

## THE ASSESSMENT OF SOCIAL AND DEMOGRAPHIC DEVELOPMENT OF RURAL AREAS

**Setting the problem.** One of the necessary conditions for implementing transformational changes, basis of social and economic development of agriculture is the sustainability of social and demographic processes in rural areas. The accelerated pace of administrative and territorial transformations of rural areas into urban led to the gradual destruction of the social and economic state of rural areas, which was the basis for the formation of negative processes deepening demographic crisis, namely: a decrease in birth rate, a negative growth rate of rural population, migration processes. This greatly influenced the formation of the employment potential of rural areas, as the demographic situation of the village is one of the main factors that affect the reproduction of the labor force [2, p. 25].

In addition, such social factors as poverty and lack of family income for the maintenance of two or more children; employment and unemployment; lack of proper living conditions for young families and families with children; high morbidity of population at reproductive age, poor general state of health care; irrational structure of education; low overall culture of the population, etc. impact on the demographic situation in the country and its employment resource potential [6, p. 1].

**Analysis of recent research and publications.** The scientific works of such scientists economists as Bohutskyi O.A., Yurchyshyn V.V., Diyesperov V.S., Malik M.Yo., Shapovalov M.V., Demyanenko M.Ya., Sabluk P.T., Grishnova O.A., Oliynyk T.I., Yakub K.I., Shpykulyak O.G., Haidutskyi P.I., Borodina O.M., Pavlov O.I., Procop I.V., Orlaty M.K., Bohynia D.P. and others are devoted to the research of problems on social and demographic development of rural areas and the reproduction of the labor potential of agriculture. However, there are still relevant issues of social and demographic development of rural areas.

**Setting the objective.** The purpose of this study is to assess the social and demographic development of rural areas in Khmelnytsky region and the development of theoretical positions and practical recommendations on how to overcome the demographic crisis in rural areas.

**The main material of research.** Demographic potential of the village includes the number of its inhabitants, the increase of which, from demographic point of view, is mainly determined by the statistics of birth rate and mortality, as well as the balance of population migration. It should be noted that the deterioration of the demographic situation in rural areas is one of the modern characteristics of human capital reproduction in the village.

Research shows that the demographic situation in Ukraine at this stage is determined by the demographic crisis, which is characterized by reduced birth rate, increased mortality, population aging and intensive emigration of young people abroad. Especially, it has become threatening in Ukrainian villages, the reduction of the population here has begun since 2000 [4, p. 2].

The deterioration of the demographic situation is also typical for rural Khmelnytsky region, where there is a narrowing of demographic base of employment potential due to migration of working age population, deterioration in age structure and as a result, reduction of the population and labor force.

Summary measure, which defines the development trends of demographic processes in rural areas, is the dynamics of the absolute and relative size of the population, which tends to decrease as compared with 2007 to 532,7 thousand people (3 9%) in Khmelnytsky region for the study period (2007-2012). At the same time the rural population decreased respectively by 581.7 thousand people (8.9%).

Table 1

Dynamics of population in Khmelnytskyi region, thousand persons

Indicator	Year						2012 (+/-) from 2007	2012 in % till 2007
	2007	2008	2009	2010	2011	2012		
All population (permanent)	1370,3	1347,1	1338,2	1330,8	1323,8	1317	-532,7	96,1
Men	632	621,2	617,1	614,3	611,6	609	-230,2	96,4
Women	738,3	726	721,1	716,5	712,1	708	-302,4	95,9
including rural population	652,6	631	620,1	610,3	601,8	594,4	-581,7	91,1
– Men	297,1	287,7	283,2	279,4	276,2	273,4	-236,8	92
– Women	355,6	343,3	336,9	330,9	325,6	321,1	-344,9	90,3
share of rural population, %	47,6	46,8	46,3	45,9	45,5	45,1	x	x
– Men	47,0	46,3	45,9	45,5	45,1	44,9	x	x
– Women	48,2	47,3	46,7	46,2	45,7	45,3	x	x

Source: according to the data of Central Statistical Office in Khmelnytsky region [5; 8]

Today threatening deterioration of the demographic situation continues on the rural areas of Khmelnytsky region. Rural population in recent years is constantly decreasing, intellectual level reduced, which in turn – a threat to the country, its economy, culture and spirituality.

The main causes of the demographic crisis in rural areas are the following: the economic crisis in the country, social crisis, environmental crisis, which every year deepens the negative impact on the health, and thus on reproduction physically healthy rural population.

In the structure of population in Khmelnytsky region rural population occupies 45.1% and urban population – 54.9%. At the same time specific gravity of rural population in total population is rapidly decreasing (Fig. 1).

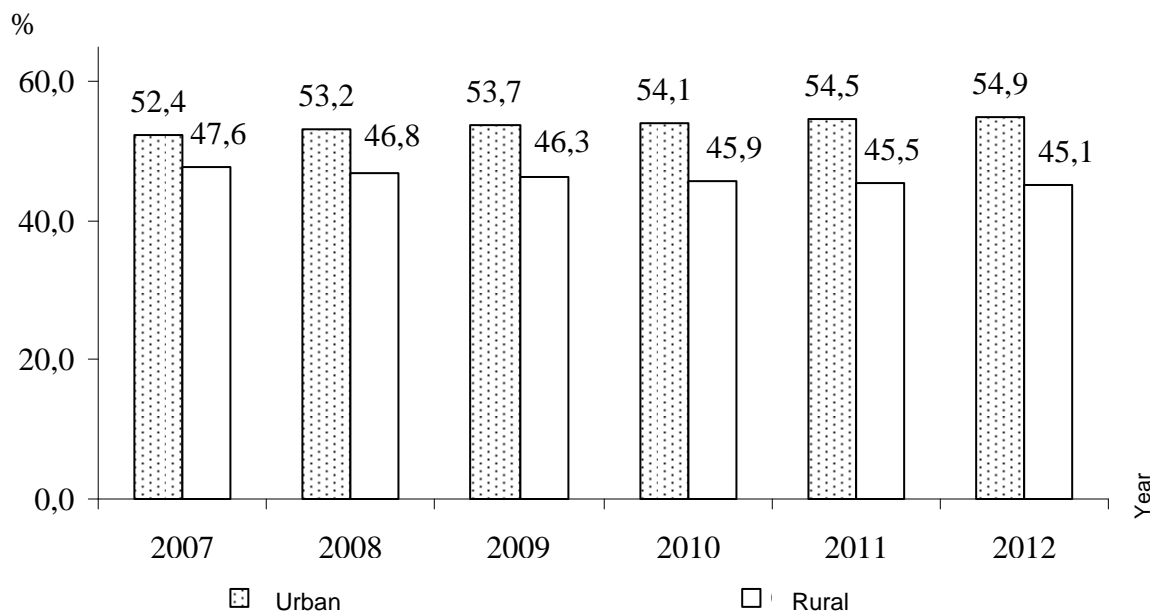


Figure. 1 Dynamics of population in Khmelnytsky region

Source: according to the data of Central Statistical Office in Khmelnytsky region [5; 8]

Statistics show that during the years of independence in Ukraine have been significant changes in reducing the numbers of population, especially rural. In recent years, the proportion of peasants varies between 32-35% of the current population. Ukraine changed its status of agrarian state.

The decrease of the rural population is due to the high socially unjustified rates of urbanization, the development of large cities and in connection with this fact the intensive migrations peasants to the cities that are greatly undermined the basis of their demographic reproduction. Administrative and territorial transformation of rural settlements into the urban has caused no less damage. Since 1979, reducing of the natural growth of the peasantry has outgrown into the depopulation [7, p. 4].

If at the beginning 90's the main factor of reducing the number of rural population served migration outflow to urban areas, sometime during the studied period defining cause of such a factor is a natural decrease of population (Table 2). Studies show that in rural areas there is a much wider range of fluctuations in mortality, which is a peculiar indicator of the low efficiency of the state social policy.

Table 2

Natural increase (decrease) of population in Khmelnytsky region, persons

Population	Year						2012 (+/-) from 2007	2012 in % till 2007
	2007	2008	2009	2010	2011	2012		
Births, total	13712	14822	14690	14414	14492	14881	1169	108,5
– in rural areas	5961	6183	6385	6049	6304	6397	436	107,3
Dead, total	23080	22943	21766	20842	20116	20362	-2718	88,2
– in rural areas	14673	14676	13802	13155	12657	12828	-1845	87,4
Natural increase (decrease), total	-9368	-8121	-7076	-6428	-5624	-5481	3887	58,5
– in rural areas	-8712	-8493	-7417	-7106	-6353	-6431	2281	73,8

Source: according to the data of Central Statistical Office in Khmelnytsky region [5; 8]

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According to the State Statistics Service, since independence in Ukraine the average life expectancy has increased by 1.9 years. The greatest influence on the dynamics of life expectancy in Ukraine was reduction in mortality from blood circulation diseases and external causes of death.

In Khmelnytsky region for 2007-2012 the average life expectancy among rural inhabitants has increased by 3 years and constituted 70.2 years (Fig. 2).

Life expectancy of women during the studied period was higher than male life expectancy. Particularly the average life expectancy for men in 2012 was 64.7 years and for women was on 11 years longer – 75.7 years.

In addition to the natural movement to change the number of rural population has a significant impact the mechanical movement or migration of rural population (Table 3).

At the present stage the migration processes that take place in our country, are characterized by negative tendencies of population reproduction such as reduced the birth rate, increased morbidity, increased mortality, reduction in life expectancy of the population [1].

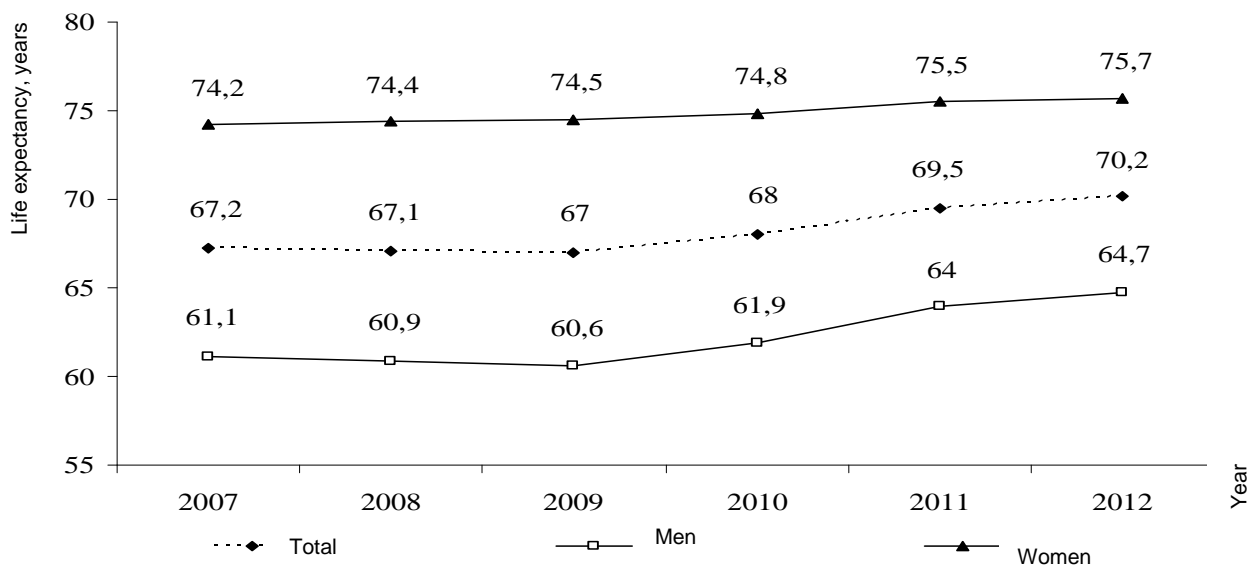


Figure. 2. Average life expectancy at birth in rural inhabitants in Khmelnytsky region  
Source: according to the data of Central Statistical Office in Khmelnytsky region [5; 8]

Table 3

Dynamics of migration of the entire population in Khmelnytsky region, persons

Year	Within the framework of the region			External migration		
	number of arrivals	number of departures	balance of migration	number of arrivals	number of departures	balance of migration
2007	12882	12882	x	8432	9129	-697
2008	15229	15229	x	9080	9891	-811
2009	14188	14188	x	8761	9099	-338
2010	13988	13988	x	9077	9680	-603
2011	14264	14264	x	9137	10268	-1131
2012	14591	14591	x	9294	10020	-726

Source: according to the data of Central Statistical Office in Khmelnytsky region [5; 8]

Mechanical movement of rural population is characterized by its movement that is connected with the search of sphere of labor application within the region, outside the region, outside the state to improve the financial position or change of residence. The lowest mechanical increase (balance of migration) of the rural population was observed in 2009 (-338 people), the highest – in 2011 (-1,131 people).

There is an active process of reducing rural population and the deterioration of its quantitative and qualitative characteristics in rural areas. A significant part of the population consists of people of retirement age, with lower education level than in the industrial sector, without proper motivation for labor.

The development of negative processes in quantitative and qualitative reproduction of labor resources of the country, deepening of the demographic crisis, according to Article 7 of the Law of Ukraine "On National Security of Ukraine" is a threat to national interests and security of Ukraine. The problem of formation and implementation of labor potential is extremely important because the prospects for development of national economy, the possibility of transition to innovative development model depend on its solution. Quantitative characteristics of the labor potential in Ukraine, regardless of the economic situation are determined by demographic factors [6, p. 1].

The negative development of demographic processes and the prospect of loss of workforce constitute a threat to the national security and require the implementation of the urgent systematic actions and taking proactive measures to overcome the demographic crisis and the development of labor resource potential.

The aforementioned systemic weaknesses cause necessity of searching ways to overcome the demographic crisis (Figure 3).

Solving the demographic crisis, ensuring sustainable demographic development and the normalization of population reproduction is a long and complex process. Should be understood that the content of the real exit from the demographic crisis is not so much overcoming depopulation, but in improving the quality structure of the population, preservation and reproduction of its life and employment potential [3, p. 165].

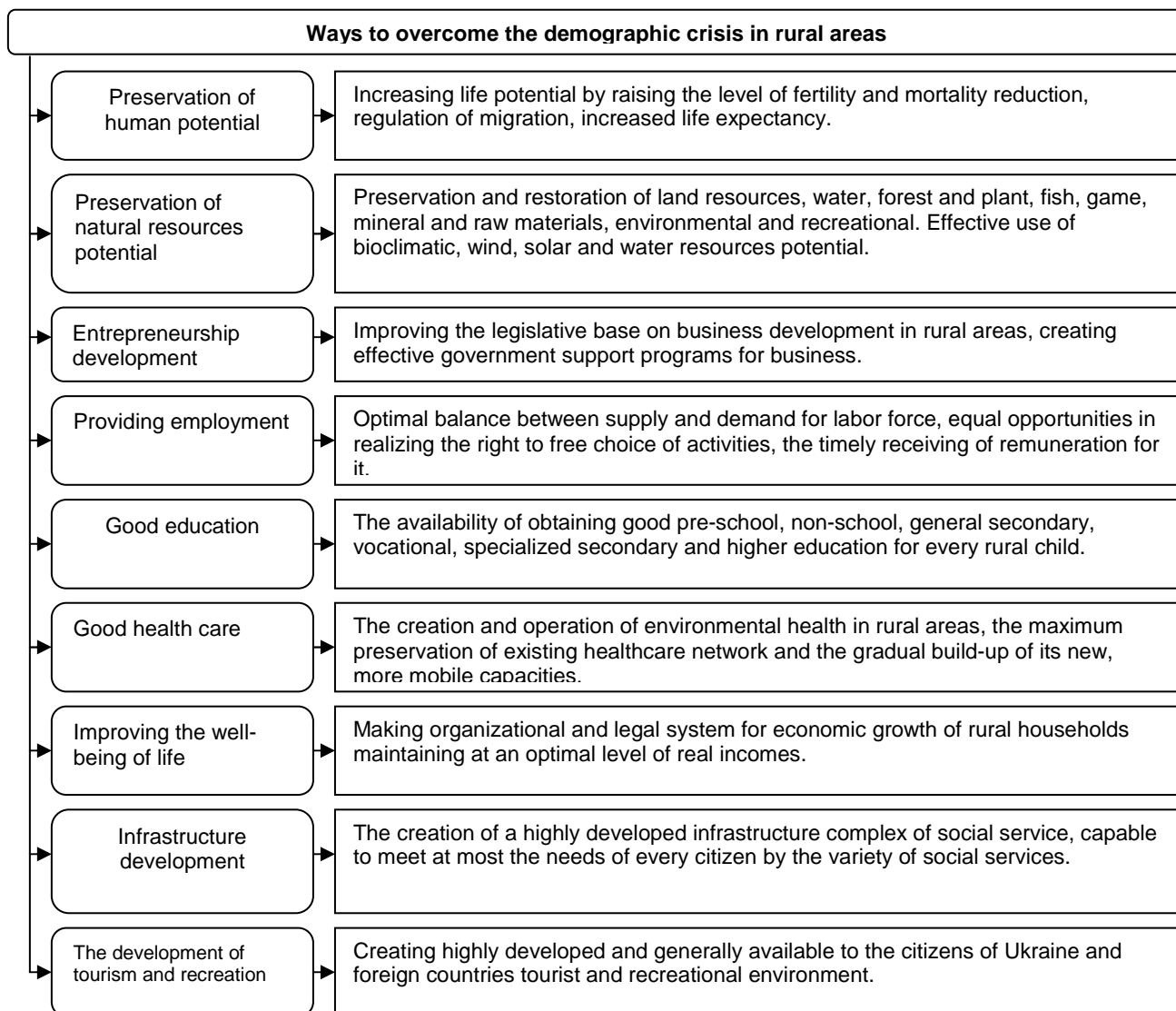


Fig. 3. Ways to overcome the demographic crisis in rural areas

Source: author's elaboration

The revival of rural areas as an urgent requirement leads to necessitates of the development of a clear program of state actions. After all the years of independence rural areas began just fall into decay that is manifested not only in the destruction of rural social sphere, but also the disappearance tens of villages from the cards every year.

This process is accompanied by the steady decline of workplaces and increasing the rural unemployment [9, p. 141].

**Conclusions and further research.** The demographic situation in rural areas of investigated region is characterized by extremely difficult condition. The critical position regarding the demographic situation in rural areas is characterized not only deterioration quantitative but also qualitative parameters of demographic processes – an absolute and a relative decrease in the rural population is accompanied by intense aging, a significant decrease in fertility, increased mortality, preservation of intensive migration outflow of rural youth, reduction in life expectancy, worsening health.

The demographic situation in the country is completely dependent on the state policy. To improve the demographic situation in Ukraine efforts should concentrate on the developing programs that would be directed to the economic ensuring of population reproduction, strengthening the prevention of morbidity, overcoming social exclusion elderly persons and disabled, improving the ecological situation, promotion of healthy lifestyles. These steps will be an important foundation for the transition to the modern mode of population reproduction and increase the duration of full-fledged active life.

Improvement of demographic situation should be carried out in the complex with the provision of sustainable rural development, increasing rural livelihoods, environmental protection and preservation of natural, human and productive resources, increasing the competitiveness of agricultural production.

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#### Polishchuk Ya.P. THE ASSESSMENT OF SOCIAL AND DEMOGRAPHIC DEVELOPMENT OF RURAL AREAS

**Purpose.** The purpose of this study is to assess the social and demographic development of rural areas in Khmelnytskyi region and the development of theoretical positions and practical recommendations on how to overcome the demographic crisis in rural areas.

**Methodology of research.** While studying the nature of social and demographic development of rural areas and determining the scientific and methodological principles of their organization, the following methods have been used: ascent from the abstract to the concrete, idealization, formalization, axiomatic, historical, graphical, economic and mathematical, as well as systemic and information approaches. When conducting empirical studies the following methods have been used: observation, comparison, analysis and synthesis, induction and deduction. In the analysis, interpretation of theoretical and empirical data of research the following methods have been used: summary and clustering, of absolute and relative quantities, of detail and generalization.

**Findings.** It has been established that demographic recovery and maintaining the rural settlement network in the villages should be based on the ensuring productive employment, the creation of appropriate conditions for work and rest of the rural population, improving public services of farmers, implementation of preferential long-term loans of young rural families for individual housing construction, as well as on compliance with the legislation of Ukraine, according to which the local authorities are obliged to keep rural settlements. Social revival of the village should be based on the rehabilitation of the demographic situation, maintaining rural settlement network, the effective functioning of social infrastructure and increased wealth of the peasants.

**Originality.** The approaches researching the current state of social and demographic development of rural areas have been systematized. The identification of ways to overcome the demographic crisis in rural areas has been improved. Theoretical approaches to assess the social and demographic processes in rural areas have acquired further development.

**Practical value.** The scientific results obtained in the research process have important practical implications for the development and justification for directions and ways to improve the social and economic development of rural areas in the market economy.

**Key words:** rural areas, rural population, social and demographic development, population crisis.