

We consider that all these decisions will attract investments to the Belarusian economy and will solve the problem of foreign trade.

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## BUSINESS TOURISM AS THE FACTOR NATIONAL ECONOMIC AND TOURISM DEVELOPMENT

Business tourism is an area of the tourism industry related to the performance of professional responsibilities. Almost the entire history of mankind is directly connected with business tourism, as people have traveled for centuries to carry out commercial transactions, in search of new markets, to form military alliances.

Thus, business tourism can be defined as the oldest type of tourism. However, as an independent and highly profitable business tourism was formed in the 80–90's of XX century and now it's one of the most dynamically developing areas of tourism.

The main objectives of business tourism include: carrying out meetings and negotiations with partners, representatives of subsidiaries; establishing business contacts, attracting new investors and suppliers; training, participation in trainings, exchange programs; attend professional events, exhibitions, fairs, charity events, etc.

Business tourism can be divided into two segments — classical business travel and MICE-tourism (the sphere of corporate events and meetings). The second one is the youngest and most progressive direction in business tourism. The English abbreviation MICE is formed by the first letters of words that reflect the main concept of this type of tourism: M — meetings, I — incentives (organization of tours as encouragement of distinguished employees), C — congresses, E — exhibitions.

Unlike a classic business travel, MICE-program is a formed complex of services organized by a tourism company. When drawing up such programs

the individual requirements of the customer are taken into account, from booking tickets to developing a cultural program.

To the main features of business tourism can be attributed the lack of direct dependence on the season, mass character and the high cost of travel. In addition, the main share of orders are accounted for companies, corporations and other structures.

The share of business tourism increases year by year. This is due to several reasons, among which rapid development of business, the development of scientific and technological progress and the need for mobility. Business tourism plays an important role in business development and is one of the most cost-effective types of tourism in the world (for example, about 50 % of airline revenues, about 60 % of hotel revenues and more than 70 % of rental companies revenues are produced due to business trips) [2].

Most of the business trips are made to Europe, where the leading countries are Germany, Spain, France and Italy. On the North American continent, significant flows of tourists are headed to the US, Canada and Mexico. In Asia, the most popular destinations are Hong Kong, Taiwan, Singapore.

In the Republic of Belarus, business tourism is one of the priority directions of tourism development. This is facilitated by a favorable geopolitical position, a developing economy and a multi-vector foreign policy in Belarus. The most popular business tourism destinations in Belarus are regional centers and Minsk as a majority of industrial enterprises are concentrated here. One of the most popular places for business meetings is the National Library. In Belarus, business tourism covers not only economic but also political aspects. However, it should be noted that business tourism is a relatively new direction for Belarus, and now in the country prevails outbound tourism.

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