

a more stable and sustainable financial system will contribute to the country's economic growth and development.

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FEATURES OF DOING TOURIST BUSINESS IN THE CHINA

Особенности ведения туристического бизнеса в Китае

Currently, the Republic of Belarus is establishing close relations with the People's Republic of China in the fields of economy, production and culture. The tourism industry has not been left out. The purpose of the work is to analyze the peculiarities of doing tourism business in the conditions of the modern Chinese market.

To understand the specifics of doing business in China, it is worth knowing the legislation in this area. Despite the important place occupied by tourism in the country, there is still no single law on tourism in Chinese legislation. The draft law of the People's Republic of China on tourism is still under development.

In the domestic market, tourism is controlled by the local STEF management body (STET). CNTN is very similar in functionality to the Ministry of Sports and Tourism in Belarus, and performs work on control, education, management and planning in the field of tourism.

As for outbound tourism, the main regulator was the «Administrative Rules for a Chinese citizen traveling abroad». They were introduced on July 1, 2002. The Rules include 32 articles defining standards of conduct and responsibility for their violation. The main provisions: the state fully regulates the tourist market and chooses the countries to which you can travel; tourists must behave culturally, travel agencies strictly control their compliance with the license, the number of tourists and agencies is strictly regulated by the state; A proprietary classification of accommodation facilities has been developed. The system of state regulation of tourism in China is very similar to the system in the USSR, on the basis of which it was created.

China has a strict policy regarding the management of tour operators and travel agencies. Tour operators cannot engage in tourism activities without appropriate state registration. Travel operators must disclose the subject of their activities, standards, and prices for the services provided. In their activities, operators should be guided by fixed prices for services established by the state, not manipulate prices and not publish advertising and propaganda ads that mislead tourists. Senior staff should have an education in ethics and tourism, as well as take courses on activities relevant to the profile

of a travel company. Middle-level staff and workers must have a certificate for the right to engage in this activity and hold the appropriate position.

After obtaining a license, travel agencies with the participation of foreign capital can carry out activities for the organization of domestic and inbound tourism (reception of tourists to the PRC). Companies do not have the right to organize outbound tourism (departure of tourists from China to other countries) immediately after obtaining a license, but they can get this right after 2 years, provided they work without offenses.

To create a travel agency with foreign capital, you need: a legal address and an authorized capital of at least 300,000 yuan. Similar requirements apply to national travel agencies. For agencies with foreign capital, it is mandatory to open a special bank account, to which guarantee payments will be made to compensate tourists. After 3 years, the guarantee amount can be reduced.

Thus, tourism in China is a young but actively developing area of the economy, which in some aspects is similar to the Belarusian one, and in others, it is radically different. Therefore, for successful cooperation with Chinese partners, it is important to study the peculiarities of the Chinese tourism industry.

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KEY FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD

Ключевые особенности ведения бизнеса в странах и регионах мира

The cultural diversity of modern humanity is growing, and its constituent peoples are increasingly finding ways to preserve and develop their integrity and cultural identity. This trend confirms the general pattern according to which an increasingly interconnected and cohesive humanity will not lose its cultural diversity. Within the framework of this trend of social development, it becomes extremely important to be able to identify the cultural characteristics of peoples in order to understand each other's mentality and achieve mutual recognition in the field of business.

Doing business in different countries requires taking into account many factors, from cultural and economic aspects to political and legal ones. Analyzing the specifics of the business environment in different regions of the world helps companies adapt their strategies and achieve success in the international arena.

The purpose of the study is to identify key factors for business success in the international arena.