

SECTION 5. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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CLUSTERS AS THE OPTIMAL FORM OF TOURISM INDUSTRY

The article analyses the influence of geographical location on development of the tourism complex and the transport system.

Possibilities and issues of developing the tourism complex and the transport system are investigated. According to the modern tendencies of international development, Ukraine's territory has the potential to become a hub of economical and transport connections.

Ukraine's physical-geographic location is advantageous for developing recreational-resort activities.

The modern state of business activity in the touristic sector leads to a necessity of using the latest instruments for ensuring the development of the businesses' intellectual capital.

To assure faster and higher-quality development of the touristic and transport complexes the possibilities of creating clusters can be explored. The main aspect of the clusters' existence in the country will be increase in the economic competitiveness of the territory, creation of new workplaces for people and general increase in life quality. The cluster model's efficiency is achieved through innovations, increasing mutual aid, mix of cooperation and competition and rise in the exchange of information, knowledge, new methods. Such innovations are necessary in Ukraine, and it is necessary to investigate all aspects and possibilities of their creation as soon as possible as well as development of already started cluster model projects.