METHODOLOGY FOR ASSESSING THE INVESTMENT ATTRACTIVENESS OF THE COUNTRY FOR THE DEVELOPMENT OF THE SPHERE OF CULTURE

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The results of the research made it possible to develop their own methodology for assessing the investment attractiveness of the country for the development of the sphere of culture.

During the development of the methodology it was decided that a necessary condition for assessing the investment attractiveness of Ukraine for the development of the sphere of culture is to take into account the regional aspect of development. The study identified seven main factors that should be taken into account when choosing indicators of investment attractiveness of the country for the development of the sphere of culture.

The proposed methodology provides an opportunity to assess the investment attractiveness of regions for the development of culture in the following groups of indicators: 1) the economic potential of the region; 2) the level of human capital development; 3) the level of quality of life; 4) development of entrepreneurial activity and innovations; 5) investment risks.

This methodology is easy to use, takes into account various aspects of regional development, the assessment of which creates an opportunity for investors to reduce risks when investing in the sphere of culture. The methodology takes into account a set of aspects and factors that affect the development and functioning of the cultural sphere in Ukraine, as well as the demand and supply of cultural services.

The proposed methodology was tested during the research as a result, a rating of regions by investment attractiveness for the development of culture in the period from 2016 to 2018 was formed. The most investment-attractive regions for the development of culture in the period from 2016 to 2018 were identified as the city of Kyiv, Kyiv region, Odessa region and Dnipropetrovsk region. The least investment-attractive regions during 2016-2018 were Rivne region and Luhansk region.

With the help of forecasting functions, the forecast of investment attractiveness of the regions of Ukraine for the development of the sphere of cultural for 2019-2023 was made. According to the projected ranking of regions of Ukraine of investment attractiveness for the development of culture for 2019-2023, the most investment-attractive regions are the city of Kyiv, Dnipropetrovsk region, Lviv region and Kharkiv region. The least attractive regions for investment are Rivne region, Luhansk region and Chernivtsi region.

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