



KHARKOVENKO

Roman,

PhD (Candidate of Historical
Sciences),
Head of the Research Department
for
Innovative Technologies and
Popularization of
Culture of the Ukrainian Centre
for Cultural Studies
kredo3@ukr.net
(Kyiv)

**DEVELOPMENT OF TOURIST INFRASTRUCTURE IN THE CONTEXT OF
PROTECTION OF CULTURAL HERITAGE OF UKRAINE**

Summary

There are a large number of cultural heritage objects on the territory of Ukraine. Cultural heritage is the foundation, on which national culture stands today, which includes cultural heritage objects. Carefully preserved and properly presented cultural heritage – an immortal source of growth and spiritual development of the Ukrainian people, national identity. Effective preservation, restoration and appropriate use of our cultural heritage requires not only a scientific approach, but also a human factor in understanding this issue.

It is possible to define the concept of state policy for the development of cultural heritage and tourism, on the one hand, as a single system, and on the other – as strategies and tactics of executive authorities to implement measures to protect national heritage, create favourable conditions for its preservation and use.

The state policy is carried out on the principles of equal definition of cultural heritage and religions of peoples, assistance in rehabilitation of its objects, careful treatment of historical and modern monuments, timeliness of restoration works, constant care for preservation of objects and zones of cultural heritage protection.

Based on this, the state policy of Ukraine can be described as one aimed at preserving and using monuments in order to instil in the population respect for the cultural past.

The object of state management in the sphere of cultural heritage and tourism protection are cultural heritage monuments used in tourism, and the subject – the executive authorities, empowered to make management decisions, control their implementation and operation of subordinate institutions and organizations.

Scientific approaches to the formation of state policy in the sphere of cultural heritage and tourism protection, increasing its effectiveness can be classified into three areas: improving the regulatory framework, determining the institutional features of public administration, financing measures to preserve national heritage.

Analysis of the organizational structure of the Ministry of Culture and Information Policy of Ukraine, the Ministry of Infrastructure of Ukraine, as well as cultural heritage protection bodies of regional state administrations shows the vertical inconsistency of these institutions, lack of proper horizontal links at the regional level and the need to reform the management system both in the state and in the regions. The analysis of existing programs for the development of cultural heritage protection and tourism gives grounds to speak about the existence of non-antagonistic contradictions of the system of public administration in this area. These circumstances negatively affect the effectiveness and efficiency of public administration in the sphere of cultural heritage protection and tourism.

Existing problems make it possible to formulate the main directions of improving the legal framework for the protection of cultural heritage and tourism development.

In our opinion, regional tourism policy, development trends and strategies that exist in the regions need more attention from the state, study and development. It is important to find out how they can be used to the maximum in the context of cultural heritage protection. Actualization of cultural regional resources cannot look like a program that is implemented on a geographical basis. This is a monument protection principle.

Cultural heritage protection and development of tourism infrastructure are areas that are inextricably linked, complementary and interdependent. In our opinion,

cultural tourism serves as a so-called catalyst for the protection of cultural heritage. And today the task of the Ukrainian state is to ensure the dynamic development of tourism in Ukraine in close connection (tandem) with the preservation of the cultural heritage of our people. It is necessary to promote our country in the world, to create conditions for the arrival of tourists to Ukraine, and this in turn will ensure the receipt of additional funds to state and local budgets. Tourists coming to Ukraine want to see something new, interesting, evidence of historical and cultural past, authentic Ukrainian art and traditions. Moreover, we have something to show the world, because we have a rich cultural heritage that needs to be preserved, protected, promoted, wisely used, especially for future generations and as a guarantee of cultural tourism.

***Key words:** cultural heritage protection, cultural heritage object, monument, tourist infrastructure.*