

tourism facilities and basic services, amplify the comprehensive effects of cultural tourism, and promote the high-quality development of Gansu's cultural tourism.

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## **STUDY ON INTERNATIONAL TOURISM COOPERATION BETWEEN CHINA AND BELARUS IN THE POST EPIDEMIC ERA**

The novel coronavirus pneumonia has affected the lives of people around the world, and it has also brought new challenges and impacts to the global tourism industry. With the gradual easing of the epidemic, the increase of vaccination rate, the relaxation of cross-border travel restrictions and the restoration of people's travel confidence, all of which will help to release the pent up tourism demand. In order to promote the reemergence of tourism in the post epidemic era and create a better and happy life for people of all countries, it is particularly important to actively promote international tourism cooperation. In the post epidemic era, China and Belarus will usher in good opportunities for international tourism cooperation with great potential.

1. Establish the framework of international tourism cooperation mechanism. "One belt, one road", "sharing, sharing and building together" principle is the basis for guiding the principles and cooperation mechanism of international tourism cooperation between China and Belarus. When the framework of international tourism cooperation mechanism is formed, the two governments need to conduct in-depth exchanges and communication on tourism related policies.

2. Strengthen communication among countries and formulate coordinated policies. On the premise of high-level reaching common goals and consistency, the two countries strengthen communication in formulating tourism related policies, timely adjust backward policies, and implement policies appropriate to the current situation of international tourism cooperation. On the premise of doing a good job in epidemic prevention and control, we should strengthen the docking of policies and standards, build a "fast track" and facilitate the orderly exchange of personnel. Establish an international mutual recognition mechanism of health code in the form of internationally accepted two-dimensional code based on nucleic acid detection results.

3. Establish information sharing platform. Tourist cities should actively establish a rapid collection and feedback mechanism for epidemic prevention and control information, implement strict screening and control measures, promote convenient and efficient personal health and safety information sharing system, and launch more safe and convenient border detection measures.

4. Carry out cultural exchanges and create an inclusive cultural environment. The two countries should hold more cultural themed expositions or exchanges to provide people with a platform to understand the cultures of other countries.

5. Rationally develop tourism resources and realize sustainable development. While developing and excavating tourism resources, we should pay attention to the protection of local ecology and humanities, develop moderately and appropriately, realize the balance between tourism resources development and economic growth, and realize the sustainable development of tourism.