

## The Conceptual Model of Sustainable Development of the Rubal Sector

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### ABSTRACT

On the one hand, the relevance of the studied issue is determined by growing lag of rural territorial units in socioeconomic development, and on the other by their significance in such important aspects of the country, as ensuring food supply security, preservation of the available land, production, ecological, demographic and human potential. The aim of the article is to develop the conceptual model of sustainable development of rural areas, which is based on the system of indicators of quality of living of rural population. The leading method for studying this issue is modeling, which allows to consider it as a targeted and organized process of formation of the concept of sustainable development of the rural sector of the regional economy using the example of the studies of experience of sustainable development of the Kinel-Cherkassky municipal district of the Samara region. The results: the analysis of consistence and tendencies of development of agrarian potential of rural areas of the Samara region was carried out for the purpose of implementation of the conceptual model of sustainable development and assessment of further prospects in the production sphere of the village; the main reasons for disproportion in sustainable development of rural areas of the Samara region are identified. The materials of this article can be used for theoretical conclusions, methodological developments and working knowledge in activities of bodies of the regional government and local self-government when developing the concept and programs of sustainable development of rural municipalities.

### KEYWORDS

Conceptual model, sustainable development, rural areas, rural sector

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## Introduction

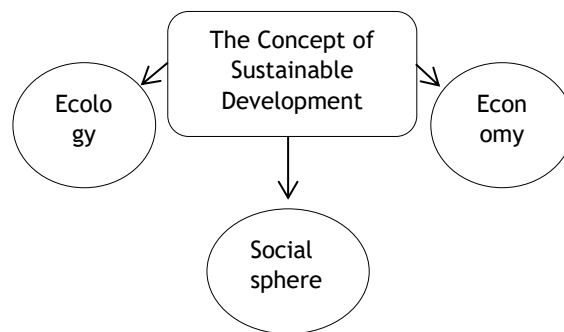
In recent decades, theoretical and empirical researches of the problem of sustainable development of Russia indicate qualitative distinction of environmentally safe, but retrogressive in socioeconomic development

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territories, and environmentally harsh territories, realizing factors of sustainable social and economic development. Unlike all countries of the world, Russia has unprecedented differentiation of natural and ecological, national and ethnic, social and economic factors of development, forming a huge variety of regions, administrative regions and territorial and production systems.

Complexity of Russia as an economic agent in the environment, occurrence of inconsistent features and tendencies (in economy, in ecology and in the sphere of social relations) complicates definition of the uniform national concept of sustainable development. Crudity and schematism of the concept urgently dictates that our country needs the concept that can be reduced to practice, and which will allow to connect inconsistent tendencies in economy, in social development and in the nature. Our country also needs a new methodology which would provide an opportunity to develop the theory from personal accumulated knowledge and available Russian material received from systems and banks of monitoring.

The sustainable development can be represented schematically as the process of interaction of three components: "population - nature – business" or "social sphere - ecology – economy" (fig. 1).



**Figure 1.** Major features of the Concept of Sustainable Development

In the concept of sustainable development this triad gets new priorities: the purpose is well-being of the living and future generations, the basis - natural and ecological life support systems, and the economy – engine for development.

The economic approach to the sustainable development implicates optimum utilization of scanty resources.

The social component is focused on preserving social stability and cultural diversity at a global scale.

It is necessary to provide stability of natural systems, their ability to self-regeneration, adaptation to changing conditions for ecological safety.

Harmonization of these different points of view raised new problems for the mankind. For example, as a result of interrelation between economic and social aspects, the problem of equitable distribution of incomings within one generation has arised. The interconnection of ecological and economic elements raised an issue of money measure and internalization of effects on environment. Joint consideration of social and ecological components demands to consider the

rights of future generations and to involve the population in decision-making process.

The fundamental difference between the concept of sustainable development and traditional views and business practice is the integrated approach to development as to the overall process. That is why it is the basic concept for ensuring complex territorial development.

At the present time implementation of the strategy of sustainable development of rural areas in the Russian Federation (The Orenburg region, the Kirov region, etc.) is carried out on the following priority guidelines:

Adherence of direct dependence of the level of the state financial support on certain economic criteria of activities of commodity producers, such as productive efficiency of agriculturally used areas and farm animals.

Encouragement of the most effective and progressive forms and branches of production, providing agricultural commodity producers with required income for sustainable economical activity and extended reproduction.

Concentration of financial resources on the most important "strategic areas", i.e. in those branches of agrarian production, where it is possible to expect rather fast increment of growth of production of outputs, realization of maximum profit (production of vegetables, fruits, feed, animal products, fish breeding, etc.).

Reduction of channels (types) of expenditure of the state support, transition from the "branch" principle of financing to the "territorial".

Use of mechanisms of the purposeful targeted support, which is implemented in most cases on the competitive basis of development projects of households and lines of business, combined with consulting (project) support.

Transition to the program principle of budget allocation when simultaneously restricting provision of financial resources per customer.

Support producers, which have real potentials, aimed to stimulate innovative development of the production, capable to provide self-development and decent salaries to workers.

The resulting effect of the strategic development of the rural area is achievement of social effect of the carried-out events. This effect involves improvement of well-being of the population, living in this territory.

Sustainability of development of the rural areas is a dynamically developing process of transition of this system to the new high-quality level aimed to provide economically and environmentally sound, socially-oriented extended reproduction. It is also focused on increase of the level and improvement of quality of living of rural population under the conditions of certain impact of factors of internal and external environment. Then it is necessary to specify the methodological and theoretical aspects of these factors.

It should be noted that worsening the problem of sustainable development of rural areas is caused by impact of a complex of internal and external factors, which appear at all stages of public reproduction process.

The problem of sustainable development of the rural sector is considered in the works of A. Dorward (2013), P. Otiman et al. (2014), D. Popescu(2014), D. Hoornweg & P. Munro-Faure (2013).

## Methods

### *Research methods*

The following methods were used in the course of the research: theoretical (analysis; synthesis; concretization; generalization; analog method; modeling); diagnostic (questionnaire, interviewing); empirical (research of experience of sustainable development of the Kinel-Cherkassky municipal district of the Samara region, regulatory and educational and methodical documentation, strategic program of development); experimental (ascertaining, formative, and control experiments); methods of mathematical statistics and graphic representation of the results.

### *Experimental research base*

The Kinel-Cherkassky municipal district of the Samara region is the experimental basis of the research.

### *Investigation stages*

The research of the problem was conducted in three stages:

— at the first stage there was the theoretical analysis of existing methodological approaches in economic scientific literature, thesis research on this problem, and also theories and research methods in this field; the problem, the aim, and the research methods are identified.

— at the second stage the conceptual model of sustainable development of the rural area was developed, this model is based on achievement of the main and basic targets in economic, social, ecological, institutional spheres of development of the rural area whilst its rational interaction with the external environment by means of ensuring its ability to self-development, efficiency of functioning, flexibility, adaptability and safety.

— at the third stage the experimental work was completed, the most important criteria for assessment of prospects evaluation of sustainable development of rural areas and their social, ecologic and economic levels were identified: the level of demographic well-being – criterion 1; the living standard of rural population – criterion 2, the level of development of social and utility infrastructure, ensuring environmental security – criterion 3, the level of productive-economic development and innovative rural economy – criterion 4.

## Results and Discussions

### *The structure and content of the model*

The structural-functional model of formation of monitoring skills was developed from the system-activity approach. This model includes motivational and targeted, substantial and procedural, resultative and estimating structural components.

It is important to note that unique features characterize modern stage of social development: on the one hand, globalization of economic processes and cross-sectoral integration gain a wide scope. They make for economic unions and integration groupings, controlling huge territories. On the other hand, each person living in the inhabited locality is a part of local community, which differs from other communities not only in the territory, but also in established

household and economic relationships, in make-up of population and in the way of inclusion of the population in process of social reproduction (Balandin, 2014).

Within the boundaries of the local community, the population living in this territory farm by joint efforts in order to satisfy both collective and personal needs of inhabitants. Each territory is formed and functions in accordance with the administrative-territorial system, and its control is exercised on the basis of the principles of the local government. The local government not only fulfills the responsibilities established in accordance with legislation in the respective territory, but also provide sustainable socioeconomic development of the territory for improving competitiveness of the territory, its investment attractiveness, and improvement of quality of living of the population.

The conceptual model of sustainable development of the rural areas is based on achievement of the major and basic reference points in economic, social, ecological, institutional spheres of development of the rural areas in the setting of their rational interaction with external environment by means of ensuring its ability to self-development, efficiency of functioning, flexibility, adaptability and safety.

Transition of the region to sustainable development requires:

- to introduce economical activity into limits of capacity of ecosystems on the basis of mass adoption of energy-conservative and resource-saving technologies; to change purposefully the structure of economy, structure of private and public consumption;

- to estimate the economic capacity of local and regional ecosystems of the country, to define admissible man impact on them;

- to impose a number of restrictions. Among them – economical activity mainly in developed areas, and renunciation of placement of any projects which cause an irreplaceable environmental damage or ecological consequences of which are understudied.

The global experience shows that the problem of aggravation of competition is observed in the countries where regions act as subjects of public administration. Each of them have their own sociocultural, natural and ecological features. Regions have varying degree of finance and economic self-sufficiency. Therefore, regions provide possibilities of innovative development of all national economy and quality of living of the population, when they become the basis for generation of social and entrepreneurial, innovative and industrial clusters (Yurina, 2010).

With reference to the above mentioned, at the regional level it is expected:

- to carry out environmental actions in resettlement areas, including their sanitation, recultivation of lands, amenity planting and redevelopment;

- to develop agricultural sector on the basis of progressive agro technologies adapted to local conditions;

- to conduct reconstruction of regional industrial systems, taking into account economic capacity of local ecosystems.

Summing up all the aforesaid, it is necessary to draw the following conclusions:

- the analysis of various judgments concerning the term "sustainable development" allows to conclude that sustainable development of rural areas is

stable socioeconomic development, which is not destroying their natural base and providing continuous progress of society. And transition to sustainable development means gradual securing of targeted self-organization of society in economic, social and ecological spheres. Hereby, sustainable development is characterized by economic efficiency, ecological safety and social equity.

— sustainability of development is more likely connected with steady progress on higher stages of development of socioeconomic systems, than with overcoming of socioeconomic depression of the system;

— increase in system stability means increase of degree of active overcoming of unfavourable, including random variations of factors of external environment;

— the higher form of stable system organization is the form that helps to develop sustainably, to self-regulate, to self-control, to self-improve, using internal and external resources as much as possible.

Implementation of this conceptual model will promote: stabilization of socioeconomic consistence of the rural area due to efficient use of potential of the territory, increase of financial resources and their availability, institutional and structural transformations at the territories, implementation of targeted changes in growth of wage rates of the rural population and its purchasing capacity, ensuring full employment and increase of the level and quality of living of the population.

### ***Stages of implementation of the model***

#### ***Ascertaining Stage***

The strategic analysis, systematization and research of socioeconomic development of rural areas of the Samara region was carried out for the purpose of introduction of the conceptual model. There were also used various approaches to their typification considering theoretical advances of the national science and their tangible embodiment in materials of the regional development programs of the village covering the increasing number of territorial subjects of the Russian Federation in recent years.

For example, the settlement capacity of the Samara region accounts 1309 rural inhabited localities, which are united in 292 rural and 12 residential locations (urban-type settlement) in 27 administrative regions. That is why to sustainable development of rural areas has to be given proper consideration in socioeconomic development of the region.

At the same time, sustainable development of the rural area significantly depends on consistence of agricultural industry, which is one of the main employers in the village now, and is the only large sphere from the majority of rural economies, providing conservation of the natural landscape and care of the cultural landscape.

It should be noted that the degree of diversification of rural areas is strengthening over time, thanks in part to both positive and negative factors.

Development of small business, industrial sector of economy, the sphere of trade and services are relating to the first. And to the second decrease in performance indicators of agricultural holdings and the whole complex of their problems, which aggravated within the market, refer to the negative factors.

In recent years, the structure of rural economies of the region undergoes changes, generally in favor of development of commercially viable branches with a short payoff period (trade, financial activity, transport industry, communication, etc.). Alongside with that sustainable rural development can be provided only through optimal combination and development of agrarian and nonagrarian business.

The most important indicator of sustainable development of rural areas is investment behavior into the fixed capital per capita, which reflects downtrend of investment activity of the majority of rural districts of the Samara region in the last three years.

A special role in development of rural areas is played by small business as the most dynamic form of maintaining the entrepreneurial activity. Small business creates favorable conditions for development of economy of territories: the consumer's market enlarges, additional working positions are created, and counteraction to monopolism and maintenance of the normal competitive environment take place. In recent years, positive runup on the main indicators is noted, and the tendency of development of small business can be characterized as favorable.

Despite the downward dynamic expressed in decrease in number of individual businessmen, the Samara dominates in the Volga Federal district on the available raw materials potential of small enterprises, and on the level of development of small business (shared 2 and 3 places with the Republic of Bashkortostan). This, undoubtedly, promotes rapid growth of small business in rural areas.

Thus, small business of economies of the rural areas shows self-development potential.

The sustainable development of rural areas is impossible without sustainable development of the rural sector, which is of great importance for development of the regional economy. In this sector the necessary food supplies are produced, and conditions for fixing of the population and preservation of social stability in the village are created.

The Samara region is one of largest regions in the Russian Federation with the developed agro-industrial complex. Agrobusiness is generally concentrated in 27 municipal districts, which occupy 96,7% of the territory of the region and 19,5% of all population of the area live there. Nearly 4,0% of gross production, 2,7% of cost of the capital fund accounts for agricultural industry in the region, and 6,4% of labour forces of the regional economical complex in general are engaged in it.

The basis of the agro-industrial complex of the majority of municipal districts of the Samara region is its second sphere, presented by branch of farming, which is a multi-industry economic-organizing system.

### ***Formative Stage***

Implementation of the conceptual model of sustainable agropolitan development of rural areas will be carried out according to the task system of socioeconomic development of the Kinel-Cherkassky municipal district. This task system was created on the basis of the hierarchical principle, when each subsequent level is organizationally subordinated and follows the content of the



upper level. For implementation of the conceptual model of sustainable development we defined 4 strategic axes, which cover all range of problematics of development of the Kinel-Cherkassky municipal district:

1) Developing Human Capital - improvement in health services, educational system, social assistance, culture, youth policy, tourism, and sport.

2) Economic growth, improvement of investment attractiveness with a focus on usage of competitive strengths of the region, and rise of professionalism.

3) Sustainable development of the agro-industrial complex and rural areas of the region by means of securing of high growth rates of development, quality improvement, and attractiveness of living of the population.

4) Ensuring management efficiency and development of the civil society. In 2025 the civil society is going to take an active part in management of the Kinel-Cherkassky area. Besides, it is planned to mainstream internet-based technologies of monitoring and quality control testing of the rendered municipal services.

Target indicators are in congruence with each aim, except general. Their values characterize the degree of achievement of the objectives. Target indicators can be statistical (in-system of the State statistical recording) or it can be estimate. In the system of the indicators, describing achievement of the aims of the second, third and fourth levels, the indicators of the "May decrees" of the President of Russia are considered.

The analysis of development and expert estimation of the main living environments of the Kinel-Cherkassky municipal district provide the basis for identification of:

— weak points – underdeveloped competitive factors of socioeconomic development of the region;

— strong points – factors, which can become competitive strengths of the region over the long term;

— possibilities – favorable tendencies and external potential of the territory development;

— menaces (risks) – unfavorable tendencies and external risks for the region development, which is needed to be minimized.

The strategic analysis showed that the effective sustainable agrobusiness is developed in the municipal district Kinel-Cherkassky, conditions for complex surface infrastructure development of villages and rural development are created, production of environmentally friendly food supplies, improvement of environment.

The most important strong points of development of the agro-industrial complex and rural areas, determining the development potential are:

— increase in production and realization of products of the agricultural industry;

— the ruling share of profit-making agricultural enterprises;

— volume growth and efficiency of using the state aid of the agricultural sector;

— call for funds from federal and regional budgets for social modernization of the region;



- active conduct of operations on replacement and upgrading of utilities systems;

- growth of satisfaction with service quality of Housing and Utility Infrastructure (% of the number of respondents).

The key problems, which hinder sustainable and effective development of the agro-industrial complex and rural areas, are:

- ever-increasing problem of availability of human resources, not only of mass professions, but also professionals;

- high risks of farming, which are attributable to natural and climatic conditions (area of risk farming);

- high costs of main components of farm production costs - fuels and lubricants, energy, fertilizers, seed grains and growing stock;

- sale problems of small business patterns (peasant farm enterprises and personal subsidiary economy), necessity of development of the consumer cooperative society, creation of specialized distribution areas;

- insufficient investment attractiveness of the agricultural sector, that is determined by long period of return on investments in this economy sector;

- rise in the cost of service of Housing and Utility Infrastructure;

- worse condition of utility lines than in borderline areas;

- cost overrun of servicing organizations of Housing and Utility Infrastructure;

- great dependence of life-support sphere on financial receipts from the regional and federal budget.

Elimination of detrimental effect of the above-mentioned problems and sustainable and effective development assistance for the agro-industrial complex and rural areas is possible by means of:

- implementation of projects on personnel retention in agricultural sector;

- development of the processing industry, focused on domestic raw materials;

- creation of the specialized distribution area (the logistics center) of agricultural commodities of the region;

- power ascension of utilities systems and increase of its availability for using it in business.

Identification of strengths of development of the agro-industrial complex and rural areas, vision of problems and threats allows to identify the main trends and possibilities of development, which are taken as a basis at statement of strategic goals and objectives.

Implementation of investment-attractive projects capable to cause positive cumulative effect in the agro-industrial complex sphere, will serve to achieve high and sustainable growth rate of agribusiness.

Further implementation of the project of development of the Timashevsky poultry plant, which has already become the growth driver of the regional agro-industrial complex, and has brought the region to state-of-the-art positions in production of fowl. The purpose of the second stage of implementation of the



project is increase in processing capacities by construction of additional production (fattening) areas, creation of new working positions.

Construction of the pelleted feed manufacturing plant, shops on production of full fat soybeans with the elevator complex in Kabanovk - is the first in the Samara region most advanced new feed factory and the elevator. Being an infrastructure facility of the Sergiyevsky poultry production unit under construction, it will provide more than 200 new working positions and will become the center of grain and soy processing, including local production.

Creation of the wholesale distribution center, as a center of procurements of agricultural commodities, its underworking, processing, its storage and distribution, designed to small-scale agricultural producers. Such object is a long-felt need, as it will lend real support to small producers of agricultural products, increasing its marketability by means of creation of storage and processing conditions, and it will promote import substitution.

**Table 1.** Target indicators of implementation of the conceptual model of sustainable development of the rural sector

Indicators	Fact	Assumptions			
	2014	2017	2020	2025	Growth rate, %
Gross agricultural output in holdings of all categories - total (in current prices), mln. RUB.	4867	7012,1	9053	13937,3	286,3
- in % compared to the,5 previous year	103,2	104	104,7	105	-
Production of the main kinds of agricultural commodities, tonne:	1269	127500	129000	132000	104
- grain	06	13580	13605	13750	102
- potatoes	1353	12610	12820	12830	103
- vegetables	6	17860	17300	19500	113
- milk	1246	37100	37430	38000	109
- animal and bird stock2 (live weight basis)	1732				
	7				
	3489				
	7				
Cost effectiveness of agricultural organizations, %	10,6	15,0	17,0	18,0	7,4 pp
Quantity of created permanent jobs, ea.	124	275	1017	1100	in 8,9

The current problem, when implementing the model of sustainable development of the agro-industrial complex, is lack of professional personnel and staff of mass professions. Young population does not want to devote their lives to the agricultural industry. They are not attracted by rural life. It is important to educate school students since early childhood that will help youth to stay in villages. In the aggregate with introduction of the dual elements, i.e. practice-oriented professional and higher education, it will allow to reduce personnel shortage in the village. The purpose of the project of the practice-oriented

professional and higher education is to fix youth in the villages and increase availability of human resources of the agro-industrial complex enterprises.

Implementation of begun and perspective investment projects will promote usage of potential of the territories of the Samara region, creation of new working positions, rise in value of gross production of agricultural industry by factor of 3, increase in efficiency of agricultural production, and achieving high and controlled growth rates of development of agro-industrial complex of municipal district.

A. Dorward (2013), P. Otiman et al. (2014), D. Popescu (2014), D. Hoornweg & P. Munro-Faure (2013) covered the problem of sustainable development of the rural sector.

Economic literature searches on the studied question allows to report lack of the special studies devoted to the problem of formation of the conceptual methods of sustainable development of the rural sector in the national economy in the context of pursuit of real economic activity of separate economic subjects (rural areas of the particular region).

In theoretical approaches to studying the sustainable development of rural areas, institutional environment remains underexplored. This environment is considered as means of adjustment of economic, social and ecological components of sustainability. The institutional environment in the Russian village historically developed under the influence of specific manifestation of property rights to land, serfage, communal ownership of land and collective-farm system that formed set of mind of countrymen. Over the course of history moral and ethical standards of the Russian peasantry, their customs, traditions, behavioral and thinking stereotypes, spiritual values, mode of life were formed and they still continue to exist to some extent in the village (Ivanov & Ponomareva, 2011). In these specific conditions the economic mindset of the Russian person was also formed.

Moreover, development sustainability of rural villages depend on local initiatives. This experience is widely used in the world practice, where, on a competitive basis, grants for search of potentials of settlements and their development are provided.

Consequently, implementation of sustainable development of the rural territories is a complex problem and can take place under certain conditions:

- macroeconomic stability and increase in gross domestic product;
- ensuring economic growth in the agricultural sector;
- attainment of socially equal conditions for acquisition of income and obtaining public goods in the village;
- formation of the civil society institution in the rural area, which provides protection of economic and social interests in various groups of the rural population;
- performance of a program for improvement of ecological situation in the rural area;
- stimulation of development of environmentally friendly manufacturing;
- development of the social protection system for rural population etc.

In this context, there is urgent need of implication of the complex approach to the development of rural areas, which is based on elimination of departmental

disunity and designation of priority in support of the rural areas, capable to give an additional impetus to the development of the regional economy. Creation of necessary conditions for transition of rural municipalities to the mode of sustainable and complex socioeconomic development suggests elaboration of their long-term strategy of sustainable development. Acceptance of the strategy will allow to eliminate the mentioned and existing factors and tendencies of socioeconomic development of the rural areas. This will lead to improvement of the quality of rural life and will create basis for increase in status value of living in the rural localities.

### Discussion and Conclusion

The notion of sustainable development of the territory is clarified. It is based on the ability of the territory not so much to revert to the original state after the disturbing administrative influence, as on acquirement of quality to change into new qualitative state, which is particularly connected with steady and stable improvement of the quality of life of citizens, living in this area.

The analysis of the condition and the tendencies of development of agrarian potential of the rural areas of the Samara region is conducted for the purpose of introduction of the conceptual model of sustainable development and assessment of further prospects in the production sphere of the village. The main reasons for disproportion in sustainable development of rural areas of the Samara region are identified on the example of the municipal district by application of the methodology of complex evaluation of development of rural areas and its implementation using the example of the Samara region.

The materials of this article are of considerable practical importance, which consists in the possibility of usage of theoretical conclusions, methodological developments and working knowledge in activities of bodies of the regional government and local self-government when developing the concept and programs of sustainable development of rural municipalities.

Theoretical studies and methodological developments, fundamentals, which are elaborated in the research, are moved to the stage allowing to use them in practical activities of bodies of the regional government during the development and implementation of the regional policy, strategy of socioeconomic development of the rural area.

In the course of the research new questions and problems arised, which need to be resolved. It is necessary to continue researches on development of the method of formation of monitoring skills and a solution of the problem of training of heads of institutions of vocational education for monitoring activity in the system of retraining and development of competence.

### Disclosure statement

No potential conflict of interest was reported by the authors.

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