

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ СОТРУДНИЧЕСТВА МЕЖДУ СТРАНАМИ ЮГО-ВОСТОЧНОЙ ЕВРОПЫ В РАМКАХ ЧЕРНОМОРСКОГО ЭКОНОМИЧЕСКОГО СОТРУДНИЧЕСТВА И ГУАМ

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РЕЗЮМЕ

У роботі розглядаються проблеми, що стоять перед інформаційними системами туристичних фірм і викладаються їх основні особливості. Представлено основні характеристики мобільного бізнесу, які є корисними як для клієнтів так і для працівників сфери туризму. У статті дається огляд деяких факторів, які показують переваги розвитку мобільного бізнесу у сфері туризму.

Ключові слова: веб-системи туристичної інформації, мобільний бізнес

РЕЗЮМЕ

В работе рассматриваются проблемы, стоящие перед информационными системами туристических фирм и излагаются их основные особенности. Представлены основные характеристики мобильного бизнеса, которые являются полезными как для клиентов так и для работников сферы туризма. В статье дается обзор некоторых факторов, которые показывают преимущества развития мобильного бизнеса в сфере туризма.

Ключевые слова: веб-системы туристической информации, мобильный бизнес

SUMMARY

The paper examines the problems and challenges facing the tourist firms' information systems and outlines their main features. It presents the basic characteristics of mobile business that are useful for both customers and suppliers in the tourist activities. The paper provides an overview of some factors that give advantages to the mobile business adoption and development in the tourism industry.

Key words: web-based tourist information system, mobile business

HISTORICAL ASPECTS OF ECONOMIC INTEGRATION BETWEEN COUNTRIES OF SOUTH CAUCASUS

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Currency of the research theme: Creation of so-called post-soviet space from 1990 year is a logical result of global, political and socio-economic development; however, definite subjective factors were influencing these processes too. Under the conditions of new economic and political environment, new independent states, Georgia, Armenia and Azerbaijan among them, were unprepared for the way of state construction. However, direct result of political independence should become an origin of development and strengthening of the countries' national economy.

Economic policy carried out in independent Georgia is directed toward establishment of regulated market economic system. It is noteworthy that foundation of transition economy and creation of new statehood are simultaneous processes in Georgia that is resulted in many unsolved problems. In the course of decades, actually Georgia was isolated from international economic life. Nowadays, the country has an opportunity to direct foreign economic relations to serve to the national development.

In Georgia, like in other new independent countries, the fight for economic independence was reflected in change of character of foreign economic relations and direction. Transition from closed system to open economy requires complex and separate elaboration of each aspect. Similar new analysis is needed for regulation of relations with neighboring states, specifically – regulation of trade relations with Azerbaijan and Armenia.

South Caucasus is one of the most difficult and at the same time interesting regions of the world, which with its potential is able to take honorable place in the civilized world. For this aim, first of all, it is necessary to correctly select priorities of economic development and foreign economic relations. All three countries of South Caucasus have officially declared that they are establishing regulated market economy system; however, they have different specific ways of implementing this system. It is noteworthy that they have different orientation in international economic relations too. Due to the war in mountainous Karabag, there are no economic relations between Armenia and Azerbaijan. While Georgia is successfully developing relations with both neighboring countries.

In a post-soviet period, issue of regional integration between South Caucasian countries required very careful approach. Classifying trade relations with neighboring states is a current issue, as ongoing integration processes in the world require regional unification – that in our case implies South Caucasian integration that might enable us to actively get involved into world market. Initial and widespread form of foreign-economic relations is the trade, therefore study should be started from the most simple form. "Trade history is quite broad and important issue of economic life in general or history of public economy. It concerns every sector of economy more or less; moreover, it goes on demarcation lines of the country's domestic and foreign policy, state, public and cultural evolution and at some extent it defines their nature and directions" [3;6] These words of great Georgian scientist economist, Ak. P. Gugushvili shows us necessity of studying history of trade relations between South Caucasian countries. This study might enable to discover obstacles of trade development and find solutions.

Importance of modest capabilities of South Caucasian countries will be increased in case if they integrate in some coalition or union on regional and sub-regional levels. In order to find complex solution of complicated political, socio-economic and ecological problems presented in Caucasian region application of traditional methods might be less effective. Therefore, search of new ways requires simultaneous study of rules of modern social development and of external factors. Strengthening of economic integration will influence establishing of peace in this region and its political stability.

Current situation of scientific studies of the problem:

Research subject and object: Subject of the research is historical factors defining economic integration of South Caucasian countries, while object of the research is trade relations of Georgia, Armenia and Azerbaijan.

Theoretical and methodological basics of the work: Academician P. Gugushvili gave an origin of complex study of economic development of South Caucasus with his eight-volume monographic work – "Economic development of Georgia and Transcaucasia countries in XIX-XX centuries". It has studied economic development of Transcaucasia in details in a pre-Soviet period. Volume-VI of these monographs is dedicated to the trade development in Transcaucasia in 1831-1883YY. Century before events are curiously similar to the nowadays reality. On the basis of the mentioned work is has become possible to draw parallels with the modern world and to have alternate, new view on problem solutions. Another work that provides support in this is M. Maksoev's "Caucasus". Solution of the issues of vital importance presented in this region requires cardinal changes in our conscience. Author's this conclusion was once again proved by the events of recent years.

Study of trade relations is impossible without considering production. While discussing historical factor of economic integration, we have presented analysis of functional peculiarities and essence of Economic region of Soviet Transcaucasia. In the research of industrial development of Armenia, Azerbaijan and Georgia great assistance was derived from T. Khoshtaria's work on "Issues of industrial development in Transcaucasian economic region".

Many scientists-economists are studying Caucasus as an economic unit. These researches are somehow connected with the subject of our research.

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Georgian scientist-economists have studied separate aspects of economic relations with South Caucasian countries: Prof. R. Asatani, Prof. L. Khorghanashvili, Prof. N. Tchitanava, Prof. T. Chikvaidze, Prof. V. Papava, Prof. T. Beridze, Prof. Al. Rondel, R. Gachechiladze, etc.

Theoretical and methodological approach of the research: Today, when politics and balance of forces are having decisive importance establishing own place of a country on the world's political and economic map, principles of open economy and sustainable economy theories should be discussed not only from the optimal resource distribution (economic and ecologic), but also from ideological point of view. Counteraction of interests between national and international levels is characteristic for world's social relations. There are globalization and regionalization processes simultaneously ongoing in the world economy. (The last is somehow considering national interests). If we conceive essence of events, globalization process is based on international interests and uses requirements of relative advantage. On the other hand, principle of regionalism that is developing in opposite direction is based on concept of sustainable economy, it limits area of influence for relative advantage on a regional scale, but does not exclude it.

"In a development strategy, both inside the country and at an international level, principle of territorial hierarchy should be brought on a foreground: self-sufficiency and self-satisfaction from local, regional to international levels. Regional arrangement of the same level economies (free trade inside the region and quite a number of limitations for outsiders) enables achievement of specialization and optimal effect of competition and at the same time, opportunity of takeover of weak competitors by strong partner will be excluded". [12;12].

Integration processes are often resulted in the development of economic regionalism and as a result separate groups of the countries create advantageous conditions of inter-trade. In some of the cases, this regards movement of production factors inside the region. Despite protectionist signs, economic regionalism is not considered as a negative process in the development of international economy, until it does not complicates trade conditions with the rest of the world.

Factors influencing development of economic integration between countries are:

1. **Ideological factors**, which are connected with the country's military-political potential. It is measured not only by condition of armed forces, but also by the political-ideological unity of the society that is expressed in government support. Feeling of patriotism is playing special role in ideological factors, which is accompanied by anti-imperialistic mood.

2. **Economic factors** – country's economic potential that is expressed in the development level of industrial forces and reserves of raw materials. Mines of energetic, precious and strategic raw materials considerably define country's place on a political-economic map.

Expected economic benefit derived from foreign trade is having considerable importance among other economic factors.

3. **Historical Factors** – that always have serious influence on choice of foreign policy. Rich traditions of statehood play big role in direction of integration processes in the society. Historically developed traditions improve country's prestige, even if some country does not possess enough economic and military-political potential.

Historical factor, which influence modern history of the given nation, also have effect on people's social conscience, psychology, understanding of own power and honor.

4. **Geographic factors** – of which major importance is paid to geophysical location, natural climate, sizes of states' territories; country's geophysical location historically was the determinant of the state's fate. Geographic factors (climate, size of territory etc) influence lifestyle of the population, temperament, that is reflected in the formation of demand and on the country's economic development in general. Importance of geographical factors in trade-economic relations is presented in economic sciences as a gravitation model (Krugman P., Offswild M, 2008).

5. **Demographic factors** – that cover demographic mobility, intermigration processes, ethnic minorities and presence of communities etc.

6. **Psychological factors** – that is reflected in the society's "mood and emotions". It is connected with social psychology, feeling of national pride, national interests, nature of relations with neighbors and so on.

7. **Lobbyist factor** - Governing groups in the power play considerable role in determination of the country's trade policy. They express will of the majority or minority of the population by means of which they have come to the power. Interests of these groups match interests of other social groups only in general. Therefore, international relations represent quite complicated picture, with the reflection of political and economical pressure made by social forces.

If considering trade relations between South Caucasian countries, one should first imagine economic effect derived by Azerbaijan, Armenia and Georgia from artificially closed trade communications and reestablishment of trade lines. Achieving of more reliable industrial-trade relations between countries and overcoming of many obstacles on the way of production factors' movement, is possible only within the framework of interstate integration unions based on multilateral political agreements.

Historical aspects of economic integration of South Caucasian countries

Economic development and relations between South Caucasian countries was historically defined by geophysical location of the region. It is well known that ancient Greeks and Romans were majorly interested in getting goods from India and China through Persian territory, Caspian Sea, across Mtkvari riv. and Black sea. Many ancient and modern writers, geographers and historians are providing detailed information on Transcaucasia as a world's transit territory. Fact remains the same: International transit function of South Caucasus was present in ancient epoch, and it exists today. Therefore, we should determine out outlook based on this function (role).

Rise of international trade is observed from eighth century. In XI-XII centuries, in the times when territory of Georgia stretched from Nikopsy to Darubandi, the country was involved in direct relation with major trade centers of the world of those times. There were well-built roads, bridges, caravanserais, buildings providing amenities for the merchants passing trade routes.

Connecting point with the West, Black Sea and the Mediterranean countries was made by means of Trabzon and Poti. Caravans from Tbilisi were heading to the East and then to Darubandi. Another big trade road in Tbilisi was leading to South, from Dmanisi territory to Yerevan and middle of Persia. Because of big geographical discoveries, development of world trade, movement of inland and sea roads and change of international political climate in general, once prosperous states, well-built Caravan roads, brilliant civilizations were totally destroyed.

From 19th century, due to well-known historical reasons, first Eastern Georgia and then western one, and part of Southern Georgia, Azerbaijani and Armenian territories were and finally Batumi were joined to Russian Empire. According to economic development of the empire, trade and excise duty policy had undertaken several more or less considerable changes, which served interests of metropolitan country. Imperialistic aims in the policy of conquering Caucasus economically were accomplished by means of trade. Despite very slow development of trade, agriculture and industry in Transcaucasia, yet it was present.

From 1831Y European customs rate was established in Transcaucasia, which had restricting character, but soon new rules were published, which at some extent were moderating existing customs condition. Final aim of customs duty and trade policy was involvement and evening-out of Transcaucasia. In general, Russia's economic policy was directed toward improving of sales of goods manufactured by Russian factories and manufactories at Transcaucasian markets and toward organization of providing Russia with local raw materials and semi-manufactured articles from Caucasus.

Since 1860Y, totally new era has been started in the history of Transcaucasia's transit. Building of first Poti-Tbilisi, Tbilisi-Baku and then Batumi-Tbilisi railway routes decreased the cost of transportation of goods. At the same time, Caucasus immensely get closer to Russia and world trade centers in general. Transit trade was encouraging Georgia's involvement in the international economic and political life. Following data represent proof of the abovementioned: in 1888Y goods of 41,1 million Maneti were exported and of 15,3 million Maneti were imported. In this turnover of goods, Batumi, as a seaport was playing important role. Value of imported and exported goods in Batumi exceeded turnover of such seaports as Novorossiysk and Nikolaev [15;20]. It is obvious that by that period, South Caucasus regained its transit function, but trade policy carried out in this region by Russia was directed to restriction of flowing cheap European production to Asian countries and vice versa.

It is noteworthy that in the period of Russian empire, Caucasus was considered as the edge territory and common economic policy was carried out in Georgia, Armenia and Azerbaijan. Main centre of trade in Caucasus was Tbilisi, where European and Asian goods were traded, also Nukhi - centre of silk trade in Transcaucasia and two villages of Nakhchevani.

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By 1840 year, in Georgia and in whole Caucasus almost whole demand was satisfied by means of family-made articles. There were feudalistic relations dominating, while manufacturing industry, alike capitalistic relations were in uterine condition. Demand on industrial production mainly had aristocrats and Russian bureaucracies.

Armenians were mainly occupied with trade in Transcaucasia. Yet in 17th century, they had contacts with commercial centers in Europe and Asia. Czarism government used their relations too. Armenian merchants were trading in Georgia goods such as tea, sugar, coffee, broadcloth, salt, iron and brocade. They were exporting honey, wax, wine, corn, nuts, fur, leather, and nut-tree and so on. Armenian merchants were importing articles of first necessity and bartering them on Georgian young people.

As regards trade among Transcaucasian countries, nugget salt and rock salt was imported from Armenia and Azerbaijan to Georgia. Main article of trade with Azerbaijan was silk.

One of the things pointing to the trade development in Transcaucasia is presence of trade-industry and of companies acting to encourage "commercial entrepreneurship" in general, such as "Trade Depot of Transcaucasia", "Commercial House", "Georgian wine company" and so on. Their main aim was establishing of commercial relations with the rest of the empire, with bordering states in order to increase sales of Caucasian goods. Mentioned commercial-industrial companies were acting at world market on behalf of whole Transcaucasia, but due to pressure from Russia's imperialistic government they were unable to reveal own potential.

Another obstacle for the trade development in Georgia was that trading and craftsmanship was considered as a shameful activity for aristocrats, but merchants were under the patronage of local czarism government based on interested of Russia's industry and trade.

In order to encourage trading Czarism government was taking many measures, including attempts to broaden caravan roads and caravanserais, organization of new fairs and markets in relevant places, reconstruction of the old ones and so on. October was considered as the most advantageous month for arranging fairs, when Georgian merchants were coming back from foreign countries and local population was preparing harvest for sale.

One of the forms encouraging trade development in Transcaucasia was caravansera. Caravanserais were serving travelers, merchants, caravans. There were guest rooms, warehouses, shops, chambers and yards for standing of caravans.

Another fact proving broadening of the functions of Transcaucasia is that in 1897, in Baku oil region, by the 20-year anniversary of small oil pipeline, was started construction of the world's longest main pipeline – Baku-Batumi. Construction was completed in 1907 year. This 883km. pipeline by means of 17 pump stations enabled pumping of considerable amount of oil from Baku. [15;82].

Thus, development of trade relations in XIX century Caucasus was progressing under conditions of czarism trade policy. Its aim was connecting of Russian market with Asia and Europe, instead of perfection-development of commercial relations inside the region. Colonialism policy had many positive effects for Transcaucasian region. Georgia, Armenia and Azerbaijan of this period had to bear common burden that was defined by their geophysical location.

After World War I, western governments allowed Russia to return to Transcaucasian region. Azerbaijan was bearing Russia's vital interest with its oil resources. In 1920Y, after regaining Baku oil deposits, Georgian city Batumi appeared to be necessary also, as pipeline was passing through it and at the same time, it was one of the best ports of eastern shores of Black Sea. Instead of making deal with Turkey, Russia once again annexed Georgia in 1921.

Peculiarities of socialistic economic integration in South Caucasus: Transcaucasia covered sister republics of Azerbaijan, Armenia and Georgia. After establishment of soviet power, Transcaucasia and North Caucasus were not united into one ethnic region. Reasons of this were more political and not economical.

Economic region of Transcaucasia was holding 0,8% of whole USSR territory; 4,6% of total USSR population was living there and 3,8% of national income was created (its area was 186,1 km²)

Economic region was specialized part of the country's common people's economy. Material and labour resources of the republics and districts were used maximally. Oil from Baku, coal and manganese from Georgia, copper from Armenia, great number of timber, cotton from Azerbaijan and Armenia, its iron deposits, rich forest massifs, mineral waters, resorts – all these were wealth of whole Transcaucasia.

Each republic of Transcaucasia was developing based on combination of sectoral and territorial planning and according to nature and level of industrial specialization.

Sectors such as ferrous metallurgy (production of manganese, ferroalloy, rolled metal and seamless pipes) and food industry (tea, tobacco, volatile oils, mineral waters and viniculture) were developing in Georgia. Azerbaijan was developing oil, chemical industry, and machine building. While, Armenia was good in precious metals (production of copper), machine building and production of electric technique.

Among Soviet economic regions, the tightest economic relation was established between Transcaucasian republics. In sixties and seventies of XX century, trucks, cast iron, thick-layer steel, rolled metal, steel pipes, rolled wire, manganese ore, ferroalloy, machines for cutting metal, agricultural machines, non-ore raw materials, cotton, silk and wool fabrics, leather, leather articles and shoes, and variety of food articles were exported from Georgia. At the same time, oil and oil products, aluminum and iron ore, scrap-iron, various fabrics, natural wool, raw cotton and other materials were imported from Azerbaijan. Electro technique devices, automatization devices, car wheels, metal cutting equipment, scrap-iron, various household chemicals, leather and its products and linen, building materials were exported from Armenia. [15;258].

Rustavi metallurgic factory was mainly founded for providing seamless pipes to Azerbaijani oil industry. It was working on iron-ore from Dashkesani and Tkibul-Tkvarcheli fuel. Azerbaijani oil production was supplied with metal from Georgia. Third circle created from cooperation of Georgia-Armenia Azerbaijan, was that Armenia was producing metal-cutting devices for Azerbaijani industry.

98% of Georgian export and 85% of import were made in Soviet Union. Such a high level of integration was resulted in imbalanced and specific nature of Georgian manufacturing structures, in which, dominant role was played by several highly specialized sectors, including tea, wine, citrus production, manganese mining, tailoring industry, airplane building, metal processing machine building and tourism.

Entrepreneurial cooperation between Georgia, Armenia and Azerbaijan was the basis for exchange of goods. Trade management was done in a balanced manner. National interests and concerns, countries' relative advantages, concerns of manufacturers were not taken into consideration and such attitude lead us to well-known outcomes.

Azerbaijan and Armenia were consuming goods of food and light industries of Georgia in big volumes. Traditional connection based on exchange of silk and wool fabrics, thick felt articles is worth of noting. Georgian tea and mineral waters were highly demanded in our neighboring republic.

Thus, history proves that Armenia and Azerbaijan were attractive markets for Georgia. At the same time, trade-economic relations of Georgia with Transcaucasian countries had its peculiarities under conditions of generation and government changing; however, tight relation between them was always considered as vital necessity.

After destruction of Soviet Union and creation of new independent states connections based on socialistic integration were cut. Attempt made by each state to individually integrate itself with world market appeared to be ineffective.

Results of research: Under modern conditions, issues of sustainable and open national economy require rethinking. To my mind, based on existing reality equilibrium point of the principles of these two models should be found. While dealing with their correlation, we should take principle of sustainable development for the sectors of economy which are of vital importance, while other sectors should be considered by relative advantage principle.

Economic integration is the process of inter-influence between countries, which based on interstate agreement, drives economy mechanisms closer. Object foundation of economic integration is internationalization of economic life. Integration as an economic event is characterized by important political potential. Integration processes are impossible without taking of special measures by the governments of the involved countries. Integration groups are created on the foundation of group of states, which have common political interests and strive to solve socio-political problems together with the economic ones.

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Therefore, analysis of history of economic relations of Georgia, Armenia and Azerbaijan shows many centuries of successful cooperation between these countries. Under conditions of regional integration, estimation of economic effectiveness and modernization of relations require rapid measures. Peace and relations are much beneficial than conflict and disintegration and this has been proved by experience of European Union.

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РЕЗЮМЕ

Аналіз економічних зв'язків Грузії, Вірменії та Азербайджану представляє багатовікове успішне співробітництво між цими країнами. В умовах регіональної інтеграції, оцінки економічної ефективності і модернізації відносин потрібно прийняття оперативних заходів. Мирні відносини набагато вигідніше, ніж конфлікт і розпад. Це було доведено на досвіді Європейського Союзу. Ключові слова: економічні зв'язки, регіональна інтеграція, економічна ефективність, Європейський Союз.

РЕЗЮМЕ

Анализ экономических связей Грузии, Армении и Азербайджана представляет многовековое успешное сотрудничество между этими странами. В условиях региональной интеграции, оценки экономической эффективности и модернизации отношений требуется принятие оперативных мер. Мирные отношения гораздо выгоднее, чем конфликт и распад. Это было доказано на опыте Европейского Союза. Ключевые слова: экономические связи, региональная интеграция, экономическая эффективность, Европейский Союз.

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ СОТРУДНИЧЕСТВА МЕЖДУ СТРАНАМИ ЮГО-ВОСТОЧНОЙ ЕВРОПЫ В РАМКАХ ЧЕРНОМОРСКОГО ЭКОНОМИЧЕСКОГО СОТРУДНИЧЕСТВА И ГУАМ

SUMMARY

Analysis of economic relations of Georgia, Armenia and Azerbaijan shows many centuries of successful cooperation between these countries. Under conditions of regional integration, estimation of economic effectiveness and modernization of relations require rapid measures. Peace and relations are much beneficial than conflict and disintegration and this has been proved by experience of European Union.

Key words: economic ties, regional integration, economic efficiency, the European Union.

СТРУКТУРНЫЕ ИЗМЕНЕНИЯ В НАЦИОНАЛЬНОЙ ЭКОНОМИКЕ РЕСПУБЛИКИ БОЛГАРИИ - ПРИОРИТЕТЫ И ОЖИДАЕМЫЕ РЕЗУЛЬТАТЫ

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После присоединения Болгарии к Европейскому союзу чувствительно возрастает значение конкурентоспособности предприятий. Решающая роль в ее повышении отводится внедрению научных достижений и новейших технологий, развитию инновационного потенциала.

Достижение целей, заложенных в Программе экономической реформы, принятой Европейским советом в Лиссабоне в 2000 г., требует отдавать предпочтение производствам, которые могут оказать значительное воздействие на реструктурирование экономики в целом. Такая постановка вопроса имеет большую значимость для Болгарии. Ключевую роль в болгарской экономике играют разработка и применение политики технологического развития и инноваций.

Основная цель: ускоренное экономическое развитие Болгарии для превращения ее в среднесрочный период в развитую страну с высоким доходом населения и эффективной экономикой, успешно интегрированной в Европейский союз. [1]

Ряд исследований, проведенных в течение последних лет, показывают, что существующая хозяйственная структура не может способствовать реализации поставленных целей. Она привела к диспропорциям и структурным неравновесиям, которые усугубились в условиях мирового экономического кризиса. Причиной усложнения кризисной ситуации стали и накопленными в течение лет сопутствующие проблемы – низкая эффективность, поверхностные и частичные структурные реформы, недооценка изменений факторов экономического развития.

Эти реальности требуют осуществления радикального переустройства экономики Болгарии. Структура болгарского национального хозяйства не отвечает потребностям научно-технической и технологической революции, осуществленной в высокоразвитых индустриальных государствах, и глубоких перемен в результате международного разделения труда. Ключевое место в переустройстве болгарской экономики занимает отраслевое реструктурирование, задачей которого является внесение коренных изменений, позволяющих приспособить национальное производство к требованиям рыночного механизма. Вместе с тем реформы должны учитывать современные критерии уровня техники, технологии, производительности труда и качества продукции. [2, с. 39]

Стратегической целью развития Республики Болгарии является повышение конкурентоспособности промышленного сектора на базе жизнеспособных, инновативных предприятий в условиях рыночных принципов прозрачности и равноправия. В процессе реструктурирования экономики необходимы более высокая степень взаимодействия всех ее секторов и достаточная инновативная активность предприятий. Преодоление в ускоренных темпах экономической отсталости и воздействия, которое она окажет на рост и занятость, являются самыми неотложными задачами на современном этапе развития страны. Решающую роль играет конкурентное развитие инновативной среды. [3]

Основной целью структурной реформы в реальном секторе должно стать стимулирование развития высокоэффективных производств и ограничение, сокращение низкоэффективных. [4] Одновременное проведение технологического и организационного реструктурирования служит гарантией успеха. Необходимо, чтобы конкретные задачи были увязаны с макроэкономической политикой страны в целом и соглашениями с международными финансовыми институтами.

Важным аспектом структурной реформы является ускорение отраслевого переустройства экономики. По существу, оно затрагивает производственную структуру. Ее усовершенствование связано с требованиями научно-технического и социального прогресса. Оно продиктовано и проблемами экологии и в большей степени интенсивно протекающими интеграционными процессами. В этом отношении оправдано, чтобы усилия были подчинены необходимости определения внешнеэкономических структур приоритетных отраслей и производств, структуроопределяющих производственно-технологических цепочек и т.д. Таким образом будут создаваться предпосылки для ликвидации одного из основных слабых звеньев экономического развития Болгарии до настоящего времени – диспропорции в национальном хозяйстве и присутствие в нем неэффективных производственных структур. Можно ожидать, что таким образом будет преодолена отсталость ряда отраслей, которые нуждаются в серьезном технико-технологическом переустройстве. [2, с. 14] Их адекватное развитие требует разработки стратегии, направленной на приоритетное развитие новых структур, которые основываются на национальных ресурсах, экономически обоснованных производственных подходах и благоприятном прогнозе высокой эффективности. После вступления Болгарии в члены Европейского союза стало удачным применение различных форм специализации через реализацию совместных производств, создание смешанных предприятий, защиту производства типичных национальных продуктов и т.д. Это позволит болгарской экономике проще адаптироваться к изменению конъюнктуры международных рынков.

Больше всего нуждаются в реструктурировании те секторы, в которых наблюдается самый большой спад. При этом нет необходимости закрывать старое предприятие и на его месте строить новое. Типичным примером в этом отношении служат фирмы тяжелой индустрии. Направление инвестиций в сильные секторы ведет к сильному давлению и недопущению новой конкуренции. Таким образом поощряются неприбыльные производства, а регуляции затруднили бы вхождение новых. Вместе с этим, любая попытка “спасения” целых секторов посредством публичных ресурсов представляет опасность для стабильности бюджета и препятствует выходу из кризиса. Вопреки тяжелому положению отраслей тяжелой промышленности, необходимо искать возможности активизации производств, с доказанными экономическими успехами и накопленным опытом. Примером в этом отношении являются предприятия электроники и производство компьютеров и программных продуктов, конечно же, после соответствующего “осовременения” в соответствии с ведущими мировыми достижениями.

Природа и традиции нашей страны являются важным преимуществом и предпосылкой для развития отраслей, связанных с их использованием, – пищевой и легкой промышленности, сельского хозяйства, туризма. Кроме того, что они не требуют больших инвестиций, эти отрасли создают благоприятные возможности для экспорта, только бы их продукция отвечала требованиям международных стандартов. В данном случае возможно привлечение на короткий период времени инвестиций частного капитала, которые привели бы к созданию малых и средних предприятий и обновлению производств в существующих через введение авангардных технологий, современной техники и обогащение ассортимента.

Необходимость развития некоторых высокотехнологичных и стратегических отраслей экономики не противопоставляется потребности активизирования традиционных отраслей. В зависимости от состояния и потребностей необходимо оценить их оптимальное соотношение. [2, с. 53]