

ОПТИМИЗАЦИЯ БЕЛОРУССКИХ ТУРИСТИЧЕСКИХ ПЛАТФОРМ, НАПРАВЛЕННАЯ НА ПРИВЛЕЧЕНИЕ КИТАЙСКИХ ТУРИСТОВ

ЧЖАЙ ЯНЬЯНЬ¹⁾, И. А. КАРАЧУН¹⁾, ЧАН ХУЭЙ¹⁾

¹⁾Белорусский государственный университет, пр. Независимости, 4, 220030, г. Минск, Беларусь

Развитие экономики туризма в Беларуси выступает важной частью национальной стратегии устойчивого развития. В Китае, который был мировым лидером по выезду туристов, как ожидается, увеличится количество туристов из Беларуси и активизируется въездной туризм. В настоящее время Беларусь предприняла многочисленные меры для получения преимущества в привлечении туристов из Китая, для чего предусмотрены возможные решения по оптимизации белорусских туристических платформ. В исследовании с помощью сравнительного анализа выявляются сильные и слабые стороны белорусских туристических платформ, рассматриваются новые тенденции в анализируемой сфере и изучаются трудности, возникающие у туристов из Китая. Стратегии оптимизации белорусских туристических платформ включают содействие интеграции и совершенствованию экосистемы, продвижение инновационных методов производства и инновационных бизнес-моделей. Сделан вывод об эффективности оптимизации туристических платформ Беларуси с точки зрения экономики.

Ключевые слова: туристическая платформа; Беларусь; туристы из Китая; оптимизация.

OPTIMISATION OF BELARUSIAN TOURISM PLATFORMS AIMED AT ACQUIRING CHINESE TOURISTS

ZHAI YANYAN^a, I. A. KARACHUN^a, CHANG HUI^a

^aBelarusian State University, 4 Niezaliezhnasci Avenue, Minsk 220030, Belarus

Corresponding author: I. A. Karachun (karachun@bsu.by)

The development of the tourism economics in Belarus is an important part of the national sustainable development strategy. As once the largest tourist outbound country, China is expected to increase the number of Belarusian inbound tourists and to improve the level of inbound tourism consumption. At present, Belarus has taken numerous measures to give it an advantage in acquiring Chinese tourists. In order to further attract Chinese tourists, the optimisation of the Belarusian tourism platforms provides possible solutions. The authors of the article use the comparative analysis method to study the relative strengths and weaknesses of Belarusian tourism platforms. Then they analyse the new travel trends and dilemmas of Chinese tourists. Strategies for Belarusian tourism platform optimisation include promoting the integration and improvement of the ecosystem, promoting the innovation of production methods for the co-creation of tourist value, and promoting the innovation of business models. Finally, the effectiveness of Belarus tourism platform optimisation on the economics is concluded.

Keywords: tourism platform; Belarus; Chinese tourists; optimisation.

Образец цитирования:

Чжай Яньян, Карачун ИА, Чан Хуэй. Оптимизация белорусских туристических платформ, направленная на привлечение китайских туристов. Журнал Белорусского государственного университета. Экономика. 2023;2:72–80 (на англ.). EDN: UDECUY

For citation:

Zhai Yanyan, Karachun IA, Chang Hui. Optimisation of Belarusian tourism platforms aimed at acquiring Chinese tourists. Journal of the Belarusian State University. Economics. 2023; 2:72–80. EDN: UDECUY

Авторы:

Чжай Яньян – аспирант кафедры цифровой экономики экономического факультета. Научный руководитель – И. А. Карачун.

Ирина Андреевна Карачун – кандидат экономических наук, доцент; заведующий кафедрой цифровой экономики экономического факультета.

Чан Хуэй – аспирант кафедры цифровой экономики экономического факультета. Научный руководитель – И. А. Карачун.

Authors:

Zhai Yanyan, postgraduate student at the department of digital economy, faculty of economics.

yannzo-ie12@gmail.com

<https://orcid.org/0000-0001-5107-8762>

Irina A. Karachun, PhD (economics), docent; head of the department of digital economy, faculty of economics.

karachun@bsu.by

<https://orcid.org/0000-0002-0132-5064>

Chang Hui, postgraduate student at the department of digital economy, faculty of economics.

changlaoshi@yandex.by

Introduction

The tourism economics occupies a very significant place in the national economics and sustainable development economics. International tourism is an essential part of the tourism economy. International tourism plays an important role in increasing international cultural exchange and cooperation, boosting foreign exchange reserves, bridging the trade deficit. Belarus has excellent natural conditions for tourism, such as culture, history and a unique natural landscape. The development of online tourism platforms is breaking down space barriers in the development of international tourism and is a new growth point for the tourism economics. In order to promote the development of the tourism industry, in the National strategy for sustainable socio-economic development of the Republic of Belarus for the period up to 2030, Belarus clearly stated the development goal of making country's tourism revenue account for 0.1 % of the world's development target for the development of tourism [1]. Therefore, increasing the number of Belarusian international tourists to develop international tourism potential is the key direction for the development of tourism economics in Belarus. In recent years, relations between China and Belarus have grown rapidly and attracting more Chinese tourists could provide new insights into the growth of the Belarusian tourism economics.

There are some contemporary researches on this topic. L. M. Gaidukevich studied the history of tourism cooperation between Belarus and China during 2013–2020 [2], Li Yuanyuan used data analysis to find that the development of China – Belarus tourism plays a key role in the national economy, but cultural insufficient understanding and other issues hinder the development of tourism between the two countries [3], S. Holubeu, V. Suhak, A. Avsyuk, Jianbo Chen analysed Belarus' tourism service exports to China from a macro level [4], M. V. Sauchuk and E. A. Hrechyshkina proposed that Belarusian tourism and hotel-related enterprises use Internet marketing to be more competitive [5]. Based on the relevant literature, it is found that China – Belarus tourism has gradually become a hot issue. Internet marketing and publicity are important ways to develop Belarus' tourism exports. In order to access more Chinese tourists, this paper will analyse the relative advantages and disadvantages of choosing the Belarusian platforms as a tool based on the study of Belarus' strengths. And after considering the new trends in Chinese outbound tourism and the plight of tourists, it proposes an optimisation strategy for the Belarusian platforms. It is expected to provide a reference for the development of the Belarusian tourism economics.

Reasons for targeting Chinese tourists

Unique advantages of Belarus in attracting Chinese tourists. Compared to other countries, Belarus has a great advantage in attracting Chinese tourists. First of all, Belarus has good natural conditions for the tourism economy, such as beautiful natural scenery. Also, both China and Belarus have historical origins [6]. Belarusian history and culture are key factors in attracting Chinese tourists. The two countries implemented mutual visa-free access in 2018. The implementation of the policy has cleared numerous obstacles for Chinese tourists to travel to Belarus. Furthermore, Belarusian commerce has strengthened its cooperation with UnionPay. The popularity of China UnionPay cards in supermarkets and automated teller machines has provided Chinese tourists with consumption convenience [7]. Belarus has also enhanced its signage in Chinese at airports and hotels, providing travel convenience. Besides, the promotion of Belarusian culture in China has been enhanced. For example, 2018 has been designated as the year of tourism in Belarus and China. There is already a certain foundation for Chinese tourists to travel to Belarus. Further, in 2023 China – Belarus relations took a new step forward and developed into an all-weather, comprehensive strategic partnership. And in the statement, it was emphasised that they will further expand cooperation in the field of tourism and increase the number of direct flights between the two countries. The implementation of these new measures provides convenience for the travel of Chinese tourists, which is conducive to further releasing the potential of Chinese tourists travelling to Belarus.

Potential of Chinese tourists travelling to Belarus. Chinese tourists have a vast demand for outbound travel. According to World Tourism Organisation (hereinafter – UNWTO) data¹, the number of outbound tourists showed an increasing trend from 2016 to 2019, reaching 154.63 mln people in 2019. Compared to China's huge outbound travel population, the number of Chinese tourists travelling to Belarus is relatively small. However, there has been an upward trend since before the epidemic², and it rose to a record high of 47 thsd in 2019. China became the fifth-most frequent visitor to Belarus this year. But since the outbreak, Chinese outbound tourism has almost come to a halt, and the number of Chinese tourists travelling to Belarus has fallen sharply. In 2023, the optimisation of China's management policy has restarted outbound tourism and brought about a revival in demand for Chinese outbound travel. Belarus already has a unique advantage in the face of China's huge outbound tourism market. If the problems encountered by Chinese tourists on their way to Belarus can be solved, it will help Belarus further to develop the Chinese market and to increase the number of Belarusian tourists (table 1).

¹Global and regional tourism performance – 2023 [Electronic resource]. URL: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance> (date of access: 24.05.2022).

²Number of organised visitors – 2023 [Electronic resource]. URL: <http://dataportal.belstat.gov.by/Indicators/Preview?key=223404> (date of access: 22.05.2022).

Table 1

Related tourism numbers statistics, mln people

Indexes	Year						
	2016	2017	2018	2019	2020	2021	2022
Number of Chinese outbound tourists	135.13	143.04	149.72	154.63	20.33	–	–
Number of Chinese tourists entering Belarus	0.0185	0.0182	0.0307	0.0470	0.0189	0.0104	0.0043
Number of inbound tourists to Belarus	1.09	1.11	1.15	1.18	3.56	3.36	4.92

Note. Developed by authors, based on the data of the UNWTO and National Statistical Committee of the Republic of Belarus.

Spending potential of Chinese tourists to Belarus. Chinese outbound tourism can generate significant inbound tourism spending potential for Belarus. The table 2 provides statistics on the level of Chinese outbound tourism spending per capita, Belarusian inbound tourism spending per capita, and world international tourism spending per capita for 2016–2022. Taking the data before the epidemic as an example, the per capita consumption of China's outbound tourism in 2019 was 1647 US dollars, far higher than the world's per capita consumption level of international travel of 1 thsd US dollars. However, the per capita consumption level of Belarus inbound tourism is only 76 US dollars, and its inbound tourism consumption is still relatively low. Chinese outbound tourists have strong consumption power. If the consumption of Chinese tourists in Belarus can be increased, it can bring considerable economic momentum to Belarus. In order to further strengthen the consumption potential of Chinese tourists, it is necessary to provide Chinese tourists with high-quality products and services, establish a complete online tourism consumption system, and promote the consumption of Chinese tourists in Belarus more systematically and comprehensively.

Table 2

Related tourism consumption statistics, US dollars

Indexes	Year						
	2016	2017	2018	2019	2020	2021	2022
Chinese expenditure per departure	1852	1803	1852	1647	6445	–	–
Travel receipts per arrival in Belarus	65	72	77	76	100	127	–
Global inbound travel receipts	985.48	988.52	1017.03	1000.72	1351.13	1375.26	1050.59

Note. Developed by authors, based on the data of the UNWTO and National Statistical Committee of the Republic of Belarus.

Research on tourism platforms in China and Belarus

As an essential driving force in the development of the tourism economics, online tourism platforms provide tourists with convenient, comprehensive and rich tourism services that can offer solutions to the problems they encounter in their travels. Belarusian tourism platforms and Chinese tourism platforms are important options for Chinese tourists travelling to Belarus. Faced with the choice of dozens of online travel platforms in China and Belarus, it is difficult for Chinese tourists to determine which travel platform is the best to choose. And neither in China nor in Belarus any tourism platform can meet all the needs of tourists. Therefore, tourists need to switch between multiple platforms to avoid situations where the journey is blocked due to insufficient information collection. The information on different platforms is not updated in time, resulting in information deviation. Tourists need to distinguish and filter out useful and accurate information. This is a very difficult challenge, which will greatly increase the cost of judgment and psychological pressure on tourists, especially for first-time tourists to Belarus. This runs counter to the direction of tourism cooperation between China and Belarus. Therefore, in order to meet the travel needs of Chinese tourists, obtain higher tourism benefits, improve to the level of tourism services, and better meet the development needs of the Belarusian tourism economy, it is particularly important to create a one-stop, comprehensive tourism platform. The author of article compare three travel platforms recommended by the Embassy of the Republic of Belarus in China with two Chinese headline travel platforms and analyse them to conclude that Belarusian tourism platforms have relative advantages and are more suitable for optimisation and improvement (table 3).

Table 3

Survey of tourism platforms in Belarus and China

Platform	Mission	Service										Payments		Social networking	Language
		Air tickets	Visas	Homestays, hotels	Pick-up services	Group (individual tour)	Tour guide	Attractions	User comments	Visa or Mastercard	UnionPay				
Vetliva (https://vetliva.by/)	Provides on-line booking service and travel catalog	Failed to enter	+	+	+	+	+	+	–	+	–		Facebook Instagram ВКонтакте Одноклассники Telegram YouTube	Russian Belarusian English	
Top Belarus (http://topbelarus.com/en/)	Provides customers with a full range of services	–	+	+	+	+	+	+	–	+	–		Facebook Instagram ВКонтакте Одноклассники YouTube Google Twitter	Russian English	
Viapol (https://viapol.by/index.htm)	Provides cultural tourism	–	+	+	–	+	+	–	+	+	–		Facebook Instagram ВКонтакте YouTube	English French Russian	
Trip.com Group Limited (https://www.ctrip.com/)	Provides differentiated travel	+	Incomplete information	+	–	–	–	Less content	Less content	+	+		Weibo Official account Douyin Kuaishou Xiaohongshu	Chinese	
Qunar (https://www.qunar.com/)	Provides travel products and services anytime, anywhere	+	Incomplete information	+	–	–	–	Less content	Less content	+	+		Weibo Official account Douyin Kuaishou Xiaohongshu	Chinese	

Note. Signs + and – denote availability or absence of the service on the platform.

Relative advantages of Belarusian tourism platforms. Firstly, the platforms have an industry-chain advantage. On the one hand, it expands on the upstream resource side and gathers travel resources from all over Belarus. The platforms integrate relevant resources through agents and links to provide tourists with a wide range of travel products and services, capturing the Belarusian market. This includes hotel and homestay reservations, group and independent tours, tour guides, and introductions to attractions, food, shopping venues, etc. Compared with the Belarusian tourism platforms, the Chinese tourism platforms have less content related to Belarus-related tourism, for example, a lack of development of tourist routes, inaccurate tourism policies, absence of car rent, tour guides, and other services. Belarusian platform at the downstream end has carried out channel penetration. Belarusian travel agencies mostly cooperate with online platforms and offline stores, which can solve problems encountered in the journey for customers in a timely manner and easily gain a stronger sense of trust. Therefore, compared with the Belarusian tourism platforms, the Chinese tourism platforms have a higher cost to open up the industrial chain.

Secondly, Belarusian tourism platforms have a price advantage. Belarusian tourism platforms are deeply rooted in the local tourism market and serve millions of tourists a year. Their travel resources and customer resources allow them to offer better prices to tourists.

Thirdly, the platform has an information advantage. Important information on most websites can be linked directly to the official website. Especially for visas, it has more comprehensive information for Chinese tourists and can give more accurate and timely assistance. Therefore, in the face of Chinese huge market and consumption power, the construction of Belarusian tourism platforms with Chinese tourists as the main target group has strong relative advantages. However, there is still a gap between the Belarusian tourism platform and the Chinese market, so further optimisation is needed.

Weaknesses of the Belarusian tourism platforms. The gap between the Belarusian platforms and Chinese tourists can be divided into five main points. Firstly, international service content on the platform is lacking. For example, issues such as purchasing air tickets for international travel, insurance, and visas have not been completely resolved, causing tourists to be full of worry and anxiety about the trip. The increased uncertainty during the trip can add to the purchasing burden of tourists. Secondly, the promotion of Belarusian tourism platforms is mainly focused on social media, such as *Instagram*, with zero promotion on popular Chinese social media. This results in Belarusian tourism platforms having less visibility in the Chinese market and being usually only known to a very small audience of people who have previously lived in Belarus or traveled there. It is therefore very important to find a suitable promotion for Chinese tourists to open up the Chinese market. Thirdly, the payment system is still limited. Because most payment systems do not support common Chinese methods such as UnionPay, Alipay and WeChat Pay, Chinese tourists are somewhat restricted in their spending. Fourthly, there are some language issues. At present, there are still gaps in services such as page settings, customer service, and tour guides. Fifthly, the single form of platform interaction does not conform to the habits of Chinese tourists and is less likely to attract their interest. On the whole, the Belarusian tourism platforms are more oriented towards tourists who have already arrived in Belarus and is less in line with the habits of Chinese tourists. As a result, the Belarusian tourism platform still have numerous shortcomings for Chinese tourists throughout their journey. Only by further upholding the unique strengths of Belarusian tourism platforms while addressing their weaknesses they can become the first choice for Chinese tourists visiting Belarus.

New trends and dilemmas in Chinese outbound tourism

New trends in Chinese outbound tourism. As the external environment and China's policies change, the trends of Chinese outbound travelling are also changed. According to the latest research following the Chinese desegregation policy, the latest trends in Chinese tourist travel are characterised by the following³. In terms of population characteristics, the number of the first batch of outbound tourists has returned to the trend of more women than men, accounting for about 6 to 4. This group is dominated by a younger group of 23–33 years olds, who account for 57.1 % of trips. In terms of consumption characteristics, China's outbound travel consumption is relatively high⁴, and those who spend more than 10 thsd yuan account for 48.5 %. Young people are more willing to pay for high-quality travel products and more in-depth, personalised experiences. For example, airplanes and mid-range hotels are the main consumption choices. In terms of travel characteristics, the group has three main features. Firstly, group travel is the most popular, with 77.7 % of visitors choosing to travel with friends, couples, or families. Secondly, the number of days of travel is longer, with more than 57.4 % travelling for more than a week⁵. Therefore, Chinese holidays provide convenience for the integration of

³Where did the first group of young people who went abroad go? [Electronic resource]. URL: <https://hub.traveldaily.cn/report/364> (date of access: 23.05.2022).

⁴Ibid.

⁵Ibid.

travel time. Thirdly, as outbound travel has become a fashionable way to travel for younger groups, making tips as well as sharing travel has also become one of the main factors in Chinese tourists' travel decisions nowadays. According to data from *Mafengwo*, it has updated 150 guides for more than 100 overseas destinations, helping more than 10 mln travel users⁶. Now that Chinese outbound travel has entered a new phase, Belarusian tourism platforms can only achieve growth in Chinese tourists by proposing new ideas for developing and attracting clientele based on changes in the characteristics of the Chinese tourist population, consumption characteristics, and travel characteristics.

The dilemmas of Chinese tourists travelling to Belarus. Tourism is an industry based on the provision of tourism services, which dictates that the most fundamental and important task of tourism is to understand the tourists' dilemmas and, to enhance the experience they receive during their trip. In order to better describe the needs of Chinese tourists travelling to Belarus, it is necessary to explore their behaviour, feelings, and thoughts during the stages of the trip and capture their customer experience throughout the journey. The paper maps the omnichannel process of Chinese tourists travelling to Belarus by creating a customer journey map. The omnichannel process of travel is divided into three parts according to the timeline: prepare-travel, in-travel, and post-travel, as shown in the table 4.

Table 4

Customer journey map of Chinese tourists travelling to Belarus

Phases	Prepare-travel		In-travel (fly and stay)	Post-travel (depart and sharing)
	Research	Booking		
Touchpoints	<ul style="list-style-type: none"> • <i>Baidu, Google, Douyin, Kuaishou</i> • Belarusian tourism platforms • Airline platform • Government official website 	<ul style="list-style-type: none"> • Belarusian tourism platforms • Airline platform • <i>Viber, Telegram, WhatsApp</i> 	<ul style="list-style-type: none"> • Belarusian tourism platforms • Airline platform • Map platform (<i>Yandex Go</i>) 	<ul style="list-style-type: none"> • Map platform (<i>Yandex Go</i>) • Belarusian tourism platforms • Airline platform
Doing	<ul style="list-style-type: none"> • Search travel website • Attraction information inquiry • Smart travel itinerary planning recommendation (reviews) • Flight, accommodation, food, shopping, other transportation • Policy requirements (visa policy, insurance) 	<ul style="list-style-type: none"> • Flight hotel (homestays), car rental • Picking up a travel itinerary (tour group, tour guide) • Insurance, visa 	<ul style="list-style-type: none"> • Flight status inquiry • Booking in travel activities (tour group, tour guide) • Views itinerary • Find a restaurant • Shopping 	<ul style="list-style-type: none"> • Booking transportation • Tax refund • Travel information sharing
Problems	<ul style="list-style-type: none"> • Non-acquaintance with the Belarusian website or tourist attractions • Inaccessibility of Chinese version • Non-acquaintance of policy details • Lack of opportunity to make travel plans 	<ul style="list-style-type: none"> • Lack of opportunity to pay for UnionPay, Alipay and WeChat Pay • Non-acquaintance with insurance purchase and visa details • Inconvenience of communication software 	<ul style="list-style-type: none"> • Need to switch between different platforms increases workload 	<ul style="list-style-type: none"> • Lack of platform for experience sharing
Ideas for improvement	<ul style="list-style-type: none"> • Promotion in Chinese social media • Creation of the website in Chinese • Addition of detailed attractions description and reviews • Increase of the part of travel planning 	<ul style="list-style-type: none"> • Addition of payment methods in China • Increase of the way of communication in China • Detailisation of insurance, visa and other positions 	<ul style="list-style-type: none"> • Integration of resources during travel to reduce the difficulty of travel 	<ul style="list-style-type: none"> • Increase of the sharing part of the strategy

⁶Where did the first group of young people who went abroad go?..

The dilemmas need to be addressed for Chinese tourists to Belarus focus on three main points. Firstly, in terms of increasing the country's attractiveness to Chinese tourists before travelling, it is necessary to strengthen publicity and increase Chinese tourists' understanding of Belarus. Belarus has a unique history, culture, ethnic characteristics, beautiful nature and sanatoriums, but these advantages are not fully showcased. Secondly, from the perspective of travel operations, it is necessary to reduce the difficulties in the whole journey process. For example, tourists are not familiar with Belarus-related visas, websites, etc. and need to switch between several local software programmes to complete tasks such as ticket purchases. In addition, customer service communication software is also different, causing communication barriers. The above problems place higher demands on the personal quality of tourists and increase their workload. Therefore, it is urgent for Chinese tourists to solve the various problems they encounter during their travels. Thirdly, from a psychological level, after the trip, it is necessary to satisfy the sharing desire of Chinese tourists and realise a complete travel experience.

Optimisation strategies for Belarusian tourism platforms

Integration and optimisation of the ecosystem. Although the current Belarusian platforms are attempts to integrate services for Chinese tourists into the construction of the platform, there is still a fragmented state and no way to achieve complete interconnection between Chinese tourists and the Belarusian tourism platforms. In order to create a one-step tourism service platform, there is a need to integrate resources in terms of content and optimise the allocation of resources. Resource integration is not only about connecting online and offline resources, linking different terminals and mediums, but also completing services for the whole journey before, during, and after the trip, forming a complete ecosystem for tourists.

The platforms should have the following functions and characteristics before and after the trip. Firstly, they should promote and release of scenic spot information that presents localised characteristics and increase of the publicity on the Chinese platform. Secondly, there should be travel procedure inquiry and processing. These include visas, insurance, landing policies, round-trip vaccination policies, and other inquiries and related processing services. As well as increasing multilingual customer service and expanding customer service methods. For example, web chat and other forms break down the barriers of services. Thirdly, transport and accommodation services for travel are needed. The platform needs to provide the purchase of tickets for air tickets, trains, and buses, as well as car rental, hotel booking, and homestay. In addition, new payment methods commonly used by Chinese tourists, such as UnionPay, Alipay and WeChat Pay. Fourthly, social networking and sharing services should be functions accessed before and after the trip. Based on this service, relevant travel strategies are recommended for tourists who are about to travel, and itinerary sharing services are provided for users who have already traveled. Fifthly, the needed points are services provided for groups and individual tours. For example, the group tour service is provided for groups, personal route planning and other services are provided for individual tours. According to the time characteristics of China's outbound travel, consider China's holiday arrangements in terms of travel time, and launch high-quality travel itineraries that meet their holiday arrangements. Furthermore, the functions that can be realised during travel that are following provision tourists with related supporting services such as ticket sales information, reservations, and consultations during tourism activities and making food and shopping recommendations.

A production approach that promotes the co-creation of value for tourists. Although the production method of the Belarusian tourism platforms is based on tourists, the product and service designs are based on the common needs of most tourists. Its production logic remains a continuation of mass production and standardised production. For example, the group tour service has a tour route designed for the needs of most tourists. However, the younger, higher consumption, and longer travel time of Chinese tourists have driven their travel needs towards personalisation and diversification. In response to the travel needs of Chinese tourists, the application of tourist value co-creation is more conducive to the sustainable development of the Belarusian platforms. The co-creation of tourist value is a production mode with two-way influence. In the production process, tourists are not limited to buyers of products and services they can also play an active role in the production of products and services, making the model more diversive. For example, the social and interactive functions of the platform can be strengthened through various methods, such as community building and strategy sharing, so as to realise the interaction between Chinese tourists and the platform, as well as the real-time sharing between Chinese tourists. On the one hand, it can not only satisfy the sharing desire of existing travellers so that they can obtain a sense of satisfaction and recognition, but also provide more references for new users' travel and increase their understanding of the journey. On the other hand, increasing the feedback data of Chinese tourists after purchasing on the platform helps them indirectly participate in the service construction of the platform. In the process of optimising the Belarusian tourism platforms, the production method that promotes the co-creation of tourist value can increase the number of users and user stickiness.

Promoting of business model innovation. The process of integrating and improving the Belarusian tourism platforms ecosystem increases the demand for human and technical resources. Therefore, in order to reduce the

costs incurred in the process of optimising the platform, it needs to promote innovation in its business model. For example, the traditional model of services will be transformed into a traditional model plus an outsourcing model. The outsourcing model can attract talented people from different fields of expertise. People from the field of technical expertise and amateurs have become new service providers, providing more possible services for Chinese tourists. The platform acts as a service provider as well as a supervisor. Tourists can make precise choices on the Belarusian tourism platform according to their individual needs. New service providers can take over services through the platform. The outsourcing model increases the platform's access to external human resources. The involvement of a large group of service providers will not only solve the problems of talent shortages, development costs, and staff hiring costs on the platform but also make it more mobile and flexible. The employment model and the contracting model can form a new kind of healthy competition.

In addition, the innovation of the business model can also absorb many marketing and publicity methods to form a new model with a unique style. Nowadays, Belarusian platforms have a relatively weak presence in China. To further strengthen the promotional efforts, it is necessary to build up one's digital identity on Chinese social media platforms. In order to reduce publicity costs and get a greater publicity impact, a new model of travel plus grouping can be developed, taking into account the new travel trends of Chinese tourists [8]. This is in line with the tendency of Chinese outbound travellers to travel in groups with friends and family. The travel plus grouping model is a one-person-driven multiplayer mode. Tourists can share their chosen travel products on their own social media accounts and reduce the price of group purchases with everyone's help in bargaining. And by introducing the act of grouping together, the more people involved in the grouping, the greater the discount can be. Through this model, it is possible to increase the platform's promotion on Chinese social media, reduce the amount of publicity spent in China, and at the same time increase the sales of products and services.

Effects of Belarusian tourism platforms optimisation on the economy

The economic utility of Belarusian platforms optimisation is mainly reflected in optimising the supply side, improving the efficiency of the tourism platform, reshaping the value of the subject and object, and changing the consumption habits of tourists.

Optimisation of the supply side and improvement of efficiency. The optimisation of the Belarusian tourism platforms, with its integration and well-developed content, has increased the supply of products and services, solving problems such as lack of information, poor communication, and restricted payment. It helps provide tourists with more accurate and timely news and richer content. In addition, the process of optimising the production chain of the platform reshapes the operational process and solves the barriers to transactions, allowing for smoother transactions between multiple stakeholders such as tourism companies, platforms, and suppliers and a substantial increase in efficiency.

Reshaping of the value of subject and object. In tourism economic activities, travelers and tourism companies are the main subjects as buyers and sellers. After the platform optimises the production model and business model, more stakeholders will be introduced to generate more diversified economic benefits. In addition, the object has also changed from a tourism product to an emotionally interactive tourist experience. The value connection between subject and object has changed.

Changing of tourist consumption habits. A well-developed tourism eco-chain allows Chinese tourists to move from point to point in their tourism consumption. It no longer stops at the consumption of a single tourism product but forms a complete consumption system. The formation of systemic consumption makes it possible to upgrade the consumption of tourists. In addition, the implementation of the travel plus grouping business model will also change the way travellers spend their money and attract more tourists to join.

Conclusions

With the return of travel demand from Chinese tourists, the Belarusian tourism economy should seize this opportunity to establish a more attractive tourism system. The optimisation of the Belarusian tourism platforms are to be achieved through the integration of the ecosystem, innovation in production methods, and business models, so as to create new value and realise the development of the platform and the upgrading of the industry.

Бібліографічні посилання

1. Олюнина ИВ. Формирование Национальной стратегии развития туризма в Республике Беларусь до 2035 года. *Весті Нацыянальнай акадэміі навук Беларусі. Серыя гуманітарных навук*. 2021;66(1):117–121. DOI: 10.29235/2524-2369-2021-66-1-117-121.
2. Гайдукевич ЛМ. Развитие белорусско-китайского сотрудничества в сфере туризма в 2013–2020 гг. *Журнал Белорусского государственного университета. История*. 2021;4:64–70. DOI: 10.33581/2520-6338-2021-4-64-70.

3. Ли Юаньюань, Усовская ЭА. Сотрудничество и развитие туризма между Китаем и Беларусью. *Человек в социокультурном измерении*. 2023;1:60–66. DOI: 10.33581/2709-5738-2023-1-60-66.
4. Holubeu S, Suhak V, Avsyuk A, Jianbo Chen. Export of tourist services of Belarus to China. *Economy and Sociology*. 2023;2:96–106. DOI: 10.36004/nier.es.2022.2-08.
5. Савчук МВ, Гречишкіна ЕА. Імплементация инструментов интернет-маркетинга в сфере туристического и гостиничного бизнеса Республики Беларусь. *Туризм і гасцёпрыімсцтва*. 2022;2:18–24.
6. Xu Keshuai. Red tourism and social memory. *Tourism Tribune*. 2016;31(3):35–42. DOI: 10.3969/j.issn.1002-5006.2016.03.009.
7. Власенко АА, Головенчик ГГ. Электронная торговля Китая: причины успеха и текущие перспективы развития. *Цифровая трансформация*. 2022;28(4):43–52 (на англ.). DOI: 10.35596/1729-7648-2022-28-4-43-52.
8. Hongua Chen, Shuwei Zang, Jin Chen, Wentian He, Hang Chang Chieh. Looking for meaningful disruptive innovation: counter-attack from Pinduoduo. *Asian Journal of Technology Innovation*. 2022;30(1):23–44. DOI: 10.1080/19761597.2020.1820352.

References

1. Olunina IV. The formation of the National tourism development strategy in the Republic of Belarus until 2035. *Proceedings of the National Academy of Sciences of Belarus. Humanitarian Series*. 2021;66(1):117–121. Russian. DOI: 10.29235/2524-2369-2021-66-1-117-121.
2. Gaidukevich LM. The history of the Belarusian-Chinese cooperation in the field of tourism in 2013–2020. *Journal of the Belarusian State University. History*. 2021;4:64–70. Russian. DOI: 10.33581/2520-6338-2021-4-64-70.
3. Li Yuanyuan, Usovskaya EA. Cooperation and development of tourism between China and Belarus. *Human in the Socio-Cultural Dimension*. 2023;1:60–66. Russian. DOI: 10.33581/2709-5738-2023-1-60-66.
4. Holubeu S, Suhak V, Avsyuk A, Jianbo Chen. Export of tourist services of Belarus to China. *Economy and Sociology*. 2023;2:96–106. DOI: 10.36004/nier.es.2022.2-08.
5. Sauchuk MV, Hrechyshkina EA. Internet-marketing instruments implementation in the sphere of tourism and hotel business of the Republic of Belarus. *Turizm i gostepriimstvo*. 2022;2:18–24. Russian.
6. Xu Keshuai. Red tourism and social memory. *Tourism Tribune*. 2016;31(3):35–42. Chinese. DOI: 10.3969/j.issn.1002-5006.2016.03.009.
7. Vlasenko AA, Goloventchik GG. E-commerce of China: its reasons for success and current development trends. *Digital Transformation*. 2022;28(4):43–52. DOI: 10.35596/1729-7648-2022-28-4-43-52.
8. Hongua Chen, Shuwei Zang, Jin Chen, Wentian He, Hang Chang Chieh. Looking for meaningful disruptive innovation: counter-attack from Pinduoduo. *Asian Journal of Technology Innovation*. 2022;30(1):23–44. DOI: 10.1080/19761597.2020.1820352.

Received by editorial board 24.07.2023.