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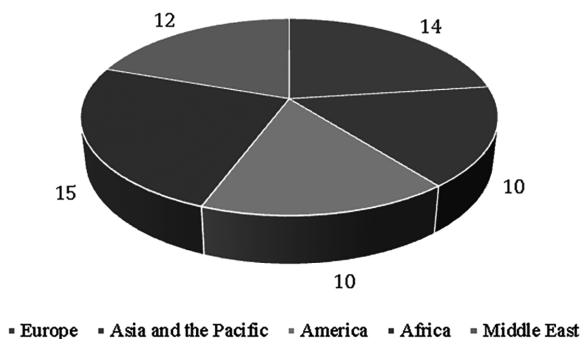
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## Business Tourism: Specific Facets in Translating MICE Development Issues

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Business tourism is viewed in tourism industry as a travel for business purposes. Business travelers are businessmen and government officials who travel on different missions for attending a convention. Business travel is one of the most stable working and highly profitable part of world tourism, and one of the youngest, too [1].



**Graph 1.** – The popularity of business tourism in the regions (2018)

*Note:* based on the source [2]

MICE-tourism the abbreviation from Meetings / Incentive / Conferences / Exhibitions is the most common term used along with business tourism. The demand structure of MICE today is: 75% is individual business travel, intensive trips, conferences and exhibitions are 10–13% each. ‘The figures are approximate, of course; exhibitions and conferences are usually combined together in one event, and intensive programs usually supplement other types of business travel [3].

Belarus is a new destination on the map of business hospitality. Annually the numerous trade fairs, international congresses, conferences and high importance symposiums are held in the country. There are all conditions for the organization of business and corporate tourism in Belarus: favorable geographical location, rich historical and cultural heritage, beautiful landscapes and good economic potential. The most developing belarusian companies, working in the sphere of MICE tourism are Vneshintourist, Travel Connections, Ekskursii.by, Viapol, Automated tourism technologies, Vetliva located mainly in Minsk. Minsk is becoming an attractive place for MICE due to a lot of factors: it has a very attractive geographical position, very attractive prices and very good infrastructure.

Tourism is an area that is virtually impossible to exist without translation activity. Translation work is also actively used in various large-scale exhibitions, conferences and seminars in order to be broadcast and mentioned on television in various countries, as well as in prestigious editions of contemporary scientific literature. There are two types of interpreting: simultaneous and consecutive. Simultaneous interpreting is most used at large international conferences where the participants are from more than two countries. For negotiations between delegations from two countries, consecutive interpreting is usually used. In this case members of each delegation have additional time for reflecting on their statements, which is an undoubted advantage of this type of translation. No major international conference today is without simultaneous interpreting, and there are many companies ready to offer simultaneous interpreting services and the installation of specialised equipment for any private international meeting of any size [4].

As a consideration of the translation aspects of business tourism, the following concepts have been highlighted, which fully reflect the specificity of translation. These concepts are “business culture” and “business tourism”. Literally, when translating the well-established term “business culture”, we get “бизнес культура”. There is no reliable equivalent in Russian for the translation of this phrase. In order to accurately represent the meaning of the translated term to a person who is not versed in the intricacies of business tourism, it is necessary to use related concepts as well. Such as “business etiquette”, “time management”, “punctuality”, “dress code”. As a result, it is possible to notice that such complex compound constructions which encapsulate the complex meaning of the phenomenon in question will always be translated into a foreign language in a much different way.

Another term studied for translation is “business tourism”. It can be translated into Russian as “деловой туризм” and also as “бизнес туризм”. However, when translating, it is worth bearing in mind that the concept of business tourism includes the concept of business culture with its own characteristics.

To summarize the above, it is worth noting that the formation of the tourism terminology system is an ongoing process in modern English. The sphere of tourism is actively developing and new terms are being formed along with it. The peculiarity and quality of a translation in tourism is that it must observe the fine line between a correct choice of grammatical constructions, informativeness corresponding to the target audience, and expressiveness corresponding to the type of text.

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## **Сравнительный анализ таможенных кодексов ЕС и ЕАЭС**

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Один за одним в двух крупнейших интеграционных объединениях на евразийском пространстве – Европейском союзе (ЕС) и Евразийском экономическом союзе (ЕАЭС) – происходит модернизация основных таможенных документов – таможенных кодексов. Таможенный кодекс Союза (ТК ЕС) вступил в силу 1 мая 2016 г., а 1 января 2018 г. вступил в силу Таможенный кодекс ЕАЭС (ТК ЕАЭС). Принятие данных кодифицированных актов является частью политики ЕС и ЕАЭС по дальнейшей модернизации и упрощению таможенных процедур и унификации условий ведения бизнеса [1].