

Tourism industry and HoReCa in Belarus: trends, challenges and recommendations for development

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Tourism and HoReCa in Belarus are characterized by active development in last decades. A significant proportion of small and medium-sized enterprises is a distinguished feature of Tourism and HoReCa spheres in Belarus, which are particularly important for supporting and stimulating measures.

The presentation will be devoted to the possible benefits for this branch from the preferential VAT rate on hotel accommodation and restaurant services, such as measures to promote employment and improve the quality of services.

Many countries have already established a special reduced rates, through which released additional funds for personnel training and new job formation. These measures contribute to the quality of services and replacing services with lower added value. In addition, calculations and conclusions of the experts in the analytical report of Ernst & Young prove the medium- and long-term benefits of preferential VAT for tourism industry and for the country in general.

Development level of tourism business and especially HoReCa sphere is extremely uneven in the Republic of Belarus. 51 % of tourist companies are located in Minsk. More than one third of hosted in Belarusian hotels persons are visitors of the capital city. High level accommodation (5 and 4 stars) concentrated in Minsk basically (almost 100 %), and more than 20% of 3-star hotels are situated in the capital. The share of Minsk restaurants and cafes in total retail turnover in catering is 43%. To stimulate tourism and HoReCa development in regions supporting measures have to be spatially differentiated.

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