

ГОРДІЙЧУК Є.Г.

к.е.н., н.с.

відділу економічного регулювання природокористування

Інституту проблем ринку та економіко-екологічних досліджень НАН України

Французький бульвар, 29, м. Одеса, Україна, 65044

E-mail: jane_odessa@ukr.net

ORCID: 0000-0002-7555-6471

КОСТЕЦЬКА К.О.

к.е.н., с.н.с.

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Інститут проблем ринку та економіко-екологічних досліджень НАНУ

Французький бульвар, 29, м. Одеса, Україна, 65044

E-mail: kathryn81@ukr.net

ORCID: 0000-0003-0378-7681

ТЕОРЕТИЧНІ ЗАСАДИ ФОРМУВАННЯ ЕКОНОМІКИ ВРАЖЕНЬ В КОНТЕКСТІ ЗАГАЛЬНОГО ЗРОСТАННЯ

Актуальність. В умовах сучасного соціо-економічного розвитку на перший план виходять підприємства, що знаходять нові шляхи для підвищення своєї конкурентоспроможності. Також з огляду на світові тенденції розвитку та новітні документи все більшої актуальності набувають соціально-економічні елементи, які надають людині новий досвід та забезпечують підвищення параметрів якості життя. Формування сучасних трендів та перехід до нового типу господарювання, характеризується тим, що все більшої важливості для людини набуває отримання особливого враження (досвіду) при придбанні певного товару чи послуги, через використання матеріального або нематеріального виробництва. Цінова конкуренція змінює вагомість, адже людина готова витратити великі кошти для здобуття особливого досвіду в т.ч. від природного різноманіття. Тому все більшої актуальності набуває економіка вражень/досвіду, яка орієнтована на відчуття споживача та відображає новітні процеси та явища постіндустріального етапу розвитку суспільства.

Мета та завдання. Метою статті є визначення теоретичних засад для формування положень економіки вражень(досвіду) з огляду на Світові тенденції та цілі розвитку тисячоліття визначені в міжнародних документах.

Результати. Беручи до уваги існуючі тенденції світового розвитку економіка вражено(досвіду) має стати складовою інклюзивного зростання на засадах гармонізації взаємодії соціуму і природного середовища, соціального включення. Такі настанови також можна зазначити, як ключові в документі Основні засади (стратегія) державної екологічної політики України на період до 2030 року. На сьогодні простежується неузгодженість державних законодавчих документів та регіональних стратегій розвитку. Відсутня чітка деталізація дій на рівні регіональних планів розвитку. Таким чином необхідно виділити пріоритетні напрямки розвитку економіки вражень в структурі розвитку територій з урахуванням її функціональних особливостей (рекреаційно-туристичних, промислових, сільськогосподарських) та запровадження екосистемного підходу для всіх напрямів соціально-економічного розвитку. Задля цього необхідно виділити основні принципи економіки вражень зважаючи на базові принципи сталого розвитку прийняті на конференції ООН по навколишньому середовищу та розвитку.

Висновки. В ході дослідження були визначені витоки та передумови формування економіки вражень. Автором була визначена сутність поняття враження, як компонента економіки вражень, досліджені існуючі підходи до визначення категорії економіка вражень, проаналізовані світові тенденції розвитку економіки з огляду на враження, обґрунтовано використання природо-ресурсної бази задля отримання людиною позитивних вражень та підвищення якості життя. На думку авторів під моделюванням передумов розвитку економіки вражень можна розуміти забезпечення здоров'я та соціо-естетичного розвитку людини, включення соціуму, запровадження екосистемного підходу який сприятиме інклюзивному зростанню та збереженню її природо-ресурсного потенціалу. Всі види природних ресурсів (мінеральні, кліматичні, водні, земельні, лісові, рекреаційні тощо) мають прямий вплив на формування враження в процесі споживання послуги, так і в сприйнятті якості життя людини. Отже можна констатувати, що природні ресурси виступають істотним компонентом економіки вражень.

Ключові слова: економіка вражень(досвіду), природокористування, інклюзивне зростання, природні ресурси, цілі розвитку тисячоліття.

GORDIUCHYK E.G.

*Ph.D. in economics, Researcher,
Department of Economic Regulation of Nature Management
Institute of Market Problems and Economic and Ecological Research NAS of Ukraine
Frantsuzkyi boulevard, 29, Odessa, Ukraine, 65044
E-mail: jane_odessa@ukr.net
ORCID: 0000-0002-7555-6471*

KOSTETSKA K.O.

*Ph.D. in economics, Researcher,
Department of Economic Regulation of Nature Management
Institute of Market Problems and Economic and Ecological Research NAS of Ukraine
Frantsuzkyi boulevard, 29, Odessa, Ukraine, 65044
E-mail: kathryn81@ukr.net
ORCID: 0000-0003-0378-7681*

THEORETICAL PRINCIPLES OF FORMATION OF EXPERIENCE ECONOMY IN THE CONTEXT OF GENERAL GROWTH

Topicality. *In today's socio-economic development, companies are finding the way to find new ways to increase their competitiveness. Also, in view of the global development trends and the latest documents, the socio-economic elements are becoming more and more relevant, which give a new experience to the person and provide an increase in quality of life parameters. Formation of modern trends and the transition to a new type of management, characterized by the increasing importance for a person to gain a special impression (experience) in the acquisition of a particular product or service, through the use of material or intangible production. Price competition changes weight, because a person is ready to spend big money to gain special experience, incl. from natural diversity. Therefore, the economy of impressions / experience, which is focused on consumer sensations and reflects the latest processes and phenomena of the post-industrial stage of development of society, is becoming increasingly relevant.*

Aim and tasks. *The purpose of the article is to determine the theoretical basis for shaping the situation of the experience economy in light of the world trends and goals of the Millennium Development, defined in international documents.*

Research results. *Taking into account the current trends of world development, the experience economy should become a component of inclusive growth on the basis of harmonization of interaction between society and the natural environment, social inclusion. Such guidelines can also be noted as key in the document Basic Principles of State Environmental Policy of Ukraine until 2030. At present, there is a mismatch between state legislative documents and regional development strategies. There is no clear detail of actions at the level of regional development plans. Thus it is necessary to distinguish priority directions of development of the economy of impressions in the structure of development of territories taking into account its functional features (recreational tourism, industrial, agricultural) and introduction of ecosystem approach for all directions of socio-economic development. To this end, it is necessary to highlight the basic principles of the economy of experience, taking into account the basic principles of sustainable development adopted at the UN Conference on Environment and Development.*

Conclusion. *The study identified the origins and prerequisites of forming an impression economy. The author defined the essence of the notion of impression as a component of the impression economy, investigated existing approaches to determining the category of impression economy, analyzed the global trends in the development of the economy in terms of impressions, substantiated the use of natural resources to obtain positive impressions and improve quality of life. According to the authors, modeling the preconditions for the development of the economy of impressions can be understood as ensuring the health and socio-aesthetic development of man, the inclusion of society, the introduction of ecosystem approach that will promote inclusive growth and conservation of its natural resource potential. All kinds of natural resources (mineral, climatic, aquatic, land, forest, recreational, etc.) have a direct influence on forming an impression in the process of consuming the service and in the perception of the quality of life of a person. Therefore, it can be stated that natural resources are an essential component of the impression economy.*

Keywords: *experience economics, environmental management, inclusive growth, natural resources, millennium development goals*

Problem statement and its connection with important scientific and practical tasks. In today's socio-economic development, companies are finding the way to find new ways to increase their competitiveness. Also, in view of the global trends of development, socio-economic elements that provide better quality of life are becoming more and more relevant. The formation of modern trends and the transition to a new economy, characterized by the increasing importance for the individual to gain a special impression when purchasing a particular product or service, through the use of material or intangible production. Price competition changes weight, because a person is ready to spend big money to get a special experience, including natural diversity. Therefore, the economy of impressions is becoming more and more relevant as an economic category, which is focused on consumer feelings and reflects the latest processes and phenomena of the post-industrial stage of development of society. There is no clear detail of actions at the level of regional development plans. Thus it is necessary to distinguish priority directions of development of the economy of impressions in the structure of development of territories taking into account its functional features (recreational tourism, industrial, agricultural) and introduction of ecosystem approach for all directions of socio-economic development. To this end, it is necessary to highlight the basic principles of the economy of experience, taking into account the basic principles of sustainable development adopted at the UN Conference on Environment and Development.

Analysis of recent publications on the problem. Today, there are several scientific approaches to interpreting the concept of impression economy. Studying the category of impression economy, we note that in the world there are several main aspects of its development. One of them emphasizes the importance of creating a special relationship with the consumer, emphasizing the importance of studying the customer, not just evaluating it according to the general sales statistics. This direction of development of the experience economy is proposed and elaborated in the works of Joseph B. Pine II and James H. Gilmore. The authors focus on the personalization of products, determine that consumers are no longer satisfied with the basic product or service that does not meet their personal requirements. Also highlighting the work of Richard Florida, the author notes the importance of having a creative class for successful development. Topical is Rambol's approach to the experience economy, which uses a more material vision of this category, namely "the creation of economic value based on experience, where the role and degree of integration of experience into a product or service can change." The works of Scandinavian authors who have experience in introducing economics of experience / experience at the state level can be distinguished separately. In these countries, a preference is given to an approach that emphasizes user experience rather than creative acts of producers as a determining criterion. Bille and Trinne view the economics of experience as an aggregate system that synthesizes a personal approach to the use of productive and non-productive resources. That is why the economy of impressions aimed at consumer sentiment is becoming more relevant today.

Allocation of previously unsolved parts of the general problem. Trends and existing international documents that are taking place in the world also confirm the relevance of the implementation of the experience economy. Today, the issues of economics of experience are not given enough attention by domestic scientists. Considering the theoretical foundations of the experience economy, it is necessary to distinguish its basic principles, taking into account the basic principles of sustainable development and the Millennium Development Goals, adopted internationally.

Formulation of research objectives (problem statement). The purpose of the article is to formalize the origins and prerequisites of forming an impression economy as a direction of socio-economic development in the context of solving the problem of rational use of nature. In the course of the research the following tasks were set and solved: the essence of the notion of impression as the components of impression economy was determined; existing approaches to defining the category of impression economy have been investigated; analyzed global trends in economic development in the light of impressions; reasonable use of the natural resource base for the purpose of receiving positive impressions and improving the quality of life.

An outline of the main results and their justification.

Before turning to the formation of the concept of the economy of impressions, consider the category of impressions. Let us define what is the impression and etymology of this concept and its implementation in the economy.

According to the Academic Interpretative Dictionary of Impressions, this is [2]:

1. That which remains in the mind of man from the seen, experienced. Feeling, feeling.
2. The impact of something on someone.
3. The idea, the idea, formed as a result of acquaintance, a collision with someone or something.

The word impression was a form of reflection of the meanings of the Latin *impressio* in the scientific language of the late XVII - early XVIII centuries, which facilitated the approximation of the word impression with the French impression. Thus, in the literary language of the early eighteenth century. the word impression first acquires the meaning 'image, reflection, trace, which leaves in the mind of man surrounding objects, persons, events', and then, in the second half of the XVIII century., develop in him under the influence of the French impression meaning 'action, influence, effect; a thought, imagination, appraisal, imprint in one's consciousness'.

To define the concepts associated with the French *impressionnable* and *impressionnabilité*, the words 'impressionable', that is, 'able to easily and quickly perceive impressions, to give in to them deeply, to be very receptive' - and vulnerability, ie the ability to easily and quickly perceive impressions and react sharply to them [2]. This kind of human vulnerability plays an important role in shaping the market of goods and services today.

The impression, too, is the word, like the corresponding Latin *impressio* and German *eindruck*, associated with the naive conception of primitive thinking, as if external objects acted like a seal on soft wax, pressing their images there, stored there for more or less long time. Thus, what is understood together under the impression is decomposed into two specific facts: objective-physiological - nervous stimulation, and subjective-psychological - feeling and perception, and their heterogeneity and irrelevance to one another, masked by the metaphorical word of impression, acts with full force, setting very difficult epistemological tasks for thought.

In the course of exploring the concept of impressions, it is necessary to define such a concept as the emotional tone of impressions. The emotional tone of pleasure or dissatisfaction, pleasure or discomfort can accompany not only the sensation but also the impression of the person from the process of perception, imagination, intellectual activity, communication, emotions. Therefore, E.P. Ilyin singles out another kind of emotional tone - the emotional tone of impressions. If the emotional tone of the sensations is physical pleasure-dissatisfaction, then the emotional tone of impressions is aesthetic pleasure-dissatisfaction.

This is the aesthetic pleasure of a person can be used in forming the economic component of the impression. For example, when visiting a biopark, a sanatorium, or even a store designed in a certain style, one expects certain impressions and feelings and is ready to pay for them. Thus, using the natural resource potential of our country, it is possible to form a market not only for goods and services, but also to offer impressions.

Analyzing the work of foreign scientists [4,5], we can distinguish several basic forms of impressions of products and services that differ in their level of perception:

- at the level of physical sensations;
- at the level of feelings;
- at the level of thoughts;
- at the level of actions;

At the relationship level.

Another important aspect of the impression is the ability to transform it. That is, under certain conditions, the impression can be transformed from negative to positive and vice versa. This plays an important role in forming an impression.

In the context of the study of the origins of the formation of the economy of impressions, we will also define the concept of economy. In the process of continuous economic development, the transition from one socio-economic formation to another concept of "economy" was enriched, replenished with elements of new content. Economics is a set of economic relations between people, which is formed in the process of economic activity, ie the production of products and services, the exchange of them, the distribution of goods and their consumption. The development of such a set of relations is inextricably linked to the evolution of productive forces, which in the process of interaction form a coherent economic system of a certain socio-economic formation. In general, economics is a way of life of people, a system of relationships between them, providing the use of resources for the production of various goods and services, their distribution, exchange between members of society for consumption (both personal and industrial). However, these processes do not always meet the requirements of sustainable development, identified as a priority direction of social development. In the process of social development, there was a need to take into account the impact of indicators of use and consumption of natural resources and conditions. Therefore, the achievement of parity of economic, ecological, social and technological components of inclusive nature management for achieving the principles of functioning of the economy of impressions, namely taking into account the emotional component, becomes especially relevant today.

This generalized definition is concretized into a less abstract one when considering the economy from a certain angle. There are three main levels of economy [15]:

- microeconomics (reveals the economic activity of individual economic entities - enterprises, firms, households, industries, etc.);
- Macroeconomics (discloses economic activity within the state, represented by the cabinet of ministers, the central bank, central and local authorities, etc.);
- the world economy and its individual regions (covering the interaction of national economies, the economic activities of supranational bodies, such as the Cabinet of Ministers of the European Union, comprising 15 countries in Western Europe).

In line with the Millennium Development Goals proposed by the UN General Assembly, decisive steps must be taken at each of these levels to achieve sustainable development.

Studying the work of scientists [4] on the category of economics of impressions, we are faced with the view that between the definition of impressions and services are a sign of the equation. But in the realities of today, such a statement is not true. Examining the situation and world statistics, it can be stated that the greatest profit is made by non-material things. It is difficult for a person to realize that more often, costs are directed toward obtaining a certain impression rather than to purchase a particular product or service. Getting new emotions and impressions is what we are prepared to pay today. Management, marketing, management, environmental management - all contain the emotional stratum, which is an important component of the economy of impressions [6].

As you know, raw materials and commodities are units that can be transformed into each other. So considering this as an example of natural resources, we see that the extraction or processing of a natural resource can be represented as the production of goods. On this basis, it can be stated that in the field of environmental management, the differences between the product and the service are not very clear.

Considering the indicators of the share of the service sector in all groups of countries of the world, without exception, confirming that the processes of post-industrialization, which are by far the most developed countries in the world, are becoming worldwide (Table 1) [7]. Even in the least developed countries, this figure is already at 50% of the level, while in the most developed countries it has reached $\frac{3}{4}$ of the value added of the whole economy.

Table 1

Nominal GDR of countries by sectors 2017 year, % [7]

Country	GDR, \$	Agriculture	Industry	Service Industries
USA	19360000	0,9%	18,9%	80,2%
China	11940000	8,3%	39,5%	52,2%
Japan	4884000	1,0%	29,7%	69,3%
German	3652000	0,60%	30,1%	69,3%
France	2575000	2%	20,1%	77,9%
United Kingdom	2565000	0,6%	19%	80,4%
India	2439000	15,4%	23%	61,5%
Canada	1640000	1,7%	28,1%	70,2%
South Korea	1530000	2,2%	39,3%	58,3%
Australia	1390000	3,6%	29,1%	70,3%
Netherland	824500	1,6%	17,9%	70,2%
Hong Kong	341400	0,1%	7,2%	92,7%
Ukraine	104100	14%	27,8%	58,2%

Compiled from [7]

However, analytics speakers are showing private sectors of services for long periods of time in the developing world, and this already exists, in order for the technology to reach the top interface, which is known to have been tested for its own research. Considering the various statistics, we can say that it provides services that are used in the general structure of the economy and in other companies. What needs to change in all the services in the world and change under the economy as a whole. [7]

Against this background, the shifts in the macro-structure of Ukraine's GDP over the period since independence look really impressive. If the country started in 1990. with a share of services at only 30%, it is now more than 50%. Having analyzed the data of the State Statistics Service of Ukraine, it can be stated that

the share of the services sector in the total amount of gross domestic product (GDP) is gradually increasing in Ukraine and exceeds the rest of the market proposals.

According to the State Statistics Service of Ukraine in 2017, GDP amounted to USD 104100 million. In percentage terms, the industry is 27.8%, agriculture 14%, respectively. Services account for more than 50% of GDP [8]. Based on the above data, we can conclude that the material component is becoming less significant even in economic terms. Emotional component, which is the basis for the development of the economy of impressions, comes to the fore. This is a testimony to the appropriateness of the transition to a new economy in which the intangible production spheres are of prime value.

Impressions, then, are the fourth economic proposal that is as strikingly different from services as services from goods, because until recently it has received little attention. Impressions have always been around, but consumers, entrepreneurs and economists have taken them to the service sector along with dry cleaners, car workshops, telephone exchanges and wholesale. Today, impression within the category of impression economy becomes the object of the intangible sphere of production, and acquires value as a "consumer goal", most preferably a personal feeling or experience. When a person buys a service, he buys a series of actions that are performed on his behalf. But when she buys an impression, she pays for the unforgettable minutes of her life prepared by the company, that is, for her own feelings and feelings. [9]

The concept of the "economy of impressions" emerged in the late twentieth century. Then for the first time the leading role is given to the impression that the person will receive from the product or service. In today's market conditions, the emotional component needs to be given considerable attention in order to effectively manage and market. From now on, attention is paid to the unique experience that a person can get from a purchased product or service.

Impression economics is an approach to the production and promotion of a product or service, based not on the satisfaction of a specific need, but on the creation of a positive, exceptional impression, both from the production and promotion, and from the receipt of the product or service, as well as from the subsequent sensations received. the consumer of the good or service [5,10].

Considering impression economics as a new category of economic science, it is appropriate to note that it is not an individually existing industry or area that is focused solely on the fabrication of impressions, but an integral part of any successful economic development where the human factor is present. Today, the promotion of any product or service is not possible without the emotional component that forms the basis of the impression. On the basis of this, it can be argued that the impression economy should be part of successful sustainable development and harmonization of the interaction between society and the environment. Such guidelines are also listed as key in the document Basic Principles (Strategy) of Ukraine's State Environmental Policy for the Period up to 2030.

Having read the foreign sources on the economy of impressions, you can give the following vision, presented by Tofler in the book "Future Shock". The authors speak of the need for rapid changes in the economy and the adaptation of society to the new adoption of goods and services. Chapter 10 "Creators of Impressions" say that an economy is created to provide mental satisfaction, that the process of "psychologization" is finding a place, and people will strive for a better "quality of life." Product manufacturers will add "mental strain" to core products, the psychic component of services will expand, and we will witness the active development of industries whose only release consists of pre-programmed experiences, including simulated environments that offer customers an extraordinary aesthetic experience, a taste for adventure or a taste of adventure [10,11].

Analyzing the structure of the economy of impressions, we note that each economic proposal (Table 2) is significantly different from the others; in particular, each successive level increases the consumer value of the offer. [5] Often, due to the inappropriate perception of the company's course of action, there is a decrease in price, which occurs every time the company is unable to understand the difference between raw materials in its pure form and a valuable market supply.

With the development of society, the relevance of receiving positive impressions by man becomes an increasingly obvious need and becomes the next step in improving the quality of life of a person by maintaining a high quality natural resource base.

Considering Maslow's Pyramid, one can see that getting impressions corresponds to the general hierarchy of human needs. The main structural trend in the development of the world economy is known to be the advancing development of the so-called. the tertiary sector - the service sector, which, in fact, has become the main characteristic of the post-industrial economy. This trend reflects the changing pattern of human needs in the course of modern economic and social development. In modern conditions, promoting sustainable development and increasing human needs for improving the quality of life leads to the transition

to intangible consumption. Today, it is not the service itself that is becoming increasingly important, but the impression that remains after it has been provided.

Studying the category of impression economy, we note that in the world there are two main aspects of its development. First, it is an improvement in marketing strategies by expanding the range of impressions a consumer receives from the product or service they need.

This direction of development of the economy of impressions is proposed and elaborated in the works of Joseph B. Pine II and James H. Gilmore. The authors focus on the personalization of products, determine that consumers are no longer satisfied with the basic product or service that does not meet their personal requirements. That is why the economy of impressions aimed at consumer sentiment is becoming more relevant today. Give the definition of goods, services, impressions from the standpoint of economic

Table 2

Economic differences

Economic offer	Raw	Goods	Services	Impression/experience
Economy	Agrarian	Industrial	Services	Experience
Economical task	Production	Production	Delivery	Views (presentation)
The essence of the proposal	Equivalent	Material	Not material	Which is memorable
Main quality	Naturally	Standardizayed	Individualized	Private
Nature of supplies	Weight	By description	By request	Appears over time
Seller	Trader	Producer	Provider	Director
Buyer	Market	User	Client	Guest
Demand factors	Properties	Specifics	Benefits	Feeling
Nature management	Natural resources	Means of production	Production environment	Emotional, personalized

Based on [5]

theory and the economy of impressions (Table 3) [5,12]. Analyzing these concepts, we can state that the main difference in their definition is the emphasis on the personality and personalization of these categories by the impression economy.

Unlike the service, the impression does not have direct economic benefits, it cannot be "consumed" immediately. When consuming the impression accumulates, formed "base of impressions" of the individual.

The second aspect, which is considered in the context of the analysis of the economy of impressions, is related to the fact that the consumer in the conditions of satisfaction of primary needs (according to Maslow's classification), is increasingly looking for new impressions, rather than meeting the needs through the purchase of goods and services. The impression becomes, in a sense, a "consumer goal".

The main idea of scientists is that for successful ecological and economic development today it is necessary to take into account the emotional and social components. Today, more and more humanity wants to get new experiences and emotions, along with improving the quality of life and the rational use of natural resources. This is referred to in the Resolution adopted by the United Nations General Assembly on "Transforming our world: A 2030 Agenda for Sustainable Development", adopted in September 2015.

The document Basic Principles (Strategy) of the State Environmental Policy of Ukraine for the period up to 2030 outlines the existing problems and the current state of the environment in Ukraine. A national system of sustainable development goals has also been developed in Ukraine, which should provide a basis

for further planning of Ukraine's development, overcoming imbalances that exist in the economic, social and environmental spheres; to ensure that the environment is conducive to the quality of life and well-being of present and future generations; create the necessary conditions for a social contract between government, business and civil society to improve the quality of life of citizens and guarantee socio-economic and environmental stability; to achieve a high level of education and public health [1], which is relevant to the development of theoretical and methodological foundations, in particular the principles of economics of impressions based on the field of environmental management. The author emphasizes that using the approaches of impression economy, through the indicators of natural resources, which serve as indicators of human emotions and can contribute to improving the quality of life of a person, a number of the above problems can be solved.

Table 3

Comparative table of definitions of goods, services, experience from the standpoint of economic theory and in the experience economy

Category	Classical economy	Experience economy
Good	is a product of labor made for the purpose of exchange or sale, not for personal consumption	it is a material, standardized thing conveyed to the consumer
Service	it is a particular consumption value of the labor process, expressed in a beneficial effect that satisfies the needs of the individual, staff and society	it is an intangible, personalized satisfaction of need obtained at the request of an individual entity (or group of entities)
Experience	--	it is a feeling that is remembered, a personal feeling or excitement that is subsequently manifested and stored in the memory of the subject, forming his or her own inner peace

Based on [5, 9]

Considering the opportunities inherent in the economy of impressions, potential opportunities for value creation are foregrounded. It applies to goods: they should be mass personalized as much as possible. It is necessary not to increase the production of tangible goods, but to create more innovative methods of their production. The same applies to services that turn into impressions during their personalization. It is important that access to more impressions is paid for in the future because it is the key to a full value economy. The peculiarity of the impression is that all previous offers did not penetrate the inner world of the buyer. While the impression is inherently personal. They affect a person on an emotional, physical, intellectual or even spiritual level. There are no two people who would get the same impression. Each impression arises as a consequence of the "collision" of the set action and human condition.

According to the authors, modeling of the preconditions for the development of the economy of impressions can be understood as ensuring the health and socio-aesthetic development of a person, which will contribute to the economic progress of the state and preserve its natural resource potential. All kinds of natural resources (mineral, climatic, aquatic, land, forest, recreational, etc.) have a direct influence on forming an impression in the process of consuming the service and in the perception of the quality of life of a person. Therefore, it can be stated that natural resources can be an essential component of the impression economy.

In the course of the study, we looked at the global "Quality of Life Index" for countries around the world. Ukraine was ranked 62 in the country's quality of life rating in 2019. In total, 71 countries are included in the rating. The last place was occupied by Egypt. The best is living in Denmark - the country received 198.57 points out of a maximum of 200. In second place - Switzerland (195.93 bases), third - Finland (194.01 points). Ukraine scored only 102.34 points. In 2018, our state was 57th with 95.96 points.

Russia was ranked 59th (104.94 points), Belarus - 37th (141.47 points), Poland - 35 (147.98 points). [16] In determining the Quality of Life Index, the following indicators are considered: purchasing power, safety, health, cost of living, price-to-earnings, time-of-travel, pollution, climate.

Considering the indicators taken into account in determining the "Quality of Life Index", it can be stated that the position of Ukraine in this rating is greatly influenced by indicators related to the use of nature, such as "Pollution indicator", "Climate indicator", "Health indicator". On this basis, we can state the importance of the state of natural resources as a lever to improve the quality of life. Obtaining positive impressions of natural resources is a condition for changing our outlook and transition to new models of economic development with a focus on the social and emotional component.

Considering the basic principles of sustainable development adopted at the United Nations Conference on Environment and Development, we highlighted the principles of the Impression Economy:

the principle of feedback (interdependence) implies the interconnection of the state of the environment with the impressions of the consumption of ecosystem services;

- the principle of regulation of relations in the sphere of nature management, adjustment of infrastructural complexes in order to receive positive impressions;

- the principle of availability of natural resources;

- the principle of modernization of resource-intensive projects of production of goods and provision of services;

- the principle of environmental scientific research of business, that is, the special role of the state in controlling the level of environmental load, the creation and full access to the map of environmental pollution from economic objects;

- the principle of organizing a social system that will provide maximum relaxation in society, minimizing the economic-environmental and socio-economic conflicts arising from the imbalance of development;

- the principle of ensuring a proper level of socio-aesthetic environment;

- the principle of adequacy, that is, the ratio of the use of the natural resource base with the impressions received;

- the principle of protection of beautiful cities and natural monuments, provides for unimpeded access to the society and preservation from the construction of buildings or structures that prevent access to them.

Conclusions and perspectives of further research.

The study identified the origins and prerequisites of forming an impression economy as a direction for socio-economic development. The author defined the essence of the notion of impression as a component of the impression economy, investigated existing approaches to determining the category of impression economy, analyzed the world trends of the economy in terms of impressions, substantiated the use of the natural resource base for obtaining positive impressions and improving the quality of life.

According to the authors, modeling of the preconditions for the development of the economy of impressions can be understood as ensuring the health and socio-aesthetic development of a person, which will contribute to the economic progress of the state and preserve its natural resource potential. All kinds of natural resources (mineral, climatic, aquatic, land, forest, recreational, etc.) have a direct influence on forming an impression in the process of consuming the service and in the perception of the quality of life of a person. Therefore, it can be stated that natural resources can be an essential component of the impression economy. The author considered the approach to the formation of the economy of impressions on the basis of growth of indicators of quality of life of the person. We propose the principles of economics of experience in the field of environmental management. It can be stated that the principles of impression economy can act as a driving force for increasing the demand for recreational and tourist destinations and preserving the state's natural resource potential.

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