

та особистісної мотивації до збереження та зміцнення здоров'я; впровадження інституційних змін у сфері надання освітніх послуг у частині розширення системи безперервної освіти, систематизації надання консультаційних послуг, адаптації знань і навичок через підвищення кваліфікації до сучасних вимог господарювання.

Проведений аналіз характеризує наявний людський капітал з точки зору ресурсного забезпечення. Як окремий чинник економічного розвитку він має сенс лише за умов його капіталізації, тобто використання. Результати дослідження цих процесів будуть викладені в наступних публікаціях.

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THE ROLE OF INTEGRATION IN THE FORMATION OF THE NATIONAL ECONOMY SECTORAL STRUCTURE

UDC: 334.012.82: 332.122 (477)

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The influence of integration on the sectoral structure of the economy of Ukraine is analyzed. The imbalance of the national economy is disclosed through the structure of exports and imports. It is proved that to reduce the disproportion of the sectoral

structure, it is necessary to develop multi-vector integration, which will allow for a real diversification of the economy. It is emphasized that for the development of the primary and secondary sectors of the economy of Ukraine the integration processes in the framework of the Russia – Belarus – Kazakhstan Customs Union (RBK CU), based on the cooperation and specialization of production are expedient. The strengthening of real integration processes between the EU and Ukraine is proved to promote the development of high-tech industries.

Key words: sectoral structure, national economy, export structure, import structure, the division of labor, integration, distortions, the European Union, diversification, multi-vector integration.

РОЛЬ ІНТЕГРАЦІЇ У ФОРМУВАННІ СЕКТОРАЛЬНОЇ СТРУКТУРИ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ

УДК 334.012.82: 332.122 (477)

Прушківська Е. В.

Проаналізовано вплив інтеграції на секторальну структуру економіки України. Розкрито диспропорції національної економіки через структуру експорту та імпорту. Обґрунтовано, що для зменшення диспропорційності секторальної структури необхідно розвивати багатовекторну інтеграцію, яка дозволить здійснити реальну диверсифікацію економіки. Підкреслено, що для розвитку первинного і вторинного секторів економіки України доцільні інтеграційні процеси в межах РБК МС, які базуються на кооперації та спеціалізації виробництва. Доведено, що зміцнення реальних інтеграційних процесів між ЄС та Україною буде сприяти розвитку високотехнологічних галузей.

Ключові слова: секторальна структура, національна економіка, структура експорту, структура імпорту, поділ праці, інтеграція, диспропорції, Європейський Союз, диверсифікація, багатовекторна інтеграція.

РОЛЬ ИНТЕГРАЦИИ В ФОРМИРОВАНИИ СЕКТОРАЛЬНОЙ СТРУКТУРЫ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ

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Прушковская Э. В.

Проанализировано влияние интеграции на секторальную структуру экономики Украины. Раскрыты диспропорции национальной экономики через структуру экспорта и импорта. Обосновано, что для уменьшения диспропорциональности секторальной структуры необходимо развивать многовекторную интеграцию, которая позволит осуществить реальную диверсификацию экономики. Подчеркивается, что для развития первичного и вторичного секторов экономики Украины целесообразны интеграционные процессы в рамках РБК ТС, базирующиеся на кооперации и специализации производства. Доказано, что укрепление реальных интеграционных процессов между ЕС и Украиной будет способствовать развитию высокотехнологических отраслей.

Ключевые слова: секторальная структура, национальная экономика, интеграция, структура экспорта, структура импорта, разделение труда, интеграция, диспропорции, Европейский Союз, диверсификация, многовекторная интеграция.

The essence description of globalization consists in the following: the unity is gaining strength, the system integrity of the world economy on the ground of the market paradigm is reinforcing and the planetary integration processes are enhancing as well. But there are contradictory tendencies, which show up in the facts that, on the one hand, globalization causes the growth of the technology gap between the advanced countries and peripheral countries; the role of state is diminishing, as a result the countries begin to search for protection in integration formations, new political and economic alliances. On the other hand, the global crisis is intensifying the contradictions in these integration formations. The European Union, which is being involved in the debt crisis more and more, is a bright example of this process. Some prominent economists of world economy [1 – 3] define the principal causes of the crisis as follows: accumulation of the national debt in the peripheral countries of the European area (Greece, Ireland, Italy, Spain, Portugal), afterwards this crisis involved other countries of the European Union; disequilibrium of the balance of payments (there was surplus in the foreign trade balance in some countries, in others deficit was observed); structural problems of the European area (the countries united by a single credit and monetary policy maintain independence of the taxation and state charges within the framework of the taxation and budgetary policy); loss of investors' trust, etc. It should be noted that the crisis phenomena are being observed in other regional integration formations of the world community. The contradictions intensification in the global dimension requires new international relations. The bipolar world with the USA as the leader should be substituted by the multipolar world with a just and more balanced system of international relations.

Within the last decade Ukraine has faced the problem of choosing one of the integration directions, "pro-russian" or "pro-western". From author's point of view, it is expedient to choose a multivectorial integration which will assist in the formation of the national economy balanced structure. The improvement of the economy structure is an important issue for the present and future economic development of the country. This is the economy structure that determines the possibilities of the economic system progressive development. Not only the internal factors but also the external ones including integration processes affect the national structure formation.

The theoretical and methodological grounds of the integration processes studies were developed by a number of foreign scholars. The basic integration components were researched by the following scientists: A. Etzioni, K. Deutsch, B. Balassa, G. Cassel, R. Aron, G. Myrdal, R. Cooper and others. The conceptions of "negative" and "positive" integration developed in the works by J. Tinbergen, J. Pinder, F. Scharpf are widely spread today [4 – 7]. The issues of integration of the economies of Ukraine and Russia are deeply investigated by Russian scientists. Scientific works by A. Barkovsky, V. Baranovsky, S. Glaziev, A. Dynkin, Yu. Shishkov [8 – 11] and by many others are devoted to the prospects and models of integration, development of the integration processes strategy. In the domestic scientific environment the problems of multivectorial integration of Ukraine are covered in the works by O. Bilorus, A. Galchinsky, V. Geets, Ya. Zhalilo, A. Moki, Yu. Pakhomov, A. Starostina, A. Philippenko and by many other scientists [12 – 17]. Foreign and domestic scientists have not investigated the processes of the integration effect on the sectoral structure of the national economy to a full extent. The urgency of these processes is increasing within the period of the global economy reformation.

The purpose of this work is to analyze the effect of integration on the sectoral structure formation and to determine the integration vectors which promote the improvement of the national economy structure.

The economic sense of integration processes are defined by G. Feygin as "...search for the optimum solution of one of the major contradictions of the economic life of society: the potential infinitude of public needs is combined with the limited nature of resources available for use" [18, p. 61]. One of the basic factors, which determines the availability of resources for their use in the production process, is the territory where some economic system works. Integration processes result in an increase in the territorial sizes of economic systems in terms of available resources use.

In author's opinion, the characteristic feature of the modern stage of integration processes is the fact that institutional integration is ahead of the real integration processes, in the basis of which the international division of labor grounded on co-operation and production specialization lies. The relations in the field of international production determine the essence, dynamics and structure of economic co-operation in other subsystems of international economy (world market and international trade; international monetary system; international scientific and technical field, etc). In the process of globalization strengthening the national and international production forms should unite organically, having as a ground the resources and factors different in the origin.

When forming the strategy of foreign economic relations of Ukraine, as a regional state, one of the most crucial problems is the selection of priorities and vectors of economic integration. The major priority for Ukraine – integration in the structures of the European Union (EU) – does not eliminate the necessity of observing the strategic balance between the European vectors and other important vectors of foreign economic development, first and foremost, search for the appropriate balance in the geostrategic triangle of "Russia – the European Union – the USA" and also Japan, China, India. Participating of Ukraine in the world integration processes is confirmed by the data in Table 1. Ukraine enjoys foreign trade relations on all the continents of the world. According to the data of the State Committee on Statistics of Ukraine, in the first half of 2012 the country had trade relations with 209 countries. Fig. 1 shows that most goods were exported by Ukraine to Russia – 26.1 % out of the total amount; to Turkey – 5.6 %; Egypt – 4.1 %; to Poland – 4 %; to Kazakhstan – 3.9 %.

Table 1

Geographical structure of foreign trade in goods 2008 – 2012, %

Region/ country/ formation	Export					Import				
	2008	2009	2010	2011	2012 (6 months)	2008	2009	2010	2011	2012 (6 months)
	100	100	100	100	100	100	100	100	100	100
THE CIS	35.5	35.0	36.5	38.3	36.8	36.8	47.9	44	45.0	41.7
Other countries of the world	64.5	65.0	63.5	61.7	63.2	63.2	52.1	56	55.0	58.3
in particular:										
EU- 27	27.0	24	25.3	27.0	24.7	34.3	31.5	32.1	32.8	32.0
Asia	22.1	29.3	26.6	25.9	27.0	18.6	13.0	16.4	16.1	19.2
America	6.2	2.8	4.1	3.7	3.5	5.1	4.4	4.8	4.7	1.0
Africa	5.8	6.6	5.8	4.9	7.8	1.9	1.3	1.5	1.1	5.8
Australia	0.1	0.1	0.1	0.1	0.1	0.5	0.3	0.4	0.2	0.3

Note: made by the author on the basis of the work [19].

Examining the geographical structure of Ukraine's imports, we can state that here Russia also takes the leading position – 33.3 %. In addition, the percentage of the goods imported by China is 8.2 %, by Belarus – 6.1 % and by the USA – 4 % (Figure).

In the structure of services export the Russian Federation took the leading position – 42.7 % out of the total volume of services export as well. Within 2011 the volume of the mutual trade in goods and services between Ukraine and Russia grew 1.6 times as much. The increase in the goods turnover mainly takes place due to an increase in the value of imports of the Russian power goods – gas, oil, crude [19].

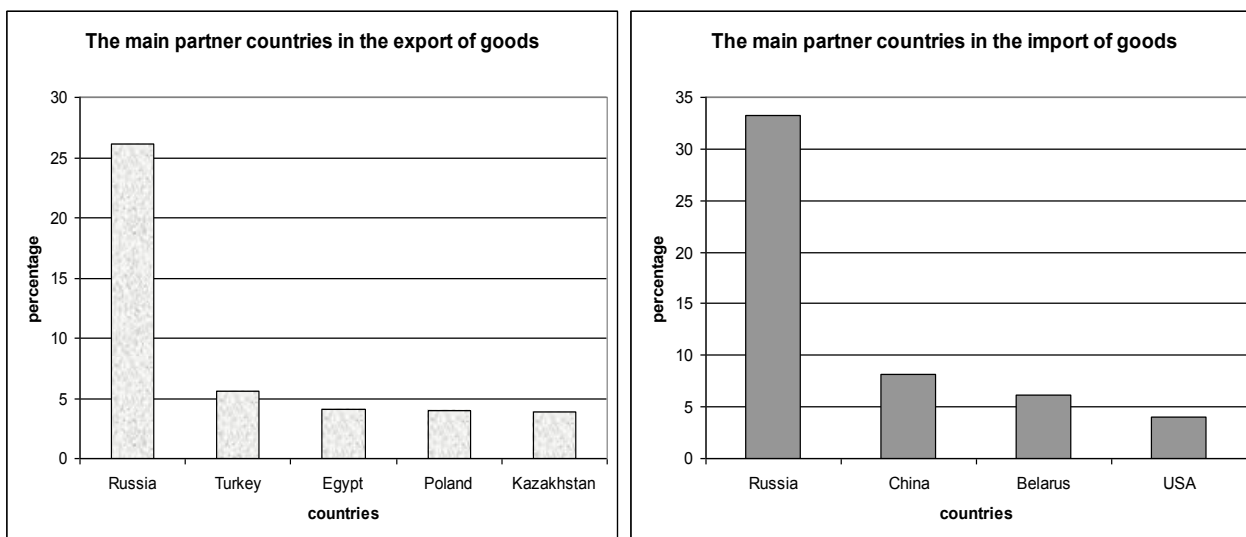


Fig. The main partner countries in the export and import of goods

The comparative analysis conducted on the basis of the information about the goods structure trade with the European Union (EU), Russia – Belarus – Kazakhstan Customs Union (RBK CU) given by the UN Comtrade testifies the strengthening of the multivectorness of the integration processes of Ukraine. The structure of Ukraine's exports is characterized by the dependence on the previous production links inherited from the previous economic system. Ukraine sells more machines and transport equipment to the RBK CU than to the EU. The exports of Ukraine to the EU mainly consist of metal and metal goods, raw materials, such as ore, wheat, sunflower seeds and timber. It means that the structure of the exports to the EU is characterized by a raw material orientation and goods of low-tech industries. Proceeding from this, it is necessary to underline that the external demand for the goods of low-tech industries is increasing the disproportions in the sectoral structure of the national economy. The share of the exports of high-tech goods in the total goods turnover is insignificant and mainly distributed evenly between the EU (36.8 %) and the RBK CU (37.8 %); 25 % are only distributed among other countries of the world.

The structures of the goods imports from the EU and RBK CU have substantial differences. In particular, in 2011 Ukraine imported energy supply (66.2 % of the total value) from the countries of the RBK CU. The imports from the EU were more diversified. Machines and transport equipment, goods of the chemical and light industries prevailed in the imports structure. As far as high-tech goods are concerned, Ukraine imports 40.2 % from the EU and 23.9 % from the RBK CU.

The share of services in the total goods turnover of Ukraine with the EU and RBR CU was even and accounted for 35.5 % and 36.3 % respectively. But the structure of trade flows in services trade differs in quality. Trade in services of pipeline transport with the RBK CU prevailed in the exports.

The EU took the leading position in the structure of imports providing mainly financial services, business and professionally technical services [20].

Proceeding from the conducted analysis, it should be noted that the trade with the EU is increasing the disproportions in the sectoral structure of the national economy. It is characterized by the fact that in the structure of exports the goods of raw material industries (mainly of the primary sector and extractive industries of the secondary sector) prevail. Imports from the EU countries have a high value added, i. e. they are goods of the labor intensive and high-tech industries. Such a situation hampers the development of light and food industries as well as of science-consuming industries. The disproportionateness negatively affects the national commodity producer and employment level. The trade of Ukraine with the RBK CU also has structural disparities which are mainly reflected in power dependence.

Diminishing of the disproportions in the structure of the national economy affected by integration processes requires a long-term period as structure is a complicated system of relations between the major elements of the national economy being in constant movement and possessing the following characteristic features: conservatism, sluggishness, invariance, inversion, fluidity and dynamism. Therefore the settlement of the disproportionateness problem is possible by choosing the strategic integration direction which involves real co-operation links and considers division of labor and specialization of the Ukrainian economy. Taking into account the previous way of development, technological level, level of division of labor, in theory the model of integration can be as follows. For the improvement of the structures of the national economy primary and secondary sectors it is expedient for Ukraine to develop integration processes within the framework of the RBK CU. For national development of the tertiary sector (high technologies production) and primary

sector industries (production of goods with a high value added) it is expedient to develop integration links with the EU. The confirmation of our theoretical model is the proposition to Ukraine to join the Common Economic Space (CES) of Russia, Belarus, and Kazakhstan [21].

Proceeding from the development of integration links in this direction, aircraft building, shipbuilding, power engineering are going to be the prospective industries. The complete use of the integration possibilities on the base of the European Economic Space will allow to carry out the real diversification of the Ukrainian economy (Table 2).

Table 2

**Branch structure of the Ukrainian economy
(script of technological rapprochement
of Ukraine and the CES), %**

Industries	2010	2015	2020	2025	2030
Agriculture	8.1	8.1	7.9	7.6	7.4
Extractive industry	5.8	5.2	4.3	4.0	3.7
Food industry	9.5	10.0	10.4	10.4	10.5
Production of coke and oil products	4.2	2.6	1.3	0.7	0.3
Chemical production	4.4	4.6	4.8	4.9	5.1
Metallurgy	9.2	8.9	8.5	8.4	8.3
Machine-building activity lines	5.9	6.6	7.0	7.5	7.7
Power industry	4.9	4.3	3.9	3.5	3.1
Construction	3.5	4.6	5.8	6.7	7.1
Services	20.6	20.6	20.8	20.7	20.6

Note: made according to the data of the Institute of National Economy Forecasting of the Academy of Sciences of Russia.

The data of Table 2 testifies that the share of raw material industries is decreasing substantially (agriculture, extractive industry, metallurgy) and the specific gravity of machine-building, construction, food industry is increasing, i. e. the improvement of the national economy structure will occur by increasing the production of goods with a greater value added.

Proceeding from the integration prospects, it is necessary to analyze the actual state of integration processes of Ukraine, with Russia being a dominant participant of the CES.

In spite of positive tendencies in the foreign trade of Ukraine with the Russian Federation, both countries are experiencing negative tendencies in the structure of goods exports and imports [19]. Since the countries gained independence and entered foreign market, they, unfortunately, have had a raw material and raw fuel-material orientation of their national economies. Disintegration processes broke the production and co-operation relations in the prospective branches of their economies. The necessity of altering the structures of the Russian and Ukrainian economies is caused not only by national needs but also by global challenges: limited resources, financial crisis, ecological problems.

The world crisis showed brightly that the national economies, which retained productions, real technologies and workplaces on their territories, appear to have all the trumps. Germany and France are the example in the European Union; they have not rejected industrial economy and are enjoying a steady growth.

The leaders of Russia announced the project of new industrialization, the new wave of industrial technological development. In particular, Strategy – 2020 says that "...a new economy of Russia is a diversified economy, where in addition to the modern fuel and energy complex other competitive sectors will be developed. The share of hi-tech and intellectual industries in the GDP should be 1.5 times as much by 2020. Thus the hi-tech exports of Russia will grow twice as much. It is an effective economy, with a high labor efficiency and low power intensity" [22]. In this strategy, there is a course to new integration among the countries of the post-Soviet space.

For successful implementation of the regional integration strategy of Ukraine, according to the theory of international economic integration, it is necessary to adhere to two obligatory premises: a corresponding level of development and internationalization of the partner countries' economies; highly developed economic relations between economic organizations of the integrating countries in comparison to the relations with other countries or groups of countries. These two premises promote renewal and development of further co-operation between Ukraine and Russia.

The countries of the post-Soviet space have a powerful economic, technological and resource potential and also possess transport communications and production links, which can provide rational integration of the economic space in the world economy, without radical altering the technological, production and organizational structures. The advantages of these countries integration are stipulated by the historical roots related to the division of labor and further specialization, technological modes, social and cultural development. These values were formed for centuries and they could not have disappeared within the last twenty years. They should be renewed and developed on a new high-quality basis.

It is also necessary to underline that the economic integration in Ukraine and Russia should be formed not only by joining the institutional associations (WTO, CIS, TU, CES, etc) but also in the field of international production. Here the attention should be paid to the theory by J. Dunning, who distinguishes five basic types of international production depending on the determining factors [23, c. 41]. In author's opinion, for modernization and further development of the production between Ukraine and Russia, the most favorable production type is the one based on the rational specialization of goods or technological processes as well as on jointly owned capital, technology and information; the one which uses modern management and organizational experience, reconstructs and modernizes, launches new capacities, has a wide access to markets, achieves economy on the production specialization and concentration, reduces labor costs, takes advantages of placing enterprises in a host-country.

Favorable trade and economic relations between Russia and Ukraine allow to substantially intensify their mutual relations in the field of machine-building production development. For example, supplies of the Ukrainian aviation engines (the Progress design engineering bureau, Motor Sich, jsc) will remain critically important for Russian helicopter manufacturers at least until 2017 – 2018. The alternative to construct the plants on the territory of Russia carries great financial and technological risks. The events of August, 19, 2012 are evidence of the co-operation development in aeronautical engineering, when the Protocol about making alterations and amendments to the Agreement between the Government of Ukraine and the Government of the Russian Federation about co-operation in development, production, deliveries and operation of aircrafts was signed. In the document it is said about mass production of AN 148 – 100 and its modification, production of different engine types,

supplying of component parts within the entire exploitation term. It means that the integration processes promote not only the development of major industries but also of allied ones [24].

The integration of the Ukrainian and Russian economies enables the advancement into the world community, as today no national economy regardless of the country's size and development level can be self-sufficient; no state is able to rationally form and implement the national strategy of development without consideration of the processes in the world economy. Internationalization and globalization of international economic relations requires a consolidated path of national economies development, their association, joint involvement and movement towards post-industrial society with new qualitative characteristics.

The development of the real integration processes between the EU and Ukraine, in a long-term prospect, remains urgent and requires further development in perspective. In spite of the economic crisis risks exposure in the EU, Ukraine will continue system modernization of the economy for the purpose of maintaining the national production competitiveness. The prospective formation of the common market of goods, services, capital and labor should be complemented with common institutes and a strategy of development. As a result a maximum synergetic effect is achieved due to combination of competitive edges, development of production co-operation and economy diversification.

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METHODICAL ASPECTS OF THE ANALYSIS OF THE WORLD AND NATIONAL TOURIST INDUSTRY

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The basic indicators of the world and national tourist industry development are analysed. The features of the methodology of calculation and collection of statistical data that characterise it are described. The differences from the approaches of the specialised international organisations are indicated. The selective estimation of macroeconomic indices of the tourist industry by the countries of the world is presented on the basis of combination of national and world methods. The principles of observations grouping are illustrated, the reasons of unbalanced tourist flows and possible consequences for the economy of a country are given. The review of the main tasks of the government control over foreign trade of services is conducted.

Key words: macroeconomic performance of tourist industry, balancing of tourist flows, government control over foreign trade.