Belarus, are cabbage, carrots, onions, tomatoes, cucumbers. Fruit crops include apples, pears, plums, cherries.

The main species of livestock are cattle, pigs, sheep, goats and poultry. Most of the farms have mixed crop and livestock farming. A powerful cattle breeding has been created in Belarus to manufacture diary and meat products. Now the country has more than four thousand dairy farms. Almost 40% of them are equipped with modern facilities and milking robots. Belarus is also constantly modernizing pig and poultry farms.

Belarusian agriculture produces not only farm products to meet domestic needs, but it is also a traditional exporter of agricultural products. Among them are pork, beef, chicken, animal oil, cheese, eggs, flax, vegetables. Belarusian agricultural products are supplied to thirty-five countries. In 2015, the export of Belarusian agricultural products amounted to more than $4 billion.

Nowadays the volume of agricultural production per capita in Belarus corresponds to the level of the developed countries and in many respects production figures are higher than those of the Eurasian Economic Union.

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CONTENT ANALYSIS OF USER-GENERATED CONTENT (UGC)
IN TOURISM: DIFFERENCES BETWEEN JAPANESE AND CHINESE ONLINE TOURISTS

 ANALИЗ СОДЕРЖАНИЯ ПОЛЬЗОВАТЕЛЬСКОГО КОНТЕНТА В ТУРИЗМЕ: РАЗНИЦА МЕЖДУ ЯПОНСКИМИ И КИТАЙСКИМИ ОН-ЛАЙН ПУТЕШЕСТВЕННИКАМИ

With the arrival of new media, UGC on the internet has increasingly been considered a credible form of online information. UGC has revolutionized tourism and has been seen as rich information sources for tourism marketing. Past researchers studied tourism related UGC. This research aims to understand the differences between Japanese and Chinese tourists when they use UGC posts while traveling in Japan. Pictures and comments on the same Japanese tourist site posted by Japanese (Instagram) and Chinese (Weibo) tourists have been collected and sorted for analysis.
Interculturality and identity were used to interpret the different ways that the tourists from the two countries perceiving the same site. The findings indicate that tourists from different cultural backgrounds have different ways to view the same tourist destination in terms of photo-taking angles, using of light, focus of contents, etc. This study will provide useful information to Japanese travel service providers (e.g., hotels) to attract Chinese tourists.

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BRANDING INFLUENCED BY MANUFACTURER/CUSTOMER INTERACTION ON THE SNS
(A CASE STUDY OF JAPANESE & GERMAN AUTOMOBILE MANUFACTURERS IN CHINA)

ВЛИЯНИЕ ОБЩЕНИЯ ПРОИЗВОДИТЕЛЯ И ПОТРЕБИТЕЛЯ В СОЦИАЛЬНЫХ СЕТЯХ НА СТРАТЕГИИ ПРОДВИЖЕНИЯ
(НА ПРИМЕРЕ ЯПОНСКИХ И НЕМЕЦКИХ АВТОПРОИЗВОДИТЕЛЕЙ В КИТАЕ)

Past research investigated the traditional propaganda means of corporate websites. However, with the development of internet, social networking site (SNS) is more and more important to the communication between manufacturers and customers. The study investigates the Chinese language websites of three major automobile manufactures, Toyota, Honda, and Volkswagen. In this presentation, I focus my discussion on the branding process.

Data are collected on three Chinese WEIBO sites: Toyota, Honda and Volkswagen. My initial analysis demonstrates how these manufacturers convey information to their consumers to build brand effect, and how the consumers who read these web posts react to the brand perception. My conceptual frameworks are based on the notion of footing (Goffman, 1981) and branding (Aaker, 1991).

My research findings show that footing on the side of the manufacturer on the SNS interaction plays a significant role in branding process. Furthermore, I will also discuss strategies employed by the manufactures to gain Chinese consumers’ trust and to improve their sales volume.