

MANAGEMENT OF SUSTAINABLE URBAN DEVELOPMENT IN MODERN CONDITIONS

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Abstract: *The development of the city's economy is a continuous the process of changing its socio-economic state.*

The key to the successful development of the city is a successful combination of competent strategic and tactical management of urban development with the widespread introduction of innovative projects aimed at increasing the economic, social and environmental component of the city.

The problems of managing sustainable urban development are currently relevant, and urban policy should be developed based on a reliable scientific and methodological foundation.

In the current ecological and economic conditions for the development of cities, the need to develop a concept of sustainable development that meets the economic needs of the population and business and contributes to the protection of the natural environment is actualized.

The development of sustainable development strategies for cities opens up new opportunities for the rational and efficient use of all types of resources, finding a balance of interests between social, environmental and economic factors of development, between the authorities, business and society. Also, the achievement of sustainable urban development can be facilitated by various directions of institutional, economic, environmental transformations, such as scientific substantiation and definition of criteria, principles and mechanisms for achieving environmentally sound management, development and improvement of the institutional, organizational, economic, social and technological foundations of the innovative development of urban agglomerations, as well as the development of schemes for the formation of an effective business-oriented urban environment in order to stimulate sustainable development.

Key words: Urbanization; City; Sustainable Urban Development; Urban environment

JEL Classification Codes: R11, R52

1. INTRODUCTION

In recent years, globalization and the restructuring of the economy have had a major impact on cities, both in developed and developing countries.

Cities are the most important factor, component and consequence of mesoeconomic development and can be considered as territorial and economic systems of a special rank of functional orientation, mesoeconomic determinants and missions.

Cities, especially large ones, concentrate a significant (increasing) share of factors of production, serve, organize and integrate the mesoeconomy, act as a generator and repeater on the periphery of major economic innovations, serve as a basis for transregional contacts (Fig. 1).



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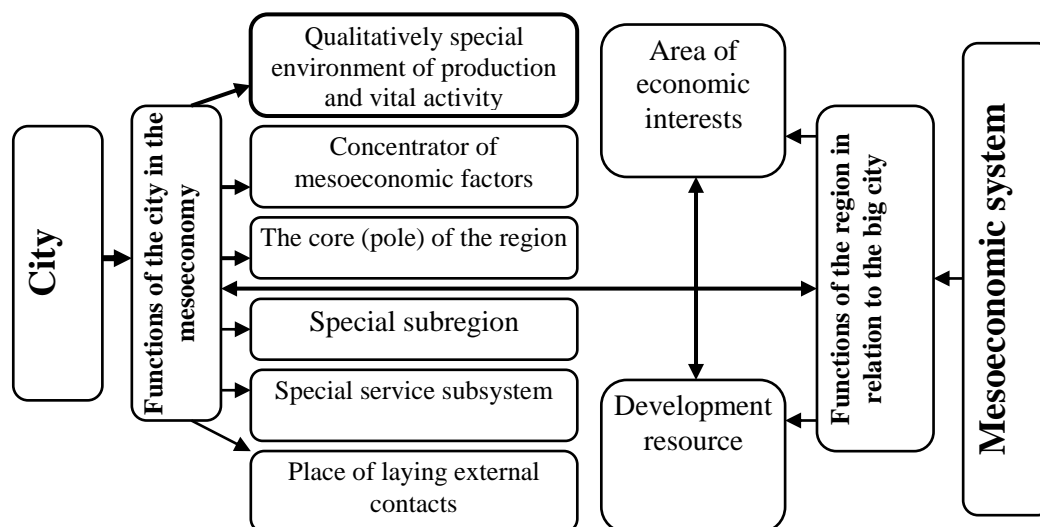


Figure 1. Functional relationship between the city and the mesoeconomy in general

Forming the most favourable environment for living and managing the territorial community, act as a stabilizer and, at the same time, a "pole of growth" of the entire mesoeconomic system, which serves as a resource for cities and development, an area of priority economic interests positioning in the mesoeconomic context.

In the context of globalization and the corresponding restructuring of the mesoeconomic space, ideas about the phenomenon of "cities", especially large ones, must be adjusted from the standpoint of regional interaction, which involves the identification of cities taking into account mesoeconomic specifics.

Over the past few decades, global changes in the physical environment, the economy, the organizational structure of enterprises and civil society have had a significant impact on urban development.

The term "development" is often used in the following combinations: economic development, socio-economic development, economic development of the country, the development of the region, city. Development usually means any progressive change, especially in the economic sphere. If the change is quantitative, they talk about economic growth. Qualitative change can be a matter of structural changes or a change in the content of development, or the acquisition of new characteristics by the economic system. Along with purely economic characteristics, social and environmental parameters of development are often considered. Moreover, social and environmental characteristics have long been full-fledged indicators that assess the degree of development of any economic system, including cities. [1].

The development of any city is a multi-purpose and multi-criteria process. The content of urban development can vary greatly, and this difference is due not only to the initial level of development, but also the characteristics of each city, its production structure, specialization, geographical location, and so on. The development of any large city must be ensured by a certain system of government.

2. DEFINITIONS

The main purpose of the city management system is to ensure its sustainable operation and development. Hence, we can conclude that the purpose of urban development – the continuous improvement of living conditions and safety of the population on the basis of ensuring the sustainable functioning and development of the urban system.

Sustainable development of the modern city – is extremely important task that must be addressed by all residents and city management to ensure high quality urban environment, quality of life, the balance of the city and the environment. Sustainable development of the city should ensure the creation of a beautiful, healthy, beloved by the people of the city, which ensures full satisfaction of their needs [2].

The development of the city should include the following components:

1. Effective urban management.
2. Providing quality urban environment by updating abandoned, neglected or underutilized urban areas.
3. Transport accessibility and efficient urban transport. Development of ecological mass public passenger transport.
4. Economic development: support of small and medium enterprises, increase of innovative potential of the city, stimulation of public-private partnership.
5. Social development.
6. Improving the environment, increase the quality of life and appropriate environmental conditions. It should be noted that urbanization changes the environment, creates a set of environmental problems, namely: urban soil compaction, erosion, urban climate change, air pollution, water pollution, video, noise, electromagnetic pollution, industrial and domestic waste. These negative issues must be addressed comprehensively and systematically.

3. RESULTS

In our research, we focused on key areas of sustainable urban development.

1. Strategic planning of urban development. Strategic urban planning is becoming the most effective method of ensuring the high competitiveness of cities in the face of growing competition and growing globalization of the economy around the world. Therefore, the process of developing strategic plans and large projects that can dramatically push the city to the forefront, covers an increasing number of cities.

The awareness of local authorities of the need for major changes in the context of globalization and the growing competition of cities and regions has led to the development and implementation of actions that are of strategic importance for radical change in cities. Today, most cities, seriously concerned about the problems of economic development, develop certain documents with a complex nature, which allow to some extent to coordinate activities in the field of economic policy. Currently, the most appropriate is the following composition of documents [3]:

- strategy of socio-economic development of the city, covering all aspects of urban life;
- economic strategy of the city;
- the concept of economic policy of the city authorities;
- a set of projects (programs) for the implementation of local economic policy of the government;
- action plan for economic development of the city.

The cycle of strategic planning of socio-economic development of the region can be summarized as follows [4]:

1. Defining development goals.
2. Analysis of the external environment of the region.
3. Analysis of the development potential of the region.
4. Use existing and create new local benefits.
5. Development of the concept and strategy of development.

6. Development of a plan of specific actions and implementation of the strategy.
7. Analysis of efficiency and effectiveness, adjustment of goals and methods of achieving them.

2. Development of urban agglomerations

Strategies for sustainable development of modern cities should be based on the development of agglomerations, which is an objective process of more efficient use of space, concentration of human, material and financial resources.

This process has a number of components:

- erosion of the boundaries of urban settlements that form an agglomeration, merger and increase the capacity of markets, namely labor markets, land and capital, consumption and entertainment centers, providing intensive exchange of resources in the city and suburban areas;
- formation of suburbanized territories and creation of a personal resettlement network;
- the presence of labor pendulum migration between cities;
- emergence of industrial, trade and entertainment, recreational, tourist and transport and logistics complexes in the suburbs.

The development of urban agglomerations is one of the rational forms of organization of territories, consisting in the socio-economic association of territory and the distribution of different functions that ensure their development [5].

The purpose of the agglomeration process is to increase the attractiveness of the territory for life and business through:

1. coordination of economic and spatial development;
2. effective infrastructure investments;
3. formation of a single socio-cultural space.

Currently, the active spatial process is desurbanization: the outflow of population from major cities, mainly in the suburbs. This phenomenon is associated with higher housing prices in the central part of cities, deteriorating environmental quality, reduced living comfort due to overcrowding in cities.

Desurbanization includes suburbanization as a result of which there is a further growth of the suburban area of large cities, resulting in the formation of urban agglomerations.

3. "Green" economy and greening of economic processes

The modern vector of sustainable development is the improvement of the use of already exploited natural resources and environmental protection through modernization of the economy, support of innovations, replacement of nature-intensive technologies with resource-saving and energy-efficient, best available technologies.

Expanding the concept of urban infrastructure and including the concept of "environmentally friendly infrastructure" is the basis for sustainable development management.

4. Marketing of the city.

In modern conditions, cities cease to be just territorial units, and become so-called "entrepreneurs" who allocate their resources to achieve competitive advantage.

Such active development has intensified competition between cities for investment, information flows, talented professionals, tourists and potential residents. Therefore, marketing tools have been actively used not only in business but also for the improvement and advancement of municipalities.

City marketing is becoming a relevant and innovative direction, a way to develop the city in accordance with the principles of sustainability.

City marketing is an activity that consists in forming a system of measures aimed at the efficient use of city resources and attracting additional ones, which together allow to gain a

favorable position in the external environment, improve the quality of life and satisfaction of city residents.

City marketing combines a number of components.

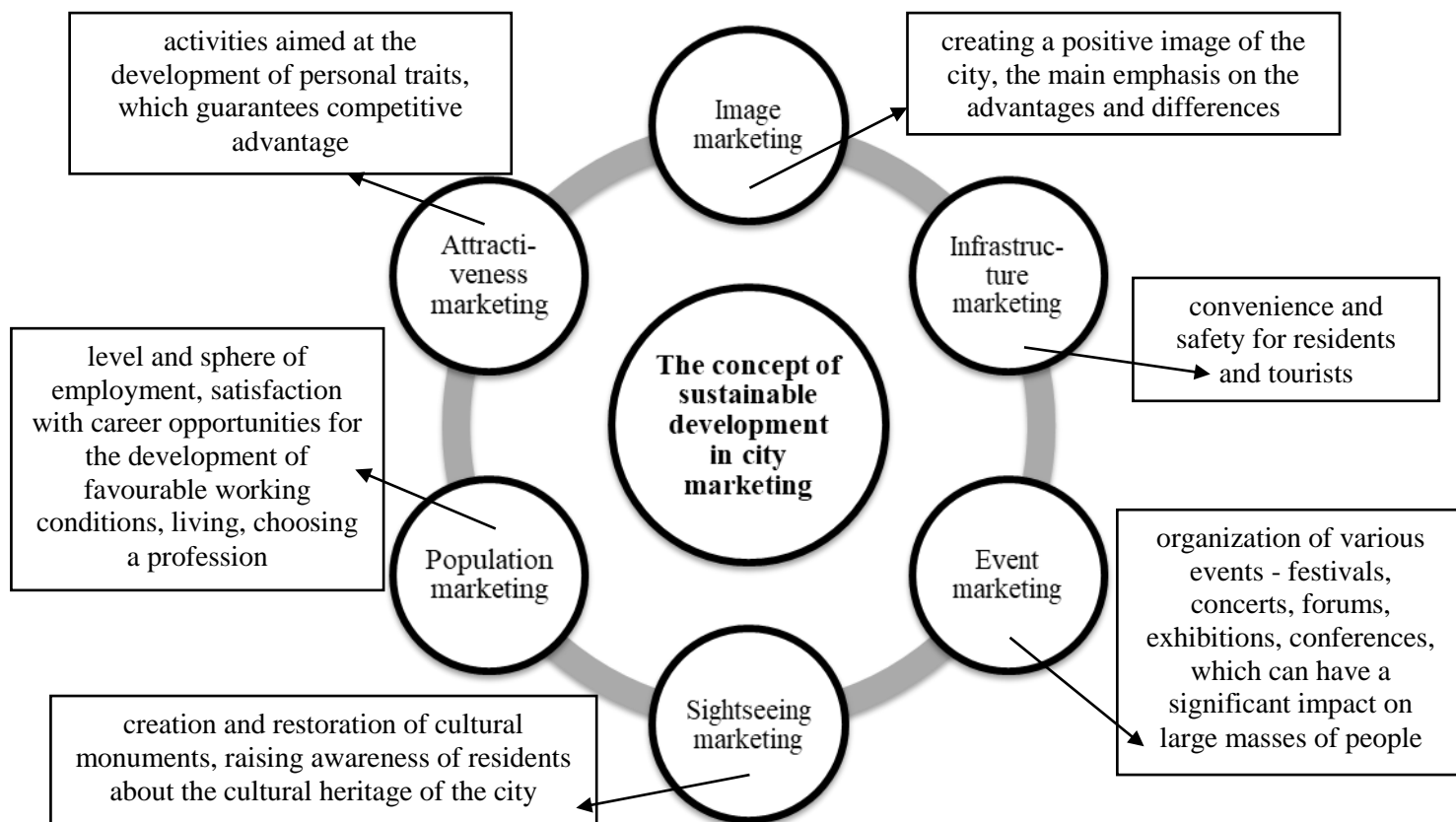


Figure 2. Structural components of sustainable development in urban marketing

5. Technologization of the city

Global trends have led to the need for digitalization and technologicalization of approaches to sustainable urban development.

A smart city is an urban area that uses different types of electronic data collection sensors to provide information that is used to effectively manage assets and resources. [6,7]. This includes data collected from citizens and user devices that are processed and analyzed for monitoring and control of transport and transport systems, power plants, water supply networks, waste management, law enforcement, information systems, schools, libraries, hospitals [8]

Smart cities - use digital technology and process information to improve the quality and standard of living of the population.

Thus, when strategizing urban development, we must take into account that the environment associated with technology has changed and the city must meet it.

4. CONCLUSIONS

Global processes, the formation and development of market relations, the formation of new forms of management is inseparable from the processes of transformation of cities, urban culture, urban consciousness, the creation of a specific urban environment.

Urban development is a multidimensional and multifaceted process that is usually viewed in terms of a set of different social and economic goals.

According to the UN, a sustainable city is a city that is constantly evolving in social, economic and physical terms, which is provided with the necessary natural resources and which maintains the safety of its inhabitants, including from natural disasters. It is also a city that is able to provide a comfortable environment and a high standard of living for the population with respect for the natural environment, prudent and economical use of resources and maintaining ecological balance.

Implementation of the concept of sustainable development involves the establishment of relationships between all elements and subsystems of the city: population, social and industrial infrastructure, nature, economy and spiritual sphere, as well as comprehensive measures for improvement in these areas.

Achieving sustainable urban development and improving the urban environment are aimed at: implementing a strategy to increase the competitiveness of cities, restoring the physical environment, developing neighbourhoods and preserving historical and cultural heritage, improving the quality of life in cities, renovating old industrial zones and improving the urban environment in residential areas, elimination of depressed areas and improvement of populated areas, districts and neighbourhoods, increasing access to public services and education; strengthening the city's relationship with the surrounding areas, improving communications in the surrounding areas, creating jobs, developing transport links and increasing mobility; promotion of environmentally friendly urban public transport.

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