

MODERN VIEW ON THE MANAGEMENT CONCEPT OF REGIONAL DEVELOPMENT

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Modern scientific research in the field of public administration is distinguished by a significant variety of approaches to determining the essence of the mechanism of public administration and its components. Thus, according to G. Atamanchuk, the mechanism of formation and implementation of public administration is the totality and logical interconnection of social elements, processes and laws, according to which the subject of public administration (its components) "covers" the needs, interests and goals of society in controlling influences them in their management decisions and actions and practically implements them, relying on state power.

A management mechanism is a way of resolving contradictions of a phenomenon or process, a consistent implementation of actions based on fundamental principles, a target orientation, a functional activity using its corresponding management methods and aimed at achieving a specific goal.

The mechanism of state governance for the development of the region is proposed to be understood as a set of principles, directions, management tools (organizational, regulatory, legal, economic) and measures of administrative influence of regional authorities on the regional marketing system. The purpose of this mechanism is to resolve the contradiction between the existing system of state management of regional development and the ideology of marketing management in the region, aimed at satisfying the needs of consumers in the region and improving the competitiveness of the region.

That is why state governance of regional development should be based on an analysis of the specifics of each region and the study of their contribution to the socio-economic achievements of the state.

The programs of socio-economic development of the regions that are being developed and implemented today have a number of shortcomings, methodological mistakes that do not allow to optimally using the financial, resource organizational potential of the region, the possibilities of the whole spectrum of existing investment mechanisms, technologies and tools, therefore, cannot really promote attraction. Into the region of additional investment resources. Such conclusions are based on the following shortcomings of existing approaches to program development:

- lack of a single methodological and methodological basis;
- distribution principle of the program, based solely on internal sources of financial resources;
- low methodological level of analysis, planning and forecasting;

- lack of a systematic approach;
- the lack of interconnection of programs, investment projects with regional priorities and interests, as well as trends in the development of the social sphere of the region;
- the lack of information support for the implementation of socio-economic development programs, the creation of a positive image of the program both in the region (for mobilizing internal resources) and abroad (for attracting partners and potential investors to the region's economy).

The state of the economy of the regions in recent years shows the weakness of regional governance, and the acuteness of accumulated problems requires a fundamentally new approach to their solution. The main task today is to create an entirely new management concept for the development of regions that reflects the problem of a global-oriented economy and contributed to the creation of self-regulation and self-development mechanisms in regions that could maximize the use of their internal capabilities.

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REGIONAL DEVELOPMENT OF THE TOURISM INDUSTRY

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Today, the conceptual foundations of the formation of tourist regions are controversial as the methodology of strategic development for tourist regions is not sufficiently developed, some specific characteristics of these regions are not fully accounted for in the formation of long-term programs for their development.

The conceptual foundations for the development of the tourism industry and the improvement of its structure in the region of research outline application of the