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## **FEATURES OF DOING BUSINESS IN DIFFERENT COUNTRIES AND REGIONS USING PR**

### **Особенности ведения бизнеса в разных странах и регионах с использованием связей с общественностью**

In today's globalized economy, understanding the nuances of doing business in various countries and regions is essential for success. Public relations (PR) plays a crucial role in this context, as it helps businesses navigate cultural differences, build relationships, and establish a positive brand image. Effective PR strategies can enhance communication with stakeholders, manage reputational risks, and foster trust, which are vital components of thriving in diverse markets.

By crafting tailored messages that resonate with local audiences, businesses can not only promote their products but also create a narrative that aligns with the cultural values and expectations of their target markets. This alignment can lead to more effective engagement and increased loyalty among consumers.

As businesses expand internationally, they encounter unique challenges and opportunities influenced by local customs, regulations, and economic conditions. For instance, in some cultures, building personal relationships is paramount before engaging in business transactions, often requiring time and effort to establish trust. In contrast, other cultures may prioritize direct and efficient communication, where getting straight to the point is appreciated. Recognizing these differences can significantly impact negotiation styles, marketing approaches, and overall business strategies. Additionally, understanding local etiquette, business practices, and even body language can make a substantial difference in how messages are received and interpreted. Companies that invest time in cultural training and employ local experts can improve their chances of successful interactions and negotiations.

Moreover, regional economic factors, such as market demand, competition, and technological advancements, further shape the business landscape. Companies must adapt their offerings and marketing tactics to resonate with local consumers. For instance, a product that is popular in one country may not be well-received in another due to differing consumer preferences or cultural values. A notable example is the entry of McDonald's into the Indian market. Understanding the local culture, McDonald's adapted its menu to exclude beef and pork, offering items like the McAloo Tikki burger, which caters to vegetarian consumers and aligns with dietary restrictions prevalent in the region. By leveraging PR to understand and address these variables, businesses can create tailored

strategies that align with local expectations and enhance their competitive edge. This might include localized advertising campaigns, strategic partnerships with local influencers, or corporate social responsibility initiatives that resonate with community values. Such efforts not only improve market penetration but also strengthen the brand's reputation as a socially responsible entity.

In conclusion, recognizing the importance of PR and cultural awareness is vital for businesses looking to succeed in a global marketplace. By adapting to the specific features of each country and region, companies can effectively establish their presence and foster long-term growth. This adaptability requires ongoing research and engagement with local communities to stay attuned to evolving market dynamics and consumer sentiments. Furthermore, incorporating feedback from local stakeholders can lead to continuous improvement in products and services, ensuring they meet the needs and desires of the market. For example, Coca-Cola has successfully implemented local marketing strategies by conducting extensive market research and collaborating with regional partners to develop innovative products that reflect local tastes. In essence, a strategic approach that combines PR, cultural sensitivity, and market insight can empower businesses to thrive, build meaningful connections, and ultimately achieve sustainable success in the diverse landscape of international commerce.

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## **GLAMPING AS A MODERN FORM OF ACCOMMODATION**

### **Глэмпинг как современная форма средства размещения**

The purpose of the work is to consider such type of accommodation facilities as glamping and show the possibilities of glamping in the tourism industry of the Republic of Belarus.

The development of modern tourism industry is impossible without the effective development of the accommodation industry. The number of such enterprises, the quality of services they provide – this is the key to consumer satisfaction and service development. The modern market of accommodation services is expanding. Traditional hotel services have long been complemented by the service of apart and boutique hotels. There are new types of accommodation facilities with seemingly incompatible combination of services. So it used to be considered that vacation in nature can not be combined with the concept of comfort. For those wishing to relax in nature, the means of accommodation were camping sites, on the territory of which was equipped with a place