

MEASURES TO FURTHER PROMOTE THE DEVELOPMENT OF TOURISM COOPERATION BETWEEN CHINA AND BELARUS

Fu Qi

Belarusian State University

e-mail: hedafuqi@163.com

Summary. *There is a certain basis for tourism cooperation between China and Belarus. By analyzing the reasons that hinder tourism cooperation between China and Belarus, this paper proposes countermeasures to promote tourism cooperation between China and Belarus, in order to promote tourism development of both countries.*

China and Belarus have friendly relations, watch out for each other in the international arena and cooperate in development. Since the establishment of diplomatic relations between the two countries, bilateral relations have developed smoothly [1]. Cooperation between the two countries has been affected since the COVID-19 pandemic. How to further promote the cooperation and development of the two countries under the normalization of the epidemic needs further consideration.

Tourism is an effective means to promote cultural exchanges and economic cooperation between the two countries, and in 2018, China hosted the “Year of Belarusian Tourism”, which greatly promoted the spread of Belarusian culture in China. At present, no significant progress has been made in tourism cooperation between the two countries.

The reasons for this are analyzed in three ways:

1. The impact of the epidemic. the COVID-19 pandemic has devastated the world economy and put the lives and health of many people at risk. Flights were cancelled and traffic was disrupted, causing tourism to suffer a precipitous fall. This objective situation led to a great impact on tourism cooperation and exchange between China and Belarus.

2. Inadequate promotion and marketing. Due to the differences in language, culture, laws and policies, Belarus' excellent tourism resources are not known to Chinese consumers. Belarus' world heritage sites, including Belovezh National Forest Park, Struve Geodetic Arc, Mir Castle Complex and Nesvizh's Raziviu Family Castle Complex, are among the world heritage sites. At the same time, Belarusian domestic tourist routes in Belarus are not yet known to Chinese tourists. At the same time, the existing visa-free policy is so limited that it does not attract Chinese tourists. The price and service advantages of Belarusian domestic products are not obvious compared to those of neighboring countries, there is a lack of promotion and marketing, and the quantity and quality of tourist services, including Chinese guides, need to be improved [2].

3. Insufficient infrastructure facilities. The first is the lack of flights, with only direct flights between Beijing and Minsk, which is very unfavorable for cross-border travel. Secondly, language communication is limited, as shown by the small number of Chinese and Russian-speaking guides, which is very unfavorable for the spread of culture. Lastly, there are no official Chinese banks in Belarus, which is very unfavorable for Chinese travelers.

In response to the above problems, in order to promote tourism cooperation between the two sides, the following countermeasures are proposed based on the implementability of actions.

1. Promote the policy cooperation between the two sides. China and Belarus should always adhere to the principles of equality, mutual benefit and co-win, expand the space of common interests and maintain the security of common interests. Firstly, China and Belarus can develop mutually beneficial policies to strengthen civil contacts and promote civil activities. For example, increase the number of flights from Chinese mainland cities to Belarus. Secondly, in terms of language education, it is necessary to expand the existing cooperation, further promote the international spread of Chinese language and the mainland spread of Russian language, and use the Confucius Institute as a fulcrum to promote the two-way spread of Chinese culture and Belarusian culture with various Chinese art

activities as the center. Finally, it is to improve the financial support policy of China and Belarus and realize convenient payment in RMB and Belarusian rubles.

2. Strengthen publicity and marketing to enhance the understanding of both cultures and expand the visibility of outstanding cultural resources and natural resources. Propaganda and marketing are effective ways to expand the popularity of tourist destinations. Therefore, it is possible to carry out cooperation in such areas as national ecotourism nature reserves, joint construction of scientific research bases, mutual construction of friendship cities between the two countries, joint construction of a rural tourism policy system, joint construction of cooperation platforms, and exhibition of outstanding cultural works.

3. Conduct innovative development of cultural and tourism products. Tourism products and resources features are the key to enhance the attractiveness. Focusing on the resource characteristics of China and Belarus themselves, targeted tourism activity design and tourism product development will be carried out in response to the market demand of both countries.

With the above proposals, we hope to promote tourism cooperation and development between China and Belarus.

Reference

1. 中国共产党新闻网:《习近平在白俄罗斯媒体发表署名文章:让中白友好合作的乐章激越昂扬》, 2015年05月09日, //http://cpc.people.com.cn/n/2015/0509/c64094-26973455.html.
2. 赵会荣. 对中国与白俄罗斯关系的分析与思考[J]. 国外理论动态, 2017(11):120-127.

УДК 339

CULTIVATION OF CUSTOMER LOYALTY IN E-COMMERCE ENVIRONMENT

He Tianlong

Business school of BSU

e-mail: a375339910175@gmail.com

Summary. *In recent years, e-commerce has flourished in China and even the global trade market, and has been integrated into every corner of our lives. With the rapid development of e-commerce, the prevailing “20–80 law” in economics has been well verified. Many economists believe that the 20 % of customers who create 80 % of corporate profits are the true value of corporate customer loyalty.*

The meaning of customer loyalty. Customer loyalty, as the name suggests, is the degree of customer loyalty to a company or to a certain product, which is an abstract concept. Due to the influence of many factors such as quality, price, service, etc., customers have a special feeling for a company's products or services, forming a preference and long-term continuous purchase of the company's products or services. In the true sense, customer loyalty is a kind of personal behavior of consumers, while customer satisfaction is just an attitude. Many scholars even directly stated that loyal customers will be one of the main sources of corporate competitive advantage.

The importance of customer loyalty in e-commerce environment. Why is customer loyalty becoming more and more important in the e-commerce environment? The practical research of western marketing experts and the experience of enterprises show that “the cost of acquiring a new customer is 5 times that of retaining an old customer, and the profit contributed by an old customer is 16 times that of a new customer”. It is said that the success of marketing is not only the market share in the statistical sense, but also should be reflected in how many loyal customers the company has.

A website is a window for an enterprise to publicize, and it is the face of the enterprise. The website design with enterprise characteristics can better promote the products or services of the enterprise to customers. A good website design can bring different experiences to customers. Attractive website design can attract users' attention and stimulate their desire to shop. For the consumer, the