

DEVELOPMENT OF AGROECOTOURISM AS A PERSPECTIVE OF GREEN ECONOMY DEVELOPMENT

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The introduction of green economy in the state policy through the efficient use of natural resources, is an important step towards development and transition to a greener field to realize the goals of creating conditions for the preservation of the well-being of society.

As society and the state develops, the more urbanization takes place and people leave villages as a consequence. But this is not the reason for not coming back and remembering how it all used to be.

Agroecotourism in Belarus originated as a result of a combination of factors, including the need for rural development, preservation of the country's historical and cultural heritage, and sustainable use of natural resources.

In the early 2000s, rural tourism and agroecotourism activities started to develop actively in Belarus. The national and local authorities began actively support and stimulate the development of rural tourism as one of the directions of rural development. Special programmes and projects were adopted to create conditions for the development of tourism infrastructure in rural areas, as well as to support small businesses in this area.

In addition, activities to popularize and promote Belarusian culture, traditions and customs among tourists were actively carried out. Local farmers and homestead owners began actively offer tourists the opportunity to get acquainted with life in the village, take part in agricultural work, and participate in national holidays and festivals.

An important factor in the development of agroecotourism in Belarus has also been the increase in environmental awareness among the population. More and more people began to appreciate the opportunity to spend time in nature, enjoy clean air and environmentally friendly products.

Thus, agroecotourism in Belarus was born thanks to a combination of government support, the active work of local farmers and entrepreneurs, and the changing consumer preferences of the population in favour of a healthy lifestyle and environmentally friendly products.

Agroecotourism in Belarus has many advantages. Firstly, it contributes to the development of rural areas and helps to preserve the historical and cultural heritage of the country. Tourists visiting rural farmsteads and farms can get acquainted with traditional Belarusian culture, customs and crafts. Secondly, agroecotourism contributes to the conservation of natural resources, as tourist farms and homesteads usually take care of the environment and use environmentally friendly agricultural practices. Also, agroecotourism contributes to the local economy by creating jobs for local residents and stimulating small businesses in rural areas. Importantly, agroecotourism provides an opportunity for tourists to enjoy the beautiful nature of Belarus, spend time in the fresh air, taste local food and produce, and take a break from the hustle and bustle of the city.

In addition to supporting those who are directly involved in agroecotourism, agroecotourism has been legally enshrined and supported in the Presidential Decree, which mentions: the goals of agroecotourism development, who is allowed to provide services in the field of agroecotourism, what conditions must be observed when providing services in the field of agroecotourism, what services can be provided to agroecotourists and other legally significant prerequisites for the further development of this type of recreation [1].

Thus it can be concluded that the development of agroecotourism will be an important step for the development of green economy in the state policy, will help those who want to engage in this activity to become self-employed, and will also be a significant step for every tourist wishing to get acquainted with the traditions and significant places of our country, representing cultural value.

REFERENCES

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