

The main factors of agroecotourism development in Belarus

Leonid Gaydukevich

Belarusian State University

Agroecotourism is one of the prior tourism sectors, which is being dynamically developed in Belarus during last decades. Agroecotourism is an ecologically sustainable kind of tourism, aimed at the usage of natural, culture-historical and other resources of rural areas in order to create a complex tourist product.

In the Republic of Belarus the term “agroecotourism” was introduced in 2006 and now it is defined as “a temporary stay of the citizens of the Republic of Belarus, foreign citizens and persons without citizenship (agroecotourists for further usage) in the rural areas of the Republic of Belarus on the basis of the treaties, signed by the subjects of agroecotourism for the purposes of recreation, health improvement and studying the natural potential of the country, national cultural traditions without being involved into labor, entrepreneurial and other activities, that pay or/and yield a profit from the source of the location. As practice of the tourism development shows, agrotourism is coupled with ecotourism”. The effective development of agroecotourism is possible only in such cases when there exists the balance of interests of the local population, tourists and the environment. In the Belarus agroecotourism has good prospects, but its development should meet the following requirements:

- it should be based on the usage of mainly natural resources in order to minimize the amount of harm to the habitat;
- it means it should be ecologically sustainable;
- it should be aimed at ecological education of people providing the respectful attitude to nature;
- it should be concerned about the social, cultural preservation of the local community; -
- it should be cost-beneficial, stimulating the stable development of the regions.

The presentation is devoted to the analysis of Strengths, Weaknesses, Opportunities and Threats for agroecotourism development in Belarus.

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