

And it is the choice of the mode of transport, its rolling stock in the future is an essential factor that determines the next stage of the development of the transport system of Ukraine correlates with the changes that will take place in the world economy, and respectively in economic relations between countries.

The specifics of transport, as an economic sector, is that it does not manufacture products itself, but participates in their creation, provides production with raw materials, materials, equipment and transports finished products to the consumer. Transportation costs are included in the cost of production.

Transportation is an important part of market infrastructure as it creates conditions for the formation of national and local markets.

The economic role of transport is manifested, first of all, in the fact that it is an organic link of each production, carries out continuous and mass delivery of all kinds of raw materials, fuel and products from production points to the consumer, as well as the division of labor, specialization and cooperation of production. Without transport, it is impossible to rationally locate production, develop new territories and natural resources. Transport is an important factor in the economic integration of countries and the development of international trade.

In the future, transport will develop through intensive factors, improving the structure of cargo and passenger turnover, reducing material resources, unit costs for transportation, improving all the main technical and economic indicators of transport and improving the quality of distribution of goods between its individual types.

So at the expense of long-term forecasting it is possible to reduce the amount of funds needed to diversify the transport system of the Kharkiv region, at the expense of a phased solution of problems is based on the requirements put forward on the basis of forecasting the development of needs in transportation. This, in turn, will allow to attract the necessary funds by creating attractive conditions for investors, as well as involving local authorities in this task.

Which in the long term can be one of the components of the successful economic development of the whole Kharkiv region, because the geographical location gives a lot of opportunities for development in this direction.

OPPORTUNITIES TO IMPROVE THE COMPETITIVENESS OF UKRAINIAN GOODS

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The processes of social and economic transformation taking place throughout the world and the Ukrainian economy in particular have led to the search for new non-traditional organizational and legal forms of entrepreneurship aimed at ensuring economic growth and improving the living standards of the rural population. One of the priority ways to overcome the crisis has developed in the agrarian sector, is to activate the rural population to entrepreneurial activities in non-productive sphere, in

particular, the development of rural green tourism. Its formation contributes to the systemic solution of organizational and economic problems associated with the reproduction of labor potential in the agrarian sphere, the formation of new directions of production and sale of agricultural products, increasing employment of rural population, increasing incomes and improving their living standards.

The existing example of international agro-tourism and its significant advantages for rural areas do not inspire its mass distribution in Ukraine. Among the main factors hindering the development of this industry in the country, peasants themselves consider the lack of seed capital and special knowledge for this type of activity. Without the possibility of wide access to capital and information, all the prospects and advantages of this type of entrepreneurial activity are leveled out for agricultural enterprises and rural residents.

Tourism is often referred to as an "invisible export". The peculiarity of this industry is that tourism services or goods produced for export are not exported from the country; the consumer himself overcomes the distance separating him from the goods of interest. Tourism involves not only exports, but also imports of goods and services. In the first case, active tourism is meant; in the second case, passive tourism is meant. The ratio between the cost of tourist goods and services sold to foreigners in the host country, and the cost of goods and services sold to citizens of the country abroad, called the tourist balance of the country.

Revenues from international tourism allow to activate the balance of payments, to create reserves of foreign currency to purchase on the world market the latest imported means of production or consumer goods, which reduces labor costs for the production of these goods within the country. Thus, the increase in the country's solvency at the expense of foreign visitors to some extent contributes to the increase in the value of its gross national product.

International tourism, which plays a significant role in world economic relations, is a major driver of trade exchange between countries and contributes to its expansion and activation. In terms of economic content, the services provided to tourists in the form of food, accommodation, transport and excursions are of a commodity nature and, therefore, can be purchased and sold on the world market.

International tourism is a more advantageous form of sale of goods and services than foreign trade, as it represents domestic export operations. Buying a variety of goods in the visiting country and paying for them in foreign currency, tourists take them out of the customs borders of the state, that is, increasing exports. The host country does not risk any financial losses, which is possible with traditional exports. In addition, goods sold to foreigners in the country of their stay bring in significantly larger amounts in foreign currency than if they were sold abroad through trade. In this case, there is no need to spend money on transportation, insurance, warehousing and payment of customs duties and tariffs. The result of this situation is a reduction in the export of goods abroad, which are well sold by foreign tourists.

The main problems in promoting the Ukrainian national tour product on the world market, except for seasonality, are:

- irrational use of the resource potential of recreation and tourism;

- low level of informatization of the tourist business;
- uncompetitiveness of tourist and hotel offers in terms of price/quality ratio;
- incoherence of tourist infrastructure to international standards;
- lack of coordinated marketing activities in the tourism sector.

Despite the existing positive changes in the development of international tourism, it should be noted that the state of this sphere is still in a deplorable condition, compared to other countries - leaders of the world tourist market. The main constraining factors of international tourism development in Ukraine are the declarative nature of developed, approved and adopted norms, as well as their fragmentation and insufficient relevance in the current post-crisis period.

Strategic importance at the moment is the need to restore and maintain the normal state of tourist infrastructure facilities. The resource potential of the country is so great that even in the conditions of constantly changing consumer demand, instability of the world tourist market, Ukraine has all conditions to activate its activities in the world tourist market not only as an exporter of tourists, but also as an importer.

МАРКЕТИНГ-МІКС ЕКСПОРТООРІЄНТОВАНОГО ПІДПРИЄМСТВА

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Сучасні економічні умови глобалізаційних та інтеграційних перетворень, посилення конкуренції і підвищення рівня споживчих запитів вимагають від підприємств оптимального використання наявних ресурсів і потенційних можливостей у цілях забезпечення стійких конкурентних переваг і завоювання міцних позицій на зарубіжних ринках.

При цьому необхідною складовою забезпечення довгострокової й ефективної зовнішньоекономічної діяльності є правильна і ретельна розробка маркетинг-міксу (маркетингового комплексу), що зумовлює успішність функціонування підприємства на зарубіжних ринках в аспектах товарної, цінової політик, формування попиту і стимулювання збуту.

Вважається, що головним засобом досягнення корпоративних цілей на зовнішніх ринках є задоволення потреб закордонних споживачів. Комплексу маркетингу належить у цьому процесі особлива роль – задавати вектор і координати іншим стратегічним напрямками діяльності підприємства: управлінню виробництвом, фінансами, персоналом тощо. Це вказує на важливе значення планування маркетинг-міксу як складової стратегічного планування зовнішньоекономічної діяльності.

Формування маркетингового комплексу на підприємстві для роботи в міжнародній сфері здійснюється на основі концептуального визначення механізму впливу товаровиробників на ринкову кон'юнктуру для реалізації власних інтересів на зовнішньому ринку.