

Urban Parks as an Innovative Social Space and a Factor of Social and Environmental Welfare

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Abstract. The relevance of the study is supported by the fact that the key requirements for modern urban parks are their compliance with the needs of public space, along with their high importance in performing environmental functions. Public and environmental criteria for the construction of parks often contradict one another. Therefore, the purpose of the article is to present a clear integrated approach to solving the problem of developing urban parks in Ukraine and provide proposals for their additional financial and institutional support. The main direction of the methodology of scientific research was the system approach, namely its aspects: system-element, system-functional, system-resource and system-communication. The study revealed the importance of promoting parks as public space, and determined their recreational value for residents of modern metropolitan areas, especially during the COVID-19 pandemic. The importance of programmatic support for ecosystem services groups of parks that will contribute to their effective operation in terms of social and ecological significance is substantiated. It is proposed to introduce tax incentives and non-market forms of support for enterprises, institutions and organizations that would encourage them to participate in the improvement of parks as one of the ways to solve the lack of funding for parks and stimulate their development. It is indicated that the amount of tax benefits depends on the activity of entrepreneurs in improving parks and creating new green areas, and act on a voluntary basis. The practical value of the work lies in the fact that the recommendations can be used by the authorities in the process of developing programs for the maintenance, financing and operation of parks, in order to increase their environmental and social effectiveness in the welfare of cities

Keywords: ecosystem services, parks, social direction, financing, institutional regulation

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Introduction

Today, the recreational functions of the park environment for large cities are one of the key factors in the physical and mental rehabilitation of urban residents, and at the same time encourage contacts of various social groups and interests. The main statistics that cover the social and recreational opportunities of parks for residents of modern megacities can be found in the reports of the National Recreation and Parks Association (NRPA) in the United States [1]. In Ukraine, at one time, a detailed analysis (mainly technological support) of urban parks was carried out by such scientists as: V.I. Bilous [2], Yu.Yu. Nelgovskiy [3], A.D. Zhyrnova [4], and many others. At the same time, it is advisable to mention a number of modern scientists engaged in the study of parks, namely: the sociological significance of the common practice of walks for city residents [5], assessment of the cultural and historical value of parks [6], the role of park complexes in the urban ecosystem of the city [7] and others.

In modern conditions of a market economy, the support and organization of parks should also be considered from the point of view of economic teachings. At the same time, according to socio-cultural prerequisites, the prospects for implementing scientific achievements in improving the system of maintenance and improvement of parks largely depend on the economic interest of potential investors and the competent organization of economic support. Increasing the density of the urban population requires a qualified analysis of promising areas of the park environment in accordance with current trends in nature management. Therefore, it is reasonable also to consider the promising developments of Ukrainian scientists in the field of economics of nature management, namely: M.M. Petrushenko [8], G.M. Shevchenko and others [9; 10].

From the NRPA statistics, it becomes clear that in modern cities, parks are not only an ecological, but also a social infrastructure [1]. As of 2021, 58% of parks and recreation in the United States are provided with programs for young people. For its part, the development of socially oriented programs for park management contributes to an increase in financial turnover in this field. For example, park operating expenses are \$88.30 per capita per year, and the income from operating expenses is 22.9% [1]. In the NRPA report "*The Economic Impact of Park*" [11] as of 2017, it was established that capital expenditures by city parks and recreation agencies brought \$166 billion into the U.S. budget and supported 1.1 million jobs. Another report indicates that as for 2019, the share of GDP profit from outdoor recreation was \$459.8 billion (2.1% of total U.S. production value) [11; 12]. For this reason, we believe that the successful development and preservation of parks should take place in a combination of different interest groups and areas of urban space development, namely: public interests and public health, environmental welfare, interests of local legal entities and financial welfare of park maintenance and development organizations. Such cooperation, firstly, will provide significant advantages in various

areas of public welfare, and, secondly, will become a certain guarantee of protecting parks from illegal interference and destruction.

The purpose of the scientific article is to design and propose an integrated approach to the development of parks as a public space, along with the preservation and enhancement of their environmental functions, as well as the development of economic incentives for extra-budgetary financing of parks and their support.

Materials and Methods

In the scientific article, it is necessary to build a comprehensive vision of the issue of organizational and economic support of parks, and their functioning from the point of view of social and environmental benefits for the welfare of urban residents. Therefore, the main direction of the methodology of the chosen research was the system approach, which is applied in such aspects of studying the issue: system-element, system-functional, system-resource and system-communication.

At the first stage, using all these approaches, a two-dimensional conceptual model for the development of organizational and economic support for urban parks was constructed. This model represents the author's vision of combining the directions of innovation implementation and components of organizational and economic support.

One of the priority areas of innovative solutions in improving parks is social and ecological welfare. Therefore, the second step was to analyze statistical data from NRPA (USA) [13] sociological studies regarding the importance of parks during a pandemic and to determine the main trends in this field. It is established that the richness of ecosystem services of parks in the United States allows them to be used as a full-fledged recreational space. There are no such studies in Ukraine, so the author conducted a survey of Ukrainian residents regarding their preferences in the field of park development. The survey was conducted during the first half of 2021 on the basis of Google Forms. The questionnaire was distributed via Facebook to the pages of universities, public and environmental organizations, and eco-activists. Everyone could take part in the survey since the questionnaire is designed for an ordinary park visitor. Regarding geographical boundaries, respondents were from all parts of Ukraine, but most the results were received from the cities: Selidove and Ukrainsk (Donetsk region), Kyiv, Lviv and Odesa. It should be noted that during the survey period (February – May 2021), only 320 responses were collected. There were few applicants, which can be explained by the lack of such survey practices in the field of park improvement in Ukraine, with the subsequent introduction of innovative solutions based on the needs of citizens. In total, the questionnaire contains 13 questions that relate to the satisfaction of citizens with their local parks, wishes for their improvement and actual development. As a result of the second stage of research, a number of problems that need to be solved for improving urban parks in Ukraine were identified.

The third step briefly substantiates a solution to one of the highlighted problems of park organization and maintenance, namely supporting their ecosystem services. The main material on this topic is presented in detail in the author's article [14]. At the fourth stage, based on the foreign experience of program support for parks in the United States and London, it is proposed to introduce program support for parks in Ukraine. It is also proposed to link the development of programs to groups of ecosystem services, which will increase the efficiency of parks in their social and environmental significance.

All these proposals for improving parks require additional funding, so the fifth stage is devoted to the development of economic incentives for extra-budgetary financing of parks. One of the promising areas of financial search is the assignment of funds to enterprises and organizations on a voluntary basis, which will have tax benefits and discounts in advertising activities as a bonus.

Based on the analytical work in the scientific article, and partly based on the results of the author's already published articles, recommendations are made for an integrated approach to improving parks and promoting population welfare.

Results and Discussion

Comprehensive vision of the problem of improving the organizational and economic support of urban parks as objects of public and environmental welfare

To understand the main components of the question of park development, the selected issue can be presented in the form of a two-dimensional conceptual model. On the Ox axis, we present the main directions of innovation implementation, and on the Oy axis – organizational and economic support, combinations of which provide a complete picture of the necessary improvements and innovations (Fig. 1)

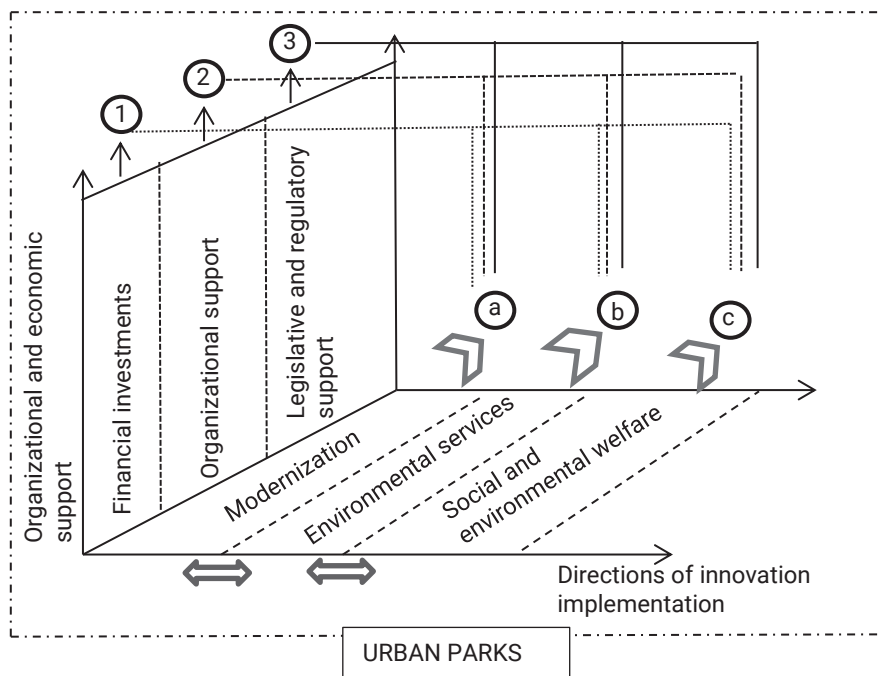


Figure 1. Two-dimensional conceptual model for the development of organizational and economic support for urban parks

Source: compiled by the author

As can be seen from Figure 1, in the two-dimensional conceptual model of urban park development, the following combinations of organizational and economic support and directions for implementing innovative solutions can be represented, namely:

- 1a – financial support for the modernization of the park management and maintenance system;
- 1b – financial support aimed at preserving and developing ecosystem services in parks;
- 1c – financial support for parks in order to increase social and environmental welfare;
- 2a – organizational support for the development of a new system of improvement and management of urban parks;

- 2b – organizational support of urban parks ecosystem services;
- 2c – organizational support in the parks of cultural activities of a social nature – socialization, education and recreation;
- 3a – legislative support for improving the system of institutional provision of urban parks;
- 3b – legislative and regulatory support for groups of ecosystem services of urban parks, legislative support for provisions on their protection and development;
- 3c – legislative support and development of activity programs of urban parks in order to improve the social and environmental welfare of the population.

The direction of improving ecosystem services should be a priority, around which the modernization of parks and the development of the social sphere for their use are based. Foreign practices show that an important tool for interaction with the public to improve parks is opinion polls, which guide strategies for the development of urban

parks in a direction that is relevant to society [13]. One of the most important areas of development of parks is their recreational opportunities. This is confirmed by the results of the survey “Take a Vacation at Your Local Parks”, NRPA, which showed the importance of parks as a recreational space during the COVID-19 pandemic [13] (Fig. 2).

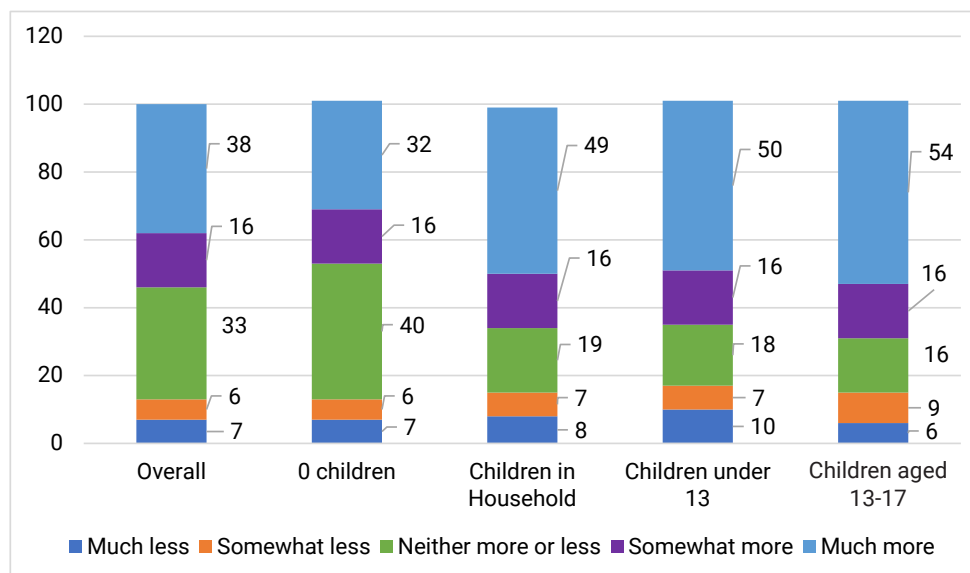


Figure 2. U.S. residents’ preferences for recreation in parks in conditions of the global COVID-19 pandemic (based on the criterion of children in household)

Source: [13]

Therefore, the survey respondents “Take a Vacation at Your Local Parks”, the results of which are presented in Figure 2, were asked: “How much more or less likely are you to choose a vacation spot closer to home this summer, given current conditions? (due to COVID-19 pandemic). The overall result can be described as follows:

- approximately 54% of American adults will choose a local park for their summer vacation;
- parents are more likely to choose a park near their place of residence for summer vacation than people without children (66% vs. 48%).

According to the above, local parks in the United States have great opportunities for family recreation, and can provide recreational services during a pandemic within the residence of citizens. In other words, a city park can become a place for recreation, and even replace long-term trips for recreation purposes. This fact suggests a promising development of recreational complexes within the city, which can be associated with the ecosystem services of parks. It is important to note that US parks have programmatic support for their activities, which takes into account the interests of all categories of the population [15], which, however, is not available in Ukraine. At the same time, empirical research on the ecosystem services of urban parks can also be found in works of X. Cheng, S. Van Damme, P. Uyttenhove [16], L. Pinto, C.S.S. Ferreira, P. Pereira [17], J. Kim, Y. Son [18], and M.L. Talal, M.V. Santelmann, J.H. Tilt [19].

In order to determine the basic requirements for parks in Ukrainian cities, in 2021 the author conducted a survey of residents of different cities regarding their preferences in the organization of parks, current areas of development and significant problems in terms of visitors. The largest number of respondents’ answers was received from the following cities of Ukraine:

- major cities are Kyiv (38), Odesa (29);
- large cities – Lviv (26);
- small towns – Selidove (72) and Ukrainsk (45) in Donetsk region.

From the analysis of responses for these cities the following generalized results were obtained:

- the responses from all cities have a common feature – respondents attach great importance to the natural component as a key factor in favorable impressions, and at the same time note the quality of infrastructure (approximately 95%);
- for major and large cities, such as Kyiv, Odesa and Lviv, the most desirable are recreation parks and beautiful landscapes (54-80% of respondents), and parks of biological diversity (Kyiv and Lviv). Only 3% of Kyiv residents voted for amusement parks, and in Odesa and Lviv they did not get a single vote, which is quite significant. In large cities, entertainment venues are quite developed, so parks that provide an opportunity to retreat to nature and a break from the pressures of urbanization;
- for small towns (Selidove and Ukrainsk), recreation parks and beautiful landscapes are relevant (43 and 24%,

respectively), and amusement parks for children and adults (30-44%). According to the results of open responses, in these cities, in addition to the need for outdoor recreation, there are still unmet needs for active public recreation in the form of entertainment, recreational and sports activities;

- for major and large cities (Kyiv, Odesa, Lviv), the main factors contributing to the decline in park attendance are the lack of free time and the lack of parks in the area of residence. This leads to the conclusion that it is necessary to improve the general plans of cities in terms of landscaping. For urban business centers it is appropriate to create parks for lunch breaks for the working population, the possibility of temporary arrangement of parks for business meetings, conferences, negotiations, seminars. For residential areas, it is relevant to create parks within a 10-minute walk, this practice is already popular in the United States [20];

- for the small towns of Ukrainka and Selidovo, the main factors reducing the attendance of parks is mainly the lack of maintenance of the territory and the lack of infrastructure. This once again indicates that the parks of small towns have an extremely low level of improvement to meet the needs of visitors for a favorable experience and recreation.

It will be important to present the results of answers to open-ended questions, which give respondents the opportunity to express personal opinions that are important from the point of view of park users in each of the cities. In open answers, it is possible to identify the problems of parks and current needs for their development according to citizens. Thus, the residents of Lviv are more attracted to natural parks with a developed natural component, the infrastructure is seen only as maintaining the comfort. From the analysis of the open-ended questions, it is possible to select the ideas of respondents that would be extremely relevant for the improvement of parks in Lviv: forming mixborders that would create aesthetic natural locations; improving citizen safety in parks; creating separate lawns for recreation; landscaping parks close to the natural style that promotes rest and tranquility; combining parks into a green network with bicycle paths and walking trails; creating interdistrict greenways that would encourage pedestrians to take walks.

As for the city of Kyiv, despite its recognition as a green capital, the respondents' answers revealed a number of problems that need to be solved: increasing the accessibility of parks within the residence, ensuring security in parks – the presence of police patrols and video cameras, allocating protected areas in parks to preserve biodiversity, solving the problem of lack of funding, developing requirements for the culture of visiting parks, providing parks to the city's microdistricts regardless of the presence of squares, solving issues of illegal development of parks, compliance with the rules for planting trees and flowers. For Odesa, according to the respondents, the relevant measures for the preservation and support of parks will be the following: increasing the number of parks, improving the quality of cleaning and maintenance, the introduction of social advertising for the preservation of parks, designing new neighborhoods with a mandatory park area, a ban on the legislative level reducing existing parks, the availability

of parks in places of residence, improving the culture of leisure in the parks. For the cities of Selidove and Ukrainsk, similar problems can be selected, namely: a small number of parks and public recreation spaces, insufficient infrastructure equipment and low level of maintenance of territories, the need for zoning parks in order to ensure the interests of all categories of visitors, dissatisfaction with the needs of the population both in a quiet holiday and in cultural public events, addressing the problem of vandalism in parks, public involvement in park problems, restoration of existing park infrastructure – attractions, summer theaters, fountains, lighting, etc., better care of greenery.

Comparing the organizational and economic support and functions of urban parks in the United States and Ukraine, it can be noted that most of the recreational potential of Ukrainian parks is not used. Based on the analysis of the above-mentioned survey results in the United States and Ukraine, it can be assumed that the effectiveness of the functioning of park facilities and the opening of new horizons in this area depends on the solution of a number of problems: support for park ecosystems, because they create recreational and cultural opportunities; the availability of appropriate program support for urban parks in their activities; increasing the rating of parks in the lives of citizens; attracting additional funds and interested parties; creating new parks that satisfy all categories of citizens.

Maintaining the functioning of parks and improving their rating for citizens

As can be seen, one of the significant factors of quality improvement, according to respondents, is the maintenance of the natural environment. Due to the multi-functional nature of urban park ecosystems, the approach to their institutional regulation and support should be multi-faceted, and aimed at improving the manifestation of their qualities. In science, there are four generally accepted groups of ecosystem services [21]: providing, regulating, cultural and supporting. Providing services have a purely utilitarian meaning, and they are not typical for urban parks. There are still three groups of ecosystem services that require an individual approach from institutional regulation:

- regulatory services – support through administrative regulation of plant protection, sanitation control and geoecological safety;
- cultural ecosystem services – administrative regulation of cultural development and social direction;
- supporting ecosystem services – administrative regulation to protect biocenoses, improve plant function, and regulate wildlife.

Details of administrative support for each of the ecosystem service groups are described in the author's article [14]. We believe that the institutional and organizational support of ecosystem service groups in parks will allow regulating negative natural and anthropogenic environmental factors and social needs and issues by strengthening and regulating certain ecosystem groups. Rich opportunities to offer ecosystem services to parks are a prerequisite for the implementation of various programs of recreation, rehabilitation and social activities.

It should be noted that the social approach to organizing parks is very developed in Europe and the United States. In Ukraine, such experience is almost nonexistent. The author analyzed the implemented landscaping programs of such cities as New York [15] and London [22], and drew the following conclusions about the functioning of parks: significant development of recreational and health functions; availability of educational opportunities

in parks; adaptation and support for vulnerable segments of the population; the presence of a volunteer movement and active participation of citizens in landscaping.

Based on the analysis, recommendations are made to improve the environmental and social efficiency of parks functioning through the implementation of programs for their development (Fig. 3):

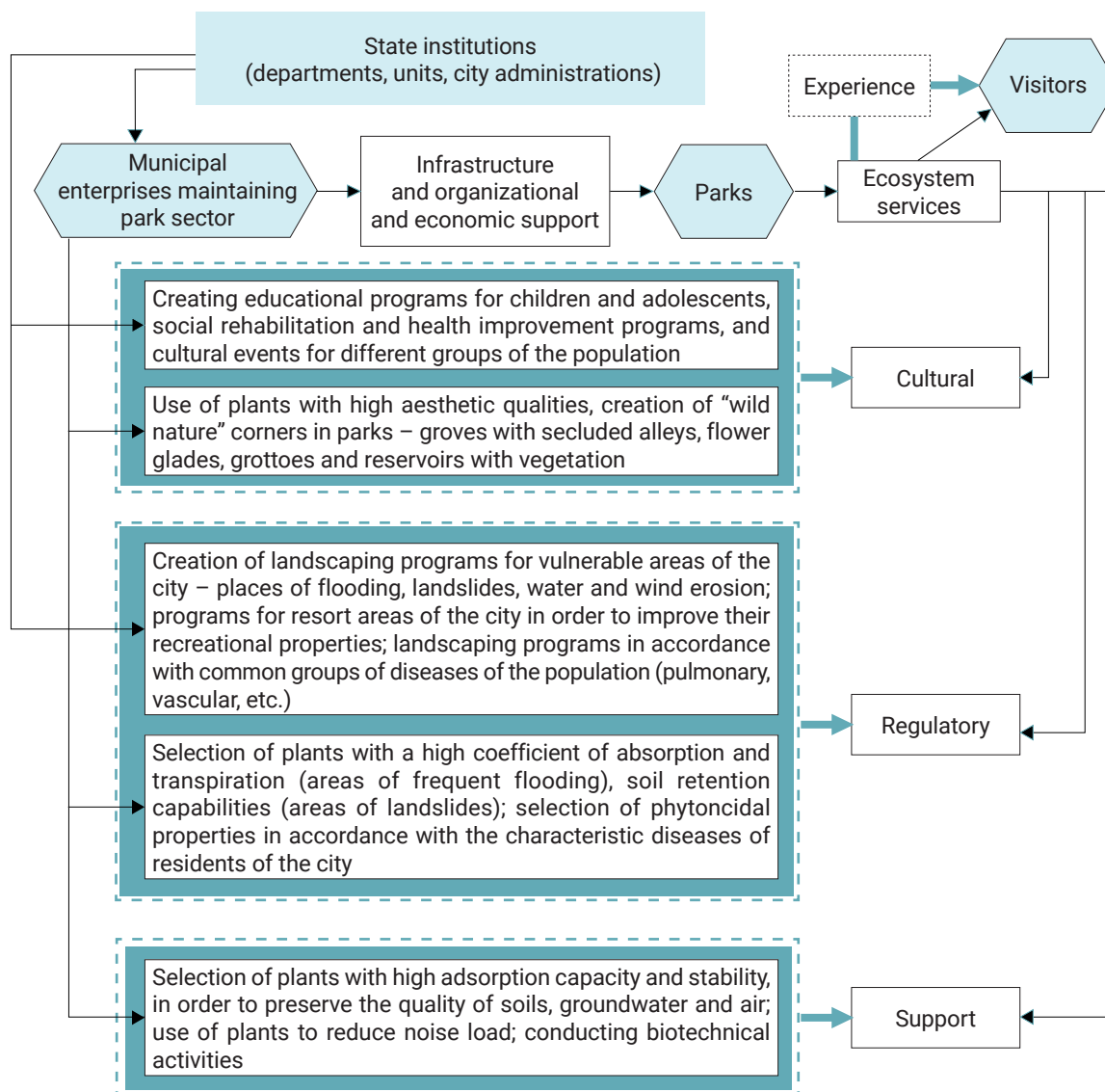


Figure 3. Formalized scheme of the interconnection of institutions that support park operations

Source: compiled by the author

As can be seen from Figure 3, park functioning programs can have a rich social, recreational and environmental range of services. Urban park ecosystems provide a wide range of cultural services. Thus, the experience of parks in New York [15] shows the possibilities of using parks as part of educational programs. Popular programs for schoolchildren include natural history lessons in the parks; environmental and local history programs adapted for children and teenagers; survival lessons in the natural environment, and camping. All programs are conducted by specialists and are delivered in the most interesting form

with live examples. Another popular area is rehabilitation programs, according to which fitness and dance classes of all levels of difficulty are held in the open spaces of the park. Sports sections for children, in particular from vulnerable segments of the population, are very common. These programs evenly cover all parks of the city for the convenience of citizens and are held under the supervision of specialists. Special emphasis should be placed on the joint cooperation of parks with recreation centers, which provide the opportunity for sports and swimming indoors for the cold season. In addition, parks in cities are an important

place of social life, and the following events are held on their territory: events for the elderly, outdoor cinemas, bird-watching with specialists, excursions in parks that include interesting information on history and environment [15]. For Ukraine, the development of cultural ecosystem services of parks is also relevant, which requires not only the introduction of appropriate programs, but also the creation of new areas of parks.

In order to strengthen the “regulatory” ecosystem services of parks and their ecological functions, it is planned to design them in vulnerable areas with an appropriate selection of plants (for places of flooding, wind erosion, landslides). An example of park projects for vulnerable areas are swamp parks [23], which, in addition to solving the problem, are becoming a popular place for visitors. The properties of plants can also be used to improve the organoleptic parameters of urban space and counteract common diseases of the urban population. For the resort areas of the city are appropriate plantings that enhance the recreational qualities of parks, in particular, it can be lavender meadows, juniper and pine groves, the creation of clover plantations. An example of using plant space for treatment is such existing projects as: “Nacadia” in Denmark, “Healthy Parks Healthy People” (Australia), “Recreational Forests” (Korea) [24].

In order to improve the “supporting” ecosystem services of the parks, it is relevant to carry out biotechnical activities involving organizational work in order to ensure the conditions and support the life of wildlife in the parks. Such measures include [25]:

- creation of plantings of bushes for nesting and sheltering birds, fruit and berry bushes and ground cover plants to provide them with food;
- creation of artificial nesting sites and shelters for birds, squirrel nests;
- creation of water bodies that are the center of biodiversity in the urban ecosystem;
- humane methods of dealing with stray animals (especially dogs), which can pose a danger to both small animals and humans, and often become a stressful factor for timid vacationers;
- creating information boards for visitors on the rules of feeding squirrels and various bird species;
- creation of decorative and flower stands in order to maintain the population of wild bees, because, as studies have shown [26], approximately 100 populations of wild bees have been identified in the parks of Kyiv, 80% of which are terrestrial, and three species are listed in the Red Book of Ukraine.

Methods of additional financing and involvement of stakeholders for the proper functioning of urban parks

The implementation of all the above-mentioned programs and improvement of landscaping requires additional funding. Today, all city parks are subsidized from the city budget. In the recommendations of the World Health Organization on the maintenance of green spaces, partnerships with local enterprises and organizations are considered a significant factor in financial support for green areas. Given this fact,

it is possible to offer to attract funds from legal entities, for example, by entering into agreements of public-private partnerships in the field of urban park improvement. In order to attract potential investors to finance parks, appropriate incentives are provided for the development of public-private partnerships. This aspect is considered in more detail by the author in the article [27]. Among them, the following can be distinguished: tax incentives, insurance protection, market assistance, promotion of investment activities in parks.

In the scientific article, it is advisable to take a closer look at tax incentives and non-market forms of support for enterprises, institutions and organizations that would encourage them to participate in the improvement of parks. One of the most significant stimulus is tax incentives:

1. If the entrepreneur is involved in park improvement activities, without the right to carry out commercial activities on its territory. Tax incentives are provided, the amount of which is directly proportional to the percentage of the territory and the free placement of their advertising, the term of which is also proportional to the areas of improvement in the parks:

- improvement and support of 10% of the park's territory – respectively, the benefits amount to 10% of the company's annual tax, and 1 month of free advertising in one the types of the mass media;
- from 10 to 20% of the park's territory – 15% of the annual tax, 2 months of free advertising;
- 20-30% of the park's territory – 20% of the annual tax, 3 months of free advertising;
- 30-40% of the park's territory – 25% of the annual tax, 4 months of free advertising;
- 40-50% of the territory – 30% of the annual tax, 5 months of free advertising;
- 50-70% of the territory – 40% of the annual tax, 6 months of free advertising;
- from 70 to 100% of the territory – 50% of the company's annual tax, 8 months of free advertising.

2. If an entrepreneur creates a park at their own expense, they receive tax benefits depending on the regulatory satisfaction of the needs of the local population in green areas. The amount of tax benefits has the following ratios to the regulatory provision of greenery:

- 30-40% of the district's population – 15% of the annual tax;
- 40-60% – 25% of the annual tax;
- 60-80% – 30% of the annual tax;
- 80-100% – 35% of the annual tax.

At the same time, if an entrepreneur creates a park at their own expense, they have the right to conduct commercial activities that do not interfere with the environment according to sanitary and organoleptic standards and do not harm the environment. For example, a sports institution that creates a park has the right to place sports infrastructure and indoor pavilions for summer classes on the territory not exceeding 20% of the total area of the park. At the same time, the park should be located farther from the rural area, so that activities and recreation do not interfere with the surroundings.

3. If an entrepreneur takes care of the park under a lease agreement that does not provide for significant financing, they are entitled to 10% preferential taxation and 2 months of free advertising in one of the types of media in the current year.

It should be noted that in all three cases, the amount of funds that is a certain percentage of the tax can be returned to the entrepreneur in two ways:

1. Funds that make up the corresponding percentage of tax benefits can be returned to the company's account at the end of the current year;

2. Or there is preferential taxation of the company on a monthly basis.

Providing such economic incentives will have a positive impact on the field of park improvement, as well as the social and economic sphere in general:

– from an economic point of view, parks will become a profitable type of investment for enterprises and organizations, providing economic preferences;

– addressing the lack of parks funding for local budgets;

– stimulating the creation of new parks and providing the population with the necessary standards of green spaces;

– attracting both high-income entrepreneurs and small businesses to finance in the field of park improvement;

– creating a favorable image of an entrepreneur by meeting the needs of the urban population in green space, and therefore – focusing on the quality of landscaping work;

– creating healthy competition among landscape improvement enterprises, selecting the best projects, supporting and developing jobs in the field of landscape design and green landscaping;

– creation of the first sports facilities that provide their services outdoors, which is relevant for times of a pandemic.

Conclusions

An integrated approach to the development of parks, which is presented in the scientific article, will contribute to a comprehensive solution of the issues of their improvement in modern Ukraine. It is confirmed that promoting the development of parks from the point of view of their ecological, social and economic significance will have a certain positive impact on the relevant spheres, namely:

1. The social sphere: improving the quality of recreation in the parks; acquiring new opportunities to improve social welfare through the functioning of appropriate programs in the activities of the parks; partial transfer of social life into the natural space of the parks in forced isolation; improving

the level of sanitary and epidemic welfare; increasing the inclusiveness of social life through the consideration of the needs of all categories of people.

2. Environmental sphere: improving the quality of the ecological function of parks through institutional regulation of specific groups of ecosystem services, and the possibility of direct impact on the social and environmental problems of the city.

3. Economic sphere: additional financial resources in the field of park management, creation of new jobs and promotion of new economic ties.

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Міські парки як інноваційний соціальний простір і чинник суспільного й екологічного добробуту

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Анотація. Актуальність дослідження обумовлена тим, що ключовими вимогами до сучасних міських парків є їхня відповідність потребам суспільного простору разом з високим значенням у виконанні екологічних функцій. Суспільні та природоохоронні критерії устрою парків часто суперечать одне одному. Тому метою статті є представлення наглядного комплексного підходу щодо вирішення проблеми розбудови міських парків України та надання пропозицій щодо їхньої додаткової фінансової та інституційної підтримки. Основним напрямом методології наукового дослідження став системний підхід, а саме такі його аспекти: системно-елементний, системно-функціональний, системно-ресурсний та системно-комунікаційний. Внаслідок дослідження було з'ясовано важливість розвитку парків як суспільного простору, визначено їхнє рекреаційне значення для жителів сучасних мегаполісів, особливо під час пандемії COVID-19. Обґрунтовано важливість програмної підтримки груп екосистемних послуг парків, яка сприятиме їхній ефективній діяльності з погляду на соціальне та екологічне значення. Запропоновано як один із напрямів вирішення нестачі фінансування парків і стимулювання їхнього розвитку запровадження податкових стимулів та неринкових форм підтримки для підприємств, установ та організацій, які заохочували б їх до участі в благоустрої парків. Зазначено, що розміри податкових пільг залежать від активності підприємців у благоустрої парків та створенні нових зелених зон, і діють на добровільній основі. Практична цінність роботи полягає в тому, що рекомендації можуть бути використані органами влади в процесі розробки програм утримання, фінансування та діяльності парків, з метою підвищення їхньої природоохоронної та соціальної ефективності у благополуччі міст

Ключові слова: екосистемні послуги, парки, соціальне спрямування, фінансування, інституційне регулювання
