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BASIC PRINCIPLES OF ECONOMIC AND ECOLOGICAL OPTIMIZATION OF THE NATURAL ENVIRONMENT

The article examines the theoretical and methodological principles of optimizing the natural environment in the context of increasing anthropogenic load and the need to ensure balanced nature management. The contradiction between the need to preserve the natural environment and the need for intensive use of natural resources to ensure social development is considered. It is substantiated that the resolution of this contradiction is possible by forming a rationally regulated exchange between society and nature, which combines scientifically sound use of resources, environmental protection and active management of natural processes. It is established that the natural environment is a complex dynamic system capable of self-regulation and maintaining equilibrium, which can be disturbed under the influence of natural and anthropogenic factors. Particular attention is paid to the analysis of natural and anthropogenic processes that arise as a result of irrational economic activity and cause the degradation of land resources, a decrease in soil fertility, deterioration of the quality of water resources, environmental pollution, a decrease in biodiversity and a weakening of the ability of ecosystems to self-regulate and self-restore.

The main aspects of the complex optimization of the natural environment are studied, in particular the resource, ecological and dynamic aspects. It is determined that the resource aspect involves the rational use of natural resources taking into

account their potential and ecological sustainability, the ecological aspect involves the establishment of restrictions on economic activity and the implementation of environmental protection measures, and the dynamic aspect involves a comprehensive study and forecasting of natural and natural and anthropogenic processes. The negative impact of modern forms of nature management on the state of agricultural landscapes is shown, in particular the development of erosion processes, soil dehumification, disruption of the water regime of territories and a decrease in the ecological stability of agro-ecosystems.

It is proved that the optimization of the natural environment should be based on the principles of systematicity, scientific validity and ecological and economic balance. Its goal is to achieve a rational relationship between the exploitation of natural resources, their protection and restoration. The need to improve the strategy of nature management, the introduction of environmentally friendly technologies and the strengthening of information support for management decisions in the field of environmental protection is determined.

Keywords: nature management, natural resources, anthropogenic impact, agricultural landscapes, ecological balance, environmental protection, balanced development, agroecosystems, ecological and economic aspects, land use.