

## 2. Non-verbal communication:

- Gestures and facial expressions: Nonverbal communication in Belarus may be less pronounced than in some other cultures. Britons can also be restrained in expressing emotions, but use more gestures. It is important to remember that too many gestures may seem inappropriate.

- Personal space: Belarusians prefer more personal space when communicating, especially with strangers. Brits also value personal space, but may be more open to physical contact in informal situations, such as shaking hands.

The study of cross-cultural differences between Belarusian and British cultures highlights the importance of intercultural communication in international business negotiations. Key implications for success include: Cultural Sensitivity: Organizations should invest in training to improve understanding and adaptability in negotiations. Building Relationships: Fostering trust and respect for cultural differences can lead to better outcomes. In summary, recognizing and addressing these cultural nuances is essential for enhancing negotiation effectiveness and achieving business success in cross-cultural contexts.

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## **THE URBAN ATTRACTIONS IN THE FORMATION OF TOURIST ATTRACTIVENESS OF BELARUSIAN TOWNS**

### **Городские аттракции в формировании туристической привлекательности городов Беларуси**

Research objectives: to determine the forms of attractions that are used in the tourist spaces of the cities of Belarus.

Urban attractions are objects or phenomena that exist in a certain urban environment, and create a unique environment in the city as a tourist center, add a noticeable marketing tool that enhances the impression of this destination. Tourist centers are actively working on the creation or renovation of what could become such attractions. We reviewed the experience gained in the urban tourist space of Belarus.

**The attraction is a character.** Quite often, the characters of the townspeople who are related to various aspects of city life become the subject of tourist interest. In the city of Grodno, this is a trumpeter who rises daily at noon to the observation deck of the fire tower and gives a sound signal that it is noon in the city. In Brest, every day at sunset, a lamplighter appears on Sovetskaya Street, who lights a city lantern. These attractions make your stay in the city more interesting, the attractions may be only part of the tour, or they may be an independent product.

**The attraction is a place.** Almost every city strives to create such attractive locations for tourist attraction. As a rule, such places are designed as photo zones and are located in popular, iconic places for tourists. There is also an attraction in Belarus that «brings good luck». This is a monument to the beaver in Bobruisk. The sculpture was presented to the city for the Dozhinki festival, and now the statue is a symbol of the city. There is a beaver on the busiest street in Bobruisk at the entrance to the Central Market. It is believed that if you touch the Beaver chain, then a person will gain wealth and good luck.

**The attraction is a souvenir.** Grodno has one of the oldest pharmacies in Belarus. Now in the pharmacy you can not just visit the museum, the exposition of which is dedicated to the history of the pharmacy in the 18th and 20th centuries, but only here you can buy a special herbal drink «Garadzenskaya garbata». This is not just a tribute to the long-standing tradition of healing with medicinal fees, but a delicious and healthy drink designed specifically for the guests of Grodno and packed in boxes with views of the city. Garadzenskaya Garbata today not only complements the brand of the city, but actively participates in shaping the image of the pharmacy and the museum.

A variety of culinary products are used as an example of a souvenir attraction. So in Novogrudok, the tourist information center offers gingerbread cookies with the image of Adam Mickiewicz, in Golshany in a souvenir shop you can buy and try souvenir cookies with the image of the Golshansky castle. This form of attraction is both in the form of a souvenir and has a specific applied meaning.

**The attraction is a sign.** These are, as a rule, urban sculptures and installations that do not have direct historical significance, but are symbolically connected with the space of the city and this attracts tourists. For example, there is a monument Ў in Polotsk. Polotsk is the birthplace of Francisc Skaryna, who was the first to print books in the Belarusian language. The commemorative sign of one of the most unusual letters of the Belarusian alphabet connects the city not only with the traditions of ancient book printing, but is also a pleasant addition to any excursion in the urban space of Polotsk.

Conclusion: Urban attractions play an important role in shaping the tourist attractiveness of Belarusian cities.

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## **VERBAL COMMUNICATION**

### **Вербальная коммуникация**

Verbal communication is the process of exchanging information through words. This is one of the main ways of communication between people, which is based on the use of