

Abstract of the Article

"Creation of Joint Ventures in the Field of Tourism is an Effective Measure of Foreign Capital Raising"

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Emphasizing positive aspects of foreign capital functioning in the national economy, defining joint ventures, pointing at the advantages of a mentioned form of foreign capital functioning, studying the problem, creation of joint ventures in the field of tourism, defining methodological principles of effectiveness of creation and operation of joint ventures are the aim of the article.

The advantages of joint ventures in the field of tourism at the current level of economic system development are the following: at first, they help to solve an important problem of creation of an effective owner in this period who provides a market behaviour with a direct access to the world market; at second, an opportunity of getting modern management experience is created; at third, joint ventures in the field of tourism have potential possibilities to reach the level of costs and quality of products at which they will be competitive in the world market. By means of creating joint ventures in the field of tourism Ukraine could have an opportunity to overcome technological lagging, to get new technologies and know-how. It is reasonable to invest the capital attracted in such form in scientific manufacturing.

In future great attention must be paid to the results of the work of joint ventures in the field of tourism in Ukraine, their influence on GDP, potential of economic growth in Ukraine and a particular region. In prospect it is important to become more familiar with the process of creation and activities of joint ventures in EU countries and to research how much effective this mechanism is in Ukraine.