
ENHANCING SOCIAL ATTRACTIVENESS OF RURAL AREAS AS A FACTOR OF HUMAN RESOURCES CONSERVATION IN THE COUNTRYSIDE

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Purpose: the study focuses on working out of measures for enhancing the social attractiveness of rural areas and the development of relevant elements in rural social infrastructure with the aim of human resources conservation and increasing in the countryside. *Discussion:* one of the essential issues relating to the social sector development of rural areas and enhancing of their sustainable development is territories landscaping and their attractiveness for life and activity. Landscaping is considered the creation of conditions for the comfortable life of rural people, providing access to social services, increasing the level of awareness among the general population, supporting the development of the physical culture, sport, and recreation for the formation of a healthy lifestyle in population. *Results:* the authors seem reasonable to suggest the implementation of the system of particular purposes, which are including decreasing and further retention demographic out-migration of the rural population, as well as a growth of migration flow by developing small and medium-sized businesses that allow creating the workplaces and providing the social guaranties. Besides, this system of purposes contains increasing the income of the population and the development of the social and engineering infrastructure, organizing the system of interacting, confidence-building between society and authority through strengthening the institution of the family and family relations. The research-based results confirmed the opportunity for the practical implementation of elaborated directions for enhancing the social attractiveness of rural areas conserving and expanding the human capacity in the countryside.

Keywords: rural areas, human resources (HR), social attractiveness, sustainable development, social infrastructure, living conditions of the rural population.

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Introduction

Nowadays the creation, of a favorable environment for society's life is one of the main aims of policy, making within the ambit of residential areas by government authorities of the Russian Federation, particular federal entities, and the local government. Along with functional and planning aspects, the great importance for the formation of social and living, hygienic and ecological qualities of territories, in general, and housing developments depends on these territories landscaping as a part of social attractiveness for the population. Furthermore, the significance of landscaping and social attractiveness is essential not only to the urban areas but is no less the rural territories, where during several decades, there is a lack of social infrastructure elements. In this context, social infrastructure is the system-making link of conservation and development of rural areas' integrity.

Practice shows, that, the need to improve the social attractiveness of rural areas, is arisen today not only by the complex of accumulated problems of social and economic nature but an urgent necessity to conserve the countryside as a multifunctional system with the specific features of the development.

Our recent research demonstrates that measures are increasing the level of rural areas landscaping, enabling conditions for human conservation capacity and cultural heritage in the countryside, insufficiently provide the required level of comfort for life and activity in the countryside.

Nowadays, as part of the government program for the development of agriculture and regulation of the markets for agricultural products, raw materials, and foodstuffs of the Russian Federation for the period until 2020, some programs are being implemented to support the social infrastructure of rural areas. However, the before-mentioned support is not enough. Today, there are still acute questions of the low level of development of social infrastructure, the decrease in the availability of social services, and as a result of the ongoing outflow of labor from the village.

In recent years, plenty of research on domestic and foreign scientists was devoted to studying the problems of social development in the countryside and creating comfortable conditions for rural citizens to live. The authors of these developments are Adukov R.Kh., Adukova A.N., Agibalov A.V., Merenkova I.N., Nefedova T.G., Semenov S.M., Kust G.S., Kuderina T.M., Kusmagambekova E.S., Hamel G., and others [2-6]. The directions for the development of rural society, the interaction of subjects in rural areas, are provided in the studies of Bukharin N.I., Zaslavsky T.N., Kozlova V.V., Radaev V.V., Richard S., Robert M., Efendieva A.G., and so on [1,2,6].

We have also carried out studies on the socio-oriented development in rural areas to increase their attractiveness for the life and activity of rural people. [6, 9]. Based on the results of our research and the views of the experts, we came to the following conclusion. Review of priorities in the development of

rural economy and creating the conditions for conservation life and activity of rural people is necessary due to the new development paradigm shift, as well as aggravation of socio-economic problem in the countryside, the large outflow of rural population recently, and destroying of the countryside in some regions of the country. It is the main purpose of the research.

Main ideas

In recent decades dramatic growth of cities entailed the high concentration of productive, financial, human, cultural, and scientific resources in cities. However, it did not decrease the importance of the countryside for the state [3]. Production of agricultural products and raw materials for the processing industry, as well as the resources of forest, water, fish, mineral deposits not only for industrial purposes but also for recreational, are concentrated in the rural areas. Moreover, all transport routes and other communications of local and state significance lie in rural areas. Besides, the rural population is a repository of folk traditions, culture, and worldview. At the same time, it is a not enclosed, isolated space because of modern communication technologies [11].

One of the essential development issues of the rural social sector and enhancing sustainable development in the countryside is territories landscaping. In this case, landscaping is considered the creation of conditions for the comfortable life of rural people, providing access to the qualitative social services, increasing the level of awareness among the general population, supporting the development of the physical culture, sport, and recreation for the formation of a healthy lifestyle in population. All of the above requires the need for modernization of accordance components social rural infrastructure.

The social attractiveness of rural areas is closely related to the level of their socio-economic development, which is determined by the effectiveness of the system of public policy measures at the municipal level. Recently, the great deal of work for increasing the level of landscaping in the countryside is ongoing on the state level [10]. It is confirming by numerous programs and projects for the development of social infrastructure in rural areas. Municipalities are developing and implementing programs for the comprehensive development of social infrastructure, according to which the main emphasis is on ensuring safety, improving the quality and efficient use of social infrastructure facilities by the population.

According to the intermediate results of state support measures the implementation under the Rural Social Development Program [10], the housing situation in rural areas has significantly improved. Over the five years, rural housing stock increased by 14% and was 226.3 million m². The growth took place, due to the individual sector, his area rose by almost 38%. The percentage of housing stock in rural areas equipped at the end of 2018 was 58.2% compared to 50.2% at the beginning of 2015. The total area of an accommodation per resident in rural areas in 2017 was 27.1 m², against 29.9 m² in urban areas [7].

Consequently, landscaping of rural housing stock is improving, but it is

still way below the city level. The rate of gasification has slowed down in rural settlements. Thus, over the past five years, the percentage of the area equipped with gas (network and liquefied) remains at 73 percent. The proportion of the total area equipped with a water supply increased from 52% in 2013 to 60% in 2018, which nevertheless is not a high indicator. At the same time, the proportion of housing stock in rural areas equipped with a sewage system remains very low – 49% in 2018 [7].

The situation with the supply of rural people with heating and hot water continues tense. The level of providing the rural population with heating in 2018 amounted to 69%, and hot water – only 35.5% of the total housing stock. The supply of rural residents with electricity and telephone services has also slightly improved.

By recent data, the number of people born in the countryside during the last five years decreased by 118,3 thousand people, while the number of deaths reduced by 23,4 thousand people, but the natural decline of the population fell by 95,1 thousand people. Importantly, the impressive growth of the natural population loss index is taking place in rural areas. The last time, when the natural growth of the rural population was positive, observed in 1990 and was 87231 people.

The growth of social and cultural facilities is a positive step in the landscaping development of rural areas. At the end of 2019, this number amounted to 3.4 thousand units, which is higher by 1.5 thousand units than in 2014. Besides, it is encouraging to see an increase in the number of sports and recreational infrastructure facilities. Besides, it is encouraging to see an increase in the number of sports and recreational infrastructure facilities. Over the past five years, more than 1,000 sports' and fitness clubs made available. On the whole, indicates for the availability of pre-school and general educational institutions were improved, and the requirements for accessible universal libraries, gyms, facilities, and swimming pools were satisfied to the minimum extent necessary. Besides, the developed programs are aiming at solving the accumulated problems with the unsatisfactory state of communication lines, the specifics of working conditions, and life in the countryside.

As a result, the creation and maintenance of comfortable living conditions of the population in the countryside on a high level clearly show the importance and necessity of further effective implementation of this public policy at all levels of government. It is crucial to consider the balance of relations between the rural population and their needs in the implementation of their labor and social interests, taking into account the further development of rural areas as the strategic territorial space of Russia.

The creation of conditions for the socially-oriented development of rural areas is considering by us as the solution to the problem because it will allow increasing the accessibility level of education, healthcare, culture, and sports creating comfortable living conditions for the population.

The improvement of the rural population's living standards is of the top priority that enables the rural areas' social attractiveness. For this purpose the authors suggest the following system of the defined objectives that embodies some key directions such as:

- the initial decrease and retaining the rural population's outflow from the rural areas to cities aimed at the providing of rural areas' integrity;
- the provision of the migration inflow to the rural areas by means of the neighboring countries and regions' migrants;
- the development of production and agriculture in order to boost employment and earnings of the rural population;
- the development of social and engineering facilities of infrastructure.

In addition to the directions mentioned above, from our perspective, the civil society organization is an essential factor in enhancing the social attractiveness of rural areas and creating comfortable living and activity conditions for the population. For this purpose it is imperative:

- to develop and preserve moral and cultural values of the rural population that are inherited through generations;
- to strengthen family values and support families with many children and those ones in need;
- to create the mutual trust between the authorities and the rural population by means of the provision of favorable living conditions and the direct support to the rural (by the example of the Ryakitsky district of the Belgorod region);
- to claim the principles of social security, support and responsibility.

For the purpose of creation and development of the effectively functioning civil society it is essential to study the long-term target program «The creation of the solidarity society in the Starooskolsky city district for 2013-2021», that presupposes that the district's authorities set the requirements vital for the improvement interpersonal relations within the district. Among the major requirements are: the society consolidation based on the ideas and ideals of moral, spiritual, cultural, patriotic and political education of the population; the creation of favorable conditions for the district's innovative and economic development, the working-out and implementation of modern technologies; the provision of the rural population's opportunity to assess the management's efficiency and security' the development of intellectual potential of rural areas based on the education system modernization, the proliferation of information and interpersonal collaboration; the creation of perspective socially oriented objectives integrated with the social and economic development; the development of charity and social support to those who are in need; the provision of the rural population's spiritual stability and education [12].

All the mentioned targets are allowing concluding that an appropriate system of information and monitoring of the social regions' situation needed for enhancing the social attractiveness of rural areas. In line with our previous

researches on the problems of the rural areas' socially oriented development [10] we find it reasonable and appropriate to outline the key tasks for the development of information provision and the monitoring of rural areas' social state, such as: to evaluate infrastructural capabilities for the key investment projects in rural areas, to identify formal and informal hurdles to business and investment activity, to assess the level and sufficiency of federal support to the rural areas, the quality of the current budgetary and administrative reform, to analyze the performing of the regional programmes directed to the rural areas' socially oriented development, to monitor the rural population's quality of life, the state of the rural areas' labour, demography and migration balance [10].

Thus we can conclude that the complete implementation of the mentioned above objectives will provide the enhancing of the rural areas' social attractiveness in the interests of accomplishing strategic purposes and priorities for the social development of the Russian Federation's rural areas. This approach will contribute to improve the quality and living standards of the rural population, which will mainly provide the conservation and enhancement of human resources in the countryside.

Conclusion

The conducted research allows concluding that the sustainable development of rural areas aimed at socially-oriented and economically sound reproduction support, improving the quality of rural people's lives and the continuous progress of the rural community.

The primary purpose of the social development in the countryside is achieved by maintaining and improving the health, rural employment, and income growth, meeting the needs for housing, food, goods, and services, increasing in the educational and cultural level of the population, enhancing the sustainability of social processes in municipalities. At the same time, the fundamental objective of making the rural municipality self-sufficient in the economic sphere is accomplished.

The local government is not the main organizer of this process, despite the experience gained in the development and implementation of rural improvement strategies. First of all, there is no precise study of the determination by local governments of the main parameters and indicators that affect the strategic development of the rural municipality. Besides, the factors of government interaction with the rural community are not identified or generalized, and the content of the development strategies of most rural settlements is not defined.

In this case, strategy development, with the main functions of populations and authorities' consolidation and their motivation on the systematic work to create in rural municipalities an attractive environment for business, life, preservation, and development of spiritual and cultural values, is essential for enhancing social attractiveness of rural areas. However, the implementation evaluation of proposed measures for the accomplishment of the territorial development objectives, which aimed at sustaining the social and economic development of rural areas,

reducing rural poverty and improving the living conditions of the rural population, is necessary too.

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ПОВЫШЕНИЕ СОЦИАЛЬНОЙ ПРИВЛЕКАТЕЛЬНОСТИ СЕЛЬСКИХ ТЕРРИТОРИЙ КАК ФАКТОР СОХРАНЕНИЯ ЧЕЛОВЕЧЕСКИХ РЕСУРСОВ НА СЕЛЕ

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Цель: статья посвящена разработке мер по повышению социальной привлекательности сельских территорий и развитию соответствующих элементов сельской социальной инфраструктуры с целью сохранения и преумножения человеческих ресурсов на селе. *Обсуждение:* одним из ключевых вопросов развития социальной сферы сел и повышения их устойчивого развития выступает благоустройство территорий и их привлекательность для жизни и деятельности, предполагающее создание условий для комфортной жизни сельских жителей, обеспечения доступности качественных социальных услуг, повышения уровня культуры населения, поддержки развития отраслей физической культуры, спорта и рекреации для формирования здорового образа жизни населения. *Результаты:* авторы предлагают выполнение системы частных целей, включающих в себя снижение, а в дальнейшем удержание демографического оттока сельского населения, а также обеспечение роста миграционного притока населения за счет развития малого и среднего бизнеса, создающего рабочие места и социальные гарантии; увеличение доходов населения, развитие объектов социальной и инженерной инфраструктуры, а также организация системы взаимодействия общества и власти через укрепление института семьи и семейных отношений, укрепление взаимного доверия между властью и населением. Результаты проведенных эмпирических исследований подтвердили возможность практического использования разработанных направлений повышения социальной привлекательности сельских территорий для сохранения и наращивания человеческого потенциала на селе.

Ключевые слова: сельские территории, человеческие ресурсы, социальная привлекательность, устойчивое развитие, социальная инфраструктура, условия жизни сельского населения.

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