

загрожують перешкодити відновленню економіки і ускладнити бюджетну консолідацію; стійкі рівні високого рівня безробіття і зростання безробіття є підпорядковуваними споживання; та фінансова фрагментація в Європі припинення (ЕЦВ) м'якої грошово-кредитної політики Європейського центрального банку. Обмежене банківське кредитування продовжує стримувати розвиток малого та середнього підприємства (МСП), і навряд чи покращиться. Високий рівень заборгованості приватного сектора у Центральній та Східній Європі, а також на півдні Європи, сповільнюють зростання в цих регіонах.

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УДК 339.92 (043)

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### GLOBAL REGIONALIZATION OF THE WORLD ECONOMY

Regionalization of international relations and active development of international economic integration in general caused new global features to appear in the process of regionalism development. «Regionalism that is becoming global» [1, с.5], in turn, is a logical result of the policy carried out by the states, regardless of their level of development, regional economic integration becoming a part of this regionalism. It was development of various integration entities that resulted in formation of global regions, as an important component of globalization development [2, p.129-130]. In turn, a comprehensive analysis of regional dynamics of the world economy, identification of the international competitiveness levels of various regions and creation of a respective regional development strategy determine positioning of Global Regional studies as a new field of studies [3] of integrative and interdisciplinary character.

All this is a background for defining *global regionalization* of the world economy as an objective process of forming a new multi-system configuration of the world economic environment. The major system elements of this environment are regions whose formation depends on the nature of integration interaction, while the logic of economic convergence within the regions determines the nature of global integration in general.

Internationalization of economic relations that arose on a territorial basis led to development of regional economic integration as a complex process which involves primarily countries with an approximate level of economic development. Development of regional integration promotes greater interdependence between integrating countries, which in turn stimulates the processes of globalization since the territories of these countries form a single economic space – territorially limited globalization. At the same time, liberalization of economic relations implemented within those units becomes part of the global liberalization process.

Regionalization of the world economy is exercised through operation of integration associations that are active agents of globalization and form positive and negative features (poles) of globalization. From this point of view regional integration supplements globalization [4, p.13], so regionalization and globalization cannot be considered as opposite processes since they are interdependent, interrelated and complementary.

Development of regional economic integration proves that formation of supranational institutions that would ensure regulation of integration association is a challenging task. States entering into an agreement of this kind abandon certain regulatory functions and transfer them to the supranational level rather reluctantly, preferring a more «soft» forms of regional integration, which involve deepening liberalization, promoting further harmonization of trade and economic cooperation, and creating an interstate economic space that is rapidly developing under conditions

of deep global integration. Thus, «hard» forms of regional integration development that provide for appropriate authority to be transferred from nation-states to supranational institutions are rapidly substituted by «soft» forms of regional in the new global integration environment leading to formation of a global space. The latter forms are based on a specific combination of elements of customs union, common market, economic union considering specific interests of each country involved in the process of regional economic integration. This approach to integration interaction allows each member-state of the association to develop integrative ties with other countries that don't belong to that association. Formation of those international economic spaces does not in fact separate them within the world economy. It is consistent with the logic of open regionalism as opposed to systems created on the principle of closed regionalism.

Strengthening and deepening of globalization and emergence of its new quality features led to a new wave of regionalization of the world economy by the end of the 1980s [5]. It could be described by both quantitative and qualitative changes occurring due to diversification of the organizational forms and models of integration processes. Regional trade agreements (RTAs) have become a major dominant and possibly irreversible trend in the development of the multilateral trading system [6, p.1]. Regional economic integration itself is increasingly viewed through regional trade agreements aimed at application of various ways of approving (planning) interstate coordination of trade, fiscal, and monetary policy [7, p.2].

In historical perspective, global trade relations have never been homogeneous; they have possessed certain regional features for many centuries [8, p. 48-51]. With the development of bilateral trade and economic interactions, multilateral relations started gradually being spread within a certain region. In the second half of the 20<sup>th</sup> century trade and economic relations among states deepened, becoming long-term and including traditional trade in goods, as well as trade in services, foreign investment, settlement of intellectual property issues and regulatory regimes. These trends reflected the growth of integration in the world economy as a logical continuation of the process of internationalization. Within the framework of some regional integration agreements the development of regional integration has become more efficient as compared with multilateral mechanism for regulating trade and economic cooperation.

Rapid spread of regional trade agreements over the recent years has not been caused exclusively by liberalization of tariff regulation in intraregional trade. New features have emerged in the development of regional integration. First, countries are increasingly trying to make RTAs central objectives of national trade policies due to the fact that multilateral mechanism of WTO is unable to regulate trade relations. Second, RTAs have become more sophisticated and complex; in many cases they are setting certain regulatory regimes that go beyond the rules of the multilateral mechanism. Third, conclusion of regional agreements between key developing countries indicated strengthening of «South-South» type of cooperation. Fourth, the number of trans-regional RTAs in the total number of regional agreements is increasing significantly.

The spread of the practice of concluding preferential trade agreements alongside with the development of the Doha Round has caused much debate on the compatibility and potential development of multilateral and regional approaches to trade cooperation in the world economy, the fragmentation of which was intensified. The duration of negotiations grows with each new Round of negotiations (the Uruguay Round (1986-1994), the Doha Round (2001 to the present time). In turn, the number of concluded regional trade agreements increases significantly with each new Round of negotiations. Slow development of negotiations within the Doha Round contributed to the spread of regional initiatives in the world: since 1950 the number of active preferential trade agreements increased up to 70 in 1990. Rapid growth in the number of regional trade agreements in the world occurred starting from the early 1990s. During these years, the number of regional trade agreements increased significantly and totaled to almost 300 in 2010.

Cross-country participation in several regional trade agreements has created conditions for the development of a fundamentally new phenomenon in the world economy - *continental and transcontinental vectors of international regional integration*. Empirical data indicate that only one third of regional trade agreements (146 agreements) in the global economy have been concluded

between the countries located in a particular region, the remaining agreements (which constitute 2/3 of the total number) are actually aimed at the development of continental and transcontinental relations on the basis of integration, mainly in the form of free trade areas. The choice of this particular form of regional integration is quite logical because its creation requires less coordination of foreign policy since the mechanism of customs regulations in relation to third countries remains the same. Moreover, its creation does not depend directly on the territorial location of the partner countries, which forms the basis for transcontinental trade cooperation.

The development of continental and transcontinental integration is a real mechanism of formation of a multipolar world in the global environment. On the one hand, we observe dissemination of general ideas and principles of international economic development. On the other hand, we experience intensification in the development of various forms of social and economic growth of the world regions the world, and preservation of cultural features within interstate economic space. Unification of the countries and regions with intense mutual integration is carried out within the space which is based on the deepening of regional, continental and transcontinental integration. It is logical that the formation of continental and transcontinental vectors of regional integration is based on the European, North American and Asia-Pacific models which are the most powerful ones among modern regional integration models.

To sum it all up, it should be emphasized that regionalization has become an undisputed fact of the modern globalized world. Moreover, the development of new forms of regional economic interaction is being implemented regardless of the geographical factor of territorial proximity. Thus, we can determine two qualitative features of the development of the modern world economy: homogeneous and heterogeneous. According to the tendency, an integrated system is being formed in the world economy. It is a system with a certain set of elements (regions of the world) that develop sustainable economic relations (*homogeneous* feature). However, differentiation of existing regional groupings is occurring along with this process (*heterogeneous* feature). Simultaneous development of these two contradictory traits results in intensification of the controversial character of globalization which implies strengthening of the interpenetration of different social and economic systems and creating new supranational unions that, in their turn, increase the fragmentation of the world economy through deepening the asymmetry of the states' development.

Modern world is experiencing a new process of regional restructuring of the global space associated with global regionalization. And thus, the following mechanisms require further studies: institutional development of global regionalization (procedural rules regulating this process on behalf of supranational institutions), functional development (expanding and deepening cooperation within the framework of regional integration entities existing in the world economy), and integration development (development of the forms of regional integrative interaction on continental and intercontinental basis).

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УДК 332.122.009.12:338.48(043)

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## **ОСОБЛИВОСТІ ОЦІНКИ РІВНЯ КОНКУРЕНТОСПРОМОЖНОСТІ ТУРИСТИЧНОЇ ДЕСТИНАЦІЇ**

Туристична галузь, що демонструє надзвичайно високі показники розвитку останні десятиліття у світовому господарстві, дозволяє туристичним дестинаціям, що зазвичай мають обмежені ресурси задля розвитку промисловості, досягти рівня доходів промислово розвинутих регіонів, а при зваженій та ефективній державній політиці навіть подолати наслідки соціально-економічних криз в окремих країнах. Однією з умов успішного існування туристичної дестинації є необхідність постійного моніторингу рівня її конкурентоспроможності за різноманітними критеріями задля виявлення сильних та слабких сторін і, відповідно, вироблення тактики та стратегії розвитку галузі на різних рівнях управління нею.

На сьогоднішній день існує велике різноманіття теорій оцінки рівня конкурентоспроможності туристичної галузі в цілому, та туристичної дестинації, зокрема, більшість з яких базуються на загальних галузевих моделях конкурентоспроможності або моделях конкурентоспроможності національного господарства в цілому. Однак ряд сучасних дослідників туристичної галузі виробили власно туристичні моделі оцінки рівня конкурентоспроможності, серед яких важливе значення має модель Рітчі-Кроу, що було запропоновано вченими у 1999 р., а пізніше у 2003 р. було доповнено. Модель базується на 36 складових, що описують та впливають на рівень конкурентоспроможності туристичної галузі, які автори об'єднують у 5 основних груп, що наочно наведені у таблиці 1.

**Таблиця 1**

**Складові оцінки рівня конкурентоспроможності туристичної дестинації за моделлю Рітчі-Кроу**

<i>№ п/п</i>	<i>Група показників</i>	<i>Показники</i>
1.	Кваліфікаційні та підсилюючі показники	1. Місцерозташування дестинації
		2. Система безпеки та захисту туристів
		3. Вартість та ціна туристичної дестинації
		4. Взаємозалежність
		5. Імідж туристичної дестинації
		6. Ємність туристичної дестинації
2.	Політика, планування та розвиток туристичної дестинації	1. Система визначення туристичної дестинації
		2. Філософія та туристичні цінності
		3. Погляд на туристичну дестинацію
		4. Позичування та брендінг
		5. Розвиток
		6. Аналіз конкурентного середовища
		7. Моніторинг та оцінка