INTANGIBLE CULTURAL HERITAGE IN THE CONTEXT OF THE DEVELOPMENT OF CREATIVE INDUSTRIES OF UKRAINE

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The modern period is marked by the development of new trends in cultural and creative life, the revival of previously forgotten names and traditions, rethinking the role of historical events, the revaluation of available resources. As new sources of knowledge about Ukrainian history and new approaches to the development of creative industries, cultural tourism, there are significant prospects for the proclamation of new territories and cultural heritage sites. Therefore, for most Ukrainian regions, the use of cultural heritage in the field of cultural tourism is becoming one of the real opportunities for economic, social, and cultural prosperity. A very important part of the heritage, in addition to monuments, works of art and collections of valuable exhibits, are also traditions, living manifestations of intangible cultures, which are inherited from ancestors and passed on to future generations.

The development of innovative trends in the preservation of intangible cultural heritage is being updated, which is a real opportunity to expand the prospects for the development of creative industries through the promotion of cultural heritage among the creative industries of Ukraine. The importance of cultural heritage in the modern period lies primarily in identifying the cultural constants of the identity of a particular region, locality, its color. As a combination of certain determinants of physical space, cultural heritage often determines the direction of the tourist route and thus influences the emergence of new tourist destinations, which attracts the attention of domestic and foreign experts in cultural tourism and creative industries. This raises the issue of identifying its potential as a resource for regional development, and the need to develop strategies for long-term forecasting of territorial development. Changing approaches to assessing the impact of cultural heritage on the formation of priorities in the market of creative products, the importance of innovation in the process of providing tourist services require new areas of relations in the field of cultural tourism, mechanisms for developing cultural capital. In this context, the need for scientific research of innovative models of cultural heritage development in Ukraine and the development of priorities for the modernization of cultural tourism for the interaction of tourism and socio-cultural activities is important. Decentralization processes play an important role in this, opening new opportunities for improving existing structures and organizations that
provide cultural and tourism services to preserve the memory of settlements and traditions and optimize management methods to support modern creative and creative events.

It is important to note that in almost every region of Ukraine there are values of intangible heritage, which promotes mutual understanding of the culture of different communities, fosters respect for them, helps in intercultural dialogue. Intangible cultural heritage - customs, forms of expression and expression, knowledge, skills passed down from generation to generation, constantly reproduced by communities and groups under the influence of their experience, environment, interaction with nature, history, and form in them a sense of identity and continuity. respect for cultural diversity and human creativity (Konventsia pro okhoronu nematerialnoi kulturnoi spadshchyny, 2008). One of the arguments about the importance of preserving the intangible cultural heritage is its significant role in shaping the national identity, both of a particular sociological group and a particular individual.

The threat of a significant reduction in cultural diversity is very serious. Therefore, the protection, preservation of intangible heritage, development of traditional culture are especially important in connection with the realization of the spiritual and creative potential of their traditional culture, which is the main factor in preserving and developing language, revival of national consciousness (UNESCO, 2021a). Based on the above issues, rationally start their activities to promote and preserve cultural heritage directly from the educational component, ie at the initial stage to direct all resources to convey to the population the paramount importance of preserving intangible cultural heritage as a carrier of language and national code. traditions, customs.

As a result, intangible cultural heritage as a genetic code of Ukrainian society, the basis of national identity and self-awareness is an important tool for the development of creative industries. We are convinced that the national heritage needs both its preservation and promotion at the state level, as well as support from sociological groups in different regions. While preserving cultural identity, it is possible to ensure the development of a united and strong state with a great cultural heritage, which will contribute to the development and promotion of creative industries in Ukraine.

References: