

**Educational Establishment**

**«The Grodno State Agrarian University»**

**APPROVED BY**

Rector of the Educational Establishment

“The Grodno State Agrarian University”

\_\_\_\_\_ V.K.Pestis

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Registration №УД-\_\_\_\_\_

**Economics of agroecotourism**

**The curriculum of higher education institutions**

**discipline for the specialty:**

**1-25 80 01 Economics**

The curriculum is compiled on the basis of the educational standard of the second stage of higher education OSVO 1-25 80 01 - 2019 in the specialty 1-25 80 01 Economics, profilization «Economics and organization of agroecotourism»

**COMPOSED BY:**

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**REVIEWERS:**

It is considered and approved for the publishing in the meeting the department of economics in the AIC, the report №10 from .2020 .

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## 1.EXPLANATORY NOTE

### 1.1 Goals and objectives of the discipline

In a market economy, the requirements for professional training of graduates of higher educational institutions of the agro-industrial complex are constantly increasing. The rural economy of Belarus plays a significant role in the development of society and the national economy. Currently, enterprises and organizations of several organizational and legal forms of management operate in rural areas. An important role belongs to peasant (farm) farms and subjects of agroecotourism.

The basis for the development of the curriculum for the discipline «Economics of agroecotourism» is the educational standard of higher education in the specialty 1-25 80 01 Economics.

The **main purpose** of studying the discipline is to master the methodology of formation and mechanism of functioning of organizations of small-scale agro-industrial production: farm (peasant) farms and agroecotourism.

The **main objectives** of the discipline "Economics of agroecotourism" are:

- study of the methodological foundations of the formation and functioning of farm (peasant) farms and agroecotourism;
- mastering the methodology of strategic construction and organization of the functioning of farm (peasant) farms and agroecotourism;
- justification of the parameters of the optimal industry structure, specialization and cooperation of farms;
- identification of ways to develop and improve the efficiency of the functioning of farms and agroecotourism.

### 1.2 Place of discipline in the system of training a specialist with higher education

The content of the discipline "Economics of agroecotourism" provides a relationship with such academic disciplines as " Economics of organizations (enterprises)", " Organization of production", "Management".

### **1.3 The requirements for the development of academic discipline**

As a result of studying the discipline, the undergraduate must consolidate and develop the following universal (CC), in-depth professional (CPC) special (SC) competencies provided for in the educational standard.

CC-3. To take the initiative, including in risk situations, to solve problem situations on the basis of an innovative approach.

SC-8. Be able to apply modern methodologies for modeling business processes of an organization as the basis for their optimization.

In the course of studying the discipline, undergraduates **should know:**

- the essence of modern mechanisms of functioning of peasant (farm) farms and subjects of agroecotourism;
- problems of economic and managerial nature in the fields of farming and agroecotourism;
- know the possibilities and mechanism of forming farmers' (peasant) farms and agroecotourism;
- master the strategy and tactics of effective functioning of farm (peasant) farms and agroecotourism;
- to use modern methods of optimization of industry structure, specialization and cooperation of farmers (peasant) farms and farm tourism.

**be able to:**

- analyze the content and structure of processes occurring in the field of agroecotourism;
- evaluate foreign experience in the context of its adaptation to national practice;
- to justify management decisions in the field of organization, planning, motivation and control in relation to the areas of activity of agroecotourism subjects.

have the skills:

- systematic analysis of general trends and specific situations in the field of territorial-oriented development;
- analysis of the effectiveness of using the resource potential of agroecotourism subjects;

### **1.4 The total number of hours and the number of class hours devoted to the study of academic discipline in accordance with the curriculum of higher education institutions in the specialty**

In accordance with the curriculum of the educational institution “Grodno State Agrarian University”, only 108 hours are allocated for the study of the subject “Economics of agroecotourism”, of which 36 classroom hours.

### **1.5 Form of higher education**

The study of the subject “Economics of agroecotourism” is provided for full-time and part-time undergraduates.

### **1.6 Distribution of class time by occupation, course and semester**

In accordance with the curriculum and schedules of the educational institution’s educational process “Grodno State Agrarian University”, the study of the course “Economics of agroecotourism” is provided for full-time undergraduates in 2 semester in the amount of: classroom instruction 36 hours, of which 18 hours of lectures and 18 hours of seminars;

### **1.7 Forms of current certification in academic discipline**

The form of the current certification in the discipline "Economics of agroecotourism" is a credit.

РЕПОЗИТОРІЙ ГІ

## **2. CONTENTS OF THE EDUCATIONAL MATERIAL**

### **SECTION 1. INTRODUCTION TO ECONOMICS TOURISM**

#### **Topic 1. Introduction to the discipline "Economics of agroecotourism"**

##### **Lecture**

Economics of agroecotourism in the system of academic disciplines. Purpose and objectives of the discipline. Methodological foundations of the economy of agroecotourism. Modern approaches to the study of problems of spatial economies. The essence of territorial-oriented development. Objective need to diversify the rural economy. Related and unrelated diversification. Diversification of economic formations.

##### **Practical lesson**

Introduction to the subject, methods, goals and objectives of the academic discipline "Agroecotourism Economics", identification of interdisciplinary links between economic sectors.

### **SECTION 2. ECONOMICS OF AGROECOTOURISM.**

#### **Topic 2. The theoretical basis of the economics of agroecotourism**

##### **Lecture**

Agroecotourism as a sector of the tourism industry, focused on the use of rural resources and its specifics to create a comprehensive tourist product. Key features of the phenomenon of agroecotourism, achievement of sustainable nature of agroecotourism. Agroecotourism as a direction of unrelated diversification of the rural economy, diversification of income of rural residents, a source of self-employment of rural residents. Economic, social, environmental, institutional, political and other effects of agroecotourism development. Development of agroecotourism on the basis of a small family hotel business. Construction of large and medium-sized agro-tourist facilities. Creating agricultural theme parks. Natural and value indicators of development of rural tourism at the macro, meso and micro levels.

##### **Practical lesson**

Familiarization with the concepts the number and structure of agrotourists, the average length of stay of agro-ecotourists; revenue from the provision of agrotourist services; the average cost of one tour day of rest; the cost of basic and additional services; profit from the provision of services; margin income (absolute, relative); break-even point; profitability of tourist services,; profitability of the product, etc.

#### **Topic 3. Foreign practice of development of rural tourism**

##### **Lecture**

World Tourism Organization (UNWTO), ECEAT (European Centre for Ecological and Agroecotourism), TIES (International Ecotourism Society),

Eurogites (European Federation of Farm and Rural Tourism). Country (British, French, Italian, German) agrotourist models Regional (Anglo-American, Asian, Western European, Eastern European) agrotourist models. Strengthening competition in the market of international tourist flows; creating a wide network of national public and international organizations; increasing the level of coordination and cooperation; expansion of the set of marketing tools used in the promotion of agrotourist products, including conducting marketing research, wider use of information technologies in the sale of agrotourist services, development of an international electronic database of agrotourist services, etc.; increasing individualization of demand in the market of agrotourist services; creation of new forms of organization of agrotourist activities (green routes, clusters, regional innovative tourist products), etc.

#### **Practical lesson**

Defining the place and role of World Tourism Organization, study of tourist flows and new forms of organization of agrotourist activities.

### **Topic 4. State regulation and activities of public organizations in the sphere of agroecotourism in the**

#### **Republic of Belarus**

##### **Lecture**

The main normative legal act regulating the provision of services in the field of agroecotourism in the Republic of Belarus, the decree of the President of the Republic of Belarus "About measures on development of agroecotourism in the Republic of Belarus" dated June 2, 2006 № 372. Financial support, through preferential crediting of subjects of rural tourism through JSC "Belagroprombank", tax breaks (paying a single annual fee in the amount of one basic unit, the income from rural tourism are exempted from other taxes and fees), simplification of licensing system, etc. The main objectives of NGO "country escape": attracting people to agricultural and environmental tourism; the increase in their economic and social activities; promotion of rural and eco-tourism among the population; promote the development of national legislation; promote the development of international cooperation.

#### **Practical lesson**

Study of the main tasks of the organization "Rest in the village": attracting citizens to engage in rural and ecological tourism; strengthening their economic and social activity; popularization of rural and ecological tourism among the population; promotion of national legislation; promotion of international cooperation.

### **Topic 5. Prerequisites for the development of agroecotourism**

#### **Lecture**

Natural and climatic conditions, hydrographic network, landscape and ecological assessment of the territory. Monuments of archeology, history, culture and nature, objects of spiritual (intangible) historical and cultural values. Demographic base of reproduction of labor resources, social infrastructure in rural

areas, industrialization and service of the rural economy. Normative-legal ensuring of institutions to support rural tourism. The system of state support for agroecotourism.

#### **Practical lesson**

Study of the main prerequisites for the development of agroecotourism. The analysis of the state support of agro-tourism

### **Topic 6. Economics and management in the sphere of agroecotourism**

#### **Lecture**

The elements of the strategy of organization and development of the property: concept, name, style, location, model of the estate, the reconstruction of the estate and the development of the HOMESTEAD area, the target audience, the formation of the range of services promotion of services in the market. Socio-economic, economic-geographical, natural-climatic, organizational, production and environmental factors. Analysis of the economic results of the agroecotourism entity (income level, profitability indicators, financial stability indicators). Analysis of seasonality in the provision of services. Current, operational, strategic planning, business planning.

#### **Practical lesson**

To be able to analysis of the economic results of the agroecotourism entity (income level, profitability indicators, financial stability indicators). Analysis of seasonality in the provision of services. Current, operational, strategic planning, business planning.

### **Topic 7. The current state of the economy of agroecotourism: trends, problems, features.**

#### **Lecture**

Extensive nature of development, preferential orientation to the domestic market, low level of realization of the potential of agrotourist complexes based on agricultural organizations. Psychological rejection of work in the service sector by rural residents, the lack of a single strategic concept for the development of the industry in question, the complexity of procedures for allocating and registering land plots, registering objects under construction, determining the length of service of employees, hiring labor, installing information signs, using nature protection zones, as well as the lack of development of tourist infrastructure and low investment attractiveness of rural areas. The heterogeneity of the placement of farmsteads, the uneven growth rate of the number of farmsteads, the specialization of individual regions in the provision of agroecotourist services of various types, due to local competitive advantages and conditions, etc.

#### **Practical lesson**

Study the current state of the economy of agroecotourism. Identify the main trends, problems, and features.

### **SECTION 3. PERSPECTIVE DIRECTIONS OF AGROECOTOURISM DEVELOPMENT.**



## **Topic 8. Promising areas of development in the sphere of agroecotourism.**

### **Lecture**

Prerequisites for the development of organic agriculture. Justification of the transition from intensive agricultural production technology to organic production. Prospects for the development of the production of berries, hops, mushrooms and medicinal herbs. Prospects for the development of aquaculture, beekeeping, fur farming, sheep breeding, etc.

Production of local products. Processing of vegetables, berries and fruits, milk, meat.

### **Practical lesson**

Study promising areas of development in the field of agroecotourism.

**3. EDUCATIONAL AND METHODOLOGICAL CARD**  
**for the " " (full – time form of training)**

No. of a payment order	Name of the section, subject, occupation; the list of the studied questions	Number of hours						Material support of the lesson (visual, methodological aids, etc.)	Litera- ture	Forms of knowledge control
		in total	lecture	the practical	the laboratory	the operated (controlled) independent work of the student	number of hours, the students allocated for independent work (including the hours allocated for performance of an academic year project)			
1	2	3	4	5	6	7	8	9	10	11
<b>SECTION 1. INTRODUCTION TO ECONOMICS TOURISM</b>		<b>14</b>	<b>2</b>	<b>2</b>			<b>10</b>			
<b>1.</b>	<b>Introduction to the discipline "Economics of agroecotourism"</b> 1.1 Economics of agroecotourism in the system of academic disciplines. 1.2 Methodological foundations of the economy of agroecotourism. 1.3 Modern approaches to the study of problems of spatial economies. 1.4 Objective need to diversify the rural economy. Related and unrelated diversification.	14	2	2			10	Computer presentation, guidelines	[2,10,12, 13,17]	Oral survey, test tasks
<b>SECTION 2. ECONOMICS OF AGROECOTOURISM.</b>		<b>80</b>	<b>14</b>	<b>14</b>			<b>52</b>			

2.	<b>The theoretical basis of the economics of agroecotourism</b> 2.1 Agroecotourism as a sector of the tourism industry 2.2 Key features of the phenomenon of agroecotourism, achievement of sustainable nature of agroecotourism. 2.3 Economic, social, environmental, institutional, political and other effects of agroecotourism development. <b>2.4 Natural and value indicators of development of rural tourism at the macro, meso and micro levels.</b>	14	2	2			10	Computer presentation, guidelines	[2,4,10,12,17]	Oral survey, essays on the topic, test tasks
3.	<b>Foreign practice of development of rural tourism</b> 3.1 World Tourism Organization 3.2 Country (British, French, Italian, German) agrotourist models Regional (Anglo-American, Asian, Western European, Eastern European) agrotourist models. 3.3 Strengthening competition in the market of international tourist flows 3.4 Creation of new forms of organization of agrotourist activities	16	4	4			8	Computer presentation, guidelines	[2,4,5,10,12,14]	Oral survey, essays on the topic, test tasks
4.	<b>State regulation and activities public organizations in the sphere of agroecotourism in the Republic of Belarus</b> 4.1 The main normative legal act regulating the provision of services in the field of agroecotourism in the Republic of Belarus	12	2	2			8	Computer presentation, guidelines	[2,4,10,12,17]	Oral survey, essays on the topic, test tasks

	4.2 Promotion of rural and eco-tourism among the population 4.3 Promote the development of national legislation 4.4 Promote the development of international cooperation.									
5.	<b>Prerequisites for the development of agroecotourism</b> 5.1 Natural and climatic conditions, hydrographic network 5.2 Normative-legal ensuring of institutions to support rural tourism. 5.3 The system of state support for agroecotourism.	13	2	2			9	Computer presentation, guidelines	[1-3, 5,10, 19,21]	Oral survey, essays on the topic, test tasks.
6.	<b>Economics and management in the sphere of agroecotourism</b> 6.1 The elements of the strategy of organization and development of the property 6.2 Socio-economic, economic-geographical, natural-climatic, organizational, production and environmental factors. 6.3 Analysis of the economic results of the agroecotourism 6.4 Current, operational, strategic planning, business planning.	13	2	2			9	Computer presentation, guidelines	[2,4,10,12,17]	Oral survey, essays on the topic, test tasks
7.	<b>The current state of the economy of agroecotourism: trends, problems, features.</b> 7.1 Extensive nature of development, preferential orientation to the domestic market	12	2	2			8	Computer presentation, guidelines	[2,4,10,12,13, 17,18]	Oral survey, essays on the topic, test tasks

	7.2 Psychological rejection of work in the service sector by rural residents.									
	<b>SECTION 3. PERSPECTIVE DIRECTIONS OF AGROECOTOURISM DEVELOPMENT</b>	14	2	2			10			
<b>8.</b>	<b>Promising areas of development in the sphere of agroecotourism.</b> 8.1Prerequisites for the development of organic agriculture. 8.2 Justification of the transition from intensive agricultural production technology to organic production. 8.3 Prospects for the development of the production of berries, hops, mushrooms and medicinal herbs. 8.4 Production of local products. Processing of vegetables, berries and fruits, milk, meat.	14	2	2			10	Computer presentation, guidelines	[2,4,10,12,13,17,18]	Oral survey, essays on the topic, test tasks
	<b>IN TOTAL</b>	<b>108</b>	<b>18</b>	<b>18</b>			<b>72</b>			

## 4. INFORMATION AND METHODOLOGICAL PART

### 4.1 References

Main:

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## **4.2 Training Methods (technologies)**

The study of the discipline "Economics of agroecotourism" involves attending lectures, practical classes and independent work of undergraduates.

The main methods (technologies) of training that meet the goals of studying the discipline are:

- elements of problem-based learning (problem presentation, variable presentation, partial search method), implemented in lectures and practical classes;
- elements of educational and research activities and creative approach implemented in practical classes and independent work;

For successful assimilation of educational material by undergraduates, various forms of training are used: lectures, practical classes, active forms (methods) of training, as well as a variety of learning tools: tables, technical tools, computer programs.

When studying an academic discipline, innovative educational technologies are used in the educational process that are adequate to the competence approach in training a specialist (variable models of undergraduates' independent work, educational and methodological complexes, modular and rating training technologies, test and other systems for assessing the level of undergraduates' competencies).

As training methods, practical classes are conducted with solving problems and tests, performing control tasks, independent work and monitoring its implementation.

## **4.3 Organization of independent work of undergraduates**

When studying an academic discipline, independent (individual) work of undergraduates is used, for which 72 hours are allocated. Independent work is performed in any time mode at convenient hours for the student and provides for individual tasks, writing essays, preparing for classes, tests, testing, and exams.

When studying the discipline, the following forms of independent work are used:

- independent work in the form of solving individual practical tasks and performing individual tasks in the classroom during practical classes under the supervision of the teacher;
- independent work in preparation for credit;
- self-monitoring on completed topics in the form of testing;
- independent work in preparation for the control work - for undergraduates of the correspondence Department.
- preparation for the test.

## **4.4 Diagnostics of undergraduate competencies**

Assessment of the undergraduates' final academic achievements (acquired competencies) is carried out in credit/



To monitor the current academic performance and assess the level of knowledge and skills of undergraduates, it is assumed to conduct a test control, the quality of which is objectivity, efficiency and high productivity.

The following diagnostic tools are used to assess undergraduates ' achievements in the educational process:

- protection of individual tasks performed in practical classes;
- conducting control current surveys in the form of testing on individual topics;
- Assessment of undergraduates ' intermediate academic achievements is carried out in accordance with a ten-point rating scale.

To assess undergraduates ' achievements, the following diagnostic tools are used: conducting current control surveys and control works on individual topics; preparing and submitting abstracts and calculations for completed individual tasks.

### **Abstract topics**

1. Perspectives and development peculiarities of agro-tourism in Belarus
2. Problems of agrotourism development in Belarus
3. State and prospects of agrotourism development in EU
4. Legislative framework for the development of domestic agrotourism
5. World regions and centers of agrotourism.
6. Safety in agrotourism.
7. Ethics of agrotouristic travel.
8. Advertising and marketing in agrotourism.
9. Agrotourism in foreign countries: the history of formation and development.
10. Similarities and differences between Byelorussian agrotourism and the world practice of agrotourism
11. Correlation and interaction of agricultural tourism and other types of tourism

### **Questions for the credit in the discipline "Economics of agroecotourism "**

1. Economics of agroecotourism in the system of academic disciplines.
2. Methodological foundations of the economy of agroecotourism. Modern approaches to the study of problems of spatial economies.
3. Related and unrelated diversification. Diversification of economic formations.
4. Agroecotourism as a sector of the tourism industry
5. Economic, social, environmental, institutional, political and other effects of agroecotourism development.
6. Development of agroecotourism on the basis of a small family hotel business.
7. Familiarization with the concepts the number and structure of agrotourists, the average length of stay of agro-ecotourists; revenue from the provision of agrotourist services; the average cost of one tour day of rest; the cost of basic and additional services; profit from the provision of services; margin

- income (absolute, relative); break-even point; profitability of tourist services; profitability of the product, etc.
8. World Tourism Organization
  9. Country (British, French, Italian, German) agrotourist models Regional (Anglo-American, Asian, Western European, Eastern European) agrotourist models.
  10. Competition in the market of international tourist flows
  11. Normative legal act regulating the provision of services in the field of agroecotourism in the Republic of Belarus
  12. The main objectives of NGO "country escape
  13. Natural and climatic conditions, hydrographic network, landscape and ecological assessment of the territory.
  14. Monuments of archeology, history, culture and nature, objects of spiritual (intangible) historical and cultural values.
  15. Demographic base of reproduction of labor resources, social infrastructure in rural areas, industrialization and service of the rural economy.
  16. Normative-legal ensuring of institutions to support rural tourism.
  17. The system of state support for agroecotourism.
  18. The elements of the strategy of organization and development of the property: concept, name, style, location, model of the estate,
  19. Socio-economic, economic-geographical, natural-climatic, organizational, production and environmental factors.
  20. Analysis of the economic results of the agroecotourism entity
  21. Current, operational, strategic planning, business planning.
  22. Extensive nature of development, preferential orientation to the domestic market,
  23. The heterogeneity of the placement of farmsteads, the uneven growth rate of the number of farmsteads, the specialization of individual regions in the provision of agroecotourist services of various types
  24. Prerequisites for the development of organic agriculture.
  25. Justification of the transition from intensive agricultural production technology to organic production.
  26. Production of local products. Processing of vegetables, berries and fruits, milk, meat.

ADDITIONS AND CHANGES TO THE HEI CURRICULUM  
on \_\_\_\_/\_\_\_\_ academic year

no.	Additions and changes	Basis

The curriculum was reviewed and approved at the meeting of the Department  
\_\_\_\_\_ (Protocol no. \_\_\_\_ of \_\_\_\_\_ 20\_\_)  
(Department name)

Head of the Department

\_\_\_\_\_  
(academic degree, academic title) (signature) (Full Name)

I APPROVE

Dean of faculty

\_\_\_\_\_  
(academic degree, academic title) (signature) (Full Name)