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FORMATION OF STRATEGIC OBJECTIVES AND PRIORITIES OF REGIONAL RESOURCE POLICY OF THE COUNTRY AND ITS REGIONS

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Субчинська О.М., Руднева Ю.А. Формування стратегічних цілей та пріоритетів регіональної ресурсної політики країни та її регіонів.

Визначено особливості приморського регіону та головні чинники освоєння його ресурсів. Запропоновано принципи комплексного використання потенціалів регіону. Проведено SWOT-аналіз функціонування приморського регіону і на його основі запропоновано напрями досягнення стратегічних цілей регіональної ресурсної політики регіону.

Ключові слова: приморський регіон, політика, регіональна ресурсна політика, потенціал, стратегічні цілі

Субчинская Е.М., Руднева Ю.А. Формирование стратегических целей и приоритетов региональной ресурсной политики страны и ее регионов.

Определены особенности приморского региона и главные факторы освоения его ресурсов. Предложены принципы комплексного использования потенциалов региона. Проведен SWOT-анализ функционирования приморского региона и на его основе предложены направления достижения стратегических целей региональной ресурсной политики региона.

Ключевые слова: приморский регион, политика, региональная ресурсная политика, потенциал, стратегические цели

Subchynska O.M., Rudneva J.A. Formation of strategic objectives and priorities of regional resource policy of the country and its regions.

The features of the coastal of region and the main factors of development of its resources. The principles of the integrated use of the potentials of the region. Carried SWOT-analysis of the functioning of the coastal of region and on its basis proposed the direction of achieving the strategic objectives of the regional resource policy in the region.

Keywords: coastal region, politics, regional resource policies, potential, strategic goals

The transformation of the socio-economic system in Ukraine, especially in the context of its transition to sustainable development requires a comprehensive analysis and development of a deep scientific basis for the improvement of resource policy components on national and regional levels. Such scientific principles should become a platform upon which to build the micro and macro foundations of specific changes, to develop forecasts and to form the policy of restructuring of society at each stage of its development. In particular, this thesis is of particular relevance to the Primorsky region, characteristic feature of which is multicomponent structure of the available resource potential and multicomponent direction of development of his potentials [1].

Analysis of recent researches and publications

In published in fundamental research on problems of regional development are depth, breadth and validity of scientific statements distinguish oneself of work A.I. Amosha, E.B. Alayeva, B.M. Birenberga, B.V. Burkinsky, Z.S. Varnaliy, M.I. Dolishniy, S.I. Doroguntsov, B.N. Danylyshyn, V.A. Popovkina, M.F. Tymchuk, I.G. Tkachuk, S.K. Harichkova, L.G. Chernyuk, M.I. Fashevskogo, L.T. Shevchuka and other.

The results of these studies are of great importance for the justification of those or other kinds of regional policy and regional governance, although to date not enough attention was paid to the integrated assessment of development and utilization of resources of the coastal area, there is no unified approach regarding the definition of this concept and not formed a comprehensive methodology for assessing cost-effectiveness of the resources in the region currently. Therefore, this study is relevant.

Unsolved aspects of the problem

The definition of strategic goals and priorities of regional resource policy coastal region to achieve a comprehensive and stable balance of its development. Effective use of available and necessary resources of Primorsky region (innovation, resource, material, intellectual, labor, demographic, consumer, financial, institutional and so forth) encourage to create a United system of governance, which is understood as the decision-making process aimed at harmonizing

the rational use and substitution of resources necessary for sustainable development of the region [2].

A significant decline in the economy and complex territorial production links between regions of the country, beyond certain periods, which increases the importance and role of long-term planning and forecasting the future operation and development of the region and the country as a whole [3].

An important issue is the definition of typology and boundary conditions to functioning of Primorsky region.

The aim of the article is the definition of strategic goals and priorities of regional resource policy coastal region to achieve a comprehensive and stable balance of its development.

The main part

Before proceeding to the presentation of the basic research, we'll give definitions of the main dominants:

Politics is a decision-making tactics, action coordination and direction for the achievement of goals while performing a specific task.

Regional resource policy is the main component of the policy state regulation of economic development of the country.

Primorsky region is an integrated natural-economic territorial-aquatorial system, which includes the economic activity associated with the sea also its natural environment is an important prerequisite and has an extremely high activity for the resettlement of the population and accommodates many types of activities [4].

Primorsky region is a composite macrostructure of the national economy and complex system, which is characterized by a variety of elements (structures), multicoupling, multi-repeated change the state of its components, the multicriteriality of assessment and the differences of the natural elements also reflect a very important strategic role in the Ukrainian economic complex [5]:

- sea foreign trade country's exit;
- significant development sectors that using the resources of the sea and global ocean;
- availability sea-economic complexes, that serving international transit cargo and passenger traffic and they perform important transport and distribution functions at the national and international levels;
- possibility of the forming a special free zones;
- significant engineering and scientific and technical potential;
- future development of recreational regions such Primorsky ;
- intensity of development of agriculture with a high share of irrigated agriculture and the industry processing agricultural products;
- development of machine manufacturing, light and chemical industry, regional and national scale;
- availability of natural reserve fund of regional and international scale;

— availability of prospects for the development of the biosphere-environmental sector of the economy [6].

It was determined that the main factors of development the resources Primorsky region include: economic factors; political factors; ecological and economic factors of development Primorsky region (abiotic, biotic). These factors create the positive conditions for effective use of all available resources in the region: innovation, raw material resource, material, intellectual, labor, demographic, consumer, financial, institutional, etc.

The principles of integrated resource development Primorsky region (Fig. 1) give an opportunity to consider all communications and the results of its component factors of mutual influence potential which are used to improve the life conditions of the population and the integrated development of the economic activity region.

The proposed principles of the comprehensive development of potentials (resources) Primorsky region allow us to define General methodological dominants achieve the main goals sustainable development of the territory.

When you select the basic variants of development of the Primorsky region, you must apply a policy of integrated development of its resources involves the analysis of all available potentials, their interactions that occur between objects and subjects areas, as well as an analysis effects of all activities that are planned to implement for the rational functioning of the economic activities region. Considerable assistance in the analysis may perform mapping of schema types use of resources and conflict level between them. Extensive type development economy of the Primorsky region, has led to the misallocation of economic resources that, in turn, created the conditions for conflict of interests through economic, environmental, land and recreational resources, and the impact of irrational use of natural resources in the region and its present condition.

From the foregoing material it can be stated that the balance of comprehensive development of the Primorsky region resources is the optimal ratio between economic potential of society and quality of the population life the compliance status of economic methods of environmental management criteria for optimum development and restore the environment, as well as the necessary level of provision of natural resources in the production process of material goods society. The state of harmony and balance in the ecological-economic system at this stage of functioning the market economy is not real, therefore, the quantitative accumulation of negative ecological and economic signs manifest quality characteristics of the crisis state of economy.

Management system development of Primorsky region should create conditions for efficient, rational use of all available and required resources: innovation, raw material resource, material, intellectual, labor, demographic, consumer, financial, institutional, etc.

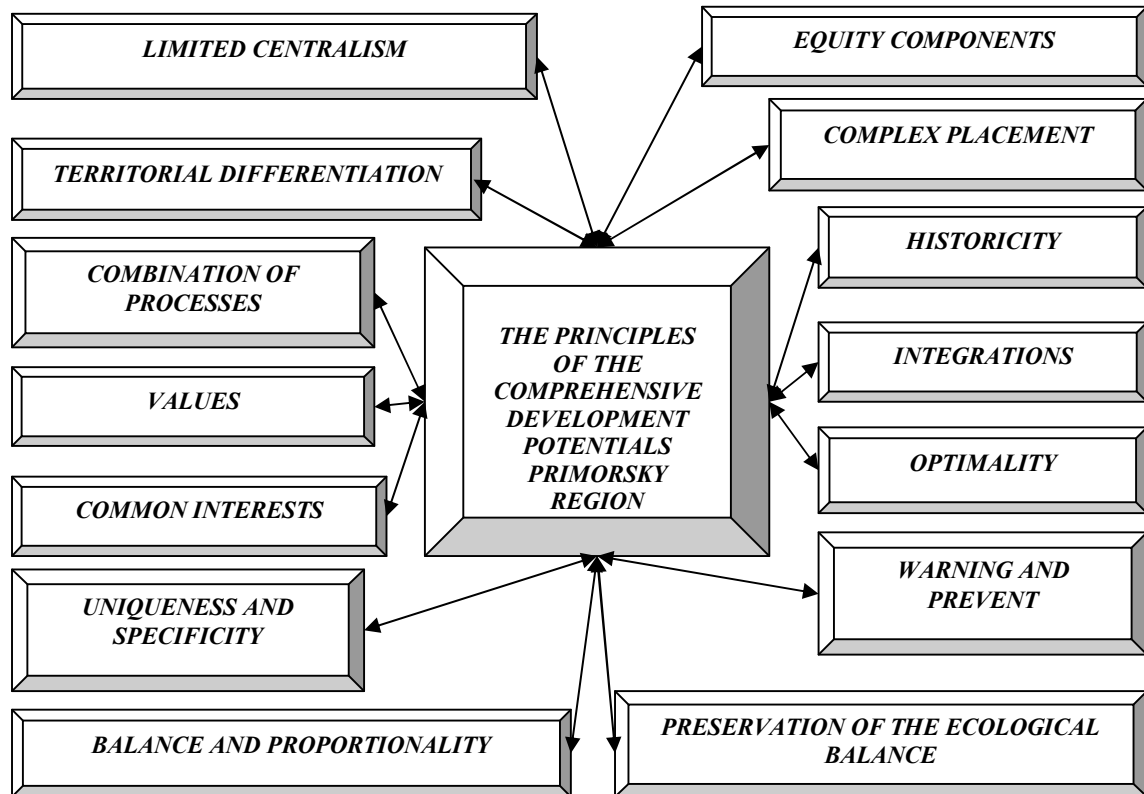


Fig. 1. Principles of the comprehensive development potential of the Primorsky region

The basis of strategic approach of sustainable development and resource policies of the Primorsky region are: the external environment, which in some cases is even more important than the internal environment of the territory as it is constantly changing and has a significant impact; development of goals which focus on the interdependence of resources, capabilities and potential of the territory;

the regional system for the prediction of critical situations and forecast the future development; socio-economic development of Primorsky region.

In order to determine the necessary priorities of development Primorsky region, we used the method of SWOT – analysis, which includes a summary of the factors of the perception the region (table 1, Fig. 2) [7].

Table 1 – The advantages and disadvantages of socio-economic development of Primorsky region

Advantages	Factor	Disadvantages
1	2	3
Developed transport infrastructure (the crossroads annual, sea, rail and road)	Geopolitical position	The climate is temperate continental, droughts, salinity of soils
Relatively low social and national conflict, high professional, educational and cultural level of the population, development the cultural-recreational needs and opportunities and satisfying them	The population, social sphere, demographic and social processes	Hidden unemployment, low level of social development of the population, low wages, population, poor resource assistance to educational institutions, inefficient organization of social security of the population, depopulation
Existing land cadastre, registration of property rights, the possibility of land privatization, the active housing development in city Central parts	Urban development, housing	A large number of citizens who are waiting for new housing, or renovate an old one, the underdevelopment of the housing loan, not the integrated development of new residential areas, high prices for housing and communal services
Capacious consumer market, the competitive advantage of the shipbuilding and ship repair industries, the growth of the foreign trade turnover	The economy and economic potential	Very slow reconstruction of enterprises, the demand for the products and services of specialized industries, the growth of the shadow economy and economic crime are relatively high risks for entrepreneurs
High tourism potential, a growing demand for tourist services	Tourism and communication	Increased competition in the global tourism market

Continuation of table 1

1	2	3
Favorable conditions for growing grapes, fruits and vegetables as well as rearing cattle	Ecology	Water in arid area is fed by canals, poor drainage, salinization of irrigated lands, water-logging and swamping, syndrome sea iatric
Favorable conditions for the normal life of the population and its development. The development of the intellectual capital of the population.	The human factor	The low level of real GDP per capita, low economic freedom, high mortality.
Positive environment to attract domestic and foreign investors. A significant number of financial institutions.	The financial factor	High inflation, significant currency fluctuations, the budget deficit (region, area, country), imperfect financial policy
The fertility of the soil, ecologically clean area, sanitation and recreational areas	Natural factor	The decline in the quality of environmental components is below the established standards, the shortage of certain raw materials and as a result, the dependency on other regions and countries.

The results of this analysis indicate what factors need to pay attention in the first place, and what can be put on the backburner and decide later [14].

Strengths of the region (internal benefits)	Weaknesses of the region (internal flaws)
<ol style="list-style-type: none"> 1. Natural resource potential of the region 2. The development of transport infrastructure 3. The recreational resources inherent only in Primorsky region (the leading role of climate, beach, landscape and nature learning resources) 4. Significant landscaping of coastal areas, which has a positive impact on the environment 5. A large number of higher education institutions with individual industrial orientation 6. The entrepreneurial activity of the population unique to the region (fishery, agriculture, light industry) 7. The presence of historical and cultural monuments 8. Investment in recreation and tourism 9. The development of Maritime transport and transit 10. The sanitary and recreational areas 11. Ecologically clean area, which enables to grow organic products 12. The high concentration of infrastructure on the coast of the Primorsky region 	<ol style="list-style-type: none"> 1. The remoteness of areas from city centres 2. Low rural incomes 3. Poor youth employment 4. Limited employment opportunities in urban areas and areas of Primorsky region for special categories 5. The low share of forest plantations 6. Salinity of soils and drought 7. Inefficient use of energy 8. The dependence of the region from the resources of other regions 9. Arrears of wages in some enterprises, it's low level. 10. Low health targets inherent only to this site 11. A significant need in a clear spatial and functional organization of the infrastructure management areas
Circumstances (external opportunities)	Difficulties (external flaws)
<ol style="list-style-type: none"> 1. Transit potential of the territory 2. The presence of foreign economic relations 3. Cooperation of higher educational institutions in the region with foreign countries 4. Improving the effectiveness of environmental programs and initiatives 5. The work of consultants in the field of training of representatives of public and business circles 6. Low managerial capacity of government and unstable socio-political environment of the territory 7. Favorable investment climate 8. Creation of conditions for stable development of economy and social sphere 9. Increased cooperation with employers from the local authority 10. The increased production of consumer goods and expanding their range 11. The preservation and creation of additional jobs 12. Wage increases 13. Fuller satisfaction of social needs of population 14. Development strategy and projects of territorial development of the region based on strengths 15. Liquidation of wages arrears 16. Organization of professional training, retraining and advanced training of the population 	<ol style="list-style-type: none"> 1. Unsatisfactory structure of foreign investments 2. Energy and resource-dependence 3. The outflow of intellectual elite 4. The non-recognition of diplomas in the external market 5. Lack of quality transport networks 6. Insufficient law applicable to the activities of the agencies of environmental control and law-enforcement agencies 7. Unsatisfactory ecological state of the territory and water area 8. Receiving investment from outside at the expense of increasing the investment attractiveness of the territory 9. The use of scientific tools 10. The threat of the abolition of regional laws on tax incentives for investors 11. Reducing the revenue base of budgets of all levels

Fig. 2. The analysis of the external and internal environment of the Primorsky region

Policy of integrated development of the Primorsky region requires proper understanding of his nature as a complex dynamic system, the preconditions, factors and principles of development which must be balanced and to establish a positive reproduction processes in economic, social and environmental fields.

One of the conditions of complexity is to achieve a comprehensive balance and stability of development Primorsky region.

Analysis of these ratings confirmed that the internal and external defects have a negative impact on the development of the seaside region, so it is necessary to develop an approach of maximum impact, which in practice would mean to achieve maximum profit at minimum cost, that is, it is

necessary to improve resource policies of the Primorsky region.

Global precondition for a successful development strategy at any level is the right target. Just knowing the goal we can seek ways and means of their implementation. Goals should be set in the following areas: competition and participation in the international market; growing GDP per capita; socio-economic development of the population of Primorsky region; production and labor; income distribution; research, development and innovation; industry development; Finance and control, etc.

Strategic planning of regional resource policy and the real state of development the resources of the Primorsky region is possibly subject to a gradual passing algorithm (Fig. 3).



Fig. 3. Methodology of strategic planning of regional resource policy Primorsky region

Development of the strategic objectives of regional resource policy of the Primorsky region starts with the definition of the main orientations of the development, establishing the form of the implementation of the strategy and spending her final choice over alternative scenarios. The next step in the development of the formulation strategic objectives regional resource policy coastal region is the observance of the successive stages:

I – Analysis of trends of the main indicators of socio-economic, investment, financial, ecological activities with the purpose of revealing the regularities and peculiarities of development Primorsky region as well as determining the degree of influence on them of internal and external factors (the analysis is performed in the next 3-5 years) [8].

II – Formation the main strategic objectives for integrated activity areas on the basis of some quantitative indicators.

III – The definition of desirable and possible trends of indicators for the integrated activities on the territory of Primorsky region which are obtained due to the favorable conditions of the internal and external environment.

IV – The definition of unwanted, but possible trends of the results complex activities that impedes the achievement a positive development of Primorsky region.

Development the strategic objectives of regional resource policy coastal region include the principles of systemic coherence, variation, continuity, reliability, accuracy and validity of developed forecasts.

Key indicators of the strategic plan for regional resource policy Primorsky region include:

— analysis of complex use of resources of Primorsky region;

- evaluation of preconditions and factors that determine the resource potential of Primorsky region on the strategic planning period;
- selection of priority measures the objectives of the strategic plan use of available resource potential of Primorsky region;
- definition of organizational-economic, financial and other mechanisms to promote the implementation of these measures on the development of Primorsky region.

Based on the foregoing graphically present the main directions for achieving the strategic objectives of regional resource policy of the coastal area (Fig.4) [9].

To address the problem of resource maintenance development projects of the Primorsky region need within the complex of social, economic, financial,

industrial and innovation strategies of its development.

Each strategy examines only a particular development of the coastal area and gives the characteristics that enhance and further promising development.

Developing strategies for the rational use of the resource potential of the coastal area implies the formation and the reorganization of its branch structures, which will correspond to the new strategic development plan.

Primorsky region is a multifaceted and multifunctional, so it is important to use all available resources at all levels equally and should identify the main long-term goals and objectives of sustainable development, taking the course of action and allocation of resources necessary for the implementation strategic development objectives of the resource potential Primorsky region.

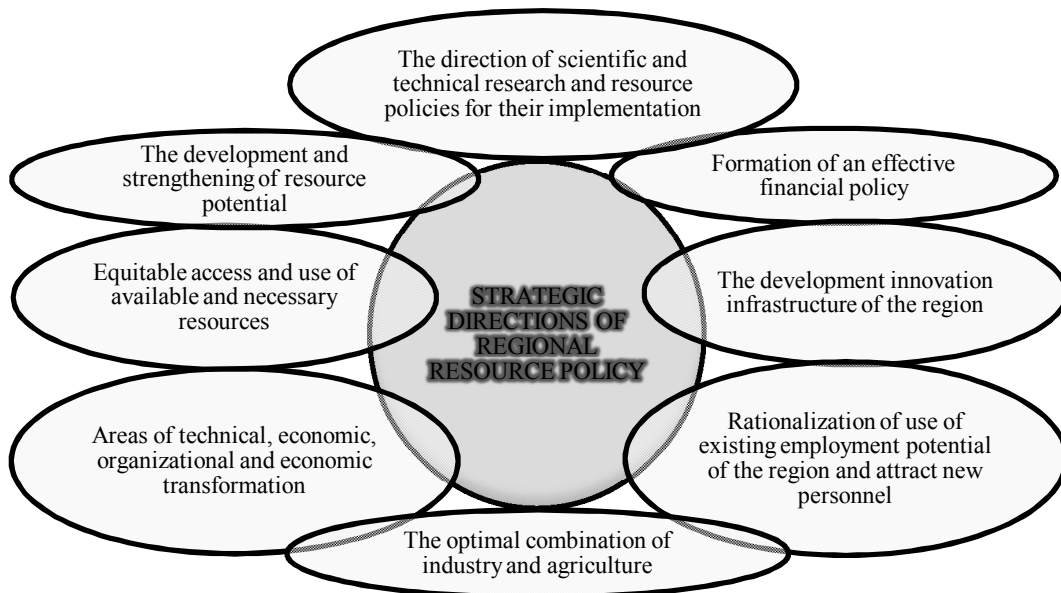


Fig. 4. Directions for achieving the strategic objectives of regional resource policy Primorsky region

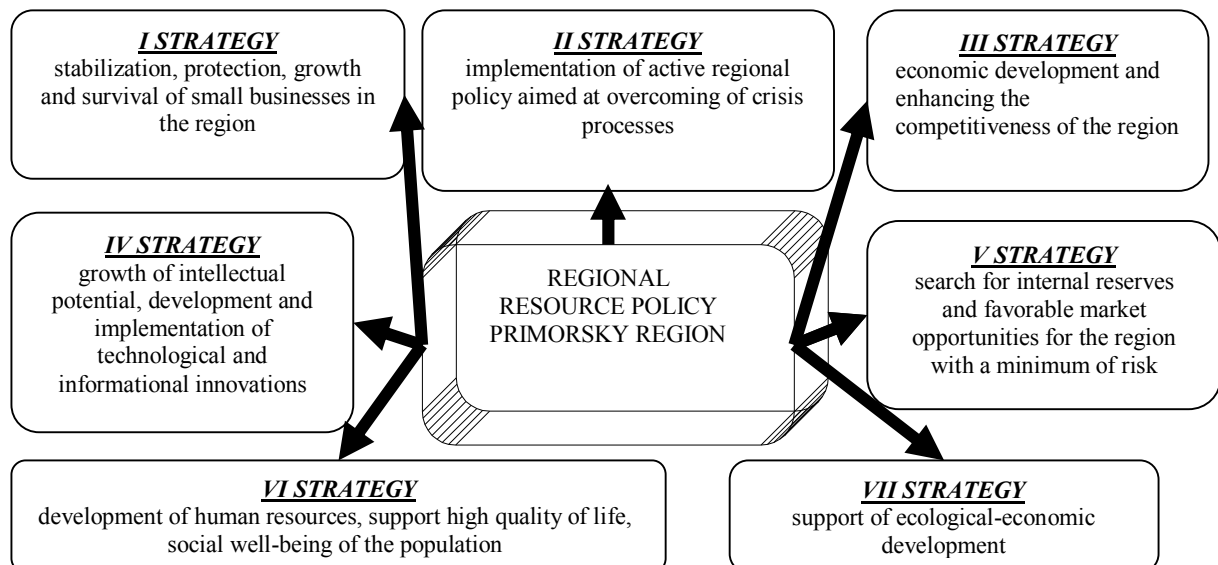


Fig. 5. Development strategy of regional resource policy Primorsky region

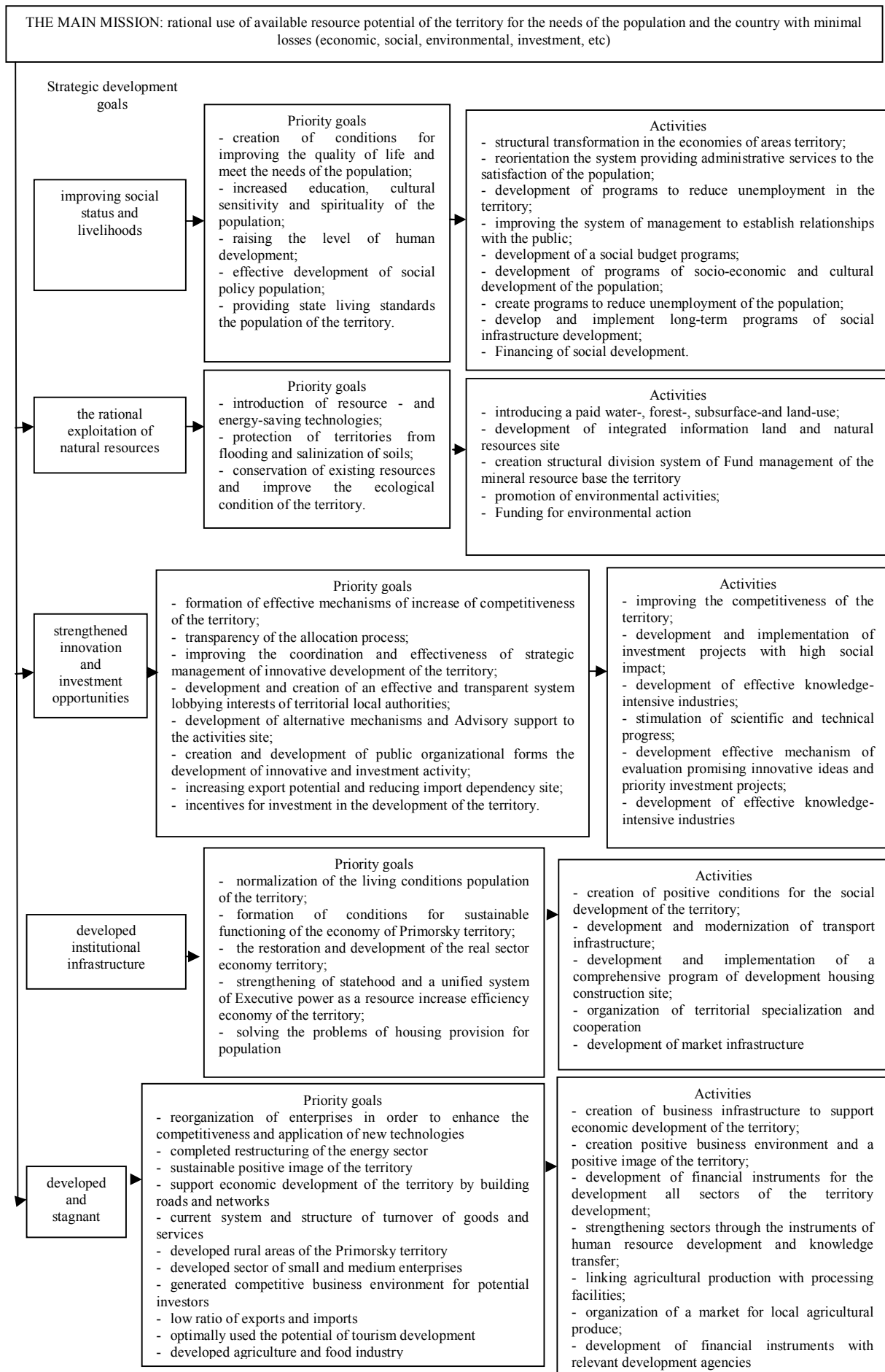


Fig. 6. The formation of strategic goals and priorities of regional resource policy of Primorsky region

The most effective option for the development of coastal areas is the study of multifunctional strategies that perform most system-wide and specific functions due to different needs of the territory (resources, information, knowledge, power, etc.).

Strategic development of the Primorsky territory is aimed at taking full account of environmental factors, the overall economic and environmental sustainability and preservation of reproductive function of the natural environment [10].

In Fig. 5 proposed the main types of strategies resource policy of the Primorsky territory.

Only one definition of the development strategy of the Primorsky region would, like, surface development plan, and a holistic implementation of these strategies will ensure steady development of the region and improve its condition in a complex.

The strategic objectives of the resource potential Primorsky region based on a systemic approach and regional resource policy that controls the economy, social and political life of the region, coordinating the relationship between the neighbouring regions and their spatial relationships.

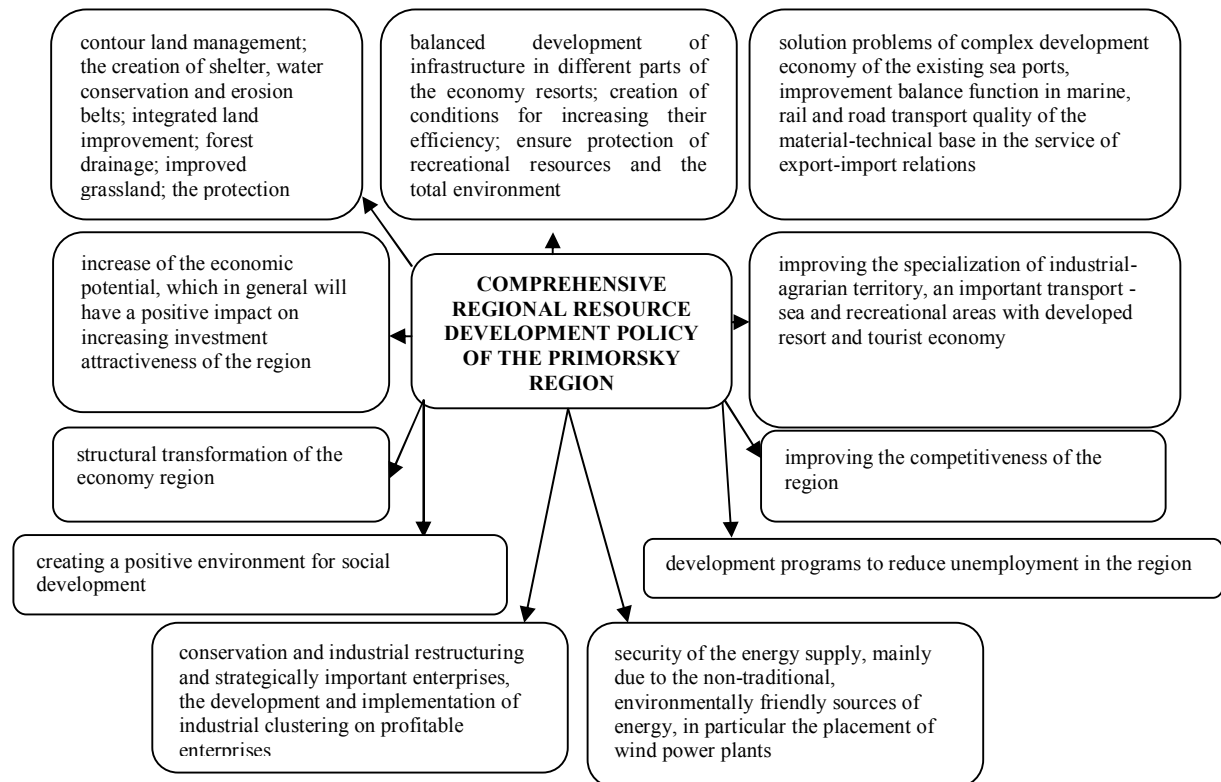


Fig. 7. An aggregated model of integrated development of regional resource policy Primorsky region

Given all the above, it is possible to offer the option to create a tree of strategic goals Primorsky region (Fig. 6) and aggregate model of action for the integrated development of regional resource policy of the Primorsky region (Fig. 7) [11].

The tree goals for future efforts and directions of development of the Primorsky region shows the need to prioritize strategic objectives and measures (mechanisms) to achieve them, which in turn will give the ability to balance to control the factors of external and internal influence on the development of the region, while providing the most competitive advantages.

Conclusions

It should be noted that the evaluating integrated resource management of Primorsky region and identify ways and means of increasing their use refer to the most important points when solving regional problems. If high utilization of capacities the more stable the competitive position of the region.

Integrated functioning of the potentials the Primorsky region is a complex process interaction of all available resources, under the influence of internal and external factors provides a contribution to the formation of indicators regional development [12].

Summarizing all the above, it can be stated that for sustainable (balanced) development of the resource potential of Primorsky region should prioritize key strategic objectives of regional resource policy in the region since the main mission of the region and its future contribution to the development of the country.

Implementation of and compliance with the proposed measures (mechanisms) will provide a balanced opportunity to control the factors of external and internal influence on the development and exploitation of the resources Primorsky region, increasing the share of contribution to the development of the country national economy.

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