

STRATEGIC ALTERNATIVES OF RURAL SETTLEMENTS DEVELOPMENT

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The author suggests the way of choosing the variants of developing rural territories on the basis of the developed alternatives of rural settlements development. The results of the research can be used by the local government bodies involved in the perspectives of rural settlement development.

Nowadays strategic planning becomes the important tool in managing the processes of social and economic development of rural settlements. It determines the main directions of the development for the planned period and the choice of managerial mechanisms that help to carry out the following strategic priorities.

Various ways of carrying out the strategy of the development of rural settlements implicate the necessity of choosing possible alternatives for achieving the set aims and tasks.

In order to provide the methodical assistance to the activity of local government, the necessary recommendations on creating the strategic alternatives of developing rural settlements

are represented in the scheme of developing strategic alternatives for achieving the aims of rural settlement development in the planned period.

The process of establishing strategic alternatives includes: 1) preliminary state of the problem; 2) setting the aims of solving the set aims; 3) defining the management object (the process of developing rural settlement); 4) the analysis and the choice of the method of solving the set tasks and developing the algorithm of their solutions; 5) determining the necessary resources for achieving different variants of strategy; 6) determining the "growth rates"; 7) getting the variants of alternative solutions with the use of scenario approach.

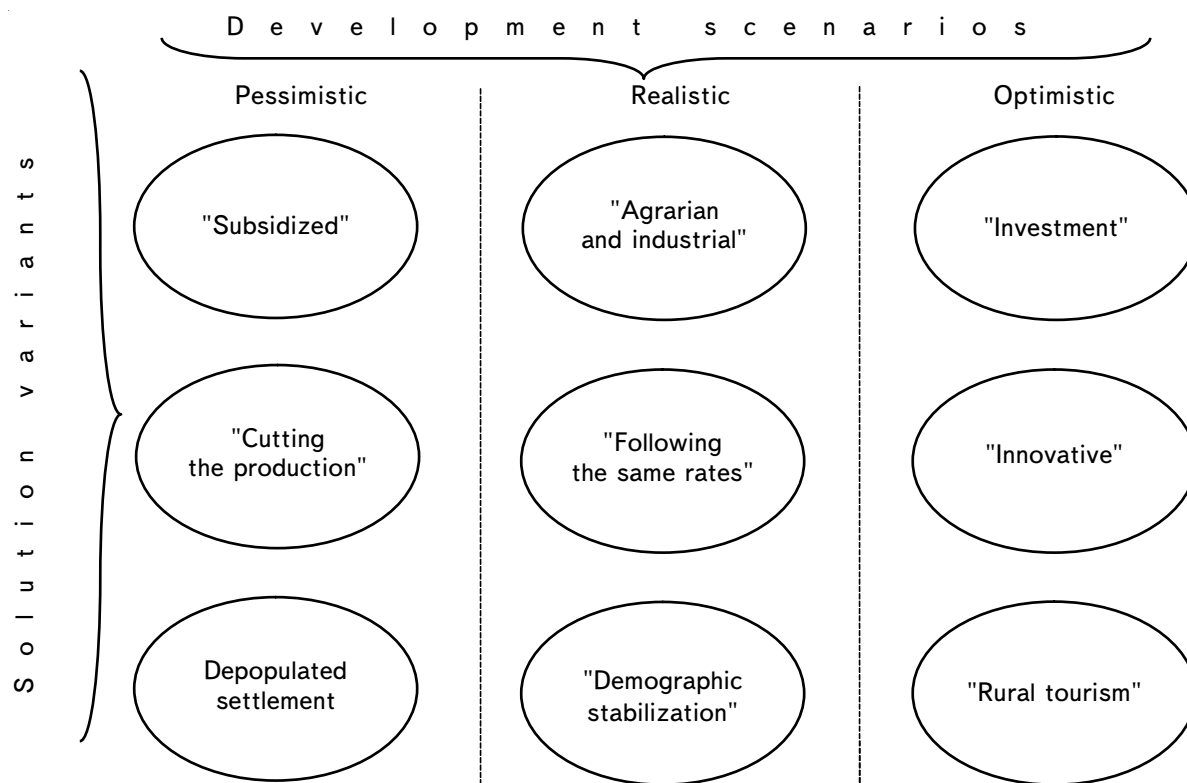


Fig. The set of strategic alternatives of social and economic development of rural settlements

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After making the list of solution variants it is necessary to evaluate every alternative in order to choose the best direction of developing the social and economic system. The evaluation of alternatives requires pointing out their advantages and disadvantages and possible consequences. As the negative consequences can follow any alternative the compromise is taken into account when making all the managerial decisions.

If the previous stages of developing managerial decisions are carefully fulfilled and alternative decisions are evaluated, strategy developers and experts make comments for making the final decision about the possible ways of developing any rural settlement.

In figure 1 the possible variants of long-term social and economic development of rural settlements with the use of scenario approach are suggested. They correspond to three scenarios that differ in the nature of upcoming social and economic events in the forecasted period: pessimistic, realistic, optimistic.

The pessimistic variants are unfavorable and have no perspective, as they do not solve many

problems of rural settlements; optimistic ones are difficult to be implemented; realistic variants are the most effective and perspective ones.

It is necessary to mention that the list of the suggested variants of the future development of rural settlements is not limited. Taking into account the specific features of the territory, its size, population number, the level of social and industrial infrastructure, resources another strategy variants can be possible for rural settlements.

As soon as the development scenario is defined strategy developers choose the strategy of social and economic development of rural settlement with the most favorable consequences.

Therefore the method of choosing the variants of developing rural territories using the suggested alternatives determines the direction of the activity of local government aiming the development of rural territories.

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