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**DEVELOPMENT OF THE CREATIVE INDUSTRIES SPHERE  
IN THE CONTEXT OF THE HISTORICAL AND CULTURAL  
HERITAGE PRESERVATION  
IN THE CONDITIONS OF A FULL-SCALE INVASION**

The development of the sphere of creative industry can be important for the preservation of historical and cultural heritage in Ukraine, especially in the conditions of a full-scale invasion of Russia. The creative industry, which includes such fields as design, music, theater, cinema, art, and others, can become a tool for preserving the historical and cultural heritage, as well as contribute to the strengthening of Ukraine's influence on international arenas.

However, in the context of Russia's invasion of Ukraine, the development of the creative industry can become a difficult task. On the one hand, war can cause the destruction of significant parts of historical heritage and prevent cultural events. On the other hand, economic instability and loss of sales market can lead to a decrease in investment in the creative industry.

Creative industries can help preserve and restore historical monuments and cultural traditions that have been damaged or destroyed by war. For example, designers can create innovative projects using traditional materials and technologies that meet modern needs and standards. In addition, cultural events, such as festivals and performances, can draw attention to the historical and cultural values of Ukraine, increase the tourist flow and help in saving money for them [1].

Music can be an integral part of cultural heritage, and composers can use traditional musical instruments and melodies to create modern songs and compositions. Theater and cinema can also be used to preserve

historical and cultural heritage, as well as design and art. For example, theater productions and films can be used to tell stories about historical events and figures, allowing us to preserve their memory and tell younger generations about them. Architecture can be used to restore or transform historic buildings, allowing them to retain their color and meaning. This will contribute to the popularization of the achievements of our cultural heritage, as well as the preservation of historical and cultural traditions.

The use of the creative industry for the purpose of preserving the historical and cultural heritage can also contribute not only to increasing interest in cultural heritage, but also to the development of tourism, which will contribute to the creation of new jobs and increase the economic potential of Ukraine [2; 3].

The creative industry can create new creative and innovative solutions for preserving the presentation of historical and cultural heritage. For example, you can create video tours or mobile applications that showcase the uniqueness and beauty of cultural sites, as well as provide useful information about their history and significance. This can contribute to increasing interest in cultural heritage, particularly among the younger generation.

The development of tourism can also be favorable for the preservation of historical and cultural heritage. If more tourists visit cultural monuments, then there will be more funds for their preservation and restoration. Also, the growth of tourism can contribute to the creation of new jobs, in particular in the hotel and restaurant business, transport, tourist services and other areas [4; 5].

Without state support, it is difficult to maintain a place in the market, therefore today it is especially important to support the development of cultural and educational tourism, as one of the most promising types of tourism, which makes it possible to study the cultural heritage of mankind. The main mission of cultural and educational tourism is to promote the education of national harmony, respect, tolerance, study of the nation's heritage, understanding of the customs and traditions of the people, understanding of each other based on the humanitarian values of tourism [6].

In the new context, cultural heritage is recognized as a resource and a driver of economic and socio-cultural development of local territories, in connection with which, the problem of developing and effectively applying a regional model of integration of cultural heritage objects on the

basis of the program-project method becomes especially relevant. The regional model, along with the mechanisms of financial and economic support, regulatory and legal regulation, and state-societal and informational support, is based on the long-term balance of four dimensions of cultural heritage (ecological, economic, social, and actually cultural), provides scientific-research justification and renewal of management mechanisms and communication system between the government and society in matters of regional cultural policy formation [7; 8; 9].

At the same time, it is important to maintain a balance between the development of the creative industry and the preservation of historical and cultural heritage. For example, when restoring historic buildings, original architectural details and styles should be preserved, not replaced with modern counterparts. It is also important to take care of the preservation of historical places, traditions and customs that reflect the cultural spirit of the nation.

At the same time, creative industries can contribute to the revival of cultural heritage and its promotion on the world stage. For example, developing museum exhibits or tourist routes based on historical events and places, creating cultural festivals and events. Thus, the preservation of cultural heritage and the development of creative industries must be coordinated and balanced. This will allow to preserve the national identity, popularize the country's culture and contribute to the development of the economy.

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