

*infrastructure and concentrates on improving the communicative aspects, information which is the main aspect of the formation of the real factors of attractiveness. Obviously, the amount of the costs of marketing innovation depends on the existing basis. That is, if it is positive, then the most interesting and informative tourist services should be created on its base. The scientific novelty of the results is to determine the components of communication marketing of tourism: fashion marketing, marketing of fetish, marketing of cultivation character experiences. It has been determined that in the current studies had used innovative communications and apparatus, including methods of forecasting information dissemination in the international space. Practical application of diagnostic approaches with the aim to create a positive image of the state determines directions for further research.*

**Key words:** *marketing communication model, tourist services, tourist infrastructure, tourist industry.*

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**Dem'yan Yaroslava Yuriivna,**  
Senior Lecturer of Economic Management Department,  
Mukachevo State University  
**Shekmar Nadiya Andriivna,**  
Candidate of economic sciences, Assoc.prof, head of the specialty «Business economics»  
Svalyava Technical College NUFT

## RESOURCE POTENTIAL OF INNOVATIVE AND INVESTMENT DEVELOPMENT OF ENTERPRISES PRODUCING CHEESE IN TRANSCARPATHIA

*The development of enterprises in Transcarpathia, specializing in the production of cheese according to innovative technologies from their own investments at European level has been analyzed in the article. The aim of the article is an economic analysis of resource potential and efficiency of enterprises for the production of cheese and defining strategic objectives in providing investment and innovation development of the sector. A systematic approach to the analysis of historical and contemporary social and economic processes for the production of cheeses according to innovative technologies has been used, including methods of economic and statistical analysis: statistical and economic, design and constructive, questionnaire survey and others. Past studies indicate the successful development of production of various types of cheeses in the Transcarpathian region. The process and results of elite production of cheese type Camembert, Dorblyu, sheep feta, Poitou in agri-ethno-estate «Celtic yard at Lovachka» in Mukachevo Transcarpathian region and Holy Protection Monastery farm have been analyzed. To supplement the existing statistics a questionnaire survey of business owners in the production and processing of ecologically clean dairy production has been conducted. The studies confirm the relevance and scientific novelty of the research. It has been determined that there is potential for increasing food production in Transcarpathia: a significant natural and resource potential, environmentally friendly raw materials, sufficient human resources, investment funds and joint innovation projects with the EU. All this has a positive impact on employment and increasing rural incomes, improving rural tourism development and social and local budgets of villages of Transcarpathia. Prospects for further research are in the compilation of the essence, basic social and economic prerequisites, milestones, principles and criteria of enterprise development according to innovative technologies for the production of cheese in Transcarpathia.*

**Keywords:** *investment, innovation, resource potential, cheese, homemade cheese, economy, cheese tourism.*

### INTRODUCTION

**Problem.** Investment and innovative development of the food industry in Transcarpathia, namely traditional production of organic food such as cheese made from own raw materials aims at self-sufficiency of region's population in food and selling of new innovative products in the markets of the Carpathian region. The tradition of cheese making in the mountainous region of the Carpathians are quite poor, in contrast to the Alpine region which had the boom of the cheese in the nineteenth century. For millennia, the mountain population produces one kind of cheese - sheep cheese. It was the staple food of

the mountain populations, as it could be stored salted in barrels for a long time. Studies indicate that the inhabitants of the Carpathian mountain valley economy had extensive nature, and only Irishman Edmund Egan late in the nineteenth century suggested ways of intensification. In reality, only the Czech experts in the twenties and thirties have launched several mountain dairies where highlanders comprehended the intricacies of cheese production.

At the end of the XIX century outstanding Hungarian economist Edmund Egan developed a strategy for the development of poor land-hungry mountain Carpathian region through effective management in agriculture, and issued a unique book - his work

«Economic opportunities of our Carpathians» [1].

Edmund Egan tried to pay attention to those treasures that remained hidden - the enormous economic potential of agriculture in the highlands of the Carpathians in the report to the Commission of National Economy of the Hungarian Academy of Sciences (March 8, 1890). His ideas, research and practices are relevant today. This is nothing more than grounded recommendations how to make residents of mountainous Carpathian region rich in their own land. Edmund Egan believed that alpine cattle and sheep breeding in particular, the variety of milk production is the highest art of agriculture. Hardworking people and mountain views are common between Transcarpathia and Switzerland. And as it turned out, cheese also.

**Analysis of recent research and publications.** A number of national and foreign scientists and scholars devoted their research of problems of modernization and innovative development of leading high-tech sectors, particularly manufacturing, among them are O. Amosha, V. Boiko, B. Danylyshyn, L. Deyneko, D. Krysanov, L. Mel'nyk, T. Mostens'ka, B. Panasyuk, P. Sabluk, M. Sychevskyi, L. Fedulova. Research for finding sources of efficiency increase of the food business and the impact of regulatory policy on it, developing of efficient organizational and economic mechanism of food sector taking into account technological and environmental features of food production, improving innovative capacity and comprehensive study of the problems of scientific support of the food industry are topics of recent publications of L.V. Deyneko [2-4], the relevance of which is modern and dynamic understanding of the processes that occur in the production of foodstuffs, timely response to the challenges of market society and providing important scientific and practical advice for finding new opportunities for economic growth and welfare. D. Krysanov, K. Buzhymyska consider the problem of the development of effective control to ensure activation of innovative processes in the food industry [5]. These scientific developments generalized positive experience of modernization and innovation and technological development of certain sectors of the real economy. The relevance of this study is defined by the need to conduct a more detailed analysis of financial and economic, technological and resource state of the industry and identify specific priorities for investment and innovation development of the food industry for its effective reproduction and its rapid modernization which is an important prerequisite for overcoming the crisis in the agricultural sector of the economy.

**The aim of the article (problem).** The aim of the research is the economic analysis of modern enterprises of different types of ownership in Transcarpathia producing cheese according to innovative technologies at European level through their own investments and identifying of strategic problems in securing investment and innovation development of the sector. A systematic approach to the analysis of historical and contemporary social and economic processes for the production of cheese in Transcarpathia according to innovative technology by companies, including methods of economic and statistical analysis have been used: statistical and economic, design and constructive, questionnaire survey and others, as well

as research developments of leading national and foreign scientists, and other literature on the subject of research have been used.

## RESULTS

Transcarpathia is famous throughout Ukraine because of its nature, mountains, clean rivers, colorful folklore and recreation centers. Since September 2002, first cheese made in Ukraine according to millennial production tradition of Swiss Alps was added to this list [6].

The specificity of the cheese is milk. Carpathian foothills are famous for wild herbs that give milk a special taste. This fact is crucial for the cheese. Famous world's cheeses are made only in a certain places, because there are specific climatic conditions and milk, which gives the taste of the future cheese. In the Carpathian region owners of private households have cows of brown-Carpathian breed from Soviet times because they were bred specifically for mountain areas. The fact is that these cows can freely graze in mountainous territory. Animals have a small mass, but well adapted to walking on rocks and slopes. Highlanders in villages just try to keep calves from the best cows. There is a certain «spontaneous selection». Good cow of brown-Carpathian breed gives 20 liters of milk a day, and the average figure is 12-15 liters. Lack of milk markets, namely processing companies, contributed to the creation of small processing plants in rural regions.

With the support of members of the Association of European cooperatives Longo Mai in Lower Village of Khust district «Selyska dairy» has been opened which focuses on product quality. More than a hundred residents of Nyzhn'e Selyshche and neighboring villages sell cow's milk every month. The least amount of milk is not less than three liters. Milk of local manufacturers becomes cheese of the highest quality. Milk is controlled daily, the manufacturing technology is Swiss. Two of the six cheese makers who work on this cheese dairy, have been trained in Switzerland.

The owner of cheese farm is a local businessman Peter Pryhara. He pays special attention to ecology. Bearing in mind the problems of Soviet dairies, nearby residents feared pollution and disagreeable odor. But the entrepreneur was able to find technical and financial support for the construction of biological treatment plants for industrial wastewater. Having passed all the stages of treatment, the water is drinking again.

One of the problems that troubled the villagers was the presence of suitable drinking water. To solve this problem, the water supply system was built from the source, which is located 4 km from the village. The kindergarten, secondary school, a cultural center, clinic and cheese dairy consume pure water from the source; also the well-room is built in the village center, where all the residents of can take spring water.

Humanity uses cheese for food since ancient times. Exclusivity of cheese as the food is that the main techniques of its production are common, and the result can be a huge amount of cheese, which differ from each other not only in taste and flavor but also texture, shape, ways of culinary use.

It should be noted that the nutrients contained in cheese are absorbed in the body almost completely. These

features of cheese define its benefits for people of different ages. Cheese is a source of vitamin A. This vitamin is a protector of skin, mucous membranes, regulator of growth processes, vision, providing antioxidant protection of the entire body. Because of lack of vitamin A eyes quickly become tired, vision deteriorates, especially at dusk, the skin becomes dry, scaly, and immune function of the body reduces. Cheese is also rich in water-soluble vitamins, especially of group B.

Production of cheese goes through several stages, each of which requires a certain time of exposure. First cheese is produced and then it is pressed into molds. Usually, this stage takes one day. Then, cheese is soaked in brine, which gives the cheese its flavor. The last phase is the longest, it is ripening of cheese. It is taken to the cellar where it stays for several months and cheese is overturned and washed with salted water every day. The cellar where the cheese is ripening is a special room for cheese dairy. Taste and appearance of the cheese is achieved by supporting in the basement of a moisture content (2-3%) and temperature (up to 1-2°). This is where the cheese gets its characteristic skin, which is a natural cheese coating which protects it from drying out and has a fungal flora.

«Selyska dairy» is an interesting and unusual enterprise. It is the only of its kind in Ukraine. 6 people process half a ton in winter and a ton of milk in summer daily. Different types of cheese in the dairy are produced according to Swiss technology. Everyone, natives and visitors of Transcarpathia have an opportunity to watch the production and taste the finished product.

The expert from Switzerland was teaching professionals for six months. He controlled the production of the first batches of cheese. Swiss expert dispelled doubts about the suitability of milk collected in the Carpathian Mountains. Milk of Transcarpathian cows can compete with Alpine, which is decisive in determining the question of the location of production. Yet the features of Carpathian milk needed some coordination with Swiss technology, and after that in early 2003 the company started its work. Since then «Selyska dairy» has been the only manufacturer of cheese of Ukrainian origin according to Swiss technologies.

The Swiss embassy even sent an invitation to Carpathian producers on exhibition and sale, which took place in Kyiv.

As a result of studies it has been found that 3 kinds of cheese are made from environmentally friendly raw materials, with names associated with the territory. «Selyskyy» – from the name of Nyzhn'e Selyshche, «Khust» – from the name of the district center, «Narcissus of Carpathians» – nearby Valley of daffodils. Cheese differs in taste and production time. The first is semi-solid and matures to 3 months, the second is soft maturing for two weeks, and the third is solid and matures about 6 months. Cheese is made from natural cow's milk and is composed only of milk fats, has a particular taste, thanks to Carpathian herbs.

Cheese «Selyskyy» refers to a variety of soft cheese. It has a cylindrical shape with slightly convex side surface. Its height is 8-15 cm, diameter - 9-10 cm, weight - 400-750 g. The cheese has a cheesy flavor and taste, yellow, with a touch of orange color, dense texture.

Cheese «Khust» refers to soft cheeses. It has a

cylindrical shape with slightly convex side surface. The height of the cheese is 2-4 cm, 10-12 cm - in diameter, weight - 180-300 g. The cheese dough is homogeneous, ductile, slightly brittle when bent. It has white color with a yellow-orange tint. The taste is sweet – spicy, smell of cheese is pronounced, without foreign flavor and aroma.

Cheese «Narcissus of Carpathians» is semi-hard. The form of cheese is a cylinder with slightly convex side surface, height is 8-15 cm, 35-45 cm in diameter, weight is 15-22 kg. Dough of cheese is homogeneous, solid, plastic, slightly brittle when bent. Bitter- spicy flavor, pronounced aroma of cheese without foreign taste and smell.

«Selyski cheese» of all kinds is a good appetizer thanks to a peculiar taste. They harmonize perfectly with wine and beer, and go well with fruit.

Sales volumes of cheese depend on seasons. In summer and early autumn Transcarpathian residents and visitors prefer the consumption of fruits and vegetables, that is why they buy less cheese, and in the cold season on the contrary.

Our studies also indicate that production of other types of cheese successfully develops in Transcarpathia. The production of elite kinds of cheese has been mastered in the famous agri-ethno-estate «Celtic yard at Lovachka» in the outskirts of Mukachevo: Camembert, Dorblyu, sheep feta, goat Poitou. These kinds of cheese are the most popular soft cheeses in Europe. Their term of maturing is 1 to 3 months and takes place in specially constructed cellars with the necessary temperature, humidity and air-conditioning. This stage of cheese production is the most time- and energy-consuming. According to the stories of the owner of «Celtic yard» interest to making cheese appeared when it became clear that the microclimate of his own almost 50-meter tasting cellar is best for maturing of cheeses: temperature (+15), humidity (85-90), natural extractor hood. The owner spent more than 6 months studying technologies for the manufacture of cheese. National scientific and practical sources had no answers to questions about the use of production technology for elite cheeses, so he had to spend months to study detailed developments of French cheese-makers' technology: preparation for clotting of milk, calculation of rennet ferment, work with a clot, curd production, and finally, the conditions of maturation and aging. Of course, ordinary cheeses can be made daily, but the owner has set himself the important task - to produce elite aged cheeses without pasteurization, milk processing and normalization to better preserve the nutritional and taste quality of cheeses and tie them to the Celtic theme.

To achieve this goal money was invested in the purchase of mini-dairy, equipment and accessories. Today, there is a process for improving the technology of cheese production, expansion of assortment, variety of taste. Therefore cheeses meet the highest European standards adopted in the coordinate system under the name «bio». Ambitious plan of owners is to build using their own investments cheese dairy in the traditional alpine style, attempt in the framework of the law on private farms to get a few acres of land at the foot of Mount Hallish to start a small goat farm. Therefore, the owner is confident that halliski cheeses in the near future will become a reality and have all chances to become a cult place and another tourist destination in suburbs of Mukachevo.

Research of resources, range of products and innovative technologies has been carried out in the farm of the Holy Protection Monastery. «Italian cheese» which is produced on their own cheese dairy by monks does not need advertising because the inhabitants of the land and guests know that they produce fourteen kinds of cheese, and along with that, other products of own production: honey, wine, sausages and many other goodies. Sales of these products help the monks to hold a huge farm.

According to the results of the research, monks have seventy brown cows of Carpathian breed on the farm. They are well adapted to our area, food, natural conditions. There are also 500 sheep and 200 goats. Milk from all cattle is used to make cheese. Italian technologists trained monks for a month to produce such kinds of cheeses like Mozzarella, Skamortsza, Mukkina and Rikota. After two years of work fourteen kinds of cheese are made from sheep's, cow's and goat's milk on dairy. Transcarpathian sheep cheese is produced not in the cheese dairy, but on the farm. There sheep are milked, the milk is heated, as in the old days, on the wood and lumps of cheese are hung in a gauze bag to drip whey. Cheese is considered to be fresh the first three days. During these days some part of it is sold, and another is frayed with salt to make brynza. Another type of cheese - vurda – is made from whey, into which a little fresh milk is added after heating, then the top layer is removed. Fat-free cheese is called vurda. The benefit of it is that the beneficial properties of milk are saved, but it is not so «heavy» for stomach. The similar technology is used to produce «Greek cheese», known under the name feta.

Goat cheese is produced in autumn. Recently it was even exposed to a tasting at a conference in Kiev, where it received a second place after French goat cheese. The first cheese «Shimon», named after the abbot of the monastery is pride of Rakoshyno cheese producers. The feature of the cheese is that it is allowed to mature for a long time, after that it becomes extremely hard. Farm has won many tenders for the supply of cheese to the shops of west region. Also cheeses are sold under contracts in the networks of Transcarpathian supermarkets «Silpo», «Dastor», «Vopak».

Transcarpathia is also famous for cheese from buffalo milk, which is produced in the village Steblivka Khust district in Buffalo farm «Saldobosh». Nutritional content of buffalo milk makes it suitable for processing. 1 kg of cheese requires 8 kg of cow's or 5 kg of buffalo milk.

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The configuration of digestive system of buffalo allows processing a tiny amount of herb food into milk with a higher content of proteins, fat and minerals than in cow's milk. Mozzarella di Buffalo (Italian. Mozzarella di Bufala) traditionally is made from the milk of domestic buffaloes not cows. This cheese is famous in Italy for its properties and is very useful for children and athletes.

Real mozzarella is produced on this farm according to Swiss and Italian technology. By the way, the farm «Saldobosh» is the only farm in Ukraine, which received marking in Italy for its high quality.

In addition to small enterprises for the production of cheese, the owners of individual households are also involved in this business quite successfully, who own 95% of cattle and sheep. All products are in great demand among tourists and urban population.

Cheese tourism is a specialized type of tourism that aims at tasting, consumption, purchase of cheese directly from the producer, visiting valleys, pastures; dairies; restaurants offering traditional services of Transcarpathian cheese tasting; visiting themed festivals; the possibility of consumption on the spot. Beginning from 2012 cheesy tourist route was created in Transcarpathia – «Cheese tourism of Transcarpathia». Its idea is to get acquainted with the milk culture of the land, production of sheep, cow, goat, buffalo milk and production of high-quality, environmentally friendly cheeses; the opportunity to join the process of cheese production; visiting of other specialized activities.

## CONCLUSIONS AND PROSPECTS FOR FURTHER RESEARCH

There is necessary potential for increasing food production in Transcarpathia: a significant natural resource potential, environmentally friendly raw materials, sufficient human resources, investment funds and joint innovation projects with the EU. All this has a positive impact on employment and increasing rural incomes, improvement of rural tourism development and social and local budgets of villages in Transcarpathia.

Prospect for future research is to generalize the essence, the main social and economic prerequisites, milestones, principles and criteria of enterprise innovative technologies for the production of cheese in Transcarpathia.

Дем'ян Ярослава Юріївна, Шекмар Надія Андріївна

### РЕСУРСНИЙ ПОТЕНЦІАЛ ІНВЕСТИЦІЙНО-ІННОВАЦІЙНОГО РОЗВИТКУ ПІДПРИЄМСТВ З ВИРОБНИЦТВА СИРІВ У ЗАКАРПАТТІ

У статті проаналізовано розвиток підприємств Закарпаття, що спеціалізуються на виробництві сирів за інноваційними технологіями за рахунок власних інвестицій на європейському рівні. Метою статті є економічний аналіз ресурсного потенціалу та ефективності розвитку підприємств із виробництва сирів та визначення стратегічних завдань у забезпеченні інвестиційно-інноваційного розвитку галузі. У процесі дослідження використано системний підхід до аналізу історичних і сучасних суспільно-економічних процесів виробництва сирів за інноваційними технологіями, зокрема, методи економічного і статистичного аналізу: статистико-економічний, розрахунково-конструктивний, анкетного обстеження та інші. Проведені дослідження свідчать про успішний розвиток виробництва різних видів сирів у Закарпатській області. Проаналізовано процес та результати виробництва елітних сирів типу камамбер, дорблю, овеча фета, пуату в агроетносадибі «Кельтський двір під Ловачкою» в Мукачівському районі Закарпатської області та фермерському господарстві Свято-Покровського чоловічого монастиря. З метою доповнення існуючих статистичних даних проведено анкетне опитування власників підприємств із виробництва та переробки екологічно чистої молочної продукції власного виробництва. Результати проведених досліджень засвідчують актуальність і наукову новизну проведених досліджень. Визначено, що на Закарпатті існує потенціал для збільшення виробництва продуктів харчування: значний природно-ресурсний потенціал, екологічно чиста сировина, достатньо людських ресурсів, інвестиційні кошти та спільні інноваційні проекти із країнами ЄС. Все це позитивно впливає на зайнятість та збільшення доходів сільського населення, покращення розвитку сільського туризму та соціальної сфери і місцевих бюджетів сіл Закарпаття. Перспективи подальших досліджень полягають в узагальненні сутності, основних соціально-економічних передумов, основних етапів, принципів і критеріїв розвитку підприємств за інноваційними технологіями з виробництва сирів у Закарпатті.

**Ключові слова:** інвестиції, інновації, ресурсний потенціал, сир, бринза, економіка, сирний туризм.

Демян Ярослава Юрьевна, Шекмар Надежда Андреевна

### РЕСУРСНИЙ ПОТЕНЦІАЛ ІНВЕСТИЦІЙНО-ІННОВАЦІЙНОГО РОЗВИТКУ ПІДПРИЄМСТВ З ВИРОБНИЦТВА СИРІВ У ЗАКАРПАТТІ

В статье проанализировано развитие предприятий Закарпаття, специализирующихся на производстве сыров по инновационным технологиям за счет собственных инвестиций на европейском уровне. Целью статьи является экономический анализ ресурсного потенциала и эффективности развития предприятий по производству сыров и определения стратегических задач в обеспечении инвестиционно-инновационного развития отрасли. В процессе исследования использован системный подход к анализу исторических и современных общественно-экономических процессов производства сыров по инновационным технологиям, в частности, методы экономического и статистического анализа: статистико-экономический, расчетно-конструктивный, анкетного обследования и другие. Проведенные исследования свидетельствуют об успешном развитии производства различных видов сыров в Закарпатской области. Проанализирован процесс и результаты производства элитных сыров типа камамбер, дорблю, овечья фета, пуату в агроэтносадыбе «Кельтский двор под Ловачкой» в Мукачевском районе Закарпатской области и фермерском хозяйстве Свято-Покровского мужского монастыря. С целью дополнения существующих статистических данных проведен анкетный опрос владельцев предприятий по производству и переработке экологически чистой молочной продукции собственного производства. Результаты проведенных исследований свидетельствуют об актуальности и научной новизне проведенных исследований. Определено, что на Закарпатье существует потенциал для увеличения производства продуктов питания: значительный природно-ресурсный потенциал, экологически чистое сырье, достаточно человеческих ресурсов, инвестиционные средства и совместные инновационные проекты со странами ЕС. Все это положительно влияет на занятость и увеличение доходов сельского населения, улучшения развития сельского туризма, социальной сферы и местных бюджетов сіл Закарпаття. Перспективы дальнейших исследований заключаются в обобщении сущности, основных социально-экономических предпосылок, основных этапов, принципов и критериев развития предприятий по инновационным технологиям по производству сыров в Закарпатье.

**Ключевые слова:** инвестиции, инновации, ресурсный потенциал, сыр, брынза, экономика, сырный туризм.

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