

щих географические явления, а также явлений, которые, будучи характерными только для определенной страны, известны во все мире. Вторым по частоте использования является перифрастический перевод – наиболее оптимальный способ передачи сути явления или реалии. При переводе безэквивалентной лексики в специализированных академических текстах практически не применяется гипо-гиперонимический перевод, что, очевидно, связано со спецификой академических текстов, при переводе которых важно передать смысл явления как можно более точно.

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## **INCENTIVE SCHEME FOR TOURISTS IN BELARUS**

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Tourism is a great modern industry that is not only becoming a top currency earner in the developed world, and promising incalculable wealth for the less advanced countries, but is also the driving force behind the development or improvement of the infrastructures of many countries, to the direct and indirect advantage of the inhabitants. The entire tourism industry and its infrastructure in Belarus is an area of unlimited business potential, contributing to employment generation and increased revenue earnings.

The government bodies have put forward a range of measures designed to promote our country at the international level. Redevelopment projects are reviving a lot of Belarusian cities. With this redevelopment comes the opportunity for creating sporting events. And as a result of this policy Belarus gained the right to be a host of the Ice Hockey World Championship 2014 [1; 2].

Many hospitality organizations are ready to offer their top quality services to the visitors, as this forthcoming sporting event may bring lots of money into our country. However, according to the State Border Committee the average inflow of tourists to Belarus is about 100 000 people per year which indicates that most of the infrastructure will be left empty after this cause-related event. That's why the industry will face the problem of enormous financial losses [2].

The purpose of our research was to develop several ways of attracting more tourists to Belarus after the Ice Hockey World Championship of 2014. The main tasks of our investigation were:

- to study the beneficial experience of Ventspils, a Latvian town, which has successfully implemented the system of tourist bonuses with its own currency over the last decade;
- to work out the model of incentives for foreign guests and to show how it will work at the Hockey Championship in Minsk;
- to investigate further possibilities of popularization of the Belarusian brand on the international arena.

As an example of positive experience in hosting tourists we took a Latvian town of Ventspils. The government bodies of this town have created their own money – vents that have made the town one of the most tourist-friendly towns in Europe. Guests can earn and collect Ventspils vents by performing different activities in the Virtual Embassy of Ventspils. Virtually earned vents can be exchanged to tangible Ventspils money in the Tourism Information Centre. Paying in vents, tourists get significant discounts at various sites of recreation, sightseeing and entertainment in Ventspils [3; 4].

Belarus, in its turn, has a great variety of historical and cultural sites to be visited by tourists. But they have a low attendance rate due to their ineffective promotion abroad. And in order to attract more tourists to our country we need to design some incentive scheme. We propose to give bonuses to tourists for special activities. For example, during Ice Hockey World Championship special attention should be paid to the places of people gatherings, i.e. areas adjacent to sporting facilities and the city centre. One should put the information stands where people can find instructions how to earn incentives. There are several ways, how to get them. If you visit restaurants and cafes with Belarusian cuisine or our theatres and museums, you will be given some points. After that, you can use these points and get a discount for another activity. It's supposed that the incentive scheme will be carried out by means of a special accumulating plastic card.

Despite high resource availability, the main problem of Belarusian tourism is the lack of a recognizable brand that identifies our country on the international arena. One of the main components of the long-term incentive scheme will be a web-site that combines both information base for tourists, who decided to visit Belarus for the first time, and interactive platform for people, having general knowledge about Belarus. The website will include the following sections: “General information about Belarus”, “How can you earn bonuses?”, “Where to spend money?” and “Theme part” (Belarus culinary, cultural, historic, theatrical). The last one is intended to promote numerous festivals and events devoted to specific arts. One of the ways to get bonuses will be posting about Belarus in social networks on individual user pages. Tourists, who have been to Belarus, will be invited to write a note about travel, backed by a number of photographs.

To make these ideas work there should be a close cooperation between all segments of the tourism industry. Hotels, cafes, museums and other sites should agree to make discounts for tourists with bonuses. First reducing their profits by providing bonuses, then businesses will get a significant advantage – publicity. As a result, this incentive scheme will bring benefits for all the parties: for tourists, for companies within the industry and for the country on the whole.

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### **ОСОБЕННОСТИ ТАМОЖЕННОГО ОФОРМЛЕНИЯ И ТАМОЖЕННОГО КОНТРОЛЯ МЕЖДУНАРОДНЫХ ПОЧТОВЫХ ОТПРАВЛЕНИЙ**

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Почтовая связь в настоящее время играет всё более важную роль для экономического и социального прогресса общества. Деятельность организаций почтовой связи связана с удовлетворением потребностей экономики, населения и государственного управления в услугах по пересылке, в том числе и международной, письменных сообщений, товарно-материальных ценностей и денежных средств.

В зависимости от субъектов международного почтового обмена международные почтовые отправления (МПО) могут пересылаться для различных целей. Для физических лиц возможность пересылки покупок в МПО – действительно удобный способ доставки импортных товаров. МПО для организаций и предприятий – это возможность осуществлять коммерческую деятельность за рубежом, пересылать важные документы другим организациям. Однако независимо от целей пересылки товаров в МПО, как любые товары, перемещаемые через таможенную границу, они подвергаются таможенному контролю и осуществлению таможенных операций.

Согласно Таможенному кодексу Таможенного союза (ТК ТС), МПО представляют собой один из способов перемещения товаров субъектами хозяйствования. В национальном законодательстве, регулирующем почтовую связь и правила оказания услуг почтовой связи, под МПО понимается почтовое отправление, являющееся объектом почтового обмена между государствами. Рассматривая вопрос об объектах, которые относятся к МПО, стоит отметить, что имеются некоторые особенности в их разграничении в рамках международного сообщества и в рамках Тамо-