

О.С. Мартыненко, М.А. Кашляк

БГЭУ (Минск)

Научный руководитель — М.А. Кашляк

ECOTOURISM IN BELARUS

Due to the unique nature with ancient forests and swamps, clean lakes and rivers and amazing diversity of flora and fauna, Belarus is a special country for lovers of ecological tourism.

This tourism industry is getting more and more popular all over the world. It has a lot of advantages and positive aspects, such as valuable biological information, local economic improvement, positive impact on community culture, increased environmental awareness, financial benefits toward conservation, natural resource management and so on.

However, the disadvantages should also be mentioned. One of them shows that increasing role of ecotourism has a negative impact on the indigenous cultures and it becomes noticeable that as a repercussion to relocating native groups, cultures and traditional practices become threatened. But at the same time the interaction between tourists and locals creates a gradual shift in culture. The more often native groups are exposed to travelers, the more they learn and adapt to cultural behavior patterns of the tourists.

Ecotourism specifically takes tourists to ecosystems relatively untouched by humans. It is evident, such tendency of growing number of tourists travelling to so-called «untouched places» will bring itself to the end. A negative influence of ecotourism on the environment becomes inevitable.

The nature is the main wealth in Belarus. There are a lot of famous national parks and reserves, natural monuments and simply picturesque places throughout the country. National parks and biosphere reserve invite guests for ecological journeys, that include cognitive rest and active entertainment.

There are four national parks and two nature reserves, where unique landscapes are saved: National Park «Belovezhskaya Pushcha», Braslav Lakes National Park, National Park «Pripyat», National Park «Narochansky», Berezinsky Biosphere Reserve, Polesye Radiation and Ecological Reserve.

The most famous national park in Belarus is Belovezhskaya Pushcha. It is located on the territory of Belarus and Poland. There you can see the mighty bison, bears, deer and many other animals. Also there is the residence of Belarusian Santa Claus, so this place is very popular among children and their parents in December and January. National Park «Pripyat» is a wonderful land of lowlands and plains, forests and marshes. There tourists can go fishing and hunting. National Park «Narochansky» is famous for postglacial landscapes and the ecosystem Naroch lakes. Lake Naroch is the largest lake in Belarus. Dozens of interesting and amazing ecological paths and routes are arranged for tourists in

Belarus. Their length is from 1 to 250 km. Some of them can be overcome by bike, horse or car or can be walked.

As we can see, ecotourism is becoming more and more popular in Belarus and the main task is not only to attract tourists to admire our pure natural resources but to save all of them untouched and create the comfortable conditions for both: locals and foreign visitors.

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Е.Г. Матюшонок
БГЭУ (Минск)

Научный руководитель — **М.М. Ахрамович**

THE SYSTEM OF DISCOUNTS IN TRADE BUSINESS

Each manufacturer asks the question: «What would interest a client?» An offer is a peculiar form of response to this question. An offer is a supply. The oldest kind of offer is a discount which should have the sense and ever better the uniqueness. A discount as a tool of price modification is used in order to react to lower prices of competitors, to liquidate too large stocks of goods, to attract the greater number of customers or to stimulate consumption.

Today any organization which is successfully operating in the market cannot do without the use of various discounts since it is the system of discounts that allows an enterprise to influence demand quickly. Thus, discounts are amounts given by the seller of goods to different buyers in order to expand the market, increase sales and cover individual costs.

Planned and tactical discounts are highlighted in the theory of prices. Planned discounts are associated with sales promotion by manufacture on the market and represent a form of compensation of expenses of