

certification of organic products, label them with a logograph and get assistance with the sale of products. Thirdly, our own accredited system of certification and regulation of organic products should be developed and approved by the government. And finally the importance of the production and consumption of environmentally clean products should be widely promoted [3].

The analysis shows that the market of organic products in the Republic of Belarus has a high potential for development. The sooner the ideas of ecological farming take the form of organizations with established rules, norms and self-regulation, the more rapidly this sector will develop.

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AGRICULTURAL TOURISM IN THE REPUBLIC OF BELARUS AND PROSPECTS OF ITS FURTHER DEVELOPMENT

The object of the work is tourism industry in the Republic of Belarus. The subject is the development of agricultural tourism in the Republic of Belarus. The aim of the work is to analyze a current situation on the agricultural tourism market and prospects of its further development in the Republic of Belarus.

Today agricultural tourism is a popular area in the sphere of suburban leisure all over the world. Instead of three S — sun, sea, sand, come three L landscapes, lore, leisure. And here a Belarusian village has something to offer: rural landscapes, traditional peasant way of life, rich traditions, organic products [1].

For the Republic of Belarus the all-round development of this direction is very important. The influence of agricultural tourism on the development of rural areas is significant: it contributes to the improvement of the economic situation, generates demand for local goods and services.

Guests from different countries of the CIS and Europe choose leisure in Belarus as the most profitable and comfortable option for spending time on vacation or on weekends. And there're several reasons for that.

First of all, tourists are attracted by natural and climatic features of the territory of the Republic of Belarus. Secondly, our country has a rich and distinctive national culture. Thirdly, agricultural tourism organizations provide a list of services including accommodation, food service, usually using products of its own production, and leisure activities such as sports, cultural and entertainment programs and excursions. Moreover, tourists are attracted by affordable prices for high-quality services.

In our opinion the government has created all the necessary conditions for the development of international tourism: the implementation of various measures to protect nature and improve the ecological situation, the creation of favourable conditions for entrepreneurs working in the sphere of agriculture. Besides that, a visa-free regime has been introduced in Belarus, which allows citizens of 80 countries to stay on the territory of our country for up to 5 days unhindered.

Of course, there is still a lot that can be done and the development of this area of tourism is impossible without government support. The national program foresees the following directions of the development of agricultural tourism: creation of tourist villages, organization of rural tours that include accommodation and meals in rural homes, creation of agricultural tourism complexes, organization of outdoor activities, development of the system of interaction of homestead with tour agencies, creation of a single booking center. Also, the state should support the development of traditional crafts on the territories of homestead [2].

In our opinion one of the most effective measures of the development of agricultural tourism is the right choice of marketing policy. It should be considered in details. Besides that, appropriate tactics and strategies of promotion should be developed. As the Internet becomes the main source of information for most tourists, it is necessary to enter sections on agricultural tourism on tourist sites. Advertising materials should contain sufficient information about the impressions that tourists can count on. It is also worth working on creating a separate video in English and placing it on several video platforms on the Internet to interest foreign tourists.

Agricultural tourism is quite a new phenomenon in Belarus. In our country agricultural tourism is regarded as an important component of the national economy, which involves the use of natural and human potential of a Belarusian village for the benefit of not only its residents, but also numerous foreign guests [3].

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