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Investment in education: a development approach to national economy

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Education is widely accepted as a leading instrument for promoting economic growth. Recent evidences suggest that higher education is a determinant as well as a result of income, and can produce public and private benefits. Higher education may create greater tax revenue, increase savings and investment, and lead to a more entrepreneurial and civic society. It can also improve a nation's health, contribute to reduced population growth, improve technology, and strengthen governance.

Investment in education to increase economic growth, as one form of human development strategy, has gained economists «and policy makers» interest [1]. It preserves returns in the form of skilled labor which leads to increased development and improved quality of life [2], benefits individuals through income and also benefits economy as a whole through skilled labor who increase competition and economic [3]. Higher education gives individuals and society economic benefits [4]. It benefits to society both on micro and macro level. It affects the economic system directly and indirectly, where a rise in individual's wage is a direct effect and an increase in education is an indirect effect [5, 6]. Thus, countries should spend a significant amount on education for their population, which will increase income significantly and leads to strengthen the economy [4].

The role of education has been acknowledged widely by economists and policy makers [7]. The utilization of infrastructure and technology requires a leading role of higher education system in regional economic development [8]. Economists believe that investment on education or human capital increases output and labor productivity. Investment in human capital is crucial in the future because the economy is turning into knowledge-based from post-industrial economy [9]. Teles V. and Andrade J. estimated the relationship between government spending on basic education and economic growth. Results revealed that economic decision makings of an agent are affected by his/her educational level [10]. Jorgenson D. and Fraumeni B. estimated the impact of investment in education on U.S. economic growth. They used data from 1948 to 1969. Results revealed that an appropriate value of investment in education was given by its impact on lifetime labor income of an individual [11].

Hanushek E. and Wößmann L. examined the role of education in promoting economic well-being focusing on the role of educational quality. Results showed that cognitive skills of population have strong relationship with individual earnings, distribution of income, and economic growth [12]. Barro, R. Studied on education as a measure of human capital in his study. Results showed that economic growth is positively related to starting level of average years of school attainment of adult males at the secondary and higher level. Results further revealed that the quality of school education and its impact on economic growth is different among rich and poor countries [13]. Investment in education and health services are the major factors for human capital development and the subsequent impact on economic growth. However, economic growth is also the main source for human capital development. Ranis G., Stewart F., and Ramirez A, estimated the effects of economic growth as the result of human capital development and the effects of human capital development as the result of economic growth. Results showed that economic growth had positive and strong impact on human capital development. Results also showed that significant and strong GDP per capita income growth leads to higher human capital development [14].

Dowrick S., reviewed empirical studies that examined the relationship between economic growth and education and R&D (Research and Development). These studies showed that education and R&D are substantial sources to promote economic growth [15]. Participation in education and public expenditures on education increased during 19th and 20th centuries. Enrolment in public education system has increased by 40 percent from 1870 to 2001 whereas public expenditure on education increased from 0.86 percent to 4.85 percent of GDP during the same time period. GDP also increased nine times in the same time period [16].

Higher education has been an engine of economic growth in the 20th century [17]. It generates economic benefit to individuals in a society and this group of individuals has some effect on the national economy [18]. Matthews R., Feinstein C., and Odling-Smee J., found that an improved level of education offered a 0.3 percent increase per year in the growth of UK output during the time from 1856 to 1973 [19]. Another research is a case study on the G7 countries: Canada, France, Germany, Italy, Japan, United Kingdom, and United States. It revealed that the labor quality of the G7 countries was related to overall economic growth [20]. Especially, Japan exerted the highest improvement in labor quality, 1.16 from 1960 to 1989, while the overall mean of the labor quality improvement in all seven countries was .60. This improvement in labor quality in Japan contributed to its growth by .79, although the mean of contribution to growth among the seven countries was .41.

In conclusion, the crucial role education plays in the overall development of a nation cannot be overemphasized. It is not only seen as a key to poverty reduction and vehicle for promoting equity, fairness and social justice but also helps to supply the essential human capital which is a necessary condition for sustained economic growth. Thus, enhancing effective investment on education has been a tenet of growth and development strategies of most countries. And, the above reviewed literature results indicate that there is, indeed a long-run relationship between investment in education and economic growth and suggest that a concerted effort should be made by policy makers to enhance educational investment in order to accelerate growth which would engender economic development.

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Развитие и продвижение делового туризма в Республике Беларусь

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И.В. Зорин и В.А. Квартальнов трактуют деловой туризм как временные командировки и поездки со служебными целями, включая участие в конференциях и т.д. без получения доходов в месте командировки [2, с. 272].

Существует несколько причин, которые придают деловому туризму динамику развития [1, с. 17]:

1. он менее других страдает от постоянно меняющейся политической обстановки в мире;
2. независим от сезона или фактора сезонности в регионе (он сам способен сглаживать имеющуюся сезонную диспропорцию);
3. подвержен планированию — о деловых поездках знают заблаговременно, как минимум за полгода, что делает их динамику прогнозируемой и стабильной;
4. является доходным, так как организация бизнес-туров ориентируется на потребителя услуг среднего и высокого уровня;
5. не создает дополнительных проблем социуму, так как у деловых туристов слабая связь с окружающей средой посещаемого региона.

Деловой туризм в международной практике часто обозначается аббревиатурой MICE (M — *Meeting*, «встречи»; I — *Incentives*, «поощрительные поездки»; C — *Congresses*, «конгрессы»; E — *Events*, «события» или *Exhibitions*, «выставки»).

Важное геополитическое положение Беларуси также способствует развитию бизнес-туризма. Значительный вклад в развитие туризма вносит международный туристический обмен, в котором особое внимание всегда уделялось и уделяется въездному иностранному туризму. Именно прием иностранных туристов позволяет отдельным странам добиваться высокого уровня развития своих экономик.

Согласно данным Национального статистического комитета Республики Беларусь, в 2013 году Беларусь посетили 6240,4 тыс. иностранных граждан (таблица). В структуре въездного туризма наблюдается ряд особенностей. Основным мотивом посещения Республики Беларусь остаются личные поездки (94 %). Основная часть иностранных посетителей, прибывающих в Беларусь с целью туризма, приходится на граждан стран СНГ (65,7 %).

Таблица — Въезд в Республику Беларусь иностранных граждан по целям поездок (тыс. поездок)

Показатель	2005	2010	2011	2012	2013
Всего	4737,8	5673,8	5877,2	6127,5	6240,4
в том числе по целям поездок:					
личная	4323,5	5302,0	5464,2	5720,1	5864,4
деловая и профессиональная	414,3	371,8	413,0	407,4	376,0

Источник: [3, с. 24].

Ежегодно в стране проводятся не только многочисленные торговые выставки и ярмарки, но и международные конгрессы, конференции и симпозиумы самого высокого уровня. Проведением выставок и ярмарок в Республике Беларусь занимается ряд различных организаций. Наиболее крупными из них являются предприятие «Экспофорум» и выставочное общество «МинскЭкспо».