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<http://ehs.eeipsy.org>DOI: <https://doi.org/10.38014/ehs-ss.2022.1.05>**Lyudmila PRONKO**

Assessment of human development of rural areas

LYUDMILA PRONKO. Assessment of human development of rural areas. Today, humanity is on the verge of change caused by global changes in science, technology and economics. Therefore, it is important to create a modern system of quality human development that will promote the growth of human capital. The essence of the category of "human capital" is the ability of people to learn, use knowledge, skills and competencies. Insufficient attention to human capital development in rural areas leads to public spending and inefficient management. The purpose of the article is to assess human potential and justify its impact on rural development. Methods: The main methods used in this study are statistical analysis, index and analytical methods, methods for estimating structural dynamic shifts, the method of comparisons. Commonly used methods of economic research, economic-statistical method and method of economic-mathematical modeling (regression analysis) (to determine the impact on GDP per capita of indicators characterizing the development of the creative sector of the economy), etc. Results. The dynamics of changes in the urban and rural population, the unemployment rate, and the demographic situation in rural areas are analyzed. Factors influencing the social infra-

structure and rural development have been studied. An assessment of the level of employment and wages of workers by type of economic activity. The impact of low quality of medical and educational services, life of the population and road transport infrastructure on the development of rural areas is analyzed. It is proved that the result of effective management of rural areas is the state of social infrastructure that meets the needs of the population, guarantees social stability and promotes effective economic development.

Key words: *human capital, rural areas, rural population, social infrastructure, unemployment, demographic development, employment, wages, rural management.*

1. Introduction

The category “human capital” has a long period of formation and is an organic part of the field of economic research in economics. Its emergence is a natural process of development of both economic theory and the requirements of economic practice in a market economy. Social progress, in turn, has provoked the increase in the efficiency of production at the expense of man, leading to the rapid development of science, education, health and other spheres of life related to man. As a result, it is the progressive socio-economic changes in society that led to the emergence and formation of the scientific theory of human capital [1].

Human development is the foundation for socio-economic progress of society. Creating conditions for the realization of human potential in rural areas determines the strategic success of both rural development and socio-economic growth of the country as a whole [2, P. 75]. According to O. Samborska, it is human capital that is the basis of structural changes in the economy, a sustainable level of competitiveness, socio-economic development of the country. First of all, the migration processes of young people and able-bodied people should be controlled, full funding of education and health care institutions at all levels of government, encouraging citizens to acquire new knowledge and develop professional competencies [3].

Following the reform of local self-government and the decentralization of local government in 2020, the development and realization of human potential has become one of the priorities of local communities. As of January 1, 2021, 1469 territorial communities have been created in Ukraine, of which: 409 – urban, 435 – urban and 625 – rural. The area of territorial communities reached 553,818 km², population – 38,122, 555

thousand people. Today, in rural areas, human development policies depend on infrastructure, the quality of administrative, medical, educational services and living conditions [2].

The need to unite territorial communities around the centers of economic activity is already recognized by some heads of local governments, others will have to agree with the objectivity of the unification process and carry out appropriate work. It is also appropriate to take into account the trends of reforming the administrative-territorial structure of Western countries, the application in certain circumstances of the rules and conditions of legislation for forced association of territorial communities in England, Denmark, Sweden, and Latvia's experience in providing subsidies to communities. within the period set by the government [5].

The purpose of the study is to conduct a detailed analysis of factors influencing the formation of effective social infrastructure and economic development of rural areas.

Research tasks:

1. Analyze the dynamics of changes in urban and rural population, unemployment, and the demographic situation in rural areas.
2. Investigate the factors influencing the social infrastructure and rural development.
3. To analyze the impact of low quality of medical and educational services, life of the population and road transport infrastructure on the development of rural areas.
4. Prove that the result of effective management of rural areas is the state of its social infrastructure.

2. Methods

From the standpoint of the accumulation of statistical information, the creative economy does not have clearly defined approaches to tracking trends in its development in the spheres of economic activity, types of economic operations and institutional sectors. With this in mind, the study was conducted on the basis of statistical information that characterizes the creative sphere in the context of cultural development. In order to analyze the main aspects of development and preservation of human capital in a creative economy, the European Union was chosen as the basis for the study, as the experience of the sector in the EU is significant and one of the most successful in the world.

The survey was conducted on the basis of indicators posted on the Eurostat website: the number and structure of enterprises operating in the creative sector of the economy, the number and share of people employed in culture, life expectancy, age and poverty risk, GDP per capita for the period 2014-2018 and 2019

In a society with a priority development of human capital (which European countries strive for) it is necessary to study the relationship between human capital and the creative economy with the help of representative variables. The following methods were used in the study: analysis of secondary data and analysis of the content of key Eurostat and EU reports on human capital. Statistical methods were used for data analysis, from the simplest (descriptive statistics) to regression analysis, which gave the ability to determine the impact of the creative economy on the development and preservation of human capital.

Regression analysis was performed on the basis of the constructed regression equation, which allowed to determine the influence of each independent variable in the variation of the studied dependent variable. In generalized form, regression analysis involved the following steps:

- selection of linear regression model and formation of initial data;
- implementation of regression analysis using Excel;
- obtaining results and their analysis.

Intermediate results of the study “Regression Statistics” include R values, standard error, number of observations; “Analysis of variance” includes the values of statistical characteristics: df – the number of degrees of freedom (independence of value, variable); SS – the sum of squares of deviations; MS – variance; F is the ratio of the regression variance to the variance variance; “Significance F” is the significance level calculated as MS Regression / MS Balance.

3. Results

As of January 1, 2021, the total population is 41.9 million permanent residents, 30.5% of which is rural (Table 1).

Table 1.
Population in Ukraine, 2016-2020

Indexes	Years					Deviation, 2020 +/- 2016
	2016	2017	2018	2019	2020	
Existing population, million people	42,8	42,6	42,4	42,2	41,9	-0,9
urban	29,6	29,5	29,4	29,3	29,1	-0,5
rural	13,2	13,1	13,0	12,9	12,8	-0,4
percent to the total population, %						
urban	69,2	69,2	69,3	69,4	69,5	0,3
rural	30,8	30,8	30,7	30,6	30,5	-0,3
Permanent population, million people	42,6	42,4	42,2	42,0	41,7	-0,9
men	19,7	19,6	19,5	19,5	19,3	-0,4
women	22,9	22,8	22,7	22,5	22,4	-0,5
percent to the total population, %						
men	46,3	46,3	46,3	46,3	46,3	-
women	53,7	53,7	53,7	53,7	53,7	-

** calculated by the author according to the Statistical Yearbook of Ukraine for 2020*

According to some statistics, the economically active rural population is 5.6 million, the total number of people employed in agriculture is 2.9 million, which is only 51.7%, and 2 million peasants are migrant workers. Analyzing the figures for 2020, we note that over the past 5 years, the rural population has decreased by 0.4 million people.

The employment rate of the rural population in the first quarter of 2020 was 52.2%, urban population – 68.2%, as a result, the unemployment rate among the rural population of Ukraine reached – almost 14%, among the urban population – only 9% (Table 2).

Thus, the negative trend of declining rural population and rising rural unemployment requires specific measures from the state.

Table 2.

Unemployment rate (according to ILO methodology) by sex, age groups and place of residence, in 2020, (interest to the number of labor force of the relevant age group)

	Total age		By age groups							
	15 years and older	15–70	15–24	25–29	30–34	35–39	40–49	50–59	60–70	71 and older
The whole population	8,2	8,2	15,4	8,4	7,3	7,5	8,4	8,0	0,1	–
Women	7,9	7,9	15,3	7,8	6,3	8,0	8,6	7,2	0,1	–
Men	8,5	8,5	15,5	8,8	8,1	7,0	8,2	8,8	0,2	–
Urban area	8,0	8,0	15,1	8,0	6,8	7,3	8,77	7,7	0,2	–
Countryside	8,66	88,7	15,9	9,1	8,6	8,2	7,6	8,5	0,0	–

** calculated by the author according to the Statistical Yearbook of Ukraine for 2020*

The current Law of Ukraine “On the priority of social development of the village and agro-industrial complex in the national economy” (from 17.10.1990 № 400–XII) defines measures for social development of the village [2], which clearly states the priority legal and organizational and economic measures improving the development of rural areas, in particular, to strengthen the material and technical base of the social sphere of rural areas and agriculture – not less than 1% of GDP, including the construction of non-productive facilities in rural areas – not less than 50% of public investment. However, the norms of the Law are not observed, in terms of giving preference to the village compared to the city. Per capita, there is a mismatch in the construction of housing, utilities, education, culture and sports, trade, etc.

The establishment of agricultural holdings in the villages also did not bring the desired results, as they do not contribute financially to the development of social infrastructure, although it increases the attractiveness of the territory, improves the quality of labor potential, slows down the leaching of working population and destruction of settlements.

Today, the state of the rural social sphere is extremely critical, as evidenced by such factors as the negative demographic situation, high

unemployment, low wages among other sectors of the economy, high rural migration, outflow of the most enterprising economically active citizens (especially young people) to cities and abroad, low level of medical and educational services, negative living conditions of the rural population, low level of development of road transport infrastructure and cultural facilities. We will conduct a detailed analysis of each of them.

Negative demographic situation and declining rural population. In rural areas, the birth rate has decreased from 10.4 infants per 1,000 population (2016) to 8.0 (2020). The mortality rate, respectively, tends to increase and is 17.9 per 1,000 people. During the period from 2000 to 2020, the birth rate in rural areas decreased by 33% and reached 99058 thousand people (Fig. 1). as a result of population decline, mortality has also decreased (the rate of change is 26%) and is equal to 224315 thousand people.

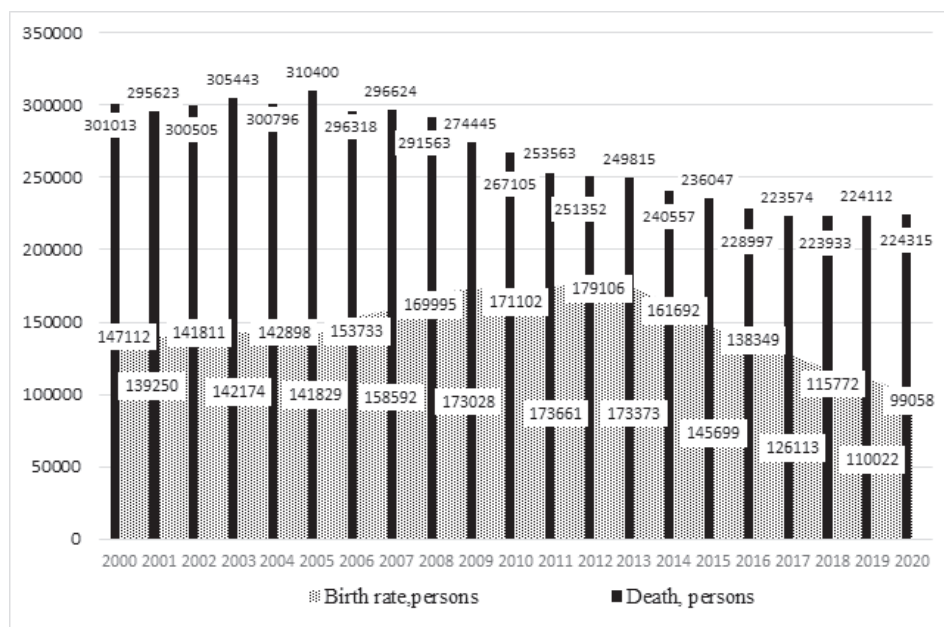


Fig. 1. Dynamics of births and deaths in rural areas, individuals

* calculated by the author according to the Statistical Yearbook of Ukraine for 2020

The ratio of births and deaths in the reporting year was 1: 3. Thus, the mortality rate exceeds the birth rate by 3 times in 2020, which affects

the reduction in the number of rural settlements – more than twice in the analyzed period.

Thus, we can say that the decrease in population is a consequence of the constant outflow of economically active sections of the peasantry (mostly young people), which, in turn, is due to the weak development of rural areas.

Another negative factor in reducing the rural population is the high unemployment rate. Although Art. 4 of the Law of Ukraine “On Employment” refers to the employed population and members of personal peasant farms live to meet personal needs through the production, processing and consumption of agricultural products, the sale of its surplus and the provision of services using OSG property, including in the field of rural green tourism [4] (maintaining the repeatedly criticized norm of 2008), at the beginning of 2020. the number of registered unemployed among the rural population was 247.6 thousand (in 2015 – 211.0 thousand people, in 2010 – 236.1 thousand people). In general, the number of unemployed people (according to the ILO methodology) aged 15–70 in 2020, compared to 2019, increased by 182 thousand people and amounted to 1.6 million people. The unemployment rate (according to the methodology of the International Labor Organization (ILO)) aged 15–70 increased from 8.1% to 9.3% of the labor force.

It should be noted that the unemployment rate in the European Union increased from 6.3% to 7.6%, in particular among young people under the age of 25 – from 14.5% to 17.4% of the labor force of the corresponding age. Unemployment and unemployment rose both in urban areas, in rural areas and among women and men. In urban settlements, the number of unemployed people aged 15–70 increased by 101 thousand people (to 1,079 thousand people), and the unemployment rate rose from 7.9% to 8.9%. In rural areas – the number of unemployed increased by 81 thousand people (up to 564 thousand people), the unemployment rate rose from 8.6% to 10.2% of the labor force (Fig. 2).

Among women, the number of unemployed increased by 94 thousand people (up to 748 thousand people), and the unemployment rate rose from 7.6% to 8.9% of the workforce, among men, the number of unemployed increased by 88 thousand people (up to 895 thousand persons), and the unemployment rate rose from 8.5% to 9.7%.

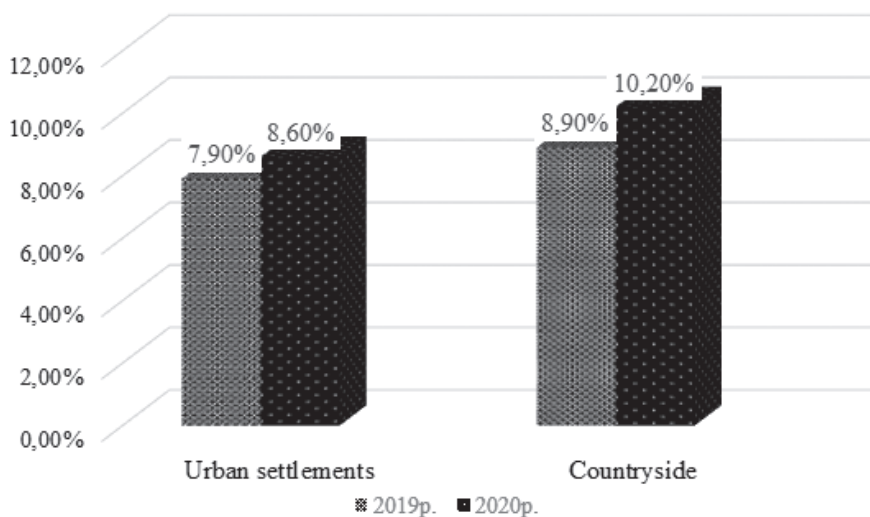


Fig. 2. Unemployment rate at the place of residence

** Formed and summarized by the author according to the Statistical Year-book of Ukraine for 2020*

According to the State Statistics Service of Ukraine [], the number of employed people aged 15–70 in 2020, compared to 2019, decreased by 627 thousand people and amounted to 16.0 million people. The employment rate of the population aged 15–70 also has a negative trend (about 2 percentage points), from 58.3% to 56.5% (Fig. 3).

According to the figure, we see that the decline in employment occurred among citizens of all ages, except for people aged 50–59. The highest level of employment is observed among people aged 30 to 50 (from 74.7% to 76.8%), and the lowest – among people aged 15–24 (25.9%) and aged 60–70 13.6%). The low level of youth employment is due to the fact that a significant number of people at this age study and are not part of the labor force.

In terms of regions of our country, the employment rate has also decreased.

The highest employment rates were observed in Kyiv (61.9%), Kharkiv (60.5%), Dnipropetrovsk (58.3%) and Kyiv (58.1%) oblasts, and the lowest in Donetsk (49.5%).) and Volyn (49.1%) regions.

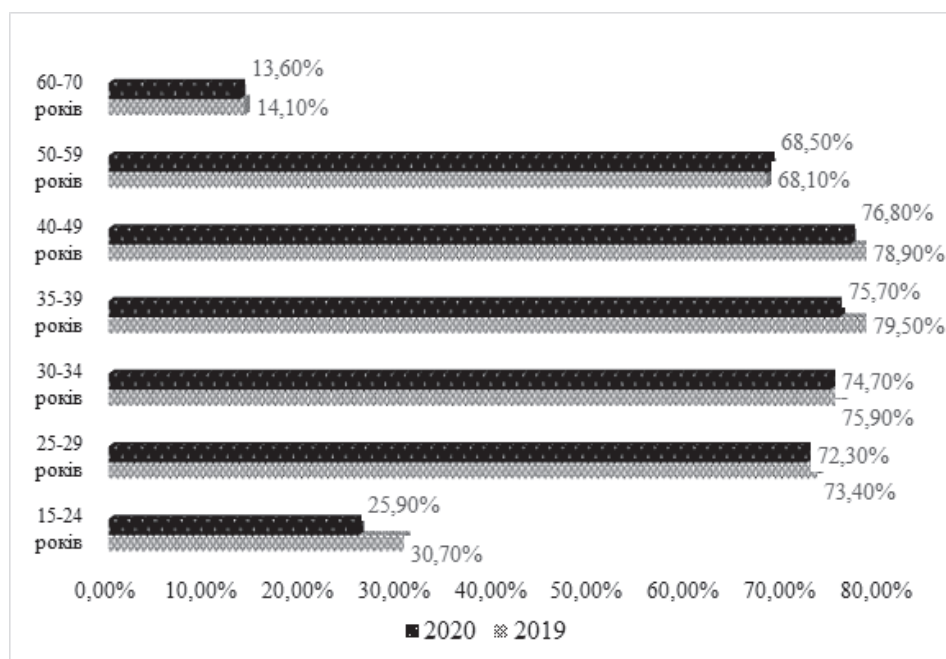


Fig. 3. The level of employment by age groups

* calculated by the author according to the Statistical Yearbook of Ukraine for 2020

In the cities we also see changes in the level of employment as in the villages. The number of employed population in the city aged 15–70 decreased by 414 thousand people and amounted to 11.00 million people and reached 57.5%. In rural areas, the employed population was 5.0 million people – 54.4%, which is 213 thousand people less than in 2019 (Fig. 4).

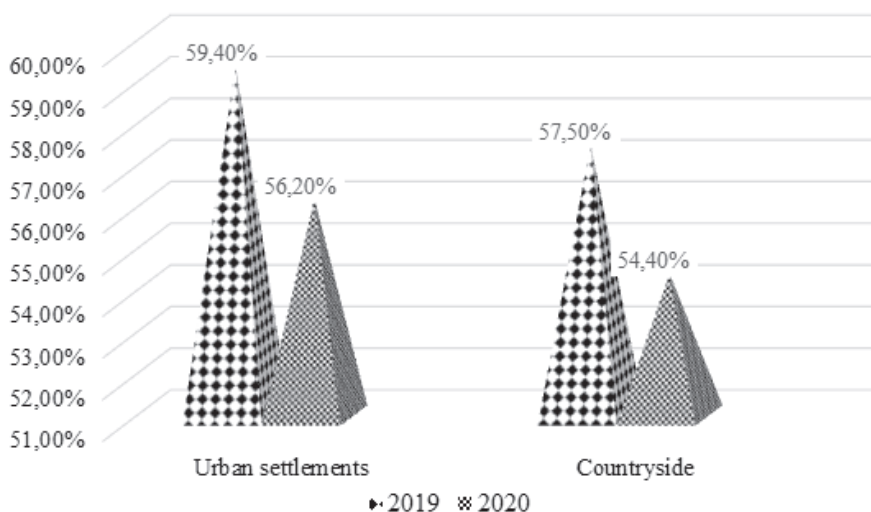


Fig. 4. The level of employment of the population at the place of residence

** Formed and summarized by the author according to the Statistical Yearbook of Ukraine for 2020*

In Ukraine as a whole, employment by type of economic activity increased by 1.8% during the analyzed period (Table 4). The highest growth rates are provided by such industries as: agriculture (5.0%), wholesale and retail trade (8.1%), construction and processing industry (8.5% and 2.3%). Significant decrease in employment is observed in the field of health care and social assistance – 5.5%, public administration and defense – 10.5%, education – 3.6%, industry and financial and insurance activities – 1.3% and 6.2% respectively.

Table 4.
Employment by type of economic activity, thousand people

Indexes	2017	2018	2019	2020	Deviation 2020 +/- 2017
Total	16276,9	16156,4	16360,9	16578,3	301,4
Agriculture, forestry and fisheries	2866,5	2860,7	2937,6	3010,4	143,9
Industry including	2494,8	2440,6	2426,0	2461,5	-33,3

Manufacturing industry	1791,7	1774,9	1786,3	1833,3	41,6
Construction	644,5	644,3	665,3	699,0	54,5
Wholesale and retail trade; repair of motor vehicles and motorcycles	3516,2	3525,8	3654,7	3801,3	285,1
Transport, warehousing, postal and courier activities	997,2	991,6	995,1	999,0	1,8
Temporary accommodation and catering	276,7	276,3	283,0	304,0	27,3
Information and telecommunications	275,2	274,1	280,3	289,2	14,0
Financial and insurance activities	225,6	215,9	214,0	211,6	-14,0
Real estate transactions	255,5	252,3	259,4	259,7	4,2
Professional, scientific and technical activities	428,1	415,8	437,9	421,6	-6,5
Activities in the field of administrative and support services	304,3	297,9	304,3	317,9	13,6
Public administration and defense; compulsory social insurance	973,1	979,7	939,3	870,5	-102,6
Education	1441,4	1423,4	1416,5	1388,7	-52,7
Healthcare and social assistance	1030,4	1013,6	995,4	974,2	-936,2
Arts, sports, entertainment and recreation	201,6	199,8	196,9	197,6	-4,0
Other economic activities	345,8	344,6	355,2	372,1	26,3

* calculated by the author according to the Statistical Yearbook of Ukraine for 2020

The lowest wages. According to the level of the average monthly salary, temporary accommodation and catering take the last place (as of December 2020, the average monthly salary of a full-time employee was UAH 6,331, which is UAH 5,656 lower than the economy as a whole) (Table 5).

The highest level of salaries is paid to employees in the field of information and telecommunications – UAH 21,079, financial and insurance activities – UAH 19,893, public administration and defense – UAH 17,316 and professional, scientific and technical activities – UAH 16,686.

Table 5.

Average monthly nominal wages of full-time employees by type of economic activity

	2015	2016	2017	2018	2019	2020	
						UAH	in% until 2015
Total	4195	5183	7104	8865	10497	11987	2.8 times
Agriculture, forestry and fisheries	3309	4195	6057	7557	8856	10397	3,1 times
including agriculture	3140	3916	5761	7166	8738	10414	3,3 times
Industry	4789	5902	7631	9633	11788	12893	2,7 times
Construction	3551	4731	6251	7845	9356	10463	2,9 times
Wholesale and retail trade; repair of motor vehicles and motorcycles	4692	5808	7631	9404	10795	11601	2,5 times
Transport, warehousing, postal and courier activities	4653	5810	7688	9860	11704	11937	2,6 times
Temporary accommodation and catering	2786	3505	4988	5875	6730	6331	2,3 times
Information and telecommunications	7111	9530	12018	14276	17543	21079	3,0 times
Financial and insurance activities	8603	10227	12865	16161	19132	19893	2,3 times
Professional, scientific and technical activities	6736	8060	10039	12144	14550	16686	2,5 times
Activities in the field of administrative and support services	3114	3995	5578	7228	8700	10131	3,3 times
Public administration and defense; compulsory social insurance	4381	5953	9372	12698	14785	17316	4,0 times
Education	3132	3769	5857	7041	8135	9400	3,0 times
Provision of other types of services	3634	4615	6536	8132	9096	12999	3,6 times

** Formed and summarized by the author according to the Statistical Yearbook of Ukraine for 2020*

During the period from 2015 to 2020, the wage growth rate was 2.8 times. The highest level of wage growth during the analyzed period is observed in public administration, defense, compulsory social insurance – more than 4 times, the lowest growth rates in financial and insurance activities – 2.3 times.

At the same time, there are significant regional disparities in wages. Only employees in Kyiv (UAH 17.6 thousand), Donetsk (UAH 12.8 thousand) and Kyiv (UAH 12.2 thousand) oblasts received wages higher than the national average.

The average monthly wage in agriculture in 2020 compared to 2018 increased by 37.6%. According to the State Statistics Service, in January–December 2020, the average monthly wage in agriculture (per full-time employee) was UAH 10,397, which is 17.4% more than in the same period last year, when wages were UAH 8,856. In January–December of the reporting year, the average monthly wage in industry also increased to UAH 12,893, which is 9.4% more than in the corresponding period of 2019.

It is important that at present wages are not the main source of funds for peasants, the main way of self-sufficiency – farming. The average monthly cash income of rural households is 77% of the income of urban households. Production of products in OSG with land use up to 1 ha (which is 56.3% of the total amount of OSG) is aimed primarily at meeting the needs of the family, while the size of land per member of OSG often does not provide income sufficient for normal life.

High migration of rural population. Due to the low cost of labor, which does not provide high standards of consumption, only 60% of peasants work at home, trying to get a job in other sectors of the economy. As a result, negative migration changes [yearbook] are observed in rural areas (Table 6).

If in 2016 the migration increase in rural areas was 18,660 people, in 2020 – the migration reduction was 11,423 people, which indicates a significant outflow of population from rural to urban areas. Regarding interstate migration, it should be noted that at the end of 2020 the increase in migration in rural areas was 1945 people, in Ukraine as a whole – 7240 people.

The negative is the fact that the largest share of the population left the countryside is young people.

Table 6.**Migration movement of the population by type of area in 2016-2020**

years	All migration flows			Including interstate migration		
	number of arrivals	number of retirees	migration increase, reduction (+ ; -)	number of arrivals	number of retirees	migratory growth, reduction, (+ ; -)
2016	256808	246188	10620	14311	6465	7846
2017	442287	430290	11997	28360	20234	8126
2018	629276	610687	18589	39307	24252	15055
2019	576032	554520	21512	45011	26786	18222
2020	435280	425964	9316	26361	19121	7240
including: countryside						
2016	94068	75408	18660	2385	1261	1124
2017	135528	127612	7916	3768	2067	1701
2018	198356	209098	-10742	4903	3609	1294
2019	166002	187163	-21161	5165	4299	866
2020	128059	139482	-11423	3438	1493	1945
deviation, %						
2016	36,6	30,5	–	36,9	19,5	–
2017	30,6	29,6	–	13,3	10,2	–
2018	31,5	34,2	–	12,5	14,9	–
2019	29,0	34,0	–	11,5	16,0	–
2020	29,4	32,7	–	13,0	7,8	–

* Calculated by the author according to the Statistical Yearbook of Ukraine for 2020

The outflow of the most enterprising young people to cities and abroad has a negative impact on the growth and quality of reproduction of rural labor resources, accelerates the aging of the population, reduces the number of working people in rural areas. Accordingly, the growing share of the incapable population in the total number of peasants, increases the economic burden on the able-bodied, which requires changes in the formation of social infrastructure of the village. Low level of provision of medical institutions. The decrease in the number of medical institutions, mainly in rural areas, was accompanied by a decrease in the population and a decrease in funding. In 2015, the Government of Ukraine initiated a transformational reform of the health care system to improve the health of the population and provide financial protection against excessive costs “out of pocket” by increasing efficiency,

modernizing the outdated service system and improving access to quality health care. The comprehensive strategy called for the primary reform of health care financing in order to accelerate the transformation of health services (both for individuals and the population), to stimulate the achievement of the desired results, by introducing information technology as a catalyst. Following the development and approval of the strategy by the government, the parliament adopted the new Law of Ukraine "On State Financial Guarantees of Public Health Care", which regulates the financing of the health care system. The National Health Service of Ukraine was also established to start strategic procurement of medical services identified in the guaranteed package [5].

Expenditures on health care have increased by 28% per capita over the last 5 years, but this increase was partly due to a decrease in population during 2016–2020 by almost 3.0% (Table 7).

Table 7.

Changes in health care financing in 2016–2020

	2016	2017	2018	2019	2020	Deviation 2020 +/- 2016
Consolidated budget expenditures on health care						
Actual expenditures on health care per capita, UAH	1553	1850	1897	1959	1988	128,0
Real health expenditures, UAH billion	66,3	78,6	80,2	82,3	83,2	125,5
Health expenditure (% of GDP)	3,2	3,4	3,3	3,2	3,0	93,8
Key factors						
Population, mln	42,7	42,5	42,3	52,0	41,8	97,9
Economic growth (change in real GDP in%)	2,4	2,5	3,4	3,2	3,7	1,3
Consolidated expenditures (% of GDP)	35,0	35,4	35,1	34,5	32,9	-2,1
Share of health care expenditures in consolidated expenditures,%	9,0	9,7	9,3	9,4	9,2	0,2

* Sources: Consensus Forecast of the Ministry of Economic Development, Trade and Agriculture (MEDTSG, 2020c), State Treasury Service of Ukraine (2020b), State Statistics Service of Ukraine (2020a, 2020b, 2020c).

As can be seen from the table, consolidated budget expenditures on health care during the analyzed period increased by 25.5% and amounted to UAH 83.2 billion. Real expenditures per capita at the end of the reporting year amounted to UAH 1988, which is UAH 435 more than the base period. However, the share of health expenditures in total GDP decreased by 0.2 percentage points, indicating that public expenditures on health care grew much slower than the economy.

As government spending declined during the period under review, so did health care spending. If this trend continues at 3% by 2021, real per capita health expenditures are projected to decline by 8.4%.

According to Table 7, we will analyze the impact of two main factors due to which Ukraine did not increase expenditures on the health care system in 2016–2020 in line with economic growth. It is clear that in order to ensure the recovery and long-term growth of real GDP, the government reduced general government expenditures (from 35.0% to 32.9% of GDP). This change indicates an actual decrease in the total budget. The share of the budget allocated for health care at the end of 2020 reached 9.2%, which is 0.2 percentage points. exceeds the value of the base year.

Low level of provision of educational institutions. Schools are an important and necessary institution of social infrastructure in rural areas, as they provide extracurricular education, promote the development of children and adolescents and promote ethical and aesthetic education. According to Art. 53 of the Constitution of Ukraine, full general secondary education is compulsory [constitution ukr]. The state, together with local authorities, must guarantee educational services in secondary schools, lyceums, gymnasiums, and colleges to every rural child free of charge. However, according to the Institute of Demography, over the past twenty years, the number of students studying in rural areas has decreased by almost 0.8 million [6].

The general decrease in the number of children inevitably has a negative impact on the network of secondary schools, leads to a decrease in the average number of classes and schools, an increase in the number of secondary schools with a small number of students, which reduces the pedagogical workload. This situation was most acute in rural schools.

Thus, every fourth rural secondary school of I–III grades has a capacity of less than 100 students. For a significant number of children, quality general secondary education is becoming less and less accessible. The issue of organizing the transportation of rural students and their teachers to the places of study and work is being solved slowly and

inconsistently. The advertised School Bus program is not fully funded by the state.

Currently, the network of rural day schools includes only about 13.3 thousand educational institutions with about 1.4 million students. The total provision of rural settlements with schools is about 46.5%. More than 200,000 children live outside pedestrian (more than 3 km) accessibility and need transportation.

The sharp decline in the birth rate in rural areas, especially in recent years, has made it difficult to fill rural schools. Every sixth school in the village is understaffed. The material and technical base of the educational network in the countryside is generally in critical condition and needs major repairs.

Low quality of living conditions of the rural population. Rural areas account for 35.8% of the country's total housing stock, ie about 26.8 m² per capita. Thus, the level of housing for peasants is 13–19% higher than in the city. But with regard to the appropriate quality of housing in rural areas, we have negative results: almost 32% of peasants have housing built before 1960, slightly more than 47.0% – during the 1960s–1970s, 15% – in the 1980s, beginning since 1991, peasants have been able to build only 5.1% of housing, and for the period from 2000 to 200020 – 1% of the housing stock. As a result, most houses in rural areas do not meet the current level of comfort (Table 8).

In 2020, in rural areas, the share of total living space equipped with water supply was 38.4%, which is 0.4 percentage points. exceeds the value of 2018.

Table 8.
Housing equipment by type of area, %

	2018		2019		2020	
	urban	rural	urban	rural	urban	rural
The share of total living space equipped:						
water wire	78,1	37,4	78,2	38,3	78,4	38,4
sewer systems	76,9	33,8	77,1	34,5	78,6	34,6
heat supply	78,5	55,4	78,6	55,7	79,5	55,8
gas	82,2	84,3	81,8	83,7	81,6	83,0
hot water supply	62,4	24,4	61,6	25,0	60,4	25,0

* Calculated by the author according to the Statistical Yearbook of Ukraine for 2020

We have a slight rate of positive change in the increased share of housing equipped with sewerage, heating and hot water supply, 0.8, 0.4 and 0.6 percentage points. in accordance. Qualitative indicators of living space equipment in urban settlements exceed the provision in rural areas by more than 2 times. Thus, the provision of water supply and sewerage is 78.6%, heating – 79.5%, hot supply – 60.4%.

Low quality of road transport infrastructure. The quality of roads affects the economic growth of rural settlements. Today, the road transport infrastructure is one of the factors in the growth of migration flow from rural settlements to cities. During 2010–2018, the share of the highest quality roads in the structure of public roads of local importance decreased significantly: category I roads to 0.004%, category II – 0.44%. The share of category IV roads increased accordingly and reached 80.63%.

Due to the lack of quality roads, the living conditions of the population are deteriorating, the threats of solving vital issues with the worsening weather conditions are growing. At the same time, the unsatisfactory condition of the road and the poor development of transport infrastructure increase the outflow of population, increasing the risks to the preservation of the demographic potential of the village and the quality of life of its inhabitants.

According to the Strategy for Rural Development, developed by the Ministry of Regional Development, Construction and Housing of Ukraine (Ministry of Community and Territorial Development), in 2019 in Ukraine will repair 500 road infrastructure facilities in the united territorial communities for more than 435 million UAH.

According to the Road Strategy for 2020, complex high-quality road construction will be carried out at the expense of budget funds – UAH 31.5 billion and funds of international organizations – UAH 20.5 billion. According to the Ministry of Infrastructure of Ukraine, in 2020 additional funding will allow to build and repair more than 5 thousand km of roads (in particular, of national importance – 2,388 km, local importance – 2,500 km)

Low availability of cultural facilities. No less important institutions of social infrastructure in the countryside are houses of culture and village clubs. Currently, there are more than 16,000 cultural and artistic institutions in rural areas in Ukraine, 80% of which are rural clubs. On the basis of houses of culture there are various groups, most often – vocal, choreographic, theatrical, artistic. Quite often they are the only

place of leisure and creative development for children and adults [7]. During the period from 2010 to 2019, the number of houses of culture in the countryside decreased by 2.2 thousand units, most of which changed their functional purpose or were destroyed. The number of rural libraries is also significantly reduced (the rate of change is 3.3 thousand units), their material and technical base is deteriorating every year, they are not modernized and updated at all. Currently, the village library needs comprehensive development, as it is an information and cultural center accessible to the public.

4. Conclusions

In the conditions of decentralization development, territorial communities received the ownership and use of such institutions and the prospects of socio-cultural development of rural areas depend only on them. One of the options for the revival of rural clubs is the creation of cultural and educational centers that will combine the functions of a computer club, library and, importantly, will help expand the communication space for community members. It is clear that without state support and state subventions to territorial communities it is almost impossible to do.

Thus, the result of effective management of rural areas is the state of social infrastructure that meets the needs of the population, guarantees social stability and promotes effective economic development. Therefore, in our opinion, it is advisable for local governments to improve the activities and living conditions of peasants, increase the level of housing in the housing sector through the development of alternative economic activities and develop culture in local communities.

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Abstracts

ЛЮДМИЛА ПРОНЬКО. Оцінка людського розвитку сільських територій. Сьогодні людство стоїть на порозі змін, викликаних глобальними змінами в науці, техніці та економіці. Тому важливо створити сучасну систему якісного людського розвитку, яка сприятиме зростанню людського капіталу. Сутністю категорії «людський капітал» є здатність людей навчатися, використовувати знання, навички та компетенції. Недостатня увага до розвитку людського капіталу в сільській місцевості призводить до державних витрат і неефективного управління. Метою статті є оцінка людського потенціалу та обґрунтування його впливу на розвиток села.

Методи: Основними методами, використаними в цьому дослідженні, є статистичний аналіз, індексний та аналітичний методи, методи оцінки структурних динамічних зрушень, метод порівнянь. Загальновикористані методи економічних досліджень, економіко-статистичний метод та метод економіко-математичного моделювання (регресійний аналіз) (для визначення впливу на ВВП на душу населення показників, що характеризують розвиток креативного сектору економіки) тощо.

Результати. Проаналізовано динаміку зміни чисельності міського та сільського населення, рівня безробіття, демографічної ситуації в сільській місцевості. Досліджено фактори, що впливають на соціальну інфраструктуру та розвиток села. Оцінка рівня зайнятості та заробітної плати працівників за видами економічної діяльності. Проаналізовано вплив низької якості медичних та освітніх послуг, життя населення та дорожньо-транспортної інфраструктури на розвиток сільської місцевості. Доведено, що результатом ефективного управління сільською територією є стан соціальної інфраструктури, який відповідає потребам населення, гарантує соціальну стабільність та сприяє ефективному економічному розвитку.

Ключові слова: людський капітал, сільська місцевість, сільське населення, соціальна інфраструктура, безробіття, демографічний розвиток, зайнятість, заробітна плата, сільське господарство.

LIUDMYLA PRONKO. Ocena rozwoju ludności na obszarach wiejskich. Współcześnie ludzkość stoi na progu zmian spowodowanych globalnym rozwojem nauki, techniki i gospodarki. Dlatego ważne jest stworzenie nowoczesnego systemu jakościowego rozwoju człowieka, który przyczyni się do wzrostu kapitału ludzkiego. Istotą kategorii kapitału ludzkiego jest zdolność ludzi do uczenia się, wykorzystywania wiedzy, umiejętności i kompetencji. Niedostateczna dbałość o rozwój kapitału ludzkiego na obszarach wiejskich prowadzi do wydatków ze środków publicznych i nieefektywnego zarządzania.

Celem artykułu jest ocena potencjału ludzkiego i uzasadnienie jego wpływu na rozwój obszarów wiejskich.

Metody: Główne metody zastosowane w niniejszym badaniu to analiza statystyczna, metody wskaźnikowe i analityczne, metody oceny strukturalnych zmian dynamicznych, metoda porównań, metody badań ekonomicznych, metoda ekonomiczno-statystyczna oraz metoda modelowania ekonomiczno-matematycznego (analiza regresji) (w celu określenia wpływu na PKB per capita wskaźników charakteryzujących rozwój kreatywnego sektora gospodarki) itp.

Wyniki. Dokonano analizy dynamiki zmian liczby ludności miejskiej i wiejskiej, bezrobocia, sytuacji demograficznej na obszarach wiejskich. Zbadano czynniki wpływające na infrastrukturę społeczną i rozwój obszarów wiejskich. Oszacowano poziom zatrudnienia i wynagrodzeń pracowników według rodzajów działalności gospodarczej. Przeanalizowano wpływ niskiej jakości usług medycznych i edukacyjnych, poziomu życia i infrastruktury transportu drogowego na rozwój obszarów wiejskich. Udowodniono, iż wynikiem efektywnego zarządzania obszarami wiejskimi jest taki stan infrastruktury społecznej, który zaspokaja potrzeby ludności, gwarantuje stabilność społeczną i sprzyja efektywnemu rozwojowi gospodarczemu.

Słowa kluczowe: kapitał ludzki, obszary wiejskie, ludność wiejska, infrastruktura społeczna, bezrobocie, rozwój demograficzny, zatrudnienie, wynagrodzenie, rolnictwo.