

Let us discover some advantages and disadvantages of the store without staff on the example of the Malanka project to examine the possibility of its further development in the Republic of Belarus. The first advantage, and, to our judgement, the most significant one, is that this kind of shopping is considerably faster than the traditional one. There are no queues and crowds of people. You have an opportunity to buy things at your own pace, not being harried by other people. Secondly, the payment process is far more convenient. All the operations are made by the programme, so you do not need to find the necessary credit card or use cash. It is worthy of notice that it is another step to the digitalization our finances, which will help us to get rid of cash at all. It can make all our financial transactions easier. However, there are disadvantages. It is definitely not a benefit that we let robots and machines rule our lives, replace us, which might lead to higher unemployment rates. The next disadvantage is that this kind of shopping is not available for everyone. For instance, it will be really difficult and seemingly impossible to understand and master this mode of buying for some representatives of the older generation. Therefore, there are two sides to everything, but, in our humble opinion, this staffless store trend will foster undeniable progress and give rise to other new inventions in this field.

To recapitulate, it can be admitted that everything can be a blessing or a curse depending on the way we use it. However, what cannot be denied is the importance and ingenuity of the idea of staffless stores. Its contribution to the development of the modern retail business is unquestionable. It will undoubtedly solidify the foundation for the further exploration of the digitalization of the retail sphere.

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BUSINESS IDEAS FOR DOMESTIC TOURISM

The aim of this paper is to provide ideas for domestic tourism that have gained popularity in other countries but are not yet popular in Belarus.

Domestic tourism, sometimes also called domestic recreation or in-country tourism, is travel and recreation organized within the borders of a particular country.

These days, more and more factors are contributing to the development of domestic tourism. Firstly, the pandemic of COVID-19 had shown that at any moment countries can

be isolated from each other and international tourism can be stopped. Secondly, obtaining a visa requires time and money. Thirdly, people have a growing interest in the culture of their country.

Domestic tourism can have a significant positive impact on a country's economy, contributing to GDP growth, employment and the development of local business. It increases consumption, develops infrastructure, supports small businesses and increases employment.

The size of domestic tourism markets is usually the result of several factors including demographics, income levels and transport and hospitality infrastructures. According to available data, the world's largest domestic tourism markets in terms of tourist trips are India, China and the United States of America, mostly the result of their large populations and geographical size. Other large domestic tourism markets include Japan, Brazil, France and Spain. Japan reported 417 million domestic tourist trips in 2022, almost one hundred times as many as international tourist arrivals. The Republic of Korea and Germany also have important domestic tourism markets, reporting 116 and 129 million domestic trips respectively in 2022. So we can see that countries that play a significant role on the world scene have developed domestic tourism [1].

Domestic tourism is gaining momentum in Belarus. The following types of business can be set up now, without the appropriate infrastructure that usually prevents travel within the country: outdoor survival courses, organization of hiking trips, the hotel on the bus and organization of personal tours.

In the modern world, natural disasters, cataclysms and epidemics occur regularly. This topic worries many people, so people began to think more often about getting skills to survive any life circumstances. Every year there are more and more people willing to take survival courses in the natural environment. So a new business idea has arisen. The idea of the business is to organize training courses, that teach people the theoretical and practical basis of survival in the wilderness. In the West, such courses have been popular for a long time: they are attended by individuals and whole families [2].

The organization of hikes is an area with an extremely wide range of formats. Hikes can have an educational orientation or include physical fitness and recreational activities, there are ski, mountain, water hikes, circular and linear routes, long tours and weekend tours. The main plus point of a hiking business is that they can bring together different groups of people. There are fishing tours, hunting tours, photography tours and so on.

Many places are out of reach for tourists due to the lack of infrastructure. The absence of hotels and roadside cafes is an inconvenience in travelling. Having a motorhome makes travelling more comfortable, as in this case the traveller is not dependent on infrastructure. The idea behind this business is to buy up old buses and convert them into motorhomes for rent. A motorhome is convenient for travelling for people with children. It has more advantages than tents, such as an inbuilt kitchen and absence of insects [3].

Package tours have become less popular recently. They are gradually being replaced by individual tours. This is a rather complicated process, but it manages to satisfy the wishes of each particular client. Someone is interested in gastrotours, someone is interested in entertainment, someone is a follower of educational trips. The task is to choose the best city and route to visit, taking into account the budget [4].

The nature of Belarus has great potential for tourism. The country has many picturesque places, beautiful natural landscapes and nature reserves that attract tourists. Lakes, rivers and forests of Belarus create favourable conditions for eco-tourism, hiking and cycling, hunting, fishing and other types of outdoor activities. The advantages for this type of business are easy attraction of investments, absence of language barriers and doing business within one country, which simplifies juridical aspects.

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COUNTERACTION OF THE REPUBLIC OF BELARUS TO THE SANCTIONS PRESSURE OF WESTERN COUNTRIES

Like any other country, the Republic of Belarus considers sanctions policy a negative phenomenon that interferes with the free development of the economy and violates international law. However, sanctions are not only damage, but also an opportunity to strengthen cooperation with allies. More coordinated activities of the Union State, the EAEU, and the CIS will help deepen cooperation and neutralize the risks of oversaturation of similar products and tougher competition in the domestic market.

The purpose of this paper is to study and analyze the effectiveness of the counteraction of Belarus to the sanctions pressure.

To overcome the consequences of sanctions, the Republic of Belarus is taking a number of measures. Among them [1]:

– Development of economic relations with other countries within the framework of the Eurasian Economic Union, the CIS, the Union State of Belarus and Russia, as well