

- **Hotels:** This category is further classified according to the star rating system, ranging from 1 to 5 stars. The rating is based on the level of service, amenities provided, and overall guest experience. Higher-rated hotels offer more extensive services and luxury.

- **Guesthouses:** These are typically smaller establishments that offer a home-like atmosphere. Guesthouses can vary in price and service quality, often providing a more personal experience.

- **Hostels:** Popular among young travelers, hostels offer shared accommodation at budget-friendly prices. They provide basic amenities and a social environment, making them ideal for those looking for economical options.

- **Agritourism (Agro-Ecological Farms):** This unique form of accommodation allows tourists to stay on working farms. They offer a chance to experience rural life and enjoy local cuisine, thus promoting cultural exchange.

- **Apartments:** Short-term rentals provide families and groups with the flexibility of a home environment. This category has gained popularity due to the growing demand for more spacious and privately controlled accommodation [2].

In conclusion, the classification of accommodation facilities in the Republic of Belarus plays a crucial role in shaping the tourism industry. Accurate classification aids travelers in making informed decisions and enhances their overall experience. As the influx of tourists continues to rise, it is imperative to adopt and maintain high standards for accommodation facilities by aligning them with international practices. This commitment to quality will not only improve customer satisfaction but also contribute to the sustainable development of the tourism sector in Belarus.

## **References**

1. Accommodation Classification and Standards : [website]. – URL: <https://www.tripadvisor.com/> (date of access: 13.11.2024).

2. International Hotel and Restaurant Association (IHRA) // ICTP. – URL: <https://ictp.travel/international-hotels-and-restaurants-association/> (date of access: 13.11.2024).

**E. Kevra**

**Е.В. Кевра**

*БГТУ (Минск)*

*Научный руководитель А.В. Коньшева*

## **PECULIARITIES OF DOING BUSINESS IN THE REPUBLIC OF BELARUS**

### **Особенности ведения бизнеса в Республике Беларусь**

Business has its own peculiarities in different regions of the world. Let's consider business in the context of the Republic of Belarus.

The characteristic features of the business are formed from the peculiarities of the social, political and cultural background of the country.

Researchers call bureaucracy the most important feature of business in Belarus. Strict universal documentation has both a positive and a negative impact on business: on the one hand, documentation significantly complicates the registration procedure and the daily work of the enterprise; on the other hand, thanks to bureaucracy, the chance of violating labor laws is minimized. Strict universal documentation has both a positive and a negative impact on business: on the one hand, documentation significantly complicates the registration procedure and the daily work of the enterprise; on the other hand, thanks to bureaucracy, the chance of violating labor laws is minimized.

The second most important feature of Belarus is ethnic homogeneity. Multinational countries (for example, Russia) are less suitable for advertising referring to a common culture or tradition. Historically, national unity allows not only to use socio-cultural references that are understandable to everyone in marketing, but also to develop product diversity in accordance with the existing background.

Another important feature is called advertising banners. Each layout is coordinated in a separate department, which is also evaluated from two sides: a positive impact – there is no overload from information noise on the streets, on the other hand, it is more difficult to advertise a business.

Considering a larger-scale business, it is worth noting such an important feature as simplified customs control with the Russian Federation. The ease of crossing the border provides Belarusian businesses with an additional sales market and raw materials suppliers.

Cooperation with Russia is not limited to the economic component. There is a constant cultural exchange between the two countries, which has a positive effect on both countries. Cooperation between Belarus and Russia is ensured by many agreements and joint projects. The most important is considered to be the EAEU – the Eurasian Economic Union.

It is an international economic association created to strengthen the economies of the countries participating in this agreement. It ensures the freedom of movement of goods, services, capital and labor, as well as a coordinated, coordinated or unified policy in the sectors of the economy.

The opportunities for Belarusian business cooperation are not limited to Russia and the CIS countries. The convenient geographical location of the Republic provides communication with Europe.

Last, let's consider such a feature as high qualification of personnel. Statistical studies show that about 54 % of the employed have higher education.

Summing up, business in the Republic of Belarus has advantages and difficulties. As in the whole world, before opening a business, you should study the legislation, the customer base, and the pitfalls of your business.