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MONEY, FINANCE AND CREDIT

- 3 Onyshchenko Volodymyr O., Nelya I. Volkova. Methods of the bank credit portfolio management
- 10 Valeria V. Volkova. Conceptual approach to management of bank percentage risks during the crisis period
- 15 Robert Y. Bacho. Market conditions non-bank financial services Autonomous Republic of Crimea in the newest operating conditions
- 20 Kateryna M. Romenska. Support of small business through the budget funds

ECONOMICS AND NATIONAL ECONOMY MANAGEMENT

- 26 Viktoriya V. Mykytenko. The sustainable development potential: assessment problems and formation prospects
- 34 Lyubov M. Titarenko, Sergiy V. Malyuga. Young people segment of labor market in the national economy

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

- 41 Nadiya V. Stezhko. Theoretical and methodological approaches to the definition of the world food safety factors and criteria

PRODUCTIVE FORCES DEVELOPMENT AND REGIONAL ECONOMY

- 52 Valentina V. Oglikh, Tetyana I. Efanova. Socio-economic aspects of regional development
- 58 Nataliia V. Savchenko. Theoretical and methodological foundations for the procedure of assessing the socio-economic condition of the region

- 62 Dmytro M. Mazur. Problems of integration and assessment of its influence on the regional AIC development

ECONOMICS AND BUSINESS ADMINISTRATION (according to the economic activity types)

- 68 Sergiy M. Kravchenko. Methodological approach to forecasting investment policies in the sphere of high technology manufactures
- 74 Olexandr V. Mazur. Methodological approaches to the assessment of agro-industrial production efficiency in the country's regions
- 80 Basyuk Darya. Innovative principles of wine tourism in Ukraine
- 85 Evgen O. Grygorenko. Development of innovation infrastructure as a core element of crisis management of machine-building enterprises

NATURE MANAGEMENT ECONOMICS AND ENVIRONMENTAL PROTECTION

- 90 Olena V. Lazareva. Competitive strategies of agricultural tenure development
- 97 O. Samoilenko. State promotion of the alternative energy investment development.

MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMICS

- 101 Olexandr V. Sharko, Tetyana G. Volynets. Organizational measures on enhancing the tourism attractiveness using the fuzzy logic apparatus

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METHODS OF THE BANK CREDIT PORTFOLIO MANAGEMENT

Onyshchenko Volodymyr O., Doctor of Economics, Professor.

**Nelya I. Volkova, PhD, Associate Professor, Department of Finance and Banking,
Poltava National Technical Yuri Kondratyuk University.**

It is defined, that as the main parameters of a bank's credit portfolio are profitability and risks. Therefore, the main objective of a bank's credit portfolio management is ensuring the maximum profitability at the admissible risks level. Determined are the peculiarities of selecting the method of pricing on credit, taking into account external and internal factors. The study suggests stages the bank's credit portfolio risks assessment, based on using the method of coefficients in the process of the credit activity analysis and on calculating the integrated indicator of the bank's credit risks. The assessment of the bank's activity at each stage of the credit process is given.

Key words: credit strategy, credit policy, a credit portfolio, profitability, credit portfolio risks, methods of establishing the credit price, process of the bank's credit portfolio risks assessment.

UDC 336.71

CONCEPTUAL APPROACH TO MANAGEMENT OF BANK PERCENTAGE RISKS DURING THE CRISIS PERIOD

Valeria V. Volkova, PhD, Poltava National Technical Yuri Kondratyuk University.

The essence of the bank's percentage risks which during the crisis period have a huge impact on the size of the bank's profit and capital are investigated. The reasons for the bank's percentage risks emergence are described. The main types of the commercial bank's percentage risks are defined. The principles, purposes and tasks of the bank's percentage risks management are determined. Within the process of managing the bank's percentage risks, its main stages are explained. Conditions for preventing the emergence of percentage risks at a modern bank are determined.

Keywords: bank, percentage risks, risks management, risks management strategy.

UDC 336.76:339.72(447.75)

MARKET CONDITIONS NON-BANK FINANCIAL SERVICES AUTONOMOUS REPUBLIC OF CRIMEA IN THE NEWEST OPERATING CONDITIONS

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Abstract. Assessment of functioning of the regional markets of non-banking financial services in Ukraine acquires a particular relevance because regions become a system-forming factor in the economic growth of the state. Particular attention should be paid to the regions that have been forcibly taken away from Ukraine contrary to the norms of the international law. At present, it is important to determine what changes have taken place in this market for the year being under another jurisdiction.

New conditions, in which people of the Autonomous Republic of Crimea find themselves, including Sevastopol city and entities, significantly affect further development of non-banking financial market of the peninsula. In the beginning of 2014, at the State Register of Financial Institutions of Ukraine, 43 financial institutions and 323 their subdivisions were registered in the Crimea.

At the territory of ARC, there came into being dualism of regulatory and legal support of financial and credit institutions' activity: on the one hand, legislation of Ukraine is extended to all the participants; on the other hand, legislation of the Russian Federation is forcibly implemented for all the market participants.

Taking into consideration the new challenges of functioning of non-banking financial market institutions in ARC and Sevastopol City, and in order to protect the interests of financial services for consumers, to prevent violation of the Ukrainian legislation, which regulates the activity of financial services providing, by financial institutions and/or separate units of financial institutions located and/or operating in this area, the State Commission for Regulation of Financial Services Markets decided to terminate operation of non-banking financial institutions on the peninsula. The opportunity was given to financial institutions and their structural units to change their location for mainland Ukraine. If they do not change their location, the financial institution should contact State Commission for Regulation of Financial Services Markets by a statement to exclude information about the financial institution and/or its separated unit from the State Register of financial institutions in connection with the termination of financial services provision and request for license revocation.

As a result of the annexation, the non-banking financial services market of the Crimea peninsula has undergone catastrophic changes, manifested through the termination of any and all national financial institutions operation and the need for licensing of new ones according to the current legislation of the Russian Federation.

Due to the fact that in 2014 all national banking and non-banking financial institutions left the peninsula, and during this short enough time only Russian insurance companies and banks began operate on the peninsula, the financial market is characterized by a total reduction of provided services. Proof of the market's catastrophic narrowing is the reduction of collected premiums amount in 2014 by 98.4% in comparison with the previous year, while due to the impossibility of rapid adaptation to the new realities on the peninsula, no pawn shops, credit unions and finance companies exist. Even functioning of currency exchange offices was stopped. In fact, currently the only financial institutions on the peninsula are insurers and banking institutions, which indicates the limited consumers' access to non-banking financial services. Further research should be directed at assessment of the state regulation mechanism of the existing financial institutions operating in ARC and Sevastopol City.

UDC 338.2

SUPPORT OF SMALL BUSINESS THROUGH THE BUDGET FUNDS

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The problems of the small business development were identified and the reasons that they generate were justified. One of these is the insecurity of the local budgets expenditures that is the negative phenomenon, because the government and local authorities are unable to guarantee the necessary level of costs due to limited financial resources and lose the opportunities to increase expenditures on social and economic needs of communities in the territory of which the business entities, including small ones, carry out their economic activity. The problem of fiscal instability of the budgets due to low regional development must be addressed through the implementation of investment and innovation activities.

Taking into account the importance of small business support as a key instrument for social and economic development of regions, we identified the need to implement a series of measures for successful and efficient operation of these entities. The ways of small business improvement through the budget were proposed, which has a positive effect to level of local revenues and significantly affects the performance of state and local governments and major functions of the socio-economic development of the country and the region.

Taking into account the positive impact of innovation and to stimulate investments into small businesses and socio-economic development of regions in the country, the authorities in Ukraine, at the moment of regional distribution of national investments in fixed capital and foreign investment in the national economy, should analyze the potential of the areas. Successful implementation of these measures will contribute to the improvement of development, income generation, including small businesses in the region, the growth the gross regional product, and, thus, efficiently filling the budgets of regions and eliminating the existing gaps by transfers from other budgets.

Important contribution to the development of small businesses by state and local government is providing financial, informational, advisory support to the economic entities. According to the legislation, the government may provide financial support in the form of transfers for the development of small businesses.

It was emphasized that transition to budget management for programs development by means of the target method is the efficient means of small business support by the central authorities and local self-governments, it is the development and implementation of state and local programs through the budget.

Key words: small business, innovation and investment development, budget revenues, expenditures of a budget, government purchases, budget program, support of the state.

UDC 338.24.021.8:330.1+330.3

THE SUSTAINABLE DEVELOPMENT POTENTIAL: ASSESSMENT PROBLEMS AND FORMATION PROSPECTS

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Market Strategic Potential Department, State institution "NASU Institute of Nature
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Abstract. The paper presents the results of multidimensional system study of potential for sustainable development of Ukraine, which allowed to determine the priorities for the Economics theory and practice development aimed at formation and implementation of economic policy under the conditions of resource constraints and the constant increase in the socio-political and military-economic threats to Ukrainian state-building. Using the original structural type models, the extent of the potential for sustainable development of Ukraine were calculated for its twelve regions with determining the quantitative values for its seven elementary components (potentials of: natural resources, industry, energy efficiency, economic security, structural changes, innovation, information).

Keywords: sustainable development potential scale, economic policy, the real economy sector.

UDC 331. 431

YOUNG PEOPLE SEGMENT OF LABOR MARKET IN THE NATIONAL ECONOMY

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Poltava National Technical Yuri Kondratyuk University.

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Problem. The youth segment of the labor market is an important factor in ensuring socially-oriented development of the country. Young people are a strategic resource for society and determine it in the context of socio-economic and technological progress. Youth provides political, economic and social future of the country.

The problem of imbalance of youth segment in the labor market has repeatedly arisen in leading foreign and national journals. Currently, the labor market and rising youth unemployment is a very topical issue in the today's national economy. The present paper gives a detailed analysis of the market equilibrium capacity and suggests the improved state regulation model to reduce youth unemployment in future.

The purpose of the article is to study the specific features of modern youth segment of the labor market, and to generalize the economic factors affecting its balance.

The main material. The labor market is considered to be the most important part and the special subsystem in the overall structure of the market economy, that performs organizational, economic and social functions. However, it creates a market mechanism of self-regulation through demand and supply of labor, the price of labor and competition. Imbalance in the labor market leads to negative social and economic situation in the society, increasing the number of unemployed. Some people are unable to exercise their right to work and to receive wages for existence. In Ukraine the highest unemployment rate among young people is fixed in the age group of around 16-24 years.

The causes of youth unemployment have a specific character and differ in their age groups. Socio-economic impact of youth people unemployment is more complex and profound than that of adults.

Conclusion. Ukraine has a significant potential to tackle the problem of youth employment. In general, the entire system requires activation of the labor market regulation mechanism. This includes continuous improvement of national and regional employment programs. Their funding opportunities will improve the efficiency of career guidance at employment centers, that provide assistance to young people in choosing their career. It needs more active involvement of enterprises, institutions and organizations into the state youth policy. Operation of the State Fund for youth employment and vocational training, advanced training and retraining of unemployed citizens is of top necessity nowadays. It needs providing compensation to citizens who lost their jobs or are retraining. Also it needs control of public authorities for compliance. The system monitors the youth segment of the labor market, which should provide stability in youth employment, and promote organic unity of education and the labor market.

UDC 339.972

THEORETICAL AND METHODOLOGICAL APPROACHES TO THE DEFINITION OF THE WORLD FOOD SAFETY FACTORS AND CRITERIA

**Nadiya V. Stezhko, PhD, Associate Professor, Department of International Economics,
Kirovograd National Technical University**

The article summarises theoretical and methodological approaches to the definition of factors and indicators of the world food safety. It has been established, that formation and creation of food safety at the necessary level is influenced by a combination of two groups of opposite factors. On the one hand, negative factors which decrease general level of development, and on the other hand, positive factors which correspond to the evolutionary development of the economic system.

Negative factors can have permanent and temporal nature. Permanent factors include:

- population groups, who live below the poverty line and don't have sufficient income for buying minimum set of food products;
- population of territories whose food provision is not carried out by the market mechanisms due to external factors;
- unbalanced nutrition on some components threatening the health of certain population groups;
- low control of food products safety leading to the fact, that food becomes a threat for life and health of the population;
- exhaustion of the natural potential of agricultural production in the country leading to decreasing of the nation's food supply level.

Temporal factors are:

- instability of agricultural production and possibility of natural disasters lowering food supply of the nation in certain periods;

- great dependence of food supply of the country on external sources in the conditions of unstable conjuncture of world markets and currency earned from import;
- unstable state of the country's foreign policy in the world which can result in imposing a trade embargo and other similar sanctions.

Positive (stabilizing) factors can be divided into such groups as economic, competition, social, innovative, international and legal.

The conducted analysis has shown that economic factors are connected with increase in production volumes, acceleration of assets circulation, growth of the work productivity level, decrease of production expenses, increase in income. Competition factors direct economic players to produce the rival qualitative product able to be sold both within the country and abroad. Social factors are aimed at increasing living standards of the population, improving their nutrition structure. Innovative factors are connected with the level of technical and technology development, implementation of research inventions into production, improvement of means and tools of work. International factors are aimed at limitation of import of low-quality production, causing harm to the population's health and exporting strategic raw materials and products not supplied to the population of the country on a full scale. Legal factors are connected with development of a complex of law regulations obeying which provides increase in living standards, reaching high rates of growth in food production.

It was proved, that the nature of food safety is realized in the system of criteria and indicators, and the guarantee of the country's food safety is a physical and economic availability of food products for different population categories and the degree of satisfying the physiological needs in the energy content of food ration and its components.

UDC 332.142

SOCIO-ECONOMIC ASPECTS OF REGIONAL DEVELOPMENT

**Valentina V. Oglikh, PhD, Associate Professor, Economical Cybernetics Department,
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The modern period of the society development set Ukrainian economy the issue of fiscal decentralization, which is a basic condition for independent and efficient governance at the regional level. The complexity of the individual regions economy structure, internal processes and relationships set the stage for an unbalanced economic space. The multidirectional development of the regions is often contrary to the general regional trends.

The growth of regional development in the context of the Dnepropetrovsk region is affected by the financial, economic and social factors. However, analyzing the level and trends of regional development, one should take into account that some areas have created comfortable conditions, whereas some of them do not have any support. European targeting country requires more emphasis on the social aspect in managing the economy, so there is a need to clarify the extent, to which social policy is carried out at the district level and its impact on the area's economic potential.

Economic growth and decent living standards at the national level depends on how well the state is able to eliminate inter-regional disparities in development. One of the factors is passivity of underdeveloped and depressed regions, caused by the fragmented regional economic space of the country and socio-economic differentiation.

This multifaceted study will help to understand regional processes of Dnepropetrovsk region in general and in its particular areas.

The aim of the paper is clustering the social dimensions of development, which will determine the prospects and ways to improve the situation in the region on the basis of economic and mathematical modeling.

Scientific substantiation of the priority areas for the development of Dnipropetrovsk region should be based on the use of economic and mathematical methodology, which would include an assessment of both qualitative and quantitative indicators of development. To provide such a possibility, the authors suggested to use the tools of self-organization maps (SOM) of Kohonen in conjunction with the principles of fuzzy modeling.

To process quality indicators, fuzzy modeling methods should be used, which is an effective tool to account for the expertise and linguistic information processing. The combination of fuzzy neural network model allows to analyze quantitative and qualitative factors and provides additional benefits during the simulation of regional development.

In contrast, cluster analysis, which only allows making homogeneous groups of indicators procedure that is performed by using self-organizing maps of Kohonen, and besides groups the indicators also helping to visualize the results. Also Kohonen maps do not require a priori information about the parameters of the clusters. "Standards clusters" are formed in learning neural network based solely on input.

Application software that implement Kohonen mapping, including ViscoverySOMine5, can significantly reduce the amount of settlement calculations.

Testing of the suggested approach was performed on the data of the Dnipropetrovsk region for eight years (2005- 2012 years). The information base was formed on the basic data on the site of the Main Statistical Office in Dnipropetrovsk region. It was determined, that five most influential quality indicators are: the level of environmental pollution, socio-demographics, level of cultural mentality, safety, quality of services in the field of social services.

Studies conducted by means of fuzzy modeling make it possible to determine the magnitude of social policy in all areas, to compare the results with each other and to make a conclusion about the efficiency of social policy in general. Kohonen maps obtained confirm the fact that social policy is in a state of dynamic but unbalanced development that caters to social needs of the region's residents to a minimum extent.

The study suggests that the social component is an integral part in the creation of regional development programs. Social policy should be an integral dynamic relationship with the financial and economic performance of regions, providing a decent standard of living to the population.

UDC 332.143:005.585

THEORETICAL AND METHODOLOGICAL FOUNDATIONS FOR THE PROCEDURE OF ASSESSING THE SOCIO-ECONOMIC CONDITION OF THE REGION

**Nataliia V. Savchenko, graduate student, the Research Center for
Industrial Development Problems, NASU.**

The article presents the results of critical analysis and comparison of the modern methodological approaches to the assessment of a regions' socio-economic conditions, and a set of procedures for its assessment is suggested.

Keywords: region, socio-economic conditions, methods of analysis, assessment, prognostication, planning.

UDC 334.012.82: 339.13.01

PROBLEMS OF INTEGRATION AND ASSESSMENT OF ITS INFLUENCE ON THE REGIONAL AIC DEVELOPMENT

Dmytro M. Mazur, master, Kyiv University of Market Relations.

The article highlights the essence of the agro-industrial integration, which is the basis for various taxonomic range agro-industrial complexes (AIC) to be formed, and which peculiarity is considerable concentration of production potential on the related territories, as well as large space location of its farming and processing enterprises.

Keywords: integration, inter-branch formation, integration processes, agro-industrial integration, integrated nature, integration links, production industrialization.

UDC 330.322

METHODOLOGICAL APPROACH TO FORECASTING INVESTMENT POLICIES IN THE SPHERE OF HIGH TECHNOLOGY MANUFACTURES

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Development Problems, National Academy of Sciences of Ukraine.**

Abstract. Development of a methodological approach to solving this problem is particularly relevant because what is happening today in Ukraine with the executive and legislative bodies in the field of investment policy development knowledge-intensive industries, can be characterized as an empirical selection of activities that are, at best, helping not to lag far behind the existing standards and regulations in the markets.

Forecasting investment policies in knowledge-intensive industries are invited to pass through the identification of promising trends of indicators that reflect the current state of investments in knowledge-intensive industries, depending on the state of the national economy.

In general, talking about raising the adaptive properties of the model, we mean the ability of the model: to identify trends in the period of changes in the course of time; to modify the model parameters quickly and properly.

In order to develop the medium-term investment policy forecasting indicators of knowledge-intensive industries were implemented. According to the study of the factors, affecting the development of the investment activity in the suggested algorithm, we have carried out the study and identification of the factors, that have the greatest influence on the development of investment policy, namely high-tech products.

The algorithm research and the formation of the investment policy of knowledge-intensive industries:

Step 1. Identifying the factors that influence the development of the investment policy.

Step 2. Analysing the current state of the country's investment climate.

Step 3: Identification of the most influential factors on the investment activity development.

Step 4. Investigation of promising trends in the development of investment and innovation activity in the country.

Step 5. Identifying areas to enhance effective development investment.

UDC 519.866.332.14

METHODOLOGICAL APPROACHES TO THE ASSESSMENT OF AGRO-INDUSTRIAL PRODUCTION EFFICIENCY IN THE COUNTRY'S REGIONS

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The article presents substantiation of methodological approaches to the assessment of the regional AIC organization efficiency, taking into consideration peculiarities and tendencies in its main spheres functioning.

Keywords: concentration, specialization, cooperation, combining, territorial proportionality, regional structure, production potential, infrastructure, functional unit, territorial and organizational unit.

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INNOVATIVE PRINCIPLES OF WINE TOURISM IN UKRAINE

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In the article the scientific - theoretical basis for the creation of complex wine routes as tourism products, described the experience of their functioning in Ukraine and abroad. A component framework for organizing specialized wine tours, the criteria for evaluating their effectiveness. The peculiarities of marketing communications and innovative tourism product key problems in creating wine routes, such as selecting the best route, training of qualified personnel, softening of competition and horizontal adjustment of economic ties.

Keywords: wine tourism, wine road, tourism product.

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DEVELOPMENT OF INNOVATION INFRASTRUCTURE AS A CORE ELEMENT OF CRISIS MANAGEMENT OF MACHINE-BUILDING ENTERPRISES

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This paper outlines an approach to the creation of an innovative infrastructure, necessary to achieve the goals of enterprise crisis management. The special role of information subsystem of innovation infrastructure, which is connected with the providing of the adequate information to enterprises and scientific organizations, as well as the information support of technology transfer and the search of new partners for further cooperation, is defined by the author.

Keywords: innovation management, elements of innovation infrastructure, crisis management, machine-building enterprises, technology parks.

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COMPETITIVE STRATEGIES OF AGRICULTURAL TENURE DEVELOPMENT

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Abstract. Land policy in Ukraine is one of the most important in the context of the social and economic policy development, food security of the state, multifunctional development of rural areas, where the land as a strategic resource plays a crucial role. Under such circumstances it is necessary to choose the optimal strategy, which will be aimed at forming competitive land utilization, which serves as a point of agriculture growth and is its main investment resource.

The main objective of our research is to substantiate the competitive strategies of land utilization development as a condition for growth of its socio-economic and environmental efficiency, enhancing innovation and investment processes. The purpose of the study is generalization and deepening of theoretical and methodological principles and development of recommendations regarding the formation of the competitive strategies of land utilization development.

In the process of the research, the factors forming the competitiveness of land utilization were examined. It was established that the organizational and economic mechanism of land utilization management cannot be considered separately from the innovation processes, since only integrated their application will allow to overcome the poor state of land utilization and ensure high efficiency of managerial decisions in the sphere of land relations.

It was determined that the primary element of competitive strategy formation for agricultural land utilization is innovative activity using of tools of economic, environmental, investment, institutional, legal, etc. policy.

It was indicated that the mechanism of providing the competitiveness of land utilization is based on the organic combination of economic, environmental, investment and institutional and legal components.

Therefore, the competitiveness of agricultural land utilization should be considered as land utilization, which, relying on active innovative activity provides a maximum output of ecologically pure products at the minimal cost with simultaneous preservation of qualitative parameters of soil covering and the environment.

The suggested competitive development strategies of agricultural land utilization provide minimization of ecological risks on the environment, primarily on providing non-deficit balance of humus in the soil.

It was indicated that the positive prospects of competitive strategies in Ukraine are related to actualization of problems in rational use and protection of land resources, giving grounds to receive additional benefits, designed to enhance its efficiency and competitiveness.

With this in mind the competitiveness of agricultural land utilization should be considered as land utilization, which, relying on the intense innovative activity, provides a maximum output of ecologically pure products at the minimal cost with simultaneous preservation of qualitative parameters of soil cover and the environment. The lack of such a strategy leads to inefficient use of land resources, means of production and losses of time as the most valuable factor of market success, and hence to losses in competition with other respective economic structures.

UDC 330.322; JEL: E22, E60, O25, Q42

STATE PROMOTION OF THE ALTERNATIVE ENERGY INVESTMENT DEVELOPMENT

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In the article factors that contribute to improving the investment attractiveness of alternative energy in Ukraine have been analyzed and identified. The state promotion of investment development has been studied.

Keywords: investment process, energy dependence of the state, alternative energy, government regulation.

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ORGANIZATIONAL MEASURES ON ENHANCING THE TOURISM ATTRACTIVENESS USING THE FUZZY LOGIC APPARATUS

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Guidelines are suggested on the use of fuzzy logic to control tourism attraction in order to improve the functioning of tourist enterprises. Scientific substantiation of measures to improve the structure of the tourism product is performed by means of visualizing the correlation of prices, friendly service, number of trips and length of travels with the tourism attraction and correction of these parameters values.

Keywords: tourism, attraction, uncertainty, modeling, regulation.