

However, our natural heritage is increasingly at risk. Globalization has opened up previously inaccessible natural areas to tourists, leading to a surge in visitors in these fragile ecosystems. This influx can overuse resources, causing significant harm. Delicate habitats may suffer from foot traffic, wildlife can be disturbed, and local plants might be trampled or removed.

Overcrowding at popular destinations results in pollution and waste, diminishing the visitor experience. Additionally, the infrastructure needed to support this tourism, like roads and facilities, can further damage the environment. The degradation of ecosystems threatens biodiversity and undermines ecotourism itself. Moreover, losing biodiversity disrupts ecological balance, impacting local communities that rely on these ecosystems for their livelihoods. As species decline, the ripple effects can lead to food insecurity and loss of income.

To protect our natural heritage, we must promote sustainable practices that allow tourism and ecological preservation to thrive together. By fostering a culture of respect for nature, we can ensure a healthy planet for future generations.

In conclusion, while ecotourism presents significant development potential in the context of globalization, it requires careful attention to sustainability, environmental protection, and the preservation of cultural heritage.

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EAST MEETS WEST: HOW BUSINESS CULTURES SHAPE RETAIL AND TOURISM IN GLOBAL MARKETS

Nowadays more and more people are engaged in such spheres as retail and tourism. Moreover, when we speak about retail we should say that to be successful retailer you should understand that it is a hard process where you should take into account a huge amount of factors,

which influence your state of affairs. One of the main factors is the location where your retail company works. The aim of this work is to analyze business cultures of the East and West and compare their differences in etiquette, management styles, and communication systems in global markets. It is not a secret that retailing in Asian countries differs from this process in North and South America. Therefore, we are confident in the relevance of this comparison, as understanding of these business cultures is your way for success in international markets.

First, we should highlight the difference in business etiquette because in different parts of our world there are distinct peculiarities. When you have a meeting with a partner from China, Japan, South Korea, or another Asian country, remember that you should show great respect to elder people; instead of common handshakes, they use bows as a symbol of benevolence. It is better to stay calm and patient because Asian retailers evaluate your abilities to conduct business, and dialogues can last for an extended period. When we talk about American business etiquette, it is quite the opposite. Americans are usually straightforward and talkative; regardless of the partner's age, they tend to foster an informal setting. The phrase «Time is money» perfectly reflects their mindset.

Another key point is the management system. There are three strong types of management systems in Asia today: Korean, Chinese, and Japanese. While each has unique elements, the key point of all these systems is collective work and team success. In contrast, American companies tend to prioritize individual career growth and ambitions. In the U.S., it is common for one person to manage the entire company and make significant decisions independently, whereas in Japan and South Korea, companies are often managed by groups where each member has defined responsibilities.

The third major difference between East and West is in the system of communication within the business sphere. For example, the process of signing contracts in Asia is rooted in mutual understanding. A contract is often seen as a formality, because for Asians it's more important to have good relationship with a partner. In many cases, business interactions in Asia resemble a family-like environment. In contrast, American business communication is more transactional. Managers negotiate with a focus on securing better contract terms, and the emphasis is often placed on mental strength and strategic thinking.

By comparing these business cultures and their differences in retailing and tourism, we have identified key areas where Western and Eastern models diverge, namely in business etiquette, management structure, and communication styles. This analysis illustrates how deeply culture influences on retail processes, from the way people greet each other to how decisions are made within a company.

To make a conclusion, this quote is suitable here: «When properly aligned with personal values, motivations, and needs, culture can release a tremendous amount of energy to achieve a common goal and stimulate

an organization to flourish», which tells us that culture is one of the steps to successful retail company. Understanding and adapting to different cultural practices, especially in a business context, can help to achieve success not only in global markets but also to have stronger partnerships and more efficient collaboration. As we navigate the ever-evolving global economy, appreciating these cultural nuances is crucial for long-term prosperity.

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INFLUENCE OF THE BANKING SYSTEM ON THE SOCIO-ECONOMIC DEVELOPMENT OF THE REPUBLIC OF BELARUS

The banking system and the socio-economic development of the region have a mutual influence on each other, which is manifested both in the formation of the resources of the banking system and in the quality of banking assets, which depends on the financial condition of the clients of credit institutions. As the region's banking system as part of its financial system, is designed to contribute to the development of the region as a whole, its role in the system of economic relations should be assessed through the influence of the change of the gross regional product. Objective of the work: consider the influence of the banking system on the socio-economic development of the Republic of Belarus.

The global financial crisis demonstrated the vulnerability of the banking system, its sensitivity to negative external influences, so it is important to create a stable financial system to maintain high indicators of the social sphere of the region. In the Republic of Belarus, various social institutions and social protection programs are being created for this purpose.

Social institutions are understood to be organizations that provide social protection to the population and social assistance to low-income citizens, citizens in need of state support, peculiarities of psychophysical development and other circumstances: single elderly citizens, disabled persons, war and labor veterans, large and single-parent families, children left without parental care, other categories of citizens determined by law. Direct provision of credit resources to SMEs within the framework of the program is carried out by partner banks: Belgazprombank OJSC; MTBank CJSC; Belagroprombank OJSC. Banks also offer various preferential loans, such as: preferential loan for education; loan for young professionals; preferential loan for construction or purchase of residential premises; loan for major repairs and reconstruction of residential pre-