

association, so as to form a structure of open, tolerant, balanced and profitable regional economic cooperation.

With the support of Chinese bank loans, a large number of joint projects have been implemented in such areas as energy, transport, engineering, paper industry. Credit and investment sphere is the most dynamic direction of strengthening bilateral economic cooperation between Belarus and China. At the end of 2017, the volume of investments from China to Belarus amounted to 275.5 million dollars (in comparison with the previous year — 257.8 million dollars), including direct investments — 113.6 million dollars [2].

In general, the development of credit and investment cooperation between Belarus and China meets the level of friendship and mutual understanding between the countries. It makes a significant contribution to the implementation of China's global initiative «Economic belt of the silk road».

Year 2018 is declared the year of Belarus tourism in China. Today Belarus is increasing a comprehensive concept of tourism development not just as an industry, but as one of the national economy engines. China is viewed as the main catalyst for world tourism, but Belarus has also something to offer to Chinese tourists. Relations between Belarus and China are characterized by the active political dialogue and friendly climate that is favorable for the development of pragmatic cooperation in the economic sphere.

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IMPROVEMENT STEPS FOR INTERNATIONAL TOURISM UPGRADE

One of the distinctive features of modern tourism is its mass character. The great demand for tourism services gave rise to massive tourism production, which led to the formation of a strong tourism industry with

its institutions, its product, production cycle, methods of organizing and managing.

Tourism is developing, the tourist flow is increasing, and it leads to a profit increase. But despite the prosperity of this sphere there are a large number of problems that need to be solved in order to bring tourism industry to a new level [1].

Currently, the number of tourism companies on the national markets has increased. This inevitably leads to the fact, that the majority of the profit from international tourism goes to foreign companies. In our opinion, this unfavorable situation can be changed with the help of the synergy strategy. In other words, it is necessary to create new models of organization and management of the tourism industry, that include the latest achievements of the theory and practice of global economic management. Moreover, competitive advantages can be gained by incorporation of two or more organizations in the same hands. So, in cooperation it helps to obtain greater profitability of production than if managed separately [2].

Not least relevant today are the issues of the development of transport infrastructure, the construction of road facilities and road infrastructure, traffic control of tourist buses in conditions of high traffic and building of parking spaces in areas of heightened tourist interest. Amateur auto-tourism has the greatest potential for growth on the domestic market. It is mainly made possible due to the increase in the number of cars per capita, the arrangement of auto-tourist units on principle federal roads, and the development of a network of roadside hotels. However, there are still unresolved problems such as safety maintenance of tourists en route, lack of public awareness about the organization of tours within the home region or to the neighboring regions. Besides, the citizens do not have relevant information about the existing tourist routes and places of tourist destinations, catering and overnight accommodation along the road. Despite these difficulties, car tourism can be considered the most promising.

A particularly important and urgent issue today is the problem of high prices for rail and air transport services on domestic lines. The solution of this question requires both active actions of the public regulators and the creation of conditions for increasing competition among carriers, the displaying of private initiative and the organising of commercial irregular flights. Moreover, it is necessary to attract transport companies that are capable to offer reduced prices for services of acceptable quality. So, today such task as lowering of prices on domestic transportation of passengers is considered the main central strategic task. Its solution largely determines the degree of competitiveness of tourist services on the domestic and international markets.

Also, in tourism there is a problem of poor quality and sub-optimal personnel management. At the moment there is not a single field of tourist services that can organize all necessary service for its clients that at least will be similar to the international ones. This is due to the lack

of moral and material incentives in staff activities. In order to change this situation companies that work in the tourist sphere have to conduct professional trainings. Besides this, the employers should motivate their personnel with the help of different bonus systems. It is considered to enhance the competitiveness among the staff and will improve their work in general.

In the conclusion, it should be noted that all, the above mentioned, problems significantly hamper the development of the tourism industry. But some improving steps have already been made and if, at least, a part of the ideas listed above starts working, then the tourism demand and its effectiveness will increase.

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TOURISM INDUSTRY AT THE INTERNATIONAL LEVEL: PROBLEMS AND PROSPECTIVES

In the modern world international tourism is one of the largest high-profitable and most dynamic branches of the economy. It has a significant impact on the development of a particular region, expands trade, scientific, technical and cultural ties between the countries of the world. Also, tourism affects such main branches of the economy as transport, communications, agriculture and construction.

International tourism is becoming an increasingly important branch of the world economy. But in this area, there are a large number of problems that prevent its rapid development.

The main problems include a weak legal framework and regulation of tourism entities, lack of innovation and well-organized structure in the tourism industry. Also, there is an issue of poor and suboptimal personnel management. This question is associated with the deficiency of moral and material incentives in the activities of staff and, as a result, leads to the lack of professionalism and low service [1].

Other widespread problems refer to political and economic instability, state of the environment, natural disasters, climate changes, terror-