourists on cultural heritage of region.

The aim of the research is to assessment of the influence the historical and cultural values on the growth of tourist flows in the region.

Material and methods. For the research, materials of the National Statistical Committee of the Republic of Belarus, Internet resources were used. The methods used were: observation, logical-deductive, analysis and synthesis.

Findings and their discussion. The creation of the tourism product involves the using of tourism resources that are static and tied to a specific region. Since the regional resources reflect the state of a specific geographical territory and are always limited, an important aspect is the ability of a region to satisfy the needs of tourists with a state of resources, which suggests the presence of factors for the development of tourism in this territory. A tourism and recreation complex is a combination of tourism organizations and suppliers of tourism services which is concentrated in the region and includes the necessary resources and infrastructure that meet the needs of tourists.

A tourist, choosing a place for his vacation, looks at the sites of tourist information centers, which should be present in every region of Belarus. Tourist interest is satisfied through the use of tourist and recreational resources, which include climatic, historical, cultural, socio-economic and other objects and phenomena.

Belarus is attractive enough for foreign tourists. In 2018, in relation to 2017, by organizations of Belarus engaged in tourist activities were accepted 2,324,105 organized tourists and excursionists, including the “visa-free” tourists were 10,002 people for various purposes [1, p.5].

In terms of the regional aspect, of particular interest is the research of tourist accommodation facilities and their dependence on the number of immovable heritage sites included in the State List of

Historical and Cultural Property of the Republic of Belarus by region and Minsk city for 2018, which are shown in Table 1.

Table – 1. Composition and structure of accommodation facilities and the availability of heritage sites in Belarus in the regions and Minsk in 2018

Regions	The number of tourists in accommodation facilities				Heritage sites, pcs.	Specific weight, %
	Total, ths.	Specific weight, %	Including in hotels, ths.	Including in private objects, ths.		
Brest	402,0	14,6	288,9	113,1	744	13,9
Vitebsk	254,4	9,3	215,2	39,2	936	17,5
Gomel	410,8	14,9	195,3	215,5	870	16,2
Grodno	256,4	9,3	159,1	97,3	693	12,9
Minsk city	965,0	35,1	785,7	179,3	383	7,2
Minsk	263,2	9,6	203,2	60,0	664	12,4
Mogilev	199,8	7,3	159,8	40,0	1065	19,9
Total:	2751,6	100	2007,2	744,4	5355	100

Source: compiled on the base of statistics data [2, p.44, 62]

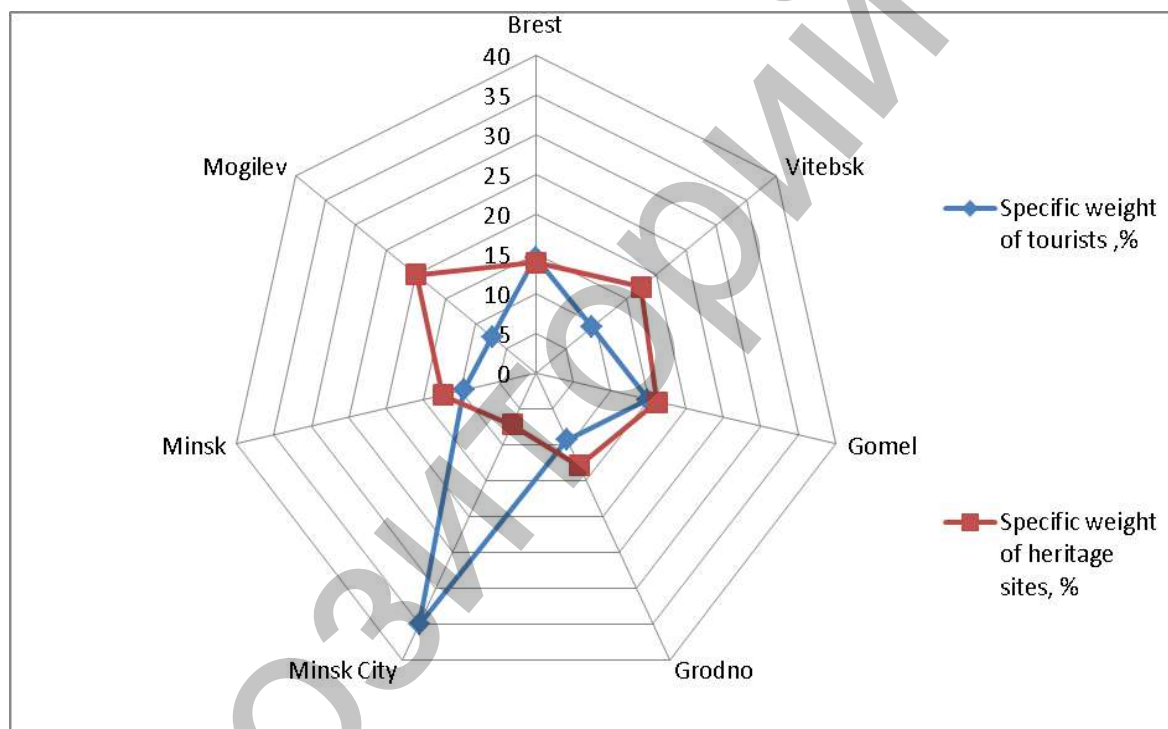


Chart 1. The specific weight of tourists and heritage sites by regions of Belarus in 2018

The diagram evidence that in the Brest, Minsk, Gomel and Grodno regions, based on the number of tourists placed, the interest in heritage sites is shown. In the Mogilev and Vitebsk regions another type of tourist interest is possible, for example, health-improving. Minsk is attractive for the level of services provided by means of accommodation, however, the purpose of accommodation is different.

As the calculated data of the table shows, the certain regularity is traced. The number of cultural heritage objects located in the region does not contribute to the increase of the number of tourists accommodated in hotels, similar and individual means of accommodation in the same region. Of the total number of heritage sites, the largest number is located in the Mogilev region (19.9%), and the number of tourists in this region is at least 7.3% of the total number of tourists. And, on the contrary, in Minsk 35.1% of the tourists are accommodated, and the visited objects of heritage sites are the least – 7.2%.

As a result of the research, it was revealed that in the composition of the total number of heritage sites of Belarus there are the most archeological monuments (2266 units) and their number

also prevails in the Mogilev region (797 units). Most of the monuments of architecture are located in the Brest region - 344 units, of historical monuments – are in the Gomel region – 317 units and the monuments of art in Minsk - 31 units.

In this research does not take into account the number of tourists served by the agrotourism entities and sanatorium-resort and health organizations in the regions in order to detail other goals of tourist interests.

Conclusion. Thus, it can be stated with certainty that during the research period, the movement of tourist flows (based on demand on accommodation facilities) does not aim to familiarize themselves with the cultural heritage in certain regions of Belarus. It is necessary to research in more detail the quality of services of accommodation facilities for tourists in the Mogilev, Minsk, Grodno and Vitebsk regions. The solution of this problem involves monitoring the recreational potential of Belarus, identifying the region's specialization for the development of tourism, which will contribute to the attractiveness of the tourist flows and the creation of social-economic conditions for this.

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