

«Встречи в Пекине» [相约北京艺术节], Всекитайский фестиваль искусств в Гуанчжоу [中国广州艺术节], Международный фестиваль искусств в Макао [澳门国际艺术节], Гонконгский фестиваль искусств [香港艺术节] и др.

К специализированным узкожанровым фестивалям, проводимым в Китае, можно отнести Китайский фестиваль тибетского изобразительного искусства [中国西藏艺术节], Международный Шанхайский фестиваль современного театрального искусства [上海当代国际戏剧艺术节], Международный фестиваль традиционного народного творчества в Ичане [宜昌传统民间艺术国际艺术节], Харбинский международный фестиваль льда и снега, Международный фестиваль акробатического искусства в Ухане [哈尔滨国际冰雪雕塑艺术节], Международный фестиваль циркового искусства в Чжухае [珠海国际马戏节], Международный фестиваль изобразительных искусств «Традиции и современность» [传统与现代国际艺术节], Шанхайский фестиваль магии [上海魔术节], Шанхайский фестиваль музыкальных фейерверков [上海音乐烟花节] и др.

Китай проводит фестивали национальной культуры во многих странах – в России, Беларуси, Германии, Франции, Канаде, Малайзии, Таиланде, Сингапуре др.

Цель фестиваля – содействие культурному обмену – китайские зрители лучше узнают различные формы западного искусства, а зарубежные гости имеют возможность познакомиться с такими своеобразными жанрами традиционного китайского искусства, как китайская опера, национальные танцы, театр марионеток, цирковое искусство, выступления китайских акробатов и др.

#### **А. Шершнева, Н. Н. Алешкевич**

### THE NATIONAL AND INTERNATIONAL SIGNIFICANCE OF THE LAKE DISTRICT IN CUMBRIA, ENGLAND

The Lake District is a national and international significance and the part of the cultural and natural heritage of the nation. It has been a center of tourism for about 300 years, making it one of the oldest and earliest vacation destinations in the world. The Lakeland has possibly grown increasingly popular in the last decade thanks to a recession that tightened the purse strings of the nation. As the luxuries were cut back on, many holidaymakers looked to tourist regions in the UK to host their yearly family vacation. Many visit the picturesque towns and villages, and enjoy quiet lakeshore walks, and all who visit appreciate the grandeur of the scenery unique to Lakeland.

The unique atmosphere and scenery of the Lake District has provided inspiration to a host of artists and writers. This place has become a source of inspiration for William Wordsworth, Samuel Taylor Coleridge and Robert Southey, known as “The Lake Poets”, and also for John Ruskin, Hugh Walpole and Arthur Ransome.

Mesmerizing natural beauty of the Lakeland attracts millions of visitors every year. The Lake District provides the myriad opportunities for outdoor adventures. From swinging through the trees at a local Go Ape to speeding across the water at one of the many water sports centers. Canoeing, rafting, kayaking, rowing and motor boating are all popular on the lakes. Nowadays walkers, cyclists and those with an explorer's nature come to travel the woods, spot the lakes and climb the fells. Easy cycle ways, quiet lanes and adventurous mountain bike trails are laced through the Lake District National Park.

The Lake District is also England's only true mountain region, with stark, high peaks, deep changeable waters, famous mountain walks and glorious mountain views. Many visit the picturesque towns and villages, and enjoy quiet lakeshore walks, and all who visit appreciate the grandeur of the scenery unique to Lakeland. Moreover, the Lake District is populated by a wealth of interesting and rare species, such as red squirrel, the red deer and peregrine falcons.

Cumbria is a rising must-visit destination for gastronomic adventurers. The Lake District is now home to four Michelin-starred restaurants and it's the homeland for love-it-or-loathe-it Kendal Mint Cake and Grasmere Gingerbread. There's plenty to explore: from farm shops and bakeries to craft breweries and classic English pubs.

For conserve and enhance the extraordinary harmony and beauty of the Lake District landscape, it's vital to identify the special qualities which distinguish the Lake District from other National Parks. New waste disposal or management facilities (including those for nuclear waste) must be planned for saving pristine nature. All development proposals should protect, promote, make sustainable use of the special qualities, including the attributes of outstanding universal value, and enhance the authenticity, integrity and significance of the Lake District. The adoption of virtual tours would reduce the damage caused to the ecosystem, as well as increase the interest of tourists from different countries. All strategies need to ensure development outside the Lake District doesn't damage or harm its setting, or otherwise prejudice the achievement of National Park purposes.

## **А. Шершнёва**

### **РЕСУРСНЫЙ ПОТЕНЦИАЛ ТУРИЗМА НА ПРИМЕРЕ БЕРЕЗИНСКОГО БИОСФЕРНОГО ЗАПОВЕДНИКА**

Освоение и рациональное использование туристско-рекреационных ресурсов Березинского биосферного заповедника является одной из актуальных проблем его экономического и туристического развития.

Березинский биосферный заповедник – это уголок первозданной, почти не тронутой человеком природы. Рекреационный потенциал данной охраняемой природной территории, включая специально выделенные для этой цели участки заповедника, могут использоваться только как дополнительные и подчиненные ее природоохранным функциям. Расширение здесь туристской