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CULTURAL TOURISM IN UKRAINE: CULTURAL INTERACTION IN POST-INDUSTRIAL AND INFORMATIONAL SOCIETY

The different cultures of numerous nations and nationalities have in their basis the only one universal human creative beginning. They differ from each other with a form, determined by the peculiarities of the certain nations history, the various conditions in which the formation of these cultures took place. Communication is one of the most important spheres of human life. This is the most important channel for broadcasting a culture to the new generation. Culture is a driving element of tourism. A part of cultural tourism until 2024 will be 25% of the total world tourism according to the World Tourism Organization (WTO) ratings. “Cultural tourism” is experiencing a new stage of development today, due to the unswerving deepening of globalization processes and creation of a single general human informational space that leads to a steady increase of people’s interest in world cultures, multiculturalism, expansion of international trade with the subjects of mass consumption, development of the high-speed transport, communication, as well as a whole system of organization, provision and maintenance of tourist trips.

Cultural tourism serves the ideas of intellectual and moral solidarity of humanity, establishment of the ideals of tolerance in society, namely, of respect, acceptance and correct understanding of a rich variety of our world’s cultures in XXI century.

Ukraine is one of the largest countries in Europe. It is such an ancient and deep center of Slavic culture that there is a huge cultural and historical potential. Various cultural heritage was formed in Ukraine, creating an unlimited opportunity for cultural tourism, starting from Trypillia and Cherniahivska cultures, ancient Rus etc. A regional division of Ukraine is formed on the basis of natural, economic, ethno-cultural, administrative, political

and other features, which relate to the concept of “recreation” as an all generalizing dimension that attracts those who are interested in cultural tourism. But, despite the richest tourist resources, Ukraine has an insignificant place in the world tourist flow. Ukraine's potential opportunities allow to welcome the foreign tourists more than now according to the WTO ratings. Cultural tourism becomes to a certain extent a nostalgic reality for the Ukrainians themselves. It can be both amateur and institutionalized, because it arises as a certain movement of appeal to its fundamental values. Those management strategies are aroused that have their definitions in government documents. But, to a greater degree, there are the motives, where the very concepts of management or marketing are targeted at satisfying the recreational needs of the local population - Ukrainians or other ethnic groups that exist on the territory of Ukraine.

All this testifies that there is a problem with its personal region, called Ukraine and regionalization, that is, a problem of regional policy of Ukraine and its cultural strategy, where cultural tourism becomes one of the means of cultural development or national cultural model of tourism.

Therefore, we see that the infrastructure of tourist activity or tourist trips in itself is quite complex. It could not be formalized according to the object-subject models of the same cultural tourism. An element of culture is everywhere. Ethnic, cognitive, adventurous, even extreme tourism is also a culture of survival that forms an ability to be together and helps a person to feel capable of what he could not even imagine under normal circumstances.

It is given different meanings to the division of tourism activity, that is, the definition of the cultural-historical region. The researchers note that this is a certain spatial territorial integrity, which is determined by certain natural-climatic, geographical, administrative, state or interstate territorial principles of territory zoning [6]. It is important that a region in its more established meaning (not cultural-aesthetic, but functional) belongs to more geographical and historical integrity of Ukraine. We also adhere to this approach, because we need to know the multidimensionality of a “region” concept and try to certify that the very principle of cultural tourism in Ukraine should not be locally concentrated in regional politics, although it can implement itself in this way, but to be planned, systematic and generative. G. Avanesova and A. Astafiev define that “the most important features of the criteria of territory regional division are, first of all, demographic, characteristics - signs of quantity, density, birth rate, mortality, as well as the ratio of urban, highland population in the form of employment, qualification and professional stratification of workers, their orientation on traditional or innovative forms of activity. A level of economic prosperity is also determined, and the level and way of life, the orientation of the political plan, etc.” [1, 99].

The regions according to their degree of relation to one or another communicative spectrum of influences are divided into those that are opened for globalization processes and try adapt and use them to the limit, and those regions that, on the contrary, try to localize and move away from any globalization to the limit. There are the regions that can be defined as areas of mixed type, and are characterized by the adaptive-globalizative influences and localization tendencies [2]. Therefore, one can understand that such a scheme at the level of administrative-political configurations of communications gives quite the wide prospects.

There are regions that invite tourists, who are glad to welcome them. There are the whole villages, which literally are transformed into a village-bedroom, into a village that lives with a tourist business. This is typical for certain villages in Western Ukraine.

The plain part of a country is divided into three geographical zones - the zone of mixed forests Polissia - more than 14%, forest-steppe - almost 34% and steppe - about 40%. This territorial division is universal, it provides an ability of a broad view of that relief and those landscapes that are revealed as recreational space in the tourist project.

All of them have their own unique figurative and cultural features, which are still preserved and marked by the same memorials, that appear at different times and are identified by the ritualism, remained in these districts. Those scientists, who are engaged in the problems of cultural tourism within the frames of the tourism theory, mostly consider it in the context of the so-called local history. There are S. I. Popovych, E. V. Pankova and others, because the very problem of local history already begins to produce the problem of cultural tourism as a polystructural, polyfunctional integrity [3]. The quite different motives of the tour implementation are combined: purely cultural, recreational, mixed type, recreational and sports. All this reality anyhow is indicated in the context of cultural tourism, because it becomes a broader paradigm than regional tourism. If we discuss the regional tourism, then it characterizes more the cognitive-cultural aspect, and here we are discussing the integrity that is possible as the potential generation of the cultural and natural recreational dimension of that district, to which tourists are guided.

Now there are counted 1020 parks with historical and cultural significance in Ukraine. It is considered that 19 parks are dendrological parks, which preserve, study, restore and create conditions for the flora to have its own representation. There are also 82 parks that are the memorials of garden-park art, 18 botanical gardens and 7 zoological parks [3].

Historical and cultural potential of Ukraine is so unbounded and so polymorphic in its dimensions of subject-architectural components, landscape and park characteristics, in relief, creative, even in ethnological zones, that needs its cultural-historical analysis exactly within the framework of the tourism theory. This theory will help to implement the planned strategic measures for the development of cultural tourism as a careful and purposeful usage of cultural and historical resources of Ukraine.

Tourism in the context of globalization at the present stage sets up many problems. "Globalization itself motivates to the reduction of the cultural-historical potential and the national elite space possibility to the commercialization, and sometimes the control comes down over the national economy, the policy and strategy of the relation to culture deforms. All these are the negative consequences, which require their authentic identification in the program documents. They should also be mentioned as a state level of national policy and strategy concerning the cultural tourism in Ukraine "[7, 110]."

In order to preserve a national identity, moreover, the cultural and historical potential of a country that is sufficiently powerful in Ukraine, it is necessary to develop a system of regulatory, organizational, managerial, financial-economic, legal, juridical, aesthetic, artistic, culturological mechanisms, which would help to realize a system of the tourist project various means as a civilized cultural implementation of tourist activity, formation of the culture itself, preservation and actualization of the cultural and historical potential of

Ukraine as a state and a country, a cultural area which has its own features and its mentality.

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ЗНАЧЕННЯ ТА РОЛЬ ГРАНТРАЙТИНГУ У СУЧАСНОМУ РОЗВИТКУ КУЛЬТУРИ УКРАЇНИ

Гранти або грантові кошти не є чимось новим для Української спільноти, але на сьогодні спостерігається певна тенденція збільшення уваги до цього шляху отримання фінансування.

«Грант (від англ. grant - подарунок, дар) — грошові або інші засоби, що передаються громадянами та юридичними особами (в тому числі іноземними), а також міжнародними організаціями для проведення конкретних наукових досліджень, розробки законопроектів, підготовки кадрів та інших цілей на умовах, передбачених грантодавцем» [7].