Summary

Subject matter: Optimization of the directions of social development of a municipal formation (on the example of the health resort Pyatigorsk).

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Topicality of the research: is conditioned by the priorities of the social development of municipal units, their formation as real exponents of social interests and subjects of social practice.

Objective of the research: is the optimization of the directions and mechanisms of social development of a municipal formation (on the example of the health resort Pyatigorsk).

Tasks: provide for the theoretical and methodological substantiation of the social policy and functions of the social state; testing of the state, problems, mechanisms of social development; development of measures on the improvement of the management of the sphere of social services and the substantiation of the social innovations in the development of the health resort Pyatigorsk.

Theoretical significance of the research: is the theoretical and methodological substantiation of the role of the local government in the realization of the social initiatives.

Practical significance is the development of the proposals on the improvement of the mechanisms of management of the sphere of social services in the municipal formation, adapted to the conditions of the health resort Pyatigorsk, and also the substantiation of the social innovations connected with the youth business-incubating, cluster forms in the formation, mechanism of PSP in the social sphere.

Results of the research: a number of the key problems in the functioning of the social complex of the health resort Pyatigorsk; deficit financing; shortage of young skilled staff; shortage of social organizations, insufficient material and technical equipping of the existing ones; scare quality and law quality of social
services; lack of conditions for the professional growth and self-actualization in the youth environment, etc.

-the main directions of the social policy in Pyatigorsk is the provision of the functioning of the social infrastructure, social security of the unprotected categories of the citizens, creation of the conditions for the sound development and realization of the civil position among the youth;

-the mechanism of the realization of the municipal social policy includes the legislative, program – targeted regulation, budgetary financing of the social initiatives, target social preferences and the direct municipal support of the unprotected categories of the citizens.

The Administration of the health resort is recommended: to introduce into the practice of management by providing municipal social services; marketing tools; budgeting oriented at the result; municipal order on a competitive basis; the structure of the local budget should include as a separate component the budget of the sphere of social services by specifying on the basis of the per capita financing / and the budget of the development of the sphere of social services;

-to set up in the town “The youth business-incubator “New Generation”, to launch at its official site the Unified electronic youth trade site, perhaps on the intermunicipal basis;

-to initiate on the basis of cooperation o professional education, general education and pre-school education, to form the local educational cluster;

-to stimulate projects of the private-state partnership in the social sphere of the town.