

6. Introduction of an optimal solution and assessment of results. Assessment of implementation of the optimal strategic solution is the final stage of strategic planning. An instrument for ensuring of objective assessment is control, defines the system of control actions, finds out reasons for rejection of results of activity of the agroestate from the reasonable development strategy, allows introducing amendments in indicators of the plan and in strategy realization process.

The main directions and tendencies of development of rural tourism demonstrate that it is very perspective branch of economy with high social- and ecological potential. In Ukraine, rural tourism acts as rather new form of rest, which is one of key links on the way to the eco-focused development of tourist branch and an agricultura in general. Therefore, the state program of economic development has to focus on comprehensive greening of tourist branch and actively promote distribution of ecologically safe types of tourism.

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EVALUATION OF THE EFFICIENCY OF BUDGET INVESTMENT IN CONDITIONS OF MARKET TRANSFORMATIONS

The state of the economy depends largely on the investment component. Traditionally, a system of budget investment involves investing in those industries that are able to attract additional investments in the future and stimulate its development in general. Modernization of the Ukrainian economy involves the creation of clear mechanisms for regulating budget investment, redistribution of financial resources depending on the political, social, economic objectives of the state, stimulation of investment in production. In Ukraine, it is expedient to use purposefully all available

opportunities to create a favorable investment climate. This is one of the most important means of supporting a national producer that can play a decisive role in economic recovery. In the process of budget investment it is necessary to focus on the general economic strategy of the state, to attract own funds and to implement internal programs in priority sectors.

It is expedient to assess the effectiveness of budget investment in three areas: assessing socio-economic and financial efficiency, assessing the effectiveness of the state's participation in the project as an investor, and assessing the effectiveness of public-private partnership.

At the stage of developing an investment project, the effectiveness of budget investment can be assessed in two aspects: socio-economic efficiency and financial efficiency. Socio-economic efficiency is based on aggregate data of the effectiveness of investment programs and the resulting social effect from their implementation. It is the efficiency of budget investment that expresses the degree of achievement of the planned result. At the same time, the most difficult, in our opinion, is the question of choosing those narrow priority areas in which the maximum result will be obtained as soon as possible. Social investment results can be expressed in a non-monetary form, but only with certain qualitative criteria [3].

State financial support should be stimulating and selective, that is, on the one hand, the state should not compete in the investment market, pursue a policy of investing in those activities that may be a full partner, and on the other hand, budget investment should not be reduced to a simple redistribution of funds through the budget mechanisms in favor of individuals with low potential for return on investment. The priority in determining the order and terms of financing is the examination and competitive selection of projects of those enterprises that are engaged in one of the most important directions for a particular region.

An assessment of the effectiveness of a project that claims to receive budget funding should include an assessment of the technical, social, and financial performance. This stage involves the assistance of qualified experts who are able to evaluate the business and the opportunities of the contestants. In our opinion, the system of performance evaluation should be supplemented with a methodology for assessing the budget and social efficiency of the investment project.

For the state, the social effect is extremely important. Therefore, we recommend that the evaluation system be accompanied by an indicator of socio-economic efficiency. By socioeconomic efficiency, we understand that discounted tax and other income (dividends, interest) will exceed the amount of money aimed at providing state support. At the same time, it is important that revenue growth should be the result of this project, and not the entire business that existed before. We consider social benefits the discounted benefits that society receives in general from the implementation of a separate project. The commercial effect of project implementation can be presented in general terms as the difference between actual project benefits and business expenses.

The main purpose of budget investment is to obtain the maximum economic effect of investing, that is, a certain excess of the results obtained from the implementation of a separate investment program results over expenditures over a certain period of time. Therefore, one of the most important tasks of the state budget investment policy is the accumulation of investment resources and placement in those sectors of the economy, which will give maximum effect, which will lead to improvement and macroeconomic indicators.

To improve the situation and maximize the economic effect of public investment, it is necessary:

1) to regulate the sphere of public procurement. Investment budget expenditures can significantly increase domestic demand, contributing to the growth of production, only if public procurement procedures are transparent and competitive, and participation in them is accessible to all interested persons;

2) to approve a clear methodology for identifying priority development projects that will be financed by budget funds. Budgetary funds should be spent on those projects and programs that will have the greatest economic or social effect for the state;

3) to implement the principle of co-financing investment projects, optimally distributing financial obligations between central, local authorities and private investors who will benefit from their implementation;

4) to legislate the provision of state guarantees only for lending to investment projects of national importance;

5) to introduce a regular monitoring of the implementation of the most powerful investment projects financed by budget funds, with a public representation of its results.

In conclusion, it is possible to reduce the risk associated with budget investment and to determine the effectiveness of the implementation of investment projects with the proposed methods. It will also create the basis for creating a favorable investment climate, which will help, besides budget investment, to attract additional funds from domestic and foreign investors, stabilize macroeconomic indicators, and create an information environment for planning investment activity.

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THE PROBLEM OF UNEMPLOYMENT IN UKRAINE

Formulation of the problem. The current state of the labor market is conditioned by the emergence of certain problems, which become a serious