

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.

**M. Bilchuk, Y. Kishkel**

**М. В. Бильчук, Я. В. Кишкель**

**БГЭУ (Минск)**

*Научный руководитель М. А. Ярмолицкая*

## **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.

The development of children's tourism and recreation in Germany is one of the priorities in the support and development of demographic policy. As Belarus, it is a country with a significant proportion of the elderly population and periodically experiences declines in the birth rate. Therefore, German legislation has a number of laws that allow families to raise children in a very comfortable environment.

In Germany children are given a lot of attention. Amusement parks there include dizzying attractions and daily colorful shows with educational elements of animation. Hiking there can be even compared with a trip to another planet.

In terms of large amusement parks, the country holds a confident championship: their number is approaching a hundred. "Europa-Park", which has about 100 attractions, is the calling card of children's tourism in Germany.

Belarus also has something to boast about. Interactive museums and children's science clubs have been actively developing recently. "EXPERImENtuS" – Museum of entertaining Sciences, the Human museum, and the Molecule Science club should be mentioned. The main principle of museums is that all exhibits can be touched, viewed, and experimented with.

In the heart of the country, in Minsk, there is a popular amusement park and water park for children "Dreamland". "Dreamland" is also a venue for various festivals, parties and events. But at the same time there are not enough educational programs or enrichment courses and activities on the territory of the park.

In connection with the identified disadvantages, we can give appropriate recommendations for improving and developing the amusement park "Dreamland".

The proposed strategies can be implemented not only based on the amusement park "Dreamland». There are no borders in improving children's tourism, because it is so diverse that both a lover of active games and a young explorer who dreams of adventure can find entertainment to their liking. This is the best way to instill independence in your child and teach him to be active.

**D. Blinova**

**Д. Блинова**

**БГЭУ (Минск)**

*Научный руководитель Е. Машкарева*

## **SPECIFICS OF DOING BUSINESS IN ITALY**

### **Специфика ведения бизнеса в Италии**

The Republic of Italy, which is a member of the European Union, is located in the south of Europe. The north of the country is distinguished by a developed industrial base, while the main activity in the south is agriculture. This must be taken