

which aims to be a European-like. That's why lots of hotels and restaurants offer European cuisine and service rather than Belarussian. So we offer a full-package holiday of all interests and budgets. The main idea of this innovation is that there won't be any more need to think about the place to live in, the restaurant to eat or the sights to observe. Our full-package holiday will differ in price, a duration period and places of visit. We offer three full-package holidays which will go under the following categories: *standard, comfort and premium types*:

Name	Standard	Comfort	Premium
Duration	3 days	4 days	5 days
Hotel	«IT-Time Hotel»	«Belarus»	«Victoria Olymp»
Excursions	Highlight tour around Minsk	Highlight tour around Minsk region	Tour: Minsk – Mir – Novogrudok – Minsk
Activities	Ice skate rink, Factory «Kommunarka»	Shopping Mall «Galleria», Cinema «Victory», Waterpark «Lebyazhiy» and others	Logoisk (depending on season), QuestRoom, Observation tower of the National Library and others
Recovery	–	–	«Robinson Club» with all facilities
Café/ Restaurant	«Lido»	«Vasilki»	«Draniki»

To sum everything up, the potential of development of national tourism is rather wide. Following tourists' needs, it is possible to organize a qualitative tour which may be interesting for all types of engaged people.

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APPLICATION OF NON-TARIFF MEASURES AS ONE OF THE DIRECTIONS IN WORLD TRADE DEVELOPMENT

At present, one of the essentialspheres of foreign trade regulation is non-tariff methods, the role of which in the total amount of regulatory measures is constantly rising. **Non-tariff measures (NTMs)** are policy measures, other than ordinary customs tariffs, that can potentially have an economic effect on international trade in goods, changing quantities traded, or prices or both [1].

Taking into account the large amount and diversity of non-tariff measures, international organizations and individual researchers have developed different systems of their classification. The proposed classification of non-tariff barriers, developed in 2009 by researchers and experts the WTO, from UNCTAD, the OECD and other organizations, includes the following measures: import measures (technical measures: sanitary and phytosanitary measures, technical barriers to trade, pre-shipment inspection and other formalities; non-technical measures: contingent trade-protective measures, nonautomatic licensing, quotas, prohibitions and quantity-control measures, price-control measures, including additional taxes and charges, finance measures, measures affecting competition, trade-related investment measures, distribution restrictions, restrictions on post-sales services, subsidies (excluding export subsidies under), government procurement restrictions, intellectual property, rules of origin) and export measures (export licenses, quotas, subsidies and others) [2].

Besides, there are a number of procedural impediments that are also applied to nontariff measures: the work of civil servants, incompatibilities between regional and national legislation and procedures, undue documentation requirements, administrative delays, incomplete information about the procedures and requirements, the practice of informal payments, etc.

Today we face the conversion of the traditional instruments of foreign trade regulation in the direction from the explicit to the concealed protectionism. That as a result affects the volume of trade, the commodity structure, the direction of trade, products' price and quality, country's welfare and can lead to both positive and negative repercussions [3].

Among non-tariff measures technical barriers to trade, phytosanitary and sanitary measures, quantitative restrictions, price-based measures and pre-shipment inspection are most commonly used. First of all they are used for food, pharmaceuticals, textiles and clothing, motor vehicles, household appliances and electrical equipment [4].

Thus, the purpose of non-tariff measures practice is not only to strengthen the competitive position of the importing country, but also to protect its domestic industry, life and health of population, the environment and national security.

Economic impact of non-tariff measures can be very significant. The aggregated effect of complicating the paperwork, customs procedures, licensing procedures, transport, insurance and payment requirements can significantly exceed the cost of the canceled duties.

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TRADE AND ECONOMIC COOPERATION BETWEEN THE REPUBLIC OF BELARUS AND THE PEOPLE'S REPUBLIC OF CHINA

Over the 26 years since the establishment of diplomatic relations between the Republic of Belarus and the People's Republic of China, we have developed a fairly stable structure of bilateral goods and services trade. We import not only consumer goods from China, but also investment complexes like entire factories, which predetermine the relevance of this study. The subject of the paper is cooperation opportunities between the two countries. The task of the research was to analyze the situation on the Belarus and China market. To conduct the study, we chose such research methods as data statistical analysis and literature analysis and Internet resources.

Countries have many joint projects: Belarus and China are actively developing the business component of the relationship: «Belgee», Industrial Park «Great stone», and so on. Finally, Belarus is a part of a huge project «One belt-one road», which is currently one of the most ambitious in the world [1].

The China-Belarus Industrial Park «Great stone» is a strategic and the most innovative project of bilateral cooperation. The project is developing as a part of the interstate Belarusian-Chinese cooperation on the intergovernmental contract basis.

The joint implementation of «One belt-one road» project encourages the free but ordered movement of production factors, the highly efficient allocation of resources and the profound influence of the markets. The project enables the countries along the silk road to adjust their economic policy in the direction of a larger, higher-level and deep regional