

process is quite fast. Japan is characterized by a system of group decision-making - "rings" [1]. The responsibility for making a decision does not rest with one person; the whole group is responsible for the decision made. They are motivated by a commitment to the ideals of the company. The lifelong hiring system eliminates the pressure of possible layoffs, meaning employees are more motivated to do their jobs better and foster a sense of community with the company. The principles and approaches of American management are individuality in decision-making and responsibility for them; orientation to work with an individual, not with a team [2]. The manager's approach is aimed at unleashing the employee's creativity and encouraging new ideas. The peculiarity of the work of an American manager is that he often seeks to satisfy his own ego before thinking about the success of the company. The organization is exclusively committed to business relations. Americans are motivated by a system of rewards, social security, various benefits and the opportunity to move up the career ladder.

Conclusion. Thus, we can sum up that each system has its positive and negative features. And we can identify the best approaches and concepts for the management system of our country and, perhaps, in the future, apply them with confidence. Among all the qualities, we can single out such as optimism, the desire for self-development and a reward system among Americans, as well as dedication to the ideals of the company, well-coordinated teamwork and the concept of consensus management among the Japanese.

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TOURISM IN THE REPUBLIC OF BELARUS

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Резюме – в статье исследуются плюсы и минусы туризма в Республике Беларусь. Проанализированы черты и функционирование туризма в республике. Выделены проблемы развития туризма в Республике Беларусь и даны советы по их решению.

Resume – the article studies the pros and cons of tourism in the Republic of Belarus. Analyzed the features and functioning of tourism in the republic. Highlighted some problems of tourism development in the Republic of Belarus and given advice on how to solve them.

Introduction. Tourism is an integral part of modern business. Many countries such as Turkey, Georgia, Montenegro, Thailand and many others are directly dependent on the tourism sphere. Their economies are closely related to the number of tourists in the countries thanks to which these countries develop. The Republic of Belarus is not a big country in the sphere of tourism and there are reasons for it that will be discussed in this article.

The main part. In the Republic of Belarus there are various programs for the development of tourism in the country. A tourist information center of National Agency for Tourism was created in the Republic of Belarus, where every arriving tourist can find all the information of interest to him. Also, the Republic of Belarus is a member of various tourist organizations and international programs, thanks to which various tourist routes are implemented. All of them contribute to the development of tourism in the country. It is confirmed by the information of the National Statistical Committee of the Republic of Belarus. The number of organizations and the number of tourists who visiting our country is increasing every year. The exception was 2020 and the coming years may also show negative dynamics of tourism development not only in the Republic of Belarus, but all over the world for all the known causes of the coronavirus pandemic. In our country, tourism is based on the beauty of nature, on incredible sights that contain historical prerequisites and traits of the Belarusian identity. Despite the many hotels in our country, they do not reach that level that everyone would like to come back again, everything is limited to small tours that bring much less profit than it could have been. Here are singled out the main constraints factors of the development of tourism in the Republic of Belarus in the following: low involvement of internal and external investments in the tourism sector, low level of marketing, territorial position that doesn't allow tourism to develop fully, insufficient high service in places of residence, insufficient staffing, tourism itself develops mainly only in the capital. There are many places to visit around Belarus, and they are in no way on inferior in their beauty to the most famous places on the planet, but marketing moves are weak. For example, the well-known Eiffel Tower, which is known to every person on our planet. It is known to everyone for its uniqueness: the height of the attraction and the love fanned by this place, when every couple in love would like to visit this place. One of the Seven Wonders of the World in Turkey, the Temple of Artemis at Ephesus, is a good example of marketing. Then I had seen it once, it did not evoke any special emotions to me, although it belongs to one of the Seven Wonders of the World. There are two most famous places to visit in the Republic of Belarus: Belovezhskaya Pushcha, known for its inhabitants – bison and beauty, and the National Library, which is a national treasure of the country. However, these places now do not attract tourists so much and the spread of tourism throughout Belarus and their location could improve the profitability and development of such a profit sphere as tourism. I see improvements in the development of tourism in the Republic of Belarus in the following: attracting large external and internal investments in the tourism sector, spreading tourism

throughout the country, and not only in the central regions, more effective marketing activities in attracting tourists, involvement new personnel into the tourism activities of the Republic of Belarus.

Conclusion. Tourism is an important part of the economy of the any country. At present, tourism is in decline all over the world, but the time is near when tourism will again develop every year and become an increasingly important part of our life on our planet. Advice on improving tourism development will not only help develop business and bring more and more profits, but will also lead to increased investment and a closer acquaintance with Belarusian culture and identity.

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REBRANDING: BENEFITS, RISKS AND WAYS OF ELIMINATING FAILURES

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Резюме – в этой статье описывается суть процесса ребрендинга, причины для его проведения, выгоды, риски, вызванные проведением ребрендинга и требования по его успешному созданию.

Resume – this article describes the essence of the rebranding process, the reasons for its implementation, benefits, risks caused by the rebranding and the requirements for its successful creation.

Introduction. Nowadays the world is changing rapidly, consumer expectations are constantly evolving and competition in the markets is growing. Businesses must be up-to-date to maintain and strengthen their positions, attract new and keep old customers, rebranding is a key for this.

The main part. Rebranding is a set of changes that affect all levels of the brand, change the attitude of the outside world to it and the attitude within the