

Эффективность применения маркетинговых коммуникаций будет оцениваться с учетом следующих показателей:

- количество посещений официального сайта;
- количество проводимых экскурсий за определенный период времени;
- количество проводимых фестивалей и других культурных мероприятий.

Применение перечисленных интегрированных маркетинговых коммуникаций для развития Прилукского усадебно-паркового комплекса будет способствовать решению следующих задач:

- повышению информированности населения об историко-культурной ценности;
- созданию и осуществлению единой стратегии развития;
- рациональному использованию культурно-исторических и природных ресурсов в туристических целях;
- созданию туристического бренда «Priluki Palace and Garden» (логотип, слоган), укреплению brand awareness, brand positioning, brand promotion д. Прилуки.

APPLICATION OF FOREIGN LAW IN THE COURTS OF THE REPUBLIC OF BELARUS

А. Быковская

The topic of the report is application of foreign law in the courts of the Republic of Belarus. This problem is now becoming more urgent, because the expansion of international cooperation leads to a significant increase in the number of disputes involving foreign parties, which requires the use of both national and foreign law. Legal regulation of relations containing a foreign element consists of 2 parts: 1) decision of conflict of law issue: whether conflict rule is applicable, if yes – what law to apply; 2) application of chosen law which conflict of laws refer to [1, P. 33].

Peculiarities, grounds and conditions of foreign law application are determined by the Civil Code of the Republic of Belarus, the Civil Procedure Code of the Republic of Belarus, the Commercial Code of the Republic of Belarus and international agreements as well. For example, art. 1093 of the Civil Code determines a possibility to apply norms of foreign law to the civil relations on the territory of the Republic of Belarus. Regarding the determination of applicable law under the art. 1094 of the Civil Code the decision of court is based on the interpretation of legal concepts in accordance with the law of the court. If these legal concepts that require legal qualification are not known to the

law of court, they can be interpreted in accordance with the foreign law.[2, art. 1093, art. 1094]

According to the legislation of the Republic of Belarus Belarusian courts are entitled to apply not only foreign legislation, but legal precedents, and legal doctrine of foreign states to the extent of its recognitions as the source of law in these states. It's permitted as well to apply customs, although practice of Belarusian courts has no examples of such application of foreign law.

It's important to compare approaches to application of foreign law in the courts of civil law and common law jurisdictions. In the Republic of Belarus, as well as in the other countries of civil law jurisdiction, the foreign law is considered as a legal category, it means a legally binding requirement. National legislation, judicial practice and doctrine interpret foreign law as legal norms, normative rules of conduct that are to be applied, but not as the essential facts of the case (nevertheless, foreign rule of law is regarded as the fact that should be proved along with other facts of case). Interpretation of foreign law in common law doctrine is totally different: the court can apply only the legislation of its state, but at the same time can admit some legal rights deriving from force of foreign law. In this case foreign law is considered as the issue of fact and circumstances of the case among the number of other facts to be proved. The burden of proving the content of foreign law is on the party that refers to it. The importance of this problem can be proven by the fact that decision on the issue whether foreign law should be considered as a legal regulation or as a fact, can lead to the diverse outcomes of the case. [1, P. 34]

According to the Civil Code of the Republic of Belarus in order to establish the content of foreign law, the court may apply in the prescribed manner for the assistance and clarification to the Ministry of Justice, other competent authorities of the Republic of Belarus, including those who are abroad, or to attract experts.

It should be mentioned that court of any state can face variety of big difficulties during application of foreign law, because judges of one state cannot be obliged to be experts in legislation of other country. For Belarusian courts it is an especially complicated matter because of lack of wide practice of foreign law application during the Soviet period. Moreover, legal system of the state always reflects the influence of the society, where it emerged and developed, that should be also taken into consideration for the purpose of its effective application. In this regard, the development of the international civil process should be given more attention, because very often it's quite difficult to perform all these theoretical approaches to the foreign law application, and sometimes even impossible.

The conclusions of the report are the following:

1) foreign law in the Republic of Belarus is always treated as regulations of legally binding character; 2) correct application of foreign law depends on right interpretation of its norms during legal disputes with foreign element; 3) legislation on international civil process requires permanent improvement and development in order to protect not only the rights of Belarusian citizens, but foreigners as well, because as it is determined in the art. 11 of the Constitution of the Republic of Belarus foreign citizens enjoy the same legal capacity as the citizens of the Republic of Belarus [3, art. 11], similarly in accordance with the art. 541 of the Civil Procedure Code of the Republic of Belarus they enjoy the same civil procedural rights [4, art. 541].

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ОСНОВАНИЯ ДЛЯ ОТКАЗА В ВЫДАЧЕ ТРУДЯЩЕМУСЯ ИММИГРАНТУ СПЕЦИАЛЬНОГО РАЗРЕШЕНИЯ НА ОСУЩЕСТВЛЕНИЕ ТРУДОВОЙ ДЕЯТЕЛЬНОСТИ В РЕСПУБЛИКЕ БЕЛАРУСЬ

А. В. Быковская

Согласно ч. 2 ст. 23 Закона Республики Беларусь от 30 декабря 2010 г. «О внешней трудовой миграции» (далее – Закон) трудящиеся-иммигранты могут осуществлять трудовую деятельность в Республике Беларусь только при условии получения специального разрешения на право занятия трудовой деятельностью в Республике Беларусь (далее – специальное разрешение).

В соответствии с ч. 1 ст. 29 Закона специальное разрешение выдается иностранцу, не имеющему разрешения на постоянное проживание в Республике Беларусь, по ходатайству нанимателя Республики Беларусь. Процедура получения специального разрешения установлена Инструкцией о порядке выдачи разрешения на привлечение в Республику Беларусь иностранной рабочей силы и специального разрешения на право