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### **THE USE OF CLUSTER STRUCTURES TO IMPROVE THE COMPETITIVENESS OF THE REGION**

*The article examines the nature of cluster structures and main stages of their creation, defined area of Donetsk region to form clusters and directions of the state policy in the field of cluster development.*

*Keywords: cluster, regional development, government regulation, the potential formation of clusters.*

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### **VALUATION TECHNIQUES COMPETITIVE EDGE TOURIST ATTRACTION REGION**

*The article analyzes the impacts on the tourism attractiveness of the region, the components tourist attraction area, systematized basic approaches, methods and indicators for assessing the competitiveness of the region.*

*Key words: competitiveness, competitive advantage, tourist area, tourist attraction of the region, evaluation of competitive advantage.*

**Relevance of the study.** Particularly relevant in the present context is algorithm development, reasoning and decision-making, improved methods of organizational and financial resources for the development of tourism at the macro and micro levels. The need for evaluating the competitive advantages of certain territories and regions is a priority today as favorable conditions to help quickly overcome the consequences of the economic crisis and increase the pace of economic activity. In this evaluation should be interested, especially local governments, which can use the results as to attract investors and to make adjustments in its domestic politics. Not the last role of regional competitiveness of the tourist market. In this regard, the importance of scientific research concerning the development of methodologies for evaluating the competitive advantages of tourism attractiveness.

**Analysis of the main research and publications.** In a crisis, taking into account the potential tourist complex appropriate is to study some experience in this area. The study of competitive advantages and methods of evaluation engaged many domestic and foreign scholars, among them: A.V. Yermishin, V. Merkushev, O. Tarasova, M.A. Komarov, A.G. Shakhnazarov, M. Porter, S.N. Smirnov, V. Simachova, L.S. Zasimova, A.A. stocking, L.S. Blacksmith, R.A. Fathutdynova, M. Udachyna.

The authors explore the factors of competitiveness and their impact on the competitive advantages of the region. However, the problem of tourist regions from the perspective of complex problem solving requires further research. Insufficient attention is paid to analysis methodology tourist region in terms of potential competitive advantage.

**The purpose of the article.** Organize major approaches, methods and indicators for assessing the competitiveness of tourism in the region.

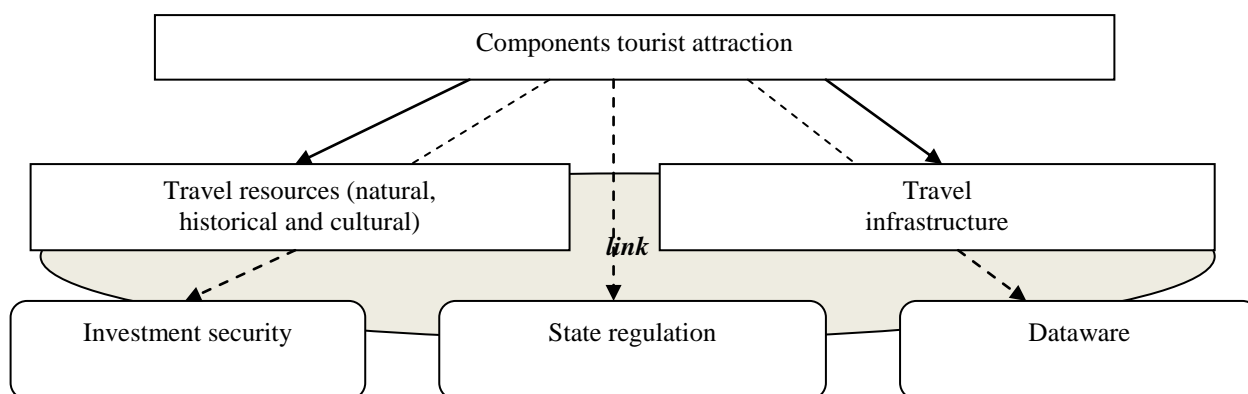
**The main results of the study.** In modern economic literature defining the essence of tourist region is associated primarily with the allocation of economic - geographical features of the territory (territorial or geographical approach) which characterizes the possibility of

relatively complete complex structure of the national economy [1, p.10].

In the conventional perception of "tourist area" is defined as part of the country, which is different from other areas of the totality of natural and / or historic, relatively stable economic and geographical and other features that often combined with the features of the national population.

Tourist attractiveness of the region - is the presence of tourism resources, the development of modern logistics tourism, affordable and sufficient information about the region that would meet the needs of tourists and provide maximum socio-economic benefits. Found that for the economic evaluation of tourism attractiveness of the region there is no single methodology for determining the complex index. At the same time, there are methods of evaluating its individual components or related processes. Therefore there is a need to form such recommendations would take into account the totality of the factors influencing tourist attraction (Fig. 1).

Thus, according to Figure 1 can say that based tourist attraction of the region are tourism resources which include natural, historical and cultural, and tourist infrastructure. At the same time the quality, accessibility and level of representation tourists depends on government regulation, investment industry and information provision. We believe that it is these components form the basis of assessment of tourist attractiveness and require complex analysis, as well as being in the relationship and interaction.



**Fig. 1. The set of factors that determine the level of tourism attractiveness**

Tourist attraction area formed primarily by the availability of natural or historical and cultural tourism resources, and even better - with their combination. However, these resources have not set the level of attractiveness of a territory. Tourist attraction often variable and may change depending on many factors that affect the attractiveness of the tourist area. It belongs to them, the presence of modern logistics tourism, including the latest hotel complexes, specialized institutions with relevant assortment of services that they produce and so on.

A very important part of the appeal in the present conditions there is environmental quality. In market conditions significant importance in the organization of the environment shall use marketing that will help strengthen the competitiveness of a territory and may be determining influence on its attractiveness.

Generally considered to be an attractive tourist area, which is popular with tourists and turns into a combination of proper regional travel as a tourist item, center, node, district, region.

Natural tourism resources are important elements of tourist attractiveness. Its members are: climate, water resources, coastal zones, water, mineral springs, mud, terrain, flora and fauna, national parks and nature reserves, hunting and fishing grounds, beautiful landscapes,

unique natural sites and more.

The natural appeal of a territory for tourists claim presence of the following factors:

- The beauty of the landscape and natural sites;
- Mild climate and comfort weather conditions;
- Purity of natural waters;
- Favorable environmental situation.

Under these conditions, more intense territory constituent elements of natural resources, the higher the satisfaction of certain needs of tourists and varied range of different types of tourism.

By historical and cultural recreational resources include historical, historical and architectural monuments of modern architecture, unique buildings and so on. Historical and cultural potential, material and spiritual values of the people are very important for the formation of the material world, among them travel needs. In developed countries it is a significant tourism resource that is actively used for profit.

The presence in the region of tourism resources is not a sufficient condition for the growth of tourism attractiveness. To develop an efficient tourist industry should be formed logistics tourism, building new hotel complexes, upgrading to international standards already existing, conducting reconstruction of historical monuments.

The attractiveness of areas for potential tourists largely depends on the logistics of travel companies branching and diversity of their network quality and range of services that they offer more. The main component of logistics is tourism accommodation facilities for tourists, providing them with temporary shelter and provide household and other travel services. Along with the basic services of accommodation facilities for tourists may provide the following additional services: medical, nursing and business meetings, mediation, sports, banking and more.

Classifies logistics tourism following components:

- 1) main building (hotels, bars, restaurants, clubs, etc.);
- 2) auxiliary buildings (garage, laundry room, boiler room, etc.);
- 3) facilities (ski chairlifts, ski rope roads, septic tanks tourist trains, playgrounds, etc.);
- 4) radio (power, various pipelines, transmission, etc.);
- 5) workers and law enforcement machinery and equipment (transformers, motors, generators, compressors and refrigerating Washing and drying equipment, etc.);
- 6) measuring and control instruments and devices (weight machines, strength, and measuring sensors, counters water use, etc.);
- 7) computers and software to it (computers, information systems, data processing, etc.);
- 8) vehicles (cars, buses, light trucks and vehicles, etc.);
- 9) tools;
- 10) industrial and household equipment (furniture, for safety, fire fighting equipment, etc.);
- 11) other fixed assets.

To characterize the inventory of resources is important to the structure of the material and technical base of tourism or the ratio of its individual groups. One part of the inventory of resources directly involved in servicing tourists, the other - facilitates or makes possible tourist activities. The structure of the material and technical base of tourism reflects technical equipment and improve investment.

Investing tourism industry provides a set of conditions, resources and measures necessary for the implementation of the investment process. For example, recently the problem of investing in many domestic scientific studies identified the problem of attracting foreign investment. This approach believe incorrect. For the investment of the industry, including tourism, should consider and involve all possible sources, namely foreign sources, domestic sources of investment companies, savings (both directly and through financial

institutions) and intersectoral capital flows.

However, it should be recognized that the needs of the tourism industry in direct investments significantly exceed existing in the domestic financial market, the investment, and a significant reason for the low level of popular participation in the investment process is the low amount of available funds (savings) past due to low income. Therefore, much attention is drawn specifically to attract foreign capital.

The basis of state regulation of tourism regulatory framework, which must meet the current trends in the industry, namely to provide accounting features of its operation, a profound insight into the problems and targeted comprehensive tourism policy.

One of the major problems of tourism development is the lack of substantial state support for local initiatives to develop tourism, effective support to promote the national tourist product and improvement of the social consciousness of the citizens for the protection and preservation of the historical, cultural and natural heritage of the state. All this leads to a shift in tourism to exit and destruction of critical infrastructure industry.

In the process of increasing tourist attractiveness important element informing travelers about the attractions of the region. Enhancement of tourist attractiveness requires appropriate and sufficient information. Indeed, the amount of available information about tourist area depends largely on the number of tourists who wish to visit the area. Optimization of travel (human) flows will control the number of tourists that can simultaneously be within a certain area, including recreation, not discouraging tourist and locals, as well as to prevent overloading ecosystems of these areas.

Hence, the main factors increasing tourist attractiveness is the material base and infrastructure of tourism. The elements that form the environment and the system of tourist attractiveness are: basic components (natural tourism resources, tourism resources anthropogenic origin: historical - architectural monuments, cultural and religious values, etc.; material-technical base of tourism: tourism infrastructure and investment support industries ) and additional components (marketing campaign, information and human resources) and the environment (environmental quality and the overall image of the region: economic attractiveness, government support, political stability).

The processes of globalization and regionalization significant impact on enhancing the role of national regions, a manifestation of which is the acquisition of new properties regions, one of which is competitive, and also giving them the status of independent actors that shape their own development strategy in EEA States and abroad.

That competitiveness more fully demonstrates the need for further development of the regions as full subjects of the market economy provides the economic development and identifies future prospects, forms strategic priorities.

Multifaceted nature of competition leads to a wide range of approaches and indicators for assessing the competitiveness of regions. Together they cover both the vertical and horizontal row objects. The vertical range represented by individual regions, industries and countries. The horizontal row represents individual products, businesses, activities.

The practice has developed a number of basic approaches to assessing the competitiveness of the region, which is reflected in Fig. 2 [5].

A comprehensive integrated approach to assessing the competitiveness of the region, based on seven groups of indicators offers O. Tarasova [2]. Scientific isolate groups of indicators that characterize aspects of competitiveness, the following:

- The availability and efficient use of resources in the region;
- Standard of living;
- The investment attractiveness of the region;
- An innovative component of the region;
- Introduction of new fixed assets;

- The consumption of certain types of energy resources;
- Small enterprises.

Methods of assessing the competitiveness O. Tarasova is conditional on three stages such as the calculation of the eight groups of indicators, the definition of integral index for each region, assigning regions to one of four groups [2]. In terms of academic, which can agree indicator of regional competitiveness is a complex index that combines three levels of competitiveness: macro-, meso- and micro level.

A group of scientists in the SN Smirnov, V. Simachova, L.S. Zasimovoyi, AA stocking note that depending on the purposes of evaluation can be chosen as integral and partial indicators of competitiveness of the region [3]. According to the above method scientists integrated index of competitiveness of the region is calculated on the basis of two composite index, such as:

- Competitiveness of enterprises in the region (financial condition, investment activity of enterprises, innovation activity of enterprises, diversification of industrial structure of the region, corporate development);
- Institutional development of the region (the general business climate, investment climate, quality of human resources, innovative development, infrastructure, tourist attraction of the region, resource provision).

Fatkhutdinov R.A. also share the opinion of the above scholars and offers comprehensively evaluate the competitiveness of the region as the sum of competitiveness indicators of socio-economic development in view of their importance [5]. Scientist proposes to consider the region as a subsystem of a higher level, because, in his view, competitiveness in many respects depends on the quantity, quality and intensity of exposure to it by the system (the country). So many indicators of competitiveness associated with those of the country. Scientist offers list of indicators of competitiveness of the region, based on a systematic and comprehensive strategic approach.

In terms of R.A. Fatkhutdinova, system lies in the fact that:

- The region on the one hand is a subsystem of a higher level, on the other global system for subsystems that are included in it;
- The ultimate goal is to improve the region's quality of life.

Complexity is because the list of indicators are factors that characterize the technical, economic, environmental, institutional, social, and international issues. The list of indicators of competitiveness of the region in the first eight are strategic (costs from official sources in the development rights, investment activity in the region, innovative activity in the region, the activity of small business efficiency and production of natural resources), the last eleven - in fact, effective, chief of which is the "quality of life" [5].

According to M. Udachynoyi, it is a comprehensive approach to assessing competitiveness to overcome the stereotypes in relation to regions get more objective results that differ from traditional ideas [6].

The approach is based on the employment potential of the region represented by such scholars as I.A. Zemlianskaia.

There is a dual vision of this approach. Zemlianskaia I.A. focuses on pay, says this approach is based "on the use of employment options," which involves the calculation of the proportion of remuneration that is determined by the ratio of wages to productivity [7].

One of the most adapted to modern conditions approach to assessing the competitiveness of an approach based on the use of public methods of socio-economic development.

The author believes that one of the advantages of this technique should note the following:

- Similar to the previous technique largest share among the indicators is the scope of the

social sector. This fact is justified by the fact that social indicators are indicators of socio-economic development of the region;

- Availability is not included in previous methods extremely relevant area of ecology, because economics is essentially a subsystem that operates in the global system;

- Presence in this method the scope of small business that has information character is a positive development, because it is small business plays a role of "living gold" of the economy, the number of small businesses illustrates the economic situation of the region and its prospects.

Systematics of the main approaches, methods and indicators for assessing the competitiveness of regions		
<i>Approaches</i>	<i>Methods</i>	<i>Basic indicators</i>
Complex	Rating method index method	The level of competitiveness, the dynamics of the current situation, the type of competitive advantage, competitive enterprises in the region
Labor settings	Statistical methods	The share of wages in the region, living standards, efficiency of the economic system of the region, the investment attractiveness of the region
Socio - economic development	Statistical methods	The gross regional product per capita, investment in fixed capital budget - financial security, the fate Average-number of workers employed in small business
Strategic planning	SWOT - Analysis PEST - analysis	Political, economic, social, technological configuration Regina, strengths, weaknesses of the region, opportunities and threats for the region
Qualimetric	Dogma "dimensionality»	Performance depends on the priorities selected for examination
Program - target	Methods for Planning (Management)	Construction of "objectives tree" - numbers depend on the goals prioritized
Factorial	Rating method index method	Capital resource potential of the region, the index of the current and strategic competitiveness
Cluster	Statistical methods	The growth rate of production industries, involving central enterprise cluster share of industry cluster in the gross national product

**Fig.2 Systematics major approaches, methods and indicators for assessing the competitiveness of regions**

Subsequently, there is a need not only to determine the level of regional

competitiveness, but also to apply the basic tools of management - prediction, planning, organization, control, coordination, encouragement and motivation. This fact has led to the use of domestic and foreign scholars approaches to assessing the competitiveness of regions based on the use of strategic planning such as SWOT, PEST-analysis.

Pidvysotsk VG proposes to apply the above mentioned methods of strategic planning in assessing the level of competitiveness of regions [9]. Yes, SWOT-analysis provides an opportunity to identify issues:

- The strengths of the region, its advantages over analog (Strengths);
- Weaknesses (Weaknesses);
- Opportunities for future development (Opportunities);
- Potential hazards, most likely in the future (Threats).

The scientist believes that, in turn, PEST-analysis and assessment will identify environmental factors of the region, which may in the present and future tense affect its competitiveness. The main stages of this analysis will identify:

- Political configuration (Policy), which consists of the legal framework of the area, management area, socio-political situation;
- Economic configuration (Economy), which contains a cluster-structure of the economy territory, small business development, the state of demand (demand, investment demand enterprises, the demand of public authorities, net exports and imports);
- Social configuration (Society), which focuses on the trends of demographic development, the state of social development, basic values townspeople level and lifestyle;
- Technological configuration (Technology), which consists of the level of development of innovative technologies in clusters territory [9].

Professor J.P. Danilov to assess the competitiveness of the region uses an approach "Qualimetry" which is based on the "dogma dimensionality", according to which the object is always possible to estimate a number.

Scholar emphasizes that the assessment of competitiveness of the region through quality control analysis of its competitive position will determine the degree of «embeddedness» region in the country's market space, association, or other areas of the region. Approach Qualimetry "dogma dimensionality" proposed u1999, the A.I. Orlov, originally intended for the construction of expert assessments into a single index.

Later in the post-Soviet space "dogma dimensionality" was the basis for the development of complex and rating assessments of regional development.

Scientists L.S. Shehovtseva and I.P. Danilov offer to evaluate the competitiveness of the region to apply the target-oriented approach. However, L.S. Shehovtseva proposes to apply the approach, taking into account that the competitiveness of the region is the capacity utilization of regional resources, and especially labor and capital, in comparison with other regions, which is reflected in the value of the gross regional product per capita, as well as its dynamics [10]. First is the problem of structuring the formation of the competitiveness of the region and developed "objectives tree" for the two levels. Tree objectives can be the basis for constructing hierarchy of objectives for each region (group of regions) considering its specificity. To assess the determinants of factors, their effect on the competitiveness of the region on the basis of the objectives tree developed two matrices: matrix evaluation purposes of the first level and second-level evaluation matrix. Then developed questionnaires and performed interviews with experts calculated parameters and objectives tree filled matrix.

In our opinion, the assessment of competitiveness of the region using program-based approach can be used for resource allocation, development factors and production conditions, assess the impact of various factors and determinants of the competitiveness of the region of structural policies, developing programs to improve the competitiveness of the region and its producers, ranking strategic objectives. In broad terms, target-oriented approach can serve as

the basis for managing the formation of competitiveness in the region.

The next group of scientists such as V. Bezugla, F.N. Klotsvoh and I.A. Kushnykova, M.A. Komarov, N.I. Larina and A. Makeev base their approaches to the evaluation of a specific competitive factors [11-14]. Bezugla VA believes that currently the basis of competitiveness of the region is the capital, the composition is divided into industrial, commercial, human, investment and innovation [11]. For integrated assessment of regional competitiveness Academic chose these eight groups of indicators, which will be involved as indicators of taxonomic analysis:

- Output of industry;
- Commissioning of fixed assets;
- Skills development for the regions;
- The value of exports of goods;
- Investments in fixed capital per capita;
- Direct investment in the region;
- Number of scientific organizations by region;
- The amount of scientific and technical work performed by their own organizations by region.

Klotsvoh F.N. and Kushnykova I.A. believe that the competitiveness of the region can be estimated from the magnitude  $S$  of its resource potential, which is understood as a value of the final product, or national income, which can be obtained by practically available resources with maximum efficiency levels achieved using appropriate resources [12].

Komarov M.A., unlike previous authors, argues that the most important factor in improving competitiveness and economic growth in the post-industrial economy are information technology and management, personnel qualification, market infrastructure [13].

Larina N.I. and Makayeva A.I. offer to assess regional competitiveness indices count current and strategic competitiveness. Index of strategic competitiveness indices aggregating innovation, foreign trade and of development of infrastructure and communications systems. It is in the indexes of innovation, sophistication infrastructure laid attempt to consider the impact of post-industrial competitiveness factors [14]. Index of development of infrastructure and communication systems, proposed by scientists, opens opportunities for rapid information transfer and release of regional businesses and organizations in foreign markets.

Recently, more attention is paid to scientists approach factors of the competitiveness of the region, based on creating a competitive advantage. To evaluate the factors of competitiveness of the region as a whole and the ability of the authorities to influence its components should use the model of "national diamond" proposed by M. Porter [15]. In this model, the region's role in the creation of its competitive advantages can be studied in four interrelated areas (determinants), namely parameters factors (environmental conditions, skills, capital, infrastructure);

- Terms of demand (level of income elasticity of demand);
- Related industries;
- Strategy, structure and rivalry between them.

In turn, each of the determinants analyzed components, the degree of their impact on the competitive advantage of the region and the need for their development.

According to A.V. Yermishin and V.V. Merkusheva, competitiveness of the region defined as the presence of certain competitive industries or industry segments and the ability of regional authorities to create conditions for regional businesses to achieve and maintain competitive advantage in certain areas [16]. In terms of academic, which can accept the leading role in achieving competitive stability region belongs clusters, concentrated by geography groups interconnected companies, specialized service providers, as well as associated with their activities nonprofit organizations and institutions in certain areas



competitive, but at the same time, complementary to each other. It clusters create the critical mass necessary for competitive success in certain areas [16]. Therefore one of the tasks in increasing the competitiveness of the region is to identify potential clustering region [10].

Writers like S.I. Sokolenko V.G. Pidvysotsk, K.S. Babanov, A.G. Shakhnazarov share the belief Yermishin A.V. and V.V. Merkuhova and propose to apply a part of the competitiveness of the region block parameters reflecting the availability and performance of clusters.

For tourist regions, including European, American, African, Asia-Pacific, Middle East, these approaches can identify multifaceted nature of competition, which leads to a wide range of approaches and indicators for assessing the competitiveness of regions. In the study, the main approaches proposed by scientists, were combined into six groups: an approach based on employment options, an approach based on the use of socio-economic development, an approach based on the factors shaping regional competitiveness, quality control approach, software targeted approach, cluster approach. Thus, the study found that diversity driven by different objectives set during evaluation.

**Conclusion.** The study found that "the dogma of dimensionality" served as the basis for most methods of rating assessments, which are based on assessment of the economic category number one, folding set of indicators into a single integral. The results show that integrated approaches provide the opportunity to assess the contribution of tourism competitiveness and image of the region, other approaches to assess the competitiveness within the region.

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**В.М. Мацука, Осипенко К.В.**

#### **МЕТОДИКА ОЦІНКИ КОНКУРЕНТНИХ ПЕРЕВАГ ТУРИСТИЧНОЇ ПРИВАБЛИВОСТІ РЕГІОНУ**

*У статті проаналізовано фактори впливу на туристичну привабливість регіону, компоненти туристичної привабливості регіон; систематизовано основні підходи, методи та показники оцінки конкурентоспроможності регіону.*

*Ключові слова: конкурентоспроможність, конкурентні переваги, туристичний регіон, туристична привабливість регіону, методи оцінки конкурентних переваг.*

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#### **ОСНОВИ ОРГАНІЗАЦІЇ ДІАГНОСТИКИ І МОНІТОРИНГУ ЕКОНОМІЧНОЇ БЕЗПЕКИ**

*Статтю присвячено теоретичним аспектам дослідження діагностики та формуванню механізму забезпечення економічної безпеки країни. Обґрунтовано необхідність, в процесі моніторингу факторів, визначення негативних наслідків від впливу загроз національним інтересам країни в сфері економіки. Визначено умови моніторингу факторів, що викликають загрози економічній безпеці.*