

**Abstract of the Article**  
**"University Cities as Tourist Centres"**  
**by A. Zyma**

It is substantiated that the cities which preserved cultural, educational, religious traditions have always been the motivating centres of social and cultural reforms and renovations; it was often here that old-fashioned and obsolete stereotypes were destroyed, they also became popular and attractive tourist destinations. Nowadays many university cities deserved the status of musical and cultural capitals, and also became the birthplaces of many successful business projects. Thus, the article deals with the systematization of data about the leading higher educational establishments and so-called "University Cities", which concurrently are tourist centres.

The author also analyzes the 80-year history of the development and formation of the scientific potential in Kharkiv National University of Economics.

The article proves that the economy of university cities largely depends and sometimes is fully oriented on one or several educational establishments which attract student population and teaching staff.