Urbanization processes in the daily life of rural residents

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Abstract. The article presents a vision of urbanization processes in the daily life of rural residents at the regional level. The methods of studying the processes of urbanization in the daily life of rural residents were: analysis of approaches to solving the problems of urbanization on the example of the Strategy for Socio-economic Development of the Stavropol Territory until 2035, taking into account a review of publications of scientists in scientometric databases; analysis of statistical data characterizing the vital activity of the urban and rural population of the Stavropol Territory; analysis of the results of a questionnaire survey of the population. The study found that a scientific discussion of various aspects of urbanization of rural residents confirms the relevance of the topic and shows approaches to solving problems of improving the quality, comfort and query of residents on the characteristics of the living environment. There is a certain lag in the comfort of the environment for the daily life of citizens living in rural areas compared to urban areas. This position is articulated at the level of understanding and the desire of residents to the best forms and models of environmental comfort. In the Strategy for Socio-economic Development of the Stavropol Territory in the period up to 2035 and other program documents for the development of the region, it is given much attention to the topic of complex transformations of rural settlements, both at the level of target indicators and in the concretization of measures to achieve them. The positive dynamics of the processes of urbanization in the life of rural residents is monitored in terms of satisfaction with the comfort of living in settlements and target indicators of strategic documents of the territories and the region as a whole.

1. Introduction

The relevance of research issue of rural territories and associated definitions occupies an important place in world research trends: food and territorial security of countries and regions, urbanization, depopulation, preservation of folk culture and traditions, eco and rural tourism, organic food and many others.

An important aspect in the complex of these thematic areas is urbanization (as the migration of the population from village to city). In search of the causes of this phenomenon, many researchers come to the conclusion that the living conditions of the rural population play a significant role. They are characterized by low territorial accessibility (long distances, lack or interruption in transport links, absence or poor quality of pedestrian sidewalks and hard road surface, etc.) to the services of education, culture, domestic services. The multifaceted nature of the investigated problem is confirmed in numerous studies covering a wide range of subject areas. The studies were conducted in different regions of the world, which confirms the high relevance of the stated topic.
The issues of harmonizing ecosystem services, expanding urban areas in China and rural economies were considered by the authors of the study Zhang K., Sun X., Jin Y., Wang R., Zhang S. [1]. Using the example of 30 villages, they considered 4 models of the provision of ecosystem services and the cost-effectiveness of these activities for local households. It has been established that ecotourism services are the most beneficial. Similar conclusions were drawn in a study of the authors Li H., Nijkamp P., Xie X., Liu J. [2]. Moreover, the situation is not unique to China. Researchers Romanenko Y.O., Boiko V.O., Shevchuk S.M., Barabanova V.V., Karpinska N.V. talk about EU countries [3], where there is a stimulation of the agricultural sector through the development of agritourism. For our study, an important conclusion is that, along with maintaining the uniqueness of the ecosystem characteristics of the area, it is necessary to provide tourists with a high level of quality of life during a visit to rural settlements. Accordingly, the infrastructure of rural settlements should have a qualitatively different level, close to urban conditions.

The conclusions important for understanding the requirements for infrastructure and quality of life in rural settlements are proposed by the authors Wang C., Gao B., Weng Z., Tian Y. [4]. The study found that the lack of standard public sector services for urban areas, in particular education, led to the abandonment of settlement in the village. When the opportunity arises within the framework of the Chinese Government-funded Resettlement Project to reduce poverty, the population chooses urbanization. The striving for a new quality of life and a new distribution in the structure of free time and employment is obvious.

The influence of urbanization processes on the climatic features of the area is indicated by the authors of a study conducted in Nigeria [5]. In their opinion, the resettlement of people from rural to urban is due to two main reasons: the search for a better paid job and a better quality of life. Maintaining the intensity of this process of population migration leads to negative consequences in the field of ecology: due to the expansion of urban construction, the traditional landscape of territories changes, forest areas decrease, which leads, among other things, to an increase in temperature on the earth’s surface. For our study, it is important that the search for mechanisms to ensure the quality of life in rural areas gives a multiplier result, including the field of ecology. In continuation of the environmental aspect, the experience of regulatory regulation of land use processes in the conditions of increasing urbanization is offered by Polish scientists Kurowska K., Kryszk H., Marks-Bielska R., Mika M., Leń P. [6]. Providing institutional mechanisms for the conservation of rural ecosystems and, at the same time, developing conditions for comfortable living and high quality of life in rural areas is an urgent research issue for different types of economies and regions. Researchers Liu T., Huang D., Tan X., Kong F. emphasize the integration of various spatial management systems, which requires a fundamental transformation of the development planning philosophy [7]. The main impulse of the new philosophy should be a higher attention to the conjugation territories in urban and rural integration and strict observance of the legal norms of urban development. This position is also confirmed in publications of other authors [8, 9]. They emphasize the need to build a developed rural infrastructure and implement a strategy for the revival of rural areas, which will reduce the proportion of abandoned agricultural land and settlements.

The social aspects of urbanization and the importance of providing equal quality of medical services in rural and urban areas are considered by the authors of the article Ameye H., De Weerdt J. [10]. Using a comparative analysis of the health of children living in a rural city, scientists came to the conclusion that the lack of access to health care and sanitation is an important factor in reducing the health of rural children. This is especially important at the initial stage of children’s life. Subsequently, all other factors ensuring the level of children’s health are leveled. Similar findings were obtained by Lu C.L., Hsu Y.H., Su W.L., Tsai K.S., Li C.Y.: inequality between urban and rural areas was recorded on the basis of regression analysis of preventive health care data for children in Taiwan [11]. Thus, as in the case of education services, the development of health services at a qualitatively high level will contribute to reducing the outflow of the population from rural areas.

Modern agricultural production is undergoing significant changes, and for the traditionally farming regions of China, the issue of attention of the authorities to updating the life support systems of peasants
is being updated. Authors Ge D., Long H., Qiao W., Sun D., Yang R. emphasize rural transformation. In their opinion, the creation of conditions for entrepreneurship will return rural migrants back [12].

Models of transport accessibility in the context of the infrastructural conditions of rural areas of China are considered by the example of a description of everyday practices of rural residents [13]. The authors note that despite significant advances in the construction of rural roads, the operation of public transport remains unsatisfactory, and for rural residents, safe conditions for traveling on personal light-weight economical transport are of particular importance. This factor is important for planning the characteristics of transport infrastructure projects in rural areas.

The multidimensionality and relevance of the study of urbanization issues in the daily life of rural residents were confirmed in a study of the authors Sampson L., Ettman C.K., Galea S. [14]. Based on a review of publications by the global scientific community, the authors’ hypothesis found that living in rural areas reduces the level of psychological problems of the population. Depressive conditions are more widespread in more densely populated areas than in rural areas. The psychological aspects of the relevance of preserving rural territories require decisions at the state level and address issues of national security [15, 16].

2. Materials and methods
The methods of studying the processes of urbanization in the daily life of rural residents were: analysis of approaches to solving the problems of urbanization on the example of the Strategy for Socio-economic Development of the Stavropol Territory until 2035, taking into account a review of publications of scientists in scientometric databases; analysis of statistical data characterizing the vital activity of the urban and rural population of the Stavropol Territory; analysis of the results of a questionnaire survey of the population.

A survey of residents of the Stavropol Territory was carried out in 2019 on a regional stratified sample, in which different types of settlements were presented. In total, 1049 people took part in the study, among them urban residents made up 59% (619 people) and rural people – 41% (430 people). According to the results of a questionnaire survey of the population, we can confidently talk about a significant difference in the level of comfort of the living environment of the urban and rural population.

| Answer options                  | Total according to the sample, % | Including Urban dwellers, % | Villager, % |
|---------------------------------|----------------------------------|-----------------------------|-------------|
| 1. High level of comfort        | 12,6                             | 15,9                        | 9,3         |
| 2. Comfort level above average  | 26,4                             | 35,8                        | 15,1        |
| 3. Average comfort              | 41,0                             | 36,9                        | 46,0        |
| 4. Comfort level below average  | 8,8                              | 7,5                         | 11,0        |
| 5. Low comfort                  | 11,2                             | 3,9                         | 18,6        |

Most respondents satisfactorily assess the degree of living comfort: 41.0% of respondents indicated an average level of comfort, with 36.9% of respondents in the city and 46% of respondents in rural areas. 51.7% of respondents rated higher than average and high in the city and 24.4% in rural areas. The difference in assessments of the comfort of living is obvious: the urban dwellers more highly assess the living conditions than the rural residents.

According to the Strategy of Socio-economic Development of the Stavropol Territory in the period up to 2035, the leadership positions of the region will be provided, first of all, with a unique standard of quality of living environment. It includes the combination of dynamism and diversity of large cities and life “on earth” in a big house, a big family, in proximity to nature and without harming nature. From the
state of the region-donor population for the centre of Russia, the region should move to the state of the region - a magnet of highly qualified personnel.

Improving the quality of life in small towns and rural areas is a strategic task for the region as a southern region with a strong development of the agricultural sector. The complex of measures included in this task is aimed at reducing the migration outflow and includes measures aimed at the economic development of the village, as well as ensuring the availability of basic social services. First of all, these are measures in the field of agricultural development aimed at creating a viable competitive economy that provides jobs for the population, as well as in the field of development of road and municipal infrastructure (reconstruction and development of the water supply and sanitation system, maintaining the condition of the roadbed in a normative state). At the same time, a package of measures in the field of social development will have a significant impact on reducing migration outflows, namely: 1) improving medical support and access to medical services through the development of the network and material and technical base of primary health care institutions (hereinafter referred to as primary health care), a wider introduction of telemedicine technologies and the use of mobile teams and medical laboratories; 2) improving the quality and accessibility of education in rural areas through the introduction of digital technologies in education (digital school), the development of a regional network of youth creativity centers; 3) an increase in the number and variety of cultural and leisure activities, as well as an increase in the accessibility of services – the modernization of the material and technical base of cultural centers, the introduction of mobile forms – bibliobuses, mobile movie systems, car museums; 4) improving the quality and increasing the number of sports infrastructure in rural areas – reconstruction and construction of new sports and fitness complexes and sports grounds, including at the expense of private investors and as part of a program to support local initiatives. At the same time, it is important to create conditions in the countryside for playing sports not only for young people (playgrounds for playing sports), but also for people of middle and older ages (outdoor exercise machines, fitness rooms, gyms for physical therapy).

In the statistical survey “Stavropol Territory in Figures and Facts” there is an obvious lag in the provision of housing conditions for the rural population. The data are presented in Table 2.

| Index                                | 2015 | 2016 | 2017 | 2018 |
|--------------------------------------|------|------|------|------|
| Average housing provision, m² per inhabitant including: |      |      |      |      |
| in urban areas, m² per inhabitant    | 25.6 | 25.9 | 26.3 | 26.8 |
| in rural areas, m² per inhabitant    | 21.0 | 21.2 | 21.4 | 21.7 |

With the observed steady trend towards an increase in the average housing provision in urban areas, this indicator increased from 25.6 m² in 2015 to 26.8 m² in 2018. While in rural areas, an increase occurred from 20.0 m² in 2015 to 21.7 m² in 2018 without even reaching the 2015 level in urban areas. Improving housing conditions is becoming an important factor in ensuring the comfortable life of rural residents.

In a review of scholarly publications, an important approach was highlighted in providing a comfortable living environment for the rural population, which positively affects the quality of life and contributes to the consolidation of the population in rural areas. This is the development of the economy and agricultural production with the solution of infrastructure problems in rural areas. An analysis of the goals and objectives of the agricultural development program in the Stavropol Territory until 2021 shows that it is planned a comprehensive solution of infrastructure projects and activities related to agricultural production.

Within the framework of the program event “Comprehensive Equipping of Social and Engineering Infrastructure with Settlements Located in Rural Areas, Construction and Reconstruction of Roads”, by 2021 it is planned to commission 72.00 kilometers of local water pipelines; 45.00 kilometers of gas
distribution networks; 275 student places in general education organizations; 19.39 kilometers of paved public roads leading from a network of public roads to the nearest community facilities 8.0 thousand square meters of planar sports facilities in the countryside of the Stavropol Territory.

The level of area improvement of municipal district of the region territories has a significant impact on the living conditions of the Stavropol Territory population. Currently, in the territory of 176 municipal formations of the region there are 41829 apartment buildings and 10457 courtyard territories. 880 courtyards are improved. The share of improved courtyards in the municipalities of the region in the total number of courtyards in the municipalities of the region is 8.42 percent. 21 of the 776 public territories in municipalities of the region have been improved. The share of developed public territories in municipalities of the region in the total number of public territories in municipalities of the region is 2.71 percent. Out of 176 municipal formations of the territory, 18 municipal formations of the territory have implemented measures for the improvement of domestic territories and public territories with the labor participation of citizens and organizations. The share of municipalities of the region that have implemented measures to improve yard territories and public territories with the labor participation of citizens and organizations in the total number of municipalities of the region is 10.23 percent.

The strategic goal of the improvement policy implemented in the Stavropol Territory is to create conditions for systematically improving the quality and comfort of the modern urban environment in the Stavropol Territory by implementing a set of priority measures to form a modern urban environment in the municipalities of the region. The priority of the improvement policy in the Stavropol Territory aimed at achieving this strategic goal is to increase the comfort of living conditions for the population of the Stavropol Territory.

The share of municipalities in the Stavropol Territory implementing measures to improve yard and public areas with the labor participation of citizens and organizations by 2022 will amount to 52.84% of the total number of municipalities, including rural

3. Conclusion
A review of modern publications on the development of a comfortable living for rural residents, urbanization in their daily activities, an analysis of strategic policy documents implemented at the regional level and the results of a survey of residents of the Stavropol Territory allow a number of conclusions:
- a scientific discussion of various aspects of urbanization of rural residents confirms the relevance of the topic and shows approaches to solving problems of improving the quality, comfort and request of residents on the characteristics of the living environment;
- there is a certain lag in the comfort of the environment for the daily life of citizens living in rural areas compared to urban areas; it is articulated at the level of understanding and the desire of residents to better forms and models of environmental comfort;
- in the Strategy of Socio-economic Development of the Stavropol Territory in the period up to 2035 and other program documents for the development of the region, a significant attention is given to the topic of complex transformations of the territories of rural settlements, both at the level of target indicators and in the concretization of measures to achieve them;
- the positive dynamics of the processes of urbanization in the life of rural residents is monitored in terms of satisfaction with the comfort of living in settlements and target indicators of strategic documents of the territories and the region as a whole.

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