

Although China and Belarus enjoy bilateral trade agreements, barriers such as tariffs, non-tariff measures, and certification requirements hinder the expansion of frozen food exports. Efforts should be made to simplify customs procedures and facilitate mutual recognition of certification standards.

**Logistics and Distribution:** Improving transportation facilities and infrastructure plays a vital role in ensuring the timely and cost-effective delivery of frozen food products. In the past, it took 45 to 60 days for goods to reach China by container sea. In 2022, China's Alashankou port opened the import of cold chain goods, greatly shortening the transport time of cold chain goods, refrigerated trucks from Belarus, through Russia, Kazakhstan, can direct to Xinjiang Alashankou port, the whole cycle shortened to 5 to 7 days.

In conclusion: the export of frozen beef from Belarus to China is a promising area for bilateral trade growth. By recognizing and addressing the challenges identified in this report, both countries can take advantage of the increasing demand for frozen food in China. Streamlining trade procedures, improving logistics networks, and ensuring compliance with import regulations will contribute to the sustainable development of this trade relationship.

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### **“SILK ROAD TOURISM” – RESEARCH ON THE CULTURAL TOURISM ECONOMY OF CHINA AND BELARUS UNDER THE “BELT AND ROAD INITIATIVE”**

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**Summary.** *The continued deepening of China-Belarus international cooperation on “Silk Road Tourism” will greatly promote the construction of cultural tourism-related fields between China and Belarus under the “Belt and Road Initiative”. On the one hand, “Silk Road Tourism” will further guide the development of cultural tourism into economic clusters, expand the scope of China-Belarus cultural tourism region, continue to optimize and upgrade the China-Belarus tourism ecological chain, promote the economic growth of China-Belarus cultural tourism, and help China-Belarus cultural tourism flourish. On the other hand, “Silk Road Tourism” will drive the development of a series of industrial chain economies around China and Belarus, promote the upgrading of individual tourist destinations to urban belts and economic clusters, and produce a “1+1>2” effect.*

In 2013, President Xi Jinping first proposed the joint construction of the “Belt and Road” initiative. On October 18, 2023, President Xi Jinping announced China's support for high-quality joint construction in his keynote speech at the opening ceremony of the third “Belt and Road” International Cooperation Summit Forum. Among the eight actions of the “Belt and Road Initiative”, the sixth is to support people-to-people exchanges. On the basis of the Silk Road International Theater, Art Festival, Museum, Art Gallery, and Library Alliance, the Silk Road Tourism Cities Alliance was established [1]. 58 cities at home and abroad in 26 countries have joined the alliance as founding members, including cities such as Ningbo in Zhejiang and Minsk in Belarus [2].

“Silk Road Tourism” expands new space for international cultural tourism economic cooperation, adds impetus to the exploration and establishment of an international rules system for cultural tourism economics, promotes the construction of a new development pattern, and promotes the “Belt and Road” joint construction of national cultural tourism economic development.

1. “Silk Road Tourism” is a new highlight of China-Belarus cultural tourism economy in jointly building the “Belt and Road Initiative”. In the Silk Road Economic Belt, the two countries can cooperate to develop cultural sites, historical buildings and natural landscapes along the Silk Road to attract more tourists to visit and experience. This not only promotes tourism but also brings economic growth and employment opportunities to the local area.

2. “Silk Road Tourism” is conducive to sharing market opportunities between China and Belarus’ cultural tourism economy and creating a vertical and silent cultural tourism experience. After outbound travel is fully liberalized in 2023, the number of searches and questions about the countries co-building the “Belt and Road” has increased significantly. In addition, the “Northern Myanmar” e-mail fraud has caused Southeast Asia tourism to be cold, while tourism in Eastern Europe and Central Asia has attracted more attention. higher. Countries such as Russia, Belarus, Georgia, Kazakhstan, and Kyrgyzstan have also attracted a large number of Chinese tourists. Compared with Southeast Asian countries, tourists spend longer in European and Central Asian countries and have more in-depth itinerary experiences.

3. “Silk Road Tourism” is a new carrier of international cultural tourism economic cooperation and is of great significance. China and Belarus can deepen the understanding and friendship between the two peoples by holding cultural exchange activities, art exhibitions and folklore experiences.

4. Taking “Silk Road Tourism” as the starting point to promote the economic construction of China-Belarus cultural tourism along the “One Belt and One Road” is of great significance. Along the Silk Road Economic Belt, China and Belarus can jointly develop tourism infrastructure such as regional cuisine, hotels and immersive tourism experiences.

Taking Ningbo, Zhejiang as an example, as one of the “Silk Road Tourism Cities Alliance”, Ningbo has actively served and integrated into the joint construction of the “Belt and Road” in the past 10 years, and is committed to building an international open hub city. As one of the starting points of China's Maritime Silk Road, Ningbo is a place with a long history and rich culture, and its foreign trade economy is also among the top 5 in the country. According to Ningbo Customs statistics, in the first three quarters of 2023, Ningbo's imports and exports to countries co-building the “Belt and Road” were 421.34 billion yuan, a year-on-year increase of 5.4 %, accounting for 44.1 % of Ningbo's total foreign trade value during the same period [3].

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### **ECONOMIC ANALYSIS OF THE MAIN INDICATORS OF THE DEVELOPMENT OF THE LOGISTICS COMPLEX OF CHINA**

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**Summary.** *This article will analyze the main indicators of the development of integrated logistics parks in China, including industry scale, investment scale, operational efficiency, and contribution to development.*

The integrated logistics park, with logistics as its core, combines functions such as warehousing, distribution, processing, trade, and information within a comprehensive industrial zone. With the rapid development of the Chinese economy and the continuous growth of market demand, integrated logistics parks play a significant role in promoting economic growth, improving logistics efficiency, and advancing supply chain optimization.

Firstly, industry scale is an important indicator for measuring the development of integrated logistics parks in China. According to statistics, as of 2022, there are 2.553 integrated logistics parks in China (fig. 1), representing a growth of 55.9 % compared to 2018, with an average annual growth rate of 11.7 %. These parks cover various industries and provide comprehensive logistics services, providing strong