

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

into consideration while starting a business there. Thus, the object of this research is trading in Italy. The subject of the study is the classification of business concerns in Italy. The main aim of the following work is to compare the processes of doing business in Belarus and Italy. To achieve the aim of the research, the following tasks are set: to analyze the main types of organizational and legal business forms in Italy, to identify the commonalities and differences of doing business in Italy and the Republic of Belarus.

There are many organizational and legal forms for different companies in this country. The most common are as follows:

1. public and closed joint-stock companies;
2. joint-stock partnerships with limited liability;
3. individual entrepreneurship.

Private Limited Liability Company is the most successful solution for small and medium-sized businesses. The minimum authorized capital, when opening such a form of ownership, is 10,000 euros.

It is necessary to deposit in cash or in-kind upon registration 100% of the total amount if there is only one shareholder. If there are several holders of securities, 25% is enough to register the company in the Register.

The number of founders is not limited. Management is carried out by the director or by the board of directors. The director can also be a shareholder if the charter of the organization admits it. A foreign citizen chosen as a director must have the appropriate permission.

A Public Joint-Stock Company is usually necessary when organizing large firms. The minimum authorized capital must be at least 120,000 euros. Such companies can issue both registered stocks and bearer shares, their director can be a shareholder without any reservations. Tax and audit requirements for these organizations are stricter than for the others.

Joint-Stock Limited Equity Partnerships, as well as Joint Stock Unlimited Partnerships do not require a fixed authorized capital. Managed by general partners, one of whom must be an EU resident.

It is easier and cheaper to become an individual entrepreneur compared to opening a limited liability company. Such entrepreneurs are entitled to flexible taxation, and there is no prohibition for them from employment. It is important to remember that the owner is responsible for the obligations with all of his property.

Many types of organizational and legal forms that exist in Italy also exist in Belarus. These are, for example, public and closed joint-stock companies, joint-stock partnerships with limited liability, individual entrepreneurs. Such forms as private limited liability company, joint-stock limited equity partnerships, as well as joint-stock unlimited partnerships, cannot be found in Belarus, but they are quite common in Italy. The last form cannot be used in Belarus because it requires at least

one person who is an EU resident, and Belarus is not a member of the European Union.

References

1. Моргунов, В.И. Международный маркетинг : учеб. пособие / В.И. Моргунов. – М., 2012.

2. Подробно про бизнес в Италии – как открыть, налоги, формы собственности [Электронный ресурс] // ВнеБерега. – Режим доступа: <https://vne-berega.ru/articles/biznes-za-graniczej/osobennosti-vedeniya-biznesa-v-italii.htm>. – Дата доступа: 05.11.2020.

A. Gaiduchena, P. Medvedskaya
А.С. Гайдученя, П.А. Медведская
БГЭУ (Минск)

Научный руководитель Л.И. Василевская

IS LIFETIME EMPLOYMENT AN IDEAL MODEL OF JOB SECURITY?

Правда ли, что пожизненный найм является идеальной моделью для обеспечения занятости?

Lifetime employment is a form of guaranteed employment that is used in large companies and government agencies in Japan, as well as in some corporations in the United States. This system emerged after the Second World War and proved its viability and effectiveness. A person, having received an education, goes to work in a company and works there until retirement. During this time, within the same company, an employee can change several places, change the field of activity, or advance in the service. The advantage of lifetime employment is that every employee has a direct connection with the company they work for and understands that their personal prosperity depends on the prosperity of their company. But is lifetime employment really an ideal model of job security?

Some believe that lifetime employment is like bonded labor that is open to corruption and slavery, others, on the contrary, think that this is a good model for being provided with work always. In our research we uncovered some serious problems with this employment model. Moreover, we found even contradictions to some of the supposed benefits.

But there are certain benefits for hiring employees on a lifetime basis, training them to do work in all areas of a company, and making a commitment to develop workers and keep them on indefinitely. Some of these advantages include job security, long-term value, employees' commitment and others.