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**PUBLIC REGULATION OF A COMPREHENSIVE TERRITORIAL
DEVELOPMENT PROJECT: DETERMINING THE ESSENCE OF THE
DEFINITION**

The article provides a comprehensive analysis and assessment of key factors influencing the socio-economic development of regions in order to identify and understand the complex relationships between economic, social, institutional and natural components of regional development. The characteristic features and components of the development of the economic system are analyzed and systematized. The content of the concept of socio-economic development of a region is studied as a process of systemic and positively directed changes in the socio-economic, organizational-economic and technical-economic parameters of the functioning of a region, as a result of which a steady increase in the standard and quality of life of the region's population is observed. The challenges and critical areas of the region's socio-economic development that require attention and improvement are identified.

An interpretation of the concept of 'comprehensive territorial development project' is proposed. The application of a project approach to solving problems of territorial development in a complex is substantiated. It is shown that when developing a strategy for the integrated development of a territory, it is advisable to form industry clusters, which allows concentrating investment funds in priority areas. As a result, directions for increasing the effectiveness of state regulation of territorial development through the implementation of comprehensive projects were

identified.

Keywords: *public administration, comprehensive territorial development project, comprehensive territorial development strategy, comprehensive territorial development planning, regional development strategy.*

Problem setting. The issues of development and interaction of regions are extremely relevant for Ukraine, because the absence of a well-founded policy of regional development of the state can lead to an increase in disproportions and an exacerbation of economic, political and social problems. Setting up effective, sustainable socio-economic development of the region occupies a key place in the system of new regional policy.

Recent research and publication analysis. The multifaceted nature of regional processes determines the need for targeted activities of state and local authorities in all areas of socio-economic processes. The state's experience shows that the course towards socially oriented transformation of the economy will have a chance of success when regions are actively involved in its implementation.

Practice shows that there is no single unified approach to managing economic processes in such a territorially diversified state as Ukraine, and the depth of the center's intervention in regional processes must have its reasonable limits. At the same time, it is recognized that the modern strategy of market transformations lies in strengthening the real influence of regions on economic processes.

The determination of problems and strategic priorities of regional development of Ukraine are considered in the works of: A.Yu. Amosov, O.V. Bezugly, O.P. Kirdan, E.S. Konotoptsev, S.V. Krasnoperov, V.V. Mamonov, N.M. Meltyukhova, O.V. Olshansky, V.A. Stoyka and other researchers. However, existing studies are devoted mainly to economic, theoretical and applied problems of regional development. At the same time, scientists pay little attention to the problems of state regulation of the development of territorial-administrative units.

The purpose of the article. Analysis of a comprehensive territorial

development project: determining the essence of the definition.

Article main body. Modern globalization processes have a profound impact on the economic systems of countries around the world. On the one hand, globalization opens up new opportunities for development, such as access to international markets, investment, technology and knowledge. On the other hand, this creates additional pressure on highly specialized regions, which may face an outflow of resources and a decrease in competitiveness, especially if their economies are concentrated in one or a few extractive or manufacturing sectors.

The consequence is the formation of regional differences, in which individual regions can be significantly ahead of others. These differences may be due not only to economic factors, but also to historical, social and cultural characteristics of different territories. Effective regional policy must take into account the unique needs and potential of each region, including its historical, cultural and social context. Regional economic policy should be aimed at creating conditions for employment growth, including support for small and medium-sized businesses, development of education and global needs for economic development and reduction of regional disparities.

The process of market transformation of the economic system of modern Ukraine is characterized by the emergence of a number of problems in the sphere of socio-economic development of the state and the development of its regions. In this regard, competent and skillful regulation of territorial development processes can lead to an increase in the socio-economic well-being of the state.

The study of the socio-economic and environmental status of the regions of Ukraine, forecasting the dynamics of their development in comparison with the regions of the EU countries indicates an insufficient level of efficiency and effectiveness of regulatory measures, limited resources for their implementation, underdeveloped territorial and production infrastructure, on the basis of which one can come to the conclusion about the need to improve existing and develop new scientific principles for regulating the regional economy.

At the state level, it has been declared that regulating the socio-economic development of regions is one of the priority tasks of public administration, is one of the key issues in the process of forming a new model of a socially oriented market economy in Ukraine, and is an important mechanism for ensuring territorial integrity and stability in the state. Thus, regional economic policy plays an important role in the transformation of the national economy, the promotion of which should become the main goal of the state's multi-vector activities. The experience of gaining Ukrainian independence shows the inability of the central government to adequately respond to the needs of the regions and its awareness of the need to accelerate the processes of forming a new spectrum of powers of local territorial communities, increasing the role of self-government bodies in resolving both operational and strategic issues of regional development.

The relevance of the chosen research topic is obvious, since the well-being of the regions and the country as a whole depends on its level of socio-economic development, as well as the well-being of its population. Development always implies a process of moving forward, the formation of new qualities, characteristics, the formation and development of new structural elements of the system, which entails growth and expansion as a whole. Development of territories and growth of the population's well-being are the key tasks of the modern state.

The main objective of this article is to identify areas for increasing the effectiveness of state regulation of territorial development through the implementation of complex projects.

The main hypothesis of the study is that the development and support of comprehensive projects by the state should be carried out on the basis of the effective operation of financial, innovation-oriented mechanisms and mechanisms of interaction between state authorities, local governments and commercial structures.

The existing tools of state authorities, which are used in managing the economic development of regions, do not provide solutions to problems regarding the integrated development of territories [1, p.517].

Therefore, the most important task at the current stage of economic development in these conditions is to improve methodological approaches to the integrated development of territories and, accordingly, to develop scientifically based recommendations for the implementation of state socio-economic policy. But initially, in theoretical terms, it is necessary to clearly distinguish between such concepts as ‘spatial development of the economy’ and ‘comprehensive development of the territory’.

For example, in the works of A.V. Mikhailov it is noted that spatial development from the position of regional government bodies is aimed, first of all, at: development of competitive territories based on work with competitive advantages and their reproduction; creation of such conditions in the region under which innovations are introduced; formation of appropriate infrastructure support for the population and various types of organizations; formation of a ‘government – business – population’ system to solve problems in a certain territory.

Another group of authors, led by M.K. Kharchenko, notes the need to apply cluster principles and balance the spatial development of the economy. Moreover, the development of regional economies itself should be based on their unique characteristics. We are talking about the formation of effective mechanisms based on innovation-oriented advanced development of the economy. The main elements of such a mechanism are, naturally, innovation development zones, technology parks, and business incubators. One of the strategic tasks of any enterprise is to identify and analyze factors that can ensure growth in labor productivity at a certain point in time. It is innovative solutions in terms of production processes that allow us to increase productivity, provide employment for the population and contribute to the preservation and creation of jobs.

One of the directions for solving the spatial development of the economy is the integrated development of the territory. In the last century, the practice of building residential complexes around large industrial facilities was often used, thus creating new cities that grew rapidly. When such towns were built, social and domestic

infrastructure facilities were simultaneously built to ensure a decent standard of living.

Recently, new buildings have been erected pointwise, complementing the existing urban development. Thus, an additional load was created on the city's communications. Therefore, developers and builders have once again turned to an integrated approach when implementing housing construction projects.

One of the main advantages of integrated development of territories is the ability to develop an entire micro district in a single project. An important stage in the development of such a project is planning, during which the necessary capacities of engineering networks and communications are calculated, and the necessary social infrastructure facilities are planned. An important factor is transport communication within the residential complex and between neighboring blocks. Therefore, it is proposed to additionally introduce the word 'project' into the concept of 'comprehensive territorial development', which is interpreted as '...a developed plan for the construction of some mechanism, device...'

For example, a project for the comprehensive territorial development in the construction industry is usually implemented on the outskirts of the city, hence the significantly better environmental conditions and lower cost per square meter compared to housing prices in the city. Also, when planning a comprehensive development project, the proximity of workplaces is taken into account; this is often the determining factor when choosing the location of a future micro district. Therefore, comprehensive development projects are implemented near industrial zones, technology parks, large factories, etc. [4].

Despite the fact that such residential complexes are somewhat remote from the city, residents have the opportunity not only to work close to home, but also to fully relax within their own neighborhood. Such residential complexes provide for comprehensive development in the form of children's infrastructure facilities – kindergartens, schools, sports and playgrounds.

Comprehensive territorial development is one of the most popular ways of

organizing housing construction. And one of the reasons for the rapidly growing popularity of such projects is the reduction in construction costs due to their scale. Comprehensive territorial development projects are being implemented, as a rule, in the form of public-private partnerships and are investment-attractive. Today, there is no clear definition of the concept of ‘comprehensive territorial development project’.

However, it can be generalized and interpreted as the creation of conditions for a safe and favorable environment for the life of the population in order to ensure sustainable development of the territory through the implementation of mechanisms of interaction between public authorities and private capital in the field of creation, reconstruction, operation and maintenance of infrastructure facilities, industrial and social facilities.

In turn, the use of a project approach allows us to identify the limitations of a complex project (time, investment, labor resources). In addition, comprehensive projects will improve the existing settlement system in the region. Naturally, the project for the integrated development of the territory is based on certain forecasts of socio-economic development from the position of state and local authorities. In some cases, such forecasts differ significantly due to the imperfection of the mechanism of interaction between regional authorities and local self-government. To improve such mechanisms, additional research into the problem is needed.

Comprehensive projects can be divided into two categories: city-forming and recreational. The first type of territory is intended for permanent residence, which means it needs jobs and social infrastructure.

Recreational projects are intended for recreation and seasonal living, so infrastructure for recreation, sports and entertainment comes first. Thus, comprehensive territorial development projects are aimed, first of all, at improving the quality and standard of living of the population living in a given territory through the development of economic, social and environmental components. Moreover, each territory has its own development features – geographical, social, climatic, demographic, etc. Along with this, complex projects implemented in a given territory

have their own features and priority development paths.

For a more complete understanding, we should also dwell on the strategy of integrated territorial development, which allows for the coordination of the work of government bodies, public organizations and political parties, and business communities capable of exerting a significant influence on the spatial development of the region. It is the strategic approach that will allow the region's economy to set a certain development vector. Such a vector takes into account territorial features, the availability of natural resources, human resources, economic and geographical position, competitive advantages, etc. It should be noted that a long-term regional development strategy (for a period of 5 to 10 years) is not a forgotten document, but on the contrary, the strategy assumes supplementing it with necessary changes taking into account the interim analysis of its results, as well as the development of the state as a whole, adjacent region, and the dynamics of domestic and foreign markets.

Objectives of the Spatial Development Strategy of Ukraine:

- increasing the degree of integration (connectivity) and balance of space based on the activation and strengthening of interregional ties and the reduction of interregional differentiation, the consolidation of the population in geopolitically significant territories;

- creation of a spatial environment favorable for life and the formation of human capital, and a widespread increase in the availability of social infrastructure services;

- an innovative path of economic development that promotes increased competitiveness; coordinated use of rational forms of spatial organization and conditions for preferential development, as well as the potential of urban agglomerations and interregional interactions within macro-regions;

- development of the territory's infrastructure, improvement of its transport and information support, accessibility of populated areas and population mobility, as well as effective implementation of transit potential;

- improving environmental safety and preserving the environment, sustainable

use of natural resources;

- maximum disclosure of the socio-economic potential of individual territories of the country, creation of new development centers;

- the formation of large spatial structures - globally competitive macro-regions implementing long-term mega-projects of interregional cooperation;

- improving state regulation - ensuring the flexibility of the spatial development management system in combination with its self-regulation, using a project approach, increasing the effectiveness of interaction between government bodies at all levels, activating local self-government and inter-municipal cooperation.

The presence of a comprehensive development strategy creates a favorable business climate in the region, in terms of investment attractiveness. It is known that market competition in the investment field is becoming more intense and international. To gain a competitive advantage in such competition, investors should present convincing long-term strategic development plans, create conditions and guarantees, and withstand the fight for investors compared to other, similar regions.

It is the developed strategy for the comprehensive development of the territory with integrated projects that makes it possible to concentrate investment funds on priority areas of development. And growth points make it possible to form entire industry clusters in the region – groups of interconnected, territorially concentrated organizations (manufacturers, suppliers of materials and spare parts, service providers, research and other organizations that complement each other and enhance each other's competitive advantages).

Intensification of the regional development potential of the territory can be achieved in the following directions:

- improving the efficiency of the system for managing socio-economic potential in the regions;

- search for optimal coordination of local, regional and state interests;

- improving methods for forming local and regional markets and their

infrastructure in the context of ensuring the competitiveness of the national economy;

- the formation of investment policy in accordance with the peculiarity of specific regions;
- formation of an effective system of property management of various forms of ownership;
- intensification and improvement of the efficiency of local resource use [5, p. 419].

At the current stage of socio-economic development of Ukraine, the basis of the functioning of mechanisms for implementing regional policy should be:

- streamlining budget relations;
- formation of a stable income base;
- division of powers between the center and the regions, as well as the state and local self-government;
- functional gradation of regional expenditures, preferences in the field of economic regulation regarding the placement of local orders and budget contracts;
- development of small and medium-sized businesses, organization of market infrastructure, etc.;
- creation of effective mechanisms for the functioning of the regional economy;
- protection of the neediest social strata of the population.

A cluster is more than just a group of companies and organizations. This is a system whose competitiveness is determined, among other things, by the synergistic effects that arise within its framework. As a rule, cluster participants receive not only direct but also indirect benefits of concentration – simpler transfer of knowledge and know-how, a single marketing image, a single labor market. The development of the main cluster elements helps stimulate the development of interconnected sectors of the economy, effectively concentrate limited resources of regional budgets and sources of the federal center and private investors in the main areas of development

[2].

To attract investment to Ukraine, territories with a special legal status have been allocated; various economic benefits apply when creating enterprises in these territories. Such territories can be considered as complex projects for territorial development, namely: special economic zones, territories of advanced socio-economic development; large ports, territorial development zones, regional investment projects, single-industry towns, priority investment projects, innovative territorial clusters, industrial parks, technology parks and business incubators. In essence, the creation of such territories is an element of a comprehensive territorial development project.

Next, we will provide a more detailed brief description of such elements of a comprehensive territorial development project. Thus, the creation of a special economic zone promotes the development of various branches of the economy, which mainly predominate in the corresponding territory, which also promotes the development of infrastructure, technology and commercialization of scientific results and entails the production of new types of products.

Depending on the specifics and prevalence of the economic sector, a special economic zone can be characterized using the following typology: industrial production, technology implementation, tourism and recreation, and port.

The understanding of a 'comprehensive territorial development project' is based on several mechanisms, namely: interaction between state authorities and local governments, a financial mechanism, and an innovation-oriented one. Naturally, without a scientifically based strategy for the development of the territory and corresponding forecasts for the socio-economic development of the territory, it makes no sense to talk about integrated development.

The modernization of the Ukrainian economy, associated with the transition to innovative development, has led to the transfer of strategic management of the economy to the regional level. In this regard, interest has increased in such a direction of economic research as the study of the spatial development of the regional

economy.

Regional economic space is associated with the territorial integration of economic ties and relations, and its specificity is determined by the territorial distribution of the region's resources.

Sustainable spatial development of the regional economy is impossible without linking it with the strategy of socio-economic growth of the region. The need for an interconnection between the spatial development of a territory and strategic economic planning is manifested in the inclusion of blocks for managing the spatial development of territories in the structure of socio-economic growth strategies developed in regions.

The task of the territories of advanced socio-economic development (the territories of advanced development) is to strengthen and modernize the industry and economy of Ukraine. Its drivers should be foreign investors and entrepreneurs who will be able to carry out professional activities under preferential conditions of reduced taxation. State legislation establishes that territories of advanced socio-economic development will operate for 70 years with the possibility of extending the term.

Territorial development zones – can be formed on the territory of one or several municipalities, but within one region. By introducing special benefits and providing state guarantees for residents of these zones, accelerated socio-economic development of the region is observed.

The change in the concept of spatial development of the region in favor of territorial-economic unification of municipalities is becoming a significant characteristic of the current stage. The creation of agglomerations is aimed at using them as an anti-crisis tool for the economy of municipalities in the regions in order to accelerate their growth, smooth out disproportions in the development of territories, strengthen economic ties through the creation of new industries, which creates a more comfortable environment for business development and ensures an improvement in the quality of life of the population.

The creation of agglomerations provides advantages to all its subjects in attracting budget funds and funds from private investors, as well as the opportunity to participate in federal investment programs. The unification of financial resources of the territories included in the agglomeration allows for the consolidation and accumulation of the region's own resources, as well as the attraction of significantly more state funds to solve larger-scale and more serious problems. The combination of all these factors can produce an agglomeration effect for the development of the region as a whole and each municipality separately. [3].

The creation of territories of advanced socio-economic development will help in the restructuring and modernization of the city-forming base of single-industry towns, in the development of their central functions and industries that determine the scientific and technical progress of the entire region.

A single-industry town is a populated area that depends on one or several city-forming enterprises in terms of employment and infrastructure. The word Monotown is an abbreviation of the concept 'single-industry city', where the Greek prefix 'mono' means 'only'. The main problem of single-industry towns, of which there are several dozens in Ukraine, is that if layoffs begin at the city-forming enterprises, then the majority of the city's working population simply has nowhere to work. The state often provides support to single-industry towns and enterprises that are critical to the life of such towns.

As for the innovative infrastructure, these are mainly scientific and production territorial complexes for high-tech small and medium-sized businesses. The complex has a service system that provides complex and simple service. The territory of the complex is divided into modules that are rented out and adapted to the requirements of specific innovative enterprises.

Thus, using empirical methods of comparison and description of the project approach in the article, a general concept of understanding the essence of a comprehensive territorial development project has been formed. This definition is part of the concept of spatial development of a territory, which can change depending

on the conditions, territorial heritage, and level of development of a particular territory. In turn, the concept of comprehensive territorial development project is expanded and interpreted by the author as the creation of conditions for a safe and favorable environment for the life of the population in order to ensure sustainable development of the territory through the implementation of financial, innovation-oriented mechanisms and mechanisms of interaction between government bodies, local governments and commercial structures in the field of creation, reconstruction, operation and maintenance of regional infrastructure facilities.

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