MANAGEMENT OF SOCIAL AND ECONOMIC DEVELOPMENT OF RURAL BORDER AREAS (ON THE EXAMPLE OF YAVORIV DISTRICT)

ZARZĄDZANIE ROZWOJEM SPOŁECZNYM I GOSPODARCZYM WIEJSKICH OBSZARÓW PRZYGRANICZNYCH (NA PRZYKŁADZIE POWIATU JAWOROWSKIEGO)

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Abstract. On the example of the Yavoriv district of the Lviv region, features of planning of social and economic development of the rural territory located near the border are considered. The positive features that form the competitive advantages of the rural areas of the region are highlighted, among them a convenient geographical location, a sufficiently developed transport infrastructure, unique natural features, as well as there are highlighted the main shortcomings that hinder development, in particular, it concerns conservatism in approaches to perceiving the essence of the rural area in its modern sense adopted in the countries of the European Union. It is shown how the development planning during the period of functioning of the Soviet command and administrative system affected the state of the rural territories of the Yavoriv district, especially on the ecological aspect. In the process of reviewing the development of the territories, it is proposed to use the term “innovative sustainable development” (ISD), its main components were identified. The necessity of correlation of all local development plans with already existing regional and national plans and programmes was emphasized. The need to introduce “Transition network” practice in rural areas of the Yavoriv district and in rural areas of the whole country was indicated. It is determined that further research in this direction should be focused on planning of socio-economic development of separate territorial communities.

Keywords: socio-economic development, competitive advantages, rural areas, borderlands

Streszczenie. Na przykładzie rejonu jaworowskiego obwodu lwowskiego rozpatrywane są cechy planowania rozwoju społeczno-gospodarczego obszarów wiejskich położonych w pobliżu granicy. Zidentyfikowano cechy pozycyjne, które tworzą przewagi konkurencyjne obszarów wiejskich w rejonie, wśród nich dogodne położenie geograficzne, odpowiednio rozwinięta infrastruktura transportowa, unikatowe cechy naturalne, podkreślając się także główne wady hamujące rozwój, w szczególności dotyczy to konserwatyzmu w podejściu do percepcji istoty obszarów wiejskich w jej nowoczesnym sensie przyjętym w krajach Unii Europejskiej. Pokazano, w jaki sposób planowanie rozwoju w trakcie funkcjonowania sowieckiego systemu dowodzenia i administracji wpłynęło na stan wiejskich obszarów Jaworowa, szczególnie na aspekt ekologiczny. W trakcie rozważań nad rozwojem terytoriów proponuje się stosowanie pojęcia „innovacyjnego zrównoważonego rozwoju” (IZR), zidentyfikowano też jego główne elementy. Podkreślono konieczność korelacji wszystkich planów rozwoju lokalnego z już istniejącymi regionalnymi oraz krajowymi planami i programami. Wskazano na potrzebę wprowadzenia praktyki „Transition network” na obszarach wiejskich powiatu jaworowskiego i na obszarach wiejskich całego kraju. Zdecydowano, że dalsze badania w tym kierunku powinny koncentrować się na planowaniu rozwoju społeczno-gospodarczego odrębnych wspólnot terytorialnych.

Słowa kluczowe: rozwój społeczno-gospodarczy, przewagi konkurencyjne, obszary wiejskie, pogranicza

Introduction

In conditions of instability in relations between neighbouring states, border areas have always been at first risk. For a long time, very little attention was paid to the development of the border regions of Ukraine; this became especially noticeable when the acceleration of scientific and technological progress began. Accordingly, in the immediate vicinity of the borders corporations did not build large and important industrial production. This tendency for the western regions of Ukraine persisted until the mid-1940s, and strategically important (at that time) enterprises were usually located at a great distance from the border between Ukraine and the countries of Europe, and the territory of the Carpathian region had a rather specific status. Later, when was created the so-called “buffer”
from the countries of the socialist camp, the rapid development of industrial enterprises on previously traditionally agrarian territories began. With the independence of Ukraine, the situation in the country's rural areas also changed. There was a certain period (1991-2000), when the share of agricultural production dominated the share of industrial production in the gross regional product; this was due to the severe economic crisis that took place in Ukraine in those years. Gradually, in the process of constructing a market economy, a large number of established concepts and norms were revised. Today, rural areas of Ukraine which are located on the border with the EU are in a more advantageous position than the territories of the centre and east. However, this does not mean that there are no complexities of different nature, among which, is the problem of achieving such a level of socio-economic development of these territories, which is close to the standards adopted in neighbouring countries – members of the European Community. In the current economic situation, the state cannot provide sufficient material incentives for the socio-economic development of rural border areas, therefore, the article's purpose is to seek internal inactive reserves and use of the best tested practices of the European Union, the study is conducted on the example of the Yavoriv district of the Lviv region of Ukraine.

Material and methods

Given the importance of the problem, its various aspects are covered in the works of foreign and domestic scholars; in general, the list of publications is large:

– O. Borodina, I. Prokopa and O. Mogilny conducted research on the development of the villages and features of the correction of the policy of state support to agriculture (Borodina, Mohyl'nyy, 2007; Borodina, Prokopa, 2009, No 4; Borodina, Prokopa, 2009, No5);
– O. Panteleeva – peculiarities of realization of rural development programmes in the USA and EU countries (Panteleyeva, 2010);
– O. Pavlov described the functional and management model of rural areas of Ukraine (Pavlov, 2009);
– I. Kostyrko and T. Gromyak – formation of the basic model of rural development in the conditions of long market transformations in the local format (Kostyrko, Hrom"yak, 2013);
– M. Baranovsky discloses peculiarities of delimitation and prospects of development of rural peripheral territories of Ukraine (Baranovs'ky, 2013);
– V. Borschevsky – the impact of the association with the EU on the strategic priorities of the development of rural areas of Ukraine (Borshchevs'ky, 2013);
– H. Prytula proposed a classification of rural areas in the context of the formation of priorities for their development (Prytula, 2013);

A search was made in many other areas as well. All the rural areas of Ukraine, including the local level, have their only specific characteristics to distinguish the uniqueness among themselves, but there are many similar features, therefore, in order to more effectively plan their socio-economic development in the context of the formation of competitive advantages in the conditions of European integration of Ukraine, it is advisable to search for the indicated features for the rural areas of the Yavoriv district of the Lviv region.

Results and discussion

Planning of agricultural production in a command-administrative system was often carried out without taking into account economic feasibility and existing realities, it concerned even the areas of agricultural production and even the placement of settlements. For the territories of the Yavoriv district of the Lviv region priority was given to agricultural production, however, it was possible to establish a small number of industrial enterprises.

The situation has changed due to the great need of the Soviet industry for sulfur. In the area of the district there was a deposit built in 1965 for the maintenance of a working settlement “Sernoe”, this settlement later turned into a city Novoyavorivsk.

It should be noted that in the territory of the former USSR there were other sulfur deposits, but the Yavoriv district was chosen because of its convenient geographical location and relatively developed transport infrastructure. In the course of construction, numerous engineering shortcomings were assumed, however, the construction of the sulfur-mining enterprise has had both a very positive and negative impact on the development of the region and rural areas (described in more detail in the article “Features of the transformation of urban-type border villages in small towns” (Kulish, 2011). Thanks to the construction of the enterprise and the settlement with it, a developed industrial and social infrastructure of this territory was created, this infrastructure is being exploited now.

Today, the situation has changed considerably for the better, because Ukraine does not expect a threat from the EU countries, an Association Agreement between the European Union and the European Atomic Energy Community and their member states was
signed, on the one part, and Ukraine, on the other part” (Zakon Ukrayiny, 2014), this document pays great attention to the development of rural areas. It is important that the chosen course for European Integration provides for the maximum introduction of the best practices of socio-economic development of rural territories in the territories of Ukraine, the transition to market relations in the Ukrainian economy played a significant role in changing the priorities. These relations in our country today are very imperfect, but they give grounds to hope for the same harmonious development of rural territories as in the EU countries.

The adjective “sustainable” has been added to the term “development of territories” for a long period of time, but modernity places new demands on the planning of socio-economic development of rural territories, and today this development must take place under conditions of innovation - an optimal combination of possibilities, means, goals, tendencies and results, it is therefore advisable to use the term “innovative sustainable development” of the territories (hereinafter referred to as “ISD”).

For rural areas of Ukraine, incl. the Yavoriv district, the ISD consists of many components:
- social development;
- raising the level and quality of life, especially the material well-being, and infrastructure development;
- creating opportunities for the fullest possible use of the available potential;
- activity of small and medium enterprises; involvement in the economic circulation of individual farms;
- state support;
- the use of the benefits of world-wide informatization, etc.

Therefore, in order to effectively plan the social and economic development of rural areas of the Yavoriv district, it is expedient to analyze the real situation, to search for existing reserves and ways of using them.

Research of rural areas, regardless of their location, can not be carried out without an analysis of its agricultural characteristics. The volume of sown areas of the Yavoriv district is almost two times smaller, than the maximum in the Lviv region, and 2.5 times higher than the minimum, as shown in the diagram (see Figure 1). From the diagram (Figure 1) it is observed that from the number of sown areas the Yavoriv district is in the 13th place in the region and from the diagram (Figure 2) it is also apparent that the volume of agricultural production is not proportional to the sown area.

![Figure 1. Distribution of sown areas in the Lviv region by district in 2017, hectare](source)

The bulk of the gross agricultural output of the district is produced by individual households, and the percentage of the output in the total exceeds the average value in Ukraine (48.2%) and is about 95%, that is, only 5% of products are produced by agricultural enterprises. In comparison, in 2014, households produced products worth 402.6 million UAH (47.3 million US dollars), in agricultural enterprises — 76.9 million UAH ($ 9 million), in farms — 14.23 million UAH ($ 1.7 million). Unfortunately, farms have little influence on the total amount of agricultural production, at the beginning of 2018 their part of using arable land was only 1127 ha (in 2005 – 1088 ha), while the total...
number of these enterprises for that same period decreased from 49 in 2005 to 41 in 2018; the number of cattle in farms decreased from 165 to 70, respectively, but meat production increased from 10 tons to 2365 tons (increase in production was due to pig breeding – from 30 to 1475 goals). The level of profitability in the farms in 2017 was 10% this is acceptable for agriculture.

In connection with the absence of important statistical indicators, analysis is difficult, for example, information on the total amount of agricultural products produced in the Yavoriv district in 2015-2017, incl. in farms, the population is absent, information on production at agricultural enterprises is given in millions of UAH, and there are no statistical indicators at the level of farms.

The volumes of gross output of agricultural enterprises of the Yavoriv district make up about one third of the average in the Lviv region, in this regard, the district occupies the 17th place out of 20 (the volume is lower only in the mountainous regions of Turkivsky, Starosambirsky, Skolevsky), in the period of 2011-2014 they remained stable – about UAH 0.5 million, while indices tended to decrease (see Figure 3).

As a result of the formation of market relations in Ukraine, the demand for certain agricultural products has changed, therefore, since 2014, the cultivation of flax (Linum usitatissimum) and sugar beet (Beta vulgaris saccharifera) in the Yavoriv district was stopped.

The area of agricultural land of the Yavoriv district is 66,447 hectares (see Table 1).

Table 1. The area and structure of agricultural lands of the Yavoriv district in 2000-2015, hectare

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<td>All agricultural grounds, including</td>
<td>66 809</td>
<td>67 110</td>
<td>67 083</td>
<td>67 043</td>
<td>66 997</td>
<td>66 919</td>
<td>66 459</td>
<td>66 447</td>
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<tr>
<td>Arable land</td>
<td>41 235</td>
<td>36 323</td>
<td>36 176</td>
<td>36 169</td>
<td>36 140</td>
<td>36 123</td>
<td>35 791</td>
<td>35 769</td>
<td>35 769</td>
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<tr>
<td>Mowing meadows</td>
<td>5 696</td>
<td>6 051</td>
<td>5 887</td>
<td>5 888</td>
<td>5 880</td>
<td>5 879</td>
<td>5 833</td>
<td>5 830</td>
<td>5 830</td>
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<tr>
<td>Pastures</td>
<td>18 498</td>
<td>23 351</td>
<td>23 629</td>
<td>23 596</td>
<td>23 586</td>
<td>23 526</td>
<td>23 440</td>
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Source: own workings based on statistical information of the Official website of the Main Directorate of Statistics in the Lviv region (Ofitsiynyy web-sayt).
In order to properly evaluate the current development of rural areas, it is necessary to analyze the structure of agricultural land in the Yavoriv district. At the level of separate administrative-territorial units there are the following features [Voytkiv, Kravtsiv, 2016]:
- the largest share of agricultural land is represented within the territories of village councils located in the western and southern parts of the district. There, accordingly, there is a significant amount of plowed land;
- the bulk of forests and other forest-covered lands are concentrated in the north and south-east from the Yavoriv military training ground; the largest share of the built-up land is concentrated in the central part of the district, as well as near the city of Lviv;
- the wetlands mainly prevail along the course of the major rivers of the district and around the lakes. The largest share of them is located in the territory of village councils Zawadiv, Ivano-Funkovo, Krakovets;
- the share of open lands without vegetation is unevenly distributed (a large percentage of these lands is located in the territories of village councils Verblyans, Lozino, Starychi, Nemryriv, Ivano-Frankovo). This is because in these territories there were large areas that were occupied by the Yavoriv Union Mining and Chemical Enterprise "Sirka".
Rural areas the Yavoriv district are distinguished from other rural areas of the region by several features:
- geographic location (EU border area and a large number of transit highways);
- Yavoriv national park (area 7078,6 hectares);
- the presence in the territory of the destroyed Union Mining and Chemical Enterprise for sulfur production, which in fact, for a very long time, was the main source of financing for the rayon budget and which, together with a large number of related enterprises, was the place of work for tens of thousands of inhabitants of the district, among which a large percentage were inhabitants of the surrounding villages;
- environmental damage that arose as a result of the activity of the Chemical Enterprise "Sirka";
- military training ground of national significance;
- special economic zone "Yavoriv", its indicator of budget efficiency was 2.59 (budget revenues / tax breaks) [Perspektivyy, 2008], but its activity was suspended.
These features require special approaches to planning and implementation of state, regional and local strategies and programmes of the ISD, it is also necessary to take into account the internal and external economic, social and political situation in Ukraine. Relying on existing realities, it is necessary to look for additional sources that will contribute to the socio-economic development of the rural areas of the Yavoriv district and increase their competitiveness.

Unique natural features of great importance for the development of rural areas of the Yavoriv district; this potential today is not used to its full extent, although the public authorities and local governments are doing some work to promote the recreational benefits of the district, in particular, the initiative is aimed at creating recreation centres, tourist centres, campsites; specialists are introducing new hiking and motoring excursions; the whole process of planning and programming of development is carried out taking into account the passage through the territory of the district of the trans-European international highway Kiev-Lisbon.

In addition to the monuments of nature, the district is rich in historic and sacred monuments, including the Stadetska Lavra, the Stradecka road of pilgrims, the source of St. Onuphrius in Urochishche Studenets and many others. These places are visited annually by tens of thousands of pilgrims, thus developing the service sector in rural areas, especially the hospitality infrastructure.

Today, the region is undergoing an administrative-territorial reform, the main purpose of which is to increase the financial and economic potential (and especially innovative) for the development of rural areas. Now there are 31 rural councils and 137 rural settlements in the district; after the reform, the district will be divided between thirteen communities.

Reformation takes place taking into account the specific features of the human resources of the district, in the rural areas of the Yavoriv district the highest natural increase of the population in the Lviv region, even more: only in two districts of the region, this indicator is positive: Yavoriv and Zhovkivsky, and on January 1, 2018 the Yavoriv district exceeded Zhovkivsky more than four times (64 and 15 people respectively). The fertility rate is the highest in the Lviv region and in 2016 it was 14.3 people per 1,000 people of the rural population (11.8 in the region); the natural increase of the population in the Lviv region is 15.3 per 1000 present population and is 13.4 (the third in the ranking for this indicator).

There are also factors that hinder the effectiveness of reforms and innovation. Thus, according to the order of the Ministry of Agrarian Policy and Food of Ukraine dated 07.04.2011 №116 “On Approval of the Passport of the Village Settlement” [Nakaz, 2011], in 2012, the certification of rural settlements was carried out. However, today many data are outdated and it is necessary to update them because it is impossible to take them into account when planning any activity.

In the conditions of limited material supporting the planning of socio-economic development of rural areas of Ukraine in general, and the Yavoriv district in particular, it is advisable will do in the future in such
a way that the new plans in general directions coincide with normative legal acts in this field, which were adopted at the regional level earlier, but remain valid: “Lviv Region Development Strategy till 2020” (Stratehiya rozvytku L'vivs'koy) and “Strategy of the Yavoriv District Development till 2020” (Stratehiya rozvytku Yavorivs'koho); as well as relevant legislative documents approved at the central level. At the same time, along with the flexibility of approaches, it is necessary to apply target planning, the main task of which is to achieve the goal — to improve the socio-economic condition of rural areas of the district and increase their competitiveness. The elaborated Perspective Plans for the period 2016-2020 will inevitably have to be adjusted taking into account the circumstances that will result from the development of the information space, civil society, economic and political situation, environmental and climatic conditions, etc.

The planning of social and economic development of the rural areas of the Yavoriv district and the formation of their competitive advantages must be carried out taking into account their border location and with the aim of achieving the following (important today) main goals:

- spatial ISD, which involves:
  a) levelling disproportions in the development of individual communities;
  b) development of cooperation between communities within the district, region and country;
  c) creation of organizational and legal and socio-economic conditions for the comprehensive development of rural areas;
  d) ensuring equal living conditions for the urban and rural population of the district;
  e) stimulating the identification and support of the local economic initiative; creation of conditions for the disclosure of the potential of rural areas;

- the sectoral ISD suggests:
  a) modernization is directed at the formation of competitive advantages of rural territories by introducing a system of control over the observance of agricultural production technologies (crop rotation, fertilization, restoration of soils, etc.) from the agricultural enterprises and large land users operating in the district;
  b) encouraging business entities to cooperate with local governments in terms of infrastructure development and improvement of rural areas;
  c) promotion of the diversification of economic activity (search for unused economic reserves and opportunities, in particular, creation of conditions for development of non-agricultural types of economic activity in rural areas);

- the use of world experience in the creation of a “Transition network” – the practice of small communities, aimed at maximizing the use of labour and professional resources available in rural settlements, this approach would be appropriate to apply to many aspects of the village’s life: home bakery, hairdressing, confectionery, etc. (details in Kulish, 2018);

- modernization of management activities to ensure the capacity of local communities; rural population and businesses in rural areas should be provided with adequate access to administrative, informational and other services that local governments and state structures are required to provide;

- innovative sustainable human development at the level of rural settlements envisages:
  a) development of the employment structure of the rural population of the district;
  b) increasing motivation of villagers to entrepreneurship as one of the main conditions for raising the level and quality of life;
  c) ensuring timeliness and accessibility of information on any issues related to the life of rural communities;
  d) establishment of cooperation between local governments of the district and scientific institutions in order to obtain assistance in developing investment and innovation projects; improving the skills of management personnel;
  e) conducting joint activities aimed at the development of rural areas of the district and improving the quality of human capital;

- creation of environmentally safe conditions for the life of the population of rural areas of the district, preservation of the natural environment and rational use of natural resources, primarily agricultural land.

In order to increase the effectiveness of planning the ISD in rural areas of the Yavoriv district, it is necessary to continuously monitor issues that need to be addressed in the short, medium and long term, after which it is necessary to periodically adjust the plans for each separate rural community and rural area. For example, the issue of the need for the development of Internet networks; by the end of 2011, the distribution of these networks in the territories of the Lviv region was 40%, therefore, many plans and strategies indicated the need for their development. However, today it has become irrelevant, as the results of a village residents survey in 2016 showed that over 80% of rural settlements have access to the Internet. Given the dynamics, it can be predicted that by the end of 2018 this percentage will increase.
Conclusions

Today there are enough opportunities for innovative sustainable social and economic development of rural areas of Yavoriv district; local communities, together with the authorities and local self-government, need only to properly choose the way and plan the process.

The special Economic Zone “Yavoriv” was one of the few who had a high budget efficiency indicator, but despite this, its work was limited to the level of other, less effective, SEZs, that is why the Yavoriv district state administration and the Yavoriv district council need to show increased activity and demand the restoration of the SEZ, which, in addition to high budget efficiency, has a very positive impact on the ISD of the rural areas of the district. Appropriate decisions and appeals addressed to regional and central authorities should be adopted for this purpose.

The positive circumstances are the location of the Yavoriv district at the border with the European Union, and a sufficiently developed network of highways (although they require repairs), this, along with the presence of natural recreation areas, resort and sanatorium facilities in the area, creates opportunities for attracting people from the EU countries for recreation and recovery, and therefore contributes to improving the welfare of the rural population.

Public support is gaining ground in the process of introducing the “transition” practice: the villagers themselves have to choose individuals and suggest that they start a certain business. In small settlements, residents know who are the best specialists of the specific profile; while avoiding people who simply want to do business. At the same time, representatives of local self-government and the community as a whole bear moral responsibility and feel the need to support the establishment of a business and a specialist who they have chosen.

Further research in the direction of planning the socio-economic development of the border areas of rural areas should focus on the study of the particularities of certain territorial communities in terms of the impact of administrative and territorial reform on the formation of their competitive advantages.

References


