

Harvard University research suggests that working remotely has become, if not more and better, certainly longer – the average working day has increased by almost an hour. Surveys in Britain show that almost 90 % of those who have managed to work remotely during lockdown want to keep at least part of the opportunity, and almost half want to spend most or all of their working time away from the office.

Microsoft has announced the results of its first annual Work Trend Index 2021 survey, with 73 % of employees surveyed in favor of maintaining a flexible work format. VMware reports that at the end of 2020, 67 % of employees who worked remotely during the peak of the EMAE pandemic are not ready to return to their previous work environment.

In August 2020, according to another anonymous Blind survey, 55 % of 1124 respondents answered «yes» to the question «do they miss working in a real office».

Summing up, we can conclude that remote working is not just a forced measure that employers have to take due to the COVID-19 pandemic, but another way to streamline workflow. Telecommuting is a new reality and the number of workers who prefer to work from home will increase. Of course, this form of employment has its advantages and disadvantages, but it is a promising form of work organization. The modern world is becoming more tolerant, more sensitive to the individual characteristics and traits of each worker. After the pandemic is over, workers will continue to work from home, if not entirely, then at least partly.

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THE TOURISM INDUSTRY DURING A PANDEMIC

Индустрия туризма во время пандемии

It is well known that tourism is a journey during which you get positive emotions. The impact of this industry has become more and more evident in different parts of our planet. But nowadays this sphere is affected by the COVID-19 pandemic. The purpose of our investigation is to analyze how the tourism industry changed during the pandemic.

First of all, with the advent of the pandemic, many countries introduced many ways to protect themselves from viruses, such as closing stores, bars, restaurants, museums and theaters, suspending transport operations and, of course, closing

borders. The tourism industry has been particularly affected. The industry has now lost billions of dollars and a sickening number of jobs.

At the same time, several new startups have emerged, such as travel tech, updated options for personalized tours, and more convenient formats in international collaboration. While the COVID-19 pandemic put global tourism on hold, millions of quarantined people are seeking cultural and travel experiences right from home. During this period, culture has proven to be highly important, and the demand for virtual access to museums, heritage sites, theaters, and plays has reached unprecedented levels.

By the end of 2020, there has been a significant reduction in international tourism in the economy. But many tourism-oriented countries took advantage of the crisis to accelerate the industry's reboot, digitalization and change the way tourism is organized.

We have identified some directives to improve tourism: financing technology, innovation, improving competitiveness and sustainability, strengthening partnerships, developing the tourist base and improving the quality of services offered, stabilizing jobs. New opportunities are emerging as the crisis gives time for development, growth in tourism in the future. An example is the Moscow Committee for Tourism, which has organized in cooperation with the tourist community many different online events. These also include webinars to help eliminate the crisis, seminars, various shows and teleconferences.

The Hungarian Tourism Agency together with the Alliance of Hungarian Tourist Associations and the Budapest University of Economics have established a virtual tourism academy for online learning. The aim of this platform is to strengthen the position in the economy and improve the competitiveness of both small and medium-sized tourism companies.

Some features in tourism management have also emerged. The travel industry started digitalization before the pandemic. For example, some services such as Booking.com Airbnb, Skyscanner gave tourists resources to plan trips more easily and easily.

Market Research Future is a well-known research company that predicted in 2019 that the global virtual travel market will grow at a rate of more than 15 % per year over the next five years. And the global market for virtual travel has grown from \$570.5 billion in 2018 to \$1,134.5 billion by 2025. Today, technology makes it possible to maintain cooperation between countries.

In 2020, the Moscow City Tourism Committee established a virtual format for international interaction, namely online conferences with foreign partners.

The result of our study indicated that, despite the serious decline in this sphere, the pandemic proved to be one of the best tools for improving innovation and integrating new technologies into the industry. The acceleration of technology transformation has been one of the most positive results of this crisis, along with the

development of new business models embodying the goals of sustainable development, the introduction of ecotourism, the evolution of demand and rethinking the role of safety and health, and the involvement of different social segments of the population in the sector.

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SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

Many people talk about the importance of the importance of business in our lives. This is the development of oneself in the full sense of the word. However, no business, especially international, will be able to function stably and make a profit without taking into account some specifics. One of these specifics will be the Socio-Cultural environment. After all, if we are talking about international relations, it is important to understand the traditions and foundations of a foreign partner with whom you are planning further cooperation.

The purpose of this work is to analyze the traditional business rules adopted in different countries. Thus, we will consider the business traditions and rules of conduct of the UK and Japan.

Great Britain is one of the most tolerant and intelligent countries in the world. The subtleties and peculiarities of the British often confuse foreign partners. To do business in England, you need to understand the «business mentality». For example, the working day of the British, as a rule, is from nine in the morning to five in the evening, and lateness is not allowed. Greeting by the hand with the words «Good morning/afternoon/evening» and eye contact are considered a sign of politeness and respect, which is very much appreciated. A distinctive feature of the British is the ambiguity of statements. So, for example, the phrase «good enough» can mean «slightly disappointing», and, conversely, the phrase «not bad» takes on the meaning of «amazing». And the expression of consent can often mean refusal. An important point when talking to a Brit will be to avoid topics such as: politics and salary. The dress code at business meetings should be formal and conservative in nature. And after a working day, you can accept the offer to sit in the pub for a pint of beer. Following these simple recommendations, you will establish relations with your British partner, and there is also a chance to make a profitable contract.