до змін на виробничому рівні економіки, доходів, зайнятості. Мультиплікатор туризму – це відношення змін одного з ключових економічних показників (виробництво, зайнятість, дохід) до змін витрат туристів. Це певний коефіцієнт, на який повинні множитись витрати туристів

Тому «ЮНВТО рекомендує застосовувати якісний універсальний показник непрямого впливу туризму на економіку країни або туристичний мультиплікатор» [2]. Непрямий вплив здійснюється завдяки повторним витратам, що вчиняються туристом у цьому регіоні. Засоби, які турист витрачає в місці призначення, утворюють дохід, що спричиняє ланцюгову реакцію «витрати – дохід – витрати». Отже, дохід, одержуваний від одного туриста, перевищує суму, витрачену ним у цьому місці призначення. Це зумовлено ефектом мультиплікації.

Література

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LEVEL OF INNOVATION PROCESSES AND COMPETITIVENESS OF UKRAINIAN ECONOMY

The present puts before the enterprises many difficult problems (industrial, financial, marketing and others) which demand urgent decisions. Besides, it is necessary for the enterprises to adapt quickly to external changes, to support the competitiveness, to consider real market conditions, features of the innovative environment and own resource possibilities.

Competitiveness, economic growth and innovation activities are closely linked. Rate on innovations in the modern economic conditions is the most promising approach, because the victory in the competitive struggle get exactly those market participants who take an active position in the use of innovations. It is innovations that determine competitive advantages in the market struggle, the

implementation of which allows active participation in the formation of the world economic system through the achievement of innovative competitiveness at the national level [1].

The special importance of scientific and technical and innovative sphere in the modern world is explained by the fact that exactly new knowledge and new technological decisions become defining competitive advantages not only of separate manufacturers, but also the whole countries.

The experience of developed countries confirms that qualitative development of national economy is impossible without deep transformation of social and production processes, increased attention to the innovative component of competitiveness, activation of scientific activity and technological changes. That is why the acceleration of economic growth rates on the basis of innovation and intensification of scientific and technical activity is urgent for Ukraine.

The national industry has a significant innovation potential, capable of ensuring structural transformation of the national economy and a high level of scientific and technological development of the country as a whole. However, there is a significant gap between the national economy and the economy of developed countries in terms of technological development and production productivity. Most enterprises remain technologically backward and energy-intensive, as well as those that do not engage in innovation activities. Preservation of the existing model of development of the real sector of Ukraine's economy with a focus on low-tech industries and exports may lead to a decrease in the competitive positions of the state and to a further increase in the technological gap with developed countries [2].

Ukraine is represented in several international ratings that assess its innovation potential and technological and innovation competitiveness. Among the most authoritative are the Global Innovation Index, the Bloomberg Innovation Index, the Global Competitiveness Index and others.

Switzerland is recognized as the most innovative country in the Global Innovation Index 2019, followed by the USA, the Netherlands and the UK. Ukraine took 47th place in the overall ranking (the index value is 37.4 out of 100 possible) among 129 countries of the world, entering the TOP 3 countries of the lower-middle income economic group (after Vietnam and Georgia). In the last year's report Ukraine took the first place in its category [3]. Over the period from 2014 to 2019 inclusive (Table 1) the country has been losing weight in the world innovation society and strengthening it.

Table 1

Positions of Ukraine on Global Innovation Index (Period 2014–2019)

2014 (from 143 countries)		2015 (from 141 countries)		2016 (from 128 countries)		2017 (from 127 countries)		2018 (from 126 countries)		2019 (from 129 countries)	
Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index
63	36.26	64	36.45	56	35.72	50	37.62	43	38.52	47	37.40

Source: compiled by the author by [3].

In particular, in 2015, compared to 2014, Ukraine fell from 63rd place to 64th place (the number of surveyed countries in 2015 decreased by 2), but the index value

has increased by 0.19 points. Starting from 2015 and including 2018, the country has been annually and rapidly improving its position on the Global Innovation Index, rising from 64th to 43rd place, bypassing 21 countries and increasing the index value by 0.9 points. However, Ukraine lost 4 positions on GII 2019, moving from 43rd to 47th place, and the index value decreased by 1.12 points. That is, innovation processes in Ukraine remain unstable and are confirmed by a low level of innovation activity.

In the index of innovation development Bloomberg 2020 Ukraine lost three positions (compared to 2019) and took 56th place (with a total score of 48.24) out of 60 in the ranking of innovation economies of the world, leaving behind Vietnam, Egypt, Kazakhstan. First place was taken by Germany, changing the six-year-old leadership of South Korea, while the third place was taken by Singapore. In 2019, Ukraine was on the fifty-third place in the ranking with a total score of 48.09. This result is due to the weakening of Ukraine's position on some components of this index [4].

Over the past three years, Ukraine has had negative dynamics in the Global Competitiveness Index and worsened its positions, moving down from rank 76 to 85 (table 2). In 2018 and 2019, Ukraine lost two positions each in GCI, although the total number of points that the country scored in all major indicators remained unchanged and remained at 57, while other countries were developing more rapidly [5].

Table 2

Positions of Ukraine on the Global Competitiveness Index Period 2014–2019)

2014–2015 (from 144 countries)		2015–2016 (from 140 countries)		2016–2017 (from 138 countries)		2017–2018 (from 137 countries)		2018[1] (from 140 countries)		2019 (from 141 countries)	
Rank	Index (1–7)	Rank	Index (1–7)	Rank	Index (1–7)	Rank	Index (1–7)	Rank	Index (0–100)	Rank	Index (0–100)
76	4.14	79	4.03	85	4.00	81	4.11	83	57.0	85	57.0

[1] GCI 4.0 has 12 sub-indices, as in 2018, but the sub-indices have been reorganized and given new names.

Source: compiled by the author by [5].

Ukraine's GCI changed at different rates: in 2015–2016 compared to 2014–2015, Ukraine's GCI decreased by 0.11 points, in 2016–2017 compared to 2015–2016 – decreased by 0.03 points, in 2017–2018 compared to 2016–2017 – was increased by 0.11 points, in 2018 as compared to 2017–2018 – decreased by 0.017 points, in 2019 as compared to 2018 – the value of Ukrainian GCI remained unchanged.

Thus, the analysis of Ukraine's positions in several popular international ratings, which assess the innovation potential and innovative competitiveness, indicates mainly the deterioration of the results of innovation activity and its efficiency in 2018–2019. This is due to various reasons, in particular: the change in the ways of functioning of the economy and society as a result of modern technological transformations; reforms; low level of development of clusters;

insufficient funding to activate innovation. The consequence of this situation is a low level of competitiveness of the national economy.

Therefore, the need for innovation and increasing competitiveness is extremely important for the country and domestic enterprises.

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ІННОВАЦІЙНИЙ РОЗВИТОК РЕГІОНУ В УМОВАХ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ ЕКОНОМІКИ

Цифрова трансформація економіки впливає на всі соціально-економічні процеси. Поряд із глобалізацією та активним розвитком інноваційних технологій (блокчейн, штучний інтелект, хмарні сервіси, розвиток засобів збирання й аналізу BigData, краудсорсинг, біотехнології, 3D-друк тощо) цифрова економіка стала невід'ємною характеристикою світової та національної господарської систем. Хоча масштаби розвитку цифрової економіки у світі оцінити складно, але, за прогнозами, у 2025 році майже 25% світового ВВП буде припадати на цифрову економіку завдяки діджиталізації промисловості [1].

Аналіз світової практики показує, що процес глобальної цифровізації з великою швидкістю змінює економічний уклад. Розвиток регіональних інноваційних підсистем стає неможливим без цифрової трансформації і відповідного кадрового забезпечення технологічних проривів, пов'язаних з інформаційними технологіями.Слід підкреслити, що сьогодні у світі