

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.

**Д. А. Даниленко, А. А. Рук**  
БГЭУ (Минск)

*Научный руководитель — К. А. Белова, канд. филол. наук, доцент*

## **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-

mises. Banks also enter into agreements on the payment of pensions, benefits and other social payments [1].

The social protection programs offered by banks in the Republic of Belarus are quite limited compared to companies in some other countries, but are broader than in Russia. They usually include: 1. Health insurance: many banks in Belarus offer their employees voluntary health insurance (VHI), often with expanded coverage compared to state health insurance. 2. Spa treatment: some banks provide their employees with the opportunity to enjoy a health vacation in sanatoriums and health resorts, either partially paying for the vouchers or providing preferential prices. 3. Life and health insurance: some banks may offer life and health insurance programs for employees. 4. Financial assistance: this may be in the form of one-off payments in connection with the birth of a child, the death of a close relative, a serious illness or other special cases. 5. Assistance in solving housing issues: some large banks may offer their employees assistance in solving housing problems, for example, preferential loans for the purchase or construction of housing. 6. Additional holidays: some banks may provide additional paid holidays (for example, in connection with an anniversary of work at the bank). 7. Professional development programs: many banks invest in the training and development of their employees, offering courses, trainings and other opportunities for advanced training. This can be considered part of social protection, since investments in professional development increase the employee's value in the labor market.

Thus, the Republic of Belarus is presented as a socially oriented state with a developed banking system that offers various social programs to help vulnerable groups of the population.

### Reference

1. Льготное кредитование // Беларусбанк. — URL: [https://belarusbank.by/ru/fizicheskim\\_licam/kredit/soft-lending](https://belarusbank.by/ru/fizicheskim_licam/kredit/soft-lending) (дата обращения: 02.12.2024).

**М. В. Зеленко, В. Д. Поплавская**  
БГЭУ (Минск)

*Научный руководитель — М. В. Юнаш, канд. филол. наук, доцент*

## THE LEGAL FRAMEWORK FOR ECOTOURISM IN BELARUS

Scientific, technical, and socio-economic progress has led to the accelerated development of tourism, creating serious problems in the fields of ecology, culture, and social development in heavily visited tourist areas. The uncontrolled growth of tourism, driven by the desire for quick profits,