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## **ECOTOURISM AS A NEW BUSINESS DIRECTION**

### **Экотуризм как новое бизнес-направление**

In the modern world, wild and pristine nature, unfortunately, has passed into the category of attractions, and in order to be alone with the forest, it is now necessary to plan whole expeditions. Tourism has become a popular hobby, and for some even a way of life. The purpose of this paper is to find if tourism may be possible without harming nature.

The popularity of ecotourism in different countries is growing, but the supply does not keep up with the demand. For example, a mountain range in Russia — Aibga. Thanks to sedimentary rocks, beautiful waterfalls have formed, which cannot be artificially created. The mountain path in the beech forest, along which tourists walk, is actually a whole engineering structure. In terms of area and natural beauty, analysts compare the potential of Russia with the United States. The ecotourism industry in the USA has a turnover of \$ 850 billion and 7 million jobs. Every year, 331 million people visit national parks in America. people, and in Russia, according to the Ministry of Natural Resources, there are 3.5 million such visitors.

There are three main directions of ecotourism organization as a business: 1) weekend trips to nature. In this case, it is necessary to organize tents for living, boat rental, a beach, a place for barbecue, horseback riding, nature-related entertainment, etc.; 2) recreation as close to nature as possible, which means living in a rural area, in a village house, however, in this case there must be a bathhouse, a well with clean water and a squad toilet. Everything else, including the lack of electricity, will be perceived as exotic and help maximize unity with nature; 3) rest with the benefits of civilization, designed for those who just want to be away from the noise of the city, but at the same time have maximum comfort. As a rule, cottage towns with electricity, television and the Internet are organized for this purpose. Having decided on the direction in which there is a desire to develop a business, you can roughly imagine the level of necessary costs and it is obvious that the latter option will be the most expensive.

Regardless of which direction you plan to build your business in, there is a list of basic services that must be included in the plan of proposed activities. The most popular among vacationers are services: mushroom picking, collecting medicinal plants and berries (you need a specialist who understands this); swimming on rafts, kayaks, boats, horseback riding, (it is necessary to include instructors in the relevant directions), cycling and hiking in the woods, mountains is the most common and easiest way to get around, and at the same time cheap and exceptionally eco-friendly, which attracts potential buyers.

Having decided on the direction, it is necessary to find a suitable place to organize the business — ecotourism is organized in a clean and preferably beautiful natural area. There are more than 50 national parks, over 100 state reserves and 60 nature reserves in Russia. But having chosen a territory, it is worth remembering that if you want to do any business in a protected state territory, you need to negotiate with local authorities about its operation, and nature reserves are often afraid that private investors will build cottage settlements under the guise of tourist campsites.

Every year the sphere of ecotourism shows an increase of at least 10 %, and the growth of interest in this kind of pastime provokes the interest of entrepreneurs in this area. The advantage of this direction is that the business can be organized in various ways and with minimal investment.

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## **ACTUAL PROBLEMS OF LOGISTICS IN THE REPUBLIC OF BELARUS**

### **Актуальные проблемы логистики в Республике Беларусь**

Logistics processes in international supply chains in the current situation of economic uncertainty and high competition in the world markets of logistics services are very complex and are constantly exposed to negative and contradictory factors of the external and internal environment.

The aim of our research is to identify the actual problems of logistics in the Republic of Belarus.

Modern problems and challenges in the Belarusian logistics sector are associated with problems in customs support of foreign economic activity; high logistics costs; inefficient operation of a number of logistics centers; low degree of automation of warehouse processes; low degree of use of optimal logistics delivery schemes. Today, there is a discrepancy between the scale of modern cargo flows and the capacity and capacity of logistics infrastructure facilities (warehouses, distribution centers, customs and transport infrastructure).

As for drivers, today Belarusian companies are not experiencing a shortage of drivers in the field of international transportation, but there has already been an alarming trend of staff outflow to neighboring European countries. The situation is complicated by the fact that Belarusian international road carriers today work in unequal conditions not only in