

is a type of pastry that tastes like a bun. The peculiarity of Sicily is to serve brioche with granite — fruit and pistachio sorbet.

There are Italian types of brioche: *'vuota'* is brioche without filling, *'con cioccolato'* — with chocolate inside and chocolate chips outside, *'con marmelata'* — with apricot or peach jam, *'con frutti di bosco'* — with berry jam and *'con miele'* — with honey. For those who lead a healthy lifestyle, an *'integrale'* brioche is provided, which is made of the highest quality whole flour, which is often stuffed with honey. A healthier type is *'carbone vegetale'*, the preparation of which requires activated carbon ground to a flour state in proportion of 1 g per 1 kg of flour.

The calorie content of brioche is 304 kcal, the protein content is 5.2 g, fat — 7.5 g, carbohydrates — 57.2 g per 100 grams of product. The chemical composition of the bun includes choline, vitamins A, B₁, B₂, B₅, B₆, B₉, B₁₂, E and PP, as well as potassium, calcium, magnesium, zinc, selenium, copper and manganese, iron, phosphorus and sodium. The caloric content of 240 ml-cup of cappuccino is 74 kcal, the protein content is 4.08 g, fat — 3.98 g, carbohydrates — 5.81 g per 100 grams of product. The content of sodium is 50 mg, potassium — 233 mg [4].

Thus, the nutritional value of a Sicilian breakfast is 378 kcal represented mainly by carbohydrates, proteins, fats, vitamins and minerals. The Italian breakfast is not only delicious but it also provides a person with a lot of energy. Due to the caffeine content in the drink, it can be a good alternative to the traditional breakfast of residents of the Republic of Belarus, especially during the warm season, weekends and holidays.

Reference

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FEATURES OF THE DEVELOPMENT OF AGROECOTOURISM, EVENT AND HEALTH TOURISM IN THE REPUBLIC OF BELARUS

Belarus has an exceptionally rich natural, historical and cultural potential, favorable for international tourism. The climate here is relatively mild. In cities and rural areas there are 1834 monuments of archeology, 1597 — architecture, 1131 — history, 122 — art, about

100 centers of folk crafts and crafts, dozens of local areas of traditional weaving and embroidery, pottery, weaving, saddlery, etc. In addition to nature reserves, there are villages and cities that represent complex reserves.

The development of tourism is one of the priority directions of the socio-economic development of the Republic of Belarus. This type of activity is aimed at meeting the needs of people in getting acquainted with the history, culture, customs, spiritual and religious values, nature of various countries and their peoples.

One of the modern directions of tourism is agroecotourism. Because of this direction that tourists can get acquainted with the natural and cultural potential of the republic, national traditions in the process of recreation. Agroecotourism is a type of activity organized in rural areas, in which services for accommodation and recreation, nutrition, excursion services, leisure and sports activities, fishing, hunting, acquisition of new knowledge and skills are formed and provided for visiting guests.

Advantages of agroecotourism in the Republic of Belarus: the beauty of Belarusian nature; hunting or fishing, horseback riding, cycling or hiking in the surrounding area; familiarization with rural life, living conditions of Belarusians to previous centuries, visiting ethnographic museums; an opportunity to immerse yourself in national cultural traditions; a chance to produce real Belarusian souvenirs with your own hands; the tasting of old Belarusian dishes and drinks.

At the moment there are more than 2 thousand agro-estates in Belarus. They are located in the most picturesque areas. Event tourism is a relatively young and extremely amusing direction. The main purpose of the trip is timed to an event. Exciting tours combining traditional recreation and participation in the most spectacular events in the world are gradually gaining more and more popularity. Event tourism is an enduring holiday atmosphere, individual recreation conditions and unforgettable impressions. The peculiarity of event tourism lies in the many bright and unique moments. Such trips remain in memory as one of the brightest moments in life. The development of event tourism should contribute to solving the issue of the formation of the image of the republic, without which the attraction of investments in the economy will be insignificant. It is in Belarus that medical and health tourism has essential resource prerequisites. For people who want to spend a vacation in Belarus with health benefits, there are many proposals for organizing recreation and wellness in sanatoriums and health resorts. Belarusian sanatoriums are located in the most picturesque corners of the country — pine forests, on the banks of rivers and lakes, where even nature itself is healing. The temperate continental climate of Belarus with mild and humid winters and warm summers offers rest and wellness all year round.

In conclusion, we can say that the Republic of Belarus has great potential for the further promotion of various types of tourism. Since

consumer demands are constantly changing and there is currently a need to expansion modern tourism destinations in order to be able to meet the demands and needs of guests.

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THE TOURISM POTENTIAL OF THE GRODNO REGION AND THE ECONOMIC JUSTIFICATION FOR ITS USE

With the widespread development of tourism, the problems of effective use of the tourist potential of the territory are becoming particularly relevant. Improving the use of the tourism potential of the Grodno region is directly related to the concept of sustainable tourism development throughout the republic and the National Strategy for the Development of Tourism in the Republic of Belarus until 2035. A positive feature of this strategy is the special attention paid to the regions of Belarus and the integrated development of certain types of tourism. The problems and proposals for the development of promising types of tourism in the Grodno region are also highlighted in this work.

After SWOT analyzing the Grodno region and the National Strategy for Tourism Development in the Republic of Belarus until 2035 was revealed that the prospects for the development of cultural, ecological and cross-border tourism in the region are particularly great. The development of these types of tourism is directly related to the effective use of the tourism potential of the region. Especially relevant for the Grodno region is cross-border tourism with a cultural orientation to Poland and Lithuania. This cooperation is closely connected with the expansion of cultural ties and the formation of a common educational space. In general cross-border tourism is associated with the activation of the processes of infrastructure development in the region, the creation of favorable conditions for attracting investment, providing incentives for the development of tourism in the region and the creation of new jobs [1].

The officially declared policy of the Republic of Belarus is that, “based on the principles of good neighborliness, Belarus participates in cross-border cooperation aimed at developing and implementing joint projects between administrations, public and private organizations of the border territories of neighboring countries” [2]. So, its main task is to turn the state border from a dividing line into a place of cooperation between neighbors. Modern society is a post-industrial and information society in which the service sector, including tourism services, plays an important role. The Republic of Belarus and the Grodno region have not used their tourism potential properly for a long time, but over the past 10 years