



Cruise tourism in Belarus is offered by many tour operators, such as: Coral travel, Malibu travel, Satellite travel and others, the main difference is the set of routes provided by them and the price for them. In addition to popular tour operators in our country there is such a company as incruises, which is engaged in cruise tourism around the world, their routes are diverse and can satisfy even the most fastidious cruisers. At the disposal of this organization liners exclusively luxury class, and the most important advantage is the price.

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## **TRANSNATIONAL CORPORATIONS AS A TENDENCY OF DEVELOPMENT OF THE NATIONAL ECONOMY**

A transnational corporation is a company that has production capacity in several countries and a shareholding of more than 25–30 % in foreign branches. The country of base of the transnational corporation is singled out, as well as the host countries. The first is the country where the headquarters are located, or the so-called headquarters of the corporation. The second is the state where the assets of a TNC (transnational corporation) are located [1]. The arrival of TNCs is an opportunity for Belarusians to adapt to running their own businesses in line with global

trends. Thereby, it is of interest to study the ways and possibilities of attracting transnational corporations to the Republic of Belarus.

At the moment both Russian and Western corporations are working successfully in our country. Speaking of Western TNCs, there are currently more than ten corporations in Belarus, which are among the top 2000 largest on the planet. In particular, in the banking sector it is worth noting the presence of the French corporation Societe Generale Group, which owns more than 96 % of “Belrosbank” shares. Positive moments of influence of transnational corporations on the economy of the Republic of Belarus are:

1. Increase of internal capital and income, establishment of transfer prices. Increased technology transfer also increases the innovation potential of the host country’s technical sector.

2. Increased exports. At the same time, imports of raw materials and components for the corporation’s domestic operations are increasing.

3. TNCs’ activities in the national market can reduce the competitiveness of local companies, but at the same time stimulate the emergence of new companies serving the needs of corporations. It is also important that global business standards will come to Belarus together with TNC [2].

Let us consider the activity of a transnational corporation in the Republic of Belarus on the example of Danone. “Danone is the world’s largest food company. In 2010, a merger agreement was signed between the Unimilk and Danone. The company provides jobs to Belarusians in different cities, provides stable salaries and an expanded social package, which has a positive impact on the employment rate. Danone’s strategy worldwide is to make long-term investments. Thus, Danone combines international experience and leadership in the food industry with the needs of consumers. Danone’s strategy is not only aimed at strengthening and modernizing the production infrastructure of the factories and introducing new technologies into production. The company also aims to be a highly efficient manufacturer with low production costs. In addition, Danone invests heavily in the training and development of its employees, passing on its international experience and scientific and technical knowledge to them [3].

So, some of the TNCs are already operating in Belarus, and this has not led to any serious competition or struggle with local businesses. The arrival of TNK is an opportunity for Belarusian business to learn how to run its own business using global methods. The prospects for the development of relations between Belarusian enterprises and TNCs remain the most important issue at the current stage of development of the Belarusian economy.

## References

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## SOCIAL NETWORKS AS MEANS OF PROMOTING TOURIST SERVICES

At the present stage in the promotion of tourist services there is a wide use of social networks. According to the *2018 Global Digital Statshot* report, more than 4 billion people worldwide currently use the Internet. Today there are about 200 social networks. More than 3 billion people use social media every month [1]. *Facebook, Instagram, V Kontakte, Odnoklassniki and Twitter* are the most popular social services in Belarus. Ease of use and the ability to quickly update makes them an indispensable tool for Internet marketing. On the Belarusian tourist portal *Holiday.by* presented 1616 travel agencies [2]. Due to the importance of social networks the topic of the article is relevant.

The study examined the use of social networks by ten popular, according to the author, tourist companies of the Republic of Belarus. Based on the study, three travel companies with the highest total number of followers on social networks were selected. Social networks in the field of tourism contribute to improving the reputation of a particular travel company, attracting new tourists, keeping in touch with regular customers, interacting with users and solving various tasks.

Social networks for a tourist enterprise is an opportunity to quickly, colorfully, in detail show the tourist product. The use of social networks by the travel agency contributes to the formation of interest in new routes and places of rest of the group members. Created groups in the social network allow users to talk about their trips, share opinions and photos about places of stay (table).

Use of social networks in promotion of tourist services

Travel agency	Social network	Number of followers	Latest Records	Performance
1	2	3	4	5
Alatantour	Instagram Vkontakte Facebook	20 335 8247 6188	07.11.2019 08.11.2019 06.11.2019	Information about offers of the tourist enterprise, the review of hotels of the world. Recommendations for rest