

## References

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### **RISKS AND THREATS ASSESSMENT IN TERMS OF POLTAVA OBLAST SECURE SOCIAL AND ECONOMIC DEVELOPMENT**

One of determining conditions of a region's social and economic development is social and economic security provision. Region's social and economic security problems became more intense due to increasing interinfluence of political, social and economic processes [1, 2]. Analysis of social and economic security indicators conducted within "Methodological principles of region's social and economic security" scientific and research theme (Project ID: 0118U001096) enabled revealing comparative advantages and potential threats in Poltava oblast.

A threat to demographic constituent of Poltava oblast social and economic security is reduction in number of the population available in percentage up to 1990 from 83,00% in 2013 to 80,47% in 2017, which is lower than its critical level and is a consequence of such threats to the region social and economic system as high morbidity, premature mortality, low fertility and active labor migration of the working age population, which creates a risk for further "aging" of the population, lack of labor resources and further stagnation of the economy in the region's individual districts.

A number of foreign economic component indicators of Poltava oblast social and economic security is critical, in particular, a share of the leading partner country in the total volume of goods exports and imports increased by 5% in 2017 compared to 2013, exceeding the marginal value.

Considerable threats in investment and innovative constituents have been revealed, causing almost a critical situation and testifying of Poltava oblast innovative potential non-using. Lack of innovations in Poltava region enterprises production can lead to its entering the market of foreign goods which are often more expensive and of less quality compared to the oblast manufacturers' production.

Assessments of Poltava region social and economic security mesoeconomic constituent turned out to be low, while plenty of constituent's indices are in critical zone. Unemployment rate for the period investigated was in the acceptable limits (less than 9%) only in 2013 (8,2%). In 2017 the index increased to 12%, which is 0,5% more compared to 2014. Number of reported unemployed in Poltava oblast at the end of February 2019 was equal to 22960, which is third index among Ukraine regions. At the same time there was 19% demand increase for qualified workers in different professions, which requires education system orientation on the labor market demands [3 –5].

For the period investigated, an increase in disposable income per capita from UAH 25454,67 in 2013 to UAH 38400,61 in 2017 was revealed in Poltava oblast, still it is evened by increase in "ratio of wages amount to social assistance amounts and other obtained current transfers" index. Insignificant improvement of Poltava oblast citizens' financial position was revealed testifying of reduction in percentage of population with average equivalent monthly income lower than 75% of total revenues median level from 39,7% in 2013 to 20% in 2017. There was twice reduction in the population percentage with average equivalent monthly income lower than legislatively established subsistence minimum for the period analyzed [4].

Positive dynamics in the analyzed period were demonstrated by food constituent indices of Poltava oblast social and economic security as evidenced by excess production of meat and meat products, milk and dairy products, eggs and vegetables and melons, over their consumption (per capita).

Assessments of Poltava oblast social and economic security obtained by the chosen constituents are regarded as basis for revealing threats to the region's social and economic system of the region. In turn, the defined threats to the region's social and economic system make a basis while choosing directions of its strengthening.

The main tasks when ensuring the region's social and economic security are the following: revealing and assessing risks and problems; searching for ways of increasing social and economic security and promoting increase in social and economic development of the region; developing methods for prevention the threats identified and tactics and strategies of social and economic development of Poltava oblast, including measures to prevent the risks occurrence and improvement condition of social and economic security of the region etc.

As a result of conducted analysis of Poltava oblast social and economic development and assessment of its influence on creating the region's social and economic security it was defined that positive changes in economic constituent were followed by insignificant changes in social constituent and negative changes in demographic one. The necessity of increasing standard of living and quality of life of the population in terms of the region economic growth and increase in the role of social responsibility of all subjects and personal responsibility of every citizen of the region is substantiated.

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### ПРОБЛЕМИ ВДОСКОНАЛЕННЯ МІЖНАРОДНОГО ТУРИСТИЧНОГО РИНКУ ГРУЗІЇ

Грузія своїм геополітичним розташуванням і існуючими природними, історичними та культурними ресурсами володіє практично необмеженими ресурсами розвитку міжнародного туризму. У зв'язку з цим, обґрунтована об'єктивна необхідність сталого розвитку та ефективного використання туристичного ринку Грузії, що сприятиме подальшому розвитку міжнародного туризму країни в умовах глобалізації [1].