УДК 336 THE HISTORICAL AND CULTURAL HERITAGE OF PINSK: TRAVEL BUSINESS DEVELOPMENT

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For many centuries Pinsk was the capital of the Polessye region. This factor doesn't lose its importance at present, influencing cultural, social and demographic features of our town's life. Pinsk is one of the greatest towns in Belarus concerning the safety of an ancient lay-out, existence of architectural monuments, remarkable history and culture. There are more than 100 monuments of republican and regional importance in the town, 19 historical and cultural places are included in the Belarusian State List of historical and cultural heritage: 10 are architectural objects, 8 are objects of the real estate and 1 is an object of archeology.

The historical center of Pinsk is of great value. Any building of the historical town centre is a monument of townplanning. There are 74 monuments of architecture and 47 memorial boards which are devoted to outstanding people of Pinsk.

The state policy in the terms of the protection and restoration of Pinsk historical and cultural heritage is carried out according to the act adopted in January, 2006 "The National Register of Legal Acts of the Republic of Belarus". Its realization is provided by the Coordinating Committee on the protection of historical and cultural heritage of Pinsk. One of the basic directions of their activity is consequent formation of the state list of Pinsk historical and cultural heritage. But the actual problem they have is a number of budgetary money, including foreign investments, which could be spent on achieving these goals.

The main tasks to be solved by local authorities in 2006-2010 are:

to elaborate protection activity in the town;

to coordinate all services and departments related to historical and cultural activities;

to carry out the restoration of objects on a priority basis as well as a cultural-tourist zone named «Pinskoe Polesye»; to develop a design-restoration base;

to form an electronic databank about historical and cultural values, including the electronic version about the defenders of Motherland and the victims of wars;

to develop the international cooperation in the sphere of historical and cultural heritage protection.

Up to the middle of the twelfth century Pinsk was a large center of Turov Principality, later it became the center of independent Pinsk Principality. At the beginning of the fourteenth century it became a part of the Great Lithuanian Principality. Pinsk Principality passed to the Polish king Zhigimont the Old was ruled by his wife, queen Bona Sforsa. She ruled effectively because she adhered progressive ideas for that time. In 1581 the town acquired the Magdebourg Law. From 1793 Pinsk became a part of Russia. The southern branch of Polessye railways in 1882 gave impetus to further town development. By that time there were 27 enterprises and 28 thousand inhabitants lived in Pinsk.

The main streets of Pinsk such as Brestskaya, Petersburg (Pervomaiskaya), Franciscan (Lenin) were oriented to the largest building of the town - a church of Jesuitical monastery (St. Stanislav's church), which was located on the trading area (Lenin square). Unfortunately, in 1953 the town centre lost its main dominant as St. Stanislav's church was blown up during the war.

However, there are many monuments of architecture which are the pride and admiration of the people who built them. One of them is a majestic building of Jesuitical Collegium. In 1953 the Collegium was taken under the state protection. Its restoration began in 1980. Searches in archives, natural architectural and archeological researches allowed to recreate the initial shape of this architectural monument where for 300 superfluous years considerable changes were made.

Another example is the church of Bernardin monastery (nowadays it is Varvarun church) which was founded on the 16th of January in 1705 by Michael Vishnevetskii, the Great hetman of Lithuania, and his wife Ekaterina. By 1717 the wooden complex of the monastery was constructed. In the middle of the XIX century it was given to Varvarun female monastery. During its history it was a prison, and in 1875 according to some contemporary records this building was given to the town hospital.

To keep the historical and cultural heritage of Pinsk and to develop the travel business in our regional centre is important to solve the following problems:

1. New residential areas should be formed outside of the center zone in the territories where there is an opportunity to create an optimum living environment, for example, Kostyushko street, Joltovskaya avenue.

2. The dream of many city-dwellers is the restoration of the main dominant of the center – St. Stanislav's church in our main square where it was situated more than 300 years ago.

3. One of the challenges of Pinsk as well as of any other historical Belarusian town is the transport problem. The territory of the town center is overloaded by floods of intercity and external transit motor transport. Routes of town buses take place all through the center. The solution to this problem, in our opinion, is:

the formation of doublers of the basic transport highways (to decrease the number of transit transport);

the creation of one-way traffic in the town centre;

high-grade foot zone in the territory of a historical kernel;

a developed network of gasoline stations and car service centers;

the construction of the bridge in Pervomaiskaya street (to solve the problem of traffic congestion).

The realization of these projects will help to attract new tourists, to develop travel business and as a result new working places will be created in this sector.