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CLARIFICATION OF THE "REGIONAL DEVELOPMENT STRATEGY" CONCEPT

The purpose of the article is to clarify the essence of the concept of regional development strategy. The object of research is the definition of regional development strategies. The subject of research is structural and logical characteristics of regional development strategies. Research methods are: comparative and decomposition analysis, logical analysis, generalization.

The article presents the results of the author's comparative analysis of the structural and logical essence of regional development strategy definitions proposed by domestic scientists. The absence of a stable definition and the need to clarify it in view of the new meaningful characteristics that appear in modern economic conditions and should be inherent in the relevant regional development strategy are noted.

The definition of the regional development strategy has gained further development, under which it is proposed to understand the general comprehensive program of actions aimed at ensuring sustainable socio-ecological and economic development of the region and increasing its competitiveness at the national and international levels based on the effective use of resource potential, activation of local initiatives, support of promising directions development of the territory, interregional cooperation, etc., capable of ensuring economic growth in the medium and long term.

This clarification, unlike the existing ones, allows to expand the understanding of the structural and logical essence of the concept of "Regional Development Strategy" in terms of clarification of the ecological component of development, positioning at the national and international levels, activation of local initiatives.

The obtained results of the research can be used as a basis for further scientific research on improving the strategic management of the region.

Keywords: *development strategy, region, definition, economic growth, strategic management of the region.*

Introduction. The success of socio-economic, innovative, environmental and other areas of regional development directly depends on the adopted regional development strategy. It determines the goals, priorities, strategic vectors and prospects of regional development, which should be balanced. Therefore, the study of the essence of the regional development strategy in the context of new challenges that arise in a globalized, highly competitive environment is an urgent scientific task.

Formulation of the problem. The development of a systemic comprehensive regional development strategy that would take into account all the potential opportunities of the region and the advantages and threats of the external environment associated with increased competition, interregional cooperation at the level of Ukrainian and EU regions, and intensified European integration is an extremely urgent problem for all regions of Ukraine. Thus, clarifying the essence of the regional development strategy is urgent.

Analysis of recent research and publications. Domestic and foreign scholars have extensively studied the issues of developing and implementing regional strategies. In particular, O. I. Amosha, V. P. Vyshnevsky, A. I. Zemlyankin, L. M. Kuzmenko, Yu. V. Makohon, L. G. Chervova and M. G. Chumachenko studied the problems of regulating regional development in general in Ukraine [1]; N. Kukharska considered regional strategizing as the basis for the formation of a regional development strategy [2]; O. S. Kachnyi analyzed the regional development strategy as a means of directing (defining models) of regional socio-economic development [3]; T. A. Prykhodchenko – the role of regional strategies in ensuring sustainable development of Ukraine [4]; O. L. Bogashko – scientific and methodological principles of the strategy of economic development of the region [5]; S. V. Kozlovsky – strategic management of the development of regional economic systems [6]; M. I. Nebava and L. M. Tkachuk – regional development management [7]; O. P. Savitska and N. V. Savitska – regional aspects of the strategy for the development of the tourism industry in Ukraine [8]; O. E. Bavyko – formation of a strategy for the post-industrial development of the regional economic space [9]; Y. Y. Leontieva – formation and implementation of a strategy for the development of a regional tourist destination [10]; I. M. Vakhovych – organizational and economic support for the formation of a regional

development strategy [11]; O. Y. Matsehora – organizational and economic mechanism for implementing the strategy of socio-economic development of the region [12]; O. V. Komelina – innovative mechanisms for implementing the strategy of regional development [13]; D. A. Isachenko – practice of strategic planning of regional development [14]; V. O. Shpyliova and V. V. Bilyk – region as a center of knowledge and innovation [15].

However, the issue of clarifying the essence of the concept of "Regional Development Strategy", in our opinion, requires further scientific substantiation.

The "Methodological Recommendations for the Formation of Regional Development Strategies" define a regional development strategy as a strategic plan for the development of a region that defines the goals, objectives, priorities, and direction of sustainable economic and social development of the Autonomous Republic of Crimea, oblasts, and the cities of Kyiv and Sevastopol for the medium (4-6 years) and long-term (10-15 years) periods [16]. This definition is also shared by some scholars (Nebava M. I., Tkachuk L. M. [7]).

Formulation of the objectives of the article. The purpose of the article is to clarify the essence of the concept of regional development strategy. Tasks are the following:

- to analyze the definitions of regional development strategies proposed by scientists;
- to clarify the substantive characteristics of the definition of a regional development strategy in the context of new challenges facing the regions of Ukraine in modern conditions.

Research methods are: comparative and decomposition analysis, logical analysis, generalization.

The object of the study is to determine the regional development strategies.

The subject of the study is the structural and logical characteristics of regional development strategies.

Summary of the main research material. Scholars have different definitions of the concept of regional development strategy. Their opinions are sometimes contradictory: T. A. Prykhodchenko defines the strategy as a document that outlines the prospects for regional development in the medium term [4], while O. E. Bavyko, on the contrary, emphasizes that the strategy is not a rigid program document that declares the development of society or contains a set of ready-made solutions [9]. O. Y. Matsehora also states that the policy of regional socio-economic development, *the strategy of regional development* and the mechanisms for its implementation are dynamic elements [12].

S. V. Kozlovsky states that a regional strategy is the management of political, social and perspective economic development of a region, carried out by its legislative and executive authorities [6].

N. V. Savitska specifies that the priority strategies for the development of the border region are: increasing the competitiveness of the region and strengthening its resource potential; ensuring the development of human resources; development of interregional cooperation [8].

O. I. Amosha, V. P. Vyshnevskiy, A. I. Zemlyankin, L. M. Kuzmenko, Y. V. Makohon, L. G. Chervova and M. G. Chumachenko note that taking into account differences in potentials is an objective requirement when developing a strategy for economic development of regions [1].

We would like to note a number of scholars who consider certain aspects of the regional development strategy: its impact on the development of certain industries in the region (tourism and others), the definition of specific areas of activity (economic, social), etc.

For example, Y. Y. Leontieva proposes to improve the concept of "regional tourist destination development strategy" in terms of determining the direction of its development within the established mission, which allows to determine the logical sequence of actions for the formation and implementation of the regional tourist destination development strategy [10].

O. L. Bogashko studies the concept of the strategy of economic development of the region and formulated it as a clearly defined, documented direction of economic development, which provides for the setting of specific growth goals, ways to achieve them, and is focused on a significant improvement of the socio-economic status of the region in the future. This strategy reflects the main direction of economic activity, indicates possible ways and priorities in achieving the strategic goal [5].

O. E. Bavyko also notes that the strategy is the current understanding of the goals of the regional economic space development, ways to achieve them and mechanisms of interaction between different socio-economic groups for their discussion, clarification and change in the future [9].

D. A. Isachenko approaches the issue systematically and notes that the regional development strategy should become a systemic structure of the overall development strategy of the country [14].

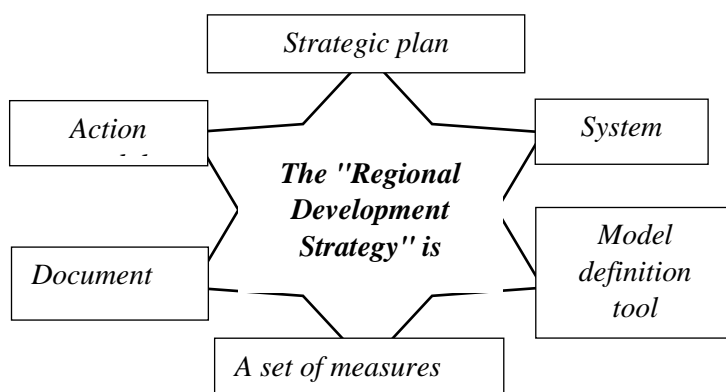
The basis for the study of the essence of the definition "Regional Development Strategy" is presented in Table 1.

Based on the results of the comparative and decompositional analysis of the definition of "Regional Development Strategy", we note that scholars consider this strategy as a set of measures, a means, a model of action, a system, a strategic plan, etc.; they specify its features in terms of innovation, investment, social, economic and other sections, leaving out the environmental component and opportunities for development at the international level.

Table 1. **Definition of a regional development strategy** [2; 3; 4; 7; 11; 12; 13]

| Full name of the researcher | Definition | A characteristic feature |
|--|--|--------------------------|
| T. A. Prikhodchenko [4] | It should ensure the stability of regional development and create preconditions for economic growth | Document |
| M. I. Nebava L. M. Tkachuk [7] | A strategic plan for the development of the region that defines the goals, objectives, priorities and directions of sustainable economic and social development of the Autonomous Republic of Crimea, regions, cities of Kyiv and Sevastopol for the medium and long term | Strategic plan |
| N. Kukharska [2] | A complex socio-economic system that ensures innovation-oriented restructuring of the region's economy, expanded reproduction in market conditions based on self-organization and competition, adequate to global trends | System |
| I. M. Vakhovych [11] | A set of measures of executive authorities, political, public organizations and associations, and territorial communities aimed at ensuring sustainable socio-economic development of territories, creating appropriate conditions for socio-economic development of the population, expanding entrepreneurial activity and actively attracting internal and external sources of funding | A set of measures |
| O. S. Kachnyi [3] | A means of directing (defining models) of regional development, the methodological basis of which is strategic planning | Model definition tool |
| O. Y. Matsegora [12], O. V. Komelina [13] | It is a generalized model of actions necessary to achieve the set management goals based on selected criteria (indicators) and efficient allocation of resources; provides a qualitative definition of the directions of the territory's development in the long term, aimed at strengthening the region's position at the national and global levels through the introduction and implementation of an innovation and investment model of development | A model of action |

The environmental component is not new in regional development strategies (it is noted by Amosha O. I. [1], Shpyliova V. O. and Bilyk V. V. [15] and others), but in the definitions of the essence of the definition of "Regional Development Strategy", scholars ignore this side of strategic activity.

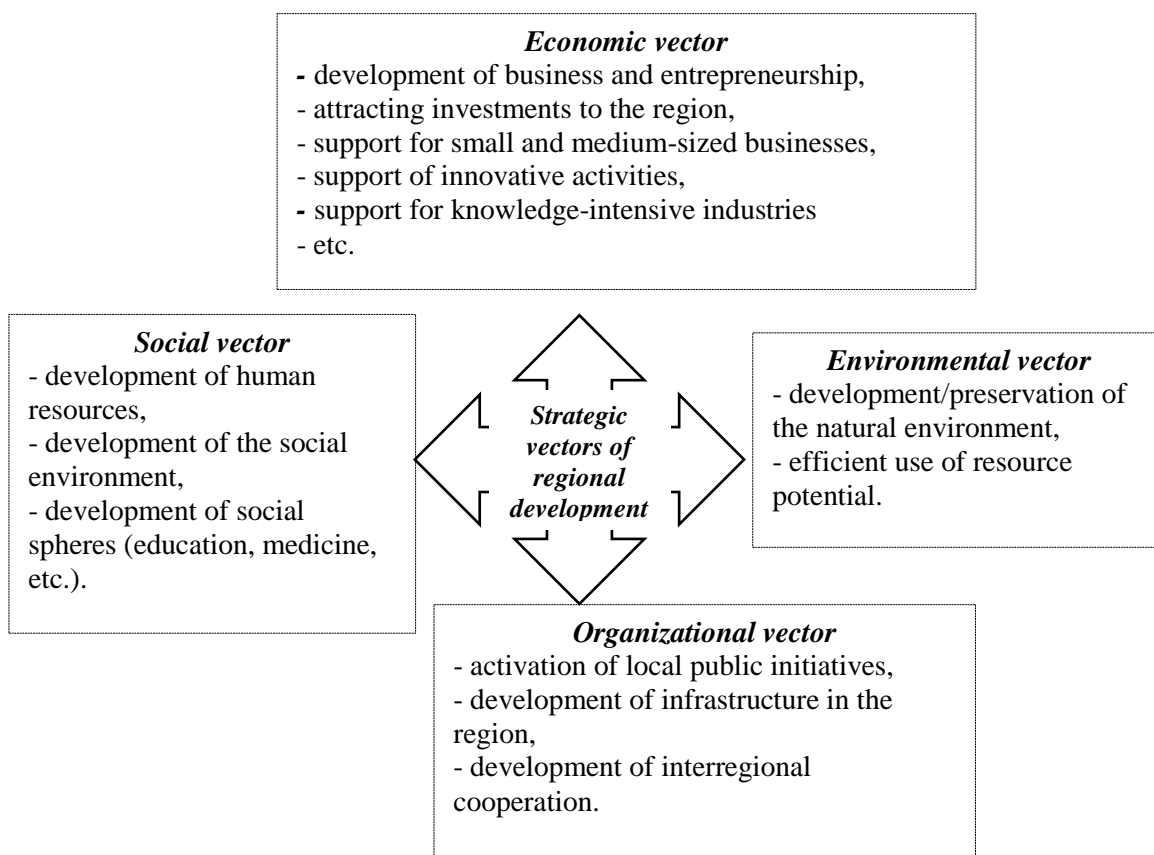


Scheme 1. Structural and logical scheme of the concept "Regional Development Strategy"

If we consider development as directed, natural, irreversible changes that lead to a qualitatively new state of an object (characterized by changes in the structure and composition of its elements and links), then the strategic development of the region should be based on changes in one or more strategic vectors (since complete radical changes cannot be implemented in practice). The strategic vectors of development may include:

- economic vector
- social vector,
- environmental vector,
- organizational (administrative) vector.

Each of these vectors includes its own spheres of influence (scheme 2).



Scheme 2. Strategic vectors of regional development

Therefore, taking into account the strategic vectors of development and the analyzed definitions, we propose:

We propose to clarify this definition and to understand the regional development strategy as a general comprehensive program of actions aimed at ensuring sustainable socio-ecological and economic development of the region, increasing its competitiveness at the national and international levels through the efficient use of resource potential, intensification of local initiatives, support for promising areas of development of the territory, interregional cooperation, etc. and capable of ensuring economic growth in the medium and long term.

This addition, unlike the existing ones, allows to expand the understanding of the structural and logical essence of the concept of "Regional Development Strategy" in terms of clarification:

- environmental component of development,
- positioning of the region in the national and international space,
- intensification of local initiatives.

Conclusions. Thus, based on the results of the study, it is proposed to clarify the definition of the regional development strategy by supplementing it with the environmental, positional (at the national and international levels) and interface components of this strategy, which further allows to expand the integrated approach to strategy development.

The results of the study can be used as a basis for further scientific research to improve the strategic management of the region.

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Д. Р. Костирко

**УТОЧНЕННЯ СУТНОСТІ ПОНЯТТЯ
«РЕГІОНАЛЬНА СТРАТЕГІЯ РОЗВИТКУ»**

Метою статті є уточнення сутності поняття регіональної стратегії розвитку. Об'єктом дослідження є визначення регіональних стратегій розвитку. Предметом дослідження є структурно-логічні характеристики регіональних стратегій розвитку. Методи дослідження: компаративно-декомпозиційний аналіз, логічний аналіз, узагальнення.

У статті представлено результати проведеного автором порівняльного аналізу структурно-логічної сутності визначень регіональної стратегії розвитку, які пропонують вітчизняні науковці. Відзначено відсутність сталого визначення та необхідність його уточнення з огляду на нові змістовні характерні ознаки, які з'являються у сучасних умовах господарювання і мають бути притаманні релевантній регіональній стратегії розвитку.

Набуло подальшого розвитку визначення регіональної стратегії розвитку, під якою запропоновано розуміти генеральну комплексну програму дій, спрямованих на забезпечення сталого соціо-еколого-економічного розвитку регіону та підвищення його конкурентоспроможності на національному і міжнародному рівнях на основі ефективного використання ресурсного потенціалу, активізації місцевих ініціатив, підтримки перспективних напрямів розвитку території, міжрегіонального співробітництва тощо, спроможних забезпечити економічне зростання у середньо- і довгостроковій перспективах.

Таке уточнення, на відміну від існуючих, дозволяє розширити розуміння структурно-логічної сутності поняття «Регіональна стратегія розвитку» в частині уточнення екологічної складової розвитку, позиціонування на національному і міжнародному рівнях, активізації місцевих ініціатив.

Отримані результати дослідження можуть бути покладені в основу подальших наукових розвідок щодо удосконалення стратегічного управління регіоном.

Ключові слова: стратегія розвитку, регіон, визначення, економічне зростання, стратегічне управління регіоном.

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