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THE WAYS TO OPTIMIZE RURAL TERRITORIES IN UKRAINE IN CONDITIONS OF SUSTAINABLE DEVELOPMENT

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Abstract. *The article analyzes features and prospects for the development of rural territories of Ukraine, the main current priority of which is the enhancement of the people's life quality by increasing the efficiency of agricultural functioning and development of non-agrarian activities in the conditions of ecosystem preservation. This corresponds to the priorities of the rural territories development policy of the European Union. In order to carry out a complex analysis, the authors applied SWOT-analysis of rural settlements functioning in Ukraine in the current period. On the basis of the research, the authors have made a prediction of the development of Ukrainian rural settlements and their main functions.*

Key words: *rural settlement, decentralization, territorial community, self-government, local self-government bodies.*

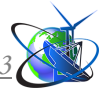
Introduction.

In the modern period agrarian policy is not able to solve the issues of the development of settlements, increasing the standard of living of their inhabitants. The policy that will ensure the multifunction of rural economy and deagraorization of rural territories is required. This is connected with the development of non-agrarian activities, primarily small enterprises for processing agricultural raw materials, repairing of agricultural machinery and cars, extraction and production of building materials, packaging, etc. During the years of the economic crisis, such enterprises suspended their activities. Therefore, their revival and creation of new ones is required. Detecting and study which economists, demographics and socio-geographers face.

Material and methods

Information basis for SWOT-analysis is:

- statistical and analytical information on demographic and economic indicators of the development of Ukrainian rural settlements of the State Statistics Service



of Ukraine;

- Statistical information and research materials of the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine, which were reflected in the scientific report "Agrarian and rural development for the growth and renovation of the Ukrainian economy" (2018);
- authors' research of development of settlements of Ukraine (including rural) in the period from 2013 to 2020.

The formation of a generalized SWOT- analysis version was carried out in the following sequence:

1) At the first stage, on the basis of each of the above mentioned sources of information, separate tables were formed. They summarized analytical or statistical information on certain areas of rural settlement development. Each indicator was marked as the one that determined its strong or weak side, opportunities or threats.

2) At the second stage, the parameters that most often demonstrated strength or weakness, opportunities or threats to the development of rural settlements of Ukraine were defined. These were the factors that formed a generalizing version of SWOT-analysis.

On the basis of the results obtained, the prediction of the development of Ukrainian rural settlements in accordance with three important components of the development - productive, social and ecological – has been done.

Results

The development of rural settlements means a purposeful change in institutional, economic, ecological, demographic, social, cultural factors that determine the directions and straightly affect the growth of the rural population's level and life quality and provide prevention or overcoming poverty, and not just more comfortable existence in poverty. The development of rural settlements in Ukraine should be carried out on the basis of providing and keeping to property rights, efficient use and local community control of their local resources. To identify the strengths and weaknesses of the socio-economic development of rural settlements, the authors developed a generalized version of SWOT- analysis. Certainly, the indicators of strengths and weaknesses, threats and prospects for each region of the country will be adjusted and expanded. However, there are common features inherent in all rural areas of Ukraine at the present stage of their development (Table. 1).

It is extremely important for ensuring sustainable development of rural territories of Ukraine to use all potential opportunities, the list of which is given in the Table 1. The most realistic future features that will contribute to further economic and social development of villages are:

- maximum use of European experience in promoting the development of rural territories;
- diversification of agrarian entrepreneurship and expansion of non-agricultural activities;
- ability to develop organic agriculture and production of environmentally friendly products.

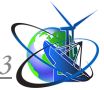


Table 1.

SWOT-analysis of the development of rural territories of Ukraine

Strong sides	Weak sides
<ul style="list-style-type: none"> - a convenient geographical and transport position of most rural settlements of Ukraine due to the prevailing plain relief of the territory of the country; - favorable natural and climatic conditions for life and farming; - a unique natural, ecological and resource potential, a variety of raw mineral base; - intensification of investment processes and development of international cooperation in separate OTG due to the reform of decentralization and activity of the local communities; - the presence of skilled and cheap labor, experience and high professionalism of agricultural workers; - implementation of state programs of support of agricultural production; - the presence of rich resources to realize various types of tourism in rural settlements, including rural green tourism, agro-tourism, pilgrimage, etc. 	<ul style="list-style-type: none"> - significant depopulation processes that gave rise to demographic crisis, high rates of "aging" of the population in rural areas; - significant rate of external and internal migration of the able-bodied population, and the educational migration of youth into the city and abroad; - the decline of rural settlements that are on the periphery of modern OTG, and those that are highly distant from the cities of its region due to complex natural conditions (mountainous areas of the Carpathians, waterlogged territories of Polissya, etc.); - high unemployment rate; - low level of material motivation and low income of rural households; - frequent inappropriate use of natural resources (land, forest, water, etc.); - non-rational use of investments; - absence or insufficient financial support for agrarian producers; - low level of innovation in economy and social service; - absence of social and medical services, secondary and preschool educational institutions in many rural settlements.
Threats	Perspectives
<ul style="list-style-type: none"> - the deterioration of the political and economic situation in the country, which is the reason for the instability of the development and rural residents' uncertainty in the future; - loss of positions and decreasing of the competitiveness by small agricultural producers due to the large agroholdings; - absence of effective incentives and mechanisms for attracting investment in the development of rural settlements; - reduction of natural soil fertility through physical, biological, chemical and environmental degradation and non-compliance with scientifically grounded ways of agriculturing; - strengthening of uncontrolled anthropogenic influence on nature, loss of natural biodiversity, violation of ecosystems; - decline in research institutions and organizations that deal with strategies and planning of rural areas due to lack of state funding; 	<ul style="list-style-type: none"> - application of the best European practices and strategies for the development of rural settlements; - development of organic agriculture and production of environmentally friendly products; - creation of joint agro-industrial enterprises by Ukrainian and foreign investors; - rational use of natural potential and profitable geographical position; - creation of agricultural and rapid development of rural green tourism and agro-tourism; - maximum use of advantages of decentralization; - attraction of grant funds for the implementation of local development projects of rural territorial communities; - rapid development of innovation and latest technologies in agriculture;



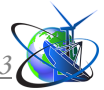
<ul style="list-style-type: none"> - limited financial opportunities for the development of certain rural communities that arise as a result of administrative decentralization; - Outflow of young people from rural areas due to lack of prospects for further employment. 	<ul style="list-style-type: none"> - revival of traditional crafts of rural residents.
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**Developed by the authors*

In addition, it is necessary to use the maximum of decentralization based on ruralization, which provides the biggest approach of local authorities to rural communities, improving the quality of management services and attracting locals to the process of making managerial decisions on the development of each individual rural territory. Ruralization of local government means focusing on rural aspects of development and its strengthening in local government's activities in order to improve opportunities for the village progress as part of the united territorial communities. The proposed measures and methods of ruralization of local governments as part of the current reform totally correspond with the European approach "rural proof-ing" (village-centism), and this approach is implemented within the framework of the European Policy of Rural Development [1, p. 105; 2].

In agriculture in Ukraine, there was a formation of new economic relations on the principles of private ownership of land and property. This led to an increase in household roles, the revival of large enterprises on new principles, the creation of new types of economic objects - joint-stock companies, private enterprises in agriculture. It is necessary to develop a general economic and market base for the restructuring of large agricultural enterprises, as well as the sector of small private farms which is restrained by the lack of funds. The development of small farming can be done by means of accumulation of the latter ones. Small, in terms of population, village can be the basis of family farms, but they develop slowly because of small incomes. Increasing the efficiency of agricultural production is an important factor in "fixing" people in villages, a guarantee to stabilize the rate of population in rural areas. Stimulating the development of the agrarian sector can be done due to fixed support of the state.

However, the study of Ukrainian economists indicates that state agricultural subsidies do not always give a positive result: significant financial infuses in the agrarian sphere can lead to a further degradation of villages, subsidization of agriculture tends to spoil (corrupt) than stimulate the development of the agrarian sector [3, p. 189; 4]. Therefore, government is inclined to support the agrarian sector by the way proved to be efficient in the countries of the European Union: "Active support for agricultural prices - traditional support for agricultural production - support for rural territories". Consequently, state support must be provided not to agriculture itself, but to investment in scientific technologies, development of services and the development of non-agricultural activities in rural territories. In fact, the state should support the agrarian sphere in combination with rural development in general. In villages, a new rural economy must be created, which should closely combine the agrarian and non-agrarian activities. Branches of large companies that are competitive in a market environment should play an important role in the



development of rural settlements. First of all, those are the companies that can provide agribusiness services, repair of agricultural machinery and cars.

The activation of socio-economic development of villages can be contributed to by the latest technologies in agriculture. As a result of expanding the information base of the farms, production and scientific information centers will grow. Taking into account that the agrarian sphere has long been the basis for the development of rural territories, and the processes that happened there have led ultimately to reduction of the population and general degradation, now the paradigm of rural territory development has changed. The villages of the territorial communities should be multi-functional, the agrarian sector must be supplemented by other types of economic activities (recreation, service sphere, processing of agricultural and mineral raw materials).

The development of rural territories is an achievement of a clearly directed and strategic future of agriculture, of villages and peasantry in the interests of a certain village, rural areas and countries in general (Table 2). In this case, the decisive role is given to the village, rural society. This society must be considered in a wide interpretation taking into account its spiritual, cultural and ethnic features [5, p.144]. It is important for the countryside to have a variety of services, especially educational, cultural, medical care and trade, as well as the development of gas, water, heat supply systems. These industries must be rebuilt in accordance with the restructuring of resettlement systems. The organization of the logistic network structure of services will gradually change the existing stage systems which will be focused on the needs of the population with the corresponding income level. In modern conditions, a stage system will still be preserved, but it will undergo certain changes. Thus, this system is largest present in education, health care and means distribution of services between different types of settlements. With the formation of territorial communities, their centers will contain a set of social infrastructure objects that will provide services for every day and occasional needs of the community residents: outpatient clinics, hospitals, secondary schools, libraries, clubs, post offices and banks, specialized trade and shopping centers, repair services, markets etc. Peripheral villages that are part of the community will contain institutions that provide everyday needs of people: paramedical centers, shops, primary or secondary schools, kindergarten, post offices etc. [6; 7]

Table 2.

Predicting the development of rural territories of Ukraine

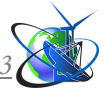
Production subsystem	Social subsystem	Ecological subsystem
- strengthening the specialization of agriculture of a suburban type. - expansion of rural production due to replacing small enterprises to the villages from the cities. - strengthening entrepreneurial activity of rural residents.	- increasing the level of cultural, trade and everyday services of the population by introducing new forms of services. - creation of educational and medical clusters with centers in small cities or large villages of territorial communities.	- improvement of the water supply system of rural settlements. - construction of waste recycling plants. - conducting measures to reduce soil and water contamination by poisonous chemicals, fertilizers. - use of environmental trails in recreation.



<ul style="list-style-type: none"> - stimulating the achievement of optimal specialization of agriculture, expansion of the sectoral structure of livestock. - development of small enterprises of food industry, sewing enterprises, repair workshops. - reconstruction of individual repair enterprises that recycle agricultural raw materials and use labor resources. - development of vegetable growing (greenhouse and early). - increasing the proportion of large-scale farms in the production of agricultural products. - development of competitive processing enterprises by attracting investments. - development of transport and market infrastructure. - development of traditional clubs in villages (embroidery, carpet-making, willow-weaving). 	<ul style="list-style-type: none"> - development of various types of recreation on the basis of development of natural and historical and cultural resources (development of medical recreation on the basis of the use of therapeutic waters, mud, various forms of tourism (including sacred, green, ecological, health and others). - expansion of services in all villages, primarily in small. - increasing the transport availability of settlements by improving the quality of roads between villages. - improving the quality of the housing stock in villages. - optimization of the network of educational and medical institutions in villages. - improvement of the rural settlement welfare. - development of rural green tourism and agro-tourism. 	<ul style="list-style-type: none"> - wide involvement of the territories of national natural parks to recreational activities. - environmental activities.
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*Developed by the authors

An important branch, which may activate the socio-economic status of rural, primarily small, settlements in the future, can be rural green tourism. With relatively small material costs, the villagers can receive significant revenues by using natural recreational resources. Such resources are throughout Ukraine. Involving city residents into the countryside vacation will increase the level of villagers' life, will improve the state of their households. It is necessary for the growth of green tourism to develop a transport network, the variety of services, get villagers interested in the success of the business. The development of non-agrarian activities expands the sphere of employment of rural residents, increases their income, which can affect the stabilization of the number of inhabitants, the termination of their migration beyond settlements (and often abroad). It also contributes to the formation of a settlement budget, funds from which the community can be invested. The highest level of diversification of the rural economy reduces the dependence of incomes from agricultural activities, which are determined by changing prices for agricultural products.



The introduction of new forms and types of production activities in the villages of different regions should be carried out basing on the resource potential of the territory (human, population, natural, etc.), the peculiarities a settlement location, taking into account the traditional activities of the inhabitants, their qualifications and desires. For agrarian and industrial regions, this may be the processing of agricultural raw materials, building materials, green (agrarian and ecological), sacred, sports and other types of tourism, entrepreneurship in the service sector, development of folk crafts, etc. (Table 2).

But it is very important for each village or community to make sure the activities which will significantly increase the potential of the settlement, will expand the opportunities of other functions to be implemented (Fig. 1).

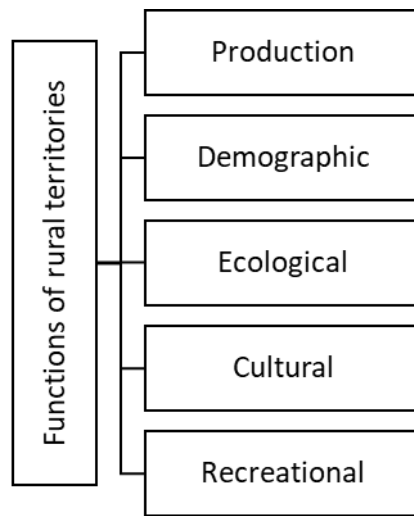


Fig. 1. Functions of rural territories

Local state authorities should stimulate the development of non-agrarian types of economic activity in all villages of communities, and especially in the so-called peripheral villages, where the level of employment of the population, standard of living and its quality is low. Thus, approximately the same conditions of life of the whole community will be ensured. All settlements, despite their size, will be multi-functional fully meeting people’s everyday needs.

Conclusions

Consequently, the main goal of the development of rural areas at the present stage is to enhance the quality of people’s life by increasing the efficiency of agricultural functioning and the development of non-agrarian activities in the conditions of ecosystem preservation. This corresponds to the priorities of the rural development policy of the EU countries - "competitiveness, environment and land resources management, multifunctional village and quality of life" [4, p.37]. These priorities have been partly reflected in the concept of the National Program of Sustainable Development of Rural Territories by 2020 (2010), which emphasized not only the development of agriculture, but also the processing industry, social (demography, unemployment, poverty, migration, social infrastructure) and environmental aspects of rural development. The concept of rural areas (2015) also declares the complex development of rural areas as one of the strategic objectives of the state policy [8;9;10]. It includes the following directions of development:



development of social infrastructure, regulation of the development of deprived territories, leveling the conditions of life of urban and rural population, employment improvement, etc.

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Анотація. У статті проаналізовано особливості та перспективи розвитку сільських територій України, основним актуальним пріоритетом яких є підвищення якості життя людей за рахунок підвищення ефективності функціонування сільського господарства та розвитку неаграрної діяльності в умовах збереження екосистем. Це відповідає пріоритетам політики розвитку сільських територій Європейського Союзу. Для проведення комплексного аналізу автори застосували SWOT-аналіз сільських населених пунктів, що функціонують в Україні у поточному періоді. На основі проведеного дослідження автори зробили прогноз розвитку українських сільських поселень та їх основних функцій.

Ключові слова: сільське поселення, децентралізація, територіальна громада, самоврядування, органи місцевого самоврядування.

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