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The role of intercultural communication in MICE-events management

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According to Merriam-Webster Dictionary, “communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior” [1]. In other words, communication is the transfer of information among humans. Many people believe that the significance of communication is similar to the importance of breathing. Indeed, not only communication, but also forms of positive or negative relationships between people facilitate the spread of knowledge and information.

Undoubtedly, communication is a vital part of every aspect of human life as it is the foundation of all human relationships, whether it is business interaction, educational activity or a regular exchange of ideas and thoughts between strangers. Communication skills are highly valued due to the fact that lack of proper communication is often cited as the reason of relationship breakdowns as well as unsuccessful business deals.

In addition, communication is much more than a simple transmission of information: it is the mutual creation of meaning. Information is not, in itself, meaningful. It happens only when information is intended and interpreted in some way that it attains significance.

It is also worth noting that words have a great importance in terms of human interaction, but efficient non-verbal communication should not be underestimated. People are constantly delivering non-verbal cues such as gestures, movements and expressions in social and business life to deliver a specific message to their counterparts [2].

In our fast-changing and modern world with a variety of different nations a close contact between cultures is totally inevitable. In order to successfully interact with

people from other countries it is substantial to consider the peculiarities and traits of their communities.

Intercultural communication skills are required to share information with people from other cultures and social groups. While language skills may be an important part of intercultural communication, they are by no means the only requirement. Intercultural communication also includes an understanding that different cultures have different customs, standards, social norms and even mental patterns. Finally, in order to succeed in intercultural communication, one has to possess a willingness to accept these differences and adapt to them.

Since culture is a generalization of the data how a group of people coordinate meaning and action among themselves, intercultural communication is the mutual creation of meaning across cultures.

One of the most important practical goals of intercultural communication is to contribute to the success of cross-cultural projects such as transferring knowledge, conducting long-term business. In such cases more and more people involved in the cross-cultural encounter the need to make adaptations toward one another in order to coordinate meaning and action adequately. In case intercultural adaptation is mutual, it creates “third cultures” which are virtual conditions that come into existence for the purpose of intercultural communication and then dissolve when that communication is not active.

The aforementioned term is of particular significance to the tourism industry as this field involves constant intercultural interaction, which is intended to be mutual in order to be effective. This especially relates to the MICE-industry (Meetings, Incentives, Conferences, Exhibitions/Events) as within this market communication with other cultures takes place very often. That’s why being able to encode a message of one culture so that the other one would decode it correctly – is among primary goals of those managing MICE-events [3].

As for the practical ways of performing successful intercultural communication within MICE-events management, it is reasonable to take into account language peculiarities and cultural nuances as well as consider non-verbal ways of communication. Moreover, it is efficient to adapt behavior and not always expect the participants to adapt it in return. In addition to that it is very useful to reflect on previous experience in organizing and holding events such as international conferences or meetings as it is a great way to avoid cultural mistakes and misunderstandings and improve the managing process.

In conclusion it is necessary to emphasize that there is no doubt that communication plays a vital role in human life as it helps to facilitate the process of sharing information and helps people to develop relationships with others [4]. The importance of communication in terms of tourism industry cannot be

underestimated, especially within MICE-events organization, taking into account that this type of tourism usually involves close interaction between different cultures. This leads to the point that in order to succeed in managing international events one needs to learn how to communicate effectively with due regard to cultural peculiarities and language distinctions.

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Основные направления модернизации таможенной службы Республики Беларусь на современном этапе

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С годами все в мире меняется и совершенствуется. Не остается в стороне и таможенная служба Республики Беларусь: «Реализация Программ развития таможенной службы последних десятилетий позволила сформировать правовую базу таможенного дела, создать необходимые условия для полномасштабного внедрения информационно-коммуникационных технологий, гарантировать должный уровень контроля на границе, а также оптимизировать ситуацию с сокращением количества контрольных служб без потери качества осуществляемых ими контрольных операций» [1].

Внедрение новых технологий, непрерывный рост внешнеторгового оборота, рост активности элементов хозяйствования, расширение транспортного и товарного потоков через белорусскую границу – все это обусловило потребность в инновационном развитии таможенной службы Республики Беларусь. Проведение мероприятий в рамках международного сотрудниче-