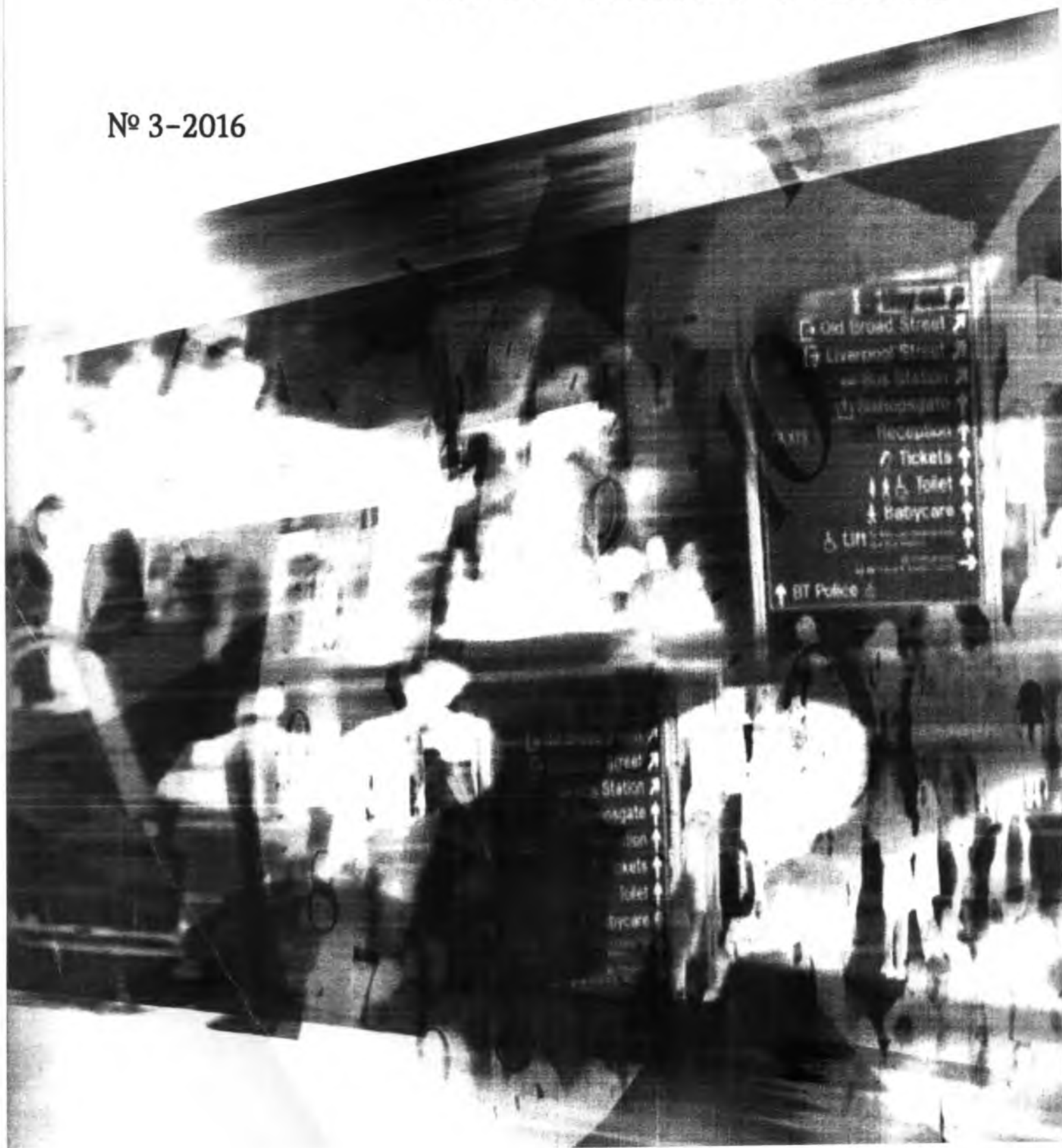


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## ANALYTICAL ASPECT OF SUPPORTING THE SOCIAL SPHERE IN VINNYTSIA REGION AND PERSPECTIVES OF THE SOCIETY DEVELOPMENT

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**Annotation:** In the article the dynamics of social change. This area includes social infrastructure, namely the following elements: the number of active population, education, health care, culture and sports, and others. Based on the analysis determined factors of influence on each of these elements. The basic problems of social institutions. Appearance of risks in the social sector at the state level and defined their impact on regional (local). The level of social services Vinnitsa region, social security institutions and the provision of related services, leading to the development of modern society, its self and receiving social security. These proposals normal functioning social institutions to achieve social impact.

**Key words:** social, education, health, culture, social services, social impact, analysis, social infrastructure, social protection, social institutions.

**Scope of the issue.** The social sphere influences development of the society, its self-fulfillment. It has a significant impact on birth rates, unemployment, population density of the territory and development of the economy and an individual territory as a whole.

The relevance of research of the social sphere is still of great importance and is studied more in depth. The analysis considers negative factors and forecasts the ways to overcome predictable and unpredictable risks.

Unfortunately, the crisis in the economy of Ukraine has a significant impact on the reduction of social services by the community that every year reduces the capacity of the state and results in a low level of providing a social function.

Stable and permanently changing development of the social sphere with the use of a modern material and technical base balances social processes which every territory aims at. It results in the formation of the required number of social enterprises (objects) that will be able to provide social services effectively. Thus let us conduct a detailed analysis of development of the social sphere of Vinnytsya region to address the adverse effects on the social support and infrastructure.

**Analysis of recent researches and publications.** The academic writings of economic direction study an issue of development of the social sphere. Among the scholars who have considered this matter are: O. Bugutsky, S. Vazhenina, V. Galanets, V. Gorkavy, M. Demyanenko, O. Zastavetska, T. Zajac, V. Kutsenko, I. Lukinova, M. Malik, L. Mykhailova, O. Onyshchenko, I. Prokop, P. Sabluk, V. Udovychenko, O. Tsarenko, A. Shatokhin, V. Yurchyshyn, K. Jacuba et al.

The social policy at the state level has been studied by such domestic

scientists: N. Vlasenko, M. Dolishny, I. Kalachova, O. Paliy, V. Skurativsky et al., while analyzing the different programs of social direction.

**Purpose of the article.** To analyze the social sphere on the basis of comparative analysis, to draw appropriate conclusions. To define negative conditions of influence on the development of social services by the example of Vinnytsia region and provide suggestions for improvement of social institutions.

**Presentation of the main results.** To determine economic ties and peculiarities of conditions of location we will show the administrative and territorial system of Vinnytsia region. The region territory is 26.5 thousand square kilometers making up 4.4% of the total territory of Ukraine.

Population is: December the 5<sup>th</sup>, 2001 – 1,772.4 thousand people (present), 1,763.9 thousand people (permanent); as of December the 1<sup>st</sup>, 2013 – 1,619.2 thousand people (present), 1,612.2 thousand people (permanent).

Distance from Vinnytsia region to the border republic Moldova is 202 km. This region borders with such border territories of Ukraine as Zhytomyr, Chernivtsi, Khmelnytsky, Kyiv, Cherkasy, Kirovohrad, Odesa regions. The regional center of Vinnytsia region is the city of Vinnytsya which has also short distances and advantageous geographical location to such major industrial cities as Kyiv - 256 km, Lviv - 365 km, Odesa - 434 km. The distance to the border of the EU (Poland, Slovakia, Romania) is almost the same.

Settlement of the urban and rural population is influenced by the social and economic factor the most and only then by distribution of productive forces depending on the development of industries and location of enterprises.

The population policy of each territory consists in the new generations, that is why the birth rate is one of the key indicators and affects the age structure, the proportion of the active population. In 2013 17.4 thousand babies were born in Vinnytsia region or 10.7 persons per 1,000 inhabitants. During 2013 17,437 were born and 25,453 died in the region while the natural wastage made up (-8016) people. In 2014 the natural wastage increased by 1,076 persons (13.4%) compared to 2013 and that worsened the demographic situation in the region. During 2015 the population of Vinnytsia region decreased by 8.4 thousand people due to the natural waste which already made up (- 9,096) people.

In 2013 natural reduction of population in Ukraine and emigration reduced its population by 158.7 thousand people. This situation has existed in Ukraine since 1991 and continues to the present time. In 2013, there were 76 births per 100 deaths. In 2015 the natural reduction of population in Ukraine amounted to 183 thousand 012 persons while during that year only 411 thousand 783 babies were born. Excess of deaths over births now is not an extraordinary event in Europe. 17 countries (Poland, Italy, Moldova, Germany, Romania, Estonia, Hungary, Lithuania, Russia, Latvia, Bulgaria and others) experienced depopulation in 2014. However, Ukraine is distinguished by the scale of depopulation and accelerated rates of reduction of population. It has the highest rate of natural population loss among these 17 European countries.

According to the State Statistics Service as of January the 1<sup>st</sup>, 2015 the population of Ukraine amounted to 42,928.9 thousand people, including 663.9

thousand people (69.1%) living in urban areas and 13,265 thousand people (30.9%) – in rural areas.

Let us see the change of the administrative and territorial system during 2010-2014 in Table 1.

Table 1

**Administrative and Territorial System of Vinnytsya Region Compared to the Territory of Ukraine during 2010-2014, pieces**

Settlements	YEARS					Deviation of 2014 from 2010	
	2010	2011	2012	2013	2014	absolute (+,-)	relative in %
Ukraine including:							
districts	490	490	490	490	490	-	-
cities	459	459	460	460	460	1	100.2
cities of region subordination	180	180	180	182	184	4	102.2
districts in cities	118	114	111	111	111	-7	94.1
urban-type settlements	885	885	885	885	885	-	-
village councils	10278	10278	10279	10279	10279	1	100.2
rural settlements	28457	28450	28441	28397	28388	-69	99.7
Total settlements	28755	28744	28732	28690	28683	-72	99.7
Vinnytsya region including:							
districts	27	27	27	27	27	-	-
cities of region subordination	6	6	6	6	6	-	-
cities of district subordination	18	18	18	18	18	-	-
districts in cities	3	3	-	-	-	-	-
urban-type settlements	29	29	29	29	29	-	-
rural settlements	1466	1466	1461	1457	1457	-9	99.4
dictriect councils	30	30	27	27	27	-3	90
city councils	24	24	24	24	24	-	-
settlement councils	28	28	28	28	29	-	-
village councils	661	661	661	661	661	-	-
Total settlements	1490	1490	1485	1481	1481	-9	99.4

\* Compiled by the author according to the website of the Statistical Office of Ukraine. Access mode: <http://ukrstat.org>. [5]/.

Thus, during 2010-2014, one can observe a significant reduction of rural areas in Ukraine by 72 settlements over the studied period, and in Vinnytsya region there was a decrease by 9 villages. This situation is determined by the fact that in order to effectively carry out support in the field of education, medicine, trade it is necessary to merge some areas. But the negative factor is the “extinction” of villages and desolation of the territory, people go to the cities, high death rate prevails, only population of retirement age [6] remains.

As of January the 1<sup>st</sup>, 2014 the available population of Ukraine amounted to

45,426.2 thousand people including 31,336.6 thousand people (69.0%) living in urban areas and 14,089.6 thousand people (31.0%) in rural areas.

As of January the 1<sup>st</sup>, 2015 the population of Ukraine amounted to 42,929.3 thousand people including 29,673.1 thousand urban people and 13,256.2 thousand rural people.

According to the Central Statistical Office in Vinnytsia region the available population of Vinnytsia region as of January the 1<sup>st</sup>, 2014 amounted to 1,618.3 thousand people making up 3.6% of the total population of Ukraine.

In Vinnytsia region in 2013 for every thousand people aged 15-64 there were 470 persons of unproductive age, of which 221 persons aged 0-14 and 249 elderly persons. The more demographic burden is in rural areas where the ratio of people of unproductive age to the population aged 15-64 is 560 persons per thousand of inhabitants, and elderly residents (329 people) dominate in this burden. According to the size of demographic burden the region is second among the regions of Ukraine after Rivne region (471), Ukraine - 432.

The fact that the rural population is much older than the urban one is also proved by the average age of the population which at the beginning of 2014 made up 42.9 years in rural areas which is 3.7 years more than in urban areas (39.2 years).

The sex composition of the population is characterized by a predominance of females over males. In 2013 there were 1,171 women per 1,000 men.

Let us consider the basic social and economic indicators in Vinnytsia region in dynamics and identify the main trends and impact of factors thereon.

The first feature of the social sphere in Vinnytsia region is the population size. It characterizes the composition and the natural movement of the population, its reasons. The population size shows the number of people living in a particular area as well as permanent or temporary residence. It is clear that the most influential factors for the population size are fertility and mortality, migration from one territory to another. Let us see migration of the population in Vinnytsia region during 2010-2014 and put the data into Table 2.

Table 2

**Population Size in Vinnytsia Region during 2010-2014**

Year (as of the 1 <sup>st</sup> of January)	Size of the available population, thous.people				
	total thous.people	including			
		urban		rural	
		thous.people	% of total	thous.people	% of total
2011	1,641.2	814.1	49.6	827.1	50.4
2012	1,634.2	815.8	49.9	818.4	50.1
2013	1,627.0	816.0	50.2	811.0	49.8
2014	1,618.3	815.3	50.4	803.0	49.6
2015	1,610.6	814.8	50.6	795.8	49.4

\* Compiled by the author according to the website of the Main Statistical Office in Vinnytsia region. Section: Demographics - Population (1995-2014). Access mode: <http://www.vn.ukrstat.gov.ua/index.php/statistical-information/-2015-/2823--1995-2010.html>.

The size of the available population has no significant changes by its structure:



urban - 50.2%, rural - 49.8%. In the category of permanent population during 2010-2014 the number of women prevails over men.

The negative trend is the reduction of the rural population due to inadequate living and social conditions, modern human needs, low levels of employment, absence of jobs in all required fields in rural areas. Thus, social and economic factors have the greatest impact on the development of the rural territories.

The population size is influenced by the factor of migration most of all which depends on the development of social sphere, economics, natural and resource potential of the territory, labor market and development of productive forces, demographic features.

During 2010-2014, the calculations were carried out only by districts, 6 cities of Vinnytsia region were not taken into account. We see that the domestic migration gain has the greatest value in Vinnytsia region - 764 thousand people, Bershad district has the minimal population migration (-122) and external migration also occurs in Vinnytsia district at most - 259 thousand people, the minimum value is in Lypovets distric (-58) thousand people. The reasons for these changes are temporary and permanent migration. Temporary migration depends most on the job, constant migration is characterized by relocation from rural area to urban one [7].

When considering migration one should take into account the peculiarities of the location of regions by the example of Vinnytsia region.

By comparison let us consider migration growth in Ukraine. In 2013, the migration gain of population in Ukraine amounted to 31.9 thousand people which was 29.9 thousand people less than in 2012. The level of migration gain reduced from 13.5 persons per 10 thousand of population to 7.0 persons. In 2014, migration gain in Ukraine was 22.6 thousand people per 10 thousand of population to 5.3 persons. Among 54.1 thousand immigrants the largest number arrived from Russia - 14.8 thousand people (27.4%), Turkmenistan - 3.9 thousand people (7.3%), Moldova - 3.3 thousand people (6.0%), Uzbekistan - 2.9 thousand people (5.3%). Among 22.2 thousand of immigrants the largest number of emigrants who left in 2013 from Ukraine to Russia - 4.9 thousand people (22.2%), Turkmenistan -1.6 thousand people (7.3%), Germany - 1.6 thousand people (7.1%), China - 1.5 thousand people (6.7%), Israel -1.2 thousand people (5.5%). Among all regions of Ukraine only the index in Kyiv region is close to that of Kyiv and its positive net migration has amounted to 11.1 thousand in 2014. Predominance of the number of newcomers from other regions of Ukraine over the number of departures was also observed in Kharkiv and Odesa regions. For obvious reasons the industrial centers of the East of Ukraine lost their attractiveness while the great exodus occurred thereout.

Defining peculiarities of location and level of population, giving characteristics to the structure of the administrative and territorial system let us further analyze social facilities of Vinnytsia region.

The first object is medicine the development of which leads to a reduction in mortality and diseases, increase of fertility and rise in life expectancy of the population.

The network of primary health care today is represented by 33 medical centers consisting of 317 (286 in the region, 31 in the city of Vinnytsia) family medicine general practice clinics and 902 MOS (medical and obstetrical stations). Equipment of health institutions that provide primary care has increased from 58% in 2010 to 65.2% in 2014. Every year funding for the development of this area increases. Thus, in 2014 emergency medical care budget made up 101.7 million UAH which was 12 million UAH more than in 2013. In addition, due to subsidies from the state budget the region received funds for the development of emergency medical care totaling about 16 million UAH which allowed to achieve one hundred percent providing medicine with drugs, fuels and lubricants. Also during 2014 2 million UAH were allocated for the purchase of medical equipment through tender procedures. It has been possible to renew the fleet of the regional ambulance which today includes 207 cars. Development of the primary level stimulated development of the public motivation policy for family doctors which had not been before.

Let us study provision of health facilities of various types in Table 3.

*Table*  
**Number of Health Facilities, Health and Resort in Vinnytsia Region in 2010-2014 (pieces)**

Facility	YEAR					Deviation of 2014 as per 2010	
	2010	2011	2012	2013	2014	absolute (+,-)	relative (%)
Health facilities	121	68	64	63	64	-57	53
Medical outpatient clinics	369	122	146	451	472	103	12
Spa resorts with treatment	21	2	22	22	21	-	
Health and recreation resort	6	6	6	6	6	-	
Holiday centers	-	-	-	-	-	-	
Recreation camps and other establishments of rest	3	3	2	1	1	-2	33
Children's holiday camp	803	795	813	826	629	-174	78

\* Compiled by the author according to the website of the Main Statistical Office of Vinnytsia region. Section: Health Care - Health facilities (1995-2014). Tourism. Tourism - Children's health and recreation facilities working in summer. Access mode: <http://www.vn.ukrstat.gov.ua>.

Number of hospitals, lodges and camps in the region decreased by 53 facilities, 2 and 174 in 2014 compared to 2010, respectively.

As Vinnytsia region has come under a pilot project in the field of health care, the outpatient polyclinic institutions are characterized by increasing their number by 27.9% in 2014 compared to 2010. This situation will affect the level of health services and social protection of population. Reduction of health facilities will make citizens to address to private clinics.

At the state level the targeted programs are adopted for complete provision of patients with expensive, vital medicines and medical products. However, in recent

years the need of patients for such means was provided by the state funds only at the level of 35 -39%. In this regard, it is necessary to additionally finance such programs from local budgets.

The main problem in the region is price of medicines (a sharp increase due to increased customs fees and exchange rates), insufficient medical care. It is therefore necessary to set more stringent standards and criteria of services, allocate financial resources in the health system at the national and regional levels effectively.

Another object of the social sector is education. A person is educated from childhood to the already formed personality to ensure his/her future. At each stage of development parents try to provide their child with the best level.

In 2014 there were 781 pre-schools in the region which brought about 54.5 thousand children and it met the needs of the population of Vinnytsia region.

In recent years, the issue of restoration of pre-schools in the region is a priority in the development of the regional education system.

During 9 months of 2014 6 pre-schools for 119 places (the village of Stepanky of Bar district, the village of Rahnivka of Haysyn district (18 seats), the village of Shepiyivka of Kalynivka district (20 seats), the village of Lozove of Khmilnytsk district (20 seats), the village of Voronivtsi of Khmilnytsk district (20 seats), the village of Gromadske of Lityn district (24 seats)) were opened. Among them there were 4 pre-school facilities that did not function in 2013 due to the lack of funds (Lityn district - 1 pre-school educational institution, Khmilnytsk district - 2 pre-school educational institutions, Bar district - 1 pre-school educational institution). This situation improves provision of education in rural areas.

Today there is practically no pre-school buildings used for other purposes and requiring return. The work of the Council of heads of preschool educational institutions of Vinnytsia region and the local branch of the Ukrainian public organization "Association of Pre-School Workers" is continued. The region has 888 secondary schools where 152.5 thousand pupils study including in urban areas - 85.9 thousand pupils (55.4%), in rural areas - 66.7 thousand pupils (44.6 %).

Let us put availability of educational institutions during 2010-2014 in Vinnytsia region to Table 4.

Table 4

**Educational Institutions of Vinnytsia Region during 2010 – 2014, pieces**

Educational institutions	YEAR					Deviation of 2014 from 2010	
	2010	2011	2012	2013	2014	absolute (+,-)	relative in %
<b>Pre-school institutions</b>	704	720	<b>748</b>	<b>780</b>	779	75	110.7
<b>Secondary schools</b>	976	963	<b>948</b>	<b>898</b>	883	-93	90.5
I-II levels of accreditation	17	17	17	17	17	-	-
III-IV levels of accreditation	5	5	5	5	5	-	-

\* Compiled by the author according to the website of the Main Statistical Office in Vinnytsia region. Category: Education – pre-schools, secondary schools, universities (1995-2014.). Access mode: <http://www.vn.ukrstat.gov.ua>.

Research of this sphere shows that the positive trend is observed only in pre-schools which have begun to increase their number due to increased fertility of prior periods.

In Ukraine 9.3 thousand less children were born from 475.1 to 465.9 thousand during 2014 compared to 2013 [5].

Other types of educational institutions only reduce their number, here the influence of the labor market, graduates, provision them with jobs also play role. This trend regarding school facilities is observed in this case: reforms are introduced and institutions are merged aligning workload of each educational institution at the expense of reduced contingent and less financing efficiency, so in 2014 there were 93 less institutions than in 2010.

The work to strengthen a material base of schools in the region is continued. Furniture is changed in most educational institutions. According to the approved regional program "Rural School" for 2010-2014 sports equipment (gym mats) at the amount of 95.700 thousand UAH in the quantity of 116 pieces and furniture (wardrobes) at the amount of 182.900 thousand UAH in the quantity of 62 set were purchased for secondary schools in 2014. Due to the state budget in 2013 Vinnytsia region received 46 school buses for a total of 17 million 250 thousand UAH, 3 other buses were purchased for the local budget funds totaling 1 mln 125 thousand UAH.

Higher educational institutions are objects of different forms of ownership, they have a good reputation among other areas and yet their quantity remains unchanged, professionals who are experienced according to their profile and are competent graduate from them.

The third object of the social sphere is cultural development. Social and cultural activity helps each individual to self-actualize, to communicate, to develop, to enjoy life. Thus, development of each individual is wealth of the country. In recent years, social culture of the society has undergone significant changes so it is necessary to introduce information technology in rural livelihoods that would meet modern needs.

During 2014 Vinnytsia region ensured compliance with current legislation regarding development of institutions of culture and art, including formation of the core network. Therefore, as of October the 01<sup>st</sup>, 2014 it consisted of 2,158 institutions (at the beginning of 2014 – 2,165). According to Article 22 of the Law of Ukraine "On Culture" minor changes were performed due to demographic processes, especially in rural areas.

In rural settlements where social norms do not provide for separate libraries and clubs the implementation of semi-functional institutions – a club-library – is still in practice. Currently, 116 such institutions are engaged in cultural, educational, informational and library work in villages with population from 200 to 350 residents.

The activity of culture of Vinnytsia region is provided by 6.8 thousand workers 2.5 thousand of which work in rural areas. Material and technical base of cultural institutions of the regions was improved, in 2014 236 repairs of cultural

institutions were performed totaling 4 million 346 thousand UAH.

Let us consider the number of cultural institutions in Vinnytsia region in Table 5.

Table 5

**Quantity of Cultural Institutions in Rural Areas of Vinnytsia Region in 2010-2014, pieces**

Cultural institution	YEAR					Deviation of 2014 from 2010	
	2010	2011	2012	2013	2014	absolute (+,-)	relative in %
Professional theaters	2	2	2	2	2	-	-
Concert organizations	1	1	1	1	1	-	-
Museums	13	15	19	22	25	12	192.3
Public and universal libraries	1010	1004	995	990	983	-27	97.3
Clubs	1151	1139	1138	1132	1129	-22	98.1
Cinema/video demonstrators	299	219	222	195	176	-123	58.9

\* Compiled by the author according to the website of the Main Statistical Office in Vinnytsia region. Category: Culture - Art and cultural institutions (1995-2014). Access mode: <http://www.vn.ukrstat.gov.ua/index.php/statistical-information/-2015-/2815--1995-2009.html>.

Provision of libraries decreased by 27 units, clubs by 22 in 2014 compared to 2010. This is due to many reasons. The main ones are: outdated material base of cultural institutions, insufficient funding, lack of an appropriate level of the state support, low wages of these workers and along with this insufficient level of the relevant specialization and inappropriate training, lack of social protection of cultural workers.

According to the index of real gross wages for 2014 the region takes the 10<sup>th</sup> place in the ranking of regions of Ukraine.

In 2014 the library fund of the region made up 15 mln 382.5 thousand documents 87.9 thousand copies of which were in foreign languages. In general, at the expense of local budgets 6,445 copies of books at the amount of 394.2 thousand UAH were purchased. In addition, the libraries of the region continue to work actively on the introduction of modern information technologies, creation of their own electronic resources. Thus, 256 are equipped with computer hardware (which is 47 more than in 2012), 186 libraries of the region use Internet resources for the provision of information and library services for their users, including 123 rural.

As of October the 01<sup>st</sup>, 2014 funds of the regional museums comprised almost 217 thousand items, they were visited by almost 490 thousand people [5].

This situation is in culture because the economy is unstable low, the income of citizens is also becoming smaller due to arrears of wages, inflation of economy. Unfortunately, the political situation and specific actions in the country led to prevailing visits of cinemas and museums. Let us consider structure and quantity of mass media and bookpublishing in Vinnytsia region in Table 6.

Quantity of Mass Media and Bookpublishing in Vinnytsia Region in 2010 -2014

YEAR	Bookpublishing (printed units)		Publishing of magazines and other periodicals		Amount of newspapers (editions)		Average daily volume of local broadcasting, hours	
	amount of editions, printed units	size of edition, copies	amount of editions, printed units	annual size, thous. copies	amount of editions, printed units	average single size, thous.c opies	TV	radio
2010	459	259.4	22	82.2	109	1,511.9	15.0	12.2
2011	390	146.8	36	430.8	103	1,322.4	13.5	10.3
2012	552	209.0	29	222.2	107	1,672.6	38.0	10.3
2013	527	236.4	41	182.5	102	1,420.6	34.5	10.4
2014	352	128.8	34	32.7	95	1,016.1	34.5	10.4
absolute deviation of 2014 from 2010 (+,-)	-107	-130.6	12	-49.5	-14	-495.8	19.5	-1.8
relative deviation of 2014 from 2010 (%)	76.7	50.0	154.5	39.8	87.2	67.2	230	85.2

\* Compiled by the author according to the website of the Main Statistical Office in Vinnytsia region. Section: Culture – Mass media and bookpublishing. Access mode: <http://www.vn.ukrstat.gov.ua/index.php/statistical-information/-2015-/2816--1998-2009.html>.

Radio broadcasting declined by several hours in 2014 than in 2010 and this affected the linguistic culture of the society. Percentage of provision with periodical literature and magazines increased by 54.5% respectively in 2014 compared to 2010, all this was stipulated by the relevant programs for timely provision of library readers with literature. [7]

Another complementary element of culture is mail and communication. Let us show activity of post offices and communication in Table 7.

The role of information technologies due to their accelerating development is too important, it affects development of the society and its relations with state authorities. The present time is typical of availability and quickness of obtaining information materials. The positive point is that the development of scientific and technical progress enables you to quickly disseminate information to any place of the area, but the negative one is the absence of information technologies in rural areas.

The table describes decline in long-distance and international calls in 2014 compared to 2010 in Vinnytsia region. The volumes of providing long-distance telephone calls (including international) decreased by 36%, the volumes of sending telegrams - by 21.4%, sending money transfers and pension payments - almost equally by 21.5%.

**Dynamics of Post Services and Communication in Rural Areas of  
Vinnytsia Region in 2010 - 2014**

Year	Sent, thous.units					Long-distance telephone calls (including international), thous.
	newspapers and magazines	letters	telegrams	packages	money transfers and pension payments	
2010	26416	6135	35	337	6499	59603
2011	41011	5931	40	342	5259	48862
2012	26553	6419	35	362	4946	51925
2013	22739	6802	28	362	4722	46175
2014	22385	5830	24	377	4453	38129
absolute deviation of 2014 from 2010 (+,-)	-4031	-305	-11	40	-2046	-21474
relative deviation of 2014 from 2010 (%)	84,7	95,0	68,6	111,9	68,5	64,0

\* Compiled by the author according to the website of the Main Department of Statistics in Vinnytsia region. Section: Transport and communication (information society) - Mail and communication. Access mode: <http://www.vn.ukrstat.gov.ua/index.php/statistical-information/-2015-/2871-2000-2010.html>.

Thus, the worldwide network “Internet” provides access to information and is an intermediary of any services for messaging and information transfer, including when purchasing and delivering goods.

Establishment of new mobile operators which is quite convenient and fast for the population, especially in rural areas, is a competitor. As of January the 1<sup>st</sup>, 2014 the telephone network of Vinnytsia region consisted of 303 thousand main phones, of which 85% were owned by the population. During 2013 there was a decrease of home telephones in urban areas by 11,043 units, in rural areas by 5,803 units. As of January the 1<sup>st</sup>, 2014 there were averagely 40 telephones per 100 families in the region.

In addition, the number of mobile subscribers was about 2 million. Cable television in Vinnytsia region was used by 53 thousand subscribers, as of January the 1<sup>st</sup>, 2014 the network “Internet” consisted of over 92 thousand subscribers.

The last segment of the social sphere after culture is tourism. An important place in the economic and social development of the region is given to sanitation, tourism and recreation. In 2014 27 licensed tourist enterprises worked in the region. Let us characterize tourism activities in Vinnytsia region and put data into Table 8.

Dynamics of Tourism of Vinnytsia Region in 2010-2014, persons

Year	Number of tourists serviced by tourist enterprises - total	From the total number of tourists:			Numer of visitors
		foreign tourists	tourists who are citizens leaving abroad	domestic tourists	
2010	38,530	2,193	13,960	22,377	21,083
2011	26,383	17	13,583	12,783	10,864
2012	25,878	52	18,064	7,762	6,946
2013	29,606	15	21,308	8,283	6,560
2014	20,744	-	14,553	6,191	1,814
absolute deviation of 2014 from 2010 (+,-)	-17,786	-2193	593	-16,186	-19,269
relative deviation of 2014 from 2010 (%)	53.8	-	104.2	27.7	8.6

\* Compiled by the author according to the website of the Main Department of Statistics in Vinnytsia region. Section: Tourism - Tourist flows (2000-2014). Access mode: <http://www.vn.ukrstat.gov.ua/index.php/statistical-information/4047-2000-2010.html>.

Tourist industry is becoming increasingly important for the economy and the social sphere in Vinnytsia region and is presented at the national and international exhibitions every year. In 2014 in the field of tourism according to statistics in Vinnytsia region more than a dozen of travel companies were created which were engaged in tour operator and travel agency activities. The most powerful among tourism enterprises are Vinnytsia Regional CJSC for Tourism and Excursions "Vinnytsiatourist", private travel agency "Ukrviza", PE "Wintour Plus", PE "Ukrvinintur" [5].

Overall, less tourists were served in 2014 than in 2010 in Vinnytsia region. All this suggests low social level and low level of revenues (provision). Tours are conducted in prominent places and landscapes of Vinnytsia region, M.I. Pyrogov Museum, the fountain "Roshen" etc., the historic sites make Vinnytsia region more attractive. In order to popularize the tourism industry the culture and tourism department of Vinnytsia region created the travel site "Vinnytsia Region Invites".

A pressing issue for Vinnytsia is Rural Green Tourism development. In order to identify promising areas for the development of an appropriate type of tourism they perform monitoring and complement an electronic database concerning individual enterprises to provide tourism services in rural areas. 30 farmsteads are provided with activities in the region and offer comfortable accommodation, family vacation, people's traditional cuisine, organic food, interesting entertainment.

Based on the above analyzed, we can conclude that the social infrastructure will effectively provide services and carry out social protection of the society, it will function and develop if the following elements are provided: availability of the required number of social facilities, provision of the material and technical base under the current conditions, the level of financing social facilities (Figure 1).



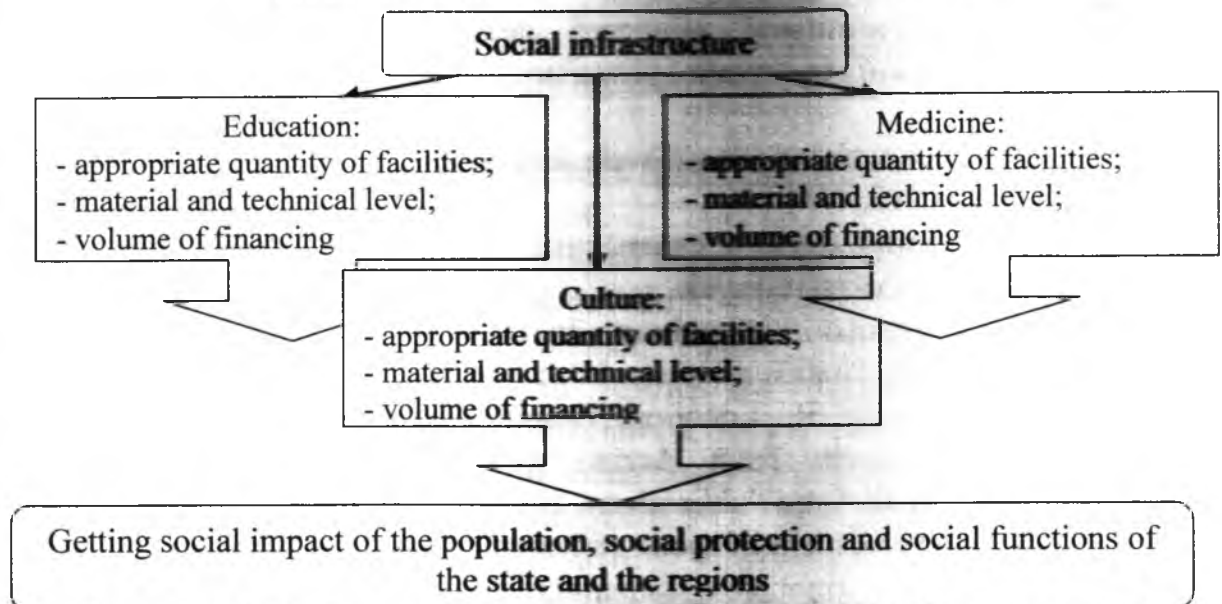


Figure 1. Mechanism of getting **social effect from social infrastructure objects**  
 \* Compiled by the author

**Conclusions.** Thus, the uniform support and sufficient number of social facilities will result in the efficiency of social services. Therefore, it is necessary to constantly monitor changes in legislation and establishment of social programs, to properly organize the distribution function of resources for the social sphere, to provide budgets of different territorial levels with more autonomy, to update the material and technical equipment of institutions of social direction, to raise the skill level of workers of social services, taking into account crisis conditions, unstable situation in the economics, inflation processes and other complex market conditions.

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