

ANALYSIS OF TOURISM DIGITALIZATION COOPERATION BETWEEN CHINA AND BELARUS

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Summary. *Since the COVID-19 pandemic, cooperation between China and Belarus has been affected, especially in tourism. Currently, the two sides can build digital tourism cooperation to promote development. This paper analyzes the previous ways of cooperation and proposes digital ways of enhancing tourism cooperation and the problems that need to be solved.*

Currently, the world situation is in the midst of a major change, and strengthening the partnership between China and Belarus and promoting cultural exchanges is an effective way to counteract this instability. China and Belarus established a comprehensive strategic partnership on September 16 of this year, which will allow the two sides to cooperate in many fields, including economic, political, military and cultural. Both China and Belarus have fascinating landscapes and rich cultures, and tourism cooperation between the two sides is an effective means of promoting cultural exchange and economic cooperation.

Tourism cooperation between China and Belarus has a long history. Since the signing of the Tourism Cooperation Agreement between the Government of the Republic of Belarus and the Government of the People's Republic of China in 2005, joint tourism companies have been established, cooperation agreements have been reached between tourism enterprises, and tourism cooperation activities launched consecutively in 2018 and 2019 have been well received [1]. However, nowadays, due to the COVID-19 pandemic, the movement of people across the region is restricted, tourism activities are difficult to carry out, and the tourism industry has experienced a cold winter and has not yet fully recovered. This is undoubtedly an obstacle to cooperation in healing, ecological, historical and cultural tourism between China and Belarus.

In this context, how can tourism cooperation between the two countries be promoted?

The digital economy provides ideas to solve this problem. As a new engine to drive global economic development in the information age, the digital economy occupies an important position in the world's economic and social development agenda. Digital economy refers to a series of economic activities that use digital knowledge and information as key factors of production, modern information networks as important carriers, and the effective use of information and communication technology (ICT) as an important driving force for efficiency improvement and economic structure optimization [2]. As an important means of information technology, digitalization has been integrated into the development of various industries. The use of big data, cloud computing, 5G and other digital means in tourism has given rise to new tourism formats such as virtual reality tourism, hyper-reality tourism, digital museums, digital experience museums for immersive experiences, cloud tourism, metaverse and so on. In order to realize digital cooperation between China and Belarus countries, to promote cultural exchange between these two countries and to jointly build a digital Silk Road, digital tourism will be an effective means.

At present, tourism digitization is available in the form of digital museums, virtual tours, live tours, etc. The new model of tourism cooperation between China and Belarus, in terms of digitization, has the following suggestions. First, a series of historical and cultural tours: digital cooperation in museums, holding virtual museum exhibitions. The more famous digital museums and their digital collections from both China and Belarus can be exhibited in the form of virtual reality in combination with the existing mature digital platforms. For example, the digitized and related collection stories of the Chinese Palace Museum, Shaanxi Museum, Jiangsu Museum, Henan Museum, etc. will be exhibited in Belarusian museums for the dissemination of Chinese culture. The second is the virtual

display of ecotourism, where famous tourist attractions of China and Belarus are digitally displayed through mutual construction of digital venues. For example, Belarusian architectural complexes, unique Belarusian folklore, etc. are promoted on some Chinese head tourism platforms. Finally, there is cultural tourism promotion and live tourism products. Through physical venues and e-commerce platforms, cultural exchange activities between China and Belarus are carried out, such as launching a series of Belarusian festival promotion activities and Chinese festival promotion activities, introducing each other's traditional culture and festival activities, which can promote cultural exchange between the two sides when real tourism activities cannot be implemented. This will have a positive impact on tourism recovery activities after the end of COVID-19 pandemic.

The digitalization of China-White tourism cooperation is an effective way to promote cooperation between the two sides nowadays, but it faces some problems. First is the policy communication between the two sides, both sides need to strengthen communication and cooperation on digital economy policy, clarify the needs of both sides, do a good job of top-level planning of tourism cooperation, accelerate the development of governance rules in the field of digital economy, and seek common development. Secondly, the digital tourism cooperation between the two sides needs digital infrastructure to support, China is more experienced in infrastructure construction, and has made many achievements and formed certain technical advantages in recent years. The use of China's rich experience in infrastructure construction enterprises to promote the construction of digital infrastructure hardware on both sides, to improve the quality and efficiency of the Belarusian network construction, and to build the foundation for tourism digital cooperation between the two sides. Thirdly, we should promote the financing of the digital economy of both sides, accelerate the construction of a mutually beneficial digital e-commerce platform, and provide financial support and platform support for the development of tourism cooperation. It is necessary to strengthen financial cooperation between the two sides, build a multi-level financial service system and expand the scope of RMB clearing [3]. China has accumulated rich development experience in the field of e-commerce, and its e-commerce transaction volume has jumped to the first place in the world. Both sides can carry out commerce models that rely on e-commerce platforms to promote the trade of tourism goods on both sides. Finally, strengthen the dissemination of cultural and tourism activities of both sides, rely on excellent cultural activities, strengthen the promotion and publicity of tourism resources and activities of both sides, and promote the dissemination and recognition of the cultures of both sides among the people. By building digital tourism cooperation between the two sides, the cultural exchange between the two sides will be strengthened and the common development of China and Belarus will be promoted.

Reference

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