

119%. China has become the second largest trading partner of Belarus, and Belarus, in turn, has become an important trading partner for China in the Eurasian region. The number of resident companies in the China-Belarus Industrial Park Great Stone, which is the 'pearl' of the Belt and Road Initiative, has reached 114; the volume of declared investment exceeds \$1.3 billion.

However, there are also challenges that hinder the economic development of relations between Belarus and China. Differences in economic systems pose challenges in terms of regulatory issues and market access restrictions. Language barriers can also impede effective communication and collaboration. Addressing these challenges is crucial for sustaining and further enhancing economic cooperation between the two countries.

Despite these challenges, there are significant opportunities for further development in the economic relations between Belarus and China. Expanding cooperation in sectors such as agriculture, manufacturing, technology, and innovation can create new avenues for growth. Joint investment projects, technology transfers, and research collaborations can enhance economic resilience and promote sustainable development.

Looking towards the future, the prospects for economic relations between Belarus and China are promising. Strengthening cooperation in areas such as e-commerce, digital economy, and green technologies can foster economic growth and sustainability. Enhancing transport infrastructure and logistics networks will facilitate trade and investment flows.

In conclusion, the economic relations between Belarus and China have witnessed significant growth in recent years. Overcoming challenges while capitalizing on opportunities will be crucial for sustaining and deepening the economic cooperation between the two countries. By learning from past experiences and adopting effective strategies, policymakers can shape a prosperous future for both Belarus and China.

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## **DEVELOPMENT OF TOURISM IN SWITZERLAND**

### **Развитие туризма в Швейцарии**

The purpose of the research: analyze the peculiarities of tourism development in Switzerland.

Switzerland is located in the center of Europe and is home to countless forests, delightful lakes and mountains. No wonder Switzerland is so "rich" in tourists. Today, tourism is an important sector of the Swiss economy and a major source of income. The greatest interest, thanks to painting and literature, in the Alps among tourists emerged at the turn of the 18th-19th century, when the British agency "Thomas Cook" first organized tourist trips to Switzerland. One of the key areas of tourism development in Switzerland is environmental sustainability. The country is actively working to preserve its natural beauty and reduce the negative impact of tourism on the environment. The introduction of environmentally friendly modes of transportation, the development of ecotourism and support for local communities are just some of the measures that are being taken to achieve this goal. Expanding opportunities for outdoor activities is also an important area of tourism development in Switzerland. Skiing, hiking, cycling, paragliding, rafting and other extreme sports attract tourists from all over the world. The country is constantly modernizing its ski resorts, building new tracks for cyclists and offering new routes for hiking [1].

Despite the picturesque nature, modern ski resorts and clean air, there are a number of certain factors that have a negative impact on the development of tourism in Switzerland: 1) high Swiss franc; 2) the tourism industry is oriented towards Europe; 3) special fee for additional services. Let's look at each point in more detail. Since 2015, Switzerland has experienced a sharp appreciation of the Swiss franc, especially against the euro, as a result of which Switzerland began to lose price competition with its rivals in the tourism market. Since the industry is focused on Europe, we need to adapt to new markets, i.e. we should try to attract more tourists from China and Arab countries to the country. And finally, the vast majority of villages popular with tourists charge tourists a special fee if they require services to find suggestions for tourist routes and attractions. In a country that is already an expensive, elitist destination, such additional fees are likely to deter potential clients [2].

Some may find Switzerland boring; some may find it too expensive, but some will find there the most charming castles in the world, and others the best slopes of the Alps. And everyone will be right in their own way. In addition, there is another advantage of this country, which for some people consistently outweighs the disadvantages: it is an opportunity to join the society of all kinds of celebrities. The development of tourism in Switzerland is aimed at creating a unique and unforgettable experience for tourists, preserving nature and cultural heritage of the country, as well as improving the quality of life of local residents [3].

As of 2023, new mountain activities such as snowboarding, snowmobiling and hiking are planned to attract more winter sports enthusiasts. This will expand the range of activities for tourists and make Switzerland an even more attractive winter vacation destination.

In conclusion, the development of ski resorts will be one of the key areas of tourism development in Switzerland for 2023, with a focus on creating a unique and sustainable experience for tourists.

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## **THE INFLUENS OF ECONOMIC COOPERATION ON THE SOCIO-ECONOMIC DEVELOPMENT OF REGIONS AND COUNTRIES**

### **Влияние экономического сотрудничества на социально-экономическое развитие регионов и стран**

The socio-economic development of countries and regions at the present stage means improving people's living conditions, economic growth and social well-being.

Social development includes factors that affect people's quality of life, such as access to education, health care, housing, social protection and working conditions.

Economic development, in turn, means the growth and prosperity of the economy of a country or region.

The goal of socio-economic development is to provide every person with decent conditions for self-realization and development, as well as to create economic well-being and stability for all citizens.

One of the important areas is economic cooperation with other countries.

Encouraging the import and export of goods and services leads to the creation of new jobs, increased income levels and increased domestic output. In addition, mutual trade facilitates the exchange of technology and knowledge, which promotes innovation and improves production methods.

Economic cooperation also helps attract foreign direct investment (FDI), which can play an important role in the socio-economic development of countries and regions. FDI can facilitate the creation of new enterprises, the modernization of existing production facilities and the development of infrastructure. In addition, they