Transformation of socio-economic development scenarios of Russian rural areas in the context of globalization

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Abstract. The paper presents a formation and modification mechanism for scenarios of socio-economic development of rural areas of Russia. The long-term nature of strategic planning and the high risk of future uncertainty require flexible approaches, based on the allocation of several acceptable points of favorable, moderate and negative implementation of macroeconomic factors. The authors present a technique that determines the admissibility of the development trajectory of agricultural territory.

1. Introduction
Modern socio-economic phenomena and processes of rural development require changes in approaches to consider the problems of socio-economic development in the context of the development of new mechanisms and directions of state support and regulation.

Carrying out structural and functional transformations of homogeneous municipal districts, as well as giving them new properties and characteristics to adapt to changing external socio-economic conditions, - an important challenge for authorities at all levels. One of the effective methods of solving such problems should be the formation of innovative approaches to strategic management of rural development.

Despite the existence of a large number of works on the regional economy and the economy of municipalities, for example Kacar B, Curic J, Ilie S [1], Kvon G, Yakupova N, Fatykhova L, Levachkova S, Puris A [2] and Khmeleva G, Tyukavkin N, Sviridova S [3], Tatarkin A, Animitsa E [4], rural areas remain quite a specific object of research. Its development on the one hand is due to the efficiency of agricultural entities, and on the other hand should provide a comfortable environment for these enterprises [5], to form factors of growth of employment of the population [6] and growth of their welfare. In the context of globalization, the basis for the development of all economic entities are international relations, the forms of which are rather limited by sanctions [7], this is particularly acute in the field of investment [8]. It is crucial to develop a new approach to the development of strategies for socio-economic growth of rural areas [9].

The aim of the research was not only to formulate a program for the development of a specific rural municipal territory, but also to provide a scientific substantiation to the mechanism of formation of scenarios and their transformation suitable for use by all similar subjects. At the same time, the main task of the work was to achieve synergy of science and practice in conditions of limited resources for the development of regions and the growth of autonomy of their budgets.
2. Materials and methods
This paper presents a study of the formation and modification of scenarios of socio-economic development of Russian rural areas in modern conditions.

Since the main consumers of research results of this type are municipal and regional authorities, the requirements for the methods and initial data are regulated by regulations at various levels [10], [11], [12]. The program of development of rural territories should not contradict the main provisions of the programs of socio-economic development of the region and the country. At the same time, the programs of socio-economic development of the region and the country should take into account the interests of rural areas.

The study of transformation of scenarios of socio-economic development of rural areas of Russia was built using the following methods: abstract-logical, monographic, system-structural, economic-mathematical, economic-statistical, SWOT-analysis [13], questionnaires, expert assessments and other methods of economic research.

The data of socio-economic development of a homogeneous municipality were used for the study, that includes only rural areas – Vorobyevsky municipal district of the Voronezh region for the period 2011-2016.

3. Formation of scenarios of socio-economic development of rural areas
There are several approaches to the formation of the strategy, among which the most common are systemic, reproductive and resource. Of course, each of them has a number of advantages, but at the same time they are not free from disadvantages. From our point of view, in the context of globalization, the most effective is the scenario approach, since it is based on the principles of consistency, given the resource potential of the territory and its needs for them, observing reproductive economic, social and environmental rules, it includes the diversity of socio-economic development. This in turn improves the quality of strategic parameters forecasting and planning, streamlines the implementation of the strategy's goals and objectives.

Scenario approach to the development of strategies of socio-economic development of rural areas should be based on the strategic analysis of the territory (including a brief description and determination of the place of the territory in the economy of the region; assessment of the achievement of the goals of socio-economic development of the territory; analysis of development trends, the results of the study of expert opinion of representatives of the population, entrepreneurs, authorities, public organizations on the socio-economic development of a homogeneous municipality; analysis of the resource potential of the municipal district; SWOT-analysis of socio-economic development of the territory; key problems and competitive advantages), defined mission, developed the objective tree, the scenario study of the prospects of development and implementation of the target scenario.

As part of the development of the strategy of socio-economic development of the municipality, we have formed three scenarios: target (optimistic), basic (moderate) and conservative (pessimistic), characterizing to some extent the prospects for its development.

The target scenario is the best option for the socio-economic development of the municipality, ensuring the achievement of the established priorities and development goals. The target (optimistic) scenario is characterized by a combination of sustainable growth of the target socio-economic indicators of the development of the municipal district and favorable macroeconomic trends. In addition, this scenario is characterized by a significant advance in the growth rate of the basic scenario.

The basic (moderate) scenario also assumes growth of target social and economic indicators of development of the municipal area, but it is focused mainly on the efforts of the administration of the municipal district, and does not imply significant positive dynamics of the macroeconomic environment.

Conservative (pessimistic) scenario of socio-economic development of the municipal district is characterized by a violation of the implementation of the targets of socio-economic development of the municipal district, due to the impossibility of maintaining their achieved level or maintaining positive dynamics at the expense of administrative resources due to their insufficiency.
The most preferred of the presented scenarios is the target scenario, which allows reaching the flagship position of the district in the rating of districts of the region, which determines its attractiveness, both for the population and investors and forms a vector of permanent strategic development.

The basic (moderate) scenario, to some extent, can be considered a transitional position from the inertial (pessimistic) to the target (optimistic) scenario. However, the transition may not always be accompanied by manifestations of the basic (moderate) scenario. In our opinion, there may be cases of rapid transition from the inertial (pessimistic) scenario to the target (optimistic), bypassing the basic (moderate).

Inertial (pessimistic) development scenario is the least oriented direction for sustainable development. Nevertheless, the achievement of the formation of this scenario is a positive phenomenon: its essence already implies minimal development (or reduction of indicators in unfavorable conditions not below the established level), which is important in modern conditions.

We present the qualitative characteristics of socio-economic development scenarios on the example of Vorobyevsky municipal district of the Voronezh region (Table 1).

The decomposition of priorities and goals of the strategic development of the municipal district in relation to a certain system of tools, methods and ways to implement the goals and objectives for the period up to 2035 was developed. In the context of each goal, it is planned to use specific methods that take into account the specifics of the goal setting, the object of management and the degree of participation in the implementation of the goal of local governments.

Also, as part of the Development Strategy of the district, a system of target indicators (25 indicators) for assessing the effectiveness of the planned activities with dynamics up to 2035 for each scenario is formulated, as well as the stages and mechanism of implementation of the Strategy. Interaction of all levels of management – is the key to the successful implementation of the priority scenario of the strategy [14].

Implementation of the Strategy is planned in three stages. The first stage of implementation covers the period up to 2024. At this stage, the priority strategic goal is to form a growth trajectory: during this period, the main contract for the development of agriculture area will be concluded, work is underway to promote Lomovsky Park Museum, projects in the sphere of housing and communal services, information support and public self-government will be formed.

The second stage of implementation covers the period 2024-2030 and should be aimed at consolidating the planned trends. During this period, efforts will be directed to the formation of a leading position in the production of export-oriented agricultural products, reduction of accidents, repair and construction of roads, development of small and medium-sized businesses, entrepreneurship. Income growth will increase the range of services and expand its market at the district level.

The third stage - the period of 2030-2035., the priority goal is the preservation and careful use of water, forest, land and human resources of the district. At this stage, it is expected to receive benefits from the implementation of the first two stages, the basis of which is the growth of the welfare of the population, the reduction of social tension, the promotion of culture and sports among the population.

The mechanism of implementation of the Strategy of socio-economic development of the Vorobyevsky municipal district involves the interaction of authorities at various levels, it requires the creation and improvement of the regulatory framework, providing on the one hand the formation of the Strategy, and on the other - the impact on the socio-economic development of the municipality.

Financing of the Strategy projects is implemented through the budget of the municipality and includes funds accumulated by the budget mechanism through participation in Federal and regional programs and targeted projects, as well as attracting external sources and investors ‘ funds.
Table 1. Qualitative characteristics of socio-economic development scenarios of Vorobyevsky municipal district

| Priorities | Conservative scenario | Basic scenario | Target scenario |
|------------|-----------------------|---------------|----------------|
| Creating a comfortable social environment (social support of the population, increase of safety, growth of income per capita, improvement of quality of health care and level of educational services). | Reducing the number of educational institutions, doctors in medical institutions. Preservation of population outflow dynamics or its strengthening. Decline in real incomes. | Stabilization of population dynamics. Increase in per capita income in line with overall inflation dynamics. Increased availability of doctors. Preservation of the structure and number of educational institutions. | The transition to the dynamics of stabilization and growth in population. Increase in the level of education of the population and the quality of educational and health services. Introduction of advanced technologies in educational and medical institutions. |
| Stimulation of economic activity of the population and organizations. | The decline in support, the tightening of fiscal and economic conditions. | Preservation of existing mechanisms of support of the population and strengthening of business activity of the population. | Growth of support volumes, increase of interaction with the organizations of regional level. |
| Development of beef cattle breeding, export-oriented agricultural production. | Preservation of the existing structure of production and processing. Reduction of highly profitable crops in crop rotations. Reduced investment. | The implementation of planned investment projects. Maintaining the existing level of investment. Development of crop and livestock products processing. A slight to moderate increase in production. | Development of cooperation and versatility of agriculture, including processing by crop and livestock industries. Investment growth. Full cycle of production and processing. Growth of agricultural production. |
| Development of tourist areas (Lomovskoy natural landscape Park) and preservation of the cultural heritage of the area (songs). | Reduction of financing of cultural objects. Low tourist activity. | Active promotion of tourist and cultural sites. | The formation of a stable tourist flow, infrastructure development. Formation of new tourist facilities. Increase in the number of activities and grants. |

4. Conclusion
As the research has shown, the scenario approach is one of the effective methods in planning and choosing the trajectory of socio-economic development of rural areas.

Despite the apparent, at first glance, the similarity of all rural areas, they are highly differentiated among themselves. Each district, even within the same region, is very different from the nearby set of
competitive advantages, the structure of the economy, cultural patterns and opportunities for development. In this regard, the use of SWOT-analysis, which allows obtaining a "diagnostic field" of rural development, is justified, taking into account strong and weak factors, threats and opportunities, competitive advantages and points of growth in a dynamic system. The nature and intensity of macro-environment factors determines the criteria for choosing one of the development scenarios at each stage. In a conservative scenario, it is also possible to ensure the dynamics of growth and development, at least at a minimum level, while in traditional approaches this scenario is certainly destructive. At the same time, the General concept of the Strategy 2035 is aimed at the maximum use of external conditions and internal potential for the formation of favorable dynamics of socio-economic indicators of rural areas. In particular, we believe that a special driver of growth can be considered a program of digitalization, the task of which is to double the existing level of economic indicators.

The most difficult part of the implementation of each scenario is to provide sources of financing for investment and innovation. The issue of choice of investment directions is debatable, as market mechanisms assume the paramount importance of business decisions on capital investment in a particular production, at the same time, the efforts of the authorities should be aimed at smoothing the intensity of this process and ensuring polycentric development of the territories. As a result, the strategy development in a multi-variant scenario approach allows forming a system of long-term priorities, goals, objectives and measures of socio-economic development, expressed in improving the quality of life and well-being of the population of the municipality, the dynamic development of the economy and social sphere of the territory. This document takes into account the specifics of rural development and current trends in their functioning.

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