

и перспективы нынешнего ивент-туризма Беларуси, а также проанализировать опыт иностранных коллег в этой сфере для получения полезных навыков в будущей работе туристических организаций страны.

На примере мероприятий, проводящихся в разных странах мира, очевидно, что самыми популярными видами событийного туризма являются фестивали и тематические мероприятия, посвященные различным культурным феноменам.

Основные недостатки организации ивент-туризма в Беларуси кроются в ошибках на этапе планирования мероприятия, недостаточной рекламной кампании в сети Интернет, малом привлечении коммерческих организаций и турфирм к организации мероприятий, недостаточном внимании к потенциалу и интересу со стороны энтузиастов.

Беларусь нуждается в создании специальной организации, под контролем которой будут находиться вопросы по осуществлению событийного туризма в стране. Вопрос организации событийного туризма находится уже не на уровне самого туризма как сферы, а рассматривается во взаимодействии с окружающей средой и медиапространством. Республика Беларусь остро нуждается в талантливых и молодых экспертах из сферы туризма, маркетинга, культуры и бизнеса, которые не только привнесут новые взгляды на реализацию продукта, но и смогут заняться ею, руководствуясь энтузиазмом.

Вариантами решения проблемы могут стать: принятие современных веяний культуры; привлечение молодых специалистов в сфере интернет-маркетинга; организация открытых конкурсов идей и предложений по развитию событийного туризма в стране.

М. Трепенюк

AMASING HOLIDAY EXPERIENCE IN NEW ZEALAND: AN UNRIVALLED NEW ITINERARY

New Zealand is an otherworldly, photogenic and friendly country offering visitors unbeatable changes for adventure and exploration. The rugged islands are home to dense native forests, mountains, beaches, glaciers, thermal regions and fiords that have been well-preserved by the environmentally-conscious government and culture. So let me introduce an unrivalled new itinerary which you will undoubtedly adore.

A three-hour drive north of Auckland, the beautiful *Bay of Islands* is one of the most popular vacation destinations in the country. More than 144 islands dot the glittering bay making it a haven for sailing and yachting. Penguins, dolphins, whales, and marlin live in these fertile waters, and the region is a popular sport fishing spot.

Located in the Hauraki Gulf, *Waiheke Island* is only a 40-minute ferry ride from the Downtown Auckland ferry terminal. You'll cruise past Auckland's stunning coastlines and beautiful islands as you journey towards your destination. Home to more than 30 boutique vineyards, Waiheke has become known as New

Zealand's "island of wine". This group of winegrowers have successfully matched the maritime climate and ancient soil structures to produce some of the country's best wines. Visit cellar doors, or enjoy wine and food pairings at vineyard cafes and restaurants.

Orakei Korako boasts the most active geysers of any geothermal park in New Zealand. Up to 23 active natural geysers play freely through the area, which is constantly changing. Marvel at the number of boiling hot springs and the vibrant colours all around you, or take a native bushwalk through this untouched geothermal paradise. Somewhat 'off the beaten track', the Hidden Valley lies nestled in the Taupo Volcanic Zone between Taupo and Rotorua.

Among the most accessible glaciers in the world, *Franz Josef and Fox glaciers* are the main tourist attractions in spectacular Westland Tai Poutini National Park. Both of these rivers of ice flow from some of the highest peaks in the Southern Alps to near sea level where the gentle coastal climate makes it easy for visitors to explore them on foot. Guided hikes lead to the contorted frozen landscape of ice caves and pinnacles at the foot of the glaciers.

It's hard to believe that the *Otago Peninsula* – a picturesque haven of rolling hills, secluded bays, sandy beaches and cliff-top vistas – is only half an hour's drive from downtown Dunedin. As well as interesting historical sites and wild walking trails, this small sliver of land is home to the South Island's most accessible diversity of wildlife, including albatross, penguins, fur seals and sea lions. The peninsula's only town is the petite Portobello and, despite a host of tours exploring the region, it maintains its quiet rural air.

Why is New Zealand so awesome? Every wonderful thing you have ever heard about New Zealand is true. It is gorgeous. Around every bend is a stunning view. For outdoor lovers, it does not get any better than New Zealand. Hiking, kayaking, camping, bungee jumping, heli-skiing, and snowboarding just start the list of adventure activities to do. Visit New Zealand any time of year and you will have an incredible experience.

М. Якубовская

HERITAGE TOURISM IN INDIA: PERSPECTIVES AND WAYS OF CREATING THE NATION'S CULTURAL IMAGE

Heritage is a word with many meanings, most relating to its general interpretation as "that which is inherited from the past".

The passage runs about the relation of heritage into tourism industry, that forges a separate branch oriented towards the heritage of the location where it is occurring, which is so-called heritage tourism. The paper deals with this very kind of tourism referring to its implementing in India. This article provides an evaluation, as well as analysis of perspectives of heritage tourism in the country and ways of creating the nation's cultural image. Methods of analysis and descriptive method were used as part of the scientific research.