

In China, the role of a boss and the employees is blurred, because even a manager can do the same job as other employees for the common good. Learn about China and your partners before you take any steps, make no mistakes and be polite in everything: this is the only way you will find a good partner in China and earn respect.

Today, China ranks second among the world's countries in terms of economic development and sixth in terms of economic volume. By foreign exchange reserves (\$250 billion) China is second only to Japan. In most industries, China is a world leader.

In terms of exports, China ranks first in the world market. China has more than 182 partners in the world. Trade with Japan, the United States, and Western Europe accounts for 55% of trade.

China's consumer market provides a strong market for well-known brands. Unemployment is hovering around 5.4% due to the coronavirus, and so China is mostly stable.

China has a strong infrastructure. It boasts 500 airports, 1,500 aircraft, 2,000 ports that accept cargo weighing over 1 billion tons, and a railway length of 91,000 km.

In fact, having analyzed all this, we can say that if you succeed in China, you can succeed anywhere. But at first glance, China may seem like a rather closed country in order to do business there. Taxes, red tape, language and relationship barriers can scare you.

Actually, China's culture is not as challenging as many businesses believe. Politeness, punctuality, honesty, respect for your business traditions and a long-term view to business success are the main ingredients of success in China.

Results: Considering the specifics of Chinese business, we can say that the cause of success is hard work, determination and understanding of the Chinese mentality, as well as the presence of a certain atmosphere, which makes the Chinese economy one of the best in the world.

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CULTURAL DIFFERENCES IN DOING INTERNATIONAL BUSINESS

Межкультурные различия ведения бизнеса

China and The USA have the most advanced economies in the world. The USA's GDP for the year 2019-2020 equals to 19 390 600 and China's is 12 014 610 million dollars. The *purpose* of the research is to compare cultural differences in doing business in the world (the example of the USA and China).

Referring to the statistical publication “*Doing Business-2020*”, the United States is ranked as 6th, China as 31st. So let us have a detailed analysis of both cultures to reveal the main differences.

China has a unique business culture. Understanding the appropriate etiquette can be the key to becoming a successful business owner in this country.

1. *Guanxi* (‘relations’, ‘connections’) is an aspect of Chinese culture that people in the West don’t apply to business anymore. In China, on the contrary, business relationships are often formed through recommendations and personal connections.

2. *Names*. Chinese surnames come before the given names. Compared to the West, there is far more emphasis placed on this in China. For example, in a meeting with the CEO of a Western company, it would be acceptable to address people by their given names. This would result in a loss of face for a Chinese CEO.

3. *Giving Face*. Giving face means to show the proper respect to someone. It’s crucial to avoid embarrassing someone. You might not want to make the Chinese admit their mistake or back down from their position.

4. *Gifts*. Giving gifts is often a part of doing business in China and is an important part of building relationships. Gifts are often measured by their value. The more expensive the gifts, the greater the benefits to the business relationships are.

5. *Business dinners*. Doing business in China quite often involves meal at a restaurant. It is said that more business is done over the dining table than over the boardroom table. Seating arrangements are also important.

6. *Speaking*. Most Chinese businessmen know some English, but they are unlikely to be fluent, so using simple language is preferable. Learning a few words in Chinese would also help. It will show the Chinese party that you respect their culture.

Doing business in The United States differs from doing business in China in many ways.

1. *Results matter* in the United States. If you are doing business in the US, remember to sell yourself and your achievements. Modesty will never get you a new business contact. Persistence is another characteristic found in American business people.

2. *Short-term prospects*. The US is a short-term orientated culture unlike China. Short-term strategies are valued more than long-term considerations.

3. *Universality*. American culture tends to value generalists rather than specialists. In the USA, results and experience matter, less so your background, age and connections.

4. *Communication*. If an American asks you “How are you?” simply answer “Fine thank you.” Remember: “How are you?” is simply a greeting. Americans usually refrain from greetings that involve hugging and close physical contact. The standard space between you and your counterpart should be about two feet.

5. *The client is always right*. In the US, successful companies are those that have a well-established service, and not those with better product quality.

Customers there are used to being chased and persuaded to buy a product, otherwise they may be offended.

During this research, we came to the conclusion that cultural differences in doing business can vary significantly. Many countries do business based on their traditions and culture, which is worth taking into account to become successful. Nevertheless, politeness and good manners are valued everywhere.

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FEATURES OF BUSINESS DEVELOPMENT IN THE SPHERE OF CHILDREN'S TOURISM: PROMISING STRATEGIES FOR ITS IMPROVEMENT IN THE REPUBLIC OF BELARUS

Особенности развития бизнеса в сфере детского туризма: перспективные стратегии совершенствования в Республике Беларусь

Purpose: To study the state and prospects of children's tourism development in the context of a comparative analysis of Belarus and Germany.

Research results: Taking into account the experience of foreign countries, promising strategies for improving the current state of children's tourism have been developed on the example of a specific object.

The talk about children's recreation might be endless because it includes not only fresh air and exciting activities, but also health benefits and moral satisfaction, that helps children to grow up healthy, observant and happy.

Children's tourism is understood as a type of tourism, the consumers of which are children aged 5–7, who go on a journey for the purpose of recreation, health improvement, education, etc. This means that the task of tourism for children is to organize recreation that will captivate and interest a child, regardless of one's age.

Children's tourism in Belarus has three segments: health tourism (sanatoriums, health camps, ski resorts), sports tourism (hiking, cycling trips) and excursion tourism (historical and cultural complexes, museums, factories). Despite the diversity of species, it is necessary to develop an effective strategy for improving the activities of children's tourism.

The example of foreign countries is evidently relevant for the diversity of tourism, depending on the interests and hobbies of children. Personal experience of staying in the Federal Republic of Germany made it clear that it is necessary to develop and improve the level of children's recreation in Belarus.