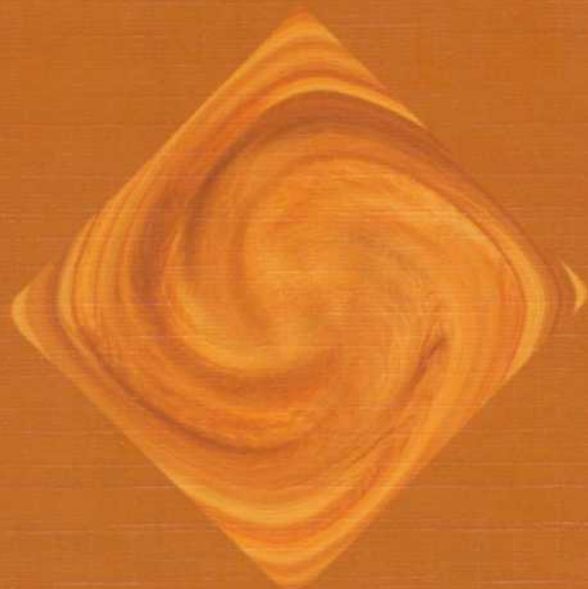


**Regional Development and Public Administration
in the Context of General Tendencies of XXI century**

Edited by Wioletta Szymańska



2015

Department of Socio-Economic Geography and Tourism
Institute of Geography and Regional Studies
Pomeranian University in Słupsk
Assembly of Doctors of Sciences on Public Administrations Ukraine

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The objective of the study is to present the experience of Central and Eastern European countries in the social and economic development, with a particular focus on the tasks of public administration.

The book is addressed to scholars, representatives of local governments and students who study the administration, economy and geography in the conditions of regional development in Central-Eastern and Eastern Europe.

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Contents:

<i>Wioletta Szymańska</i> , The role of the administrative functions in the development of the city in Poland (by example of degraded towns).....	5
<i>Sergey Andreev</i> , Formation of institutional bases of the activities of local self-government authorities in Ukraine as guarantors of civil protection	19
<i>Victoria Filippova</i> , Theoretical and applied aspects of working out the public policy in the educational field of Ukraine.....	32
<i>Svetlana Gaiduchenko</i> , Organizational culture in public administration in the context of globalization and integration.....	42
<i>Mariusz Miedziński</i> , Features of resort tourism and transport availability as the basis of social and economic development by the example of the city of Kolobrzeg and its district.....	52
<i>Katerina Gunchenko</i> , Public administration of quality control in higher education of Ukraine: problems, experience, solutions	64
<i>Iлона Klymenko</i> , Public-private partnership as a mechanism for the e-government implementation.....	76
<i>Ewa Kasperska</i> , Ethnographic museum in the open air as a component of modern tourist product of the region.....	83
<i>Natalia Kovalskaya</i> , Problem field of training experts in social services in Ukraine.....	90
<i>Yuilia Zaporozhtseva</i> , Modernization of modern professional development of foreign language teachers in the process of postgraduate education	98
<i>Liudmyla Ivashyna</i> , Influence of rural green tourism on formation of positive image of region	107
<i>Jan A. Wendt, Joanna Czerwionka</i> , Contemporary research problems of Polish minority in western Ukraine	118
<i>Oleksij Kryukov, Svitlana Lutsenko</i> , Management information systems as an instrument for making the effective administrative decisions	130
<i>Tetiana Bielska</i> , Information warfare as a way of implementing the public policy in the modern world	141
<i>Gabriela Czapiewska</i> , Modern trends in rural areas development of Pomerania in Poland	152
<i>Aleksander Kuczabski, Inna Lopatchenko</i> , Comparative analysis of the European experience of social orphanhood prevention at the regional level.....	165

<i>Oksana Mazur</i> , The peculiarities of integral estimation of beet-sugar sub-complex of Ukrainian regions.....	176
<i>Svetlana Gromova</i> , The organizational unit of higher educational institutions leadership's professional training public administration in Ukraine.....	186
<i>Leszek Kozłowski, Roman Rudnicki, Anna Dubownik</i> , Regional diversification of agricultural land acquisitions by foreign capital entities in Poland in the period of 2002 – 2012.....	196
<i>Andrij Belousov</i> , Economic evaluation features of the emergency situations consequences' of man-caused and natural character in Ukraine.....	214
<i>Ievgen Koniaiev</i> , Ideas of decentralization in the process of independent Ukraine formation: history and the present time	221
<i>Olexandr Radchenko, Serhiy Popov</i> , Paradigm of innovative development of the society grounds for the complex innovations mechanism	229
<i>The Authors</i>	236

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**PROBLEM FIELD OF TRAINING EXPERTS IN SOCIAL SERVICES
IN UKRAINE**

Current events in the world and Ukraine on the background of social and economic crisis requires increased government attention to issues of employment, including vocational training and retraining. One of the areas that need attention from the standpoint of the state to ensure competitive personnel which should provide quality services is the sphere of social services. Significance of growth and development of sphere of services, especially everyday services was examined in the works of such Ukrainian and Russian scientists as V. Androustchenko, V. Apopyi, T. Arbouzova, V. Babaev, A. Z. Varnalyi, V. Gamayunov, B. Danylyshin, M. Dolyshnyi, G. Drobyshev, O. Morgoulets', V. Ratgaizer, O. Reshetnyak, O. Rodina and others. Most researchers represent such sphere which has economic focus in terms of the efficiency of enterprises providing the public services, but the problem of staffing this area is not investigated.

In government programs of social and economic development of red tape is a problem of active policies to promote employment, government regulation through the introduction of market mechanisms that would ensure the optimal level of employment and the balance of demand and supply of labor in the labor market. Actions of this policy are:

- recovering economic situation and investment activity in the country; creation of a new industrial structure, supporting domestic producers; development of a system of new jobs, increased demand for labor in the priority sectors of the economy;
- stimulating individual initiative, enterprise development, small and medium-sized businesses, helping to create new jobs;
- improving the system of remuneration and social protection;
- improvement and renovation of vocational training and retraining, both in schools and in the workplace; preventing of mass lay-offs [8, p. 8].

Analyzing the dynamic needs of workers in the period from 1999 to 2013, we see a gradual increase in demand by 2005 (186,6 thousand persons), and then another two years slightly decreased to 169,7 thousand persons. Attention is drawn to the sharp drop in the needs of workers to the economic crisis in 2008 to 91,1 thousand persons, and in 2009 – 65,8 thousand persons. It can be argued that in 2010-2013 the demand for labor decreased from 63,9 thousand persons to 48,6 thousand persons for all professional groups [5].

Let's note that in this period was the greatest need for qualified workers with the tool, but during these years it decreased from 13,2 to 9,7 thousand persons and the lowest one for skilled workers in agriculture and forestry, fish farming and fisheries from 0,7 to 0,6 thousand persons. For example, other professional demand of enterprises in 2010-2013 was:

-
- legislators, senior government officials, executives, managers (stewards) - from 5,7 to 4,3 thousand persons;
 - professionals - from 9,0 to 8,2 thousand persons;
 - professionals - from 7,4 to 5,9 thousand persons;
 - technical staff - from 2,2 to 1,3 thousand persons;
 - workers in the sphere of trade and services - from 7,9 to 5,1 thousand persons;
 - Workers in maintenance, operation and control of the work process equipment, assembly equipment and machines - from 7,9 to 6,7 thousand persons;
 - elementary occupations - from 9,9 to 6,8 thousand persons [5].

Secondly, the analysis of needs of manpower and the proposition (from the unemployed population) by occupation indicates a gradual recovery in demand for representatives of almost all groups of occupations (increasing demand for qualified workers with tools, reducing the need for qualified businesses agricultural workers and a large demand for service workers and trade). During 20 years the production of skilled workers decreased by 34.3% and of specialists with higher education increased by 1.8-times [7].

The percentage of unemployment in any group of workers may be particularly high because its members are hard to find the work after they have lost it. In addition, failure to start professional formation leads to loss of competence, sometimes to retrain, resulting in financial losses of state (unemployment benefits financing specialist training). It is proved that after six months of job search begins the most dangerous phase when the signs of destructive personality changes starts. In future the person feels helpless and reconciles with the situation, gets used to inaction as well as specialist loses professionalism and acquired skills. Due to complaints from employers on the level of training, the rate of technological progress and sometimes lack of experience or lack of time a person can quickly lose any chance to find a job in the labor market. Therefore, in the context of the concept of "*lifelong education*", targeting small and medium business training and a middle class in Ukraine is particularly relevant the training and retraining specialists in social services.

However social significance of everyday services is in possibility to save time and in satisfaction of needs that have initial character but people can't be always satisfied by self-service caused by different reasons. Contemporary growth of need in everyday services grows thanks to passage to postindustrial society and approach to worker from the positions of "*people's capital*". That's why there is need in creative individuality with high level of professional preparing which has possibility to open its potential in full size and to get public recognition. Now considerable quantity of people must change profile of their work, learn new specialty, work in several places (need of liberation of additional time).

Because of fulfillment of everyday services it is guaranteed the main rights of man and it is also carried out forming of individuality itself, services are "*social ones*" not only thanks to realization in social sphere but thanks to society's significance and existence in the interests of society. So to the main indicators of level of social

development of country it can be related assignment of services by the sphere of social and everyday services.

In perspective the development of sphere of social and everyday services will put into practice thanks to the creation of business structures, because the main advantage of sphere of services is the reality that the most part of its branches doesn't need big financial resources on its development and it has comparatively fast term of payback. For example, according to the law of Ukraine "About employment of population" State policy of employment of population must favor "guaranteeing of effective employment, warning against unemployment, creation of new working places and conditions for development of business, coordination of activity in the sphere of employment with other directions of economic and social policy on the base of state and regional programs of employment" [3, p. 3]. It is necessary to note that with the aim of creation of conditions for fulfillment of right of citizens for work the State foresees "increase of mobility of workers", "favors to business, creation of small enterprises", "other actions that favor keeping and development of system of working places" [3, p. 6].

So dynamics of development of sphere of social and everyday services in Ukraine conditions the fact that it attracts small and middle business (priority direction of development of native economy), gives a great number of professional services that don't need considerable capital investments, guarantees service not only physical but juridical persons, fast payback of invested money, considerable potential in guaranteeing by the place of work great quantity of workers of able to work age and high potential of development thanks to mobility (fast reaction on new and progressive).

Contemporary stage of development of sphere of social and everyday service is characterized by search of optimum structural regulations in future model of social-oriented market economy, namely place and role of sphere of service, because sphere of service satisfies those needs in society, that, properly, determine economic growth, favor development of business and forming in Ukraine middle class, which makes economic reforms irretrievable. Namely high percentage of small and middle enterprises in economy means that wide layers of population join to business and accordingly to this fact, material resources are distributed among the biggest quantity of citizens. We notice that middle class perfects the quality of life through the influence of economic development of society, because the representatives of middle class are or self-occupied, that thanks to their professional qualities can guarantee work for themselves, or businessmen, that create supplementary working places. "Advantage of economic growth is not in the fact that it makes people happier, but is in the fact that it broadens their opportunities to choice" [10, p. 32].

Besides, representatives of middle class are the main producers and customers of everyday services. In contemporary conditions more and more people and organizations refuse from solving everyday problems and address to proper specialists. Everyday services are inseparable attribute of contemporary existence of man, directed to satisfaction of everyday, vital needs of man, guarantee his normal life activity, and improve everyday life and quality of life.

To the minds of researchers middle class consists of those people, that have not big property (small and middle business) and of those people, that have not property but they have high qualification and opportunity to get high salary. But middle class is not similar, depending on present property, education, professional status and so on. Authors stress that specific understanding of term "*middle class*" means social unity which has definite descriptions, proper to middle class of contemporary western society: sufficient level of profit; ownership of sufficient realty which would guarantee relative freedom and independence, presence of own deed; high professional education and qualification; relative satisfaction with its status, moderate political conservatism, interest in support of social order [4, p. 152]. In Ukraine it is possible forming of middle class thanks growth of part of middle-profit part of society, thanks forming of ideology of middle class on the principles of definite system of values for achievement not only material aims but professional self-realization and self-expression of individuality, growth of professionalism, possibilities of small business. "*It is possible to examine the fact of forming of middle class in a quality of important criterion of effectiveness of reforms, as illustration of firmness of all system of economic, social and political institutions*" [1, p. 151–152]. During the process of changes of middle class into influential element of social structure, it begins to fulfill function of softening of class conflicts, support of social consensus and stability of society. Besides namely this class is always an active subject of labor-market and it is interested in presence of working places. Namely representatives of this class give job for growing of income holding of more than one office, on several working places, using flexible graph [4, p. 80-82]. We notice that in developed countries they are the biggest part of society, and Ukraine can't represent the same position.

After all, the middle class can not occur automatically and requires certain actions by state and local governments. The middle class, which is representative of small and medium enterprises, is composed of many workers in the field of social and personal services, acts as a supplier of high performance through taxes, the formation of the financial activities of state and local governments. Because of paying taxes, the middle class is capable of supporting socially passive population and thus act as a guarantor of the implementation of government social programs.

Small business in the sphere of social and everyday services requires attention from the local authorities, so as the middle class could fill a budget, help stabilizing the economy of the city and decide the problems of employment.

Local authorities will not have the real opportunities to invest local small businesses and entrepreneurs and to implement joint programs in order to meet consumer needs of the residents of communities in personal services the local budget if not laid a single article "*business development*". In addition, create obstacles of effectiveness local government policy can: weak regulatory and legal framework to support small businesses; strengthening the administrative burden; lack of an effective mechanism for financial support; tax pressure; instability in the business environment [2]

Thus, on the local level of bodies of executive power which activities directly affect the formation of the middle class in the region, particularly in the sphere of social and personal services, and therefore contributes to the development of this sphere.

In the programs of the development of everyday service worked out on regional level the necessity of creation of contemporary system of preparation of skilled workers for giving of everyday service constantly stresses, because specialists of sphere of social and everyday service can develop small and middle business, favor the process of forming of the middle class. At each of these programs provides one of the aims of human development and social potential by the way of inculcation of contemporary programs of training, retraining and formation of qualification of proper personnel and one of the tasks is perfection of system of training and retraining of personnel with the orientation on small business. Moreover, in the Programs of development of everyday service of population of regional, local and district levels, the main tasks are: restoration and further development of net of enterprises of everyday service of population, improvement of image of working professions in the sphere of everyday service, creation of favorable conditions for fulfillment of activity done by businessmen in the process of giving of everyday service for population.

Among the reasons of low quality of giving of everyday service specify qualification of the considerable part of specialists that work in the sphere of everyday service, and their qualification doesn't correspond to the demands of markets conditions.

During the Soviet time the service sector was not underdeveloped because of the lack of full market relations between the producers and the consumers of services, slow response of the public service producers to changes in the consumer demand, low competition between the producers of services, the state monopoly in many areas of service, particularly in the banking, insurance, foreign trade; restrictive barriers to provide a range of services. As you know the monopoly of the state ownership and centralized policy management in the USSR did not contribute to the flexibility and orientation to meet the diverse needs of people and businesses, and personal services (some species) exist in other sectors of the economy as industry groups of public services, including which were held 2-3 times a year meetings, seminars and meetings of the relevant professionals.

The specific features were led to the isolation of community service as an independent branch to a large extent that is unique to enterprises of service life. In particular, the local nature of the most industries, personal contact of the consumer (customer) with the artist or representative of the household services; simultaneous execution of the functions specific to the industrial production and retail (sales of services at different prices); dependence of consumer services from fluctuations in demand for domestic services in each season of the year, month and even working hours of enterprises; often the result of professionals work providing domestic services must use values that do not take material form, but in a commodity money relations are popular articles. Depending on the functions that are performed by workers of enterprises (organizations) the community services were divided into the following

categories: workers (primary and secondary), students, engineers and technical workers, employees, junior staff and workers protection. The main form of training skilled workers in the USSR was training in vocational schools.

At the end of the 1980-s they were not satisfied in services even minimum needs of customers, according to worked out rational standards, namely "guaranteeing by everyday services was 77% from standard, for example; repairing and building of dwelling – 8.6%, repairing of transport – 14.1%, chemical cleaning – 29.8%, barber's services – 43.4% and so on" [9, p. 215].

In 1986-2000 it was planned to implement measures aimed at improving professional training and retraining workers of service life. Every year more than 21 thousand specialists were planned to prepare for the industry vocational of Ukraine. Since the late 90's the increasing quality of living led to the revival of demand in the domestic services. At this time the development of the consumer service were aimed primarily at overcoming shortages of goods and services by maximizing use of existing and creation of additional capacity at the service enterprises. The financial performance of community service in 1996 (book profit) totaled 23.3 mln.grn. from which 40.3% is the share of small enterprises. In 1997 it was already 66.1% [6, p. 77].

Thus, to solve these problems it is important to set up the social interaction and partnership in the "labor market - the employer - an educational institution". The new situation has created a new need - to have information about the potential demand for the graduates of a particular profession, to know the qualification and other requirements; which will be offered for them by employers, to shape the adaptive capacity of the graduates. In these circumstances the educational institution must focus primarily on the needs of the labor market, specific requests of employers, their requirements for qualification and quality of work of a specialist. And in modern terms the question of Formation of new relation system between educational establishment and enterprises, unions of employers, service of employment becomes more actual – so with everything who is in the system of interaction.

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