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THE ROLE OF CULTURE AND LEISURE SPHERE IN THE ECONOMIC DEVELOPMENT OF THE REGION: CONCEPTUAL AND CATEGORICAL FRAMEWORK ANALYSIS

New forms of cultural policy, legislative and regulatory support of cultural activity and modernization of its infrastructure have an influence on formation and development of culture and leisure sphere in Ukraine.

Cultural and leisure function of the government aims to reproduce the basic norms and values, ideology of society through the form of country's cultural policy and regions.

Culture and leisure sphere is a set of activities and industries that create conditions for leisure in order to full revival of a man, i.e. of physical, emotional, intellectual characteristics and creative development. It aims to encourage the development of cultural needs and interests and promote formation of unique creative personality.

It is necessary to analyze conceptual and categorical framework in order to scientifically ground the implementation of the policy in the cultural and leisure sphere. It is necessary to take into account contemporary trends of globalization and EU integration of Ukraine (in particular, the concepts of "free time", "cultural leisure", "cultural and recreational environment",

"leisure and culture sphere", "cultural leisure activities", "institute of leisure", "cultural industries", "leisure services" etc.).

The wide network of cultural and educational institutions functions in society to realize the rights in culture and leisure sphere. Clubs, museums and libraries are the most common and numerous institutions of this network.

The determinative feature of modern culture and leisure sphere in regions of Ukraine is the change in intensity of cultural and leisure practices toward passive consumption of services in this area. Such factors as innovative leisure centers, new forms and methods of leisure activities, virtual entertainment and so on change significantly the cultural and leisure practice of Ukrainians.

Culture and leisure sphere have a great market potential. Collaboration of commercial leisure institutions with funds, associations, educational and training institutions is efficient form of cultural and leisure activities. Increasing access to cultural events, cultural and leisure actions in particular region; monitoring the spiritual demands

of the population; preservation of cultural heritage, folk art development, are the main results of this collaboration.