MODERN TRENDS IN MANAGEMENT OF CITY TERRITORIES

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The task of optimizing spatial development, creating comfortable living conditions, placement of sustainable land use systems for food production, the formation of a new face of cities and the atmosphere as factors of modern urbanization becomes relevant [1, p. 150]. Accordingly, human life should take place on the basis of systematic, environmentally safe and rational development of territories, which prevents the negative impact of processes that accompany large cities. Rapid urban expansion requires a science-based management strategy that takes into account all aspects of the urbanization process [2].

Analysis of interpretations of the concept of "urbanization" shows that the main features of urbanization processes relate to changes in lifestyle, the attraction to the places of manifestation of its abilities and the use of opportunities. But the large concentration of people determines the need to take into account a significant number of factors that contribute to the formation of living areas, provide not only conditions for the development of society, but also are environmentally friendly.

The formation of large cities leads to both positive changes and adverse consequences for society, such as housing shortages, unemployment, high cost of living, crowds in small areas, psychological personality problems associated with loneliness and the formation of a tendency to live "solo". Together, they create a synergistic effect inherent in the urban lifestyle. Urban agglomerations as complex nonlinear systems require other than traditional approaches to management.

Cities and territories of cities as a complex system need a perfect management process, due to current trends and socio-economic and environmental factors of urban development. The city is studied by groups of criteria according to which the management process takes place. Among the groups are: demographic, organizational and legal, economic, land and urban planning, infrastructure, environmental, heuristic. Current trends and factors of city management are shown in fig. 1.
This indicates a rather complex set of measures aimed at shaping the image of the city for different groups of people who have their own interests and needs. It is the creation of the city’s brand that changes the quality of life, its inhabitants, attracts investors and investments, intensifies tourism, forms the revenue part of the city budget and makes the city famous and attractive. The value of the brand is the synergy of its unique properties and personal perception of the consumer, which correlates with the perception of their own individuality and position in society, expressed in the emotional effect of the atmosphere.

The creation of the city’s brand is facilitated by studying the main factors of management and determining the direction of the brand and its development strategy, as a center of education, culture, production, recreation, tourism, health and treatment, meeting gastronomic requirements. The formed brand promotes increase of a role of the city in a life, its inhabitants, attraction of the persons who are interested in use of qualitative characteristics of the city forming its uniqueness.

**Conclusions.** Management of cities and their territories in the framework of development and improvement of ecologically oriented direction of economic development and acceleration of urban processes requires research and the formation of new approaches. This approach is to create a new model of the territory taking into account the socio-economic-ecological and socio-psychological requirements of the territory, which form a special atmosphere for the population, which itself is the strength of the brand of the territory and needs management.
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