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Методологічні аспекти дослідження проблем соціально-економічного розвитку сільських територій

Стаття присвячена узагальненню чинників, що впливають на формування соціально-економічного розвитку сільських територій та розробці концепції такого розвитку. Розкрито особливості державного регулювання соціально-економічного розвитку сільських територій та напрямки формування регіональних систем розвитку сільських територій. Систематизовано наукові підходи та концепції сільського розвитку і ступеня диференціації сільських територій за різними ознаками. Здійснено SWOT аналіз сильних і слабких сторін, можливостей і загроз для соціально-економічного розвитку сільських територій в сучасних умовах. Обґрунтовано заходи щодо використання результатів інноваційної діяльності в прискоренні соціально-економічного розвитку сільських територій та запропоновано концепцію соціально-економічного розвитку сільських територій, що базується на врахуванні функцій сільських територій, зокрема: житлової, економічної, виробничої, рекреаційної, розміщення, екологічної, ресурсної.

Ключові слова: державне управління, механізми регулювання, соціально-економічний розвиток, сільська територія.

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Методологические аспекты исследования проблем социально-экономического развития сельских территорий

Статья посвящена обобщению факторов, влияющих на формирование социально-экономического развития сельских территорий и разработке концепции такого развития. Раскрыты особенности государственного регулирования социально-экономического развития сельских территорий и направления формирования региональных систем развития сельских территорий. Систематизированы научные подходы и концепции сельского развития и степени дифференциации сельских территорий по различным признакам. Осуществлен SWOT анализ сильных и слабых сторон, возможностей и угроз для социально-экономического развития сельских территорий в современных условиях. Обоснованы мероприятия по использованию результатов инновационной деятельности в ускорении социально-экономического развития сельских территорий и предложена концепция социально-экономического развития сельских территорий, которая основана на учете функций сельских территорий, в частности: жилой, экономической, производственной, рекреационной, размещения, экологической, ресурсной.

Ключевые слова: государственное управление, механизмы регулирования, социально-экономическое развитие, сельская территория.

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Methodological Aspects of the Study of the Problems of Socio-Economic Development of Rural Areas

The article generalizes the factors influencing the formation of socio-economic development of rural areas and the development of the concept of such development. Some aspects of state regulation of social and economic

development of rural areas and directions of forming regional systems of Rural Development. Systematized scientific approaches and the concept of rural development and the degree of differentiation of rural areas by various signs. Carried out SWOT analysis of strengths and weaknesses, opportunities and threats for social and economic development of rural areas in the present conditions. Grounded the measures on the use of innovation activities in accelerating socio-economic development of rural areas, and proposed the concept of socio-economic development of rural areas, based on the accounting functions of rural areas in particular: residential, economic, industrial, recreational, accommodation, environmental, resource.

Keywords: *public administration, regulatory mechanisms, economic and social development, rural areas.*

Defining the problem. Constantly changeable economics conditions caused a problem of socio-economic development of rural territories in Ukrainian regions. There is the concept of sustainable development in Ukraine; however, it lacks the exact principles and methods of regulation of these processes at the village level, which would include geographical, social and mental peculiarities of Ukrainian village.

The current socio-economic condition of rural regions is changing a lot. The economic crisis in agricultural sector necessitated radical economic changes in rural regions, creating a full-fledged market environment both in production and social fields. One of the main reasons of an agricultural crisis is a lack of consideration of the importance of an economic and social policy on the countryside. Due to it, the urgent objective is a creation of such economic and social environment, which would help to increase the prestige and motivation of work, attractive living conditions in the rural areas, stopping destruction of social infrastructure.

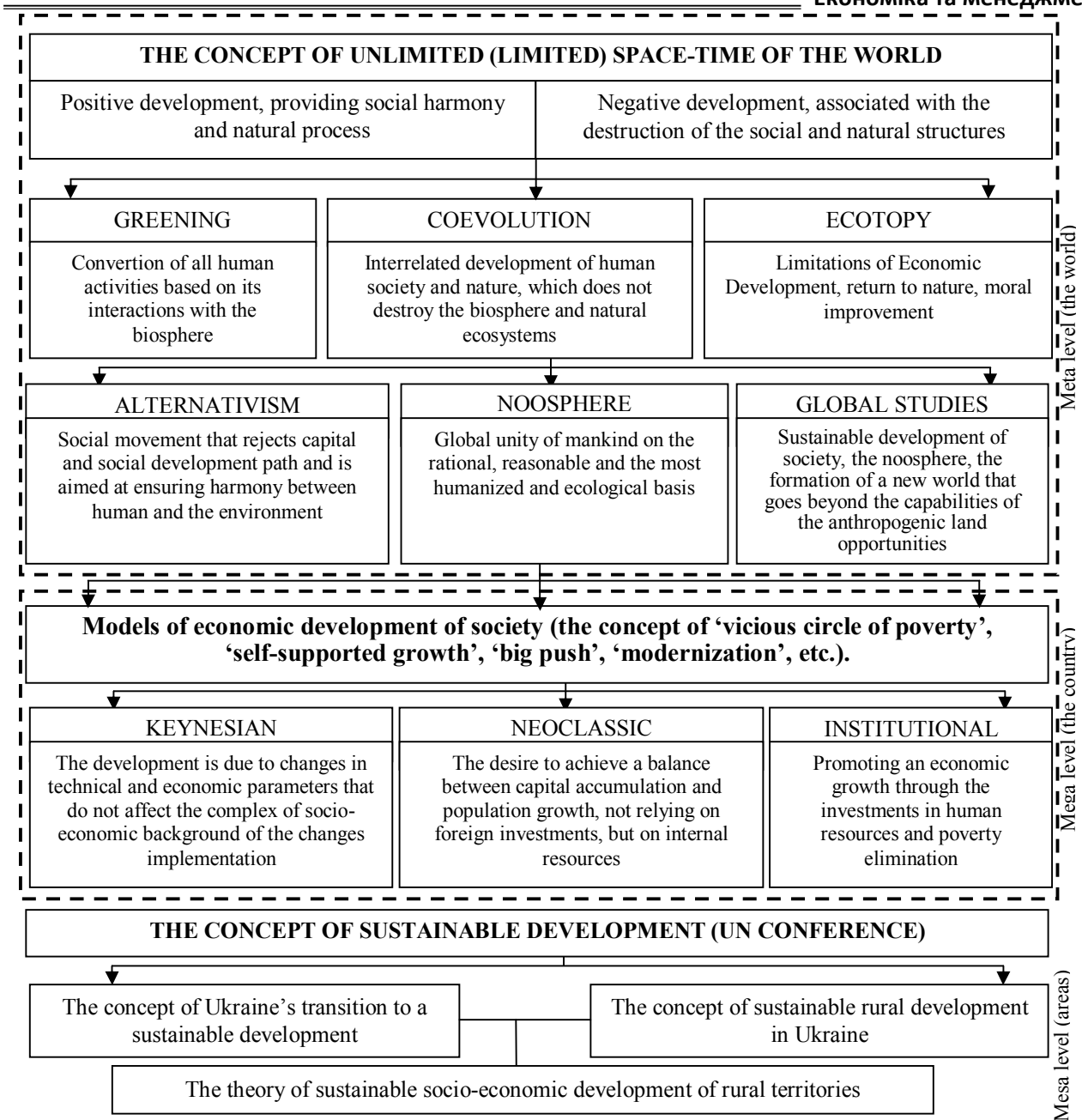
Analysis of recent researches and publications. The science has gained a huge experience in learning the problems, related to a socio-economic development of the countryside. The problems of socio-economic development management of the rural territories are studied in works of P.I. Gaidutsky, M.I. Malik, I.K. Bystryakov, O.O. Vecklych, V.M. Geits', M.I. Dolishniy, L.M. Ivashova, O.M. Kondrashov, V.S. Mishchenko, V.V. Mykytenko, T.V. Pepa, A.V. Stepanenko, M.A. Khvesyk, E.V. Khlobystov and others. However, the theoretical research problems of implementation the onward socio-economic development of the rural territories were not sufficiently developed. Most of them aren't aimed at improving the methods of socio-economic development management of the rural areas in the modern conditions.

The results of research. A prerequisite for the formation of the socio-economic development theory of rural territories of Ukraine is a concept of sustainable development adopted by the United Nations Conference on Environment and Development (1992), in which the main components are synthesized by all previous paradigms of society development as a whole and in its individual areas / regions / enclaves. The concept of

unlimited (limited) space-time development is a dual perspective on the possible variants of the world development (meta level): positive, providing social harmony and natural process; and negative, associated with the destruction of the social and natural structures. In any case, it is based on the point of view that society is a self-organizing system as stable balance of the powers in terms of competition and cooperation, conflicts and agreements. The efficiency and stability of society depends on the ordering the social relations, which realize through the social regulation. This opinion is supported by some scientists (S. Alekseev, S. Arkhipov, G.A. Ignatenko and others), which state that 'civilization produced many different norms and rules (moral, legal, political, ethical, corporate, religious traditions, habits, business relationships, rites, rituals, etiquette requirements, etc.), which are governed by people in their daily lives and activities, reflect the current level of organization of social life, stability, harmony of social relations' [8]. There was a succession of mega development concepts from Keynesian (development is realized through the use of a complex of socio-economic background of the change implementation) [4]; neoclassical (due to a balance between a capital accumulation and population growth) [5] to institutional (through the investments in human capital and poverty elimination) [2] (Fig. 1).

Conducted historical and epistemological analysis of rural differentiation allowed to organize and summarize scientific the approaches and concepts of the evolution of rural development, in which there is a succession of priority in the territorial area-based development with and between regional inequalities, the importance of the factors of production, degree of urbanization, social, economic and environmental orientation (Table 1).

Due to the table 1 data one can determine the socio-economic development of rural territories as targeted rural communities transition to a new level, providing an economically and environmentally well-grounded and socially oriented expanded reproduction, support and development of life, production and natural-resource potential of rural territories, improvement of the rural population life quality based on synergetic combination of financial and investment strategies (Table 2).



Source: created by the author on the basis: [2, 4, 5, 8].

Fig.1. The role of the theory of rural territories development in a system of scientific theories, concepts and points of view of society development

Table 1

Summarizing of the scientific approaches and concepts in the evolution of rural development and degree of differentiation of rural areas

Approaches and concepts of rural evolution	The essence of differentiation, considered from different perspectives (types of peasantry, production and realization conditions, phases)	The peculiarities of Ukrainian rural differentiation in a rural development evolution
1	2	3
Socio-economic approach (XIX – start of XX century.)	Area-based disparities in rates of class stratification of the peasantry, caused by differences in socio-economic conditions and the degree of labor relations development (the poor - middle – the rich)	The beginning of crisis regions formation and appearance of antagonism between developed regions, developing regions and degrading regions.
Organizational and production approach (XX century.)	The interregional unevenness due to the differences in production and distribution of agricultural products (market proximity, population density, demography, family structure, soil fertility).	

Table 1 (continued)

1	2	3
The concept of a turning point in agricultural development (end of XX century.)	Differentiation of the production factors (labor, land, capital): the main factors in this period were considered to be the natural risks and labor potential of a rural area; the key factors were financial and innovative ones. At that time Ukraine was at the second phase of a rural evolution.	Due to the crisis of the 90-s most of regions were rejected to a first phase, while some regions partly moved from the second to the third phase.
The geographical concept of rural areas evolution. (beginning of KAI)	Differentiation on the basis of urbanization of rural areas: 1. Natural – dependence of agriculture on natural conditions of the population. 2. Early-urban – dependence of results on the natural conditions.3. Middle-urban – concentration and polarization of production and rural settlement around towns. 4. Post-urban – zone differences increase, substitution of labor by capital. 5. Neo-natural – differentiation takes the form of recreation and suburban and environment-biotechnological.	Ukraine mostly completes the third phase of rural evolution and only a few regions move to the forth phase.
The concept of sustainable rural development (end of XX – beginning of XXI century)	Differentiation on the basis of social, economic and environmental orientation: 1. Social – solving the problem of hunger. 2. Economic - solving the problem of welfare’s low levels of workers in agrarian sector. 3. Environmental – realization the objective of minimization of environmental pollution due to agrarian activity.	Availability of a significant proportion of private households in most of regions demonstrates the social the social orientation of agriculture. There is a partial transition to economically and environmentally oriented management.

Source: created on the basis of [1, 6, 9, 10].

Table 2

The differences between the interpretation of the concept of «social and economic development of rural territories»

The main features	The existing definition of socio-economics development of rural territories	The proposed definition of socio-economic development of rural territories
The role of the country in socio-economic development management of rural territories	The self-organization in economic, social and environmental fields, self-improvement, purposeful self-organization of society.	The purposeful process with the support of the government, which allows to implement the rural territories development.
The attitude to the potential of rural territories development	The use of human and natural resources.	The support and development of life, production and natural resources potential of rural territories.
The level of achievement the real goals of rural territories development	Diversification of the economics, full employment, social justice, improvement of the life quality of the rural population.	Economically and environmentally well-grounded, socially oriented extended reproduction, the increase of level and improvement of life quality of rural population.
The conditions of socio-economic development of rural territories	The implementation of rural territories development mainly due to solving the social objectives.	Improvement of management on the basis of financial and invest strategies, directed on a complex development of an territory.

Source: created due to: [3, 6, 7, 9].

Generalization of the existing conceptual approaches to rural territories development and succession of historical changes in its practical realization allow to determine that all approaches can be attributed to industrial, which orients the basic measures of the state support the agricultural field of a rural economic development; territorial, providing an integrative development of rural areas, including their municipal differences; or regional, which allows to take into account the level of use of nature, climatic, demographic, social, economy and other potentials of a region; or integral as a

synergetic combination of territorial development and rural regional development.

The analysis of the nature and content of socio-economic development of rural territories allowed to reveal its basic components: social, economic, environmental, institutional and to analyze a set of problems that can be grouped into the following functions: social, economic, demographic, industrial, historical, cultural, environmental and recreational, financial and management and others. The group of social problems of the current state of rural territories is the lack of social standards and norms of living and working of

rural population, the lack of economic interest to live and work in rural territories, motivation to work, the unemployment, labour migration, poverty and the destruction of social infrastructure in rural areas, the increase of rural poverty. The economic group should include a low development level and mono-functionality of an agricultural sector, low profitability of agricultural production, the absence of financial support for small agricultural producers, the limited financial resources of local budget losses of major agricultural products, difficulties in the development of social infrastructure in rural areas. The main threats and obstacles of socio-economic development of rural territories are: natural (the

presence of adverse climatic conditions of agricultural production); anthropogenic (as a result of negligent economic activity of the rural population); economic (financial limitations of agricultural production and rural development); social (the presence of adverse socio-demographic processes and phenomena that determine the level of life of the rural population). To determine the value of the economic, social and environmental components of socio-economic development of rural territories we analyze the following logical and graphical SWOT-analysis scheme of the strengths, weaknesses, opportunities and threats for the socio-economic development of rural territories (Table 3).

Table 3

**SWOT-analysis of the strengths, weaknesses, opportunities and threats
for the socio-economic development of rural territories**

<p align="center">I. Opportunities</p> <ul style="list-style-type: none"> • The demands of environmentally safe food products at regional, national and international markets. • Aiming of socio-economic policy at outlying areas development. • Cooperation and agricultural integration. • The good conditions for production and export of organic products. • Diversification opportunities for agricultural production. • The opportunities of social and labor reintegration of internally displaced persons. 	<p align="center">II. Threats</p> <ul style="list-style-type: none"> • The difficult nature conditions for agronomy. • The ineffective structure of development management. • The dependence of livestock production on delivery and content of the concentrated feed. • The absence of private investors. • The strengthening of rivalry. • Disparity in prices for agricultural and industrial products. • Monopoly I and II spheres of AIC. • The difficult access of agricultural producers to a product markets, material and technical means and financial resources. • The decrease of the rural population. <ul style="list-style-type: none"> • The outflow of the skilled workers to the cities of the country and abroad due to migration. • The decrease of content of agricultural production, resources and food by organizations.
<p align="center">II. Strengths</p> <ul style="list-style-type: none"> • A big demand and guaranteed consumption the local production. • Availability of the labor resources and a range of natural aspects. • The long daylight hours in during the period of plant vegetation, enough dampness. • Budget allocations in the region to implement targeted programs of agricultural development and rural territories. • Participating of the industry organizations in financing the agricultural and rural development. • Availability of floodplain meadows and other opportunities for the development of cattle-breeding. • The high genetic potential of cattle • The high potential of an agricultural science. 	<p align="center">IV. Weaknesses</p> <ul style="list-style-type: none"> • A significant gap in conditions and quality of life between city and countryside, a high unemployment rate in rural territories. • A high level of the basic funds run-out. • The use of old technologies and equipment. • A low professional level of the staff. • The absence of development in infrastructure, landscaping, services in a life environment in countryside. • The high prime cost of the local products, in comparison with the imported and exported ones. • A low competitiveness and effectiveness of agriculture. • The absence of an exact strategy of the rural areas development. • The absence of alternative fields of employment and resources of profit. • The absence of recycling machines as close to agricultural producers as possible. • The inefficient level of the government's support. • The absence of development of an agricultural legislation. • The scientific informational isolation of rural territories. • The high expenses and risks in investing in agriculture.

Source: created by the author.

The conducted gnoseology, logical and graphical SWOT-analysis allow to determine the place for the concept of socio-economic development of rural territories in a system of categorical field, which includes social, economic, environmental and institutional components of this development, on the one hand, and an integral economic category, which takes into account the development conditions of rural areas, the degree of reasoning and achieving the real aims according to available potentials and strengthening the role of the

country, aimed at the increase and improving the quality of life of rural population – on the other hand. At the end of analysis there were obtained 4 quadrants – zones: the field of powers and opportunities (PO), the field of powers and threats (PT); the field of weaknesses and opportunities (WO); the field of weaknesses and threats (WT) (fig. 2).

		opportunities					threats						
		Institutional environment	Accessibility of resources Development of an internal demand	The support of the government The county's scientific and research policy	The inter-field exchange conditions	Foreign economic conditions	The coverage and development of markets	Investment environment and prices and tax policy	Natural conditions	The environmental and natural resources conditions	Cooperation and integration relations of AIC	Social development of rural areas	
Internal	External												
		power	Location, specialization and concentration of agricultural production according to local circumstances			C/3		A/12					
Potential of economic and intellectual resources	C/5		A/25	A/25	C/5	B/15	B/15	B/15		B/15		B/15	
A level of socially significant expenses in a region's budget	B/12		A/20	B/12			B/13			C/4		C/4	PT
A high recreational potential of a territory			C/3	A/15		A/15	A/15			C/3			
Quality and competitiveness of products					B/12	C/4							
A wealthy cultural and historical heritage, availability of traditions										B/12	B/12	A/20	
A low level of conflict of a local community	C/2			A/15			A/15			B/8			
weaknesses	Investment and innovative activity		B/12	C/4									
	Internal infrastructure					A/8					C/12		
	Availability of reserve capacity, resources, agricultural materials.	A/5		B/11									
	Work motivation												
	Ability of diversification of productions				WO		C/12					WT	
	Opportunity to revise the rates.	A/6								B/9			
	Organizational and economic forms of rural entrepreneurship.			A/8	A/10	B/12							C/10

PO	The field of powers and opportunities
PT	The field of powers and threats
WO	The field of weaknesses and opportunities
WT	The field of weaknesses and threats

Fig. 2. The final matrix of PEST-analysis of rural territories development using quality function (QFD)

Source: created by the author according to fig. 1 and table 3.

For each zone, according to features of adaptability and dissipativity, one need to develop and propose a set of appropriate measures to achieve a possible attractor of development or spreading of the PO field (by implementing the optimization or intensive growth strategy, which is to use an accumulated potential for receiving the maximum emergence from the opportunities appearance in an external environment) and neutralization or softening the WT field (using diversification strategy or transformational development, aimed at softening the external threats at markets with the help of diversification (development of new goods and markets). These sets are classified by activity and a level of the measure's risks. For the zones of adaptability (PT, WP) it is necessary to use the balanced measures (adaptation development strategies: strengthening the competitive positions, the use of prosperous opportunities that soften the impact of negative factors of territory development; strategies of diversification or transformational development, aimed at softening the external threats at markets with the help of diversification (development of new goods and markets: for example, development of tourism cluster); for the zones of dissipativity: PO – to implement aggressive and risky measures (an attempt by lowering prices and conditions of delivery of entering new markets; the use of strategy point of development, which involves the creation of joint ventures for active work on prospective markets), WT – conservative and low risky measures (strategies of survival: the concentration of efforts on the support of existing activities; optimization strategies, which is to use accumulated potential for receiving the maximum efficiency from appearance of new opportunities in external environment).

According to the calculation results, made with the use of proposed model, one can construct a system of socio-economic development of rural areas, which involves the following components and elements: the principles of socio-economic development, the aims and objectives of this system, strategy and policy of territorial formation in a field of providing the development, functions, structure of a system of development implementation, technology of socio-economic development implementation according to the determined main determinants and indicators of development. The sequence of formation of the socio-economic development system of rural territories is shown on fig. 3.

Conclusions. The approach based on a reasonable classification of rural development on the basis of adaptability / dissipativity and the mechanism of interaction of key determinants of rural development in the reproductive system of the region is a sequence of forming the system of socio-economic development of rural territories, taking into account the specific characteristics of a particular situation, should meet the following basic requirements: the possibility of achieving the key determinants of reproductive system in regions which can be divided into external, generated and managed at the regional level (regional proportions playback, state of agricultural sector, nature of regional regulatory impact) and internal formed, directly in the territorial economics (availability and quality of basic

productive resources of rural areas); specific reproductive processes of rural territories, which appear in the territorial localization of reproductive cycles and contradictions, immanent socio-economic systems in rural areas and represent spatial projection of problems of sector structure of the economics.

The proposed concept of socio-economic development of rural territories is based on consideration the functions of rural areas, including: residential – guarantee a high quality of life, according to the needs of different age groups; economic – creating sufficient jobs, competitive conditions of production and diversification of the rural economics; production – food production, the use of renewable raw materials, preservation of the cultural landscape and natural resources; recreation – the use of the cultural landscape, tourism infrastructure; accommodation – industrial and transport infrastructure; environmental – environmental balance in agrobiocenosis and throughout, maintaining reserves, recycling waste etc.; resource – providing non-renewable and renewable natural resources.

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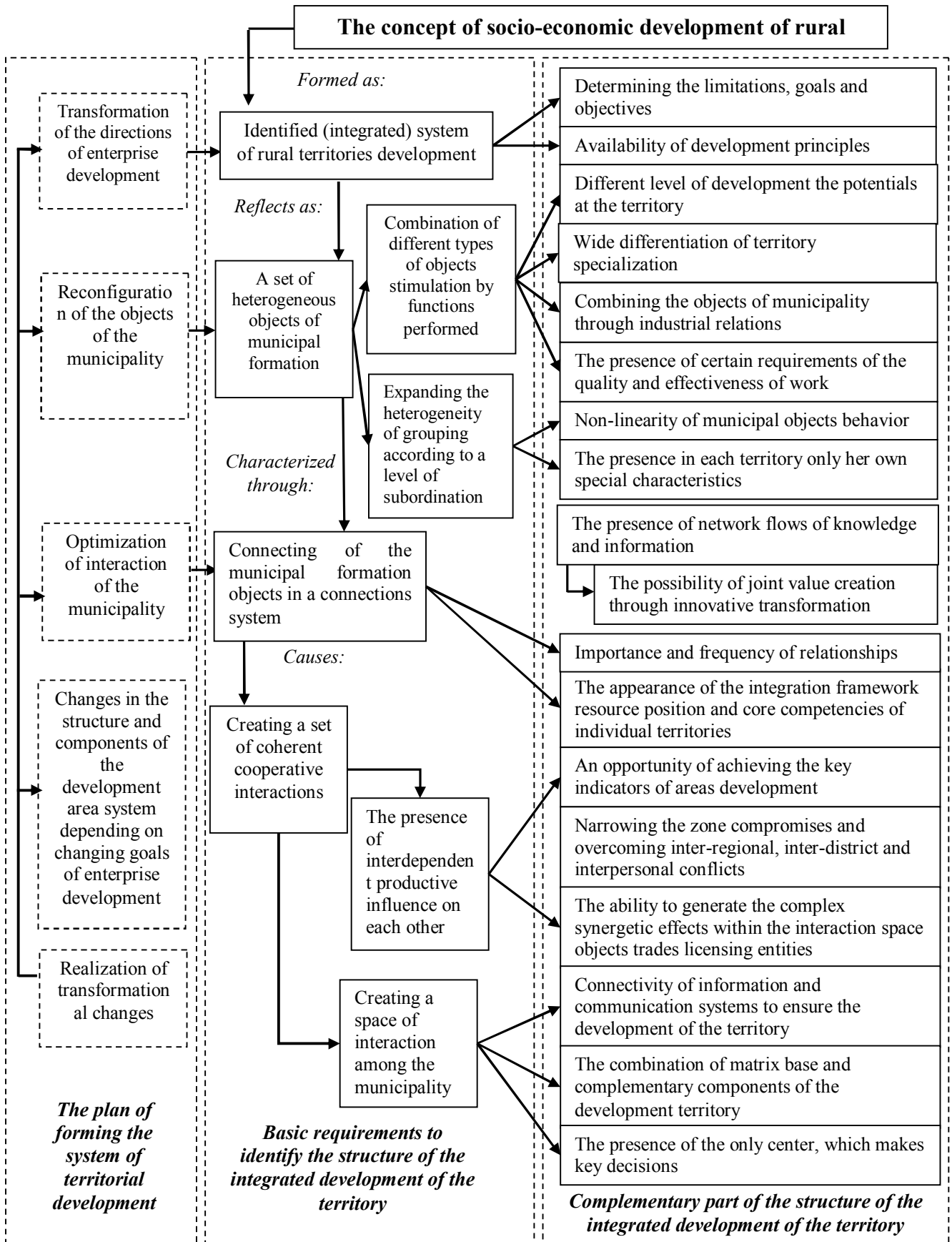


Fig. 3. The concept of socio-economic development of rural territories

Source: created by the author.