

PROSPECTS FOR THE DEVELOPMENT OF TOURISM TO BELARUS FROM THE FUJIAN, GUANGDONG AND HAINAN PROVINCES

Wang Ziqi^a, D. V. Marozau^b

^a*Belarusian State University,
Minsk, Belarus, wzq9996669@qq.com*

^b*National Agency of Tourism of the Republic of Belarus,
Minsk, Belarus, dzmitry_marozau@yahoo.com*

The article analyzes the main tourist resources of the Republic of Belarus that are of interest to Chinese tourists from Guangzhou, Fujian and Hainan provinces. It is stated that Belarus has great potential, the volume of tourist flows is growing, the overall cooperation between China and Belarus in the field of tourism is expanding. Optimization of tourism policy and market development is observed, and the quality of tourism services is improving. The article also formulates recommendations for the further development of tourism cooperation between China and Belarus.

Keywords: tourism; Sino-Belarusian tourism; Guangzhou; Fujian; Hainan.

ПЕРСПЕКТИВЫ РАЗВИТИЯ ТУРИЗМА В БЕЛАРУСЬ ИЗ ПРОВИНЦИЙ ФУДЗЯНЬ, ГУАНДУН И ХАЙНАНЬ

Ван Цзыци¹⁾, Д. В. Морозов²⁾

¹⁾ *Белорусский государственный университет,
Минск, Беларусь, wzq9996669@qq.com*

²⁾ *Национальное агентство по туризму,
Минск, Беларусь, dzmitry_marozau@yahoo.com*

В статье анализируются основные туристические ресурсы Республики Беларусь, представляющие интерес для китайских туристов из провинций Гуанчжоу, Фуцзянь и Хайнань. Утверждается, что Беларусь имеет большой потенциал, объем туристических потоков растет, общее сотрудничество между Китаем и Беларусью в области туризма расширяется. Наблюдается оптимизация туристической политики и развитие рынка, улучшается качество туристических услуги. В статье также сформулированы рекомендации по дальнейшему развитию туристического сотрудничества между Китаем и Беларусью.

Ключевые слова: туризм; китайско-белорусский туризм; Гуанчжоу; Фуцзянь; Хайнань.

In terms of natural resources: Belarus is a landlocked country situated on the plains of Eastern Europe, bordering Russia to the east and north, Ukraine to the south and Poland, Lithuania and Latvia to the west. It has a land area of 207,600 square kilometers, the 13th largest in Europe, and a population of 9.5 million. Belarus has a flat terrain with many wetlands and a temperate continental climate with pleasant temperatures. Belarus is rich in lakes and rivers, with more than 20,000 rivers with a total length of about 90,600 kilometers, and about 10,000 lakes with a total area of about 2,000 square kilometers, which is why it is known as the “Land of 10,000 Lakes”.

In addition, Belarus has a relatively well-preserved natural landscape, and two of its objects, the Belovezhskaya Pusha National Park and the Struve Geodetic Arc, have been inscribed on the list of World Natural Heritage sites. In addition to its natural resources, Belarus is rich in unique historical and cultural resources. The history of civilization in Belarus dates back to the Stone Age, and stone tablets, pottery and other artifacts belonging to the Stone Age have been unearthed in its territory. In the 7th and 8th centuries, Belarusian national culture began to develop on the basis of Slavic traditions and the cultural traditions of the Baltic tribes. The baptism of Rus' not only led to a faster development of the writing, literature and culture of ancient Belarus as a whole, but also to its inclusion in the historical and cultural development of Europe. Belarus has a number of architectural monuments of religious art, such as St. Sophia's Cathedral, St. Evrosinia's Church in Polotsk, Church of the Annunciation in Vitebsk, and Boris and Gleb Church (Church of the Kolozha) in Grodno, and among them is the first Belarusian stone cathedral – St. Sophia's Cathedral which was built in the 11th century. St. Sophia Cathedral has become one of the national symbols of Belarus.

According to the data of the National Statistical Committee of Belarus (2021), Belarus has 2,432 libraries, 159 museums, 28 professional theaters, 2 circuses, 85 cinemas, 22 concert halls, 2 nature reserves, and 5 national parks. In addition, the Mir Castle Complex and the Razivill Family Castle Complex in Nesvizh were selected as World Heritage Sites in 2000 and 2005 respectively. The favorable geographical and natural conditions, as well as the rich historical and cultural resources, provide good conditions for the development of tourism in Belarus [1].

Types and structure of tourism products: Sightseeing tourism is the main type of tourism in Belarus, which includes such themes as natural scenery, history and culture, and folklore. Sightseeing tours are offered in the form of group tours, free tours, one-day tours, neighborhood tours, etc., which are suitable for different travel needs and preferences. The destinations of

sightseeing tours are Minsk, Brest, Vitebsk, Grodno, Polotsk, Mir, Nesvizh, and so on [2].

Recreation tourism is an important type of tourism in Belarus, which provides a variety of medical, health care, leisure, and cosmetic services, mainly utilizing Belarus natural resources such as mineral water, mud, and climate. The products of wellness tourism take the form of sanatoriums, SPAs, hydrotherapy, forest retreats, etc. They are suitable for travelers in search of health and comfort. The destinations of recreation tourism are Naroch and Braslav, Berezina and Nemen rivers etc. [2].

Sports tourism is an emerging type of tourism in Belarus, which offers a wide range of sports, adventure, and competitive activities, mainly utilizing the natural environment of Belarus, such as lakes, rivers, forests, and mountains. Sports tourism is offered in the form of hunting, fishing, skiing, horseback riding, kayaking, biking etc. It is suitable for thrill-seeking and challenging travelers. The destinations of sports tourism are all over Belarus [2]. For example, the organizers of the second CIS Games hold a high-quality event attracted a large number of sports enthusiasts to all regions of the country [3].

Increasing the diversity and personalization of tourism products. The Belarusian tourism industry should develop and launch more tourism products that meet the characteristics and preferences of different target markets and consumer groups, such as theme tourism, cultural tourism, ecotourism, business tourism, educational tourism, etc., in order to satisfy the diversified and personalized tourism needs of Chinese consumers. At the same time, the Belarusian tourism industry should make use of information technology and big data analysis to provide more flexible and customized tourism services, such as online booking, intelligent tour guides, personalized recommendations, etc., to improve consumers tourism experience and satisfaction.

Enhance the brand and image of tourism products. The Belarusian tourism industry should strengthen the branding and image building of tourism products to increase the visibility and reputation of Belarus as a tourist destination. This can be done by, firstly, strengthening tourism publicity and promotion, using various media and platforms, such as TV, internet, social media, exhibitions, etc., to widely disseminate Belarusian tourism resources, products and services and to attract more potential tourists.

Secondly, strengthening tourism cooperation and exchanges, building up good tourism relations with other countries and regions, and taking part in international and regional tourism organizations and activities, such as the “Belt and Road” tourism cooperation, Eurasian Economic Union tourism cooperation, etc. to enhance the tourism influence and status of Belarus

Thirdly, to strengthen the management of tourism quality to establish and improve the standards and supervision mechanism of tourism quality and to improve the loyalty of tourists.

Combine the characteristics and advantages of tourism products. The Belarusian tourism industry should give full play to the characteristics and advantages of tourism products and highlight the differentiation and competitiveness of tourism products. Specific methods include first, highlighting the uniqueness and charm of natural resources, making full use of Belarus's rich natural resources such as lakes, rivers, forests, swamps, etc., developing and launching more tourism products such as nature sightseeing, ecological experience, recreation and leisure, and meeting tourists' needs for natural proximity and health.

Second, highlighting the richness and diversity of historical and cultural resources, making full use of Belarus long history and unique culture, develop and launch more tourism products such as historical exploration, cultural experience, folklore experience, etc., to satisfy tourists needs for historical cognition and cultural appreciation.

Thirdly, highlight the favorable and convenient policy support, make full use of the Belarusian government's attention to and support for the tourism industry, develop and launch more tourism products such as investment and cooperation, business study tours, educational exchanges, etc., to satisfy tourists' needs for investment and cooperation and educational exchanges.

Positioning and Segmentation of Tourism Market: Fujian Province, Guangdong Province and Hainan Province are the coastal provinces of China with high level of economic development and residents' income level, which are important tourism source markets in China. The demand for Belarus tourism from travelers in these three provinces is mainly characterized by the following: firstly, the pursuit of novelty and exotic tourism experience, Belarus, as a landlocked country in Europe, has natural scenery, history, culture and folk customs different from those in China, which can satisfy the demand for exploration and discovery of travelers. Secondly, the focus on the quality of tourism and services, Belarus has a high level of tourist facilities and services, and is Belarus has a high level of tourism facilities and services, which can provide a comfortable and convenient tourism environment and meet the tastes and expectations of tourists. Third, it has a certain tourism spending power and willingness, and the tourism prices in Belarus are more reasonable compared to other European countries, and the Belarusian government provides visa convenience and tax-free concessions for Chinese tourists, which can stimulate the desire of tourists to spend money.

Conditions and bases for Sino-Belarusian tourism cooperation: China is located on the east coast of the Pacific Ocean and in the eastern part of Asia, while Belarus is located in the interior of Europe and in the central plains of Europe, which is a long way away from each other, and their natural features and customs are extremely different.

First of all, the stable domestic situation of Belarus and the high level of Sino-Belarusian relations have created a favorable political environment for tourism cooperation and related cultural exchanges between the two sides. The development of a country's tourism industry depends on a stable political environment, and inter-country tourism cooperation needs to be based on friendly bilateral relations. Stable and friendly bilateral relations between China and Belarus have laid a solid foundation for tourism cooperation between the two countries.

Secondly, the Government of Belarus is committed to promoting the development of the country's tourism industry and to that end has formulated and implemented relevant development plans and policies, which have yielded progressive results.

Finally, Belarus' tourism resources have their own characteristics, which provide space and potential for attracting Chinese tourists. In terms of human resources, Belarusian tourism resources are characterized by the Slavic civilization of the East and Soviet culture.

China's outbound travel policies continue to be optimized. Data from the National Civil Aviation Administration (NCAA) shows that the passenger traffic on international flights in the first half of 2023 recovered to 23.0% of that of 2019, of which the international passenger traffic in June has recovered to 41.6% of that of the same period in 2019. With the increase of international flights, the demand for outbound tourism such as business travel, visiting friends and relatives, graduation travel, summer study tours and other outbound travel continues to be released, and outbound tourism has ushered in a favorable trend of orderly recovery. With the deepening of cooperation related to the “Belt and Road”, mainland residents are more willing to travel to countries along the “Belt and Road” and stay longer. Among the top 20 destinations with the longest length of stay in a single destination, countries along the “Belt and Road” accounted for 70%. In the first half of the year, outbound travelers sources were mainly concentrated in economically developed provinces and cities with higher income levels, and visitors from Guangdong, Shanghai, Beijing, Jiangsu, Zhejiang, Fujian and other provinces and cities became the main force of outbound travelers, with more than 90% of the outbound travelers from the Mainland concentrating on the “Belt and Road” related cooperation. More than 90% of outbound tourists from the Mainland were concentrated in

the top 10 provinces and cities in terms of source of tourists, with Guangdong alone accounting for 67.56% of the source of tourists. Mainland outbound tourists are more and more inclined to perceive and experience local lifestyles [4].

On November 21, 2023 the founding ceremony of the China-Belarusian University Union was held in the Belarusian capital Minsk, where representatives of 40 Chinese and 41 Belarusian universities signed the Agreement on the Establishment of the China-Belarusian University Union. Speaking at the signing ceremony, the First Deputy Minister of Education of Belarus, Mr. Bakhanovich, said that Belarusian and Chinese universities are implementing 40 joint educational programs and establishing more than 10 joint scientific research institutes. The number of Chinese students in Belarus has exceeded 7,000, and Belarus has become the second largest destination country for Chinese students in the Russian-speaking region. This shows that Belarus has a promising future for outbound study tours [5].

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