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## **PROSPECTS FOR COOPERATION OF THE REPUBLIC OF BELARUS AND CHINA**

### **Перспективы развития сотрудничества Республики Беларусь и Китая**

Partnership with China is one of the priority areas of the foreign policy of the Republic of Belarus, and the development of a strategic cooperation between the countries is fully in concordance with long-term national interests and is aimed at mutually strengthening international positions, promoting sustainable development and increasing the competitiveness of economies based on deepening mutually beneficial cooperation in various fields of activity.

The purpose of the study is to determine further opportunities for the development of economic relations between China and the Republic of Belarus, as well as to identify the countries' interests in bilateral cooperation with each other.

Countries successfully cooperate in international organizations, providing relative support on fundamental issues. But, in spite of the active efforts of the parties to strengthen and meaningfully fill the achieved high level of cooperation between the Republic of Belarus and China, it is not the highest for both states, which creates important reserve for further improving the status of relations.

The tenet to raise the status of communication between Belarus and China and the further dynamic development of the Belarusian-Chinese political cooperation is explained by common principles of interior and foreign policy, the alignment of views on the most important problems on the world agenda and bilateral respect for each other's rights independently determines the future path of development. This fact determines the need for timely and more complete political support by the Republic of Belarus for global and regional initiatives and projects of China, which contribute to the further strengthening of China's position in the new architecture of international relations and global governance. Doubtless, an approach like that should entirely rely on the principle of ensuring the interests of the Republic of Belarus and the participating countries of the Eurasian Economic Union within of accepted obligations. In the context of food security China's intensive use of cultivated areas, their relative limitation and serious exhaustion continue to guarantee stable demand for potash fertilizers, which are the main gross-generating segment of Belarusian exports.

An untoward situation with quality of water has developed in many cities and rural regions of China, and it tends to further worsen, which indicates the long-term demand for export supplies of Belarusian mineral and drinking waters.

According to the Ministry of Commerce of China, the highest demand for imported products is observed for such product items as cars, cosmetics, baby food, dairy products, etc. Moreover, a significant part of Chinese consumers (37.1%) indicate that the biggest shortage in the market is fresh milk that opens additional opportunities for Belarusian commodity producers. In the next 10 years, the demand for dairy products in China will increase steadily. Experts from the GIRA agency report that the expected volumes of daily milk consumption in China could be: 62.23 million tons by the end of 2024, 63.20 million tons by the end of 2025, and by the end of 2026 – 64.22 million tons.

As a result of the research, the noted trends in the Chinese home market reveal clear long-term opportunities for Belarusian dairy exporters. However, their implementation requires domestic suppliers to pay attention to the needs of Chinese consumers. Supplies of confectioneries to China may also be increased products, chocolate and sweets, drinks and juices, flour, butter, which could lead to an additional increase in Belarusian exports by \$50–55 million annually. The prospects for the export of Belarusian products to China can be connected with the continued need of China for the import of dairy products, increasing its competitiveness in the Chinese market, the development of new forms and areas of cooperation, and the possibility of providing support of the export from the country.

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## **TIK TOK AS AN EFFECTIVE MEANS OF PROMOTING TOURIST SERVICES**

### **Тik Tok как эффективное средство продвижения туристических услуг**

The global tourism industry has become an integral part of modern life and a powerful economic driver for most countries. Due to the availability of a wide range of tourist services, transformation of the functioning of the tourism industry, and the behaviour of travellers, the ways of marketing the services offered have changed. Not using the achievements of digital science in the promotion of tourist products and services is absolutely impossible in view of the constant penetration of modern technologies and development of tourism as a large-scale computerised business.

Digital marketing is a group of activities performed by businesses online to create and strengthen customer relationships, attract business opportunities, and build a brand identity [1]. Social media, email, multimedia messages and texts are used as a marketing channel.

Recently, social platforms – online venues that provide the user with inexpensive or free opportunities to publish and receive information, collaborate with others and exchange opinions – have been gaining popularity.