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ВДОСКОНАЛЕННЯ СУБ’ЄКТНО-ОБ’ЄКТНИХ ВІДНОСИН У КОНТЕКСТІ ФОРМУВАННЯ ПОТРЕБ В ЕКОСИСТЕМНИХ ПОСЛУГАХ МІСЬКИХ ПАРКІВ

Актуальність. На сьогодні в Україні відсутнє чітке розуміння механізму формування попиту на екосистемні послуги міських парків та відповідних заходів реагування. Культурні та світоглядні цінності суспільства знаходять своє відображення у формуванні культури відпочинку у парках на протязі всього існування людини, що потребує детального вивчення. Для втілення адекватних рішень щодо розвитку парків необхідно визначити основні фактори впливу на формування якісних характеристик парків, які найбільше відповідають сучасним потребам соціуму. У зарубіжному досвіді вже існують позитивні приклади комплексного підходу до організації парків на основі розуміння основних потреб суспільства.

Мета і завдання. Метою статті є виявлення основних закономірностей еволюції екосистемних послуг міських парків, а також визначення чинників формування потреб у них. За різних випадках, відповідно, інституційного забезпечення розвитку міських парків із урахуванням сучасних потреб соціуму.

Результати. Всі сфери суспільного життя – від культури до наукових досліджень, мають своє відображення в організації парків. У рамках дослідження було визначено ряд факторів, які мають найбільший вплив на формування парків та відповідно, актуальні тенденції йх розвитку. Всі розглянуті фактори можна розділити на сталі, відносно сталі та мінливі. В кожному із запропонованих груп факторів можна виділити ті, що є найбільш актуальними у наш час, на основі чого можна запропонувати використання “фільтру факторів” при прийнятті рішень у системі благоустрою парків.

Аналіз зарубіжного досвіду функціонування парків показав широкий спектр можливостей суб’єктно-об’єктних відносин в сфері паркового благоустрою, на основі чого запропоновано ряд актуальних змін сфері паркового господарства.

Висновки. У процесі дослідження встановлено, що тенденції розвитку парків тісно пов’язані з цінностями різних соціальних інститутів, що вказує на необхідність дослідження актуальних супутніх економічних та культурних зрушень у контексті розвитку паркового господарства. Також встановлено, що сучасний економічний розвиток та нова супутня йому проблема спонукає потребу в нових чинниках, які можуть стати ключовим фактором впливу на розвиток парків. В свою чергу, втілення актуальних зрушень у сфері паркового господарства потребує вдосконалення суб’єктно-об’єктних відносин, зв’язків влади, суспільства та інституцій.

Ключові слова. Міські парки, розвиток екосистемних послуг, соціокультурні фактори, суспільний простір, інституційне забезпечення, суб’єктно-об’єктні відносини.

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IMPROVEMENT OF SUBJECT-OBJECT RELATIONS IN THE CONTEXT OF FORMATION OF NEEDS IN ECOSYSTEM SERVICES OF URBAN PARKS

Topicality. Today in Ukraine there is no clear understanding of the mechanism of formation of demand for ecosystem services of urban parks and appropriate response measures. Cultural and ideological values of society are reflected in the formation of a culture of recreation in parks throughout the existence of mankind, which requires detailed study. In order to implement adequate decisions on the development of parks, it is necessary to determine the main factors influencing the formation of qualitative characteristics of parks, which best meet modern ideas and needs of society for comfortable urban parks. There are already positive examples in foreign experience of an integrated approach to the organization of parks based on an understanding of the basic needs of society and the factors that cause them to change. Therefore, it is necessary to refer to the existing world experience and identify the necessary changes in the field of park management at the institutional level of the organization.

Aim and tasks. The aim of the article is to identify the main patterns of evolution of ecosystem services of urban parks, as well as to determine the factors shaping the needs for these services and, accordingly, institutional support for urban parks, taking into account the experience of economically developed countries. The objectives of the study are: analysis of the preconditions for the formation of needs for ecosystem services of urban parks; identification of modern factors that are most relevant in creating trends in the development of current qualities of parks; analysis of foreign experience of institutional support of city parks; identification of current improvements needed by subject-object relations in the park economy of Ukraine.

Research results. All spheres of public life - from culture to scientific achievements, are reflected in the organization of parks, which reflects the formation of relations "man - nature". The study identified a number of factors that have the greatest impact on the formation of modern parks and determine current trends in their development. All the considered factors can be divided into steels, relative steels and variables. In each of the proposed groups of factors can be identified those that are most relevant today, on the basis of which we can propose the use of "filter factors" in decision-making in the system of park improvement.

The analysis of foreign experience in the functioning of parks has shown a wide range of possibilities of subject-object relations in the field of park improvement, based on which a number of current changes in this area in Ukraine have been proposed.

Conclusion. The study found that park development trends are closely linked to the values of various social institutions, which indicates the need to study current social, economic and cultural changes in the context of park development. It is also established that socio-economic development and the emergence of related problems encourage the emergence of new factors that may be a key factor influencing the development of parks (eg environmental problems, urbanization, sanitation, sanitary and epidemiological problems, organoleptic characteristics of urban comfort in the context of climate change) and create relevant trends. In turn, the implementation of current changes in the field of park management requires the improvement of subject-object relations, relations between government, society and institutions.

Keywords. City parks, development of ecosystem services, socio-cultural factors, public space, institutional support, subject-object relations.

Problem statement and its connection with important scientific and practical tasks. The organization of city parks and the culture of their use depends on the prevailing tastes in society, existing problems and needs of urban space. The effectiveness of management and organizational measures in the field of park management largely depends on the understanding of the factors that promote certain characteristics of the park space, and encourage the emergence of certain trends. That is why the analysis of all possible factors that had their influence in the past and exist today is relevant. Understanding the needs for ecosystem services of modern parks will help to improve the subject-object relations in this area in order to build adequate programs for the development of urban parks.

Analysis of recent publications on the problem. The issue of formation of needs for ecosystem services of parks is currently little studied. The most complete information on the development of parks in the context of social and cultural change can be found in the works of specialists in landscape art, in particular Lihachev D. S. [1], Dormidontova V.V. [2], Sokolskaya O.B. [3], Gorohov V.A., Lunts L.B. [4], Pevsner N. [5]. Analysis of data from literature sources and recent research by the National Recreation and Park Association (USA) [6, 7] on future trends in park development has identified and classified the main factors that influence the formation of needs for certain qualities of the park. Forms of interaction in subject-object relations have been studied and presented by Melnyk A.F., Obolenskyi O. Yu., Vasina A. Yu., Hordienko L. Yu. [8], and Haman P.I. [9], and can be used to improve the subject-object relations in the park economy at the institutional level.

Research on the improvement of urban parks should be based on the latest work of domestic scientists studying the issues of recreation in modern urban agglomerations and administration of nature: Shevchenko
In the field of park economy development it is important to use the work of Petrushenko M. M. [13, 14] on the prediction of natural-economic and natural-resource conflicts.

**Allocation of previously unsolved parts of the general problem.** At the same time, today there is no comprehensive vision of the main drivers of urban parks, and accordingly there is no adequate response of institutions to implement current changes that would meet the latest social, cultural and architectural planning requirements. In the modern park-building business of Ukraine the foreign experience of the organization of socially oriented parks and the potential they carry for the well-being of society is almost not considered. The implementation of such a positive experience requires significant changes in the structure of subject-object relations - their expansion, involvement of new actors in the dialogue (in particular - society, which today is almost not involved in park development), and the organization of a platform to build new relationships through surveys, public hearings, and motivation.

**Formulation of research objectives (problem statement).** The aim of the article is to identify the main patterns of evolution of ecosystem services of urban parks, as well as to determine the factors shaping the needs for these services and, accordingly, institutional support for urban parks, taking into account the experience of economically developed countries. The objectives of the study are: analysis of the preconditions for the formation of needs for ecosystem services of urban parks; identification of modern factors that are most relevant in creating trends in the development of current qualities of parks; analysis of foreign experience of institutional support of city parks; identification of current improvements needed by subject-object relations in the park economy of Ukraine.

**An outline of the main results and their justification.** A retrospective analysis of the development of landscape art and park construction showed that parks have changed their status from closed areas to wealthy members of society, to an integral element of public space and the center of public life. One thing is for sure - at all times parks have been a value for society and the state, only the ability of citizens to consume the ecosystem services of parks has changed. To understand the main qualitative features of park ecosystems and the prevailing demand for them, it is necessary to consider the development of park ecosystem services in the projection of human history. It is important to keep in mind that garden art has in its arsenal the same components that existed at all times: natural origin (trees, shrubs, flowers, grasses), architectural elements (sculptures, gazebos, belvederes, fountains and artificial ponds), and infrastructure elements (paths, alleys, benches, lanterns, cultural and entertainment facilities). Moreover, the natural element is the main one, and all the others are only aimed at opening and strengthening certain ecosystem services, and vary depending on the demand of society.

Changes in the cultural life of society have been reflected in changes in the consumption of ecosystem services, which are closely related to the dominant forms of park ownership. Ecosystem functionality is transformed into services when there is a consumer. Along with changes in the forms of ownership of parks, the composition and number of major consumers of ecosystem services of parks, and, accordingly, current needs, are beginning to change. Economics has two approaches to the classification of forms of ownership - vertical-historical and horizontal-structural [15]. According to the classification of historical forms of ownership that arose in the process of long-term development of society and economic relations, there are: primitive, slave, feudal, capitalist.

According to the horizontal-structural approach, distinguish between private and public forms of ownership. They reflect the level of development of productive forces, the relationship of ownership of resources, the peculiarities of the combination of workers and means of production, the nature of the distribution of goods. Private property involves the ownership of the means of production and the result of labor to legal or natural persons who own the object.

For modern city parks, the most relevant is the public form of ownership, which can be state or collective. In the case of state ownership, the state has absolute rights to dispose of and manage property. Collective ownership is a form of ownership that is transferred by the state to a certain group for use within the current legislation. Based on the analysis of the literature on the development of garden and park styles [1, 2, 3, 4], the basic needs for ecosystem services of parks, which were formed in different historical epochs and under different forms of ownership (Table 1).

The form of ownership of parks will have an impact on the quality of their organizational and economic support, as well as on the possibility of using ecosystem services. As can be seen from Table 1, the importance of parks in society and the need for their ecosystem services changed with the change of ownership - is the number and composition of visitors (consumers of services). In different historical epochs,
Table 1

<table>
<thead>
<tr>
<th>Urban period</th>
<th>Country / era</th>
<th>Ownership</th>
<th>The place of the park in human life</th>
<th>Needs for ecosystem services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Epoch: Ancient times, identification of park and garden</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Primitive times</td>
<td>Primitive / public</td>
<td>Garden as part of a fenced, safe area</td>
<td>Utilitarianism, safe stay on the territory</td>
</tr>
<tr>
<td></td>
<td>I</td>
<td>Ancient Greece</td>
<td>Slave / individual and public</td>
<td>Garden as a symbol of harmonious ideal beauty</td>
</tr>
<tr>
<td></td>
<td>I</td>
<td>Ancient Rome</td>
<td>Slave / individual and public</td>
<td>Garden as a symbol of luxury and power</td>
</tr>
<tr>
<td></td>
<td>I</td>
<td>European countries</td>
<td>Feudal / individual</td>
<td>The garden as a symbol of lost paradise</td>
</tr>
<tr>
<td></td>
<td>I</td>
<td>Kievan Rus</td>
<td>Feudal / individual and social</td>
<td>Park as an integral part of nature</td>
</tr>
<tr>
<td></td>
<td>Renaissance (XV – XVIII ct.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>Spain</td>
<td>Feudal / individual</td>
<td>Garden with lots of water as a symbol of paradise</td>
<td>Utilitarianism, compliance with aesthetic preferences</td>
</tr>
<tr>
<td>II</td>
<td>Italy</td>
<td>Feudal / individual</td>
<td>Garden as &quot;theatrical scenery&quot;</td>
<td>Utilitarianism, cultural and spiritual needs</td>
</tr>
<tr>
<td></td>
<td>Baroque era XVII-XVIII</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>Italy, France</td>
<td>Feudal / individual</td>
<td>The park as an oasis of vegetation and elegant aesthetics</td>
<td>Utilitarianism, rest, aesthetics, performance of ecological functions</td>
</tr>
<tr>
<td></td>
<td>II</td>
<td>Ukraine</td>
<td>Feudal / individual</td>
<td>The park as an oasis of vegetation and elegant aesthetics</td>
</tr>
<tr>
<td></td>
<td>XVIII – XIX ct.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Landscape parks of Europe</td>
<td>Capitalist / private and public</td>
<td>Landscape park as an embodiment of society's aspirations for human freedom</td>
<td>Utilitarianism, aesthetics, satisfaction of needs for rest, secular receptions</td>
</tr>
<tr>
<td>III</td>
<td>Landscape parks of Russia</td>
<td>Capitalist / private and public</td>
<td>Park as the embodiment of romantic and aesthetic moods</td>
<td>Utilitarianism, recreational and health services, space for entertainment, aesthetics</td>
</tr>
<tr>
<td></td>
<td>Середина XIX – початок XX ct.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Western Europe and the United States</td>
<td>Capitalist / social</td>
<td>Parks cease to be works of art and become an element of public space</td>
<td>Recreation of the general public, connection with the surrounding landscape, environmental function</td>
</tr>
<tr>
<td></td>
<td>Друга половина XX – початок XXІ ct.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Europe, USA</td>
<td>Capitalist / social</td>
<td>Park as a cultural center of public space</td>
<td>Public space, recreational and entertainment functions, microclimatic and health functions</td>
</tr>
</tbody>
</table>

Compiled by the author based on the analysis: [1, 2, 3, 4]

under the influence of cultural and ideological factors, the place of the park in human life has changed, and accordingly - the needs of society for its ecosystem services. Consider specific changes in the use of parks in accordance with the forms of ownership:

*Primitive communal form* - provides equal rights of society (community) to the main means of production (land with all its objects). Period of predominance of utilitarian qualities of green plantations, accessibility to consumption of all types of ecosystem services with preference to providing;

*Slave form* - provides sole property rights of the slave owner for the means of production, workers and production results. Accordingly, the consumption of park ecosystem services was limited to a certain social class, especially cultural services;
Feudal property - involves the absolutization of feudal property rights to the means of production and restrictions on the rights of serfs. Consumption of cultural ecosystem services of parks was also limited to a certain social class, and corresponded to its tastes:

Capitalist form - involves the concentration of property rights on the means of labor and the results of production in the person of the entrepreneur. At the time of the formation of capitalism, changes began in society, which led to the defense of the rights and freedoms of citizens to rest. This led to the demand of the population for cultural recreation in green areas, which contributed to the accessibility of urban parks to the general population.

The bourgeois revolution and the growth of urbanization (late eighteenth and nineteenth centuries) contributed to the emergence of parks of a new type and purpose - city parks. Since the middle of the XIX century the park moved from the category of works of art to an element of public space. Its infrastructure has become practical, and the use of ecosystem services has become more selective and diverse. That is, we can say that until the middle of the XIX century in the parks was limited to the general population consumption of cultural ecosystem services. Maintaining and regulating ecosystem services had a positive impact on the urban environment, but the society of that time was not aware of it, so the object of legal relations were cultural ecosystem services of parks. In the twentieth and early twenty-first centuries, a key factor in shaping the environment of parks was their ecological role for cities and their citizens. At the same time, the diversity of parks is focused on the cultural needs of society, the demand of different social groups. The design of the park acquires scientific validity and takes into account socio-environmental aspects.

In general, we can identify key factors influencing the needs for the quality of ecosystem services, which operate to varying degrees (Table 2). The strengthening of some of them took place in certain epochs, when a certain characteristic of society acquired special significance.

Table 2

<table>
<thead>
<tr>
<th>Factor and time of its dominant influence</th>
<th>Influence on the elements and structure of park space</th>
<th>Needs for quality characteristics of ecosystem services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate and relief (at all times)</td>
<td>Spatial planning, degree of landscaping, plant species, infrastructure</td>
<td>Protection against adverse climatic factors</td>
</tr>
<tr>
<td>Increasing the urban population (XXI century and to this day)</td>
<td>Expansion of target areas in the zoning of parks, accompanied by dynamic changes in infrastructure</td>
<td>Multidisciplinary specialization of ecosystem services, a variety of parameters of their quality</td>
</tr>
<tr>
<td>Lack of recreation space in cities (XXI century and to this day)</td>
<td>Entertainment infrastructure in the parks, infrastructure development, the tendency to reduce the area of quiet recreation</td>
<td>Versatility of ecosystem services, meeting the needs of different categories of visitors</td>
</tr>
<tr>
<td>High degree of urbanization (XXI cnt.)</td>
<td>Reduction of park space, appearance of parks in atypical conditions - on roofs, etc.</td>
<td>Compliance with the needs of local residents and workers</td>
</tr>
</tbody>
</table>

3. Variable

3.1 Have an impact in our time

| Culture and worldview (at all times) | Spatial planning, the presence of decorative elements and their content, the style of parks (landscape and regular) | Ability to meet the needs of different groups of citizens, the specific infrastructure of certain types of parks |
| Science (from the Baroque era to the present day) | Species diversity of parks, technical equipment, artificial reproduction of ecosystems | Increasing the level of comfort, conditions for the cultivation of valuable plant species |
| Aesthetic tastes (at all times) | The emergence of decorative elements, the emergence of principles and schemes of greenery | Compliance with the idea of an ideal natural space |
| Environmental factors (XIX cnt. XXI cnt.) | The advantage of landscape style, planning parks according to environmental requirements | Strengthening the environmental importance and functions of parks in the city |
| Economic factors (XX – XXI cnt.) | The level of infrastructure, its functionality, costs; reducing the area of parks due to land prices, or creating them to raise the prestige of the city | Indirect impact on local budgets, creation of attractive attractions for investment in tourism |
As can be seen from Table 2, all factors influencing the formation of certain qualitative characteristics of ecosystem services of urban parks can be divided into three categories: steel, relatively steel and variable. Permanent factors include those that operate constantly, and within a century or more have a constant only directed action, do not change their meaning to the opposite. These include climate and topography, which are key factors in the selection of vegetation and priority landscaping techniques. Relatively stable factors are related to urbanization processes, and tend to change their nature of influence. They can be characterized as permanent, but their impact is gradually leading to new trends in landscaping and innovative solutions. Variable factors are characterized by the fact that they change under the influence of significant social views or changes. Among the changing factors of influence are those that operate to this day: culture and worldview, aesthetic tastes, scientific achievements, economic and environmental factors, social problems. They are changeable in the nature of their influence (aesthetic tastes change over time and change the aesthetics and appearance of parks, culture and worldview contribute to the emergence of new types of entertainment and recreation in parks, etc.).

It is necessary to dwell in more detail on such a factor influencing the formation of needs for ecosystem services of parks, as the emergence of epidemics. The cholera epidemic that prevailed in the nineteenth century. in Europe and the United States, forced to reconsider the requirements for urban sanitation. Many cities have undergone significant redevelopment, with wide streets, boulevards and parks. Thanks to landscape architect Frederic Lo Olmsted, the parks received special attention. Parks were created to purify the air and enable citizens to stay in a healthy environment [16, 17]. To date, with the advent of the COVID-19 pandemic, urban sanitation issues have been raised again, with parks playing a key role in creating a safe public space. Thus, experts from the National Association of Parks and Recreation emphasize the exceptional importance of parks in the organization of recreation during a pandemic, physical and mental recovery in times of social stress [18].

At the present stage of urban park development, the following key factors can be identified that have the greatest impact on the requirements for ecosystem services of parks: climatic conditions and relief, environmental, economic and social problems of cities, increasing urbanization and urban population, lack of recreation space. cities. Among the latest innovations that have the greatest impact in modern park construction are: environmental problems of cities, social problems (which may include health, education and upbringing), urban population growth and the COVID-19 pandemic [19, 7, 20], which has set requirements for the creation of a safe public space in terms of epidemiology, and parks have significant potential to address this challenge.

A generalized decision-making model for park improvement based on key factors of the urban environment is presented in Figure 1:

<table>
<thead>
<tr>
<th>Social problems (XX-XXI cnt.)</th>
<th>Sanitary and hygienic problems of cities (XIX – XXI cnt.)</th>
<th>Social order (at all times)</th>
<th>Epidemics (XIX century and our time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergence of infrastructure and social security services - surveillance cameras, police patrols, open and bright areas of the park</td>
<td>Increasing the area of parks and the emergence of new ones, selection of plants according to their qualities and properties, park building standards</td>
<td>Accessibility for citizens, forms of ownership, size, infrastructure for individual or public use of parks</td>
<td>Increasing the number of parks, their planning for mass recreation. Accessibility.</td>
</tr>
<tr>
<td>Creating a sense of security in the park, physical and psychological comfort</td>
<td>Favorable hygienic conditions in the city, a positive impact on mental and physical condition</td>
<td>Focus on providing parks with individual tastes of the owner and / or public interests and needs</td>
<td>Improving the sanitary conditions of the city, protecting the population from diseases.</td>
</tr>
</tbody>
</table>

3.2 That lost their influence

<table>
<thead>
<tr>
<th>Wars and travels (Ancient times and the Middle Ages)</th>
<th>Religion (ancient times and the Middle Ages)</th>
<th>Travels (from ancient times to the XIX century.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrichment of plant species in parks, the emergence of new elements of infrastructure and ideas of spatial planning</td>
<td>Symbolism of park elements, spatial planning</td>
<td>The emergence of exotic plants as an element of wealth of the park owner, the reproduction of various garden styles and cultures</td>
</tr>
<tr>
<td>The emergence of elements of exoticism, the reproduction of the atmosphere of travel</td>
<td>Adjustment to the philosophical mood and reflections</td>
<td>Emphasizing the power of the owner; creation of high aesthetic properties of parks</td>
</tr>
</tbody>
</table>

Source: author's own development.
As we can see from Figure 1, among the variety of influencing factors can be identified those that create trends in the field of park construction, namely: environmental factors, economic, social, sanitary and epidemiological. You can see the importance of the above significant factors and the importance of the parks themselves for city dwellers on the example of foreign experience in their operation and program support. To understand the subject-object relations of modern city parks, formed under the influence of current public demand, we will analyze their activities on the example of two well-known major cities - New York and London.

New York, like the United States as a whole, is characterized by a combination of park landscaping and urban recreation in one management structure. The New York Department of Parks and Recreation is responsible for the development of the city's parks. The analysis of organizational support showed that as of 2021, the department operates 8 areas of programs based on New York City Parks, and they are aimed at both recreation and involvement of the population in the improvement of parks. All 8 areas of programs can be divided into 2 types according to the main purpose: education and improvement in parks (presented in Table 3), and health and recreation programs.

Note: 1 - Rangers of city parks have existed since 1979, and are designed to acquaint citizens with the nature of parks in an interesting way. A lot of work is done with young people, during which a responsible attitude to nature, personal skills of orientation in the natural area are brought up. Rangers are experienced experts in their field, and organize interesting educational activities and useful recreation.
The natural environment through the Department of Parks and Recreation of New York, we can identify the following key features of the organization of city parks:

1. **Stewardship Programs**
   - «NYC Parks Stewardship»: The program is designed to involve citizens in the improvement of parks. A list of landscaping activities is being created, from which volunteers can choose the most interesting and important in his opinion. It is possible to obtain a license for further involvement of citizens and their education.

2. **Urban Park Rangers**
   - «Alley Pond Park Adventure Course—Team Building Activities»: The program is designed to develop citizens' teamwork skills, acquire leadership skills, and develop confidence. Represents adventure classes in a rope park of different levels of difficulty, both physical and mental. Classes are free.
   - «Custom Adventures»: The program is designed to attract urban youth to the natural environment through adventure activities and programs in parks, namely: archery, canoeing, nature exploration, fishing, orientation with compass and map.
   - «The Natural Classroom»: The program is designed to explore the nature of New York's parks, and is aimed at students. Students will learn about the vegetation of the city's parks, the impact of the parks, and how they are supported by the city government. Classes are designed to improve the academic performance of children, improve their health, foster care for nature.
   - «The Ranger Conservation Corps Internship»: The program is designed for high school students who care about nature. The interns work together with the rangers of the city parks on the problems of restoring the natural environment in the parks.

3. **Media Education Programs**
   - «Custom Adventures»: Digital tool training programs for people of all levels of training. Classes are held in media laboratories in recreation centers for members of the NYC Parks Recreation Center.

Source: compiled by the author based on analysis [21]

If we analyze the directions of the programs in Table 3, we can say that educational activities are aimed at forming a responsible attitude to the green areas of the city from childhood. At the same time, the programs are built in such a way that facilitates the assimilation of school material in science, promotes the formation of an active lifestyle. Such educational programs are the basis for the formation of a responsible society and replenishment of volunteers in the future.

Another area of use of parks is holding health-improving activities on their territory. In New York, there are urban recreation centers, which are evenly distributed throughout the city for easy access, and provide free services of sports, entertainment and recreation for city residents. All you need to do is be a New Yorker and a member of the NYC Parks Recreation Center. Membership is obtained by providing their personal data and paying an organizational fee, which varies for different categories of the population:

- Adults aged 25 - 61 years - an annual fee of $ 150 and the availability of all recreation centers;
- People with disabilities - $ 25 per year and the availability of all recreation centers;
- Pensioners over 62 - $ 25 per year and the availability of all recreation centers;
- Veterans - $ 25 per year and the availability of all recreation centers;
- Youth from 18 to 24 years - $ 25 per year and the availability of all recreation centers;
- Youth under 18 - free membership and availability of all recreation centers.

Sports and wellness programs include such areas as: adaptive programs (for the elderly, with disabilities); social and sports activities for the elderly; free fitness classes in parks for all citizens; annual sports programs for children and adults; swimming and sports for children.

That is, we can see that parks are an important public space with pronounced recreational and health functions. It is important to emphasize the inclusiveness of these programs - they are targeted at all segments of the population and do not miss people with disabilities. Special mention should be made of the small organizational fee for membership in the NYC Parks Recreation Center, which allows you to make professional sports available to the general public. Such care for citizens, which is directly tied to the parks, creates favorable conditions for the involvement of city residents in the improvement of parks and the formation of their active position. From the analysis of the work programs of the Department of Parks and Recreation of New York, we can identify the following key features of the organization of city parks:

- Active promotion and involvement of volunteers in park improvement activities, their material and information support in this area;
- Active training of young people in parks on the basics of science, the functioning of ecosystems, the role of parks in the city, the formation of environmental awareness based on activities in parks;
- Providing opportunities for students to conduct research on the nature of parks, internships under the supervision of specialists, the availability of electronic educational programs;
- Availability of sports health and entertainment programs in parks aimed at improving the physical and mental well-being of citizens;
- Functioning of parks as recreational and social centers;
- Availability of rehabilitation and socialization programs for vulnerable groups;
- Directing the activities of parks to different age groups;
- Transfer of basic social activities to parks;
- Ensuring the activity of parks by specialists in both landscaping and organization of interesting sports and cultural events.

The next city known in the world for its parks is London. The city is dominated by landscape-style parks, and mostly all of them are the national heritage of past centuries. Among the governing bodies is The Royal Parks, which oversees parks under section 22 of the Crown Lands Act 1851. The Royal Parks is a charity that has eight parks owned by the royal family. Parks do not belong to society, it only has the right to use them for recreation purposes in compliance with environmental regulations [22]. The organization develops many programs and is looking for partners to finance and provide assistance in landscaping.

London's parks offer a wide range of educational programs that are closely linked to the curriculum of schoolchildren and students. These programs are paid, but at the same time provide the services of qualified curators and specialists. The main advantage of such classes is the experience of conducting small research projects adapted to the age and knowledge of students. These programs have proven themselves among educational institutions and are in demand. The proceeds go to further support the parks.

Among the features of the regulatory provision of parks should be noted the tradition and sustainability. The basic rules for the operation of parks were adopted in accordance with the Law on Parks Regulations of 1926 and are still in force today. Nevertheless, parks are ideally adapted to the needs of modern society, including social aspects and educational environmental work. Another feature of the legislative nature is to ensure the safety of citizens in parks and promote the protection of parks under the Law "On Park Regulation", which has been in force since 1872.

Based on the analysis of foreign experience in creating socially significant urban parks, we can consider the content of subject-object relations in the system of park improvement in developed countries. As you know, the management system can be considered in the unity of the subject and object of economic activity. According to a number of scientists [23, 24], the structure and functions of the subject depend on the effectiveness of the management system. In the field of urban parks there are two groups of entities:
1. Subjects of management and service of city parks (departments, associations, organizations, enterprises of green economy);
2. Entities using parks:
   - Vacationers, park visitors;
   - Businesses that serve visitors directly in the park.

The main object of activity is the city park, its ecosystems, biocenoses and infrastructure. But not the least role in the structure of park management is played by the interaction of entities that can act for each other as objects of influence. Given the fact that the modern city park has become an integral part of public space and social and economic ties, we can identify ancillary objects of interaction - civil society, visitors and organizations. The structure of the interaction of subjects and objects can be represented according to the accepted forms of influence between subject and object. Thus, Melnyk A.F., Obolenskyi O. Yu., Vasina A. Yu., and Hordiienko L. Yu. [8] distinguish the following forms of interaction: direct influence, through motives and needs, through the system of values and through the social environment. The modern model of subject-object relations in the field of urban parks can be illustrated as follows (Fig. 2):

Figure 2 presents the main components of subject-object relations in the park economy based on the experience of its operation in developed countries. From the analysis of the organizational support of the parks of New York and London, we can say that the field of park development in these cities has in its arsenal all possible forms of interaction. As for Ukraine, the tasks of park development strategies are solved at the local level, but there are no national strategies, so the subject-object relations in this area need significant improvements.
Structural components that are not typical for the park economy of Ukraine are highlighted by dotted lines. The interaction of the subjects of park improvement is mainly through orders, tasks and instructions to the institutions of maintenance and development of parks, as well as meeting recreational needs of citizens (who according to paragraph 1 of Article 12 of the Law of Ukraine on Landscaping are also subjects landscaping [25]). At the same time, there are no such forms of interaction as: control of behavior when visiting parks, involvement and interest of citizens, cooperation to create public-private partnerships in park management, and appropriate incentives for economic interest. The value of urban parks in Ukraine is formed mainly through the satisfaction of recreational needs, but their parks do not have such value components as education and enlightenment of citizens.

As can be seen from Figure 2, Ukraine has a rather low development of interaction between state regulatory institutions and the public, most forms of influence through motivation, value system and social environment in the park economy are absent.
According to P.I. Haman [9], the effectiveness of public administration largely depends on the feedback of entities and objects of economic activity. He believes that the object of economic activity should provide information on: the adequacy of management decisions, the existing positive changes in society, the degree of trust in the subjects of management and the available potential for further development of the object. Following this principle, we propose to improve the subject-object relations in the field of park improvement (Figure 3).

![Figure 3. The scheme of improvement of subject-object relations in the field of park improvement](source: author's own development)

As can be seen from Figure 3, we propose to improve the relations of economic entities not only on technical issues of landscaping, but also on the development of parks as a comfortable public space. In this system, it is important not only to coordinate the cooperation of management facilities, but also to build trust and dialogue between society and park facilities.

**Conclusions and perspectives of further research.** Thus, since city parks are an important public space and meet the cultural and health needs of citizens, the relevance of certain areas of their development is influenced by many factors that have a social, economic, environmental and organizational nature. The proposed classification of factors influencing the needs for the quality of ecosystem services of parks allows to identify natural trends of dominant action of certain factors in the formation of the most favorable space of parks, depending on current issues of society, environment, climate and sanitation. This classification is intended for:

- Construction and use of "filters" of influencing factors that are most important in meeting current social needs in decision-making in the field of urban planning and park improvement;
- Defining the range of current social, natural, sanitary and organizational problems of urban space, which should be solved by the organization of urban parks;
- Defining a range of alternative solutions for different categories of parks to address these issues and meet current needs.

The analysis of program support in the activities of urban parks on the example of New York and London allowed to form a model of subject-object relations in the field of park management and public institutions, which is typical for most developed countries. This model clearly presents the links of organizational support and relevant tasks that are absent in the park improvement of Ukraine, which allows to identify promising areas of development in the field of subject-object relations of the park economy.

It can be noted that the sphere of park economy in Ukraine needs significant improvement in the administrative and organizational structure, as well as enrichment of the experience of foreign countries in the organization of comfortable city parks.
**LITERATURE**


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