

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);

- 8 tourist and recreational complexes with a room stock of more than 600 rooms (1,000 beds);
- 17 travel and excursion bureaus;
- motor transport enterprise «Belavtotourist», which has comfortable buses of various capacities to serve tourists.

The Republican unitary enterprise «BelExpo» («CenterKurort») – is one of the largest state-owned tour operators in Belarus, which was founded in 2001. During its long history, the enterprise has gone through the most evident transformations. The enterprise appeared as «CenterKurort» and the main activity was the organization of recreation and health improvement in sanatoriums. In April 2024, the company joined the leading player in providing of exhibition and fair services and congress and exhibition activities in the Republic of Belarus – the state enterprise «BelExpo», and not only changed its name, but also received new opportunities for development.

In 2017, the company launched a new multifunctional online booking service VETLIVA. Its whose website offers a variety of holiday options in Belarus. The VETLIVA portal appeared as a part of the implementation of the state program «Belarus Hospitable», which is designed to promote Belarusian tourism. The project represents a multifunctional booking service, as well as a detailed guide to all aspects of life in Belarus. The portal has several possibilities. With the help of the portal you can not only take advantage of ready-made tourist offers, but also book various holiday options on your own. The portal also works as an informational resource and provides an opportunity to learn more about Belarusian culture and history. The whole Belarus is presented on one portal. VETLIVA has business cards of 1215 sights, 80 sanatoriums, 269 accommodation options, programs of 271 excursion tours.

Thus, each tour operator has its own development trajectory: priority types of tourism, infrastructure and history, system of marketing communications, which determine their position in the market.

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NEW FORMATS AND INNOVATIONS IN THE RESTAURANT BUSINESS IN THE REPUBLIC OF BELARUS

Новые форматы и инновации в ресторанном бизнесе Республики Беларусь

The restaurant business is a sphere of entrepreneurship for the organization of services aimed at satisfying food needs in order to make a profit. Catering is one of the industries that constantly attracts entrepreneurs. In this regard, the number of catering