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### **TYPES OF REGIONAL DEVELOPMENT STRATEGIES AND THE CONDITIONS OF THEIR REALIZATION**

The article proposes strategic alternatives of regional development that enables to take into account the specific features of each region. The essence and main characteristics of strategies of regional development are considered. The characteristics of the regions in which the most expedient to apply certain strategies are highlighted. The conditions of effective implementation of the proposed strategies are determined.

**Key words:** region, strategy, regional development, regional development strategy, regional potential.

Забедюк М.С.

### **ВИДИ СТРАТЕГІЙ РЕГІОНАЛЬНОГО РОЗВИТКУ ТА УМОВИ ЇХ РЕАЛІЗАЦІЇ**

У статті запропоновано стратегічні альтернативи регіонального розвитку, що дає можливість враховувати специфічні особливості кожного регіону. Розглянуто сутність та основні характеристики стратегій регіонального розвитку. Виділено характеристики регіонів, у яких найбільш доцільно застосовувати певні стратегії. Визначено умови ефективного впровадження запропонованих стратегій.

**Ключові слова:** регіон, стратегія, регіональний розвиток, стратегія регіонального розвитку, потенціал регіону.

Забедюк М.С.

### **ВИДЫ СТРАТЕГИЙ РЕГИОНАЛЬНОГО РАЗВИТИЯ И УСЛОВИЯ ИХ РЕАЛИЗАЦИИ**

В статье предложены стратегические альтернативы регионального развития, что дает возможность учитывать специфические особенности каждого региона. Рассмотрены сущность и основные характеристики стратегий регионального развития. Выделены характеристики регионов, в которых наиболее целесообразно применять определенные стратегии. Определены условия эффективного внедрения предложенных стратегий.

**Ключевые слова:** регион, стратегия, региональное развитие, стратегия регионального развития, потенциал региона.

#### **Problem setting and its relationship with important scientific and practical tasks.**

In today's changing socio-economic situation, there is an intensification of gaps in the levels of development of different regions and the task of overcoming the asymmetry of regional development is becoming urgent. As the main component of the mechanism of economic regulation of regional development is strategic planning, the effective direction of overcoming of asymmetries is the search for effective strategic alternatives that would allow implementing differentiated approach to the development of territories, given their differences.

In order to ensure the formation of effective regional development strategies, it is necessary to take into account the initial conditions and potential of the regions. In this regard, the choice of the main priorities, ways and methods of development will also depend on the characteristics of the territories.

**Recent research and publications analysis.** The problems of strategic planning of the development of regions were studied by such scholars as Bila S., Zapotochniy I., Krymov V., Lapygin D., Medvid V., Pchelintsev O., Fetysov G., Khodachek A. and other.

However, the search for alternatives of strategic planning of regional development, caused by the need for a differentiated approach to the development of territories, requires further research.

**The purpose of the article** is to study the strategic alternatives of regional development and the conditions of their implementation.

**The main results and their rationale.** In order to take into account the differences in the development of regions, it is advisable to apply strategies that are most suitable for implementing in certain regions. Types of strategies, their main characteristics and regions where implementation of certain strategies is most appropriate are shown in Table 1.

Table 1

Strategies of regional development

Types of strategies	Main features	Regions of implementing
<i>Diversification strategy</i>	- consists in developing new spheres of activity based on diversified and effective use of endogenous opportunities; - makes it possible to redistribute labor resources in favor of new areas of activity (for example, social infrastructure, services, etc.), thereby reducing social tensions and raising the standard of living of the population in general.	This strategy is appropriate for regions that are too concentrated in one sphere of economic activity, that, in turn, poses a danger to the full dependence of the region's development on it
<i>Resource saving strategy</i>	Focuses on increasing the efficiency of using of endogenous resources. The directions of the resource saving strategy are such as introduction of energy and resource-saving technologies; optimization of the structure of the resources used in the direction of reducing the share of raw materials exports; development and implementation of methods of saving resources per unit of useful effect.	This strategy is appropriate for regions that have a high level of natural resource potential, but due to inefficient use of it, could not provide appropriate competitive positions in the world market.
<i>Innovative strategy</i>	Consists in stimulation the activities of business entities in the region to introduce the latest technologies, new types of products and services, new forms of organization and management in order to provide competitive advantages	This strategy is appropriate for regions with a high level of innovation potential
<i>Leadership strategy</i>	Involves maintaining leadership positions on the basis of improving the efficiency of using endogenous potential and activating unused sources of growth (access to new markets, implementation and development of advanced management practices).	This strategy is appropriate for a regions that have a high level of almost all components of the endogenous potential
<i>Focusing strategy</i>	This strategy is characterized by the allocation of one or several regional priority areas for which the main efforts are directed	This strategy is appropriate for regions with specific endogenous benefits
<i>Strategy of activation of entrepreneurial potential</i>	The essence of the strategy lies in the full support of existing business structures and the promotion of their further development	This strategy is appropriate for regions with a low level of entrepreneurial potential
<i>Restructuring strategy</i>	Consists in adapting business entities to the current conditions of market relations; priority development of enterprises that are able to supply competitive products and services to both the inner and foreign markets	This strategy is appropriate for regions that have inefficient productions

Choosing the appropriate development strategies will allow finding optimal options for the development of regions of Ukraine on the basis of certain endogenous advantages and disadvantages.

Along with the choice of the optimal variant of the strategy of regional development it is necessary to consider the conditions for their implementation. In turn, important conditions for the effective implementation of regional development strategies are building up of the region's potential, namely its types such as human, natural resource, production, entrepreneurial, innovation, financial and infrastructural.

In our opinion, the formation and growth of human potential has one of the most important roles in the process of implementing regional development strategies. Analyzing the experience of economically developed countries and especially those countries that made an economic breakthrough (in different periods of the twentieth century - Japan, Korea, Germany, Ireland, Czech Republic, Hungary, Slovenia), we can highlight the crucial importance of human capital, the quality of the workforce and motivation of effective work [1]. Thus, we can affirm the possibility of increasing competitive advantages both at the national level and at the regional level, not only due to the possession of natural resources, but due to the high quality of human capital.

With regard to measures to ensure the development of human potential, it is important that they should be conducted taking into account the demographic situation and the level of employment in the region, the specifics of the region.

The development and increase of human potential of the region is possible under the following conditions:

- Development of social infrastructure in accordance with regional needs;
- Development of employment programs of the population taking into account the regional labor market, specialization of the region;
- Possibilities of self-realization of the personality, etc.

Determination of the main directions of preservation and increase of natural resource potential in modern conditions is connected, first of all, with the rational use of nature. This state of affairs is caused by "the high nature cost and resource-raw genesis of the economic potential of Ukraine" [2, p. 119].

Thus, ensuring efficient use and increase of the natural resource potential of the region is possible under the following conditions:

- Accounting and control over resource use;
- Introduction of sanctions for violation of land tenure, pollution of air and water basins;
- Economic stimulation (granting of privileges) for implementation of resource and energy saving, low-waste and closed technologies;
- Activation of research work in the direction of research of regional specificity of extraction and processing of raw materials, etc.

Effective use and increase of production potential of the region takes place taking into account natural, economic and other features of territories. The application of differentiated approaches to the identification of priority areas for increasing the production potential depending on the territorial specificity allows creating additional competitive advantages for regions [3].

Consequently, preservation and increase of production potential of the region is possible under the following basic conditions:

- Restructuring of the industrial-economic system of the region depending on natural resource, climatic, economic, etc. features of the territory;
- Development of the industrial infrastructure of the region taking into account the regional specialization and concentration of production;

- Diversification of production based on wider involvement of local resources and new activities;

- Improvement of the mechanism of formation of local budgets.

Activation of production potential is closely linked to the development of entrepreneurship as "the ideology of entrepreneurship as an innovative and creative activity is the most important component of increasing the viability and dynamics of development of both national economies as a whole and its individual regions leveling their levels of development" [4, p. 29]. The development of entrepreneurial initiative promotes the creation of new products, services, technologies and the emergence of new regional markets.

Effective use and increase of entrepreneurial potential in the region is ensured under the following conditions:

- Material and technical, informational and financial support of the sphere of small and medium business;

- Simplification of the procedure of issuing permits;

- Working out a simple and accessible scheme of land issues;

- Development of machinery leasing, equipment and other means of production, warehousing;

- Improvement of the taxation system of entrepreneurial activity;

- Increase of the level of business security;

- Providing information (training, counseling), cash assistance to the unemployed people (interest-free loan, etc.) who wish to engage in entrepreneurial activity.

Pointing out the necessity to develop regional innovation activity as one of the highest priority of national and regional interests of the state, the scientists say that "the preservation of the national scientific and technological potential in the regions is necessary because only countries capable of mastering new knowledge and effectively using them have real independence and security " [5]. At the same time, it is important to take into account the environment regarding its favor for innovative development.

So, in our opinion, the development of innovative potential is possible under the following conditions:

- Improvement of the material and technical base of educational institutions;

- Raising the level of material and moral encouragement of scientists;

- Financial support of innovative development (venture capital, insurance funds, etc.);

- Development of regional innovation infrastructure (information system, expert examination, patenting, licensing and protection of intellectual property rights, etc.).

Implementation of the strategy is impossible without an effective mechanism to provide financial resources. In our case, the main task is rational use and search for additional ways to fill local budgets, which embody the economic independence of local authorities. After all, the insufficiency of the financial base results in the ineffectiveness of the activities of local authorities.

Thus, the following conditions will facilitate the optimal use and increase of the financial potential of the region:

- Clear definition of the list and size of rates of local taxes and fees;

- Optimization of the sizes and sources of local taxes and fees;

- Extension of powers of local self-government bodies in the approval and implementation of the budget;

- Rational disposal of objects of state (communal) property (lease, sale of unprofitable facilities);

- Expansion of financial autonomy of enterprises of the region;

- Expansion of cooperation with local financial and credit institutions;
- Development and implementation of new financial technologies (financial system of the territorial community, financial groups of the territorial community, etc.).

The main conditions of ensuring the development of the infrastructure potential of the region are such as development of infrastructure elements in accordance with the needs of the economic system of the region and the local population; combination of efforts of authorities, businesses and communities to develop joint infrastructure development projects, etc.

Also, the effectiveness of regional development strategies is ensured to a large extent by the development of the institutional environment of the region. World experience shows that, in the context of a shortage of public budgets that is aggravated by the financial crisis, the "stimulating" type of regional economic policy is implemented. The essence of this type consists in the refusal of direct budget subsidies to problem regions and in direction of the efforts to create a favorable institutional environment for the development of business activity, to increase the capacity of private initiative, to intensify the initiative of local communities to find ways of effectively involving existing local resources.

As to the process of formation of institutional environment of regional development in Ukraine, it occurs in the following ways:

- Self-development;
- Modification under the influence of social, political, economic factors;
- Evolution of organizational structures of social development (development of local self-government, formation of communities, etc.).

In addition, the formation of the institutional environment is negatively influenced both by external (global economic crisis) and internal (political instability) factors [6].

Therefore, the formation of the institutional environment of the region requires the provision of the following conditions:

- Assistance to institutes of regional and local development;
- Expansion of financial and economic opportunities of territorial communities;
- The use of historical experience of national economic and cooperative institutions;
- Promotion of activation of all kinds of activities for creating a positive image of the region, etc.

**Conclusions.** Thus, the fulfillment of these conditions in the complex will ensure the effective implementation of the selected options of the regional development strategy. In turn, the choice of appropriate development strategies will provide an opportunity to find optimal options for the development of regions of Ukraine on the basis of their endogenous advantages and disadvantages.

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