

4. Старостіна А.О. Маркетинг: теорія, світовий досвід, українська практика: підруч. К.: Знання, 2009. 1070 с.

5. Pererva P., Nagy S., Maslak M. (2018) Organization of marketing activities on the intrapreneurship // MIND Journal. №5. 10p.

6. Кобелева Т.О., Перерва П.Г. Формування системи економічної стійкості та комплексного захисту машинобудівного підприємства // *Економіка: реалії часу*. 2018. №1 (35). С. 98-106.

7. Кобелева Т.О., Витвицька О.Д., Перерва П.Г., Ковальчук С.В. Стратегічне управління розвитком підприємства на засадах інтелектуальної власності // *Вісник НТУ "ХПІ" (економічні науки) : зб. наук. пр.* Харків : НТУ "ХПІ", 2022. № 1. С. 52-57.

STRUCTURAL MODEL OF THE INFORMAL ECONOMY OF THE TOURISM MARKET

Mekchovich K.S.

*Research supervisor - Pererva P.G., doctor of economic sciences, professor
(National Technical University "KhPI")*

The volume of counterfeiting in certain branches of industrial production in the world as a whole, in Europe, in our country and, in particular in the field of tourism business, is commensurate with the volume of legal production, and not so rarely even exceeds it. As a result, cash flows remain in the shadow turnover, the size of which in some cases exceeds the value of the officially determined gross national product. Damage to the Ukrainian economy and threat the life and health of consumers of counterfeit products exceeds all reasonable dimensions and is quite difficult to calculate. The current situation threatens the international prestige of Ukraine, prevents it from taking a prominent place in the European economic community. The problem of falsification and counterfeiting has acquired a national scale and threatens the economic security of the state.

Based on the analysis performed by the authors, a structural model of the informal economy of the tourist market is proposed, which is based on two main types of economic and legal behavior of market entities [1-6].

The first type is based on complete or incomplete (partial) disregard by market entities of existing national and international legislation in the field of market functioning, economic and contractual law. It is based on various methods and informal schemes built on their basis, which in one way or another allow this structure to exist with significant profit within the official (formal) economy of the state. At the same time, Despite the

significant scale of this activity, it is in the shadows, that is, it is not subject to taxes, is not taken into account when determining the gross domestic product of the country, does not make contributions to social funds, and the like. This type of behavior to a certain extent tries to exist contrary to existing legislation, in some way giving legal status to its actions.

The second type of economic and legal behavior of subjects of market activity is directly outside the existing legislation and acts with its direct violation. The criminal economy exists in the form of criminal communities, the mafia-clan ties of which allow you to operate with criminal capital.

It is easy to see that in the proposed structure of the informal economy, we consciously focus only on the market structural elements of the informal economy (shadow and criminal). Enterprises, firms and organizations of a market informal economy are functional understudies of those that function in a formal economy, which, as we noted above, operate either contrary to existing legislation in the field of the market or outside it.

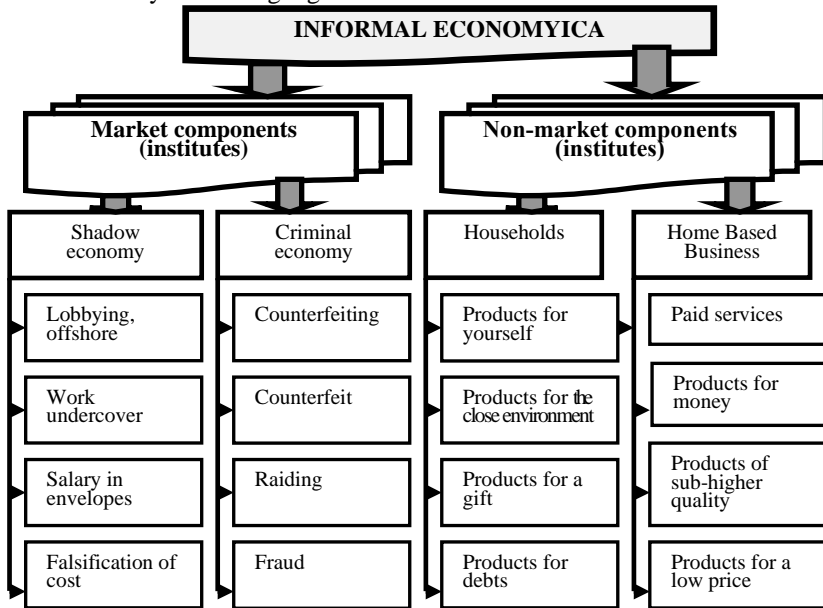


Figure 1 - The structure of the informal economy

In general, in the scheme of the informal economy, we have recreated its non-market institutions, which is outside the scope of this study.

References:

1. Pererva P., Nagy S., Maslak M. (2018) Organization of marketing activities on the intrapreneurship // MIND Journal. №5. 10p.
2. Pererva P.G., Kocziszky György, Szakaly D., Somosi Veres M. Technology transfer. - Kharkiv-Miskolc: NTU «KhPI», 2012. - 668 p.
3. Pererva P.G., Kocziszky G., Somosi Veres M., Kobieliava T.A. Compliance program: [tutorial] // ed.: P.G.Pererva, G.Kocziszky, M.Veris Somosi. Kharkov-Miskolc: LTD «Planeta-prynt», 2019. 689 p.
4. Kocziszky G., Veres Somosi M., Kobieliava T.O. Compliance risk in the enterprise // *Стратегії інноваційного розвитку економіки України: проблеми, перспективи, ефективність "Форвард-2017"*: тр. 8-ї Міжнар. наук.-практ. Інтернет-конф. студ. та молод. вчених. Харків : НТУ «ХПІ», 2017. С. 54-57.
5. Старостіна А.О. Маркетинг: теорія, світовий досвід, українська практика: підруч. К.: *Знання*, 2009. 1070 с.
6. Кобелева Т.О., Перерва П.Г. Формування системи економічної стійкості та комплаєнс захисту машинобудівного підприємства // *Економіка: реалії часу*. 2018. № 1 (35). С. 98-106.

DEVELOPMENT OF SCIENTIFIC TOURISM IN THE KHARKIV REGION

Svistunova K.R.

Research supervisor - Pererva P.G., doctor of economic sciences, professor (National Technical University "KhPI")

The modern tourism industry is one of the most profitable areas of the world economy. Naturally, the choice of tourism as a priority direction of development is legitimate for Ukraine. At this time, thousands of tourist enterprises operate in our country, which employ tens of thousands. Workers. Every year, Ukrainian travel companies serve almost a third of foreign tourists directly in Ukraine and about two-thirds of domestic tourists traveling abroad. One of the most promising and highly profitable segments of Ukrainian tourism is considered to be scientific tourism. Thus, more than 20% of business people in the world travel to take part in various congresses and conferences. Kharkiv in its location and scientific infrastructure should take an appropriate place among the cities that receive tourists for congresses, symposia and other scientific events. The tourist sphere of activity organically interacts with the business sphere. The combination of these areas is business tourism, which provides ample opportunities for creating an image of the territory and attracting