

again, but this time together with Latvia. In 2019 the Second European Olympic Games will be there and they are already called one of the most significant events for our Republic [3].

Summarizing the information mentioned above, we should say that in Belarus there are no snow-covered mountains and a warm sea, but it is possible to swim in clean lakes, go skiing, visit knightly tournaments, national holidays, various sports competitions, festivals, theaters, museums and many varied excursions. And due to these facts, it is possible to claim that the Belarusian inbound tourism has prospects, but we need to spend a lot of effort and money to turn many ideas into reality.

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WHAT IS CRYPTOCURRENCY: 21st-CENTURY NONSENSE — OR THE MONEY OF THE FUTURE?

Right now your computer can extract cryptocurrency. Not even dollars, not euros, but virtual money. Now bitcoin stands in the role of precious metal. Bitcoin updated the historical highs and, it seems, does not intend to stop. So can we consider bitcoin as the murderer of mankind?

Yesterday we did not know what bitcoins, cryptocurrency and blockchain are. But today the world is changing so rapidly, that not all of us can accept and understand these changes. We hear more often in the news, the Internet, from acquaintances and other people that bitcoin has grown several times, cryptocurrency is growing, but most people still do not realize what it is. How is the financial system and the whole world changing right now?

Bitcoin is an electronic payment system that uses a virtual currency with the same name. For the first time the bitcoin was declared by the Japanese Satoshi Nakamoto in 2009. No information about the identity of Satoshi was found in the network, so it is assumed that he is just a legend.

The main feature of bitcoins is the absence of a central network administrator, which means that the emission of this currency is completely decentralized. The issue of money is carried out by the computers of the users

themselves. (This process is known as “mining”). A special Bitcoin program performs calculations in which coins are generated. Totally 21 million coins will be generated and the issue will cease. It excludes the possibility of inflation and helps strengthen the currency over time.

Truly unique opportunities appear in the era of digital human technology. Today you can help mankind with real money or with your computer’s working time. Nowadays the emergence of electronic money doesn’t bother anyone particularly, that’s logical. But the crypto currency literally dumbfounded the world community in December 2013, when its rate rose from \$ 200 to \$ 1200 per month. And if to add to this that the Bitcoin cryptocurrency flew up to \$ 5000 in 2017 and then up to \$ 7000 — there will remain no doubt about the relevance of studying this phenomenon of the modern world.

Until recently Belarus has not allowed and prohibited use cryptocurrency in the country. However Belarus became the first country in the world to legalize cryptocurrency at the state level.

Will Bitcoin cryptocurrency be popular in Belarus? Many people believe that it is almost impossible to earn it. You can only buy for a lot of money or «mine» on the computer yourself, but it requires a very powerful computer. But if the whole world will use it, then we’ll also use it. Because it is necessary to go ahead of the whole planet and there’s nothing to do without bitcoin.

In conclusion, it can be argued that bitcoin has all the prospects for existence and development. Bitcoin is a coin whose characteristics fully meet modern requirements in the world of crypto currency, which is provided by both high transaction speed and reliable protection. People all over the world buy Bitcoin to protect themselves against the devaluation of their national currency. If there was an artificial intelligence in the world that wanted to capture this world, he would first invent bitcoin.

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FRANCHISE BUSINESS DEVELOPMENT IN THE REPUBLIC OF BELARUS

Commercial relations are constantly developing. As new business models and legal institutions emerge, they allow business to enter new stages of its development. One of such business models is franchising,