

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.

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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.

In the beginning the author describes the current situation in tourism in India. An important point is that this sector of Indian economy is growing rapidly and according to the world Travel and Tourism Council it generated \$US 240 billion or 9,2 % of India's GDP in 2018 and supported 42,7673 million jobs or 8,1 % of its total employment.

Next it moves to highlighting numerous types of tourism, that exist in the Republic: medical or pilgrimage tourism, for instance. However, for the author it becomes obvious that India can be a great example for developing heritage tourism, since the onset of it was long anticipated, all because the country has always been famous for its rich heritage and ancient culture.

Then the emphasis falls on several initiatives taken by the government of India and the Ministry of Tourism and Culture to boost its image as a destination for heritage tourism. Such initiatives comprise an international tourist campaign "Incredible India" and "Adopt a heritage" which are aimed to issuing detailed guidelines and to reconstruction and restoration of heritage monuments.

In conclusion, the author finds it crucial to figure out the following formula: tourism + culture + heritage = sustainable economies.

To summarize, in author's eyes heritage tourism is an operational, engaging, and on-going process that involves inhabitants, social groups, civic institutions and governments working together. Well interpreted sites teach visitors their importance, and by extension, the importance of preserving other such sites elsewhere. To put it in other words, the biggest benefits of heritage tourism are that opportunities increase for diversified economies, ways to prosper economically while holding on to the characteristics that make communities special. The question raised in this passage is of major interest and deserves consideration, because through such a great example as India with its 36 World Heritage Sites on the whole, Belarus can try to adopt several techniques on how to develop heritage tourism in our own country, because, as author finds it, the Republic is replete with heritage, though these days there are, unfortunately, only 4 objects inscribed into the UNESCO World Heritage List.