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Eurotrips	Vkontakte Instagram	33 660 43 449	07.11.2019 07.11.2019	Information about directions and recommendations for the pastime and the purchase of Souvenirs, raffle prizes and conducting the surveys
Streamline	Twitter Instagram Vkontakte Facebook	1629 11 786 12 347 9676	02.11.2019 06.11.2019 07.11.2019 06.11.2019	Announcement of profitable offers, review of new directions, reviews and photos of participants.

Source: own development.

It is important to regularly update the pages, posting relevant information and maintaining the news feed. Promotion in social networks allows you to: influence the target audience; look for sites where this audience is more represented; identify the most appropriate ways to communicate with it. Thus, the work in social networks is an important tool of marketing communication in the tourism industry, the use of which affects the promotion of tourist services.

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MICE-TOURISM IN CONTEXT OF CROSS CULTURAL COMMUNICATIONS GLOBALLY AND IN BELARUS

Cross cultural communication consists of values, perceptions, manners, social structure, decision-making practices, social and formal communication. Culture does influence on the most important conceptual dimensions of tourism consumer behavior: decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty.

For international organisations cultural interaction is a growing challenge — both internally and externally. Managed well, it can boost performance and competitiveness enormously. Companies are faced today with the challenges of globalization.

Scientists outline the importance of business meetings and events to network and look for companies that might want one's offering or to be a visitor and identify potential international clients and competition.

We use Hall's low- and high-context communication style, Geert Hofstede's Cultural Dimensions study and Lewis' model to compare countries on cultural similarities and differences. To interpret the results of research we've compared it with ICCA statistics report 2018 and Forbes Best countries for business ranking. The most striking result is qualities inherent to USA, European Germany and France cultures favorable to developing MICE-industry and ones inherent to UK culture are acceptable for strengthening the business community, other things being equal.

As we have background to explore MICE-tourism in Belarus we figured out its strengths such as stability, hospitality, geo location, international political and economic cooperation, presence of world class business tourism venues, weaknesses — absence of convention bureau, lack of competence, in-/outbound tourism, Belarusians' inaptitude to travel, threats — hard-to-enter market, absence of national identity and fundamental government support, transport prices and monopoly for foreigners, opportunities — perspective venues for MICE-events, lifting visa restrictions, natural and architectural uniqueness.

It's important to learn how to deal with cross-cultural differences during MICE-events, how to plan, organize and run them. The key to global commercial success is knowledge.

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FRANCHISING IS A MODERN FORM OF DOING BUSINESS IN THE REPUBLIC OF BELARUS

Today, there are many different forms of doing business. One of them is franchising, which is quite popular in many countries of the