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The collection investigates the theoretical approaches to human potential assessing at the state and regional level. The place of Ukraine in the world ranking according to the human capital development indicator is determined, a comparative analysis of the country's HDI with the most developed countries and CIS countries was conducted. Recommendations of the state social and economic policy strategic priorities, aimed at country's human potential development and preservation are proposed.

The theoretical and methodological principles and practical aspects of sustainable tourism development concept are considered. The experience of tourism's sustainable development concept realization in the EU is generalized. The tourist policy of the EU and the «European Tourism Indicator System» formation, development and implementation processes for the social and economic results monitoring and evaluation are analyzed. The scientific and practical recommendations of the EU positive experience using for sustainable competitive accessible tourism strategy development and implementation in Ukraine, based on the social responsibility and social partnership principles, are substantiated.

The digital marketing of banking innovations development stages in Ukraine are investigated. The main components of digital ecosystem are summarized: social, mobile, analytical and cloud technologies. The banking innovations directions of implementation in the conditions of financial instability, to increase of banks' ability to information resources efficiently use, confrontation of negative external and internal factors action, risks minimization, maximum profitability maintaining, a new banking technologies and products development, preservation of competitive positions in the market and clients trust, are offered.

The author's views concerning certain provisions of the articles may not necessarily reflect the views of the editorial board.

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