

# **FAMILY HOMESTEAD SETTLEMENTS – AN INNOVATIVE MECHANISM OF SOCIO-ECONOMIC MANAGEMENT OF THE TERRITORIES POTENTIAL AND GREEN TOURISM DEVELOPMENT**

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The concept of stage development of society according to L. Klassen and G. Shimemi describes the following stages: urbanization, suburbanization, counterurbanization, reurbanization. The indicator of change is the dynamics of migration processes and socio-economic activity between cities and rural settlements, taking into account local features and stages of development [1]. The long-term existence of cities led to municipal collapses, air, water and soil pollution, problems of transport, water, energy, administrative and other life support, waste disposal problems, mass development (absence of space bases for growth and development). The consequence of the growth of agglomerations is the contraposition of the place of employment of the family to the place of residence (concentration of efforts, attention, time and other personality resources in the workplace not in favor of the family). A separate form of such confrontation is a labor migration when an employee leaves a family temporarily or for a long time, and his own home replaces with an apartment, an official housing or a barrack). Instead, the reciprocal processes of migration are due to the formed system of values associated with views of the future, the environmental care, high level of domestic service. Economic reasons are decisive for people with low-income, when economic security is important. For people with medium and high income, it is decisive to increase the quality of life, security of natural environment and children [3].

The reasons for resettlement are alternatives: free (possibility – financial, distance employment, flexible schedule of work, presented more often by freelancers, wealthy population, pensioners, etc.; convictions – not perception of the city's rhythm, the conglomerate of transport congestions, smog, crime, stress, psychological pressure, imposed values, fatigue, life, communal monopoly, diseases, "stone and concrete jungle", "rat racing", aggravation, internal exhaustion, uncertainty in the future) and forced (refugees, necessity

to care for sick relations or parents in the elderly, financial or other failure to live in the city, desire for the best living conditions, ideological desire for harmony with themselves and nature, understanding the integrity and interconnection of all processes in the Universe [2].

Migration to rural settlements is due to the desire for environmental condition of residence, healthy lifestyle, formation of food safety, development of original culture [4]. The growing popularity of environmental practices in all regions of the world aims to restore the natural environment, reducing anthropogenic load on it and indicates the global nature of processes, relevance to the change in the technocratic, market approach to life for modern society along with the popularization of approaches 5E and 5R. To approach 5E we attribute management and life and elementary nutrition (Local Food), ecologization of business (Eco-Friendly Business), Ecological Life (Organic Life), eco-effectiveness, green construction. Local Food – includes healthy meals (Wellness), vegetarian dishes, "slow food" (Slow Food) as a fast food opposite (Fast Food). Eco-Friendly Business is an ecologization of business, social entrepreneurship. "Organic Life" provides for the development of permaculture, ecofarms, production of organic products, certification, recovery of long-term non-plant plantations as a mechanism for increasing soil fertility, improvement of water, air and mineral-biological balance of the territory, multiplication of flora and fauna in the territory. Non-waste livelihood offers the following 5R principles of life: refuse – a refusal of unnecessary; reduce – a shortening of what is not consumed; reuse – is to reuse what is possible; recycle – recycling; rot – composting) [5].

Trend to the organization of "smart" space: smart-community (smart community), smart-technologies, smart-houses, "smart cities" (smart economies, mobility, surrounding environment, people, accommodation and management), etc. outlined the aspiration of a modern personality to develop and spatial organization of the environment maximum friendly to a person, where the main issues are human and ecology, as well as technologies that allow to harmonize them (in the first place, to use rationally resources and improve the anthropogenic impact on the natural environment, in particular through non-waste livelihoods, the use of renewable energy sources, rational resource use, waste reduction). The world experience of differentiation of settlements can be summarized on the following features: 1) according to the purpose of creating – religious, spiritual, communities and society, environmental, anarchical; 2) by the type of criticism of society – psychological, political and economic, religious [6]; 3) according to the activity of public influences on society – local, regional, global; 4) by the place of location – urban, rural, mixed; 5) according to the motivation of creation – anarchic, essential (formation of the corresponding level of

consciousness), by interest (like to engage in the relevant case); 6) according to the settlement council system: one-level (equality of all participants), pyramidal (each manages within its authority, functions of a certain level of hierarchy); 7) by the number of participants – family (present members of one family), public (traditionally or spontaneously formed administrative-legal units – people settle in villages, garden plots, build cottages out of town to breathe fresh air), settlement of family homesteads (FH) (as territories, combining several genera, each of which forms a space where the traditions, spirituality and acquisitions of own family are collected); 8) by the areas of activity – settlements created in order to protect forests, water, ecologization of urban lifestyle, movements for ensuring a healthy lifestyle, for joint accommodation in common buildings in cities, etc. With the purpose of preventing violence, both of a person, and of surrounding space, they have signs of sustainable development, balanced use of natural resources (human existence in harmony with nature, because a person is only part of it). Priorities for such communities are the preservation of the environment for future generations, including due to the reduction of consumption, cyclic use of resources, the restoration of the potential of the territory, the dissemination of practice of organic farming, non-waste livelihoods, the use of renewable energy sources, improving the relations between individuals in society due to improving the quality of life, spiritual development, social justice and support, forming sustainable self-sufficient communities.

Motivational factors for the creation of alternative settlements include: 1) the rejection of the existing system of socio-economic and other relations, such as conditions of life in the city (contaminated territories – food, water, air, soil, inaccessible factors of life or they do not meet the criteria of quality – permanent stresses, uncomfortable overloaded infrastructure, earnings, which occupies almost all the time, does not allow to live in full); 2) a change in lifestyle as a result of a change in consciousness, an understanding of how the Space and the Universe work. Understanding that the existing civilization cannot exist forever on the planet Earth – as a result of the choice of a technocratic system as a prevalent one and, as a consequence, the destruction of natural mechanisms, humanity will not be able to maintain the achieved style and standard of living, etc.; 3) just want to do what they like [6].

Their common features are also the following: 1) ecological construction, under which we understand the erection of simple cheap houses of natural materials, as a rule, in places of location of energy-saving mainly autonomous buildings; 2) ecological renewable agriculture and permaculture, which provide for the restoration of soil, increase of its fertility due to natural mechanisms, restoration of biological diversity; 3) natural expedient

livelihoods through minimization of influence on Human and Nature, ecological minimalism in everyday life and production; 4) alternative energy – sunny, wind, geothermal, etc., due to natural energy processes; 5) nature conservation technologies [7]; 6) joint accommodation – social approaches to community formation, joint accommodation, recovery of lost relationships, mutual assistance, cooperation, joint possession of household objects, personal and real assets, solving urgent development issues.

The reasons for resettlement are alternatives: free (possibility – financial, distance employment, flexible schedule of work, presented more often by freelancers, wealthy population, pensioners, etc.; convictions – not perception of the city's rhythm, the conglomerate of transport congestions, smog, crime, stress, psychological pressure, imposed values, fatigue, life, communal monopoly, diseases, "stone and concrete jungle", "rat racing", aggravation, internal exhaustion, uncertainty in the future) and forced (refugees, necessity to care for sick relations or parents in the elderly, financial or other failure to live in the city, desire for the best living conditions, ideological desire for harmony with themselves and nature, understanding the integrity and interconnection of all processes in the Universe [8]). The settlements created by city residents outside agglomerations realize their own ideal of the model of the future through the interaction with nature, formation of the basics of partnership and cooperation between individuals and their groups, not remaining aside of social processes.

Identification of individuals or their groups that implement each of the mentioned functions within the community (or beside it, in particular, it may be administration by public authorities or there are issues of national security, that are decided at the national level, etc.) is decisive not only from the position of the effectiveness of their implementation, but also the ability of the community to initiate and implement the conceived. More successful in this matter is the experience of Ukraine, which combines environmentally conscious attitude to the surrounding space with generic values, spirituality and culture of the Ukrainian people that are revived in family homestead settlements (FHS) (Table 1).

Cheap and easy-to-use technologies are a promising vector of life on a reasonable sufficiency principle, when production and consumption is at a minimum level that provides permanent spiritual growth [9]. Orientation for socialization, public community development management, responsibility for their own life and surrounding space forms qualitatively new standards. At this time, an important role plays contact with the natural environment, in particular, forest. Being a powerful producer of resources (wood, mushrooms, berries, etc., which can be consumed, recycled and realized, also as the product of functioning of trade and crafts, as well as the ability to health improvement and recreation and training), the forest forms a

spatial environment more rich by relations and values (the garden planted in it is more resistant to pests and diseases; as a result of the creation of a microclimate it may contain more heat-loving species of flora and fauna, to protect and inspire a person to new accomplishments, increase the speed of thoughts).

**Table 1**

*Socio-economic formations in rural areas*

<b>Type of settlement</b>	<b>Consolidation of resources and capital</b>	<b>Practice of hiring</b>	<b>Introduced technologies</b>
Entrepreneurial structure	Consolidation aimed to capitalize resources and revenues	Labor resources are accumulated as part of the production capital under terms of hiring and payment	Prevailing industrial production technologies
Traditional settlement	Consolidation by historical practice and a territorial basis	The prevalence of family-generic relations in issues of solving development tasks with the possibility of hiring	Prevailing practices of traditional production technologies and life with insignificant attraction of best practices
Ecological settlement	Practiced involvement of subjects on the basis of a common world outlook and value system	The practice of solving the development tasks by community that is not united by family-generic relations	Practice of both the refusal of modern technologies (Downshifting) and their involvement (Upshifting)
Family Homestead Settlement	Practiced involvement, in particular through public administration and activities of civil organizations	Practice of family-generic relations in solving of development tasks	Practice of nature expedient (nature-aligned) technologies that provide harmony of human and nature relations

*Source: own research*

Under the FH we understand the place of residence of the family (Genus). The FH is an area of land of a size not less than 1 hectare, dedicated to a family in life free of charge inherited use and possession, without the right to sale it. In such a site, a family lovingly builds home, plants a generic tree, a forest, a garden, a vegetable garden, equips a pond, and a perimeter protects by a hedge of forest culture. Land under the FH is not a severable land plot [9]. The growing number of urban residents who want to become a host of their lives have to provide household needs by their own forces, to build a full-fledged space of love and well-being in harmony, interaction with the external world on its own small homeland for future generations.

Principles of organization of settlement are: the principle of harmonious interaction with nature – the environment of existence ("Live as breathing"), the principle of creation ("Man is happy in creativity"), the principle of formation (forming an environment where there are all conditions for intellectual, spiritual and bodily development), the principle of the inheritance ("Children are the continuers of our family and our actions", they are educated by the lifestyle of parents and society), the principle of security system (the life of settlers, aimed at achieving food, energy, cultural,

economic security and self-sufficiency), the principle of interaction between settlers (interaction between settlers takes place on the basis of honesty, responsibility and trust of community), the principle of interaction with the outside world (the FH is an open system ready for any kind and form of cooperation and partnership, corresponding to its goals and principles of life), the principle of organization (the main body of the settlement is Viche, a coordinating body is a settler, territorial council), (Fig. 1).

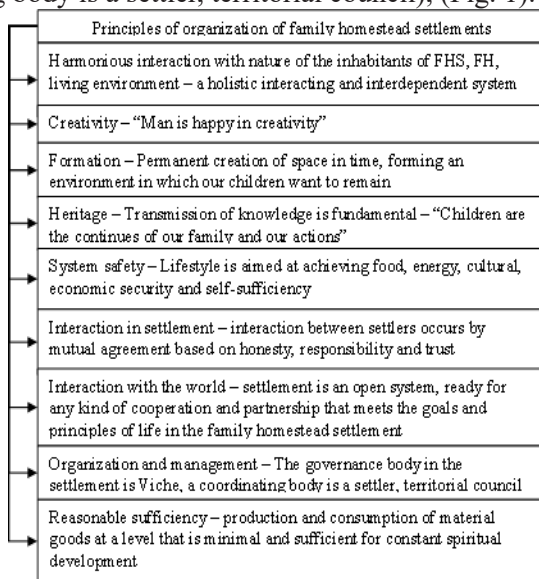


Fig. 1. Principles of organization of FHS

Source: own research

The reasons for the appearance of FHS are the following: 1) global vision, awareness that a technocratic lifestyle is such that leads to the ecological catastrophe, understanding the finite of the predominant share of natural resources, threats of global climate change; decrease in soil fertility; cutting forests, waste disposal, environmental pollution; 2) personal reasons, in particular, a sharp deterioration of the quality of urban lifestyle (people work a lot, lose time, money and health, but stop seeing the reasons to continue to do it – the quality of water and air decreases, food in cities is practically harmful to health, constant existence of stress, fuss, physical and psychological exhaustion), in order to give birth and grow children in an environmentally friendly and safe place, search for methods and mechanisms of spiritual and physical growth, influence of certain ideas (literature, teachings), feeling of will, the formation of a positive environment, etc.

A large sustainable settlement is fully secured by specialists with all

the necessary professions and the formation of society. Local authorities determine within their boundaries the territories, where it is necessary and possible to place settlements (where they do not longer exist). In addition, in rural settlements, in the presence of devastated land plots, local authorities may apply the normative base provided for FH. The authorities on sites determine the necessity, significance and social need for such events [4]. Creating a FH settlement is the basis of well-being, harmonious joining of healthy families living in love, abundance, pure environment on the way of evolutionary development of mankind.

The FH is a specific place on the planet, where a person was born, lives and is bonded to all the matter. This is a place where children are born to remember how their ancestors lived, because everything around them will remind about the nonlinear images and good memory, because most trees live hundreds of years. Thus, the connection with the ancestors, Nature, Land, Creator is maintained. Taking into account that everything alive is the materialized thoughts of God, communicating with his living works, understanding them, we communicate with the views of the Creator, gradually understanding His plan, approaching Him. The essence of life in the FH is to live in the Space of Love, which a person creates itself in its own opinion, its dream, its aspirations for this dream. This plan will be a common creation of Human and the Creator of all the matter. The essence of this idea (the idea of creating and living in the FH) – to live by the cherished plan, appointed by God, which He defined for a Human, his son, daughter, his child, his creation. We all are His creation. Almost all inhabitants of FHS are former urban residents (93% of the total), which often have abundance, work or own business. The image of the settler of the FH includes the following characteristics: 80% of respondents have higher education, 10% – unfinished higher education, secondary education – 4%, general secondary education – 3%, other – 3% (are engaged in self-education), therefore, they form their own priorities accordingly (Table 2).

Sphere of employment of interlocutors: ecological construction – more than 30%, remote activities and crafts – 29%, pensioners – 19%, social sector – 7%, agriculture – 6%, temporary earnings and industry – 4%. The settlers actively interact within the network of settlements and affect the development of the region and the country as a whole. The FHS is 85% of their total number of environmentally-oriented settlements in Ukraine. The factors of success should include a high level of education (80% – people with higher education, mature age (average age of settlers 35 years old), high level of self-organization, desire to study, experiment, the ability to attract resources from different sources, including creatively expanding the channels of their receipts without a negative practice of mechanisms of market economy and implementing the task of managing the development

of rural areas through self-organized institutions.

**Table 2**

*Priorities of inhabitants of FHS*

Category	Characteristic
System of values	1) Human is only a part of nature;
	2) the harmonious interaction of individuals with each other and the surrounding space: within the FH, in the FHS, in the country, on the planet as a whole;
	3) imitation of natural processes in life, management, interaction in society;
	4) a priority of family values, generation, people, country, planet, etc.
Ecological approaches in life and management	Using natural expedient technologies: organic production, permacultural design, non-waste livelihoods
Healthy lifestyle	Common physical and spiritual health practices
Multi-child parenting	On average there are 3 children in a family, most young families are prone to have more children
Nutritional preferences that forbid killing	Among food preferences are common vegetarianism, rawism, animals are kept not for slaughter
Restrictions	Smoking, alcohol and narcotic drugs, animal murder
Self-sufficiency	Getting within a FH or FHS of income mechanisms, food supply, leisure, education, health care, etc.
Self-government	Management of territorial community with the help of public organization

*Source: own research*

Thus, unifying all factors is the desire to live and work in harmony with nature, humanity, environmental friendliness, openness and responsibility for itself and the world through improvement of itself. Hard-working, healthy hosts have strong families and take an active part in the political, cultural and ecological development of the region of residence, including initiating various forms of public-private partnership on conditions of constructive interaction. Settlers are characterized with euphoria, romanticism, creative approach, responsibility, friendliness, desire for new knowledge, courage, self-confidence, sometimes a sense of exclusivity, which grows into a dedication of goals, business qualities, solidarity in the community.

The practice of their management shows that for full satisfaction of life needs it is enough four to five hours of daily work. The rest of time of the settlers can be devoted to the education of children, self-education, prevention and restoration of health, creativity, socio-useful work, etc. Basically, settlements are located 15 kilometers from road highways, as a rule, 70-100 km or more from regional centers. The land fund of settlements are predominantly represented by poor derno-podzolic, sandy and clay forest sour soils, often eroded and unsuitable for large-scale agricultural production. The activity of the settler manifests itself in investing in housing construction (in particular, according to traditional technology – of air-bricks), water supply (wells, ponds, voids), restoration of roads and other infrastructure objects, as a rule, without additional funding from local and regional budgets.



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