

the Uniate Archbishop of Polotsk in a Catholic Church, and left the priests without livelihood. The latter defended his rights in various ways for 19 years, then was forced to give way to a younger successor who waited 11 years till Chantry landlords would carry out a court order and return the Church to the Uniates.

The question on attempts to unify the Orthodox and Catholic churches for which the period of their separation was eight centuries is raised in the reading of Professor Catanskiy, who came to the conclusion that Orthodoxy and Catholicism were two different body with different spiritual device, "between which it is impossible unanimity and therefore Church unity" [19, p. 118].

Materials of the Belarusian diocesan statements on the history of the Union give an idea of what is Uniatism, how it arose and spread on the territory of the Commonwealth, what was significant for the state and the people. The authors and researchers were critical to the fact of Union with the Catholic Church in 1596, considering its rather tragic for the Belarusian people, than positive, as the Union of the churches did not bring the expected agreement, but caused new, even sharper religious division, which a large number of believers on both sides suffered from.

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A HISTORICAL DEVELOPMENT OF OSVEYA SETTLEMENT

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Osveya is a settlement that possesses a significant historical, cultural and architectural heritage as well as unique recreational natural surroundings. The article observes a historical development of the settlement since ancient times, marks the most important events, which resulted in gaining Osveja its historical, cultural and architectural potential.

Nowadays Osveya is a town in Verhnedvinsk district, Vitebsk region, located in the southern shore of Osveiskoye lake (Fig. 1).



Fig. 1. The main directions of roads passing through Osveya

It's known that ancient settlements of pagan tribes existed in these places after the retreat of glacier. Archaeologists have found the remains of ancient settlements around the perimeter of the lake. Artifacts date back to the VII c. BC – III c. AC. [1]

In chronicles Osveya was mentioned for the first time in 1503 as a local center in the Grand Duchy of Lithuania [2]. The owners of Osveya changed through its history and some of them contributed a lot to its growth and development. At 1585g. Osveja became the property of the Ignatians [2], who founded a monastery and school here.

Yan Gilzen built a residence in Osveya – the palace and park complex with total area of 30 hectares. [3], which remains the most valuable architectural object in the settlement (Fig. 2). In Baroque period as a rule, the construction of the residence palace was accompanied by erection of religious building [4]. So and Osveya palace and park ensemble was preceded by Baroque Trinity Church, built in 1782. By virtue of Gilzen family Osveya became a famous center of education in the territory of Belarus. This period can be considered as a time of prosperity of Osveya.

Patronage was a necessary part of activity for aristocracy. Nobleman directed money for building temples, hospitals and schools. The Enlightenment activity of Gilzens was extremely active and brought many benefits to northeastern part of Belarus. They contributed a lot in building stone temples in towns and villages of the current Vitebsk region. The leading architects of their time - Jan Glavbits Ludwig Grintsevich, Anthony Parako were invited for that purpose. A. Parako had a direct attitude to Osveya: he managed a large-scale town-planning work, which formed a new residential areas with stone buildings. In the center of town was organized spacious market square. Its appearance was necessary because Osveya of those days lay at a busy trade route from Russia to Poland and Lithuania. [5] In addition, twice a year (in May and June) town held a trade festival – kirmash. The population also grew and at the end of the eighteenth century there were eight thousand people in Osveya.

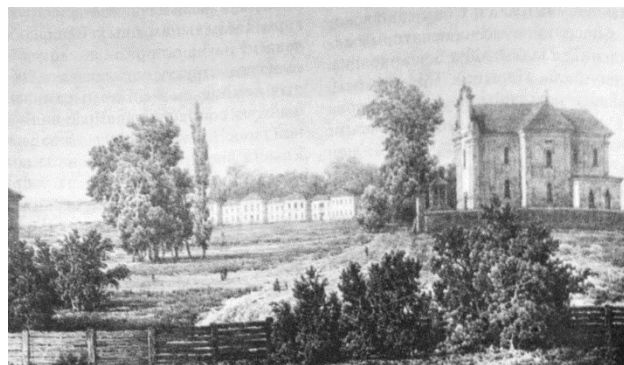


Fig. 2. The palace and the church in Osveya. Drawing by N. Orda 1875-76.

After the first partition of Poland in 1772 Osveya was already a territory of the Russian Empire. And earls Shadurskie became the next owners of the estate.

They continued a patronage mission of Gilzen and annually paid a large sum for the maintenance of the students at schools and monasteries in their estates. Thus, the largest Byelorussian fund was created in Osveya, which financed the development of education during a long time, until patronage activities were ceased by Russian government, who did not support Catholic confession.

In 2007 Osveya received the status of town. According to the data of 2010 year the population of the settlement reached 1,3 thousand of residents.

Currently, historical objects GP Osveya are under state protection. In the Cultural Properties of Belarus introduced: the former monastery hospital (code 212G000224, category 2), and park ensemble (code 213G000225, category 3), a mass grave of the Great Patriotic War (code 213D000226, category 3) [6], the ruins of Gilzen Palace.

Thus, Osveya and many other small towns in Belarus (for example, Druja, Lintupi) seem unremarkable, but they have an amazing past that we must study to preserve and recover the historical, cultural and architectural heritage of our country.

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THE ROLE OF DESTINATION BRANDING IN TOURISM INDUSTRY

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Destination branding is relatively new marketing concept which demands special attention of the marketers who study progressive ways of building and promoting brands. Consequently, special attention is paid to tourist destination branding.

No discussion of marketing is complete without some discussion of branding.

Today's modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much more than just creating a way to identify a product or company. Branding is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol.

Successful branding efforts build strategic awareness where people not only recognize your brand, but they also understand the distinctive qualities that make it better than the competition. Branding is more important today than ever due to ever-increasing advertising clutter, media fragmentation, the commoditization of products, and the seemingly limitless choices we are offered in just about every product category. Marketers need to work hard to ensure that they are offering customers strong brands that are clearly differentiated and that offer clear, real value and unique benefits.

The need for branding has never been greater. This fact defined the relevance of the paper work.

The practical importance of the work consists in its disputable nature. There is a great field for discussing the various approaches and research findings in the area of brand marketing.

THE THEORETICAL ASPECTS OF BRANDING

Thus the aim of the paper work is to characterize the role of destination branding in the sphere of tourism.

The word "brand" comes from the Old Norse "brandr", meaning "to burn"– recalling the practice of producers burning their mark (or brand) onto their products, and from these origins made its way into Anglo-Saxon. It was of course by burning that early man stamped ownership on his livestock, and with the development of trade. Buyers would use brands as a means of distinguishing between the cattle of one farmer and another. A farmer with a particularly good reputation for the quality of his animals would find his brand much sought after,