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INNOVATIONS AND CHAOS IN ECONOMY OF RESORT AND RECREATION SYSTEMS

In modern world economy resorts and recreations are one of the most high-profitable spheres of managing. Ukraine owns the powerful resort and recreation potential, effective development of which can bring real economic benefits. For this purpose, formation of the system concept of development of such systems is necessary. Economic innovations are its integral part. The purpose of article consists in development of approach to modeling of a choice of innovative policy by resort and recreation system for achievement of high degree of competitiveness and research of chaotic processes, which arise.

As a result of research, the concept of innovative development on the basis of the model analysis of influence of innovations on development of resort and recreation sphere in the conditions of transformational economy was offered and theoretically substantiated. On this basis, the model of transition to an innovative product for a resort and recreation complex is constructed. The offered approach found practical application in the solution of a problem of introduction of several alternative innovative technologies and the optimum solution of a problem of a choice of innovative policy through the ex-

ample of a recreational complex of Berdiansk.

In the article, it is shown that the innovation as a peculiar form of chaos can become an impetus and the mechanism to enter one of possible trajectories of development. It corresponds to internal tendencies of resort and recreational system and provides its new qualitative condition. This is an essential value and a constructive role of innovative factors for start of processes of self-organization in resort system and its preparation to various scenarios of development.

The resort and recreation system selectively responds to exogenous innovations, setting the rigid regime for their penetration. It perceives only the influences corresponding to its nature, while any other can work negatively, up to implementation of scenarios of chaos. Having reached a certain degree of internal force, nonlinear resort and recreation systems become more active, structure external space according to the immanent nature, which is originally set by the environment. This stage requires the development of the corresponding paradigm of management, which developed the relevant purpose, and turned on adequate internal mechanisms of development of resort and recreation system.