

METHODS OF FORMING THE STRATEGY OF SOCIAL AND ECONOMIC DEVELOPMENT OF RURAL SETTLEMENTS

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Keywords: the strategy of social and economic development, municipal institution, rural settlement, strategic management, strategic planning, municipal economics, the model of strategy development, development stages, methodology.

The article is devoted to the problem of forming the strategy of social and economic development on the level of rural settlements, the reasons of the necessity to develop strategic documents. The author shows a typical model of the process of developing and approving the strategy of social and economic development of rural settlement that can be put in the basis of methodical support of the activity of the bodies of local self-government of rural settlements targeted at developing and approving strategic document taking into account the existing potentials and involved recourses. The step-by-step process of strategic planning is considered, it lies in the basis of developing and implementation of the strategy of rural settlement logically and procedurally interconnected with the stages of developing managerial decisions.

In order to provide stable development of rural settlements it is necessary to understand the perspectives, have certain goal and activity program. Economic development is impossible without strategic planning. Therefore, strategic management is a necessary instrument that provides effective functioning of any social and economic system.

We understand strategic management of rural settlements as a special type of managerial activity that includes the development of managerial decisions targeted at the perspective and foreseeing such aims, strategies and projects the implementation of which will provide effective development of rural territory.

The strategy of social and economic development of rural settlement is a document that determines a long-term policy of the activity of the bodies of local self-government in different spheres and in economic and social life of rural settlement coordinated with the interests of business-community, civil society of municipal institution and strategic interests of rural territory.

The technology of creating strategic document and its implementation should be set for every rural settlement.

At the same time, the problem of planning and organizing the development of rural territories with the help of methods of strategic planning as an instrument of regulating the bodies of local self-government is examined very little. There is practically no practice of determining

the perspective trends of rural settlements, and it can be characterized by a weak implementation of strategic documents. As a result, the implementation of strategic project is very often represented as set of events implemented only by rural administration, and implementation plan is an action plan of the bodies of local self-government.

Developing the strategy of social and economic development of rural settlement is a complex problem that demands the attraction of highly-qualified specialists and conducting a technological work.

The scientific work represents a typical model of the process of developing the strategy of social and economic development of rural settlement. The approach is based on the following principals:

1. The strategy is oriented on the own resources of rural settlement with the help of which it develops programs and projects providing the inflow of financial resources on the territory for the implementation of social projects;

2. Orientation on the close contact of all the participants of the strategic process of developing strategic document and accomplishing the tasks according to the rules, norms and employee manual;

3. Constant formation of competitive advantages of a rural territory and economic objects situated on it, the analysis of weak and strong sides, threats and opportunities for defining the strategic ways of competition sup-

* Denis Y. Egorov, post-graduate student of Samara State University of Economics. E-mail: kiddiktwins@mail.ru.

port of this or that rural settlement in time horizontal planning.

The aim of creating a typical model is developing the methodological support of the activity of the bodies of local self-government of rural settlements on developing and approving strategic document taking into account natural, resource, economic and personnel potential.

The process of developing the strategy of social and economic development of rural settlement consists of five significant stages, their implementation makes it possible to collect the necessary information about the rural settlement, its surrounding area and form the strategic system of goals, criteria and restrictions, as well as the system of territorial development indices. The five stages are: 1) Planning the process of development; 2) Strategic analysis; 3) Determining the preliminary plan, goal and main problems; 4) Developing the variants of managerial decisions; 5) Developing and accepting the strategy as a document of rural settlement development.

The stages of developing the strategy in municipal strategic planning is closely connected with the stages of developing managerial decisions.

Developing and accepting the strategy of rural settlement development is a complex process that consists of many stages, its composition is different depending on the specific character of every settlement. All this provides stable social and economic development on the basis of own resources (potentials), as well as the created resources in a planned period, including the attracted resources.

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