

SWOT-

Assessment of key success factors enterprises rural tourism. To identify and systematize the problems of rural tourism, finding the optimal development strategy, reduce risk exposure and increase opportunities in rural tourism was conducted SWOT-analysis of rural tourism of Crimea, which allowed to identify the main strengths and weaknesses in their relationship with the opportunities and threats macro and conclude that in general the strong influence of parameters of these firms can be considered positive for its optimization in the future.

Keywords: rural green tourism, risks, opportunities, threats, SWOT-analysis of rural tourism of Crimea.

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The article considers the state of innovation development of Ukraine in machine building in 2005-2010. Trends and funding of innovation, the dynamics of innovative products in Ukraine and abroad are analyzed, and are given recommendations on how to develop this sector of industry. Use of commercial concession (franchising) as a promising form of enterprise integration is proposed. Are described models of franchise relationship, that most successfully could be used in taking into account its features.

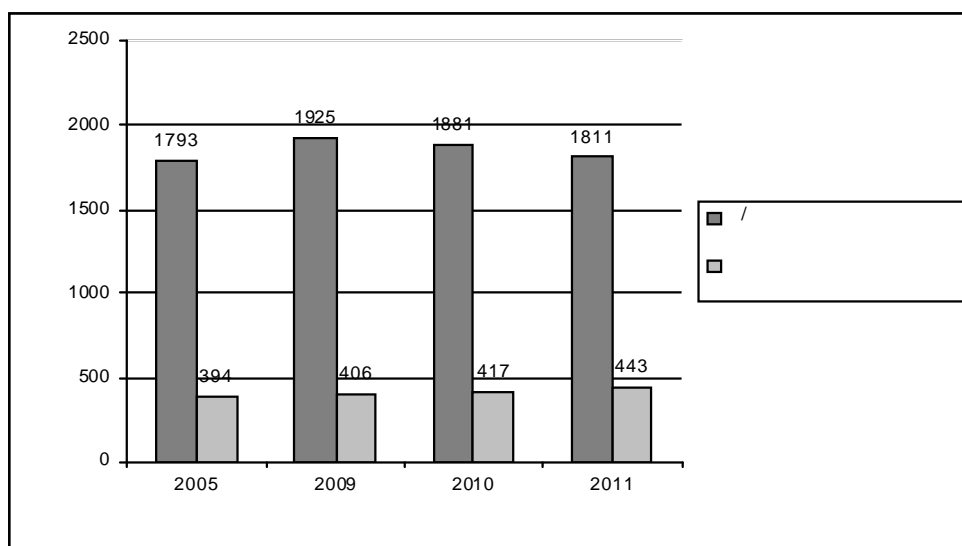
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[2; 3; 4]. « » M&A
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[3], [5; 6]. [7], [8] [11].

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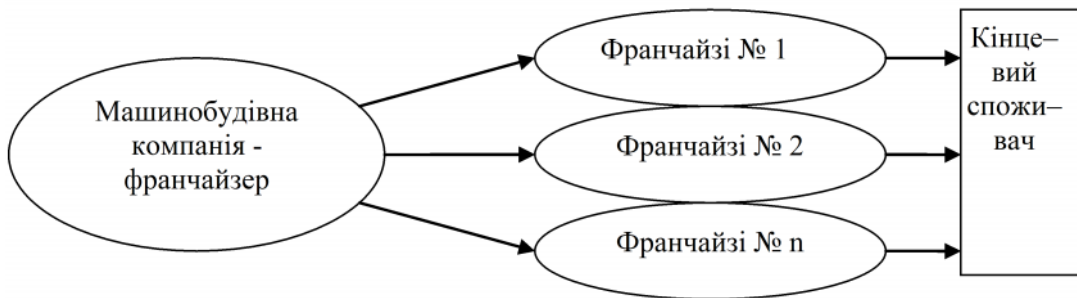
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2005 .		
	9153680,7	18,2
	3234670,3	18,3
	1632090,4	17
	4286920	18,6
2009 .		
	9738336,6	13
	3349973,3	11,4
	2975718,9	14,8
	3412644,4	13,6
2010 .		
	10780446,6	10,5
	4729476,5	13,3
	2349674,7	10,2
	3701295,4	8,4
2011 .		
	11280282,0	8,2
	6131834	14
	2427257,5	8
	2721190,5	4,3



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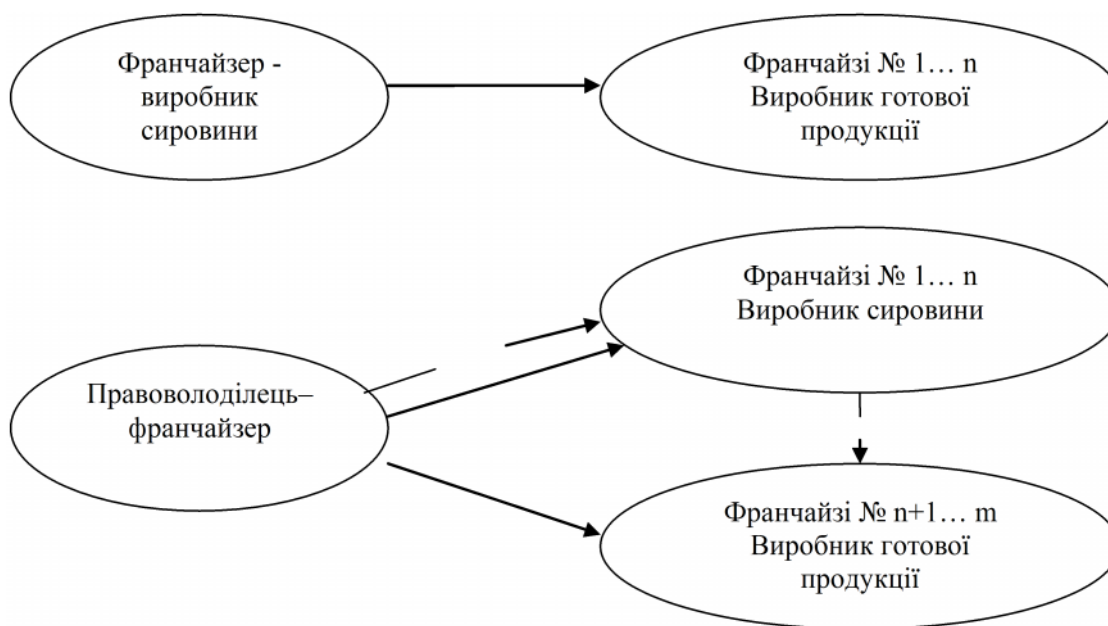
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7. / . . . // . - 2008. - 20. - .1-9. - . - 2012. - 305 .
 : , 2011. - 267 . / . . . - 10. [] -
 8. , . . . - : www.ukrstat.gov.ua -
 11. , . . . / . . . /
 9. - 2011. - 3 (30). - .176-186. / 2010. - 2. - .100-108. - (5:).

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 2005-2010 .
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 - **Tsesliv Ann Stepanivna**, PhD student of department
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 - university of Ukraine “Kyiv polytechnic institute”.
 - **Commercial concession – as a form of integration**
 - **enterprises.** The article considers the state of inno-
 - vation development of Ukraine in machine building in
 - 2005-2010. Trends and funding of innovation, the
 - dynamics of innovative products in Ukraine and abroad
 - are analyzed, and are given recommendations on how
 - to develop this sector of industry. Use of commercial
 - concession (franchising) as a promising form of
 - enterprise integration is proposed. Are described models
 - of franchise relationship, that most successfully could
 - be used in taking into account its features.
 - **Keywords:** commercial concession, franchise,
 - innovative mechanical engineering, integration.

21.04.2012 .