

Modern Approach to Managing the Sustainability and Security of the Territory

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Abstract

Balanced development of the territory of the Russian Federation provides focus on ensuring conditions that allow each region to have available and necessary resources and to ensure decent living conditions for citizens, integrated development and competitiveness and security areas.

Keywords: Administration of the territory; Sustainable development of the territory; Security area

Introduction

Balanced development of the territory of the Russian Federation provides focus on providing conditions that allow each region to have available the necessary resources and to ensure decent living conditions for citizens, integrated development and competitiveness, and security of the regions. In the scientific literature governance stability and security of the territory are not considered.

Getting this goal will be achieved in the implementation of regional policy aimed at realizing the potential of each region, creating different opportunities for citizens and the promotion of human development, overcoming infrastructure and institutional constraints, a focus for the development of federal relations, as well as reform of the systems of state and local government.

Ensuring a balanced socio-economic development of regions as one of the targets of socio-economic development of the Russian Federation requires synchronization of regional policy, such as:

- Promote economic development through the creation of new centers of economic growth in the regions on the basis of competitive advantage;
- Coordination of infrastructure investments and investment strategies of the state of business in the regions taking into account the priorities of the spatial development and resource constraints, including demographic; A reduction in the level of differentiation and quality of life in the region through effective mechanisms of social and fiscal policy.
- The basis for sustainable territorial development is a systematic approach. At the same time the region is perceived as a kind of “integrity, consisting of interdependent municipalities, each of which contributes to the sustainable development of the region by implementing in its own territory the principles of sustainable development of the municipality” [1].
- There are characteristics of modern economic growth, ensuring the implementation of a systematic approach to sustainable development of municipalities:
 - High growth of product per capita and the population in the territories; - Rapid growth in labor productivity;
 - High rate of structural transformation of the economy of the region, affecting the totality of municipalities;
 - Significant changes in the closely related and very important

structures of society and ideology of community development;

- Distribution of economic growth, despite its particular effects, manifested in the municipal scale, limited by the fact that the level of economic output in the region has significantly differentiated and objective nature of their own security [2].

The state policy of regional development in the long term, will form the basis of the following main objectives:

- The adoption of coordination at the federal, regional and local levels to create conditions for the development of sectors of the economy and the social sphere and the formation of centers of outstripping economic growth taking into account the competitive advantages of each region;
- Provision of financial support to the regions in order to provide statutory minimally acceptable standard of living associated with the provision of the public opportunities to quality education, health, and cultural and leisure services;
- Financial support for the regions in order to reduce the differentiation in the conditions of the reforms envisaged by public policy;
- The development of infrastructure security areas and to create conditions for improving the competitiveness of the regional economy, as well as addressing issues of social development, including improved transport access areas;
- Improving the mechanisms for stimulating public authorities of subjects of the Russian Federation and local self-government for the effective implementation of their powers and the creation of favorable conditions for comprehensive social and economic development of regions.

Innovative and social direction of long-term socio-economic development of the Russian Federation is shown in the following:

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Received October 31, 2015; Accepted December 09, 2015; Published December 18, 2015

Citation: Morozova GA (2015) Modern Approach to Managing the Sustainability and Security of the Territory. J Socialomics 5: 136. doi:10.4172/2167-0358.1000136

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- The development of scientific, technical and educational potential of large urban agglomerations with a high quality environment and human potential, dynamic innovation and educational infrastructure;
- Formation of regional industrial clusters (at least 6-8), focused on high-tech industries in the priority sectors of the economy
- Formation of regional industrial clusters poorly developed areas, focused on deep processing of raw materials and energy production with the use of modern technologies
- The formation and development of tourist and recreational areas with a high level of service provision of services in areas with unique natural and climatic conditions
- The development of large-scale production and transport and logistics hubs in the framework of supporting the formation of a national transport network, has the potential capacity
- A significant reduction of intra-regional and inter-regional differentiation in the level and quality of the social environment and the population's income
- The preservation of the traditional way of life, cultural diversity and employment of Indigenous Peoples of the North, Siberia and the Far East
- Regional development is determined mainly by the already formed areas of advanced economic growth, which include
- Largest metropolitan area with the most dynamic economic growth, ensuring the flow of population and investment
- Large cities - centers of regions, the growth of which is provided by the concentration of service functions and industrial production
- Areas in which focused mining and processing, the development of which is less stable, depending on market prices, but significant budgetary receipts allow to develop human capacity and infrastructure
- Ports of the European part of Russia, through which the main cargo and passenger traffic
- The territory of Southern Russia with a developed infrastructure, access to the coast and unique recreational resources
- It is crucial to solve the "problem of the federal transport, energy, telecommunications and other industrial and social infrastructure, taking into account the spatial organization of zones of advanced economic development"[3].
- The process towards budgetary capital investments in federal infrastructure facilities, "must be transparent and focused on achieving the goals and targets for the development of individual industries and regions" [4].

Long-term (federal) targeted programs should define the objectives for regional and municipal target programs of social and economic development of Russian regions and municipalities, and together these programs are designed to create a favorable environment for the implementation of investment projects and business programs.

The development of inter-budgetary relations between the federal center and the subjects of the Russian Federation is based on the following principles:

- Consideration of territorial differentiation, providing for the calculation of transfers account regional specificities;

- Keeping the differentiation of socio-economic development in the calculation of transfers, and in determining the level of co-financing of appropriate expenditure obligations of regional budgets;

- Program funding, providing for the grant in the framework of long-term programs of subsidies for the implementation of relevant regional programs, which will assess the prospects for the development of related industries in a particular region of the Russian Federation;

- The responsibility of the regions for the proper and effective use of intergovernmental transfers from the federal budget, providing for co-ordination of these transfers with the effectiveness of the implementation of regional programs for the development of industries, which provided federal subsidies.

The economic development of the Volga Federal District will be based on the modernization of large industrial potential of the regions and also in the development of the sector of modern services in a polycentric system of urban agglomerations. Industrial development is directly connected with the promotion of new technologies to go to the production of competitive products, improving management, attracting foreign investors and technological developments, and for defense industries - with a stable state order. This will increase the competitiveness of the leading engineering industries, including aerospace and automotive structures, petrochemical and chemical industries.

In the long term, will develop the division of labor between regions and cooperation with the world's reliance on technological innovations and industry research base leading industrial center of the region and large cities of the Volga region. The actions of all the authorities and politicians of Russia in the XXI century. We should be evaluated on the sole criterion: whether these actions contribute to the strengthening or weakening of the competitiveness of the region.

Territorial marketing - marketing in the interests of the territory, its domestic entities, as well as external actors, who are interested in the attention area. Full implementation of the marketing throughout the territory-the problem is not one decade, but the first steps have already been taken. Marketing services appeared in many enterprises; there was the legal framework for market conduct; basics of marketing taught in many educational institutions; there was literature on territorial marketing; changes psychology relationship marketing from the businessmen, citizens and authorities.

But all these advances relate mainly to traditional marketing specific products and services; on the marketing of the Territories themselves positive change is very small.

The subjects are actively engaged in the promotion, are state and municipal authorities, local economic development agencies, tourism companies, trading houses, sports committees and any other structures localized in the territory and to be proactive in order to attract attention to its potential customers and retain already present. The leading purpose of these entities marketing areas serves the establishment, maintenance or modification of opinions, intentions and behavior of subjects consuming.

To realize its targeted marketing orientation territories allows developing a set of measures that ensure:

- Shaping and improving the image of the territory, its prestige, business and social competitiveness;
- Increasing the participation of the territory and its actors in the implementation of international, federal and regional programs;

- Involvement of the territory of the state and other external to the territory of the orders;
- Increasing the attractiveness of investments, the realization on the territory of the foreign to her resources;
- Encouraging the purchase and use of its own resources outside the territory of its benefits and in its interests.

Conventionally, the mediators may be included the following entities marketing areas:

- Authorities and non-governmental organizations, associations of higher territorial level and their representatives.
- Chambers of commerce, business centers and international trade fairs, shopping centers, Fairs;
- Interterritorial networking various organizational structures.
- Media and communication.
- Vocational education institutions.

On the activities of any business entity in a market economy to some extent it has an impact competition as a factor that determines the nature of the strategy and tactics of marketing activities. For the participants of market relations, and above all for manufacturers, competition is objectively coercive, forcing them to adopt new technologies, increase productivity, reduce or restrain prices for manufactured products, reduce production costs, save resources, to achieve the most efficient combination use of factors of production .

With competition inextricably linked to competitiveness of the goods, producers, industry, the national economy. Competitiveness enterprise generally involves:

- Commissioning of housing, mil

The monetary and financial sector:

- The size of foreign exchange reserves, the end of December, billion.
- The annual inflation rate %.
- The level of monetization of the economy (M2 money supply at the end of the year as% of (GDP).
- The proportion of bad debts in the total amount of consumer and mortgage loans% of total loans.
- The federal budget deficit, in % of GDP.
- The ratio of public external and domestic debt to GDP ratio %.

In the field of foreign trade:

- The proportion of imported food in all food resources%.
- The trade balance in% of GDP.

To determine the importance of the indicators used by expert estimates. The calculation of the integral index of criticality is produced by the following procedure

Calculation of the deviation of the indicator from its boundary (critical) values: $V / CV (1)$

Where

V- Value of the indicator, coefficient

CV- boundary (critical) value factor

The resulting value represents the excess of the value of the indicator over its boundary value, hereinafter called the deviation.

The indicator for sustainable development of the area secure – the calibration obtained deviation with respect to the equilibrium point (0) of the scale factor of sustainable development. It is necessary to proceed from the assumption that any territory is at the point of equilibrium, i.e., the value of its indicators are equal to their boundary critical in this case, the calibration is performed by referring to the deflection unit.

- The ability to produce competitive products
- There is a clear organizational-administrative mechanism which seeks to implement mission-critical
- Orientation of the firm on the market and systematic work with customers
- The availability of competitive strategy and smart tactics in relation to competitors
- Highly trained staff, including a good knowledge of marketing and its possibilities
- Ability to react to changes in the environment.

Competitiveness enterprise - the possibility of effective economic activity and its practical implementation profitable in a competitive market. In other words, the rate of competitiveness for any company reflects the result of the work of all its divisions (i.e., the state of its internal environment), as well as its response to changes in external factors influence.

Using the tools of territorial marketing and factors of competitiveness of the region enterprises and organizations promote products produced [5].

To assess the safety of the territory can be taken scorecard developed Honored Economist of the Russian Federation, head of the Center for Financial Studies IE RAS, Moscow, Doctor of Economics, professor V.K.Senchagovym presented in the article "New threats to economic security and protection Russia's national interests" [5].

Indicators

In the real economy:

- The annual growth rate of the economy (GDP) %.
- Investments in fixed assets as% of GDP.
- The share of machinery and equipment, electrical equipment, optical equipment in the total volume of products %.
- Collect grain, Mt
- The share of shipped innovative products%.

In the social sphere:

- The ratio of the number of people of retirement age and labor.
- The share of the population with incomes below the subsistence minimum.
- Assets ratio (the ratio of 10% and 10% of high-yield low-income segments of the population, again).
- The share of the middle class in the total population %.

- The ratio of average pension to average wage%.
- The unemployment rate according to ILO methodology.
- The size of housing per capita, sq.m

In addition, the implementation of this step is necessary to pay attention to the sign of the indicator for signs and symptoms of stimulant-disincentives correlation process with the unit are slightly different:

- sign-disincentives (correlation units with a deviation, i.e. 1 - deviation)
- Sign-stimulator (correlation of deviation from the unit, i.e. the deviation of -1).

The calculation of the integral index of sustainable development of a safe territory:

Integral indicator of the degree of sustainable socio-economic situation in the area is the sum of these socio-economic indicators with weights affixed on the basis of a method of expert evaluations: $K = \sum W_1 C_1$ (2)

Where

W1-weight

C1-value deviation indicator (can be positive or negative depending on whether the indicator stimulant or disincentives).

The use of expert evaluations enable further change the importance (weight) of an indicator as a function of changes in the socio-economic development level of the territory.

Author's findings

The calculation is determined by the deviation from the obtained values of the integral index of the scale factor of sustainable development of a safe territory.

Evaluation of the safety of certain territories initiates competitiveness between local governments of municipal and urban districts and encourages the introduction of positive experience, formed on various areas.

According to the analysis and evaluation of the integral index of sustainable development in the region considered all his strengths and weaknesses, the main problems of sustainable development, developed guidelines for their decisions. Analysis of the dynamics of the integral indicator shows a positive trend in the overall sustainable development of the region during the study period, but if we consider the calculation of each indicator individually in comparison with other regions, once determined by a number of problems. Because of the complexity of economic systems at the present stage is virtually no reliable integral indicator of sustainable development, the presence of which would more accurately reflect the stability of the development of individual regions.

Feature of the development areas to increase the level of sustainable development of the region lies in the fact that this level of control is intermediate between the federal and municipal, so it feels the effects of both of these levels, but at the same time and he can influence the processes occurring in municipalities, so and in the state as a whole.

Issues for further investigation

Recently, with the increase in the number of subsidized regions in Russia and in many countries, the notion of sustainable development of the subsidized region". In connection with the direction of the regional policy in the transition to a multipolar policy developed with a focus on the most developed subjects of the federation, subsidized regions need to redefine its role and place I general economic space, revising the system of priorities and focus on those areas where it is possible to increase the level of competitiveness.

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