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**METHODOLOGICAL APPROACHES TO THE FORMATION AND ASSESSMENT
OF THE RATING OF THE INVESTMENT ATTRACTIVENESS OF THE REGION**

SWOT-

Investment attractiveness is an important element of the effective development of the region, as it creates the basis for the growth of attracted investment resources that can be used to develop production technologies, create new and modernize existing enterprises, increase production volumes and improve the quality of products. At the same time, creating the most favorable conditions for investment, increasing the competitiveness of the region as a whole is one of the main tasks of regional economic policy.

The study of the factors that form investment attractiveness, as well as influencing its level and constituent elements, makes it possible to choose effective methods of state regulation of investment activity and the development of measures aimed at reducing investment risks and increasing the investment potential of the region.

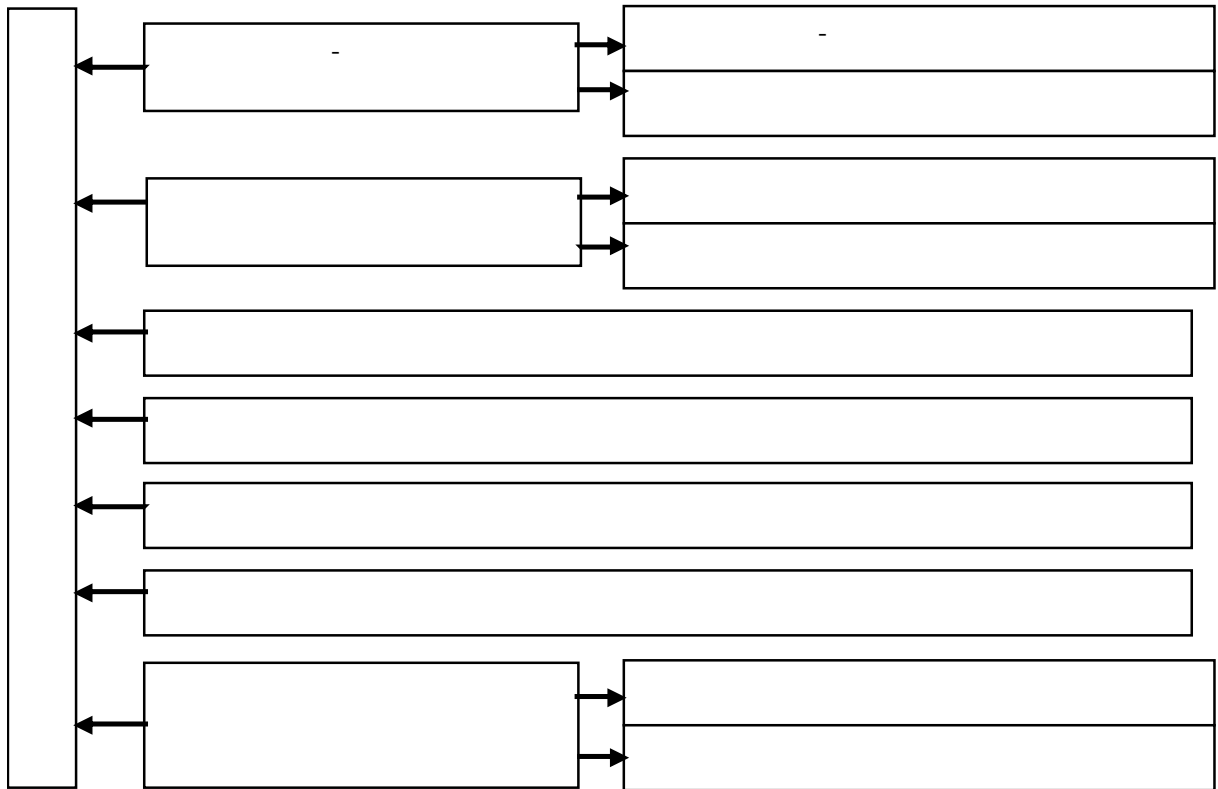
The article considers the characteristics of methodological approaches to assessing the investment attractiveness of the region, defines the grouping of indicators of the investment attractiveness of the region on the basis of statistical data.

Methodological approaches to assessing investment attractiveness are considered on the basis of such approaches as descriptive, based on the study of absolute indicators of the socio-economic development of the region, their structure and dynamics; and rating, which consists in evaluating analytical indicators summarizing various aspects of the region's development, which are combined into synthetic indicators by groups, on the basis of which an integral indicator is formed and the region's rating is determined.

A comparative description of the methods for assessing the investment attractiveness of the region has been carried out, in each method both advantages and disadvantages in the methodological features of building the investment attractiveness rating have been highlighted.

A SWOT analysis of the investment attractiveness of the Republic of Crimea was carried out, which presents the elements that make up the investment attractiveness of the region.

Keywords: investment attractiveness, investment climate, investment potential, assessment methodology, rating agencies.



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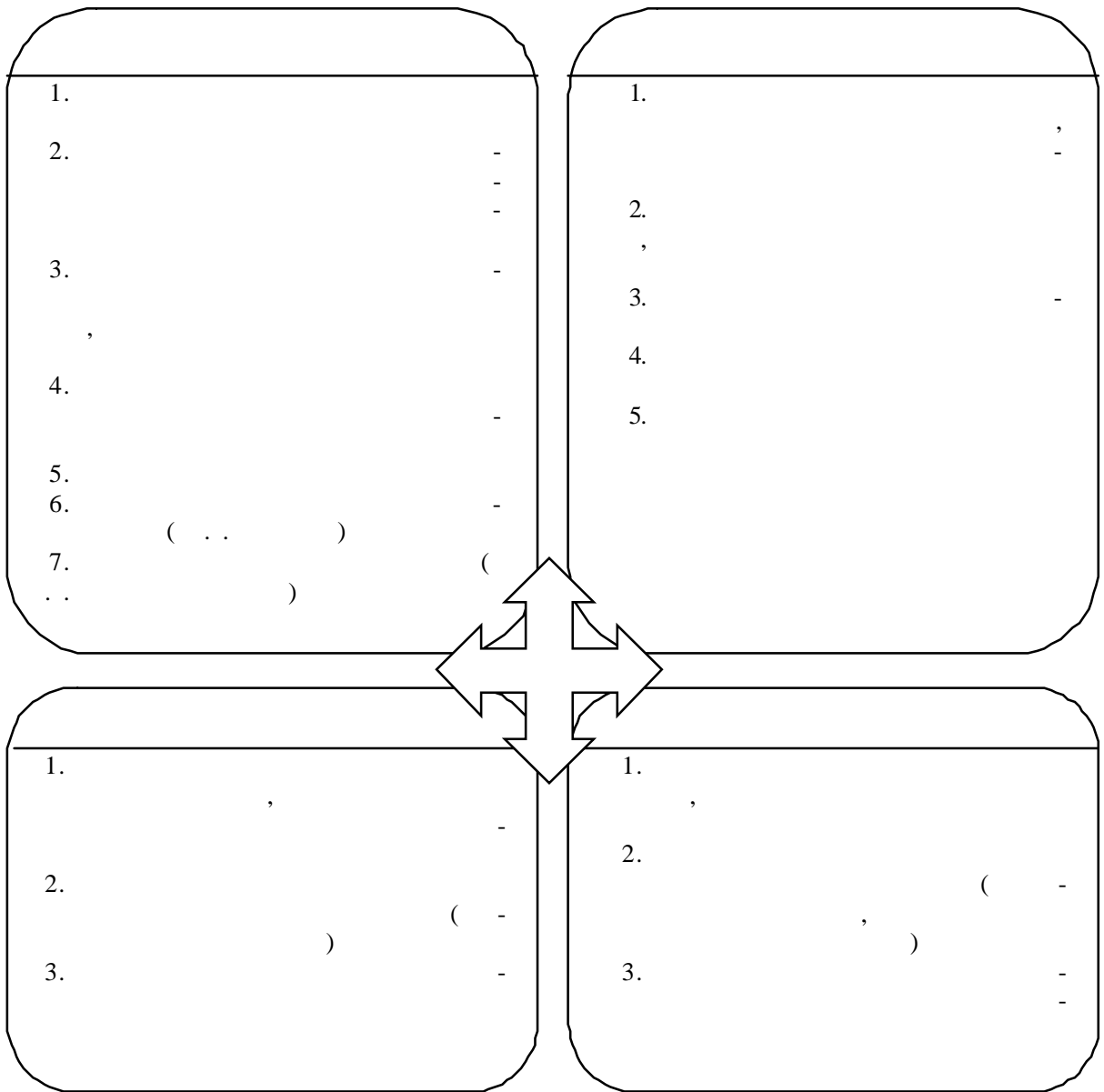
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