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DEVELOPMENT OF THE MONUMENTAL PROTECTION INDUSTRY OF UKRAINE IN THE CONTEXT OF THE SYSTEM OF PROTECTION OF CULTURAL HERITAGE MONUMENTS IN EUROPE

Summary

A fruitful search for answers to the many questions that arise in the field of conservation in connection with private sector reforms in the field of real estate is impossible without generalizing the practice of other countries. Therefore, it is quite natural that Ukraine is growing interested in the experience of foreign countries in preserving cultural heritage.

The importance of cultural heritage in the twentieth and twenty-first centuries is one of the most important priorities of world culture and politics. Since the 1950s, the phenomenon of cultural heritage a lucrative part of the economy has become.

Cultural heritage in the era of globalization and information confrontation acquires special significance, especially as a basic tool for preserving national and cultural identity, as a symbol of the importance of each nation and the peculiarities of its historical path.

Approaches to the definition of «cultural heritage» in recent years have been significantly revised by both the most developed countries in the world and international organizations (primarily UNESCO), which are responsible for the protection of cultural heritage.

In general, over the last 30 years, Europe has developed a well-developed organizational infrastructure for the preservation and regeneration of cultural heritage sites. Such specialization in the field of public administration, as «heritage management», which aims to create competitive development and tourism products, development and implementation of regeneration projects while preserving the integrity of real monuments and ordinary historical buildings, taking into account the interests of local residents and business.

Foreign experience of developed countries shows that they currently have a complex and generally effective system of protection of monuments, characterized by a combination of recognition of the social value of preserving the national cultural heritage with respect for the interests of building owners. The success of foreign experience is based on the traditionally strong civic initiative, which is expressed in the activities of numerous public organizations, measures of governments of specific states to coordinate efforts and material support, as well as broad powers and activities of local governments.

Today, the world a very effective mechanism for preserving cultural heritage has developed. Of course, an important role belongs to international monument protection organizations, but the main work on the protection of monuments still belongs to the national bodies for the protection of cultural heritage of specific countries. Ukraine is on its own path in the development of the monument protection industry. First of all, our country needs to create a state concept in the field of cultural heritage protection, ensure control and its strict implementation at a high and appropriate level. But today no country can develop without the full influence of globalization. Therefore, it is definitely necessary to study the best practices of other countries. It is not a question of tracing someone else's

experience, it is necessary to take and apply the best practices of this field in the work, but taking into account the historical and mental features of the Ukrainian people.

Key words: protection of cultural heritage, object of cultural heritage, monument, UNESCO WHL (World Heritage List).