

ensuring the necessary conditions for the creation of new ones. The economic rapprochement of countries within regional boundaries creates favorable conditions for companies of countries participating in economic integration, to some extent protects them from competition with companies from third countries [7; 8].

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TRANSNATIONAL CORPORATIONS AND THEIR ROLE IN THE POST-WAR DEVELOPMENT OF INTERNATIONAL BUSINESS

Today, the world is on the threshold of a new challenge, where the main factors are military, political and economic events that determine the main market players, which are not states or even blocs of countries, but the main transnational corporations of the largest industrialized countries [1; 4; 7]. The main subject of foreign direct investment in the world economy is international corporations. Their emergence was a consequence of the internationalization of production and capital. The implementation of foreign investments and the creation of numerous branches by the largest companies in other countries turned national corporations in terms of capital formation into international ones – international in terms of activity [2; 5; 8].

Transnational corporations are becoming the main structural element of the economy of most countries, the leading force of their development and efficiency improvement. Global trends of internationalization of production and capital, privatization, strategic alliances and liberalization of foreign trade have put transnational corporations at the center of world economic development. Considering them and the further redistribution of world markets and spheres of influence, it is possible to predict the possibility of the emergence of international

super-corporations in the near future through mergers, acquisitions or mergers of the world's largest companies. The total income of transnational corporations reaches 60% of world GDP, and in the USA, it is even more – 67%. They occupy a significant share of the economy in Ukraine as well [3; 6]. The Organization for Economic Co-operation and Development has published statistics on country-specific reports (CBCRs) that large groups of companies submitted for the first time in 2016. CBCR is a report submitted to the tax authorities by a group of companies with a turnover of more than 750 million euros, in which they indicate the amount of income, profits and taxes paid for each of their companies and for each jurisdiction in which the group operates. The total revenue of the large transnational corporations that filed the CBCR is 60% of world GDP. It is 67% in the USA, 46% in China, 70% in France and Canada, and 40% in Italy and Great Britain. The total income of transnational corporations from their subsidiaries in Ukraine is 17% of the total GDP. For comparison, a similar figure in Poland is 40%, Hungary – 30%, Romania and Slovakia – 20% [4; 7; 8].

The list of global corporations represented on the domestic market includes Coca-Cola, Samsung, Toyota, Nestle, Nokia, Metro Cash&Carry, Hewlett-Packard, British American Tobacco and some other multinational corporations. Among foreign investors, the following sectors of the economy are the most investment-attractive in Ukraine: food industry and processing of agricultural products – 15.7% of the total volume of direct foreign investments attracted to Ukraine; trade – 15.6%; financial sphere – 8.5%; mechanical engineering – 8.0%; transport – 7.6%; metallurgy and metal processing – 5.4%; real estate transactions – 4.6%; chemical and petrochemical industry – 4.1% [5; 7; 9]. In general, the capabilities of individual states to resist the pressure of powerful transnational corporations must be recognized as quite limited. Therefore, the main task is not to confront or fight against the influence of large foreign transnational corporations, but to harmonize their interests with the strategic priorities of the Ukrainian economy in the post-war restored state [6; 8].

The consequences of the activities of transnational corporations for the world economy, the economies of base countries and host countries are contradictory. On the one hand, transnational corporations act as a driving force of innovative development, contribute to the intensification of international specialization and cooperation in production, its expansion, strengthening of the interconnection and interdependence of national economies, and global economic integration in all spheres. At the same time, transnational corporations have turned into powerful centers of economic power, the uncontrolled actions of which can threaten the national security of host countries and exacerbate global problems of humanity [7–9].

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CURRENT ASPECTS OF TOURIST POLICY IN THE CONDITIONS OF THE POST-WAR RECONSTRUCTION OF THE COUNTRY

The high rate of development of the market of tourist services, the noticeable increase in the role of tourism in the life of society was almost suspended with the beginning of the full-scale invasion of the Russian Federation on the territory of sovereign Ukraine. Thus, from now on, there is an objective need for purposeful influence on the processes of revival and further development of the tourism sphere, which is manifested in the country's tourism policy, the effectiveness of which will depend on the further steps of tourism development, promotion of national culture, and formation of the country's attractiveness [1; 3; 5; 9]. From now on, the key role of the national tourism policy is to create fundamentally new conditions and define the main strategic guidelines for the development of the tourism sector in the post-war reconstructed countries. The tourism policy of the state is based on concepts, target programs of tourism development and determination of ways of their implementation, which synergistically create a basis for ensuring effective implementation of regional tourism policy [2; 4; 6; 10].

Regional tourism policy is based on the national tourism policy and is reflected in regional tourism development programs, which are created taking into account the specific conditions and development tasks of specific territories. The objectives of the state tourism policy are largely related to the geographical, economic and social conditions of the country's development, as well as the degree of development of the tourism sector. At the same time, it should be taken into account that the tourism system has its general strategic goal – the restoration and development of the spiritual and physical strength of tourists. In turn, it consists of separate tasks of different functional directions – social and economic [4–7]. Since tourism policy is a policy of state authorities, it is a component of general state policy. Therefore, it should be systematically connected with the state economic, social, humanitarian, ecological, agrarian, scientific and technical policies of the country. It is also related to the policy of passenger transportation, the level of international cooperation, and the simplification of visa formalities associated with entering the country. State tourism policy is implemented through the state administration system, using various methods and tools of influence. In the most general form, three groups of methods can be distinguished, which differ in means of influence: administrative and legal; financial and economic; socio-psychological. The tourism policy of the state is a complex system of methods and measures of state influence on the development of the tourism sphere, which is based on administrative-legal, financial-economic and social-psychological methods of influence and is implemented through relevant state and non-state institutions [7; 8].

The tourism policy of the country is determined by its internal and external specific conditions and is a component of the general policy of the state. At the same time, it is based on the generally accepted imperatives of priority development of inbound, social and self-made tourism on the basis of sustainable development, which involves ensuring the preservation,