

**STRATEGIC PLANNING AS INSTRUMENT OF MANAGEMENT
OF REGIONAL DEVELOPMENT**

Nowadays regional factor is burning issue for Ukraine and need fluent decision. In this regard effective system of government management needs to have conditional level of decentralization and territorial system of management. Question about the instruments of regional development is brought up.

Instruments (methods) of management are understood as ways of influence on control system for achievement of planning goals with help of necessary functions of management [1].

Determination “management” also needs more precise definition in regional context. In encyclopedia of public administration management is interpreted as act which lead to the change of condition of some object; impact on the object, system, process and so on in order to keep stability or transfer from one state to other in compliance with determined aim [2]. Thereupon, strategic planning became as new form of management of regional development in modern conditions.

Strategic planning is particular form of human practice - planning work, which conclude in working out of strategic question in form of prediction, projects, program and plans, which provides for assignment and strategies of behave of proper player of management formulation, realization of which ensure effective operation of regional economic system in long-term outlook and quick adaptation to the change of external environment [3].

The object of regional strategic planning is region - region of the state.

Subject of regional strategic planning has multilevel nature. The heart of subject of regional strategic planning is regional government which consist of state government; representatives of other subjects of governments and agents which have strategic interest on regional development.

Strategic planning has next descriptions:

- Orientation on long-term and medium-term prospective,
- Orientation on solving of key goals in prevail of which depend socioeconomic progress,
- Organic consolidation of targets with size and structure of available and prospective resource which necessary for targets achievement,
- Accounting of external factors influence on object of strategic planning which have positive or negative impact on measures design which smooth negative influence or use positive for solving a strategic goals of planning system,
- Adaptive nature notably ability to predict changes in of external environment of planning object and adaptation for them his operating.

Substance of strategic planning uncovers its procedures. The main procedures of macroeconomic is:

- Strategic forecasting (forecasting)
- Strategic programming (projects of program)
- Strategic projection (project of plans).

But system of strategic planning in subject level in Ukraine doesn't form at all and has next shortcomings:

1. Methodological which contains designing and implementation tools of forecasting, analyses and estimation of strategic characteristic of region:
 - Absence of planning on state, region and city level like system. This situation leads to the existence of huge amount of documents with different titles, deadlines and activities which inconsistent with each other and makes

impossible to create generalized picture of socio-economic level of country on base of its collaboration.

- Absence of uniform system of generalizing indicators of socio-economic and environmental level of region. This situation complicates complex estimation of effectiveness of programs and correlation of socio-economic level of regions.
- Absence of deep analysis of socio-economic level of region, its strength and shortcoming which lays down the foundations of design of possible scenarios of region developing.
- Selection of strategic priorities has reduced to the listing of economic sector which present in region in the majority of cases.
- Absence of quantitative description of goals.

2. Organizational and legal:

- Absence of list of strategic documents. Their legal status, periodicity and sequence.
- Absence of common legislative base which regulates, defines and allocates duties on each stage of strategic planning.

3. Absence of single mechanism of strategy realization (list of instruments and methods which coordinate, harmonize, consents interests of agents of economic of region.

Consequently, strategic planning is an effective form of state management which allows to decide list of regional's problem: repair intersector collaboration "state-business- society", coherence of multiple economic interests by force of including of interests to the projects, tasks of strategic plans, creation of comfortable space of habitation of people, guarantee of transparency of management activity on local level is concluded. But system of strategic planning in Ukraine has considerable shortcomings, because of the essence of strategic on

prediction of change in external and internal environment of object of planning and adaptation for them not in long-term period of planning.

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