

Серьезным негативным последствием для менее развивающихся стран может быть переход контроля над экономикой отдельных стран от суверенных правительств в другие руки, в том числе к наиболее сильным государствам, многонациональным или глобальным корпорациям и международным организациям.

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THE IMPORTANCE OF ONLINE CONTENT FOR THE DEVELOPMENT OF EVENT TOURISM IN BELARUS

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According to the WTTC's report, Belarus ranks 87th out of 184 countries on importance of Travel & Tourism's total contribution to GDP. Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of Travel & Tourism. In 2014, Belarus generated BYR12,017.0bn in visitor exports. At the same time in terms of Visitor Exports Belarus inferior to all the neighboring countries in absolute contribution being on the 102nd place and to the majority in relative contribution being on the 154th place [1].

Nowadays, there are gaps in knowledge of tourism reasons to Belarus and its economic impact, but the above-mentioned comparative figures may indicate that, despite some favorable development has been watched Belarus has difficulties to compete with neighboring countries, which have wider variety of natural landscapes, historical values and monuments protected by the international community. On this background, the development of event tourism could attract targeted visitors, who will linger for more, especially when culture was

mentioned as a motivating factor for 22% of tourism trips made by EU27 citizens [2, p.29].

In this paper, we define the following concept: event tourism - a special form of tourism related to visiting historical, cultural, recreational, natural and ecological, sports, economic, social and political events as a spectator or active participant.

Although there is no deep research on reasons for arrivals of foreign citizens in Belarus, it is obvious that events played their important roles accumulating incoming tourists in the last 5 years. Among such are World Hockey Championship, UEFA Champions League, Festivals in Mir and Nesvizh castles, Slavianski Bazaar in Vitebsk, Kamyanitsa Festival, Mirum Music Festival and many more, which gathered both foreign participating delegations and foreign visitors.

Nowadays it has become clear, that the way, tourists discover territories is changing with digital media and technology at all. Besides official destination websites, visitors to Minsk can now get instant recommendations from locals via social media, special platforms like Couchsurfing and curate their own itineraries via websites and touristic apps.

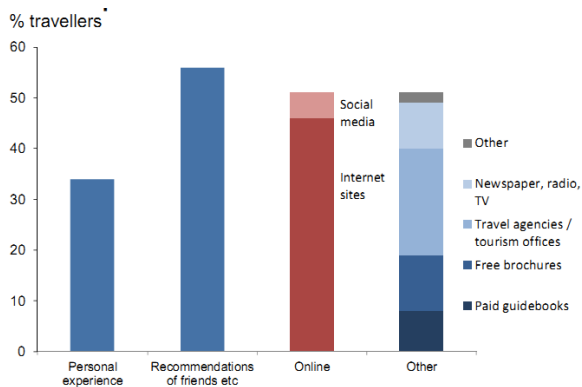


Image 1 – Most important sources of travel information [2, p.4]

The digital campaign of the second half marathon, which was held in September 2015 in Minsk and attracted 242 participants from 36 countries, is the issue to become a case study for further Belarusian

events. The first unique experience of tight event management cooperation of the state and private sectors. There was not just sponsorship, but active participation of both sides in creating the concept, offering design and PR ideas, developing digital and offline campaigns, searching for contractors and monitoring the implementation. Partly, the key features of the digital representation are shown in the table.

Table 1 – Online content description and 6-month results of the Volkswagen Minsk Half Marathon

Element	Content description	Characteristics
Website	Fully translated into 2 languages, on-site fee payment, embedded social media pages, info about the city and accommodation, visa requirements cancellation info.	30 000 visits
Media	Storytelling in national and foreign online media (TV, print, online, ect). Opinion leaders involvement.	184 publications
Social networks	Widely usage of #followminsk hashtag, 4420 user generated content.	7661 deeply engaged followers
Search	Due to the online, as well as and offline campaign	401000 results

Digital world and the developing of shared economy worldwide are influencing how visitors choose to stay in Belarus. Cultural travelers are interested in the most authentic way of doing it, including new forms of accommodation like Airbnb. These circumstances must stimulate law changes in order to boost familiar for foreign visitors way of travelling and widen online presence on such platforms.

Therefore, some recommendations were formed in the paper.

1. Link in cultural tourism messages with major creative industry events and capitalize on the digital media appeal and PR coverage (multiple languages) of these events and the whole territory.

2. Develop online content representing cultural tourism in Belarus. The internet provides with huge and easy opportunity to motivate travel by delivering cultural assets to consumers in terms of the significant role that culture plays in tourism for neighboring European Union’s citizens.

3. Encourage social media followers to feedback. This will allow businesses to improve service for customers during the next event.

4. Develop public-private partnership, which will both provide cultural online content and use the budget more efficiency.

5. Actively cooperate with web services of tourist accommodation like Airbnb and provide with the legislation support to let sharing economy develop in Belarus.

Direct economic advantages arise in the visitor's "readiness" to higher prices for goods and services, creating jobs within the tourism industry itself. Moreover, the economic benefits would not be limited to these direct tourism-related and export sectors. Additional benefits would be felt throughout the economy, including supply chain and income impacts.

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К ВОПРОСУ О КРЕАТИВНОЙ ЭКОНОМИКЕ

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Креативность – творческие способности индивида, характеризующиеся готовностью к принятию и созданию новых идей [1]. Но как совмещаются понятие креативности с экономикой? Как известно, в данный момент мы находимся на стадии финансового - экономического кризиса. Более того, он отражается и на самом человеке, как индивидууме. Можно назвать это кризисом индивидуума. Или кризисом идей. Выход из индивидуального кризиса поможет выйти из мирового экономического. Джон Хокинс в своей книге говорил, что главным залогом продвижения своих идей являются универсальность, свобода выражения и