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## **HISTORICAL AND CULTURAL HERITAGE OF THE COUNTRY AS A RESOURCE FOR THE DEVELOPMENT OF MODERN TOURISM**

Lately, people like to go on holiday abroad just to relax, but there are people who can not come to another country and not visit at least a few historical or important monuments of the country. There are 890 UNESCO World Heritage Sites in the world. In my opinion, it's unbelievable – to learn the history of the places where you travel, to visit the places where the history was created [1].

I believe that it is impossible to feel the atmosphere, the essence of the country and the mentality of the people without visiting at least a few attractions. You can relax by the pool anywhere, but seeing the historical and cultural heritage of the country is like visiting history, learning about the traditions and features of the country.

But every year, tourism for historical and cultural purposes is growing. With so many commercials, movies, books, people learn more about attractions. They fall in love with the country through computer screens and telephones, and later dream of visiting the country and certain places.

A striking example, in my opinion, is the series «Majestic Century», which captured the hearts of millions of people, learning this story and feeling the atmosphere, becomes a small goal.

People's opinions and stereotypes are changing, because now Turkey is really not just a vacation on a deck chair, but a trip for historical and cultural purposes. And this is just an example of one country.

Multimedia is a very powerful weapon for tourism, because there are many examples, such as the «Majestic Century».

That is why, in my opinion, the historical and cultural heritage of the country is exactly where to invest, and it will pay off after all, every country has buffets, swimming pools and sunbeds, and the historical and cultural heritage is something incredible and unique.

In terms of raising the level of education, the revival of the spirituality of the population becomes a historical and cultural heritage an influential factor in tourism development. This is especially true of Ukraine. After all, Ukraine has significant potential for the development of cultural and educational tourism, which is due primarily to a large number of unique historical and cultural monuments. Given the complex historical past and centuries-old coexistence of many peoples and religions, Ukraine has significant cultural and tourist potential [2].

In public accounting in Ukraine there are more than 130 thousand monuments, of which: 57206 – archeology monuments (418 of which are national significance) 51364 – monuments of history (147); 5926 – monuments of monumental art (45);

16293 – monuments of architecture, urban planning, gardening and park arts and landscape (3541) [3, 4]. Further development is observed in the improved regulatory framework for tourism, involvement of small and medium enterprises in this area tourism, development of quality infrastructure, development of a new tourist routes, active advertising and information activities, modern cartographic support.

### **Referances:**

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