VECTORS OF SOCIO-ECONOMIC DEVELOPMENT OF THE REGION: THE VIEW OF STUDENTS

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ABSTRACT
The article presents the ideas of modern students about the vectors of social economic development of the agricultural region of Russia-Stavropol Territory, in the future by the year 2035. As a result of the empirical research, the respondents formulated priorities in the values that the residents of the region will adhere to in 2035, demanded professions and developing sectors of the economy in the future. Conclusions on the development of regional social economic processes based on heuristic representations of young people complement the qualitative and quantitative characteristics of predictive studies.

Keywords: values, promising industries, professional career, career success factors, problems of modern youth.

PROBLEM STATEMENT
The formation of an effective mechanism for forecasting regional processes is actualized in the conditions of a high level of uncertainty of external and internal environments and is one of the most important stages of the territorial development management process. In the process of social economic analysis and forecast development, the system of qualitative and quantitative indicators of the regional activity is used, taking into account the quantitative results of production or development of social infrastructure sectors, as well as the qualitative side of the economic phenomenon, process, production efficiency, quality of work or usefulness of products. The analysis of socio-economic development of the territory solves such problems as the identification of the state of the natural resource potential of the region, causes of environmental degradation; peculiarities of the dynamics as well as gender and age structure of the population, use of labor resources in the context of the main sectors of the economy. At the same time, the assessment of the achieved level and quality of life of the population, provision with the main objects of social infrastructure is carried out; interregional and foreign economic relations of the region are analyzed (Nesterova, Osipova, 2014). Significant information support of the forecast conclusions is provided by reference to heuristic views of young people about the future vectors of development of regional socio-economic processes (Chen, Colombatto, Scholl, 2018; Knickel et al., 2018; Coscia, Russo, 2018).

ANALYSIS OF PREVIOUS STUDIES
Modern studies of foreign and Russian authors confirm the relevance of the topic and selected research methods.

For example, scientists Bruyere, B. L., Kincheloe, C., Pickering, T., Heisel, S., Lekanta, F. G. in their study "Paired comparison of visions for the future among young students and pastoralists in Samburu" showed the correlation of processes of globalization and regional development. The vision of the
development of the region of residence and their future professional activities, depending on the level of education of young people and their employment at the present time have been presented. The results showed that young people regardless of the type of activity demonstrate the goal – to educate their future children, as well as their desire to work in the region. Differences in perceptions related to the types of professional activities of respondents in the future: while young people who are currently engaged in cattle breeding, i.e. traditional occupation for the area, chose it for the future, ones who are now studying, are already focused on activities characteristic of a multicultural economy. It is emphasized that education plays an important role in the views of young people about the future vectors of regional development (Bruyere et al., 2018).

Zibell, B., Diez, J. R., Heineking, I. in the work of "Ohne Nahversorgung? Plädoyer für einen neuen Gesellschaftsvertrag zur Gewährleistung der Zukunft ländlicher Räume " consider regional communities to assess the possibilities of social networks, willingness to cooperate with stakeholders in solving socio-economic problems of the territories. The empirical analysis was carried out in three regions with different characteristics of socio-economic development. The results show the dependence of the mentality of the local community and systems of action, which are prerequisites for social innovation. The researchers concluded that new approaches to social contracts are needed in regions with weak economic development and that rural areas can serve as real laboratories for developing sustainable solutions (Zibell, Diez, Heineking, 2018).

The authors Rönkkö, E., Aarrevaara, E. in their article «Towards Strengths-Based Planning Strategies for Rural Some in Finland» have conducted the study of strategies for planning based on the strengths of rural communities in Finland. It is an approach based on strengths that focuses on building the capacity of rural areas. The identification of strengths reveals the possibility of mobilizing the socio-economic assets of rural areas, which are often unrecognized. In addition, this approach provides an opportunity to improve the self-esteem of the local community. According to the authors of the study, the sustainable future of the territories is associated with the creation of strategic alliances between civil society, business and government and, most importantly, between urban and rural areas. The analysis of approaches and results of the study emphasizes the importance of understanding the features of strategic planning objects and the role of the local community in these processes (Rönkkö, Aarrevaara, 2017).

Thus, scientific works of modern authors confirmed the relevance of finding approaches to understanding the vectors of socio-economic development of the territory, taking into account the heuristic representations of different groups of the territorial community (Han, Yong, 2017; Gómez-Urrutia, Royo Urrizola, 2017).

**PURPOSE OF WORK**

To study the ideas of students about what values will adhere to the inhabitants of the region in 2035, what professions and in what sectors of the economy will be in demand in the future, which will have a significant impact on professional careers, preferred leisure activities, possible moves to other regions. Students also formulated topical problems for modern youth and the image of Stavropol Territory in 2035.

**MATERIALS AND METHODS**

In total, the public opinion poll "Students' ideas about the future of the Stavropol Territory in 2035", was conducted at the initiative of the Ministry of Economic Development of the Stavropol Territory, 1,327 people, representatives of student youth participated in the poll.

**PRESENTATION OF THE MAIN RESEARCH MATERIALS**

Ranking the importance of values that, according to students, will be the most important in the lives of residents of the Stavropol Territory in 2035, showed that the first five positions are occupied by health (noted 50.3% of the number of respondents), career (noted 38.8% of the number of respondents), level of income (noted 38.2% of the number of respondents), love and family happiness (noted 33.6% of the
number of respondents), loyal friends (noted 28.6% of the number of respondents). The data is shown in the following figure.

**Figure 1.** Ideas of students about the importance of values in the lives of residents of Stavropol Territory in 2035, %.

In the second part of the list of ten values are: the ability to realize their talents (noted 25.7% of the number of respondents); personal freedom and independence (noted 24.7% of the number of respondents); ability to provide support for other people (noted 23.0% of the number of respondents); interesting job (noted 17.4% of the number of respondents); power, the ability to govern others (noted 16.1% of the number of respondents).

The students participating in the survey were offered a list of occupations in which they highlighted the most popular in order of importance, according to them, by 2035. The data is shown in the following figure.

**Figure 2.** Students’ views on demanded professions by the year 2035 in Stavropol Territory, %.

According to the survey, the leading jobs in demand by 2035 will be occupied by the profession of doctor (56.9%), engineer (44.1%), programmer (33.2%), IT specialist (29.3%), biotechnologist (26.3%), ecologist (22.7%), builder (21.7%).
According to the students' opinion, by the year 2035 the successful professional career will be influenced by such factors as: education (noted by 71.1% of the survey participants), which is the undisputed leader among other factors; personal qualities and character traits (noted by 49.7% of the survey participants); experience and knowledge of work (noted by 44.4% and 41.1% of the survey participants, respectively).

Less than a third of the survey participants noted such factors as knowledge of languages (30.3% of the survey participants noted), presence of connections and acquaintances (28.3% of the survey participants noted), knowledge of modern technology (22.4% of the survey participants noted), professional training (13.8% of the survey participants noted).

The data is shown in the following figure.

![Figure 3. Students’ perceptions of the factors that will influence a successful professional career by the year 2035, %.
](image_url)

In the process of the survey, students' ideas about the most promising sectors of the economy of the Stavropol Territory in the year 2035 were studied.

The students link the future development of the economy of our region with the cultivation of grain (59.2%), development of the food industry (25.3 per cent), machinery (25.3 per cent), electricity production (25.7 per cent). In addition, with the chemical industry (17.4%), tourism (16.4%), microbiological industry (15.8%), light industry (14.5%) which will be presented in a harmonious balance.

![Figure 4. Students’ views on leading sectors of the economy of Stavropol Territory by the year 2035, %](image_url)
According to the official website of the government of the Stavropol Territory, tourism, as a sector of gross regional product, currently accounts to 3.2% (http://www.stavregion.ru/stat/social/rest/tour-politics/). According to the survey participants, this sector will increase significantly. A clarifying question was asked about the promising types of tourist services for the residents of our region. According to the youth, extreme tourism will be in the first place (61.5% of the survey participants noted); beach tourism will be in the second place (53.6% of the survey participants noted); the third place – educational tourism (noted 51.3% of the survey participants). Sanatorium and resort tourism will occupy an important place in the sphere of tourist services, it was highlighted as a promising type of tourist services by 45.4% of the survey participants. Environmental tourism will develop, according to 35.5% of the survey participants. And 6.9% of respondents said about the future popularity of pilgrimage tourism.

**DISCUSSION AND CONCLUSIONS**

According to the students’ opinion, by the year 2035 the key values of the population of the South of Russia region will be health, career, financial stability, love and family happiness, loyal friends. Successful professional career will be influenced by such factors as: education, which is the undisputed leader among other factors; personal qualities and character traits; experience and knowledge of the work.

The list of the most popular professions by the year 2035 will be occupied by doctors, engineers, programmers, IT specialists, biotechnologists, ecologists, builders.

The future experts associated the economic development of the South of Russia with cultivation of grain, development of food industry, engineering, electricity.

According to the survey participants, such sector of the economy as tourism will significantly increase due to the development of such types as sanatorium and resort tourism, eco-tourism, pilgrimage tourism (Al-Khafaji, Guha, Al-Khafaji, 2017; Orria, Luise, 2017).

Thus, heuristic ideas of young people about the vectors of socio-economic development of the region are positive. In the period until the year 2035, traditional values will be strengthened, the economy will be stable due to the growth of grain production, food industry, engineering, energy, tourism. There is a clear understanding of young people about the professions in demand for the future, competencies, necessity and conditions of professional self-realization (Sumpf, Araji, Crompton, 2016; Mantey, 2016; Bausch et al., 2015).

**RECOMMENDATIONS AND PROSPECTS OF THE STUDY**

The data obtained in the course of the study was used in the preparation of the regional development program of the Stavropol Territory until the year 2035.

The development of a research strategy for understanding the heuristic ideas of young people about the future is associated with the expansion of the study area and the definition of the relationship between the processes of globalization and preservation of the individuality of regional development (Proulx, 2016; Bryant, Chahine, 2016; Evans, Stallings, 2016).

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