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## **INVESTMENT ATTRACTIVENESS OF REGIONAL TOURISTIC RESOURCES**

Tourist attractive territory is a territory that has the touristic resources potential, modern developed material and technical base for tourism, accessible and sufficient for a tourist information about it, which would meet the tourists' needs and ensure maximal socio-economic effect of tourism industry development within that territory.

There are different scientific and methodological approaches to the interpretation of the essence of the concept of «investment attractiveness» from the standpoint of the investor. For example, N. Makariy sees it as a fair quantitative and qualitative characteristics of the external and internal environment of the potential investment object [3]. Ya. Zadorozhna and L. Dyachenko also tend to this interpretation of investment attractiveness. In their opinion, the investment attractiveness is not only a financial and economic indicator, but also a model of quantitative and qualitative indicators – assessments of the external environment (political, economic, social legal) and internal positioning of the object in the external environment, assessment of its financial and technical potential, which allows to vary the final result [2]. One cannot disagree with the opinion of scientist T. Momot, who sees in investment attractiveness the level of satisfaction of financial, production, organizational and other requirements or interests of the investor for a particular object. This level can be determined or evaluated by relevant indicators, including integrated assessment [6]. The main essence of investment

attractiveness is to implement a strategy of maximizing return or other effect of invested capital.

The problem of analyzing the investment attractiveness of the tourism sector and its facilities is insufficiently discussed. There is no single comprehensive and systematic approach that would give: 1) the most complete and reliable information about the state of the investment object at all stages of its operation; 2) the assessment of the impact of individual indicators on the object in general; 3) the increase in the rate of economic development of the business entity through effective investment activities; 4) the gain of maximum income with minimal risk.

Based on the above, the investment attractiveness of tourism facilities is assessed from the standpoint of a systematic approach, which is based on the unity and interaction of the following areas: functional, geographical, qualification, management, environmental, economic, legislative and commercial.

There is no single method of determining the integrated indicator to assess the level of touristic attractiveness of the territory. Scientists offer methods only for assessing some of its components or related processes, for example, methods for assessing natural or other tourist resources, assessment of the material and technical base of tourism [4].

According to the method proposed by M. Omush [7], it is possible to assess the tourist attractiveness of the territory with the help of the following indicators: 1) general image of the region; 2) natural and climatic conditions for rest and recovery; 3) social stability and security; 4) transport accessibility; 5) economic attractiveness; 6) spiritual attractiveness of religious pilgrimage centers; 7) attractiveness of historical monuments; 8) cultural and educational attractiveness.

The method proposed by M. Omush includes factors that influence the tourist attractiveness of the territory, but they are not attractiveness indicators.

Regional attractiveness is also assessed by such indicators as: 1) the level of economic development of the region; 2) the level of development of the investment infrastructure of the region;

3) demographic characteristics; 4) the level of development of market relations and commercial infrastructure of the region; 5) level of criminogenic, ecological and other risks.

Assessment of the level of tourism development in a particular region is currently carried out in accordance with the methodology and recommendations of the WTO. According to these recommendations, a list of key indicators has been compiled, which makes it possible to assess the dynamics of the tourism industry development. The most important indicators are: 1) the number of tourist arrivals; 2) duration of the tourist's stay in the country; 3) travel expenses related to tourists; 4) income gained from tourism [1].

The success of the national tourism industry depends mainly on an effective system of management and coordination of all components of tourism attractiveness ranging from tourism resources and infrastructure to attracting investment in their development and quality service.

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