

„Международното списание за устойчиво развитие” е периодично научно списание, което обхваща широк кръг научни, научно-приложни и приложни проблеми на границите на няколко области от теорията и практиката: екология и охрана на околната среда, конкурентоспособно индустриално стопанство, здравословни и безопасни условия на труд и хармонична социална среда. Целта му е да осигури информационно пространство за обмен на научни знания и добри практики в следните научни направления: икономика на устойчивото развитие, мениджмънт на устойчивото развитие, обучение за устойчиво развитие, екологичен мениджмънт, управление на знанията и иновациите, производствен мениджмънт, устойчиво развитие на производствени системи и индустриални зони, устойчиво развитие на туризма, правни и хуманитарни аспекти на устойчивото развитие, мониторинг на устойчивото развитие, инвестиционни стратегии и конкурентоспособност. Издателите искрено се надяват да бъдат полезни на широк кръг автори и читатели за обмен на идеи и решения.

Работни езици: български, руски и английски

„Международный журнал устойчивого развития” – периодический научный журнал, который охватывает широкий круг научных, научно-прикладных и прикладных проблем на стыке нескольких областей теории и практики: экология и охрана окружающей среды, конкурентоспособное индустриальное хозяйство, здоровые и безопасные условия труда и гармоническая социальная среда. Его цель – обеспечить информационное пространство обмена научными знаниями и хорошими практиками в следующих научных направлениях: экономика устойчивого развития, менеджмент устойчивого развития; образование для устойчивого развития, экологический менеджмент, управление знаниями и инновациями, производственный менеджмент, устойчивое развитие производственных систем и индустриальных зон, устойчивое развитие туризма, правовые и гуманитарные аспекты устойчивого развития, мониторинг устойчивого развития, инвестиционные стратегии и конкурентоспособность. Издатели искренне надеются, что смогут быть полезными широкому кругу авторов и читателей для обмена идеями и решениями.

Рабочие языки: болгарский, русский и английский

„International Journal of Sustainable Development” is a scientific periodical magazine that covers a wide range of scientific, scientific-applied and applied problems within the range of several areas of theory and practice: ecology and protection of the environment, a competitive industrial economy, health and safety work conditions and harmonious social environment. Its purpose is to provide information space for knowledge and best practices exchange in the following research fields: economics of sustainable development, sustainable development management, education of sustainable development, ecological management, knowledge and innovation management, production management, sustainable development of production systems and industrial zones, sustainable development of tourism, legal and humanitarian aspects of sustainable development, monitoring of sustainable development, investment strategies and competitiveness. Publishers sincerely hope to be useful for a wide round of authors and for ideas and solutions exchange.

Working languages: Bulgarian, Russian and English

Редакционен съвет:

Проф. д.т.н. Живко Жеков, България
Проф. д.т.н. Леонид Кожушко, Украйна
Проф. д.э.н. Евгений Хлобыстов, Украйна
Проф. д.т.н. Мирослав Малеванный, Украйна
Проф. д.э.н. Ольга Прокопенко, Украйна
Проф. д.э.н. Петр Гаврилко, Украйна
Проф. д.г.н. Ленонид Руденко, Украйна
Проф. д.э.н. Сейран Сурганова, Украйна
Проф. д.псих.н. Асия Кукубаева, Казахстан
Проф. д.э.н. Майа Дубовик, Россия
Проф. д-р Маринела Панайотова, България
Проф. д-р. Алмагуль Нургалиева, Казахстан
Доц. д.э.н. Любовь Жарова, Украйна
Доц. д-р Николай Минчев, България
Доц. д-р Христо Крачунов, България
Доц. д-р Снежанка Овчарова, България
Доц. д-р Мария Брусева, България
Доц. д-р Пенчо Стойчев, България
Доц. д-р Вячеслав Потапенко, Украйна
Доц. д-р Татьяна Кузнецова, Украйна
Доц. д-р Евгений Какутич, Украйна

Отговорен редактор:

доц. д-р Христо Крачунов, България

Заместник отговорен редактор:

Проф., д.э.н. Евгений Хлобыстов, Украйна

Адрес на редакцията:

Варна-9010, ул. Студентска 1, ТУ – Варна
НУК-ЕООС, стая 301, 302

Издателство:

Евро-Експерт ЕООД

Печат:

ТУ - Варна

За информация и контакти:

Доц. д-р Христо Крачунов, България

e-mail: euro_expert@abv.bg

тел: +359899902978

За фактологическата и документалната истинност
на публикациите отговорността е на авторите

С Ъ Д Ъ Р Ж А Н И Е

- 1 *Владимир ВУКОЛОВ*, ПОДГОТОВКА КАДРОВ И РАЗРАБОТКА МАРШРУТОВ В СФЕРЕ ЭКОЛОГИЧЕСКОГО ТУРИЗМА В РЕСПУБЛИКЕ КАЗАХСТАН 5
- 2 *Иван ПЕТРОВ, Диана САВОН*, ИМПЕРАТИВЫ СОВЕРШЕНСТВОВАНИЯ ОБРАЗОВАНИЯ ДЛЯ УСТОЙЧИВОГО РАЗВИТИЯ ОБЩЕСТВА В РОССИИ10
- 3 *Виктория ДЕРГАЧЕВА, Екатерина КУЗНЕЦОВА, Виктория ЧОРНЕЙ*, ИНВЕСТИЦИОННЫЕ СТРАТЕГИИ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ ЭНЕРГЕТИЧЕСКОГО РЫНКА УКРАИНЫ 15
- 4 *Marinela PANAYOTOVA, Vladko PANAYOTOV*, TELLURIUM, SELENIUM AND SUSTAINABLE USE OF SOLAR ENERGY22
- 5 *Наталья ЗИНОВЧУК*, ФОРМИРОВАНИЕ ЭКОЛОГИЧЕСКИХ ПОТРЕБНОСТЕЙ КАК СПОСОБ ДОСТИЖЕНИЯ УСТОЙЧИВОГО РАЗВИТИЯ 30
- 6 *Marinela PANAYOTOVA, Vladko PANAYOTOV*, RHENIUM AND THE LOW-CARBON ECONOMY34
- 7 *Татьяна ЗИНЧУК*, УСТОЙЧИВОЕ РАЗВИТИЕ СЕЛЬСКОГО ХОЗЯЙСТВА УКРАИНЫ В УСЛОВИЯХ ЕВРОИНТЕГРАЦИОННОЙ АДАПТАЦИИ40
- 8 *Оксана ОЗАРИНА, Татьяна ШЕРЕМЕТ, Евгений РЫКТОР*, СРАВНИТЕЛЬНЫЙ АНАЛИЗ ДЕЯТЕЛЬНОСТИ КОРПОРАЦИЙ И БАНКОВ СТРАН ЕС И УКРАИНЫ НА РЫНКЕ ЕВРООБЛИГАЦИЙ 46
- 9 *Светлана КУЗЬМЕНКО*, ИССЛЕДОВАНИЕ СУЩНОСТИ КОНЪЮНКТУРЫ МИРОВОГО ТОВАРНОГО РЫНКА 54
- 10 *Людмила ХОМУТЕНКО, Юлия ЧАЛАЯ*, АНАЛИЗ ТЕНДЕНЦИЙ РАЗВИТИЯ ТРАНСНАЦИОНАЛЬНЫХ КОРПОРАЦИЙ НА ТЕРРИТОРИИ УКРАИНЫ61
- 11 *Александр КИРИЧОК, Николай ШВЕЦ*, РОЛЬ ТРАНСПОРТНОЙ ОТРАСЛИ В УСТОЙЧИВОМ РАЗВИТИИ ЭКОНОМИКИ УКРАИНЫ69
- 12 *Olena KARLOVA*, FUNCTIONING OF OBJECTS OF THE RECREATIONAL SPHERE IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT 75
- 13 *Невена КЕХАЙОВА*, ЗАМЪРСЯВАНЕ НА ВОДИ ОТ ОБОГАТЯВАНЕТО НА ПОЛЕЗНИ ИЗКОПАЕМИ79
- 14 *Ольга РЫБАЛОВА, Сергей БЕЛАН*, ОПРЕДЕЛЕНИЕ ЭКОЛОГИЧЕСКИХ ПРОБЛЕМ УКРАИНЫ ПРИ СОВРЕМЕННОМ УРОВНЕ АНТРОПОГЕННОЙ НАГРУЗКИ 84

15	<i>Nataliia KONDRATENKO, Vladimir TARADAY, RESOURCE POTENTIAL MANAGEMENT OF THE REGION IN THE SUSTAINABLE DEVELOPMENT SYSTEM</i>	90
16	<i>Татяна ШЕВЧЕНКО, Елена ВИШНИЦКАЯ, ЭКОЛОГО-ЭКОНОМИЧЕСКОЕ ОБОСНОВАНИЕ ВАРИАНТОВ КОМПЛЕКСНОГО ОБРАЩЕНИЯ С ТВЕРДЫМИ БЫТОВЫМИ ОТХОДАМИ</i>	94
17	<i>Величка ХРИСТОВА, АНАЛИЗ НА СЕЛЕКТИРАНИ ЖЕЛЯЗОРУДНИ ШЛАМОВЕ И ИЗСЛЕДВАНИЯ ЗА ОПРЕДЕЛЯНЕ НА ЕФЕКТИВЕН ФЛОКУЛАНТ ЗА ТЯХНОТО ТРЕТИРАНЕ</i>	98
18	<i>Александр ТЕЛИЖЕНКО, Юлия ГАЛИНСКАЯ, ОПРЕДЕЛЕНИЕ, ИЗЪЯТИЕ И ПЕРЕРАСПРЕДЕЛЕНИЕ РЕНТНЫХ ДОХОДОВ В СИСТЕМЕ ГОСУДАРСТВО – РЕГИОН – СУБЪЕКТ ХОЗЯЙСТВОВАНИЯ</i>	104
19	<i>Илья ПОПОВ, ОПАЗВАНЕ НА ОКОЛНАТА СРЕДА И УСТОЙЧИВО РАЗВИТИЕ ЧРЕЗ ПРИЛАГАНЕ НА АВАНГАРДНИ ТЕХНОЛОГИИ В МАШИНОСТРОИТЕЛНАТА ПРАКТИКА</i>	107
20	<i>Алина ЯКИМЧУК, КОНЦЕПТУАЛЬНЫЕ ПОДХОДЫ К СОХРАНЕНИЮ БИОРАЗНООБРАЗИЯ В КОНТЕКСТЕ УСТОЙЧИВОГО РАЗВИТИЯ</i>	113
21	<i>Lyubomir VLADIMIROV, Maryana TODOROVA, TRENDS OF GREENHOUSE GAS EMISSIONS IN THE EUROPEAN UNION</i>	119
22	<i>Lyubomir VLADIMIROV, Maryana TODOROVA, DISTRIBUTION ANALYSIS OF GREENHOUSE GAS EMISSIONS BY ECONOMIC SECTORS OF THE EUROPEAN UNION MEMBER STATES</i>	126

ИМПЕРАТИВЫ СОВЕРШЕНСТВОВАНИЯ ОБРАЗОВАНИЯ ДЛЯ УСТОЙЧИВОГО РАЗВИТИЯ ОБЩЕСТВА В РОССИИ

IMPERATIVES OF IMPROVEMENT OF EDUCATION FOR THE SUSTAINABLE DEVELOPMENT OF SOCIETY IN RUSSIA



ПЕТРОВ Иван
PETROV Ivan
prorektor@msmu.ru

Московский государственный горный университет, кафедра
экономики природопользования
119991, Россия, г. Москва, Ленинский проспект, 6



САВОН Диана
SAVON Diana
di199@yandex.ru

Московский государственный горный университет, кафедра
экономики природопользования
119991, Россия, г. Москва, Ленинский проспект, 6

В работе авторами сделан акцент на формирование новой системы образования, предполагающей переход от традиционного обучения к модели, ориентированной на устойчивое развитие общества, в основе которой лежат системные междисциплинарные знания. Рассмотрена роль России в разработке концепции образования для устойчивого развития общества. Определены основные направления, в которых развивается экономическая теория и практика. Обозначена мировоззренческая эволюция концепции устойчивого развития, базирующаяся на том, что экология, экономика и социум – это не три различные системы знаний и практики, а взаимоподчиненные подсистемы единого целого.

Ключевые слова: императивы, концепция, устойчивое развитие, подсистемы, экологическое образование.

У роботі авторами зроблений акцент на формування нової системи освіти, що передбачає перехід від традиційного вчення до моделі, орієнтованої на стійкий розвиток суспільства, в основі якої лежать системні міждисциплінарні знання. Розглянута роль Росії в розробці концепції освіти для стійкого розвитку суспільства. Визначені основні напрями, в яких розвивається економічна теорія і практика. Позначена світоглядна еволюція концепції стійкого розвитку, що базується на тому, що екологія, економіка і соціум – це не три різні системи знань і практики, а взаємоподчиненні підсистеми єдиного цілого.

Ключови думи: імперативи, концепція, стійкий розвиток, підсистеми, екологічна освіта.

In work as authors the emphasis on formation of the new education system assuming transition from traditional training to model, focused on a sustainable development of cornerstone at the heart of which system interdisciplinary knowledge is is placed. The role of Russia in development of the concept of education for a sustainable development of society is considered. The main directions in which the economic theory and practice develops are defined. World outlook evolution of the concept of the sustainable development, based that ecology, the economy and society is not three various systems of knowledge and practice, and mutually subordinates of a subsystem of a whole is designated.

Keywords: imperatives, concept, sustainable development, subsystems, ecological education

Statement of the problem. The program fields of education for a sustainable development were designated in the main documents of the International conference of the UN on a sustainable development

(Рио+20). The purpose – to develop special programs for schools and universities, to include concepts of a sustainable development in all training programs with the analysis of the reasons causing the main problems is set for the

**УПРАВЛЕНИЕ РЕСУРСНЫМ ПОТЕНЦИАЛОМ РЕГИОНА В СИСТЕМЕ
УСТОЙЧИВОГО РАЗВИТИЯ**

**RESOURCE POTENTIAL MANAGEMENT OF THE REGION IN THE SUSTAINABLE
DEVELOPMENT SYSTEM**



Kondratenko Nataliia
Кондратенко Наталья
pokondratenko@yandex.ru

Management and marketing in the urban sector
O.M. Beketov National University of Urban Economy in Kharkiv
61002, Ukraine, City of Kharkiv, 12, Revoliutsii Str.



Taraday Vladymyr
Тарадай Владимир
taradai.vladim@yandex.ru

Management and marketing in the urban sector
O.M. Beketov National University of Urban Economy in Kharkiv
61002, Ukraine, City of Kharkiv, 12, Revoliutsii Str.

The paper is devoted to the peculiarities of the resource potential management of the region in the sustainable development system. The authors investigate the process of the resource potential management, which may include several stages or phases, the main of which are the creation, use and development. The authors believe that the resource potential management of the region should be strategic in nature, that is, include the development of a set of measures by which it would be possible to not only determine the current state of the resource potential of the region, but also make the necessary changes to improve its competitiveness and build sustainable competitive advantages. The authors also suggest the principles of the resource potential management of the region.

Keywords: sustainable development, resource potential, provision, region, principle, management, strategy

В работе рассмотрены особенности управления ресурсным потенциалом региона в системе устойчивого развития. Авторы рассматривают процесс управления ресурсным потенциалом, который может включать несколько стадий, этапов, основными из которых является формирование, использование и развитие. Авторы считают, что управление ресурсным потенциалом региона должно иметь стратегический характер, то есть предусматривать разработку комплекса мероприятий, с помощью которых можно было бы не только определять современное состояние ресурсного потенциала региона, но и воплощать необходимые изменения для повышения его конкурентоспособности и формирования устойчивых конкурентных преимуществ. Предложены принципы управления ресурсным потенциалом региона.

Ключевые слова: устойчивое развитие, ресурсный потенциал, обеспечение, регион, принцип, управление, стратегия

Statement of the Problem. For already two decades Ukraine has witnessed a complicated and contradictory process of market transformation, which main task according to constitutionally defined strategy is the formation of socially oriented market economy with a permanent strengthening of socio - humanistic orientation of social development [1]. Accordingly, the content and the logic of market transformation of the national economy

should be directed to the formation of the prerequisites for a dynamic and balanced development of all subsystems of the national economy, including those at a regional level.

The main prerequisite for further progressive, sustainable development is people's ability to adapt to new conditions, to advanced reflection of their relationship with the natural system, the rational analysis of the causes of their errors and the forecast of possible consequences of

their actions, the restructuring of social organization based on the new, eco-compatible, socio-economic and socio-political ideals.

Economic activity of mankind is always associated with the need for economic use of resources: manpower, material means of production (machinery, equipment, raw materials, etc.).

Effective use of resources by regional economic systems is the key to the progressive development of production systems reducing eco-destructive impact, reduction of production costs, management improvement [2].

Having studied theoretical and practical experience, as well as the history of scientific thought to achieve sustainable development of the regions we have come to the conclusion that in order to control and regulate this process it is necessary to study the fundamentals of formation and management of resource potential.

Selection of principles and methods of resource potential management of the region.

Basis for sustainable socio - economic development of regional economic systems is their capacity by natural, economic, demographic and historical conditions under which each of them specializes in the manufacture of products, the cost of which is lower than the national average.

Thus, inter-regional specialization is evident in the division of labor among regions in which the increase in the concentration of homogeneous production exceeds the needs of a particular region. It is reproduced in the intensification of inter-regional exchange of goods, services, scientific and technological information, etc.

Process of successive transitions or changes in the system states can be controlled in order to ensure better management of their operation [3].

As a part of the modern regional economy development the basic place is taken by the resource support of existing regional development programs and related projects included in these programs.

The solution of many difficult social and economic problems associated with economic growth, capital structure and conformity of

production to modern market conditions, economic growth and living standards and overall macroeconomic stability of the region depends on the volume, composition and state of the resource base.

Establishment of the system of material resources analysis contributes to the strategic direction of decision-making in the area of cost management, a clear definition of management objects (not knowing the reasons for the appearance of certain types of costs, it is impossible to talk about their management) [4].

Regional development targets lie in progressive change in the quantity and quality of the region operation to move it to desirable, more favorable conditions characterized by optimal values of targets. The main feature of regional level operation is a private, specific system of economic interests associated with the presence of a plurality of business entities in the region: the enterprises of local, regional, and national subordination, various institutions and private enterprises. Herewith, priority of enterprises' interests in one area can compensate priority of regional authorities' interests in another area.

Interests of the region can be subdivided, in turn, into the interests of subjects and objects of market relations: subjects are regions (areas) that have a significant impact on the development and operation of all regional economic entities; like the object of market relations operation of the regional economy is driven by objective economic laws and state regulations at the country level, the objective orientation of the modern type of market relations presupposes a certain degree of mandatory state regulation of social - economic processes in the regions.

Primarily, regional interest should be implemented in the efficient use of means of production and natural resources available in the region, as well as in use (appropriation) of a certain part of economic activity results.

Resources are an integral part of any process (creation of goods and services). But during the evolutionary development of the society volumes of resources used increase, and the availability of their basic types becomes increasingly limited.

Having studied theoretical and practical experience, as well as the history of scientific

thought regarding resource support of the regions we have come to the conclusion that in order to control and regulate this process it is necessary to study the fundamentals of formation and management of resource potential of regional economic systems.

The whole system of the resource potential of the region is defined as the total capacity of the system of management, management systems, intellectual work and life support systems to create industrial products, to provide a variety of services and to carry out various types of work, improve and develop the professional, educational, scientific, social and cultural level of the population at present.

The process of the resource potential management may include several stages or phases, the main of which are the creation, use and development.

We believe that the resource potential management of the region should be strategic in nature, that is, include the development of a set of measures by which it would be possible to not only determine the current state of the resource potential of the region, but also make the necessary changes to improve its competitiveness and build sustainable competitive advantages.

At the stage of the region resource potential formation the identification of opportunities in the region and its resources is carried out, which would be able to improve its competitiveness and to identify its reserves. Regarding the use of the resource potential, it can be defined as the "attraction" to work necessary resources that have been highlighted at the previous stage.

Development of the region resource potential is its "capacity" due to dedicated reserves and the willingness to reach the highest level within the entire national economy.

Identification of development priorities of the region resource potential is quite a challenge, since it is necessary to determine the necessary number of options of potential areas of development, taking into account all areas of social and economic activities of the region and a specific system of economic interests.

The choice of development priorities of the region resource potential depends primarily on the development strategy of the regional system

and current goals and objectives set by the region.

In general, the formation of development priorities of the region resource potential should be carried out first of all taking into consideration the tight resource constraints and innovative directions priorities.

In authors' opinion the resource potential management of the region should be strategic in nature, that is, include the development of a set of measures by which it would be possible to not only determine the current state of the resource potential of the region, but also make the necessary changes to improve its competitiveness and create sustainable competitive advantages.

Thus, the effective development of any economic system requires a constant search for the best options for a combination of state and market constituents and interests. Therefore, all purposeful human activities deal with the problem of efficiency. The heart of this concept is the limited resources, the desire to save time, to get as much products of the available resources as possible.

Efficiency level has an impact on solution of a number of social and economic problems, such as rapid economic growth, living standards improvement, reduction of inflation, work and recreation conditions improvement.

The efficiency of resource use and resource potential is influenced by the level of productive forces development. Working tools are part of the productive forces, provided that they are directed to the productive consumption and are used as energy sources.

In modern conditions productive forces include science, forms and methods of production. Information becomes a separate element of the productive forces.

In the course of historical development the productive forces as a whole, as well as some of their elements, are constantly enriched and filled with a qualitatively new content [5].

The resource potential management of the region should be based on the following principles:

- systematicity – consideration of resource potential as a certain ordered aggregate, consideration of inter-relationships, analysis of the impact of each of the resource

potential components, formation of administrative decisions based on internal and external environment factors;

- continuity – monitoring the current level of resource potential of the regional system to detect deviations, management adjustments formation based on continuity;
- autonomy – the system of resource potential management of the region, which should be based on the independence and autonomy;
- optimal use of available resources – the adequacy of the resources used in all phases of the system of resource potential management;
- sustainability - the system's ability to withstand the destructive forces and environmental factors.

Conclusion. To sum it up we can formulate the following general conclusion. Resource potential management of the region is a multistage process. The main one among these stages is to identify existing capacity and reserves and develop activities on the use of the latter. Scientists have different approaches to the process of management system as a controlled action on a controlled object. Formulated principles of resource potential management allow us to create a system that is

able to complete the task – to improve the resource potential of the region, the use of existing reserves and creation of new ones of the resource potential of the region for its sustainable development.

References:

1. Закон України «Про державне прогнозування та розроблення програм економічного і соціального розвитку України» [Elektronnyi resurs]. – Rezhym dostupu: <http://www.zakon.rada.gov.ua>.
2. Современnaia эконоmyческаia система y tendentsyy ee razvytyia v nachale tret'ego тыsiacheletyia / [Мочерный S. V., Nekrasov V. N., Ovchynnikov V. N., Sekretariuk V. N.] // Экономыческаia теорыia: ucheb. dlia vuzov. – M., 2000. – S. 334–348.
3. Kondratenko N.O. Modeliuvannia derzhavnoho rehuliuwannia resursozberihaiuchoi polityky / N.O. Kondratenko // Produktivni syly Ukrainy. – K.: RPVS Ukrainy NAN Ukrainy. – 2010. – # 2–4(008-010)., S. 15 – 26.
4. Kondratenko N.O., Taradai V.N. Mekhanizmy pidvyshchennia efektyvnosti resursozberezhennia u rehionalnykh ekonomichnykh systemakh / N.O. Kondratenko, V.N. Taradai // Visnyk Kharkivskoho natsionalnoho universytetu imeni V.N. Karazina. # 970. Vypusk 81. (Seriiia «Ekonomychna»)- Kharkiv, 2011., S. 266 – 273.
5. Rozmishchennia produktyvnykh syl Ukrainy: navch.-metod. posib. [dlia samost. vyvch. dysts.] / [S. I. Dorohuntsov, Yu. I. Pitiurenko, Ya. B. Oliinyk ta in.]. – K.: KNEU, 2000. – S. 102 –104.