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IMPROVEMENT OF REGIONAL POLICY IN THE UKRAINIAN PRICHERNOMOR ON THE BASIS OF CLUSTER APPROACH

Throughout the subchapter, the role of clusters as a modern tool for shaping the competitiveness of the regional economy is considered. It is shown that the cluster approach, in fact, combines several directions of the state policy – foreign economic, scientific and technology, sectoral. These policies intersect within individual territories and thus make it appropriate to apply the term «regional policy» to clusters.

Key words: *cluster, regional policy, Black Sea coast, innovative development.*

Cluster economy is one of the most common forms of implementation of state economic policy, emerging relatively recently – in the mid-1990s, thanks to the work of N. Porter studying the competitiveness of countries and regions which develops further by many researchers in USA, UK, Scandinavian countries and many developing countries.
Unlike traditional industrial policies, where the object is selected a particular industry or a few large companies, cluster policy is conducted in relation to the groups mostly small and medium-sized companies operating in related sub-sectors of the economy, linked, commodity-production and information flows and are often geographically concentrated in space. Thus, in a clustered economy combines cross-sectoral and territorial approaches.
With increasing globalization, as noted Sokolenko S., rapidly changing approaches to the solution of regional problems and regional policies *(Sokolenko, 2004: 20).* It is helpful to consider the main stages of development of the regional policy, which are compiled by The World Bank (2001): from the 1960s to the early 1980s, from 1980s to mid-1990s, the late 1990s to the present. You should also consider the corresponding measures of implementation *(Sokolenko, 2004: 21).*

Regional economic policy of the government of Ukraine during the years of market reforms were not systematic in nature. In the government constantly indicated its importance, in fact financial aid to the regions, provided with the purpose of strengthening the economic base, stood without a deep study of the goals and objectives. First, widespread endogenous approach to regional development, there was an attempt to boost entrepreneurship in the regions of Ukraine through tax and customs benefits. Since 1995, spreading the exogenous approach, that is, the government is involved in the co-financing of investment projects on the territory of separate regions of Ukraine in the framework of public-trust policy regional focus.

Currently, the regional economic policy of the government prevails marinemeteorology direction. This is due to the deep asymmetries of regional tax potential. Traditional and integrative directions presented in the regional economic policy of the Central government is very weak. In their framework, the authorities of the regions of Ukraine, the recognized «problem», get little financial support in co-financing the development of infrastructure facilities. From 2005 begins to form new, innovative-investment regional policy.

Despite the lack of clarity in the directions of the regional economic policy of the government there was a misconception that the policy of «alignment» of the levels of socio-economic development of regions was not justified. In reality performed and not canceled the policy of equalization of incomes of the budgets of the regional authorities. In fact it is marinemeteorology instead of the traditional direction of regional economic policy.

We believe that in modern conditions the separation between the various levels of government economic policy instruments, fixing the regions of Ukraine and the functional responsibilities of the property rights to their enforcement in Ukraine can not be fully realized. We need to strengthen the traditional areas of regional economic policy of the Cabinet of Ukraine to help the troubled regions to increase its economic potential, as is done in the EU.

It is advisable to strengthen the coordinating role of government in regional development of the country by developing a system crowded, forecasting and program documents of territorial orientation. It is necessary to resume the practice of development of KP NTP or similar document at the level of Ukraine.

Based on the authors research has identified new modalities and structure of the regional development policies on the example of Odessa region.

A. Industrial policies and contemporary trends of development of the industry. A clear understanding of the term industrial policy does not exist, but in General for industrial policy in a market economy is understood to be undertaken by the government targeted activities to manage the industry to achieve a competitive and effective development of the territory's population. Such management includes a system of measures of administrative and financial-economic impact. The practice has developed two main types of state industrial policy:

- system-wide aimed at creating General conditions that impact equally on all subjects of the market through the formation of economic, institutional, organizational and legal environments of their activities;
- targeted exposure to specific market entities are conducted on the basis of selective industrial policy.

Changes in modern society require a substantial revision of the foundations, as the state industrial policy and its regional component. It is necessary to develop a new concept of industrial policy, which takes into account not only changes, but also to a greater extent, what will happen in the future.

So, the development strategy of Odessa region in 2008 were formed until 2011, after 2 years, the idea of industry will differ from the existing at the starting period. Changes in industrial organization are already occurring and there is no reason to assume that these changes will stop. The main objective tendencies are the following:

1. The decreasing share of industrial production in GDP (GRP) due to the growth in the share of infrastructure sectors (transport, communications, etc.) and service industries. This process occurs in all developed countries, in many regions of Ukraine and in Odessa region.

2. The blurring of boundaries between industrial enterprises and enterprises in other sectors of the economy that occurs as a result of integration processes (integrated groups, holdings, network and cluster types of organizations) and the emergence of new forms of organizing production activities.

3. Change of borders of industrial enterprises by organizational and territorial redistribution of activities and management functions between the business units. For example, the proliferation of outsourcing of manufacturing operations and industrial services.

4. The increasing speed of changes in the structure of markets (goods and services) and the business management system that involves the growth of innovative component in the activities of existing businesses and the emergence of new enterprises and new kinds of production on the basis of product innovations.

Thus, the most significant changes that have taken place at the level of industrial enterprises are the transition to a new business model. The essence of the model is to shift the emphasis in the enterprise to increase competitiveness, increase value added. Such growth can be ensured not only by the production of complex knowledge-intensive products, but also by intangible assets (knowledge economy), new organizational structures, types of services and competencies. The share of value added at such enterprises, created as a result of production processes, decreases. Thus, we can talk about a new policy for the development of industry and entrepreneurship, as well as its regional component – the policy of supporting the development of entrepreneurship and industry on the basis of clusters. Examples are already working: postal cluster *(Voynarenko, 2014: 631-642)*, cluster structures in maritime transport *(Voynarenko, 2014: 642-681)*, service metal cluster *(Voynarenko, 2014: 681-701)*.

B. Regional policy for the development of business and industry. The basis of the state industrial policy is its regional component. World experience shows that the role of regional governments in the management of development increases, however, the main trend is the transition from rigid forms of industrial policy to its soft forms, which are aimed at promoting competition and stimulating entrepreneurial activity.

The most important prerequisite of increasing the role of regional authorities is the close relationship of the economy with social policies and employment policies. Low income and low solvent demand from the population and the business generates numerous economic and social problems in society. Conversely, growth of incomes of the population and their more uniform distribution leads not only to growth of solvent demand, but also to improve its structure and the result of approximation to the structure of the real needs. So, Pyatnitskaya G. insists that the core of all three types of clusters (education, scientific or research and education) there may be educational institutions *(Pyatnitskaya, 2016: 195)*. And Lymar V. the analysis of regional capacity and the identification of factors promoting the establishment and development bolsters *(Pyatnitskaya, 2016: 401)*.

The increase of requirements to quality of personnel and the depreciation of the traditional industrial type of training lead to a sharp increase of differentiation of terms and remuneration of different categories of workers, the displacement of a large part of the workers to the periphery of the labour market with a corresponding decrease in social status or to transition them into the category of long work. Particularly acute this problem is for industrial cities and regions of Ukraine. In Odessa region the shortage of qualified personnel hampers innovation process, increase of production with effective demand.

To mitigate the socio-economic implications of structural changes in the business, to ensure the growth of social capital and well-being of the region's population and aims of regional development policy industry and business.

Thus, the regional policy of entrepreneurship and industry (industrial policy) means a set of goals, principles and tools of regional governance on the economy of the region, aimed at improving the economic and social efficiency of enterprises and organizations located in the region, based on the main strategic goal of its development – improving the level and quality of life.

At the same time, regional policy:

- identifies general guidelines and priorities for regional development;
- forms a local institutional environment for the development of entrepreneurship and industry;

- ensures coordination of the interests of the development of the region as a whole, individual commercial enterprises and organizations, public organizations, the population.

C. The goal of regional development policy entrepreneurship and industry.

Policy for the development of business and industry focused on the development and implementation of potential industrial, natural, financial and social resources of the region on the basis of coordination of interests and encourage the merger of competencies of various enterprises and organizations located on the territory of the region.

The main objectives (agreed with the strategic aim of the regional development and regional policy of development of business and industry is conducted in the Odessa region are:

1) increase the level of living of the population of the region, its employment of high-skilled labor on the basis of ensuring high rates of sustainable growth of economy of the Odessa region (including industry) and capacity-building for the future development of the region due to the formation of favorable conditions for business;

2) targeted support for enterprise development in accordance with regional priorities, the priority development of competitive, sustainable, knowledge-based and environmentally friendly industrial production;

3) purposeful influence on the spatial distribution of business in the Odessa region.

Achieve 1st objective involves:

1.1) development of the institutional environment of business (law, business, culture, education);

1.2) support competition and reduce barriers to market access for new businesses;

1.3) creation of necessary infrastructure, material (primarily communication), information, financial;

1.4) support the creation and development of small business and entrepreneurship;

1.5) the formation of a positive image of the territory among potential investors and partners;

Achieving the 2nd goal provides:

2.1) improving the structure of the region's industry, including the diversification of industry through the creation of new and fast-growing industries;

2.2) promoting the processes of integration, cooperation, development of new structures and forms of business (support for cooperation, networking, cluster development);

2.3) stimulating the development of the innovative sector of the economy and the introduction of knowledge-intensive and resource-saving technologies;

2.4) protection and lobbying of the interests of commodity producers of Odessa region, which are important for the economy of the region;

2.5) reducing the level of environmental load on the territory of the region.

Achieving the 3rd goal involves:

3.1) support for infrastructure development projects in districts and municipalities of Odessa region;

3.2) support for initiatives to relocate industrial facilities outside the urban agglomeration;

3.3) stimulating the creation of new industrial productions and jobs, taking into account the specifics of municipalities and districts.

Thus, the implementation of the selected goals is aimed at fulfilling the main strategic goal of the region's development - improving the socio-economic conditions and quality of life.

The basic principles of regional policy for business and industry can be presented as follows:

- equal opportunities for enterprises and organizations to access state support from the Odessa region;

- decision-making in the field of regional policy of industrial and business development on the basis of coordination of interests between different parties, including national, regional, local interests and interests of subjects of industrial activity and business;

- publicity and validity in determining the criteria for supporting participants in industrial activities and business;

- selective approach to stimulating and supporting various industries and businesses depending on their socio-economic significance, resource security, environmental security, as well as scientific and technological prospects.

D. Tools and mechanisms of regional support for business and industry development.

In accordance with the selected areas of policy, its tools and mechanisms are divided into two blocks: 1) aimed at creating an environment conducive to business; 2) targeted impacts aimed at supporting individual industrial and business entities.

The ratio and composition of individual instruments and mechanisms change over time under the influence of changes in the external economic environment, structural changes in the region's economy and the scale of resources available to regional policy actors. The general direction is to reduce the share of targeted targeted support of individual regional business entities and increase the share and expand the range of tools that create a favorable business environment.

The business-friendly environment is determined by the degree of development of the regional infrastructure, which considers the objects and processes that have a variable nature, which ensure the functioning of the regional socio-economic system (Table 1). It is supported by a set of legal, financial and social institutions that provide business activities and have national regional roots, traditions, political and cultural characteristics. Creating a favorable environment is aimed at reducing the level of risk and uncertainty of entrepreneurial activity (business), as well as creating incentives for entrepreneurship.

Table 1

Tools and mechanisms that are aimed at creating a business-friendly environment

Legislative	- development of normative and regulatory base of the region, taking into account strategic priorities and the accumulated enforcement practice; transparency of principles and procedures for the management of state property in Odessa region; - development of legislation and its application in the field of land relations; - reducing barriers to new business creation by simplifying and speeding up procedures for registration, licensing, etc .; - regulation of procedures related to tariff pricing for services of natural monopolies and state enterprises; - development of preferential taxation of profits of enterprises involved in innovation and investment activity, in the establishment of a regional Fund R & d problem statements for national legislation; - support competition in markets of goods and services and the restriction of monopolies; - development of standards – as a measure of enforcement improving the quality of products, etc.;

	- ensure legal protection of entrepreneurship and the fight against shadow economic activity; - regulation of labor relations in the sphere of attraction of migrants
Organizational	- increase the status and empowerment of Odessa region in the sphere of consolidation and coordination of interregional programmes and projects; - support activities of associations of enterprises and entrepreneurs, such as the chamber of Commerce, Association «Perspective», etc.; - providing conditions for creation of innovative industrial clusters for the development of a model of formation of clusters on the basis of economic interests of enterprises, the specific conditions of their operation in the Odessa region; - development of infrastructure services for enterprises (certification, consulting, leasing, personnel and other services**)**
Financial	- support for the creation of venture funds and small business support funds in the territory; - expanding access of enterprises and entrepreneurs to the resources of the financial system as a basis for expanding their investment activities; - participation in attracting funds from the State Investment Fund; - assistance in attracting investments to the territory
Transport and logistics	- improvement and development of transport infrastructure of the city in accordance with the priorities of spatial development of the region; - compliance with standards (average Ukrainian), transport security for new and expanding enterprises (availability, regularity, load limitation); - participation of Odessa region in interregional transport projects based on the consensus of interests of the population of the region and related regions; - regulation of access of enterprises to energy and communal infrastructure services of the city, stability and transparency of procedures; - transparency of licensing and certification procedures for the provision of services
Informative	- regular informing the population about the positive news of enterprises in the region; - ensuring transparency (availability and accessibility) of development plans of the region and its districts, as well as the activities of the regional state administration of Odessa region; - consulting support of enterprises and organizations of Odessa region; - marketing information; reviews of markets, trends in the economy of the country and the region, trends in scientific

	and technological progress; - advertising and exhibition support of products and investment projects of enterprises of Odessa region; - creation and monitoring of databases of investment and innovation projects of enterprises and organizations of Odessa region; - organization of forecasting the development of the industrial complex in the medium term (3-5 years) based on modeling
Educational and innovative	- expanding access to knowledge, positive experiences and their dissemination through media resources and distributed networks; - development of business and management culture; - creation of public structures to promote economic development; - support of the system of vocational education taking into account the sectoral specifics of the economy of Odessa region; - support for business education, training and training programs in the field of entrepreneurship - as one of the priority areas of industrial policy for the Odessa region - support for the activities of employment centers; - promoting the spread of modern technologies; - strengthening links between enterprises and research and educational organizations, including co-financing of technology transfer; - stimulating the development of business networks and innovation infrastructure (business incubators, technology parks, technology transfer centers) – the most important strategic direction of industrial policy in the Odessa region
Development of business relations	- development of foreign economic relations and creation of consulting and trade representations of foreign countries; - creation of representative offices (branches) of the largest TNCs; - promoting the development of intra-regional cooperation and foreign economic relations of the region with other subjects of Ukraine and states; - support for the participation of industrial policy actors in national and interregional programs; - organization of exhibitions, fairs; - organization of meetings of foreign businessmen with business representatives of the region; - organization of constant dialogue of heads of enterprises with the authorities

The basic characteristics of regional infrastructure are: the indivisibility of its elements that serve the economy of the region; multiuser (collective) nature of consumption; multisectoral nature of use, ie infrastructure is common to many types of business (entrepreneurial activity). Here it is appropriate to pay attention to the work of N. Fatyukha,

which defines the methodology for forming a single integrated national transport and logistics system, consisting of five levels *(Fatyukha, 2017: 175)*.

Targeted impacts, which are aimed at supporting individual actors in industry and entrepreneurship, combine the tools and mechanisms (Table 2) used to stimulate the development of production: with high added value; small and growing business, as well as the development of entrepreneurship and industry in the districts and municipalities of Odessa region in accordance with the main strategic goals.

Table 2

Tools and mechanisms that are directed to support individual industries and businesses

Directions of targeted support	Insruments and tools
Government order	- assistance in placing government orders for the supply of products; - entry of enterprises into integrated structures that are controlled by the state;
State property	- leasing of state property of the region, including on preferential terms; - preferential terms of sale and use of state-owned objects for certain industrial and business entities; - creation (support) of the state regional investment fund
Loan subsidies	- subsidizing from the regional budget part of the bank interest rate on loans for the implementation of investment projects that have passed the examination, as well as subsidizing part of the interest rate for the issuance of bond loans
Public investment	- provision of investment resources at the expense of the regional budget in accordance with plans and programs, grant support for business initiatives
State guarantees	- provision of state guarantees in accordance with the acts of Odessa region
Tax benefits	- tax benefits and deferrals. Providing industrial entities with deferrals, installments for the payment of regional and state taxes in terms of amounts to be credited to the regional budget, tax credits, investment tax credits
Special target programs at the regional and local levels	-allocation of budget funds for the implementation of programs for the development of entrepreneurship and industry outside the urban agglomeration; -support for structural changes

Criteria for selecting enterprises to provide targeted support are determined on the basis of their importance for the development of the region

The significance of the enterprise for the regional economy depends on the level and directions of interaction (influence) of the enterprise on the socio-economic development of the region, as well as on the system of interests of the main participants in economic activity in Odessa region.

D. Identification of subjects of industrial policy of Odessa region

Entrepreneurship and industrial development policy in the long run is more of a process of reconciling the interests of key stakeholders. Therefore, an important step is to identify existing and possible future participants in the processes of industrial development.

There are many approaches to the grouping of industrial enterprises, but from the standpoint of regional industrial policy, the most important is the selection of enterprise groups based on an assessment of their contribution to economic and social development of the region.

There are 5 groups of enterprises that differ in the degree of influence, channels of influence and methods of interaction with other participants in the regional economic system, namely: 1) small business; 2) regional enterprises - enterprises whose main activity is concentrated in the region; 3) business - groups that are present in the region; 4) foreign companies; 5) natural monopolies.

Table 3 presents a scheme by which the contribution can be determined in terms of channels of influence of selected groups of enterprises in the socio-economic development of Odessa region (the diameter of the circle reflects the importance of a particular type of contribution).

Table 3

The contribution of enterprise groups to the development of the territory

Groups of enterprises	Giving the territory of the enterprise group				
	Jobs	Taxes	Dissemination of business culture	Social responsibility	Etc.
1.Small business	○	○		○	
2. Regional enterprises	◯	◯		○	Contents of infrastructure tours
3. Business groups	○	○	◯	◯	
4. Foreign companies	○	◯	◯	○	Growth in wages in the region, demand for new services
5. Natural monopolies	⬭	⬭			Territorial social obligations

Table 4 highlights the dominant expectations or requirements of the main industrial and business actors in relation to the policies of regional authorities and management, information on which is based on survey data and questionnaires. And Kachmar O. emphasizes that «the period for the cluster organization of the development of agro-industrial production and rural areas should be reflected in agricultural policy as a promising long-term program task,…» *(Kachmar, 2019: 342).*

Table 4

Expectations or requirements of the main subjects of industry and business to the policy of regional authorities and management

1. Small business	Industrial and business development policy requirements (expectations)

2. Regional enterprises	- information and consulting support; - access to state property (premises, land plots); - financial support; - regional government orders; - creation of infrastructure
3. Business groups Business groups that are formed around the old industry OPC enterprises are mainly in the form of PFG Business groups formed by new enterprises	- regional government orders; - financial support; - creation of infrastructure; - lobbying of interests; - support in all forms; - transfer of part of social obligations; - creation of infrastructure; - not enough requirements, better policy of non-interference; - estimates and forecasts; - intentions of the authorities
4. Foreign companies	- favorable business environment; - creation of infrastructure; - information support
5. Natural monopolies (Odesaoblenergo, Odesvodokanal, etc.)	- lobbying at the regional and national levels; - creation of infrastructure

F. Criteria for selecting targeted support entities. When selecting candidate companies for targeted targeted support from the budget of Odessa region, it is proposed to use a system of indicators, while the share of a single indicator in the system may vary depending on the priorities of industrial development. The basic indicators include the index of regional significance, value added, competitiveness, growth rate, logistics load, location of the enterprise.

The assessment of the level of influence on the processes of regional development is carried out using a composite index of regional significance of the enterprise *Ip*, which has the following form and can be quantified from 0 to 3:

$$I_p = Д_з + Д_{чп} + Д_н$$

where $Д_з$ -- employment rate, which is determined by the ratio of the number of employees at the enterprise in the region to the total number of employees in the industry of Odessa region;

Дчп - value added ratio (net output), which is defined as the ratio of newly created value by the enterprise (in sales) to the total gross regional product in industry;

Дн - coefficient of tax burden (budget support), which is determined by the ratio of all tax revenues from the enterprise to the budget of the region by the total amount of tax deductions to the budget of Odessa region from all industry organizations of the region.

It should be noted that it is important not only the actual value of Ir, but also the ratio of its individual components. The parameter IP can be calculated not only for the industry as a whole, but also for a group of enterprises of different industries, by type of economic activity. Hence, the value of IP can be used to rank enterprises, the formation of priority for the region groups of enterprises as a whole by industry and industry (by type of economic activity).

G. *Interaction with natural monopolies and large vertically integrated companies.* The basis for the restructuring of Ukraine's industry should be large corporations, business groups (BG). Combining capital, intellectual and design potential, optimizing the specialization of production of BG enterprises allows to ensure the unity of the innovation

chain, increase the technical level and competitiveness of products, diversify production, adapt to market conditions.

In market conditions, companies go to the pooling of their assets, guided by commercial goals, to obtain a systemic effect of combined and complementary strategic resources of enterprises. This process is actively going abroad (the volume of transactions from 2 to 18 billion dollars annually). In Ukraine, the volume of such transactions is 1000 times less, but growing rapidly.

The structure of the economy of Odessa region is characterized by the fact that currently on its territory the presence of large Ukrainian or transnational business groups is not very significant. Although in comparison with other cities of the Ukrainian black sea coast in Odessa has the most number of representative offices of foreign companies; number of employees, size of investment and the volume of production / services less than similar indicators for other black sea territories. At the same time, in the future, the influence of such companies may increase significantly and move from a passive presence to a more active work on creation of productions.

In one case, local businesses are part of integrated structures on the rights of one of the participants. Positive aspects of this situation is the provision of a Central of new technologies and means for updating funds and / or production expansion, for working capital on more favorable terms than Bank loans, providing sales of products not only on the territory of Odessa region, but also abroad. The negative aspects of this phenomenon – the outflow of funds from the territory of the Odessa region, as the Ukrainian practice, the main profit goes to the parent enterprise of the Corporation.

In the second case, the creation of new integrated structures can be organized on the basis of local businesses. They can be voluntary contractual Association with local companies for various projects in the form of associations and consortia. It is possible to carry out the cooperation of the Odessa enterprises on production of technically sophisticated products on the basis of contracts on joint activities.

Effective establishment of vertically integrated facilities for raw materials and processing enterprises. It would interest participants in the development of the whole technological chain. Such complexes in the Odessa region, there are, for example, «Odessa Karavay». The orientation of our large industrial enterprises only on the needs of local or even regional market may not always be effective, as overcoming the break-even point enterprises requires a sufficiently large production volumes, and they will need support from the administration, or cooperation of the enterprises themselves.

On special attention deserve alliances in large and medium enterprises small, which are considered as polygons of innovative developments and pilot their implementation of day subsequent transmission first.

H. Organizational conditions for the implementation of business and industrial development policy in Odessa region. Here, a set of tools and mechanisms of regional policy is presented in the form of a decision tree, the branches of which reach specific problem projects of the enterprise, and information about them is formed on the basis of monitoring the industry (including small enterprises operating in industry). A database on the activities of enterprises, investment projects in the Odessa region is being created. Analysis of such information allows you to identify problem situations, a list of tools and mechanisms that can be used to solve the problem. Based on this information, the development of the industrial complex is forecast for the medium term (3-5 years) based on modeling. This will allow to assess the efficiency (in terms of profit, GRP, etc.) of each enterprise (from a certain number of them, which determine the basis of the industrial complex of Odessa region), each investment project, the use of a tool and support

mechanism. Such calculations are carried out annually, which will ensure prompt decision-making on the implementation of regional industrial policy.

I. Determination of economic efficiency of cluster formations. It is known that the synergetic economic effect is the real effect of economic activity in the form of increasing the useful result and reducing the cost to achieve it. The result is achieved by a rational combination of factors of production at all levels. This synergistic effect can be achieved through the development of existing potentials in the cluster. At the same time, it should be remembered what Zakharina O. emphasizes, that today in Ukraine the process of clustering takes place outside the state budget, which significantly slows it down (Zakharina, 2016: 207).

The economic efficiency of cluster structures should be considered as a cumulative integrated indicator that includes economic, environmental, social and impression effect (***Fig***. 1).

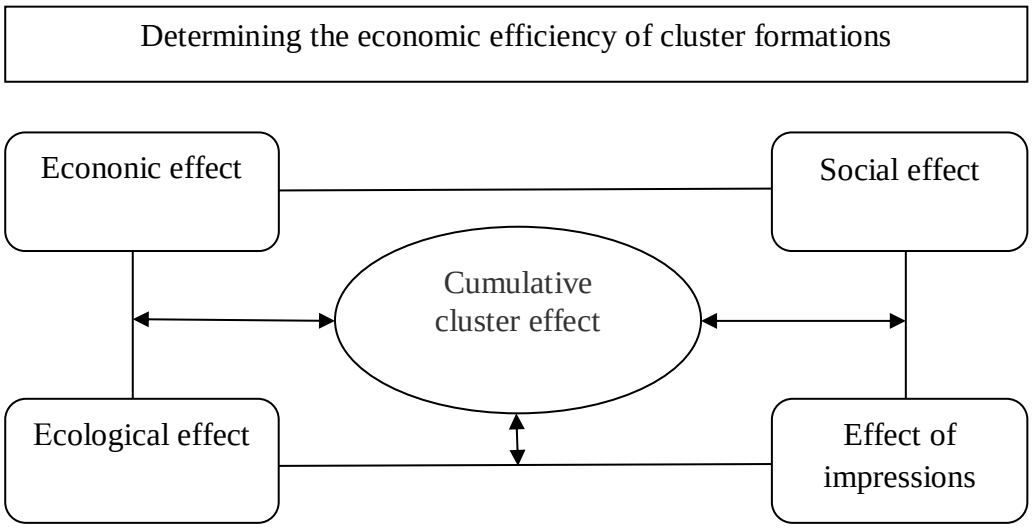

***Fig*.1 Determining the economic efficiency of cluster formations**

The economic effect is to increase the competitiveness and investment attractiveness of the region, promote sustainable (balanced) development of the region, increase the effectiveness of the structural units of the megacluster. The operation of the Frumushika-Nova megacluster should be aimed not only at increasing economic benefits, but also at improving the social and environmental situation in the region.

The ecological effect is to address issues of environmental protection, maintenance, restoration and improvement of its condition; conservation and rational use of nature of the Tarutyn steppe; creation of natural and ethnographic parks and protected areas on the territory of the Frumushika-Nova megacluster.

Processes of ensuring social efficiency should be considered through the creation of the effect of meeting the material and spiritual needs of workers, and economic results (wages, profits) as a means to achieve them. The combination of the interests of the enterprise and its employees is an important condition for the socio-economic efficiency of the megacluster.

In modern conditions of growth of production of various goods and services only consumption without special impressions becomes uninteresting to the person, it needs comfortable, qualitative maintenance of vital activity. Now there is a need for hospitality, which is becoming the main direction of meeting the socio-economic needs of man.

In the context of megacluster «frumusica-Nova» hospitality is considered as an experience economy, in which people receive from visits to the ethnographic complex and

receipt of services in the field of immaterial. A set of positive impressions is the main goal to meet the needs and improve the quality of life of a particular person and society as a whole.

On the basis of this study, the authors propose the following basic goals of regional policy on the innovative basis for the Odessa region: the creation and reproduction of innovative potential of providing the conditions for sustainable and rapid development of key processing and manufacturing industries, namely machinery, transport (including international transport corridors), oil and gas chemistry (including the international energy corridors), tourism and recreation industry; the transformation of Odessa region in the integration centre of inter-regional significance; creation of conditions for the accelerated transition of regional economy and entrepreneurship to innovative development based on the demand for domestic innovation and foreign advanced technology; expanding domestic and regional markets, innovative products and new technologies, and equalizing the standard of living of all territorial formations.

With the aim of increasing the efficiency of regional policy of the government proposes the approach to formation of the mechanism of coordination and integration of traditional areas of regional policy. One should strengthen the interaction of the three main ministries governing regional development within the framework of such a scheme. The Ministry of regional development of Ukraine, monitoring the development of the regions, generates a list of problem areas with the aim of strengthening the economy requires investment to support the government. Ministry of economy of Ukraine on the basis of this list develops state-regional and state economic areas of the target program. Through the programs of the first type is implemented by the regional aspect of national economic policy, through the program of the second type – stimulated growth of problematic regions. The Ministry of Finance of Ukraine forms of target funds of development of regional economy, operating at the state level and in the economic areas. It is proposed to establish at the Ministry of economy of Ukraine, the Central Agency for regional economic policy and a network of similar agencies in economic regions.

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