
HISTORICAL GROUNDS FOR THE MODERN PUBLIC POLITICS AND PRACTICS ORIENTATION TO LANDSCAPE AND CULTURAL ENVIRONMENT PRESERVATION

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(S u m m a r y)

The history of the civilizations could be examined as a reflection of the man's attempt to integrate his existence in a certain territorial frame, sizing his needs to the natural specifics, transforming them into resources. With the development of the science and technology in the Industrial age, the possibilities to expand those needs led to overwhelming parameters and as a final effect — to worsening of the planet's life conditions.

Facing the problem how to find the exact measure to reintegrate and to achieve balance, with the necessary level of stability - this is to provide a possibility for the mankind to continue its life on the planet, we often have to turn our attention towards the cultural heritage, to reorient our knowledge in order to define the main tasks to guarantee the achievement of this goal.

The cultural heritage is an authentic source, where the mankind could get experience out of its collective history about the methods and the approaches that had led in the past to positive and efficient results in the process of the balanced integration as a proportion between social economical development and resources. It is exactly the recognition and thriving to achieve the balanced measure of this integration that is the base of the culture, ethics, mentality, and the civilization.

The mankind knows and practises three types of methods to achieve sustainable parameters: ultimate-normative, ecological, mixed, and integrated. The goal is, not to limit continuously and fragmentally the activities in a territorial framework by undertaking certain ecological measures (preserving or with regard to liquidate the effects of previous negative impacts), but to integrate the ecological balance measures into the structural development and local communities employment measures, as well as into the local landscape maintaining and preserving. This is the case we can talk about the cultural landscape — that is the landscape of the sustainable developed civilization. The methods, together with the Archaeological Reserves Management Plan - in no urbanized areas, which combine cultural and natural heritage, can be successfully used to develop the social policy in order to promote cultural tourism, as is the case with the archaeological complex “Sboryanovo” near the town of Ispernih.