

UDC 351

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**FORMS AND CONNECTIONS OF PUBLIC MANAGEMENT OF
TERRITORIAL DEVELOPMENT**

It is noted that modeling the development of the territorial system includes the development of an actual model that reflects the current state of the territorial system, the dynamic parameters of its development and static parameters of its structure; development of an ideal model that reflects the strategic targets of the territorial system, its ideal, target state; development of a realistic model that reflects the adopted targets, which are produced on the basis of a comparative analysis of the actual model and the ideal model. It is proposed to create private models based on approaches in accordance with the allocated subsystems. Private ecological, social, ethnic, technical, economic, political and other models are developed without prior interconnection, as local, stand-alone models. Based on the results of private modeling, the complexity of the general model of development of the territorial system is determined in advance, and accordingly an analog model is selected, on the basis of which the general model will be built. The development of any new common models does not seem appropriate, as there are currently a large number of approaches on the basis of which you can create all sorts of models needed to manage the project. It is offered, at realization of each of steps it is necessary to adhere to the following principles: use of the uniform mathematical device, unity of means of visualization and documentation, unity of the used software.

Key words: modeling, territorial system, territorial development, targets, project management

Formulation of the problem. Natural and socio-economic conditions of development of productive forces change in time and space, tasks of development of a

society cause corresponding changes in territorial structures of economy of regions. Changes arise as a result of interaction in the economy, social sphere and the natural environment, aimed at meeting certain social needs (production, improving living standards, preserving the natural environment). With the development of society, more and more territories are entering into such interaction. Administrative district, region, economic district, etc. They no longer function on their own, but in inseparable connection (including indirectly) with the center, similar and other regions of the country, countries, etc.

Each territorial entity is a holistic object with a certain economy, specialization, composition (level) of life, forms of use of the natural environment and the center that regulates the relevant processes.

Analysis of recent research and publications. Scientific publications on the formation of the capacity of public management of territorial development in the process of administrative-territorial reform are presented in the works of scholars and practitioners, including: Kyrylenko O., Malinyak B., Pismenny V., Rusin V., Pavlyuk A., Oliynyk D. ., Bezsmertny R, Dolishniy M., Zhuk P., Storonyanska I., Kravtsiv V., Tkachuk A., Pelekhaty A. Today's reforms of local self-government and financial decentralization necessitate an in-depth study of the forms and connections of public management of territorial development.

The aim of the study. The purpose of the study conducted in this article is to try to systematize the basic forms and relationships of public management of territorial development.

Presentation of the main material. The degree of development, form and connection of territorial formation, use of its natural and man-made (socio-economic) resources are determined by the interests of local and regional markets, the market of Ukraine as a whole, and recently with the establishment of close international ties and our country's transition to market relations in the economy - and the world market. This means that the process of sectoral and territorial structuring of any district is inextricably linked with a similar process in those territorial entities, an element of which it is. Around the world, this process is carried out based on the goals of social development,

territorial differentiation of the conditions of location of productive forces and the preservation of ecological balance [1]. These processes, as well as the existing multilevel regulation of them indicates a systematic organization of the economy in the territory. This can be confirmed by the definition of the economic system, where the theory of economic systems (CBC) is seen as a set of administrative centers that have a certain unity of ordering economic interests in decision-making. Additional arguments for understanding the economy as a system are:

- the property of purposefulness, which ensures the integrity of the system: "the economy is connected into a single whole primarily by the useful activities of people, their goals, interests" [2];
- adaptation to the external environment, change of internal structure

Under the territorial economic system, we will understand the interconnected holistic formation of the center and the territory organized by it, specializing in the production of certain types of socially necessary products (services).

Territorial economic systems of different hierarchical levels (local formations, administrative districts, regions, oblasts, economic districts, etc.) are formed on the territory. Specialization, structure and boundaries of the territorial economic system are determined by socio-economic, natural and others. Terms. At the same time, natural conditions determine only the possibilities of economic development. The implementation of these opportunities is carried out in order to achieve the maximum possible production of products and services needed by society, improve living standards and preserve the ecological balance.

The degree of development, location and connection of economic, social and natural objects in the territorial economic system is determined not only by the efficiency of its operation, but also by the efficiency of other systems. All reproductive relations are closely intertwined, which requires coordination of decisions taken by central, sectoral and territorial authorities (3.38, p. 10).

At each level of the territorial structure of the economy solves its range of tasks, but with the obligatory consideration of the results of solving environmental, socio-economic problems of neighboring levels, the state of the market at all

levels. The results of solving problems at the upper (previous) level of the territorial structure, the needs and opportunities of the market of this level determine the direction of development of territorial economic systems of lower rank. At the same time, taking into account the real capabilities of these installations in areas of lower rank allows to clarify the results of solving problems of the upper level, the state of its market, the territorial distribution of production and resources. In the transition from higher to lower ranks, the conditions for the functioning of the economy are specified. Gradually, moving from level to level, the results of solving the problem of development of productive forces at all levels of their territorial organization are linked.

An important characteristic of the territorial economic system is its stability. However, it should be considered as "a special case of instability of economic processes" [3].

The territorial economic system is stable with the harmonious balanced development of the economy, social sphere and the natural environment, when the influence of the external environment does not violate this harmony. This structure ensures "continuous, viable and full-blooded development of CBT. Otherwise, it leads to a violation of proportionality in the development of economic sectors, and sometimes to the destruction of individual parts that make up the territorial economic system. For example, the construction of a large chemical plant can cause an undesirable outflow of labor from the service sector, agriculture, the discharge of large amounts of wastewater into natural reservoirs. This, in turn, can lead to a decrease in the production of services, agricultural products, changes in the flora and fauna of natural reservoirs and, as a consequence, disturbances of ecological balance and social tensions, and so on.

The location of socio-economic facilities is the result of simultaneous interaction of water, agglomeration, social, transport and other factors. The degree of influence of each factor on the development of the territorial structure of the district is determined by the socio-historical moment, namely: the existing social order in the analyzed period, the labor market, capital, services, etc. [4]. STP, the

existing location and development of productive forces, climate and distribution of natural resources should be considered as conditions for further development and location of production and population, something external to the factors that determine the specifics of their manifestation. Conditions are changing - and the importance of placement factors is changing. Due to the historical and territorial variability of natural and socio-economic conditions of location, expertise in making individual decisions on the location of productive forces, failure of territorial regulation of the economy, stochasticity of some natural, social and economic processes, the results of interaction are not identical in time and space. Neither the elements of the territorial economic system, nor its capacity, nor the borders of the system themselves are constant. Characterizing their condition, the parameters are valid only at certain points in time, and changes in the territorial structure of the economy are probabilistic.

The dynamics of socio-economic and partially natural processes of territorial economic systems is controlled by setting the norms of its initial parameters (volume of output, services, living standards, etc.).

The output of the system is determined by the state of input influence and capabilities of the studied system (production potential, market development, training of government regulators, etc.). At the same time, the actions of market and state mechanisms for regulating socio-economic processes do not always coincide.

Market mechanisms operate in the system of economic relations of purchase and sale of goods (services), which forms the demand, supply and prices for them, and are determined by the interests of obtaining the maximum profit of a limited number of people. They do not take into account all the variety of factors in the formation of a rational sectoral and territorial structure of the economy, sustainable development of territories. Entrepreneurs in the pursuit of profit and in an effort to improve their economic position are trying to break free from the constraints of competition. Mergers of companies, secret conspiracies of companies, ruthless competition - all this contributes to the weakening of competition and evasion of

its regulatory influence "[5, p.98]. In addition, the effect of the market mechanism is usually limited to a relatively short period of time.

The development of many branches of the social sphere, science, natural complexes, national defense and a number of other phenomena of reality is determined by other laws. In this regard, LE Furdychko, summarizing the arguments against the market system, noted that in a market economy, "producers make decisions about production based only on those costs dictated by the market, and do not reflect external costs, ie costs, which account for the share of society as a whole, such as various forms of environmental pollution [6, p.41]. Where there are external costs, the market system is not able to provide the allocation of resources that best meets the needs of society. Therefore, in the formation of the territorial structure of the economy of the regions, social, economic and other processes triggered by market mechanisms must be adjusted based on the state's broader and deeper understanding of problematic issues of territorial development (improving the efficiency of social activities in general, preserving ecological balance, unique monuments of culture, history, nature, preservation and development of small ethnic groups, etc.). Most scholars and practitioners believe that "the plan and the market are the greatest achievements of civilization.

The role of the state should be especially great in remote underdeveloped regions. This requirement stems in large part from the nature of the economic development difficulties they face. Many domestic problems of economic growth here are caused by the shortage of public goods and services, insufficient infrastructure development. Only the state is able to ensure the production of such goods and services in sufficient quantities.

However, one cannot turn a blind eye to the problems and difficulties that arise if the state undertakes to implement socio-economic development programs. There is a great danger that the state bureaucracy will not encourage, but inhibit positive socio-economic changes, when political motives prevail over economic ones. In many backward countries, incompetence in government regulation and corruption have become a daily reality. This is largely true of many regions of

Ukraine.

Therefore, there is an urgent need for a reasonable combination of market and state mechanisms for regulating socio-economic and natural processes in the regions.

Defining competition as the center of gravity of the entire market economy, the state must recognize the active regulatory role in order to use the effect of competition to combine the principle of freedom in the market with the principle of social security, justice and peace. The market principle seems acceptable only when competition is subject to certain social norms, when economic behavior does not lead to the destruction and violation of economic, social and environmental balance, harmony in the development of appropriate environments. In a market economy, freedom and competition are provided as much as possible, and regulation and intervention are provided as much as necessary.

A reasonable combination of both can be achieved through a system of well-established control by independent experts.

The relationship between the economy, social sphere and the natural environment in territorial economic systems involves their joint consideration in determining the mechanism of regulation of each of them, as well as the possibility of using many times tested by science (and not only economic) methodology of systems analysis.

Determinants in the development of socio-economic and natural processes, in the functioning of the territorial economic system are the goals of its development. Coordination of actions of ministries and departments in the development of the region's resources should be based on a common vision of its development prospects.

The main goals, as mentioned above, should be: • the maximum possible volume and economic efficiency of production of products needed by society;

- sustainable improvement of living conditions of the population;
- preservation of natural balance.

The state is obliged to protect people as the highest, not to restrict their

freedom of choice in the emerging market supply and demand, not to reduce the positive effects of competition, but to anticipate the possible consequences of human (business owner) decisions.

Authorities of territorial entities, assessing the initial parameters, regulate the state and geography of socio-economic and natural objects and their relationship in the system, its relationship with the environment, contribute to the rejection of foreign objects. Due to the systemic organization of the economy on the territory of the authorities of territorial entities of different rank (vertical of power) must be interconnected and determine the work of each other.

The combination of stimulating and restrictive approaches to state regulation of socio-economic processes allows to increase the volume and increase the efficiency of production of socially necessary products (services), to form the optimal age and professional structure of the population, increase productivity and improve living standards, preserve the environment .

The second iteration begins in achievement of the purposes of development of the analyzed territory planned by the society. The procedure for the second iteration is repeated in the same sequence and so on.

Conclusions. Harmony in the development of the economy, social sphere and the natural environment is achieved by interconnecting their local optimums. This is done in several stages (iterations) of recalculations of socio-economic and natural processes with a change at each stage, if it follows from the calculations of the previous stage, the conditions of their development, ie achieved by iterative approximation to the overall optimum.

This need is dictated by the fact that the implementation of socio-economic and natural processes in the previous stages of the possibility of optimizing development in the economy creates new opportunities for its improvement, which are not inherent in the previous state of socio-economic and natural processes. The process of improvement ends if the realized opportunities either cease to provide new opportunities, or, more often, provide opportunities that do not have a significant impact on socio-economic and natural processes.

Each of the territorial entities has its own development goals and conditions (features) of their implementation, and hence to assess the needs. In some cases,

the use of local labor resources, the organization of a shift method of development of the territory is enough to achieve the set goals, in other cases it will be necessary to involve specialists from other areas, thirdly - resettlement of surplus population, various combinations of both are possible.

In each territory, it is necessary to move to the creation of a balanced socio-economic system. This means that optimal employment, cost-effective production, an acceptable living environment and social justice must be ensured in each area. The task is to implement these principles of development in the territorial structure of the economy.

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