

ausländischer Touristen anziehen, keine allzu große Bedeutung beigemessen werden sollte. Folgende Werbekanäle sollten für den belarussischen Ökotourismus genutzt werden: Veröffentlichungen in der Presse, Werbebroschüren, Radio- und Fernsehspots, Websites. Souvenirprodukte, die die Attraktionen des Schutzgebiets darstellen, einschließlich von lokalen Handwerkern hergestellter Souvenirs, können ein recht wirksames Mittel zur Image- und Stimmungsförderung sein. Touristische Ausstellungen und Messen auf nationaler und internationaler Ebene sind ein wirksames Werbeinstrument. Hier ist es sinnvoll, das Reservat gemeinsam mit anderen touristischen Zentren, mit Hilfe von Reiseveranstaltern und der nationalen Agentur für Tourismus zu fördern. In der ersten Phase sollte das Naturschutzgebiet “Mittleres Pripjat” seine Marketingbemühungen auf den belarussischen Ökotourismusmarkt richten.

Литература

1. Решетников, Д. Г. Экотуристический потенциал заказника «Средняя Припять» и его использование [Электронный ресурс] / Д. Г. Решетников // Псковский регионологический журнал – 2009. – Режим доступа: <https://cyberleninka.ru/article/n/ekoturisticheskiy-potentsial-zakaznika-srednyaya-pripyat-i-ego-ispolzovanie>. – Дата доступа: 27.04.2022.
2. Naturpark Hümmling [Electronic resource] – Mode of access: <https://www.huemmling.de>. – Date of access: 27.04.2022.
3. Republikanisches Landschaftsschutzgebiet “Mittlerer Pripjat” [Electronic resource]. – Mode of access: <https://zaklun.by>. – Date of access: 27.04.2022.
4. Ökotourismus [Electronic resource] // Bundesamt für Naturschutz. – Mode of access: <https://www.bfn.de/oekotourismus>. – Date of access: 27.04.2022.

Characteristics of tourism market and hospitality of Panama

*Синявская Ю. И., магистрант БГУ,
науч. рук. Дедок В. М., канд. экон. наук, доц.*

Panama has a great potential as a tourist destination, as it has: a wide offer (cultural, adventure, entertainment tourism, ecotourism, shopping tourism), a good infrastructure network (one of the best in Latin America), and excellent international air connectivity.

The tourism sector has a great weight in the Panamanian economy. In 2019, 1.65 million tourists arrived in the country [1]. This industry directly accounted for 5% of GDP, and up to 15% indirectly through restaurants and shops in 2019. According to Euromonitor, in 2019 there were 1.7 million trips to Panama, of which, depending on the access route, almost 60% arrived by land; and according to the reason for the trip, 87% of tourists came for leisure [2].

According to the research, it is detected that while domestic trips grow, the arrivals of international visitors decrease, giving rise to a very low hotel occupancy, since national visitors resort to the houses of their relatives and friends as accommodation on their trips within the country.

Hotel occupancy is also affected by the fact that Panama City functions as a connection point to other destinations. In 2019, 16.58 million tourists passed through the Tocumen Airport¹ [3]. However, for most travelers this was only a stopover to their final destination, what resulted in not spending the night in the country or generating income outside the airport. It also highlights that Panama, along with Colombia, are the Latin American countries with the most hotel oversupply (especially in their capitals).

Panamanian tourism authorities recognize that they need to attract tourists from higher-income countries who are willing to stay in the country for at least one night. Therefore, they look for ways to improve, expand and promote Panama's tourism products. Its objective is to promote the image and attractiveness of the country, both for tourists and the MICE visitors (Meetings, Incentives, Conferences, and Exhibitions), and achieve the same good reputation that the country already has as a logistics hub of the Americas.

To achieve the above-mentioned goal, the Tourism Authority of Panama (Span. la Autoridad de Turismo de Panamá) works together with the Government and other entities such as the National Chamber of Tourism of Panama (Span. la Cámara Nacional de Turismo de Panamá (CAMTUR)). The cooperation of governmental entities resulted in creation of the Tourism Promotion Fund (Span. el Fondo de Promoción Turística) in 2019, endowed with \$20 million per year, whose strategic objective is to promote tourism development in Panama [2].

Tocumen International Airport has connectivity with 86 cities in 37 countries in Europe, Asia Pacific and America. Most of the traffic through the airport is directed to and from San José (Costa Rica), Bogotá (Colombia), Miami (USA), Cancún (Mexico) and Havana (Cuba), with South America representing the 41% of total roundtrip traffic, North America 31%, and the Caribbean 13% [3]. Arrivals to Panama are expected to increase at a CAGR of 5% over the next 4 years to exceed two million in 2024. Colombia, Venezuela and the USA continue to be the main source markets for tourists to Panama, but arrivals from Venezuela have decreased significantly for the third consecutive year. Spain was in eighth position, with a flow of 66,700 visitors in 2019 [2].

In 2019, arrivals in Panama accounted for revenues of \$4,456 million, a figure that is estimated to increase by up to 23% in 2024 [2].

¹ Is the international airport of Panama City, the capital of the Republic of Panama.

Table 1. – Tourist arrivals in Panama 2019 according to country of origin
(number of trips, in thousands of trips)

| | Country | 2018 | 2019 | Var. 18/19 | Country | Forecast 2024 | Var. 19/24 |
|----|------------|---------|---------|---------------|------------|------------------|---------------|
| 1 | USA | 279,1 | 283,8 | 1,68% | USA | 340,9 | 20,12% |
| 2 | Colombia | 216,0 | 221,6 | 2,59% | Colombia | 298,3 | 34,61% |
| 3 | Venezuela | 143,6 | 102,5 | –28,62% | Costa Rica | 113,7 | 10,93% |
| 4 | Costa Rica | 80,8 | 83,7 | 3,59% | Argentina | 99,1 | 39,19% |
| 5 | Ecuador | 79,7 | 79,8 | 0,13% | Brazil | 98,4 | 29,13% |
| 6 | Brazil | 76,8 | 76,2 | –0,78% | Ecuador | 95,5 | 19,67% |
| 7 | Argentina | 75,4 | 71,2 | –5,57% | Mexico | 86,4 | 30,51% |
| 8 | Spain | 65,2 | 66,7 | 2,30% | Peru | 84,2 | 38,71% |
| 9 | Mexico | 64,7 | 66,2 | 2,32% | Spain | 80,1 | 20,09% |
| 10 | Peru | 58,2 | 60,7 | 4,30% | Venezuela | 68,6 | –33,07% |
| 11 | Canada | 40,6 | 41,3 | 1,72% | Guatemala | 53 | 36,95% |
| 12 | Guatemala | 37,5 | 38,7 | 3,20% | Canada | 50 | 21,07% |
| | Total | 1.670,3 | 1.656,1 | –0,85% | Total | 2.068,4 | 24,90% |

Source: [Travel in Panama, Euromonitor 2019]

Литература

1. Travel in Panama, Euromonitor 2020 [Electronic Resource]. – Mode of access: <https://www.euromonitor.com/travel-in-panama/report>. – Date of access: 08.04.2022.
2. Turismo en Panamá [Electronic Resource]. – Mode of access: <https://www.icex.es/icex/es/navegacion-principal/todos-nuestros-servicios/informacion-de-mercados/estudios-de-mercados-y-otros-documentos-de-comercio-exterior/DOC2020853903.html>. – Date of access: 09.04.2022.
3. Estadísticas Aeropuerto Internacional de Tocumen Diciembre 2019 [Electronic Resource]. – Mode of access: http://tocumenpanama.aero/transparencia/2019/transparencia_08-Jan-2020~12-41-23/10.3_estadisticas_dic_2019.pdf. – Date of access: 09.04.2022.