

many years. Their experience can guide your intentions and shield you from professional fraudsters, of which there are more than enough in China.

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BUSINESS ETHICS IN SOUTH KOREA

Бизнес-этика в Южной Корее

Business ethics in South Korea are influenced by cultural, historical and social factors, including Confucian traditions, which play an important role in shaping business relationships and corporate culture. Such research may be useful for both academics and practitioners in the fields of management and business, helping to better understand the dynamics of ethics in the South Korean context. Here are some key aspects of business ethics in South Korea:

1. Confucianism and Hierarchy: Confucian values emphasize respect for elders and hierarchy. In business, this is reflected in strict adherence to the chain of command, where seniors make decisions and juniors must follow directions.

2. Personal Relationships: Personal connections and trust are important in South Korea. Establishing good relationships with partners and customers is often the basis for a successful business. This may include informal gatherings such as dinners or joint events.

3. Corporate Social Responsibility (CSR): In recent years, companies have increasingly focused on CSR issues, including environmental sustainability, support for local communities and ethical business practices. This is becoming an important aspect of a company's reputation.

Samsung actualize programs that support education, environmental protection, and health. For example, they run initiatives to recycle old electronics and programs to improve digital literacy. Hyundai actively collaborates with other companies and universities to develop new technologies. For example, they are working on joint projects in the field of autonomous driving and mobility solutions. LG conducts various initiatives to support local communities, including educational programs and crisis assistance. The company is also actively involved in charitable projects.

4. Ethics in Management: South Korea has a high expectation of integrity and transparency in business. However, scandals involving corruption and malfeasance among high-profile companies show that ethical issues still exist.

5. Compliance with Laws and Regulations: South Korea has strict laws and regulations governing business activities, including anti-corruption laws. Companies are required to follow these rules to avoid legal consequences.

Consumer Protection Act. This act protects the rights of consumers and regulates the relationship between companies and their customers. It includes provisions on fair advertising, product returns, and consumer privacy.

Corporate Governance Act. Since 2016, South Korea has introduced new corporate governance rules that require companies to be more transparent in their financial statements and management. This is in an effort to improve corporate ethics and prevent abuses.

6. Globalization and Change: With increasing global connections, South Korean companies are faced with the need to adapt to international ethical standards, which can lead to conflicts between traditional local practices and modern expectations.

Technology and employee expectations have a significant impact on business ethics in South Korea. Companies must adapt to these changes to remain competitive, attract talent, and maintain a positive reputation. Ethical business conduct is becoming not only a matter of compliance, but also an important element of a strategy for success in the modern world.

Overall, business ethics in South Korea combines traditional values with modern demands for transparency and accountability, creating a unique environment for doing business.

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STATE TOUR OPERATORS IN THE TOURISM MARKET OF THE REPUBLIC OF BELARUS: ASPECTS OF DEVELOPMENT

Государственные туроператоры на туристическом рынке Республики Беларусь: аспекты развития

The object of this article is to show the peculiarities of the development and promotion of services of state tour operators «Belarustourist» and «BelExpo».

The tourist and excursion unitary enterprise «Belarustourist» is the largest and the first tour operator in the Republic of Belarus. It was founded in 1951. «Belarustourist» is not just a tour operator of the Federation of Trade Unions of Belarus, but it is the only network of tourist enterprises in Belarus, the structure of which includes hotel complexes, tourist and recreation centers, its own motor transport enterprise «Belavtotourist», as well as a network of travel and excursion bureaus located in all major cities of Belarus.

Today the company is the largest hotel network in the Republic of Belarus in terms of room capacity and geographical coverage (hotels «Tourist»). At present the tourist and excursion unitary enterprise «Belarustourist» includes:

- A group of hotels consisting of 8 hotel complexes with a total room stock of over 1,400 rooms (2,150 beds);