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Yuriy Lytvyn,
Ph.D in Economics, Postdoctoral Student,
Dnipropetrovs'k State Agrarian University

THE CONCEPTUAL BASIS OF THE INTEGRATED DEVELOPMENT
OF AGRICULTURAL POTENTIAL OF THE REGION

Annotation

The article substantiates the conceptual basis of integrated development of the rural areas. The potential of the region concerning the status and trends of development, the distribution of the productive forces of agriculture has been analyzed.

Key words: *conceptual basis, integrated development, potential of the region, productive forces, agriculture, rural areas.*

Анотація

Обґрунтовано концептуальні засади комплексного розвитку сільських територій. Проведено аналіз потенціалу району щодо стану та тенденцій розвитку, розміщення продуктивних сил сільського господарства.

Ключові слова: *концептуальні засади, комплексний розвиток, потенціал регіону, продуктивні сили, сільське господарство, сільські території.*

Аннотация

Обоснованы концептуальные основы комплексного развития сельских территорий. Проведен анализ потенциала района относительно состояния и тенденций развития, размещения производительных сил сельского хозяйства.

Ключевые слова: *концептуальные принципы, комплексное развитие, потенциал региона, производительные силы, сельское хозяйство, сельские территории.*

Introduction

Strategic guidelines for rural areas development should be considered as the determining factor that in its essence and mechanisms is aimed at achieving certain results in the future. At the same time it also ensures the functioning of all social, economic, organizational and other subfactors required, each of which performs the specific target function. The overall performance of their functioning is achieved, in case each of them and each function performed by them represent the potential incorporated, which is formed, taking the interests of a particular strategy into account. Thus, all factors should work in concert, complementing each other and forming the synergy of strategic development on this basis. Such understanding of synergy gives grounds to consider the strategic directions from the point of their multifunctional structure that in its manifestation includes a consistent set of steps and reaches certain or expected results. To increase the effective action and interaction of the strategy factors, each of them separately and all together should be well-organized.

Analysis of recent research

In recent years Ukrainian scientists have established scientific approaches to solving problems of social and economic development of the state and substantiating the policy of regional development of rural areas. A significant contribution to the development of the concept of spatial organization of the society, its kinds and modifications have been made by national researchers B. Burkynskiy, Y. Boyko, P. Haydutskiy, Z. Gerasymchuk, M. Dolishniy, F. Zastavniy, V. Kravtsiy, M. Lendyel, V. Messel-Veselyak, N. Pavliha, V. Pavlov, V. Pyla, K. Prokopyshak, O. Topchiyev, O. Cherevko, O. Shabliy, H. Shvebs and others. The need to incorporate sectoral approach to rural development in this concept is noted in the works of M. Malik, V. Yurchyshyn and P. Sabluk.

Statement of research objectives

- to substantiate the conceptual basis of integrated development of rural areas;
- to analyze the potential of the region concerning the status and trends of development, the distribution of the productive forces of agriculture.

Results

The scheme of strategy development is considered conceptual, as it is basically acceptable for any field of activity. As for the agriculture, it is confirmed by the fact that the agricultural enterprises, private farms, service structures have the greatest effect on farming, the activity of which is based on a clear vision of the near, observation (medium) and strategic future. Their success is caused by the fact that the clear definition of strategy is, above all else, a solid scientific and methodological basis of production, its social development, etc.

This orthodoxy of the strategic development enables to formulate the following conclusion: these principles may also be acceptable for the organization of the development of the rural areas that is for the implementation of strategic principles. Such conclusion does not change the fact that the category of rural development and its corresponding social and economic phenomenon are relatively new to our reality, so that they are not researched so profoundly by the scientists and are applied in practice very slowly.

The problem in question justifies the need for organizing each rural area and all of them together, using the strategic principles. They are known conceptually, but require appropriate scientific and applied revision on the situation, particularly in agriculture and each rural area. The underestimation of the problem will have a negative impact on the use of these strategic principles in the development of rural areas. However, the focus on such development should be the determining factor that contributes to the process of taking agriculture and villages to higher social economic and environmental level of development.

The strategy of development should cover all the components of rural areas. Recently the rural territory has been understood in science and practice as a multipurpose and multifunctional system, which has natural, social, economic, industrial and commercial, as well as other features and characteristics. Although similar to some extent, the rural areas differ greatly and require an individual approach to their development, primarily strategic one. Different views on rural areas have one thing in common: their social fundamental principle is the rural population, as well as the population living outside the rural area and being directly involved in its social and economic development [1, 2].

One of the strategic priorities of the development of the rural area is the interests of its society. Other strategic directions for each territory should be organized and operated to limit the degradation of existing agricultural capital, which in recent years has become dangerous and requires the creation of conditions for its maintenance and strengthening. At the same time it will prevent degradation and disappearance of the social centers of rural areas, namely villages and other rural settlements [5, p. 106]. Therefore, the determining factor in the strategy for rural development should be the ensurance of such social, economic and industrial development of each of the territories, with not only effective development involved, but also the preservation of historically formed settling network.

In practice, this should include not only traditional conservation management, but also inherent cultural and household possessions and values, etc.; building social and working environment, which would ensure the gradual transition from the current reluctance to live and work in rural areas to increasing the attractiveness of rural life and protecting the natural environment.

Diversification should become one of the important components of the strategic development of rural areas. The reduction of traditional rural industries with a sharp decline in employment in the countryside, almost mass unemployment, dying out of the rural population and other reasons cause the need for such diversity in the social and industrial areas in the country, with the development of rural settlements being supported. Without this the processes of dying out and depopulation of villages, aging of rural population, degradation of the environment, as well as rural historically conditioned identity will be accelerated [3].

With a consistent focus on sustainable development of each rural area it is important to apply in practice the conclusion of the Concept of Economic Stabilization and Growth in Ukraine, created in 1997, which states that the rate of sustainable economic growth is the greatest problem in Ukraine concerning its future. The distribution of this report now allows using it in establishing the strategy for the development of rural areas. It is necessary to specify the conventional understanding of sustainable development, taking into account the features of these areas, understanding that their sustainable development will occur when they stop degradation processes,

the signs of stabilization will be evident, and the social basis will be strengthened.

The rural areas may be strategically developed only on the basis of consistency. In practice, this depends on two circumstances: if all its elements will be considered not just by the components but by the relevant specialized subsystems, in case of effective relationship existing between them during their functioning. Complementing and reinforcing each other, they can most effectively reveal the overall individual and cumulative potential put in each of them in particular and in all of them together [4, p. 66].

The foregoing gives grounds to draw a conclusion about the necessity of taking into account the characteristics of rural areas while considering the strategies for their development. At the initial stage of the strategic development of rural areas it is necessary to carry out the scientific and applied research and prepare relevant government programs and laws. Creating conditions for sustainable development of rural areas is one of the most important strategic objectives of public policy that ensures the efficient use of the full potential of the economy of the country.

The structural and dynamic analysis shows that a number of phenomena and processes of social and economic development is evaluated from a negative point of view and there are certain trends or threats to the sustainable development of rural areas. The public administration should foresee them and resist by means of state planning, forecasting, monitoring and analyzing the situation. The need for objective assessment of strengths, weaknesses, threats and ways to overcome them requires the development of regional programs of development and schemes of planning the rural areas. In contrast to the target programs, the executives should be coordinated within such programs to achieve the strategic goal of rural development in the region.

The regional level is representative for modeling of the development of rural areas in the concept of regional policy. The objective assessment of the state and dynamic processes in Ukraine, food security and supply of the population in large cities can be obtained only at the level of rural administrative regions (SAR).

The methodology of developing medium-and long-term programs is based on the strategic vision of the future territory which is formalized in logical models of the brand including the mission of the

area. This approach is an attempt to move away from the methodology of planning based on the achieved level. The model of the region outlines the optimistic variant of development, and, therefore, is not associated with the assessment of the situation in the region in retrospective review or with the analysis of trends. The preference is given to political patterns and priorities of the development of the society.

However, it does not mean that the program-making is completely separated from the analysis of the state and the dynamics of the processes. Instead, the method of strengthening the role of analytical work is suggested. The scientific novelty of the research includes systemic analysis: the advantages of the territory; problem areas for individual characteristics; circumstances and chances to solve key issues; modeling possible dangerous trends and challenges.

SWOT-analysis methodology is based on expert assessments of factors and conditions for regional development. It provides components, found in the documents of such kind in the West. Strengths are factors of endogenous (internal) character. The potential of land and labour resources may lead to the increase of competitiveness of the region. Weaknesses are the factors (activities, resources, circumstances) that are used ineffectively and are the reasons of obstacles in the process of development. Opportunities are expert evaluation of design decisions and development opportunities of the region that can be used for alternative (non-traditional) ways of achieving the strategic goal or intermediate results of the development. In particular, the issue is about the use of scientific, natural, economic and labour potential. Threats are the phenomena, the factors and processes that can become the cause of man-made or anthropogenic disasters. The most important element of the SAR is food security and supply of food products, availability of basic food industry markets. The social and ethnic threats are the threats to the land market and the processes of hidden unemployment in the rural areas related to it, including the low employment of farmers in farming households and outside the house.

If the strengths and weaknesses, as well as opportunities are the realities that exist and can be quantitatively measured in the region, if the threat of man-made disasters is dangerous with its unpredictable character and may occur under certain circumstances in the future, the problems of food security, including food safety, in our

opinion, should be analyzed in advance in models of agro-industrial complex (AIC) district, region and Ukraine. The threats of unemployment of «the employed» farmers is a big social problem, the solution of which is a significant impediment to increasing productivity in agriculture.

The assessment of advantages and limitations is a key link of the methodology of planning rural areas. In this context it is important to distinguish between the concepts of a feature, a performance, a factor in the hierarchy of analytical or synthetic generalization. The methods determine the factors, while the performance and features are offered for the developers of the regional strategy of development to determine. The expert evaluation of strengths, weaknesses, opportunities and threats deals with the following main factors of development and distribution of productive forces in Ukraine:

- natural resources including natural and climatic resources of the region (the number of days with a positive temperature condition, precipitation, moisture, etc.);
- economic potential of the region taking into account the existing and possible sources of financing, innovation, forming own working capital, etc. [6, p. 155];
- scientific and technical potential of the region, which determines the efficiency of the use of productive forces, in particular, the possibility of maintaining a high level of use of genetic material (yielding capacity, productivity);
- the state of the environment, particularly as a result of intense activity in the sectors of economy;
 - labour capacity and resources;
 - recreational potential;
 - the level of natural and technical security. For rural areas the issue deals with environmentally friendly production, food safety, contamination by radionuclides, pesticides, which are present or may be present in the food;
- spatial and economic potential (regional economy). For rural areas it is necessary to keep in mind the possibility of filling the budget with income of rental origin, from wages and profits, including the income of peasants – in households, from employees – in the agricultural enterprises, rents of landlords, etc;
- human potential, particularly, as a result of growth in living standards and welfare (income, consumption of food, employment, national wealth);

- development of village infrastructure and production;

- other special factors, including the possibility of recreational facilities, tourism, hunting, fishing, etc.

Natural resources potential is characterized by the state and forecasts concerning land, water, forest, mineral, health and recreational resources and state of the environment.

The evaluation of land resources is based on studying the level and efficiency of use of land resources, land resources allocation between the parties and land users, according to the category of land subject to the level of development of inhabited areas, industrial facilities, transportation and communications, the share of land ecological network; money evaluation of the land, possibilities and conditions of functional redistribution of land. The data on quality status and the level of potential productivity of land and the efficiency of land use is provided.

The economic potential is measured by the amounts, structure, level of use, degree of wearing of the main fixed assets, the branching of manufacturing base, the share of scientific branches that are investment-capable and enterprises capable of implementing innovative models of economic growth, by the level of qualification of human resources, capacity, technical condition and density of engineering and transport infrastructure.

The scientific and technical potential is evaluated in terms of availability of research and research-experimental, introducing, information, design organizations, universities, their correspondence to specialization of the regional economy, the quantitative and qualitative characteristics of scientific manpower, the availability of scientific developments of the world-class levels, as well as the number of patents received.

The state of the environment is characterized by the levels of water and air pollution, soil, the volume of all wastes and their generic structure, acoustic discomfort, electric and magnetic fields, radiation, power, structure and perspectives of increasing the elements of ecological networks (reserves, national natural parks, biosphere reserves, nature reserves, ecological corridors, etc.).

The evaluation of working capacity includes determining the current forecast quantity and age of its workforce, training, employment and

labour market status (the number and level of unemployment, etc.).

The evaluation of spatial and economic potential (the supporting framework of the area) is performed by identifying the main lines and components of social and economic development and attracting investments: existing or planned international transport corridors and other infrastructure and communication lines, major rivers, coasts lines, borderland and the main cities placed on their intersection, as well as of the areas of their stimulating effect.

Conclusions

Thus, the strengths of the areas are national (regional) wealth, which includes features of three kinds: natural, human and capital ones. The natural wealth is the land, its minerals, soils and climatic resources, human capital is the knowledge and skills, traditions and skills, education and culture, etc. Capital is the buildings and constructions, machinery and equipment, perennial plantings and land reclamation, livestock and poultry, etc. All these elements of the productive forces determine the competitive ability of regions.

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The weaknesses are the low efficiency of using available resources for social and economic development. Each region should seek a chance of using the opportunity to change things for the better. The threat to the development and effectiveness is the increase of unemployment among farmers, the reduction of demand for food and layoffs, which will inevitably lead to worsening of food problem. As it is seen from the analysis, the benefits and opportunities, as well as threats tend to belong to different hierarchical levels. Therefore, it is necessary to undertake a complex evaluation of the territory on the level of development of rural administrative districts which should be based on local characteristics and ratings.

The analysis of potential of the region should give a clear picture of the status and trends of development of productive forces of agricultural production in AIC, existing and potential investments, innovations that can significantly affect the competitiveness of regional products at the domestic and foreign markets, taking into account social economic and political factors.

