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332.1 : 336.7 : 353.2 : 37.338.48

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Served the changes that occurred in the socio-economic development of Ukraine. Been singled out tourism and recreation area that, on the one hand, has enormous resources for its development, and secondly, it is in the economy of our country is inadequate space .

Provision factors (objective and subjective) that causes this. In this paper, special attention is paid to the resources that are the basis of development of tourism and recreation industry. It is emphasized that almost all regions have both natural and cultural and historical resources. However, they are not used efficiently. Because the work is socio-economic mechanism that ensures efficient use of these resources. Among the elements of this mechanism serves such as the industry's transition to an innovative way of development, cluster approach and so on. Reported that the clustering of tourism and recreation improves quality tourist and recreational services, promotes the development of small business in this area, expanding opportunities to enter the international market, increase the competitiveness of products, to accelerate sustainable socio-economic development.

Key words: recreation area, sustainability, efficiency, resources, ecology.

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Maintenance of rational distribution and redistribution of functional strategy of management is exposed by providing of power efficiency of functioning of regional industrial complexes. Criteria are identified estimations of her effectiveness and limitation, which exist in Ukraine. The reserved cycle of forming is worked out by adequate to the real productive and economic, socio-economic terms of functioning of national economy, th at it is formalized after fifteen implementation of model decisions, administrative and system -universal procedures phases. Optimization composition of methods is formed, methods and applied tool of adjusting and adjustment of activity on the increase of level of power efficiency of functioning of regional economy and her industry. Groups over of measures and regulators, after that providing of effectiveness of strategic management of functioning real to the sector of regio nal economy power efficiency becomes probabilistic in case of formalization within the limits of the state of ten cascades to that the modern regional to trade are incorp orated complex of Ukraine, are brought.

Key words: management of rational distribution and redistribution, functional st rategy, providing of power efficiency of functioning of regional industrial complexes.

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