

Дискуссионная панель 12

БИЗНЕС-КОММУНИКАЦИИ, ЯЗЫКИ И КУЛЬТУРА

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CURRENT SITUATION OF TOURISM DEVELOPMENT IN BELARUS. THE PROSPECT OF COOPERATION WITH CHINA-BELARUS TOURISM

In today's world economy, tourist industry is one of the fastest growing industries and contributes a lot to global GDP. It has become an important driving force for world economic growth. Tourism cooperation is becoming an important direction of bilateral and regional cooperation. In the National Strategy for the Sustainable Social and Economic Development of Belarus for the Period till 2030, travel and tourism has been identified as one of the main drivers of the country's economic development. Although there are still many difficulties in infrastructure and development funds, as well as many deficiencies in contribution to national economy, market popularity, service form and level, etc., travel and tourist industry has a good foundation in resources, related infrastructure construction and supporting-policy, and enjoys a broad development prospect. The tourism cooperation between China and Belarus is well equipped with good cooperation conditions in terms of resources, policies and markets. By implementing such measures as joint development of third-party markets, construction of regional tourism clusters, facilitation of means of consumption and payment, and innovative means of product promotion, China-Belarus tourism cooperation has the potential to become another highlight of two side's practical cooperation after ChinaBelarus industrial park, and thus become a new model under the framework of "One Belt and One Road" cooperation.

The development potential of Belarus' tourism. Tourism (or tourism industry) is a comprehensive industry that specializes or mainly engages in attracting and receiving tourists by virtue of tourism resources and facilities, and providing them with transportation, sightseeing, accommodation, catering, shopping, and entertainment. Among them, the tourism business is mainly composed of three pillars: tourism, passenger transportation and accommodation represented by hotels. In terms of tourism business implementation, Belarus has good potential.

Conditions and basis for China-Belarus tourism cooperation. China, which is located on the east coast of the Pacific Ocean and east of Asia, and Belarus, which is located in the hinterland of Europe and the Central European Plain, are far apart. There are huge differences in natural features and customs. The tourism cooperation between the two countries has a certain foundation.

First, the stable domestic situation in Belarus and high-level Sino-Belarus relations have created a favorable political environment for bilateral tourism cooperation and related cultural exchanges.

Secondly, both the Chinese and Belarusian governments are committed to the development of their own tourism industries, and have formulated and implemented relevant development

plans and policies, which have achieved phased results and laid a material foundation for the tourism cooperation between the two countries.

Finally, the tourism resources of China and Belarus have their own characteristics and are quite different from each other, which provides space and potential for tourism cooperation between the two countries.

Preliminary Thoughts on China-Belarus Tourism Cooperation Strategy. First, promote the joint development of international tourism between China and Belarus under multilateral frameworks such as the “Belt and Road” and “17+1”.third-party market for travel.

Secondly, take advantage of the geographical characteristics of Belarus to promote the development of cross-border and cross-regional tourism cooperation, build Unique regional tourism cluster.

Third, introduce a third-party payment platform, promote Internet payment, and realize the facilitation of tourism consumption payment.

Finally, focus on marketing and promote each other’s travel products through new channels such as new media and popular TV shows.

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RESEARCH ON THE TOURISM DEVELOPMENT OF GANSU’S CHARACTERISTIC CULTURAL RESOURCES

Gansu province is a treasure of national cultural resources in China. Its unique Dunhuang culture, the Great Wall culture, the Yellow River culture, the ancestor culture, the red culture and the national folk culture form outstanding cultural resources advantages, which are important representatives of “quintessence of Chinese culture”. In addition, they are the basis and source for Gansu Province to protect, inherit and carry forward the excellent traditional culture as well as strengthen the mission and responsibility of Chinese cultural self-confidence. Digging into the cultural spirit of Chinese nation and the value of the times contained in the cultural heritage in Gansu province, so as to tell Gansu stories well with tourism through using many different product development forms, such as cultural tourism scenic spots, immersive experience scenes and cultural tourism routes. “Shaping tourism with culture, highlighting culture with tourism” can continue the historical context, firmly strengthening cultural self-confidence, enhancing cultural identity, promoting national unity, which is the expression of cultural resources in this era and the important way of industrialized transformation.

I. Gansu characteristic cultural resources. Gansu is a treasure trove of cultural resources of the Chinese nation. There are many types of cultural resources and rich in resources. Among them, the culture types that have a unique position in the Chinese cultural system mainly include Dunhuang culture, Great Wall culture, Yellow River culture, ancestor culture, red culture, and ethnic folk culture.

1. *Dunhuang culture.* General Secretary Xi Jinping pointed out during an inspection in Gansu that Dunhuang culture is the result of long-term exchanges and integration between Chinese civilization and various civilizations, and it is a representative of Chinese excellent culture. Dunhuang, at the throat of the Silk Road, is the place where the four major cultural systems of China, India, Greece, and Islam converge. For more than a thousand years, various civilizations of China and the West have gathered and merged in Dunhuang, creating a splendid and splendid culture with Dunhuang style, Dunhuang style, and Dunhuang characteristics, forming Dunhuang’s unique cultural character, cultural tradition and cultural spirit. Dunhuang culture is a culture of “beauty and coexistence” and “harmonious