

**Vasylyna Pakholok,**

Research supervisor: Anatoliy Koshil

Candidate of Geographic Sciences, Associate professor

Language tutor: Natalia Rybina

Candidate of Philological Sciences, Associate professor

## **WAYS TO RESTORE DEPRESSED REGIONS OF UKRAINE**

Social and political events in Ukraine have led to significant changes in the socio-economic development of regions and communities and led to the need a clear outline of the direction of further changes in the state regional politics. Decrease in production, deterioration from attraction of investments, both from abroad and from the implementation of internal investment, suspension of investment projects implementation, the growth of crisis phenomena in the social sphere - these and other features of the modern situation in Ukraine is the basis for careful analysis and development a number of proposals to restore the potential of depressed regions. [3]

For territories that are considered depressed, there is an opportunity development and implementation of programs to overcome depression. The program to overcome the state of depression is interrelated by content, opportunities and performers, terms of the complex implementation measures of organizational, legal, financial, economic, social the direction in which the financial and other resources of the state and region. The development of the program should be based on a deep analysis causes of depression are aimed at achieving clearly defined goals indicators and results [1, p.8].

The conducted analysis shows that in Ukraine for the withdrawal of regions from the state of depression and the transition to sustainable development, it is necessary:

1) to use techniques for establishing special legal regimes management: providing tax breaks, the conditions of greatest the promotion, support of its separate forms, instead of providing financial assistance, it is more expedient to provide subsidies to provide business support services;

2) to distribute rural tourism in agrarian regions, on the one hand, it will give impetus to the development of labor-intensive and non-traditional agricultural production and will contribute to their revival. On the other hand, it will provide support for the settlement system and the consolidation of the population in remote regions of the big cities and agglomerations.

3) to apply modern information technologies to small and medium-sized businesses, develop those areas of entrepreneurial activity that were less attractive in the past;

4) to create regional clusters with the use of existing potential depressed areas to the companies that produce competitive services and products;

5) to apply integrated marketing system for regions creating their positive image;

6) to carry out reforms in the housing and communal sector, development modern production infrastructure, in particular, construction and reconstruction highways and railways, creation of industrial parks;

7) to use rationally and recover natural resources, to protect environment and introduce energy saving technologies; to increase social responsibility of big business. [2, p.199]

In conclusion, one of the most important directions of state policy should become creation strategies for the development of depressed regions of the country, that is, lost territories due to various reasons its importance in the national economy, but cardinal the tasks of their socio-economic development can not be solved market-based methods of management without active and permanent participation state.

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