

Трусій Оксана Миколаївна,
кандидат географічних наук, доцент
Кочур Владислава Сергіївна

Київський національний університет імені Тараса Шевченка, м. Київ,
Україна, e-mail: o_trusij@knu.ua, ORCID ID: 0000-0002-3711-8008
Київський національний університет імені Тараса Шевченка, м. Київ,
Україна, e-mail: vladakochur@gmail.com

МЕТОДИ ДОСЛІДЖЕННЯ МІСЬКОГО РОЗВИТКУ ТА РОЗВИТКУ ТЕРИТОРІАЛЬНОЇ ГРОМАДИ

Метою статті є комплексний аналіз і систематизація сучасних підходів до вивчення урбаністичного розвитку та розвитку територіальних громад з урахуванням багаторівневої природи цих процесів. Урбанізаційні зміни охоплюють широкий спектр соціально-економічних, просторових та екологічних трансформацій, які впливають як на міські агломерації, так і на громади базового рівня. У зв'язку з цим виникає необхідність узагальнення методологічного інструментарію, який дозволяє здійснювати комплексну оцінку стану та перспектив розвитку територій. Стаття має на меті не лише класифікувати наявні методи дослідження, а й виявити їхню релевантність до аналізу реальних викликів, з якими стикаються сучасні громади в умовах глобальних та локальних змін.

Методика. Для досягнення мети дослідження застосовано міждисциплінарний підхід, який інтегрує різноманітні методи, що дозволяють глибоко проаналізувати урбаністичний розвиток та розвиток територіальних громад. Включено як теоретичні, так і практичні методи: кількісні (статистичні методи, обробка демографічних даних), просторові (геоінформаційний аналіз та картографія), якісні (соціологічні опитування, інтерв'ю, фокус-групи), а також методи експертних оцінок. Ці методи застосовуються для збору, аналізу та інтерпретації даних, які важливі для розуміння соціально-економічних, екологічних і просторових процесів.

Результати дослідження. Визначено основні методи дослідження міського розвитку та розвитку територіальних громад, розглянуто їх переваги й обмеження. Зокрема, показано важливість комплексного підходу, що охоплює не лише кількісні, а й якісні методи для оцінки впливу соціальних, економічних і екологічних факторів на розвиток громад. Виокремлено роль громадської участі, яка надає емпіричні дані для більш точного оцінювання потреб та потенціалу громади.

Зазначено важливість соціологічних досліджень, таких як опитування і глибинні інтерв'ю, для з'ясування реальних потреб місцевих жителів. Рекомендовано застосовувати методи соціального та економічного аналізу для моніторингу розвитку міських територій і для виявлення пріоритетних сфер інвестицій та інфраструктурних змін.

Наукова новизна. Наукова новизна статті полягає в систематизації методів дослідження міського розвитку з урахуванням специфіки територіальних громад. Інтеграція міждисциплінарного підходу, який поєднує методи з різних галузей науки, дозволяє створити більш ефективні стратегії для розвитку громад, здатні враховувати їхні унікальні потреби та ресурси.

Ключові слова: урбаністика, методи дослідження, територіальна громада, міський розвиток, міждисциплінарний підхід.

Trusii Oksana,
Candidate of Geographical Sciences, Associate Professor
Kochur Vladyslava

Taras Shevchenko National University of Kyiv, Kyiv, Ukraine
e-mail: o_trusij@knu.ua, ORCID ID: 0000-0002-3711-8008
Taras Shevchenko National University of Kyiv, Kyiv, Ukraine
e-mail: vladakochur@gmail.com

METHODS OF RESEARCH OF URBAN DEVELOPMENT AND DEVELOPMENT TERRITORIAL COMMUNITY

The purpose of the article is a comprehensive analysis and systematization of modern approaches to the study of urban development and the development of territorial communities, taking into account the multilevel nature of these processes. Urbanization changes cover a wide range of socio-economic, spatial and environmental transformations that affect both urban agglomerations and communities at the basic level. In this regard, there is a need to generalize methodological tools that allow for a comprehensive assessment of the state and prospects for the development of territories. The article aims not only to classify existing research methods, but also to identify their relevance to the analysis of real challenges faced by modern communities in the context of global and local changes.

Methods. To achieve the goal of the study, an interdisciplinary approach was used, integrating various methods that allow for a deep analysis of urban development and the development of territorial communities. Both theoretical and practical methods are included: quantitative (statistical methods, demographic data processing),

spatial (geoinformation analysis and cartography), qualitative (sociological surveys, interviews, focus groups), as well as expert assessment methods. These methods are used to collect, analyze and interpret data that are important for understanding socio-economic, environmental and spatial processes.

Results. The main methods of researching urban development and the development of territorial communities are identified, their advantages and limitations are considered. In particular, the importance of a comprehensive approach is shown, which includes not only quantitative, but also qualitative methods for assessing the impact of social, economic and environmental factors on the development of communities. The role of public participation is highlighted, which provides empirical data for a more accurate assessment of the needs and potential of the community. The importance of sociological research, such as surveys and in-depth interviews, is noted for clarifying the real needs of local residents. It is recommended to use methods of social and economic analysis to monitor the development of urban areas and to identify priority areas for investment and infrastructure changes.

The scientific novelty of the article lies in the systematization of methods for studying urban development, taking into account the specifics of territorial communities. The integration of an interdisciplinary approach, which combines methods from different fields of science, allows for the creation of more effective strategies for the development of communities, capable of taking into account their unique needs and resources.

Keywords: urban studies, research methods, territorial community, urban development, interdisciplinary approach.

Statement of the problem. Urban development and the formation of territorial communities are key aspects of modern urbanism and socio-economic theory, as these processes directly affect not only economic and social well-being, but also environmental sustainability, cultural identity of regions and quality of life of the population. In the context of globalization, rapid urbanization, changes in social structures, growing inequality and increasing environmental challenges, cities and communities face numerous problems that require effective management and a strategic approach to development.

One of the main challenges is the rapid growth of urban populations, which requires not only effective infrastructure planning, but also addressing issues related to transport, housing policy, public services and environmental safety. Excessive pressure on urban infrastructure can lead to a deterioration in the quality of life, increased social tension and increased inequality between different segments of the population.

Social changes, including population aging, changing migration flows, and changes in employment patterns, significantly affect the needs of communities and their ability to adapt and integrate. Economic processes, accompanied by global crises, technological innovations, and digitalization, create new challenges and opportunities, requiring adaptation of economic models of community development. At the same time, environmental challenges, such as climate change, environmental pollution, urban degradation, and depletion of natural resources, force cities and communities to seek innovative ways of sustainable development.

In this context, there is a need to update methodological approaches to urban development research, which would allow not only to assess the current state and identify problems, but also to form adaptive management solutions capable of responding to the challenges of modernity and promoting sustainable development.

Analysis of recent research and publications. The study of urban development and the development of territorial communities is based on scientific works in urban studies, social geography, economic planning and spatial analysis. In particular, the key concepts of urban morphology proposed by Kevin Lynch, spatial planning by Henri Lefebvre and modern methods of geoinformation analysis based on GIS technologies are the basis for a comprehensive study of this issue. However, a significant part of the research focuses on individual aspects of urban development without an integrated approach that takes into account economic, social, environmental and spatial factors of territorial development.

Highlighting previously unresolved parts of the overall problem. Despite a wide range of research in the field of urbanism and community development, comprehensive approaches to adaptive strategic planning remain underdeveloped. This is especially true for the integration of different methods of analysis to develop effective management decisions that can be applied in conditions of rapid socio-economic change.

Formulation of the article's objectives. The main goal of the article is to identify effective methods for analyzing urban development and territorial communities, as well as develop practical recommendations for their implementation in strategic management.

Presentation of the main material of the study. In the modern world, characterized by unprecedented urbanization and growing interdependence of territories, a comprehensive analysis of the development of cities and communities is gaining critical importance. These complex, multifaceted

systems are key centers of economic growth, intensive social interaction, cultural exchange and generation of innovations that determine the trajectory of society's development. Therefore, the development of effective sustainable development strategies aimed at ensuring a high quality of life for citizens, increasing economic competitiveness and achieving environmental sustainability requires in-depth, systematic research and objective assessment of the current state, identifying potential opportunities and identifying future challenges (Ilchenko, N. 2015).

The current stage of development of urban areas and local communities requires a transition from purely theoretical concepts to the development of practically oriented solutions based on verified scientific research and a comprehensive analysis of the key factors that determine their sustainability and dynamics. In this complex context, the use of integrated methodological approaches is not only desirable, but also necessary, as it allows taking into account the complex interaction of numerous variables and achieving a deep understanding of the fundamental mechanisms of territorial development. Particular attention is paid to the study of the close relationship between social, economic, environmental and cultural aspects of the urban environment, as well as ensuring the availability and effective use of modern analytical tools for a comprehensive assessment of these dynamic processes.

To achieve the goal of comprehensive understanding and effective management of the development of cities and communities, a wide range of different methodological approaches is used. These approaches allow for a systematic study of the current state of territories, identifying their strengths and weaknesses, and revealing latent potential for further balanced progress. The key to this path is the combination of fundamental theoretical principles with practical analysis tools. Such a symbiosis provides the possibility of effective collection of both primary data (obtained directly in the research process) and secondary data (available statistical reports, scientific publications, etc.), which contributes to a deep study of existing patterns, identification of cause-and-effect relationships, and disclosure of hidden dependencies that often remain unnoticed during superficial analysis (Vasylchenko, G., & Parasyuk, I. 2015).

In order to ensure strategic and effective management of urban development processes, it is advisable to integrate the results obtained using various research methods into a single comprehensive understanding of the current situation and future prospects. For example, the use of detailed statistical data for a comprehensive assessment of demographic shifts in large urban agglomerations, such as Kyiv, allows for timely forecasting of future needs for key infrastructure facilities, including educational institutions, preschools, medical services, and transport networks.

An important tool is the comparative analysis of development strategies successfully implemented in different cities. A careful comparison of the practical experience of such Ukrainian cities as Lviv with its cultural heritage and dynamic Odesa with its port significance can help identify the most effective management models and approaches to improve access of residents of remote areas to quality public services, taking into account their specific contexts. In addition, the active use of geographic information systems (hereinafter - GIS) for in-depth spatial analysis provides a unique opportunity to visualize problem areas within the urban area. For example, in the case of Cherkasy, GIS can help identify areas with insufficient provision of medical institutions, which is critically important for making informed decisions on resource allocation and planning the development of health infrastructure (Ilchenko, N. 2015).

In the context of modern transformational challenges that are constantly growing, a significant increase in the effectiveness of management decisions is achieved through the implementation of an integrated interdisciplinary approach. This approach involves a comprehensive combination of economic, social, environmental and spatial analysis with the active use of modern digital tools, such as geographic information systems and machine learning methods. The use of these advanced technologies allows for deeper and more accurate analytical conclusions, which is a necessary prerequisite for making informed and timely management decisions aimed at the sustainable development of cities and communities (Vasylchenko, G., & Parasyuk, I. 2015).

In order to further systematize the various approaches used to analyze urban development, a generalized classification of the main methods is provided below (Table 1.1).

Table 1.1

BASIC METHODS OF RESEARCHING URBAN DEVELOPMENT AND DEVELOPMENT OF TERRITORIAL COMMUNITIES

METHOD TYPE	METHOD	METHOD DESCRIPTION	APPLICATION EXAMPLE
THEORETICAL	QUANTITATIVE METHODS	Used to collect and analyze numerical data on economic, social, and environmental indicators of urban development (e.g., employment statistics, demographic changes, environmental indicators).	To analyze the economic activity of a community, data collection on employment levels based on national statistics can be used.
	SPATIAL ANALYSIS	Study of the spatial organization of the territory using GIS and cartographic methods to analyze the distribution of infrastructure and the availability of services.	Using GIS to analyze access to health services in Cherkasy helped identify areas with the fewest medical facilities that require additional investment.
	COMPARATIVE ANALYSIS	Comparison of different cities and territorial communities to identify effective practices and development models.	Applying this approach examined the effectiveness of energy efficiency policies in Kharkiv compared to other cities in Ukraine.
	ECONOMIC ANALYSIS OF COMMUNITY DEVELOPMENT	Assessment of economic resources, economic structure, employment level, and business environment within the community.	For example, an analysis of the employment structure in Pyriatyn revealed a strong dependence on small businesses, which became the basis for the development of a program to support entrepreneurs.
PRACTICAL	QUALITATIVE METHODS	Assessment of social, cultural and psychological aspects of community life through interviews, focus groups, and observations.	To analyze social cohesion, interviews with residents can be used to study their needs and attitudes towards local authorities, as was done in Ivano-Frankivsk during a study of public support for a sustainable development program.
	SOCIOLOGICAL RESEARCH	Collection of data on the needs of the population, the level of social integration, and attitudes towards change through surveys and interviews.	A survey was conducted in Odessa, which revealed low awareness among residents about existing social programs, which became the basis for developing an information campaign.
	SOCIAL INFRASTRUCTURE ANALYSIS	Assessment of the availability and quality of social services (education, healthcare, culture, transportation), identification of problem areas in communities.	In Chernihiv, an analysis of the state of schools, medical institutions, and public transport was carried out, which allowed developing a modernization plan for remote areas.
	ANALYTICS OF PUBLIC INITIATIVES	Assessment of the effectiveness of local initiatives, citizen participation in social processes, and territorial management.	Several successful volunteer initiatives to support internally displaced persons have been implemented in Kyiv, which have become a model for other cities.

Source: author's development based on (Vasylchenko, G., & Parasyuk, I. 2015);

The modern development of urban areas and territorial communities requires not only deep theoretical knowledge, but also the development of practical solutions based on thorough scientific research and a comprehensive analysis of numerous factors that determine the stability and dynamism of

their development. In this context, the use of integrated research methods is key, as it allows not only to take into account the complex interaction of various variables, but also to understand the deep mechanisms underlying territorial development. Important aspects of this are the study of the relationship between the social, economic, environmental and cultural components of the urban environment, as well as the availability and effective use of modern tools for the analysis and assessment of these processes. To ensure strategic management, it is necessary to integrate the results obtained using different research methods, providing a holistic understanding of the situation and interdependencies between different aspects of development (Vasylchenko, G., & Parasyuk, I. 2015).

For effective analysis of urban development, it is critical to use a variety of methods that allow for comprehensive and reliable results. One of the fundamental approaches is conducting sociological surveys, which provide an opportunity to explore the opinions, needs and assessments of residents regarding various aspects of the development of their community. With the help of tools such as structured questionnaires or in-depth interviews, it is possible to identify current social trends, problematic aspects of infrastructure and the general level of satisfaction of citizens with existing living conditions. This approach ensures direct interaction with the population, which is a key stakeholder in the process of urban development. The results of sociological surveys are a valuable resource for determining priority areas of development and assessing the effectiveness of implemented strategies, providing important feedback to the community.

No less important is the use of geoinformation analysis, which provides an opportunity to study spatial and territorial aspects of development. The use of GIS allows you to analyze the dynamics of population distribution, the location of infrastructure facilities, changes in the area of green spaces and other important spatial characteristics of the city. This makes it possible not only to track physical changes, but also to predict future trends in the development of territories based on the analysis of spatial data. Geographic information systems help visualize complex data and create detailed maps, which greatly facilitates the process of making informed decisions based on the identified spatial patterns. Integration of GIS into strategic planning helps optimize the location of critical infrastructure, take into account environmental constraints and improve the availability of various services for the population (Vasylchenko, G., & Parasyuk, I. 2015).

In addition to quantitative and spatial methods, expert assessments play an important role in the study of urban development. The involvement of qualified specialists in various fields, such as urban planning, economics, sociology, ecology and management, allows for a deeper and more comprehensive analysis of specific aspects of the development of territorial communities. Experts can provide valuable insights into the economic feasibility of certain initiatives, their potential social impact and environmental consequences. Their independent assessments help not only to understand current problems, but also to formulate reasonable forecasts for the future. For effective strategic management, it is necessary to regularly involve experts to evaluate the developed plans and programs, as well as to obtain an objective opinion on key areas of development.

The integrated application of these various methods allows us to obtain a more complete and accurate picture of the complex processes occurring in the urban environment and to identify key interrelationships between social, economic and spatial factors of the development of territorial communities. This also makes it possible to study both objective indicators (for example, the level of employment, the sectoral structure of the economy, the availability of social services) and subjective factors that determine the quality of life of residents and their perception of changes. Therefore, the integration of sociological surveys, geoinformation technologies and expert assessments into the research process makes it possible not only to more accurately assess the current state of development, but also to develop more effective and substantiated strategies for the sustainable development of territorial communities. Strategic documents should be based on the results of a comprehensive analysis that takes into account both quantitative and qualitative data, as well as expert opinion and the needs of residents (Tymchko, I. R. 2019).

These issues are particularly relevant for modern cities that are faced with rapid changes in the economic sphere, as well as social and environmental challenges. For example, numerous studies demonstrate that changes in the structure of the labor market require a prompt response from local authorities to develop educational, medical and other social services that would meet new needs. At the same time, urban processes are becoming increasingly complex and multidimensional, since cities are a place of concentration of different social groups with different needs and interests. Therefore, to achieve sustainable community development, it is necessary to analyze not only external factors of influence, but also internal social interactions, communication features between different population groups and their

attitude to the planned changes. Effective strategic management should provide for the creation of mechanisms for continuous monitoring of changes in the socio-economic and environmental environment, as well as the development of flexible approaches to responding to new challenges and opportunities.

The integration of an interdisciplinary approach into the urban development planning process allows for the effective combination of various scientific and practical tools. Thanks to the use of these tools, it becomes possible not only to carry out effective planning, but also to develop development strategies that are maximally focused on the specific needs of the population and the potential of local initiatives. An important element is also environmental analysis, which is increasingly becoming key in the development of sustainable development strategies. Cities and communities should actively implement green initiatives, in particular strategies for preserving natural resources, energy saving, as well as measures aimed at improving air and water quality, reducing pollution and using renewable energy sources. For this, it is necessary to use environmental monitoring methods that allow tracking changes in the ecological state of the territory and assessing the effectiveness of the implemented policies (Tymechko, I. R. 2019).

Given the current challenges, in particular the rapid pace of urbanization, the need to adapt to climate change and global economic trends, an interdisciplinary approach allows for the creation of more sustainable, adaptive and inclusive development strategies. One of the most important elements of such an approach is close interaction between local authorities, business, scientific institutions and the public, which allows for the creation of joint solutions that will be most effective for a particular community or city. For successful strategic management, it is necessary to establish effective communication and cooperation between all stakeholders, ensuring their participation in the decision-making process.

Analysis of community initiatives is an important tool for increasing the activity of local residents. Initiatives such as volunteer programs, environmental projects, cultural events, and local entrepreneurial initiatives contribute not only to the development of social cohesion, but also to the improvement of the socio-economic situation in the community. Involving residents in active management and solving local problems ensures sustainable development, as the community gets the opportunity to influence the processes taking place in their environment. This also ensures transparency and accountability of local government bodies, which increases trust in the authorities. Strategic management should provide for the support and development of community initiatives, as well as use the results of their analysis to adjust local policies and programs (Vasylchenko, G., & Parasyuk, I. 2015).

The application of these approaches allows creating a model of urban development that combines innovation and traditional practices, takes into account environmental, economic and social realities, and actively involves the local community in development processes. Such a development model is not only resistant to change, but also able to adapt to new challenges arising in the modern world. It contributes to building more open, transparent and integrated communities that are able to achieve their goals and provide a high standard of living for their residents.

. *Conclusions.* In today's conditions of increasing complexity and interdependence of factors influencing the development of urban areas and communities, the use of integrated research methods that take into account both quantitative and qualitative indicators is of particular relevance. The analysis conducted indicates the need for an interdisciplinary approach to planning and management that combines spatial, economic, social and environmental analysis.

To ensure effective strategic development of urban and rural communities, it is necessary not only to improve research methods, but also to adapt them to local conditions, including crisis circumstances (for example, the consequences of war, internal displacement of the population, destruction of infrastructure, etc.). The use of an integrated approach to the analysis of territorial development will contribute to increasing the efficiency of management, will allow for timely identification of problem areas, mobilization of community resources, and the formation of sustainable models of spatial and social development.

Thus, scientific and applied understanding of the issues of urban development and the development of territorial communities should be based on a deep analysis of modern challenges and opportunities, as well as on the implementation of innovative, adaptive and sustainable approaches to the development of territories.

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