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## **Public craft cluster in the improvement of international regional competitiveness**

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**ABSTRACT.** There have been described the prospects of the cultural resources implementation for the regional competitiveness improvement. There was characterized an update, analyzed the governmental and regional policy of stimulation, development problems of the public artistic crafts in Ukraine. There have been specified active and prospective domestic and international projects of cluster formation based on the seats of public crafts. There were determined the importance and priority-driven directions of potential actualization of artistic crafts in the improvement of international regional competitiveness.

**KEY WORDS:** public artistic crafts, international competitiveness, development, regional policy, cluster, cultural industries, region.

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