The regulatory landscape for businesses in the UK and the USA presents both similarities and differences. Both countries adhere to a strong framework of intellectual property rights, ensuring protection for trademarks, patents, and copyrights. However, the UK generally boasts a more streamlined regulatory approach, offering quicker processing times for permits and licenses.

Both the UK and the USA possess skilled workforces with diverse talent pools. The UK boasts a strong tradition of higher education and vocational training, fostering a highly skilled workforce. The USA, on the other hand, boasts a larger and more diverse workforce, with a strong emphasis on innovation and entrepreneurship.

Regarding labor costs, the UK generally offers lower wages than the USA, particularly for entry-level positions. However, the USA provides a more extensive social safety net, including healthcare and unemployment benefits, which can offset lower wages.

Cultural nuances play a significant role in business interactions. The UK, with its long history of international trade, often embraces a more formal and hierarchical approach to business dealings. The USA, on the other hand, generally promotes a more informal and direct approach, fostering a more egalitarian business environment.

Both the UK and the USA offer access to vast markets with diverse consumer demographics. The UK, being a member of the European Union, previously provided access to a single market of over 446 million consumers. However, Brexit has created uncertainty regarding the future of trade relations. The USA, with its large domestic market and extensive trade agreements, presents a vast and diverse market opportunity for businesses.

In conclusion, it is important to say that choosing between doing business in the UK and the USA requires a comprehensive assessment of business object.

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THE IMPACT OF LANGUAGE PROFICIENCY ON BUSINESS SUCCESS IN MULTINATIONAL CORPORATIONS

Влияние владения языком на успех бизнеса в транснациональных корпорациях

This paper aims to explore the impact of language proficiency on the operational efficiency and overall performance of MNCs. By analyzing case studies and empirical data, the research highlights the advantages of strong language skills, such as improved collaboration, enhanced client relations, and cost efficiency. Additionally, it identifies the

challenges posed by language barriers and unequal access to language training within global organizations.

By understanding the role of language proficiency, this study seeks to provide actionable insights for corporations aiming to thrive in an increasingly interconnected world.

Language proficiency, particularly in English, is integral to the operations of multinational corporations (MNCs). As businesses expand across borders, the ability to communicate effectively in a shared language significantly impacts their operational efficiency. This section examines the specific benefits and challenges associated with language proficiency in MNCs [1].

Effective communication is a cornerstone of successful teamwork, especially in multicultural and multilingual environments. Employees with strong language skills are better equipped to convey ideas, understand instructions, and resolve conflicts. This fosters a collaborative workplace culture, driving innovation and productivity [1].

Multilingual employees are invaluable in building strong relationships with international clients. They not only facilitate seamless communication but also demonstrate cultural sensitivity, which enhances client trust and loyalty. Businesses with such capabilities often gain a competitive edge in global markets.

Investing in language training reduces the need for costly translation and interpretation services. Furthermore, proficient employees can independently manage international communications, streamlining operations and reducing delays.

Not all employees have equal access to language training, creating disparities in their ability to contribute effectively. This can lead to feelings of exclusion and reduce overall team cohesion.

While English serves as a common business language, over-reliance on it can marginalize employees who are less fluent or come from regions where English is not commonly spoken. This limits diversity and may hinder the inclusion of diverse perspectives.

Providing comprehensive language training programs can be expensive for companies, particularly for those with limited resources. Smaller businesses may struggle to implement effective solutions, creating a competitive disadvantage [2].

To address these challenges, MNCs must adopt a balanced approach to language management. This includes:

Implementing accessible and inclusive language training programs for all employees, encouraging the use of multiple languages to promote cultural diversity and inclusivity, leveraging digital tools such as AI-driven translation services to complement human efforts. By fostering a linguistically capable and inclusive workforce, corporations can overcome barriers and optimize their global operations.

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FILM TOURISM IN RUSSIA (BASED ON THE CASE OF «THE BROTHER»)

Кинотуризм в России (на примере фильма «Брат»)

Film tourism is a specialized form of tourism where visitors explore the places having become popular due to their featuring in movies and TV series. This sort of tourism is an excellent marketing tool. It also creates opportunities for the development of the tourism industry by conducting the tours of filming locations or cinema museums. It attracts the cinema fans who want to experience the real places they saw on the screen. Moreover, there has been launched a project called «Cinema map of Russia» [1] recently. It marks the locations where various films were shot. Currently, the map includes 2,800 different filming sites from about 1,000 different movies. Tourist routes to the places where famous Russian films were shot are popular in Russia. For example, tour operators often offer the routes based on such movies as «The Master and Margarita», «Major Grom», «Ivan Vasilievich: Back to the Future», «The Brother» and others. Tourists can follow the path of heroes, explore provincial towns and cultural attractions. Moreover, there is a Museum of the Russian TV series [2] in St. Petersburg, where guests can get acquainted with the current scenery, see the camera equipment and watch the exhibition.

In this article, the concept of film tourism will be considered basing on the case of «The Brother». The main purpose of this work is to show how some non-traditional forms of tourism have been developing in modern Russia, and how this contributes to the growth of domestic tourism as well as to the formation of the cultural landscape of Russian cities in the context of the international sanctions.

«The Brother» by Alexei Balabanov, tells the story of a young man named Danila Bagrov coming to St. Petersburg to start a new life. The movie captures the essence of the city in the 1990s and shapes a vision of post-Soviet Russia. Saint Petersburg, with its atmospheric locations shown in the film, attracts the tourists that eager to experience the vibe of the time period. In St. Petersburg, the tours of the filming locations of «The Brother» have become a real business. Companies and private guides offer such tours, organizing car trips to the film's key locations. For instance, the services like ExtraGuide arrange tours for small groups, visiting streets and buildings where the movie's iconic scenes were shot [3]. The tour includes the places like the Ligovka district,