

FAMILY HOMESTEADS SETTLEMENTS AS THE SUBJECTS OF THE PUBLIC MANAGEMENT IN RURAL TERRITORIES

Halyna Semenets¹, Valentyna Yakobchuk², *Mariia Plotnikova³

¹ *Expert on creative economics Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH. Deutschland. E-mail galaadvokat@gmail.com*

² *Prof. Dr Zhytomyr National Agroecological University. Tel. +380 98 870 55 84. E-mail valentyna.iakobchuk@gmail.com*

³ *Assoc. Prof. Dr Zhytomyr National Agroecological University. Tel. +380 63 254 72 07. E-mail mfplotnikova@gmail.com*

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The development of rural areas in the context of decentralization of power has led to the search for effective mechanisms for public administration. What is the socio-psychological profile of the inhabitants of successful self-organizing rural settlements and what management technologies are proposed for rural development? The purpose of the study is to establish and recommend a mechanism for improving the technology of territorial communities management on the example of Family Homesteads (FH). The research methodology is based on structured interviews and unstructured conversations with the inhabitants of family homesteads, the leadership of local self-government and experts in the field of rural development. The self-organization of settlements illustrates them as harmonious communities and a model of the society of the future, practicing sustainable development. It was determined that success in the development of rural areas by settlers of a new type is due to their age characteristics (average settler age 35 years), high level of education, active lifestyle and investment activity. The advantages of the practice of public administration of the territory are established with the help of blockchain technology, which allows to reduce administration costs and promote resource participation.

Keywords: public administration, family homesteads, family homestead settlement, rural communities, self-management, smart-community, social cohesion, the Blockchain.

JEL Codes: D83, O10, R28, Q01, Q18.

1. Introduction

Public management is the self-organization of citizens at the place of residence, independently assumed responsibility for the implementation of their own initiatives to address issues of local government is of strategic importance in the context of decentralization of power in Ukraine. The problems of public administration practice are the consequences of the plan-command system, unwillingness citizens' responsibility, consciousness insufficient level and civic activity of the rural population.

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** Corresponding Author*

The implementation of the practice of public management of the development of territories (Garnett, 2017), in particular through the transfer of urban residents to rural areas (Minder, 2012) and community forces (More, 2018) not only reduced the negative impact of globalization in urban agglomerations, but also allowed to promote the development of depressive regions. Family Homesteads (FH) is a pioneer form of organization of life activities in rural areas (Gilman, 2013, Meulen, 2013, Vidickiene, 2013).

United in the Family Communities (FC) in one village they form a stable system. The aim of the study is to reveal the profile of new settlers' rural generation on the example of Family Homesteads (FH) and improve the model of settlement management. The objectives of the study were 1) to study of a new settlers' generation, 2) to improve of settlement management model for rural multifunctional development through the "FH"-idea implementation and Blockchain system public administration. The study includes an analysis of the activities of the Family Homesteads Settlements of Ukraine (FHSU), the practice of their self-organization and public management.

The methodological basis of the research is a qualitative analysis based on the dialectical and systematic approaches of social and economic processes of public management of rural areas development using the legal acts, open data of the State Statistics Committee of Ukraine, scientific research of native and foreign scientists. The foundations of sustainable multifaceted development of rural areas are based on the use of analysis and synthesis tools, scientific abstraction, induction and deduction, etc. Using the structured interview method, the conditions of social activity, self-organization and organizational and economic foundations of creation of FC, taking into account the features of the object of study. The research period covers 2013–2017, was conducted on the basis of interviews of 100 residents aged 22–67 years from 6 regions of Ukraine. During the analyzed period, 35 interviews were conducted on the basis of an annotation of 52 questions, 30 in-depth interviews, 12 unstructured interviews with representatives of the FHSU, which provides representative sampling. Also, several interviews were conducted with residents of the surrounding population centers, experts (specialists involved in the study of the activities of the Family Homesteads Settlements), representatives of the administration of municipal entities, in whose territories these communities are located.

Analytical materials reflecting the developmental features of FC are collected during the visit and communication with their representatives, members of initiative groups, are systematized on the basis of their own observations. The results of the study are supplemented by an analysis of the FC documentation, information of the media, social networks, which allowed to give quite a full description of the FC as local communities and to reveal their potential as a subject of territorial public self-government. The results of the research are used in the educational process of the Zhytomyr National Agro-Ecological University when studying the resource potential of territorial communities, in project management courses, in the grant activities of public organizations in the preparation of masters in the specialty of management and public administration, etc.

2. Description of ancestral estates of Ukraine

Along with the migration of rural population to large cities and beyond the country, the wave processes of deurbanization in Ukraine are also caused by retirement, the need to form the basis of self-sufficiency, material and mental goals (the desire to live in harmony with nature and develop personally, to receive more clean and healthy food, breathe fresh air, drink clean water, restore and maintain health, reduce life-cycle costs – their level is reduced by 60–90%).

The main criteria for creating a local community are the type of territory of residence (for rural areas - objects beyond the limits of settlements, farmstead, village, urban type), number of residents, socio-demographic characteristics, degree of social solidarity, type of activity, income level, the development of infrastructure, the degree of integration (a sense of community involvement), the share of participation in the implementation of regional projects (Babichev, 2012). Depending on the activity, local communities are divided into functional (having special or directed social ties targeting a certain target group) and territorial (having a common competence with respect to all residents of the territory). According to the research conducted, the FHSUs are implemented as functional (community organizations, associations, cooperatives, artels, enterprises and other Family Homesteads Settlements (FHs) are registered on the territory of settlements) and territorial activity (settlers mainly operate locally within a certain territory, has a place socio-ecological and economic activity of association of settlements of region or the country as a whole).

Ancestral settlements constitute 85% of the total number of ecologically oriented movements in Ukraine. Settlers differ in a number of characteristics and character traits, which provide a creative and creative approach to solving issues of self-government. This is due to a sense of responsibility, friendliness, the desire for new knowledge, courage, confidence, sometimes a sense of exclusivity, growing into perseverance in achieving the goal, business qualities, solidarity. The problems of the formation of the FH include disagreements with the local population and public authorities, which are caused by the rejection of the traditional social environment of the FH's environmental principles, the inertia of co-knowledge. On the other hand, settlers are characterized by insufficient levels of patience, commitment and efficiency in the implementation of the goals, lack of experience and re-evaluation of their own capabilities. The factors of success include the high level of education (80% are people with higher education), the mature age (middle age 35 ± 5 years), the high level of self-organization, the desire to learn, experiment, the ability to attract resources from different sources, creatively expanding their channels of entry through active self-organization.

The degree of creativity of the settler is based on the considerable specific weight of the intelligentsia in the RS. So, 93% of the total number of residents of the FHSU – citizens who have mostly higher education, good work or own business, held as individuals' people (Figure 1). Thus, settlements become the basis for the development of knowledge-intensive activities and innovations.

We determined that the move to the FHSU is mainly connected with the dilemma of life (family, health, ecology, responsibility, friendship, peace, order, patriotism go to the forefront), which they transmit to children and popularize in society. Many settlers move families (less often in the FH you can meet single people, as well as people of pre-retirement and retirement age). Families tend to have a large number of children, which improves the demographic situation in rural areas. Women sometimes give birth at home. The grown-up children enter higher education institutions, but then return to the settlement, becoming their more active participants.

In many FHSUs, additional educational activities have been organized for children and adults. Children attend a rural school (it allows to preserve schools as educational and uniting centers in rural areas, reducing the percentage of their elimination) or a city school. In many FHSs, children are trained in the external home, successfully mastering the school curriculum (including early) pass each quarter of the examinations in subjects, receive commendable certificates. Parents are involved in the education of children, often several families together and / or organizing education jointly by all RS children and inviting specialists. Teachers note the high level of preparation of children.

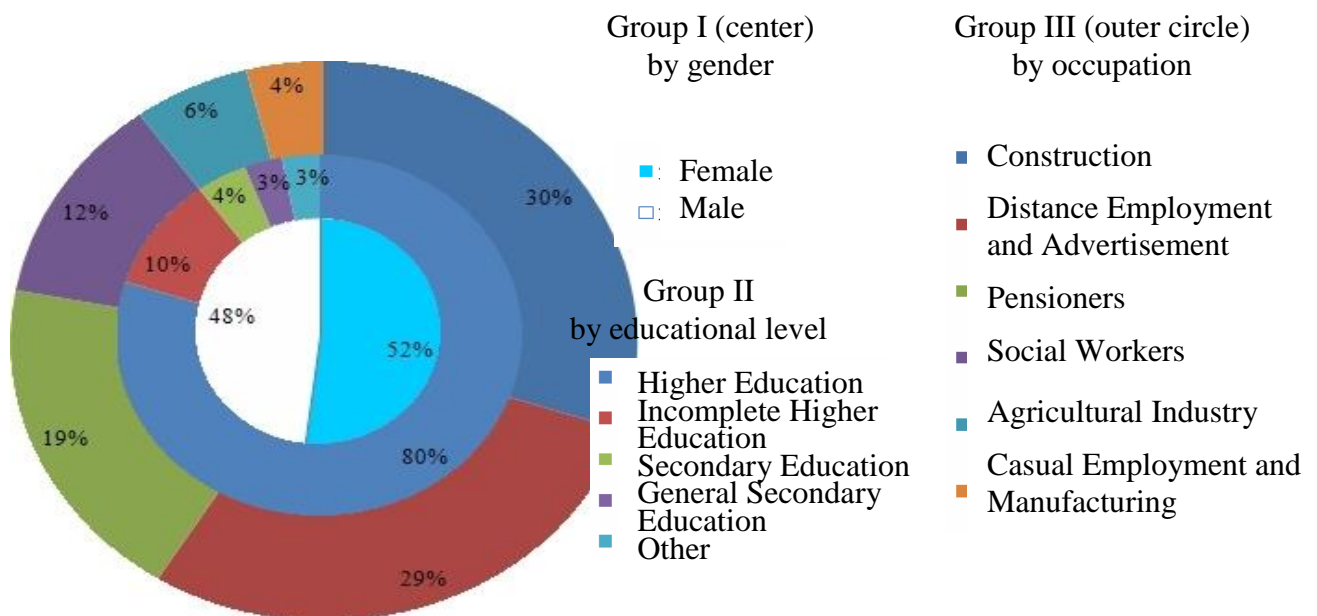


Fig. 1. Ranked characteristics of the inhabitants of the

As the analysis has shown, there is no prevalence of social status in the RS, which contributes to internal interactions, the formation of community and community (Pozanenko, 2016). Some advantage in providing life, organization of life and the arrangement of estates are observed in people with accumulations. Settlers actively interact in the network of settlements, influencing the development of the region and the country. Virtually everyone has access to the Internet, if necessary, they use household appliances and machines (collectively, as an object of consumer co-operation or in each family) in accordance with the statute of the RS. The situation is similar for the maintenance of animals, for example, horses.

Settlers prefer biodiversity, planting even exotic plants for Ukraine, strive for self-sufficiency, buying the products of the rural population, activating the local market. Energy-saving, soil-forming and soil-restoring technologies, organic farming, permacultural design, landscape design, waste-free life, the use of renewable energy sources, noospheric approaches in education and upbringing, construction of various structures, dugouts and dome structures are popular.

In the FHS, creative approaches to life support and management are popular. So, many buildings are not connected to power lines, they have solar batteries, multifunctional windmills. In the settlements organize a system of social and industrial infrastructure, recreational facilities, increase the prestige of rural life among young people, combining worldview and family values. FHSs openly implement socially significant activities in the interests of the region and the country (for example, organizing environmental actions, participating in events initiated by local or state-shock authorities).

Occupation of FC residents is connected with their way of life: ecological construction, organization of nurseries and cultivation of agricultural crops, fruit and medicinal plants, including wild dews and listed in the red book; organic farming and permacultural design; gardening, beekeeping, veterinary medicine; crafts, handicrafts, needlework (for example, felting out of wool, soap-rhenium, carpentry, pottery); holding round tables, public hearings, conferences, seminars, master classes, healthy lifestyle practices for both settlers and their guests; ecological tourism, the organization of children's camps, creative workshops, individual classes, theatrical art, educational activities, etc. Representatives of professions that can work remotely, realize their potential by engaging in previously mastered activities, even in remote areas. Specialists such as design engineers, electromechanics, car mechanics, car mechanics, navigators, air traffic controllers, home appliance repair engineers, chemical technologists moving to a settlement change their profession or work on rotation, or coming to the FC for a family for the weekend. Practically all settlers show themselves creatively and creatively, in particular, reviving the best traditions and mentality, forming a qualitatively new culture in rural areas.

Occupations of settlers reflect their values, worldview and the sphere of interests (they are engaged in what is actual for them). In the FHSU actively develop alternative types of agricultural and non-agricultural activities, contributing to the diversification of employment in the territories, attracting the local population to new types of work and the possible expansion of sources of income (Figure 2). As can be seen from the figure, 60% of income is earnings in the settlement and 30% is distance employment.

Business or earnings outside the settlement force you to leave the FC for a few days during the week. Field experts are experts who conduct master classes, lectures, seminars and so on. The earnings on the territory of the settlement are most often realized through the production or processing of agricultural raw materials, the manufacture of products from natural materials, souvenirs, furniture, household items, hives, solar batteries, environmental construction, holding festivals, seminars, lectures, master classes, organization of activities for ecological tourism, summer camps and so on. Dis-

tance can be employment of IT professionals, editors, architects, designers, translators, e-business practitioners, accountants, logisticians. Pianists, teachers, social workers, psychologists, lawyers, coaches, philologists, and doctors are creatively involved. Employment, as a rule, is individual for the FHS.

Activities carried out by a group of families or a settlement as a whole take the form of a serving cooperative, for example, in the fermentation and sale of willow-tea, strawberries, honey, nuts, dairy products, sewing clothes and bed linen, making joinery, growing nursery stock. Such entrepreneurial structures often have the status of a physical person, less often – a cooperative, artel or association.

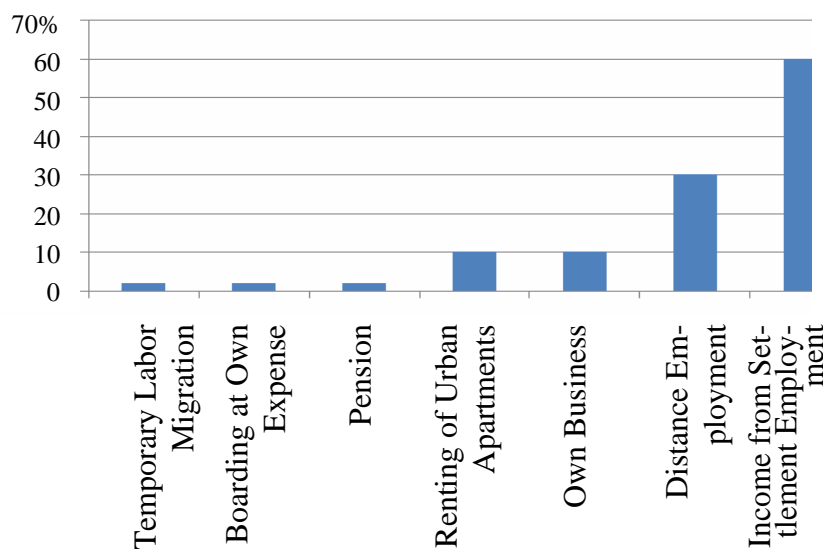


Fig. 2. The main sources of income in the FHSU*

* Often in the FH receive several types of income

Given the short period of the functioning of the settlements (the oldest of them is about 10 years old, the first years of which have been spent on improving the way of life), joint activity in the FC is not yet systemic and is in the process of formation. Hard-working, healthy masters have strong families and take an active part in the political, cultural and environmental development of the region of residence, initiating various forms of public-private partnership and constructive interaction.

In the FHSU on schedule live mainly working in the city. In the village there is organized leisure. As a rule, this is a celebration of the days of settlement, the solar cycle, Earth Day, meetings with like-minded people, invited specialists, in circles for children and adults, and others, conducted collectively on a common territory.

Taking as a basis the draft Law of Ukraine "On the FH and FHS" prepared by the NGO "People's Movement for the Defense of the Earth" in conjunction with the National Research Center "Institute of Agrarian Economics" of the National Academy of Sciences of Armenia, we came to the conclusion that the Family Homesteads (FH)

provided free of charge for life-long use and transmitted only by inheritance, arable land of 1 hectare with residential and household buildings, multi-year plantations (at least one third of the site) and wildlife, water and other objects for the life of a family residing on its territory, where environmental legislation is observed. In this way, from our point of view, the essence of the category of a Family Homesteads Settlement (FHS) can be defined as a territorially designed system for the life of the FH, which gathered together people united in a single worldview and oriented towards socioecological, information and economic cooperation, wishing to lead a way of life in the gar with nature on the principles of self-sufficiency and self-government.

3. Experience in public management and multifunctional development of the settlement settlements of Ukraine

The state policy in the sphere of sustainable development of rural areas includes regulatory legal, socio-economic and administrative-organizational measures implemented by public management structures aimed at improving the level and quality of life of the rural population, addressing the demographic and environmental problems, rational use of the natural resource potential -la. The main stake in this is done on the institutions of civil society. Self-organization at the level of local communities is most fully and effectively implemented in the FHS and the FC, which today there are about a hundred at different stages of formation. Such people, united on the basis of a common worldview, common cultural, ethical and socio-ecological principles, are active in the sphere of education and local self-government. Being subjects of civil law, both individuals and united in public organizations, cooperatives, associations and other forms of joint activities of citizens, they express the interests of community in places of residence. Their activities are based on the principles of sustainable social development (continuous improvement of the habitat), rational nature management (reasonable sufficiency – material production at the level necessary and sufficient for constant spiritual improvement), efficient production and self-management by the territory. New candidates for settlers meet with the need to justify the importance of the patrimonial estate and clan settlement for them, demonstrate their readiness for self-actualization and solving local problems (for example, laying roads, building, improving the common territory, participating in cultural events, managing property matters, making proposals to the agenda of common meetings, etc.), often implemented either by the entire settlement with the participation of guests (toloka) or initiative groups.

Among the problems of managing the development of rural areas in Ukraine, priority is given to the insufficient level of legal regulation of public administration (this process is identified with government) and interactions between residents and authorities (local communities do not show the appropriate level of social activity – 60% Ukrainian society is not included in public institutions, public activities, has a low experience of cooperation with authorities, and the authorities are not sufficiently active in

research of the interests and capacities of local communities), the lack of financing, Bani (lack of personal funds, unwillingness to participate in national and international grant projects, inability to attract domestic investors, the lack of effective management of budget formation). Due to personal contacts, there is a high level of horizontal interaction between settlers, including FC, which allows to increase the opportunities for attracting labor, material and financial investments in the development of the territory through the practice of inter-group and network interaction and public-private partnership. Some of the settlers were running and became members of local self-government (deputies of rural and district councils), helping to solve the problems of the settlement and the region as a whole.

FHSs as public organizations are a community of people residing in the same territory, united by a common infrastructure, but also acting on the basis of self-organization based on common interests, values, traditions. The clan settlement as a new form of civil society achieves the realization of territorial interests through the creation of conditions for improving the quality of life, nature protection and law and order through local and public self-government. The interaction within the FC is built on the principles of solidarity, mutual social responsibility, trust, a sense of belonging to the common cause, the desire for collective work, organization and civic engagement. These principles are manifested in environmental education, the organization of environmental and folk events local, national and international level, contributes to the moral and physical formation of villagers, primarily personal example, the organization of sports events, lectures, watching films, lessons on the development of children.

Each resident participates in the mechanism of administering the affairs of the FC through activities in working groups and general meetings. The basic mechanisms governing the activities of the local self-government of the RS are the charter of the settlement, the internal rules, the decisions of the general meeting (veche) in the presence of 70% of the inhabitants. The main settlement management body is the general meeting (Veche) is a form of direct democracy, inheriting the Slavic organizational and legal practice (Grigorenko, 2012; Kovryakova, 2014; Treskov, 2012). Veche as an organ of power, the institution of civil society and the way of self-organization of the population acts through nation-wide discussion and decision-making on the basis of integration of the interests of residents and consensus. As a form of local self-government, public administration in the FC is implemented through the activities of public organizations. The most effective method in the work of the general meeting was the foresight method, in particular, brainstorming, which allows to find the optimal solution, to involve the inhabitants of the settlement, to train them, to model the future, to form a stable image and mechanisms for achieving it, with the participation of RS residents, experts and guests, culminating in the evaluation of the presented approaches, their optimization, adoption and practical implementation of the solution.

The network organization of the public administration system of the FC is a phenomenon, given the lack of assistance and short terms for the implementation of large-scale projects. Similarly, the activities of the FC in the Commonwealth of Independent States and a number of foreign countries, in particular the Russian Federation (RS

represent a large part of settlements that are environmentally oriented – more than 70% of existing ones), Australia, Europe, North and South America (environmental settlements are more widespread). Community-based, ecological settlements operate on the principles of direct democracy through a mechanism of direct open voting during decision-making and the involvement of each resident in the administration of settlement cases (Dawson, 2006; Litfin, 2014). This territorial self-government is registered as a public entity, including the status of a legal entity, NGO, etc. The activities of the eco-settlements are financed by own funds, as well as from state, local budgets, grants and another special-purpose funding.

Modern practices in managing the development of rural areas and the RS require a wide introduction of new technologies. One of the most promising, according to the World Economic Forum (2017), is Blockchain technology, which diversifies the decision-making system, increasing the overall effectiveness of feedback in the process of public administration and providing increased motivation for participation in local projects. Created by Satoshi Nakamoto in 2008 (Bitcoin: P2P electronic cash system) as a mechanism to provide a high degree of accounting and identification of information, Blockchain technology allows, while spreading information on the network, simultaneously working with it for several users, transactions. This is the first digital carrier of equilibrium nodes of cost exchange, working on the basis of a holistic protocol of global distribution of computing and encryption without accounting for a third party. D. and A. Tapscope compare the Blockchain with a digital bookkeeping programmed for everything that has value ("The Blockchain Revolution").

The mechanism of public management of the FC with the use of Blockchain technology can be implemented for registers, accounting and transfer of all types of assets, including financial and land. However, the number of participants and their location geography do not matter, which qualitatively changes the model of public administration and allows for an absolute decentralization of resources, creating a repository of a huge array of information, ensuring full transparency of operations (in Estonia, from December 1, 2015; there is a state register of notarial services, since 2016 in Sweden and Georgia – the program of registration and registration of land, in Georgia, since April 2017 and Brazil – the register of real estate, Tatarstan – uses the archive for archival business, Belarus using technology to provide bank guarantees). RS, having joined the territorial network of detachments or creating its own digital management system, can provide electronic document management, conduct local referenda in a 100% public opinion poll, audit resources, procure, supply, protect the interests of owners. The technology of Blockchain allows to develop the digital agrarian economy by registering animals, plants, products from the moment of birth to production and consumption, ensuring the guarantee of food safety and rational use and redistribution of resources and energy.

4. Conclusions

1. The transformation of social processes in rural areas is due to the reduction of residents (migration to cities, outside the country, the deterioration of the demographic situation, the decline in employment), the growth of the rural population and the creation of new settlements.

2. Residents of family homestead settlements are the most active participants of social transformations in rural areas. They are hardworking, purposeful, active young people (average age 35) with higher education and investment. They have large families and create a cohesive self-governing community. The new generation in rural areas develops a multifunctional economy and social communications, multiplying the income of the territorial community. Studies have established that generic settlements in Ukraine, as the most promising form of socio-environmentally oriented settlements, form a system of family values, motivates the creation of a patriotically oriented mechanism of public administration and self-government. The authors prove that a NGO and corporate culture play a key role in the rural transformations. Territory management, implemented through joint initiation, selection and practical implementation of decisions taken through the mechanism of foresight technology.

3. The article emphasizes the fact that family homestead are a qualitative social and ecological practice of the development of society and a new model of an alternative way of life in harmony with nature. It realized through the improvement of the mechanism of public administration, provided voluntary initiation of the community. The positive experience of the family homestead settlements illustrates the practice of sustainable development of rural areas.

4. Family homestead settlements use the elements of the Blockchain technology in the building of electronic controls, information protection, creating the basis for the practice of smart-community functioning and public management in rural areas, what can reduces costs and improves the efficiency of administrative activities.

5. Suggestions and recommendations

Prospects for further research are related to the definition of the normative and legal status of clan settlements and the adoption of the Law of Ukraine "On patrimonial estates and clan settlements" as a normative legal mechanism for the development of rural areas without additional budgetary financing.

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ŠEIMOS SODYBOS KAIP VALSTYBĖS VALDYMO KAIMO TERITORIJOJE SUBJEKTAI
Halyna Semenets¹, Valentyna Yakobchuk², *Mariia Plotnikova²

¹ *Vokietijos tarptautinio bendradarbiavimo draugija*

^{2,3} *Zhytomyro nacionalinis agroekologinis universitetas*

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Santrauka

Kaimo vietovių plėtojimas valdžios decentralizavimo kontekste paskatino ieškoti veiksmingų viešojo administravimo mechanizmų. Koks savarankiškų kaimo gyvenviečių gyventojų socialinis-psichologinis profilis ir kokios siūlomos kaimo plėtros valdymo technologijos? Tyrimo tikslas – nustatyti ir rekomenduoti mechanizmą, skirtą teritorinių bendruomenių valdymo technologijai tobulinti šeimos sodybų pavyzdžiu. Tyrimo metodika pagrįsta struktūriniais interviu ir nestruktūriniais pokalbiais su šeimos sodybų gyventojais, vietos savivaldos vadovais ir kaimo plėtros ekspertais. Gyvenvietės savireguliacija iliustruoja jas kaip darnios bendruomenės ir ateities visuomenės darnaus vystymosi modelį. Nustatyta, kad naujos rūšies gyventojai kaimo vietovėse jį sėkmingai plėtoja dėl jų amžiaus ypatybių (vidutinis gyventojų amžius – 35 m.), aukšto išsilavinimo lygio, aktyvaus gyvenimo būdo ir investicinio aktyvumo. Nustatyti teritorijos viešojo administravimo praktikos pranašumai naudojant „Blockchain“ technologiją, kuri leidžia sumažinti administravimo išlaidas ir skatinti išteklių naudojimą.

Raktiniai žodžiai: viešasis administravimas, šeimos sodybos, šeimos sodybų gyvenvietė, kaimo bendruomenės, savivalda, protingas bendruomenė, socialinė sanglauda, „Blockchain“.

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