

UDK 504.332 (477.7)

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**ECOLOGICAL COMPONENT OF INVESTMENT ATTRACTIVENESS  
OF THE RECREATIONAL POTENTIAL OF CHERKASY REGION  
IN THE SEGMENT OF BALANCED DEVELOPMENT**

Investigated the theoretical and applied aspects of balanced development to create a safe environment and investment attractiveness of recreational resources of Cherkasy region. The state of the environment in the region and important issues for improvement. Proposed priorities for improvement and interaction of environmental and economic and socio-economic segments in the development of the region.

**Key words:** balanced development, region, area, economic development, environmental condition, tourism, recreation, investment potential.

Theoretical and practical aspects of balanced development have been examined in order to create safe environment and investment attractiveness of recreational resources of Cherkasy region. The state of the environment in the region and important problems of its improvement have been analyzed. Priority measures have been proposed to improve environmental, economic and socio-economic segments and their interaction in the development of the region.

Stability of a certain social system depends on its operation regime. It is advisable to fulfill preventive maintenance of both economical and ecological condition of separate areas and regional systems in order to provide their balanced development. It is well-known that monetary and energetic value of the entropy of the ecosystems' functioning contributes to prevention of further degradation of the environment. It is necessary to consider the fact, that exceeding a certain limit above which the system will be destroyed without self-organizing requires specific restrictions of the intensity of external influence on ecosociosystem. One of the examples of ecosociosystem operation is recreational ekosociosystems (hereinafter – RESS), main purpose of which is to satisfy regenerative demands of the society. RESS as an open system is based on its core - set of natural and recreational resources (mineral water, peloids, etc) and available specific functions, which depend on internal and external factors. In modern economic systems the appropriate load has anthropogenic features with a wavy character, depending on the internal and external parameters (weather, seasons, level of service, etc.). To preserve the system's identity on condition of the existing diversity of steady states it is necessary and urgent to ensure invariance of its structural patterns. In order to determine terms of invariance of any system, including recreational, it is vital to identify the parameters of permanence of RESS and environmental risks of their impact on the system [1, p. 279-282], which is essential for the establishment of investment attractiveness of the area and its separate objects. There is still no clear definition of ecological risk, that's why scientists in their research hold to different theories and concepts: the conceptual bases of calculation and assessment of environmental risk is determined, and attention is focused on the fact, that risk is an objective notion

inherent to almost any activity of a person. The ability to realize the extent of the risk allows a person to evaluate his potential and choose the way to act in any particular case [2, p. 31-36]. For integral assessment of environmental safety one uses the concept of «intensity or urgency of ecosituation» which causes environmental, social and/or economic volatility and prevents the development of recreational areas and facilities [3]. Environmental risks can be natural and anthropogenic. Natural risks include adverse natural processes and phenomena such as earthquakes, floods, landslides and so on. Anthropogenic disasters occur in areas of concentration of industrial production, particularly chemical. As an example it is useful to examine the real potential and prospects of development of recreational segment of ecological and economic sector of Cherkasy region.

Cherkasy region has a certain natural and economic potential, which is located in the anthropocentric system and under certain conditions has antagonistic nature or its components exist in a specific market segment as compatible. For many people Cherkasy region is associated with high levels of agriculture development, which can be proved by its leading positions in national rankings. The industrial share in total output of goods and services amounts to 46.6%. However it is important to remember that the industry in the region is a powerful production complex with highly developed chemical and engineering industries that create corresponding pressure on the environment. At the same time the most appealing investment area for foreign investors is industry, including chemical, machinery, pulp and paper, mining and energy segments, which as at 01.07.2012 concentrated almost 90% of foreign capital. Defining boundaries of friendly existence and interdependence of REES eventually becomes relevant and motivating factor of further development of the region and its separate territories and objects [4, p. 4-5].

Research of leading foreign and domestic scientists give us the opportunity to learn theoretical and applied aspects related to socio-economic, socio-environmental areas of activities, to the definition of terms of achieving balanced development of territories, including their recreational potential, ecosystems` functioning and regional urgent environmental problems and their solutions. Currently, it is advisable to note publications by Andreytseva V., Baranovsky V., Burkyns`kyi B., Veklich A., Galushkina T., Gerasimchuk S., Hryniv L., Denisov V., Kravtsov L., Melnik L., Pleshkanovskaya A., Rassadnikova S., Reimers M., Rudenko L., Svoyak N., Stoltzberh F., Kharichkov S., Shevchuk V., Shestakova A., Shpileva V., Yukhnovsky I. Concerning investments in the development of recreational areas, particularly in the restoration of natural reserve fund (hereinafter - NRF) of the region, the segment of the market remains underdeveloped. Providing attractiveness to ensure investment flows requires activation of the opportunities of the region and unused potential reserves, advantages and strengths that exist in the region, and, above all, stability and safety of the socio-economic conditions and favorable environment.

Ecological and economic status of the Cherkasy region with it`s natural, historical, cultural, local heritage is of great importance for the development of recreational activities and for promotion of investment attractiveness of this segment of the economy. One of the important conditions of studying anthropological impacts on the environment is constant monitoring of the en-

vironment, that's why the purpose of the article is an analytical description of the impact of environmental and economic condition on the investment attractiveness of the region's recreational areas. Safe environmental condition has become a necessary and essential factor for the development of recreational areas and attractive recreational services. The components of the recreational activity system are natural, social and economic factors, that is why ensuring safe environment for recreational activities in Cherkasy region has to become a priority for both government and business, so it is necessary to determine criteria for achieving this goal.

Ecological component of investment attractiveness of the recreational potential of Cherkasy region in the segment of balanced development In order to diagnose the state of the environment and to analyze recreation potential of Cherkasy it is advisable to carry out a complete research of resources, natural, economic and social factors of the development of the region. One of the positive factors for the development of recreational activity in Cherkasy region is its geographical condition. The region is located in the center of Ukraine and has a favorable geographical position. According to the administrative structure the region consists of 20 districts, 6 cities of regional submission and 10 cities of district submission, 15 towns and 826 villages, population amounts to 1 million 281,5 thousand people (about 2.8% of the population of Ukraine), the urban population is 55.2% of the population, rural residents constitute 44,8%. The regional center is the city of Cherkassy. The region is surrounded by Kiev region in the north, Poltava region in the east, Kirovograd region in the south and Vinnitsa region in the west [5, p. 4]. The area of the region is 20,9 thousand square meters, representing 3,5% of the total territory of Ukraine. Agricultural land amounts to 1451,00 thousand ha (69,37% of the total area), including 1271,57 ha of arable land (60,79% of the agricultural land). Favorable climatic conditions – temperate continental climate with mild winters and warm summers – are typical for the region. The average summer temperature is +20°C, winter temperature – 5°C, average annual temperature is +7 ... +8°C. The maximum temperature in summer reaches +34 ... +38°C. The number of days with average temperatures above +10°C ranges between 160-170. The sum of effective temperatures for the period with temperatures above +10°C is 2600-2900. Average annual precipitation is 460-500 mm, and for the period with average daily air temperature above + 10°C – 280-325 mm. Location of the region in forest-steppe geographical zone, reaching steppe zone in the south may also be attributed to positive factors of the development of recreational areas. Relief represents an undulating plain, black soils dominate.

The region is located on the Eastern European plain in the basin of the middle reaches of the Dnieper, the main waterway of Ukraine. Geographical location of Cherkasy region at the river plays an important role in shaping of the economy. The majority of large industrial companies of the region, as well as a number of cities (Cherkassy, Smila, Kaniv, Zolotonosha) are located near the Dnieper. Water constitutes 4% of the total area. There are 1037 rivers in the region, the biggest of which is the Dnieper (150 km of the Dnieper flows across Cherkasy region); 7 medium rivers – Ros, Tyasmin, Girskiy Tikych, Gniliy Tikych, Supiy, Yatran, Velika Vys; and small rivers, streams. Cherkasy region has more than 2,3 thousand lakes, ponds and reservoirs. The length of the Kre-

menchug Reservoir is 130 km. Forests in Cherkasy grow mostly on the shores of the rivers, steppe vegetation is common in the watersheds. The forest area is 338,57 thousand ha (16,19% of the territory). There are more than 400 objects of protected areas with unique landscapes within the region, covering about 40 thousand hectares. Cherkassy Bir - the largest array of oak-pine forests in the forest-steppe zone of Ukraine is considered as a national wealth [6, p. 5].

Defining priority environmental problems of the region is based on the evaluation of the environmental situation in the area using statistical socio-economic indicators, the analysis of the environmental state and anthropogenic pressure on the environment (volume of emissions and wastes). The main environmental problems in the region are the following: water resources' pollution with discharges of industrial wastewaters and utilities due to poor performance and lack of treatment and purification facilities; storage of obsolete, unknown and prohibited pesticides and chemical products for plant protection at agricultural enterprises; air pollution with industrial emissions in Cherkassy (amount of emissions in the region for all types of economic activity constitutes 62,2 thousand tons, of which industrial emissions – 37,5 thousand tons (60,3%)). One of the most urgent problems of the Cherkasy region is water pollution with sewage. The main sources of water pollution still are wastewater purification facilities and sewerage nets of industrial departments of housing and communal services. More than half treatment facilities complexes in the region out of 38 require reconstruction. Five districts don't have urban wastewater purifying plants at all [5, p. 112, 116].

Nowadays the range of activities is carried out in the region to establish boundaries of territories and objects of nature reserved fund afield, register them with appropriate notices and information materials, map boundaries to the planning and cartographic materials (in accordance with Section 5 of the Decree of the President of Ukraine of 23.05.2005 № 838 «Measures for further development of natural reserves in Ukraine»). The key challenges are the following: lack of funding of land management projects, such as the organization and establishment of boundaries of the nature reserve fund afield, inappropriate financing of the maintenance of areas and objects of natural reserve fund created in the region; the failure of the local government to approve the establishment and expansion of natural reserve fund; damaging of the landmarks and informational boards. According to the «Environmental Passport of Cherkasy Region», not all local authorities and executive authorities enforce the above-mentioned Decree of the President of Ukraine. The 2011 list of planned activities concerning establishment of the borders of objects of natural reserve fund afield had been financed only partly because of the lack of permits for the development of corresponding projects [5, p.115]. Cherkasy region has mineral resources (underground mineral and fresh waters, bentonite and palygorskite clay, kaolin, granite, peat, sand, brown coal, titanium ore, oil shales). Left-bank part of the region has significant reserves of mineral medicinal waters, such as «Mirgorodska», Zvenygorodkiy deposit of radon water and Talnovsky deposit of hydrocarbon sodium-magnesium-calcium waters are developed and exploited [4, p. 2, 6, p. 6].

Existence of convenient infrastructure may contribute to the additional motivation for investors to identify Cherkasy region as an attractive investment

area, including the development of recreational activity. The territory of Cherkasy region is intersected by a large number of railroads and highways. Rail transportation in the region is provided by companies and organizations of Shevchenkiv management of rail transportation, located at the intersection of two main directions: Moscow-Odessa and Donbass-Carpathians. Trunk railway and highway roads connect the region with Kyiv, Moscow, St. Petersburg, Black Sea ports, industrial centers of Ukraine and foreign countries. Almost all localities of the region are provided with bus service. Cherkassky airfield can receive and send airplanes with carrying capacity up to 40 tons, receive international flights and serve for scheduled flights of the local airlines of Ukraine. River transport provides transportation of goods to the regions, located along the Dnieper river and to the ports of the Black Sea. Cherkassy river port and two wharfs in Kanev and Adamivka village are located in the region [4, p. 3].

Investment projects of joint implementation and community environmental initiatives have significant impact on intensification of the activities aimed at improving environment and developing attractive recreational areas and facilities. Practical measures aimed at attracting investment to Cherkasy are carried out by local governments and Cherkasy Chamber of Commerce (hereinafter - Cherkasy CC). For example, Cherkasy CC signed 90 agreements with partner organizations (as at 01.09.2012) from such countries as Russia, Kazakhstan, Belarus, Hungary, Poland, Moldova, Egypt, Tajikistan, Turkey, Italy, Serbia, Greece, Jordan, Mongolia, Saudi Arabia, Georgia, China, Portugal, Bulgaria, Romania, Germany, Czech Republic. At the meetings of the Association of Dnieper CC with the heads of Belarus, Ukraine and Russia Chambers of Commerce current ecological and economic issues were repeatedly discussed, including those related to environmental problems of the Dnieper River Basin and the development of tourism and health-resort services in Dnieper regions; emphasis was made on more active involvement of chambers of commerce to national and international programs of the restoration of the Dnieper. Considering the fact that the Dnieper River has a beautiful basin where many vacation spots and historical sites are situated, it is envisaged to establish an international cross-border route «From the Vikings to the Greeks» through the territory of Russia, Belarus and Ukraine, which can become popular in future. In order to implement the project Belarusian side had planned the preparation of flow charts of the water route along the Dnieper River; subsequently the work of small and medium enterprises, development of recreational infrastructure and promotion of tourism products in the market is planned – that will contribute to creation of a cross-border cluster and will require the development of the necessary tools for implementation. So that the sides could address these and other urgent issues in facilitating the implementation of projects at the international level, it was decided to choose several business projects that can be performed in the field of conservation of ecological resources, for example concerning water supply and sanitation, and to implement them in the Dnieper region.

To create a favorable investment climate and to effectively involve interested businesses structures, local governments, non-governmental organizations (environmental, tourist, local lore direction) an important role must be played by educational and informative activities, such as conferences, seminars and workshops, trainings and courses. Cherkasy region is a potentially attractive



region for investors, it allows to carry out projects in various fields of industrial and economic activity in terms of sustainable environmental management. Large-scale investment forum «Cherkaschyna Investment 2012», held on 20-21 of September 2012 was focused on the coverage of the achievements and prospects of investment and innovation activity in Cherkasy region, on involvement of interested entrepreneurs, investors, and on promotion of public awareness. The forum showed that the authorities of the region are opened to cooperation, an example of which is the designed and implemented in Cherkasy regional program «Building a new Cherkassy region» for 2011-2015 (hereinafter - Regional Program). During the fulfillment of the regional program's tasks the participants design basic mechanisms for its implementation. The main areas of work include also the development and extension, update and reconstruction of transport, tourist and recreational, social and cultural infrastructure, paying special attention to rural development.

The main objectives of the Regional Program include a number of measures to restore and develop production; to develop infrastructure (restore the airport and the river port in Cherkassy, bring the technical condition of the roads to the proper level); to develop and implement the state environmental program «Clean Dnieper»; to complete reconstruction and the arrangement of the objects of Shevchenko National Park in Kanev; to perform work at the objects of the national reserve park «Batkivshina Shevchenko» in villages Moryntsi, Shevchenkove, Budyshe of Zvenigorod district to the 200th anniversary of the birth of T.G. Shevchenko; to complete the work at the facilities of Chigirinskiy National reserve park (residence of B.Khmelnyskiy and the castle in the Subotiv village of the Chigirinskiy district); to create facilities for the organization of Bratslav Hasidim pilgrimage to Uman; to equip sports playgrounds in the localities; to replace 60 km of the heating networks and restore 948 elevators, to construct 80 km of water supply networks; to improve and equip parks and public gardens in the region; to carry out major overhaul of town and village cultural centers by 2015; to open emergency medical care in the most remote villages. In the area of social policy it is stipulated to execute the program «Drinking Water of Cherkasy region». The results of the implementation of the Regional Program are expected in economic, social and environmental fields. The Program performance should contribute to the development of tourism and recreational infrastructure; the annual increase of the number of highway roads, put into operation after completing construction and overhaul; providing annual increase in investment flows to the region by 8-10%; forming of incentives for the development of younger generation; significant reforming of housing and communal services of the cities and restoring it in the villages.

The sources of Regional Program funding are monetary funds of state and local budgets, businesses and organizations, located in residential areas, and other sources not prohibited by law; the part of activities within National projects is financed on the basis of their innovative character by public-private partnerships and with participation of investors. Priority program activities will be determined annually on the basis of approved state and local budgets and expected levels of investment, because the basis for defining the sources of funding of Regional Program are state and local budgets, private funds of economic entities, international financial institutions and investors.

Intensive work is carried out, aimed at shifting the economy towards investment and innovative development model in order to provide efficient usage of available resources and maintain high industrial profitability in the region. Among the key benefits of investment flow to the Cherkasy region are the following: favorable geographical location; developed infrastructure; friendly conditions for business development; high level of education and qualification of labor force; favorable climatic conditions for agricultural business; prospects of development of the food industry. According to the author of the article, it is advisable to mention among the enterprises of Cherkasy region, that are interested in fulfilling investment projects, not only agriculture, chemical industry, machinery, mining, but also those enterprises that directly or indirectly influence the development of recreational areas. This applies for example to infrastructure (restoration of the airport, creation of a logistics center, construction and renovation of hotels); tourism industry (construction of hotel and entertainment complexes and restaurants); energy saving (construction of a recycling plant); utilities (reconstruction of sewers and artesian wells, installation of water and heat meters) [6, p. 8].

The analysis of the natural resource base, ecological, economic and socio-economic situation of the Cherkasy region shows that it is the environmental component which influences significantly the maintenance of stability and development of the region; it may contribute to the attractiveness for investment and innovation projects and ensure a balanced life in the region. Cherkasy region is not only the geographical center of Ukraine, but also its spiritual core, because of rich nature, generous fertile soils and unique historical and cultural heritage. Cherkasy region has actively implemented a program of the President of Ukraine «Ukraine for the people», the main directions of which are improving the living standards of citizens, their social, economic and cultural development, natural resources conservation, protection of unique historical and architectural monuments as a source of spirituality for future generations, the development of tourism industry [6, p.2]. The territories of today's Cherkasy region, which is the youngest among the regions of Ukraine, gave birth to tripolian culture, here began the age of the Cossacks and Ukrainian statehood, and all the Ukrainian historical symbols are inseparably connected with the Cherkasy region. Over thousand of historical monuments and landmarks are on state record. Unique landscapes and scenery, national shrines and natural and artificial monuments of the region – that is what formed a culture that had a huge impact on human development. The world famous arboretum «Sofievka», masterpiece of landscape art known worldwide, Hetman's capital Chigirin – these objects make an unforgettable impression on everyone who has ever been there. Picturesque locality of Kamenka inspired Pushkin and Tchaikovsky. Construction and restoration works in Kaniv are at the final stage, Shevchenko National Reserve Park is being renovated.

Cherkasy region is rich in mineral resources, which give an opportunity not only to use efficiently natural resources for the economy, but also to improve the recreational and tourist segment, expand medical and health-improving services and thus create new jobs and motivate tourists (travelers, visitors, sightseers and other categories of interested businesses and individuals) to visit Cherkassy region, discover its benefits, learn the historical, cultural, natural

and regional heritage. Cherkasy region for travelers is an attractive investment segment of the economy of the region, in which one of the main popularization factors must be a powerful framework for the development of the recreational infrastructure. At present Cherkassy region has more than 30 hotels, motels, campgrounds, inns, cafes, numerous restaurants, bars and bistros, equipped according to European standards, however the quality of service and sanitary and ecological condition of recreational infrastructure in the hospitality system must be improved. Sport complex "Selena" can serve as an example for other recreational facilities of Cherkasy region, as it is one of the few recreational objects in Ukraine, that meet international standards; it is the base of the Olympic and Paralympic training and holds international tennis tournaments. SC "Selena" also hosted an Investment Forum in 2012, during which it was proposed to implement a number of strategically important infrastructure investment projects [6, p. 7; 7, p. 10-11]. The topics of plenary meetings of the Investment Forum «Cherkasy region – the area of cooperation», for example «Investment potential of the tourist complex of Cherkasy region», included such issues as historical and cultural heritage as a basis for economic, social and cultural development of the Cherkasy region; prospects of the development of the hospitality system in Cherkasy region; improvement of investment attractiveness of the region as a basis for development of the tourist brand «Tourist Cherkaschyna»; presentations of investment projects «Kobzareve pole», «Kanevsky legendy» and travel paths and trails as a part of the tourist product of Cherkasy region; projects of water park creation and presentations of the areas for the project. First public historical tourist program «Zolota Pidkova» includes the following cities and settlements as Cherkasy, Chigirin, Korsun, Uman, Zvenyhorodka, Kam'yanka, Talne, Poradivka. In order to promote investment attractiveness of recreational areas and facilities in Cherkasy region the authorities developed and offered within the framework of the state historical tourist program «Zolota Pidkova» weekend tours [8-13]. It was at Cherkassy Region where a large amount of archaeological finds which belong to unique trypolian culture was made; the findings were more than five thousand years old and proved the claim that Cherkassy Region was the cradle of that culture. The region has 50 museums (including 39 state museums), 8 national and state historical and cultural reserve parks, temples, castles, which contribute to the creation of significant tourist and recreational potential [6, p.7-8]. A strong base for sustainable development of recreation in Cherkasy region is a natural preserve fund. According to the ecological passport of Cherkasy region, as of 01.01.2012 there were 520 protected areas with a total area of 72107,76 hectares, including 22 protected areas of national importance (area – 35296,56 ha), 498 objects of local value (area – 36811,2 ha) [5, p. 61-62]. Analysis of the state of attractive for the recreational activity development areas and objects, sites of ecological scientific research, treatment and medical conditions and other factors of potential investment planning proves that investing significant resources (humanitarian, financial, logistical, etc.) in environmental improvement can give a real opportunity for Cherkasy region to become interesting for investment support from the government, international community and from local businesses, residents of the settlements in the region.

In order to solve problems in the field of environmental protection, regional



executive authorities and local government bodies should focus their efforts on addressing such problematic issues as improvement of sanitation facilities and utilities management; neutralization of prohibited, unknown and unusable agricultural crop protection chemicals; increase of number of natural protected areas through the creation of new objects of high conservation interest. In this article the author according to the analysis of the environmental state of the region studied environmental problems and analyzed the most important environmental issues; the analysis showed that one of the most urgent problems of the Cherkasy region is water pollution from sewage. In this regard there is need for creation of cross-border cluster, and given the importance and urgency of environmental issues, the Association of Chambers of Commerce of the Dnieper region can provide significant assistance by proposing several business projects to implement in the field of conservation of ecological resources, such as for example water supply and sanitation in the Dnieper region. Providing the image of attractiveness for investment flows requires activation of regional own opportunities and potential reserves, definition of the strengths that exist in the region development. Significant role in effective international cooperation is played by business education, which specifically includes the organization of conferences, seminars, workshops, trainings and courses. Today the questions of stimulating the development of tourism in cities and regions around the world have become relevant for the development of international relations. For a balanced combination of natural resources and infrastructure facilities it is necessary to establish an appropriate cluster chain, which should combine objective cause-effect actions on the categorical basis. Priorities and specific measures for socio- economic and cultural development of Cherkasy region have been defined by state management and local socio-economic regulation. However, the combination of investor interests with the interests of the region and pursuit of the interests of all the administrative units of the region must become the basis for mutual beneficial cooperation. The results of the analysis of territorial, natural and geographical conditions of the area, its ecological and socio-economic status may be the basis for SWOT-analysis, preventing environmental risk, promoting the priority directions of the regional ecological economic policies, creating safe and attractive social and environmental projects of balanced activities. Cherkasy is a potentially attractive region for balanced development, which allows us to implement projects in various fields of industrial and economic activities and sustainable environmental management.

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**Беляєва С. С.**

Державна екологічна академія післядипломної освіти та управління

#### **ЕКОЛОГІЧНА СКЛАДОВА ІНВЕСТИЦІЙНОЇ ПРИВАБЛИВОСТІ РЕКРЕАЦІЙНОГО ПОТЕНЦІАЛУ ЧЕРКАСЬКОЇ ОБЛАСТІ В СЕГМЕНТІ ЗБАЛАНСОВАНОГО РОЗВИТКУ**

##### **Резюме**

Досліджено теоретичні та прикладні аспекти збалансованого розвитку з метою дотримання безпечних екологічних умов та інвестиційної привабливості рекреаційних ресурсів Черкаської області. Здійснено аналіз стану навколишнього середовища в області та актуальних питань щодо його покращення. Запропоновано пріоритетні напрями удосконалення та взаємодії еколого-економічного та соціально-економічного сегментів в розвитку регіону.

**Ключові слова:** збалансований розвиток, регіон, область, економічний розвиток, екологічний стан, туризм, рекреація, інвестиційний потенціал.

**Беляева С. С.**

Государственная экологическая академия  
последипломного образования и управления

#### **ЭКОЛОГИЧЕСКАЯ СОСТАВЛЯЮЩАЯ ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ РЕКРЕАЦИОННОГО ПОТЕНЦИАЛА ЧЕРКАССКОЙ ОБЛАСТИ В СЕГМЕНТЕ СБАЛАНСИРОВАННОГО РАЗВИТИЯ**

##### **Резюме**

Исследованы теоретические и прикладные аспекты сбалансированного развития для создания безопасных экологических условий и инвестиционной привлекательности рекреационных ресурсов Черкасской области. Проанализировано состояние окружающей среды в области и актуальные вопросы по ее улучшению. Предложено приоритетные направления совершенствования и взаимодействия эколого-экономических и социально-экономических сегментов в развитии региона.

**Ключевые слова:** сбалансированное развитие, регион, область, экономическое развитие, экологическое состояние, туризм, рекреация, инвестиционный потенциал.