числе с учетом необходимости создания новых каналов продаж и коммуникаций, осуществляется деятельность по повышению конкурентоспособности туристических услуг и продвижение национальных туристических брендов на мировом рынке, осуществляется расширение представленности туристического потенциала Республики Беларусь в интернет-пространстве, развитие и продвижение в сети Интернет сайтов областей и г. Минска, разработка и сопровождение мобильных приложений по туристическим маршрутам.

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THE ESSENCE AND ADVANTAGES OF THE AUTHOR'S METHODOLOGY FOR ASSESSING THE INNOVATIVE POTENTIAL OF REGIONS

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Assessing the potential for innovation is a very important factor in ensuring the development of any region. There are many methodologies for assessing the potential for innovation, but most of them are designed to assess the potential for innovation at national level or to study large regions. But they are not suitable for assessing the innovation potential of small regions (at NUTS 3 level). The author offers his own methodology for evaluating the innovation potential of the regions of Latvia, Lithuania and Belarus, and with its help evaluates the innovation potential of the given regions. The proposed methodology is a complex estimation with a sum method, which includes the unification of statistical data according to the principle of linear scaling, dividing indicators into stimulants and destimulants, reducing dimensions to exclude similar and duplicative indicators without decreasing the objectivity of the results and the development of the integral indicator itself. The methodology proposed by the author optimally differentiates the quantitative and structural differences of the regions in comparison with other methodologies that differentiate the regional differences too much or the differentiation is too weak. Within the framework of the research, the author groups the regions of Latvia, Lithuania and

Belarus according to the obtained results into quintiles and depicts the obtained results with a cartographic method to ensure the most convenient perception and visualization. Capital regions have the highest values of innovation potential, which can be explained by the one-way flow of resources and other factors of innovation potential. The innovation potential of Lithuanian regions gets the highest values, the regions of Latvia get the average values, but the innovation potential of Belarus regions gets the lowest values. The innovation potential of the regions of all three countries is uneven.

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SOCIAL INFRASTRUCTURE OF RURAL AREAS

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The social infrastructure specificity of rural areas is determined by the state guarantee of free or partially paid consumption and the availability of appropriate compensation mechanisms [1, 2]. An important research question is the determination of ways to balance the volume of emerging needs for the services of social infrastructure organizations, arising regardless of the current solvency of the population, and the compensation of consumption by resources allocated to the public sector of the economy [3, 4].

Next, we present the results of a quantitative analysis of the social service system in rural areas, figure 1.

As the analysis shows, the provision of social services in a stationary form is carried out mainly by state and municipal organizations, at the same time, the private sector of this market is quite well developed in the Central, North-West and Siberian Federal Districts. The number of participants in this segment did not include charitable organizations, which is explained by such factors as closed information on the distribution of funds and the