

on enthusiasm of people. The consumer today tends to save money, and the cost for airplane tickets used to be one of the fundamental costs for travel. It led to the appearance of new business-model in aircraft market known today as low-cost. Such companies save on everything but safety of their passengers. They are being often criticized for low standards of comfort for passengers, but they were the only companies that managed to increase their profits during economic crises. The most famous and profitable low-cost companies are AirAsia, Norwegian, RyanAir and Wizzair. Some leaders of air travel market have lost their positions; they are Lufthansa, KLM, British Airways and AirFrance. They all established their own low-cost companies, but this led only to even bigger material losses of basic companies. But such rapid rise of low-cost airlines has led to some questions whether its financial model is sustainable. The successful internalization of popular web-platforms provided them with opportunities formed by globalization and new possibilities in telecommunication technologies. Globalization also lets such companies fundraise internationally in larger scales, and new technologies give them opportunities of faster expansion. The same new technologies tend to change the thing of new generations: for becoming popular you should not live in the most luxurious hotel during your vacations, but to find the most secret and sacred place so as to become enlightened and educated and then to share your knowledge of something new.

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THE LIVING HISTORY OF BELARUS

It's common knowledge that tourism can be as a theatrical activity. A last time it was proposed Evenings of Belarusian literature in hotels and resort organizations over a cup of herbal tea have been widely introduced. The idea of full immersion in Belarus through cozy evenings of Belarusian literature was taken. How else can the individuality of Belarus for minimum spending of money be increased? There are about 21 castles in Belarus. They can be promoted not only as a history of our country, but also as an animation activity. "The time of emotion has come", the Belarusian tourist companies which are engaged in sightseeing tours unanimously affirm. So, it's time to adopt the world practice — to arrange animation shows for tourists at the historical places. Examples of animation in Belarus are still very few: "Dudutki", the estate of Santa Claus, testing soldier's porridge on the "Stalin's Line". An extended introduction of thematic images for guides is suggested. For example, a tour to Nesvizh Castle will be much more interesting if it is held by "Nikolai Rodziwill", rather than by an ordinary guide. The simplest element of animation and the first stage on the way to creating dramatized programs for tourists can be the clothes of a guide in the style of the era, about which he narrates. The historical

or theatrical costume will look on him naturally, and he himself will feel comfortable and at ease. A costume is always a story, that's why so many emotions are caused by a tour of the Holy Euphrosyne monastery in Polotsk, which is conducted by a strict young nun in a black dress. You can also include in the program a theatrical performance arranged by the students of the theater institute. According to the leaders of travel agencies, animation programs can create anyone who is interested in attracting tourists to a particular object. It is more logical to engage in the promotion of the object the owner or definite organizations. In the case of the Lida Castle, the tourism company and the owner of the tourist site acted as the organizers of the animation. The wedding of Jagiello and Sophia Golshanskaya in the Lida Castle is almost the only example of a successful animation event in the walls of the historical monument today. By introducing the animation to attract tourists we open the story to them from the other side. 23 foreigners who participated in the survey in the past work also agreed to give their comments on the proposed idea. According to the survey results 98 % said that this idea would give us an additional attraction of people to Belarus. Our country is very rich in history. And it's time to look at it from the other side.