SECTION 9. MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

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COMPETITIVENESS OF RESORT-RECREATION SYSTEMS IN THE CONDITIONS OF INNOVATIVE-INVESTMENT DEVELOPMENT

The article investigates the problem of raising the competitiveness of the national resort-recreation complex. Important factor of its functioning in connection with transition to market economy was the situation, when the enterprises entering it have appeared in the conditions of rigid competitive fight among themselves, and also with the foreign companies. Such competition demanded from them high-quality transformations and essential changes in the organization and management of activity. Thus, there was a need for development of the corresponding methodologies based on modern concepts of transformation, and, first of all, methods of system modelling of economy, which would provide market orientation both territorial and national resort-recreation complex.

In the work conceptual approach to systems management by competitiveness of a resort-recreation complex in the conditions of innovative and investment development is offered. It allows investigating of some possible scenarios of its improvement and a possibility of management to change these scenarios by change of system parameters. The model of forming of high competitiveness level by the choice of a set of alternatives by criterion of competitiveness is constructed. In their quality concrete levels of development of adaptability and innovation are used.

As a methodology of researches, the methodology of the system analysis with the subsequent computer analysis of results is used. The analysis of model by methods of computer modelling shows an opportunity to receive various scenarios of competitiveness development, which allow developing of strategies of competitiveness management of both regional and a national resort-recreation complex, and also the script of system transition from chaos is shown.