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PUBLIC ADMINISTRATION OF SUSTAINABLE DEVELOPMENT OF RURAL TERRITORIES

Background. *This article is focused on specifics of sustainable development of rural territories as a milestone on the way to harmonious regional development. Notably, dynamics and realities of rural territories challenge sustainable development and require some ways to maintain it. There is evident asymmetry between sustainable development of rural and urban territories, and the government has to take measures to ensure equal access to resources and opportunities for those territories to unleash their potential.*

Methods. *In the preparation of the research, both general methods, including methods of abstraction, logic, synthesis and analysis (in particular, causal analysis), extrapolation, and special methods and approaches were used. Thus, a chronological (historical) approach is used when analyzing trends in the development of rural areas compared to urban areas; a complex of methods belonging to a wide range of systems theory (when analyzing correlations between environments of different levels, connections, resources, dynamic open systems, analysis of homeostats of the specified systems); activity approach – when characterizing the reasons for the mobility of the rural and urban population; modeling – when making forecasts of the development of territories.*

Results. *The social aspect of sustainable development of rural territories endeavors to strengthen the ties between public authorities and community stakeholders in order to find the integral solutions consistent with dynamics of the relevant regions and capable of taking the challenges. The environmental aspect outlines the land use conflict arising out of the economic activities in the relevant areas of interest.*

The economic aspect has to be seek economic equality and equal access to jobs for rural and urban population, as well as improve the quality of life for the villagers.

Conclusions. *The article identifies the new factors that have to be studied in the development models, for example, the ever-growing ties between city and village life, the economic activity changes emerging in the rural areas due to transfer from the traditional agriculture to secondary production and services.*

It has been proven that village and city relationship is a deciding factor governing sustainable regional development, because spatial differences between cities and suburban areas are growing, and therefore it is necessary to study regional development to analyze interlinkage between rural and urban territories.

Keywords: *sustainable development, economic aspect, environmental aspect, social aspect, rural territories, public administration.*

Background

Statement of the problem. Rural territories are an important factor determining the course of harmonious regional development. Thus, it is necessary to analyze the environmental, social and economic components and/or aspects facilitating sustainable development of rural areas.

Rural territory development features complex social phenomena like unemployment, poverty, inequality, insufficient scope and compromised quality of healthcare services, etc. Consequently, dynamics and reality of rural territories greatly challenge sustainable development and make it evident that it is necessary to look for some factors optimizing village life.

Analysis of the recent researches and publications.

The challenges to sustainable development of territorial formations of Ukraine are studied in the works of Babaiev et al. (2019), Bobrovska et al. (2017), Hordieiev (2014), Kotov (2023), Kravchenko (2014), Mamatova (2020), Chykarenko (2020), etc.

The purpose of the research is to analyze the factors determining sustainable development of rural territories.

Methods

In the preparation of the research, both general methods, including methods of abstraction, logic, synthesis and analysis (in particular, causal analysis), extrapolation, and special methods and approaches were used. Thus, a chronological (historical) approach is used when analyzing trends in the development of rural areas compared to

urban areas; a complex of methods belonging to a wide range of systems theory (when analyzing correlations between environments of different levels, connections, resources, dynamic open systems, analysis of homeostats of the specified systems); activity approach – when characterizing the reasons for the mobility of the rural and urban population; modeling – when making forecasts of the development of territories.

Results

Presentation of the main body of the paper.

Historically, rural territories have always been far behind urban ones in terms of their development, partially due to political and economic processes supported by urban elite, because urban development has been prioritized (Lopez, 2019). Therefore, public authorities should balance access to resources and possibilities for these territories.

This is because they have a huge potential, as evidenced by the contribution made by the family farming companies to procurement of food amid the healthcare crisis and restrictions imposed in connection with the pandemics (Hidalgo, 2020).

As for social development, apparently, it is necessary to strengthen ties with interested parties of the certain territories because their knowledge and experience may help us make the integral decisions that would be consistent with dynamics and challenges of the relevant regions (Las zonas rurales..., 2017). Another reason for unequal development of city and village territories is

migration of youth to the cities in search of new possibilities. As a result of this, generation of young people is much decreased in villages (Manzi, & Migración, 2020). This is why sustainable urban development relies on adequate life in rural areas.

Similarly, the environmental aspect reveals the land use conflict arising out of certain economic activities in the relevant areas of interest. In other words, insufficient land use is decreased use of lands in agriculture and excessive use of the same in cattle farming, thus compromising human and rural development in terms of employment, profitability, nature preservation, as well as management of environmental and natural resources.

Notably, today's wood industry has reached the point of indiscriminate timber trade posing a serious hazard to the environment, in particular, causing soil erosion, alluvial deposits in rivers and abundant floods (Ramos Franco et al., 2021).

Speaking about the economic aspect, it is commonly known that rural territories have dozens of micro and small enterprises featuring low productivity, unstable jobs, especially in the challenging time of war (extensive mine laying, deficit of human resources, elimination of livestock as a result of shelling, disrupted grain exportation logistics, decreased sales prices of grain, increased prices of seeds and fuel, insufficient salaries for basic human needs, curtailed social benefits). Also, everyone knows that the fraction of rural population engaged in informal sector (employees working without employment agreements) is quite large, therefore, availability of a job does not necessarily mean adequate employment, considering that the income gained from such jobs does not cover the basic human needs.

In view of the above, it is evident that the key dynamics of environmental, social and economic development coincide in time, and that those ones hardly lead to a harmonious and fair development. Those areas are very important for development of the nations.

Traditionally, villages are tightly connected with agrarian industry, but this is an old-fashioned vision that does not consider dynamics, processes and activities in these areas of interest. Accordingly, it is hard to single out a rural area because the boundaries between urban and rural territorial formations are becoming more complex and unclear. Likewise, the European Commission believes that "rural areas" or "village world" terms go beyond simple geography; those are umbrella terms encompassing entire economic and social environment consisting of a set of varied activities (El futuro del..., 1988). Considering the above, the scientists say that an "area" and a "territory" are not the same because an "area" goes first, that is, a "territory" is the area of work, energy and information. Accordingly, a "territory" conveys the interrelations established by the public authorities (Raffestain, 2011).

In addition, certain applicable criteria are identified depending on the place of the rural area. For example, in the European Union countries like Germany, Spain, France, Ireland and Italy, the primary criteria identifying an area as rural is the population (Champetier, & Márquez Fernández, 2002). Besides, Organization for Economic Co-Operation and Development (OECD) and Europeans Statistical Office of the European Commission (EUROSTAT) use the population density criteria according to which there are restrictions of 150 and 100 residents per square kilometer accordingly (Cortés, 2013).

Similarly, we can identify the new factors to be studied within the development models, such as increasingly common connections between rural and urban world and changes of the economic activities commonly practiced in

the village areas due to transfer from the traditional agricultural activity to secondary production and services (Buendía, & Carrasco, 2013). Thus, characteristics of a territory change with time. It has become a multidimensional term due to a large number of factors and/or criteria involved. Remarkably, these terms may be used as synonyms in some contexts or be changed depending on the author's point of view. But the dichotomic division into urban and rural is less relevant now because the modern trends are not taken into account, therefore "rural territories" is the right term.

The rural territory development concept has changed over time since the new economic and social development conditions involve changes in family and rural activities. However, the purpose of the concept is unchanged, to improve the wellbeing of the rural population (Souza, 2019). In addition, the scientists define rural development as "the process of balanced and self-sufficient revival of the village world enabled by its economic, social and environmental potential sustained by the regional policy and integrated implementation of territorially-determined measures by the public organizations." It is noteworthy that development of "territories" and "village territories" are two closely connected conceptual elements (Quintana et al., 1999). Others (Guinjoan et al., 2016a) believe that the rural territory development concept is ambiguous and unclearly defined. Considering the above, the authors realize that rural territory development involves improvement of life and work conditions in the rural areas, respect of the social, cultural and environmental values of the territories. This means that rural territory development has a positive impact on quality of life of the people on the given territory (Guinjoan et al., 2016a).

The contribution into the new approaches to rural territory development has been determined in the same way, as evidenced by a substantial change in the approach since exogenous and branch transfer, that is, modernization paradigm, to the new approach of the local nature, endogenous and integrated, focused on economic, social and environmental goals (Woods, 2010). Consequently, the European regional policy replaces the traditional "top-to-bottom" approaches with the new "bottom-to-top" ones and initiates these substantial changes in rural territory development (Guinjoan et al., 2016b).

Accordingly, adoption of this new approach known as endogenous development features local control over the development process, usage of available resources of a territory, and maintenance of the local profits (Valverde et al., 2018). Thus, the extra-local factors are becoming important, giving rise to non-endogenous development, whereas several authors refer to the same approach characterized as endogenous, local and integral, therefore, "endogenous development" term is flexible enough to include extra-local factors (Mayer et al., 2016). That is, non-endogenous development of rural territories is initiated consistently with the local specifics and needs, and is self-governed by the local population constituting the development subject, hence endogenicity is closely tied to the territory's competitiveness. The higher endogenicity is, the more competitive the rural community becomes (Valverde et al., 2018).

Village and city relationship is the key factor governing sustainable development of regions due to the growing spatial differences between urban and suburban areas (Mayer et al., 2016). In other words, such spatial inequalities call for regional development research in order to analyze interlinkage between rural and urban territories.

Human mobility between rural and urban areas affects mostly the villagers due to unequal access to resources, as exemplified by poor employment prospects and lack of medium and long term marketing opportunities. In addition, sustainable flow of goods and services is one of the strongest ties between cities and villages; urban areas need natural resources (food, workforce and others), while rural ones seek some services in urban regions (healthcare, education, etc.) (Gebre, & Gebremedhin, 2019). Similarly, information flow is consistent with human needs, market conditions, innovations and latest technologies improving agricultural production, lifestyle and other aspects of the territories. Finally, cash flow is characterized by the three types. The first one is formal, institutional (loans), the second one is informal (creditor's loans), and the third one is investments into development of rural territories received from the local authorities and institutions (Lynch, 2005).

It is noteworthy that city and village life is closely connected. This is why village regions are not viewed as isolated units; they reflect interdependence with the closest urban regions (Jamshed et al., 2020). For example, the village population of cities uses non-agricultural income as money transfers in order to boost their agricultural production, improve the lifestyle and send their family members to some urban areas. Therefore, these connections, if clear enough, are facilitating the developmental policy aimed at elimination of poverty and social vulnerability, especially in rural areas (Daly, 1990).

Rural regions play an important role in functioning of urban territories by providing the essential ecosystem services like food, water, timber and raw materials, etc. Rapid extension of urban territories poses a serious threat to such rural ecosystem services largely consumed by the urban population traveling to the rural regions and affecting the village community life (Gebre, & Gebremedhin, 2019). In connection with the above, political efforts should be aimed at improvement and protection of the ecosystem services in the village areas. For cities, it is very important to make investments into maintenance and protection of these priceless ecosystem services (Gebre, & Gebremedhin, 2019).

Likewise, it is worth mentioning the advantages enjoyed by the rural areas as a result of urban development. For instance, purchase of agricultural resources, employment opportunities, access to better healthcare services and education. The advantages gained by both rural and urban areas make it evident that prosperity of cities greatly depends on economic progress of the closest village regions because urban development rarely exists without strong ties with the village areas. Rural territory development plays a great role in planning (Gebre, & Gebremedhin, 2019). The ties between cities and villages offer more opportunities for sustainable economic development in the rural areas. Therefore, sustainable development is very important for the rural regions because it preserves their social and cultural traditions, ensures vibrant natural environment for recreation, as well as evens out the territorial inequalities and generates dynamic village economy with various employment opportunities (Mayer et al., 2016).

"Development" and "growth" terms are used in the environment as synonyms, which is not quite right because they represent different areas, specifically, the classic meaning of "development" conveys "expansion or implementation of potentials for gradual achievement of a more complete condition," while "growth" is explained as "natural increase in sizes by addition of material through assimilation or accumulation" (Daly, 1990). In other words,

development identifies, acknowledges and generates the means of utilization of advantages in practice aimed at improvement and achievement of a more complete condition. Unlike development, growth is more consistent with the quantitative approach according to which increase of physical scope conveys the meaning reflected in the monetary value, without the due regard to the environment and moreover, the consequences.

Similarly, the literature sources exhibit several definitions of sustainable development targeted at harmonization and simultaneous implementation (Munda, 1997) of the biological system objectives (biodiversity, biological productivity and stability), the economic system (satisfaction of the basic needs, promotion of equality, increase in production of goods and services), and the social system (cultural variety, institutional stability, social fairness and commitment). These elements reinforce multidimensional nature of this term. In addition, the Brundtland report defines it as "meeting the needs of the present without compromising the ability of future generations to meet their own needs," and says that development is sustainable if it combines economic solutions with social and environmental wellbeing, and consequently, with economic rationality and social wellbeing (Our common future, 1987), identifies the three main pillars of sustainable development: the environmental aspect distinguishing among the human activities based on the ability to maintain ecosystems; then the social aspect studying the balance of individual needs along with the needs of a group, public awareness and togetherness, and the economic aspect promoting rational use of resources for operating profit purpose (market value optimization). In view of the above, these are the concepts representing components and areas that may be interpreted in different ways, but the key objective of sustainable development is improvement of the quality of human life subject to preservation of natural resources and ecological services allowing development of life (Our common future, 1987).

Decree of the Verkhovna Rada of Ukraine dated 24.12.1999 adopts the Concept of long-term sustainable development of settlements (15–20 years) the provisions of which are aimed at improvement of environmental health and sustainable development endeavoring adoption of reasonable policies (On approval of the Concept..., 1999).

Sustainable development of territorial communities targeted at non-destructive nature management for social wellbeing of the current and future generations seeking improvement of economic potential of the economic complexes is rapidly evolving in the recent years. For the last decades, the institutions of the United Nations Organization have designed and presented a variety of global development concepts aimed at overcoming the systemic social, environmental and economic crisis in the global context (Mamatova et al., 2020).

I.V. Kotov believes that sustainable development of territorial communities is coordinated development the purpose of which is to ensure environmental safety on a given territory, as well as encourage the community to create the adequate social conditions (Kotov, 2023).

As per the Concept of sustainable development of settlements, sustainable development of territorial communities is managed in the areas listed below:

- 1) rational use of natural resources;
- 2) improvement of social conditions of life;
- 3) availability of housing;
- 4) optimization of production infrastructure;
- 5) development of transport infrastructure;

- 6) upgrade of engineering infrastructure;
- 7) formation of integral living environment in the settlements;
- 8) improvement of sanitary and hygienic conditions;
- 9) protection from unfavorable natural phenomena and prevention of man-made accidents.

O.K. Hordieiev believes that to manage sustainable development of territorial communities in the context of social and economic restrictions and necessity of rational use of natural resources, it is necessary to maintain coordinated work of the economic entities, public authorities, public, territorial community in the first place, thus ensuring adequate coordination, control and responsibility (Hordieiev, 2014).

Discussion and conclusions

The social aspect of sustainable development of rural territories endeavors to strengthen the ties between public authorities and community stakeholders in order to find the integral solutions consistent with dynamics of the relevant regions and capable of taking the challenges.

The environmental aspect outlines the land use conflict arising out of the economic activities in the relevant areas of interest.

The economic aspect has to be seek economic equality and equal access to jobs for rural and urban population, as well as improve the quality of life for the villagers.

Conclusions and further research prospects. The article identifies the new factors that have to be studied in the development models, for example, the ever-growing ties between city and village life, the economic activity changes emerging in the rural areas due to transfer from the traditional agriculture to secondary production and services.

It has been proven that village and city relationship is a deciding factor governing sustainable regional development, because spatial differences between cities and suburban areas are growing, and therefore it is necessary to study regional development to analyze interlinkage between rural and urban territories.

Further prospects of scientific researches in the area of public administration of sustainable development of rural territories involve improvement of the approaches to implementation of the mechanisms ensuring and verifying the current condition and tendencies of efficient interlinkage between economic, environmental and social aspects of development of the given territorial formations, establishment of the principles, indications and criteria for assessment of efficiency of the post-war restoration of this segment of the Ukrainian society.

Authors' contribution: Larysa Komakha – methodology; analysis of sources, formation of the theoretical basis of research; Viktoriia Koltun - preparation of literature review or theoretical basis of research, conceptualization.

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ПУБЛІЧНЕ УПРАВЛІННЯ СТАЛИМ РОЗВИТКОМ СІЛЬСЬКИХ ТЕРИТОРІЙ

Вступ. Розглянуто специфічні аспекти сталого розвитку сільських територій як віхи на шляху до гармонійного регіонального розвитку. Зазначено, що динаміка та реалії сільських територій детермінують та уможливають сталий розвиток, вимагаючи водночас певних кроків з його підтримки. Підкреслено, що існує очевидна асиметрія між сталим розвитком сільських і міських територій і необхідно вжити заходів для забезпечення рівного доступу жителів до ресурсів і можливостей, що сприятиме розкриттю потенціалу вказаних територій.

Методи. Застосовано як загальні методи, зокрема методи абстрагування, логіки, синтезу та аналізу (наприклад причинно-наслідкового аналізу), екстраполяції, так і спеціальні методи та підходи. Хронологічний (історичний) підхід використано під час аналізу тенденцій відставання у розвитку сільських територій відносно міських; комплекс методів, що належать до широкого кола теорії системи застосовано для аналізу кореляцій між середовищем різного рівня, зв'язків, ресурсів, динамічних відкритих систем, аналізу гомеостатів зазначених систем); діяльнісний підхід – під час здійснення характеристики причин мобільності сільського та міського населення; моделювання – під час прогнозування перспектив розвитку територій.

Результати. Виявлено, що соціальний аспект сталого розвитку сільських територій спрямований на посилення зв'язків між органами державної влади та зацікавленими сторонами громади з метою пошуку цілісних рішень, які відповідають динаміці відповідних регіонів і здатні протистояти викликам. Екологічний аспект окреслює конфлікт землекористування, що виникає унаслідок господарської діяльності у відповідних сферах інтересів. Економічний аспект має полягати в досягненні економічної рівності та рівному доступі до роботи для сільського та міського населення, а також покращенні якості життя у сільській місцевості.

Висновки. Виокремлено нові обумовлені фактори, які потребують вивчення у моделях розвитку, такі як зв'язки, що все частіше виникають між сільським і міським світом, а також зміни в типах економічної діяльності, що розвиваються на сільських територіях, оскільки відбувається перехід від сільськогосподарської діяльності, яка є традиційною працею, до вторинної виробничої та обслуговочої діяльності.

Доведено, що відносини між селом і містом є вирішальним фактором сталого розвитку регіонів, оскільки просторові відмінності між центрами та периферіями зростають, ці просторові нерівності вимагають досліджень регіонального розвитку для аналізу взаємозалежності між сільськими та міськими територіями.

Ключові слова: сталий розвиток, економічний вимір, екологічний вимір, соціальний вимір, сільські території, публічне управління.

Автори заявляють про відсутність конфлікту інтересів. Спонсори не брали участі в розробленні дослідження; у зборі, аналізі чи інтерпретації даних; у написанні рукопису; в рішенні про публікацію результатів.

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