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MAIN FEATURES OF THE USE OF RESEARCH METHODS IN ECONOMIC AND SOCIAL GEOGRAPHY

Abstract: The article describes the importance of the use of research methods in economic and social geography in the economic and social development of regions, effective management of its resources, analysis of natural and social processes, and the fact that research in these areas is comprehensive and includes various methods. Also, the importance of specific approaches in studying changes in the territorial and social environment, distribution of resources, and interdependence between economic systems in the SWOT analysis research method is highlighted.

Key words: economic and social geography, research method, SWOT, area, factor.

Introduction. Economic and social geography, as a science that studies the economic and social life of mankind, plays an important role in analyzing complex processes and identifying differences between regions. The use of research methods in this field is of great importance not only from a scientific point of view, but also from a practical point of view. With the help of research, we help to better understand the economic and social development of society, eliminate differences between regions and develop strategies for sustainable development. The use of research methods in economic and social geography is necessary in the analysis of

changing global and local economic conditions. For example, social and economic changes such as global economic crises, climate changes, migration processes and urbanization affect regions differently. Research methods help to study the impact of these changes and make it possible to make specific recommendations for the development of economically less developed regions. At the same time, it is possible to develop policies aimed at solving problems in society by identifying differences in social inequality, education and health systems.

The main part. Research methods are relevant in the analysis of regional development and in determining the main principles of sustainable development. Economic geography studies the differences between regions, the distribution of economic resources, and social conditions. With the help of these methods, the possibilities of effective use of land resources, ensuring the stability of energy sources, supporting ecologically clean and socially just development are determined. In the development of sustainable development strategies, research helps to make effective decisions by studying, for example, population density, standard of living, distribution of production sectors, regional organization of agriculture, transport infrastructure and other important factors. Research in social and economic geography plays an important role in identifying and preventing regional inequality. Through the analysis of economic and social processes, ways of creating equal opportunities for different social groups of the population (especially the poor, women, youth) are developed. With the help of research methods, it is possible to identify and work on existing problems in areas such as education, health, jobs, income distribution. This increases social stability and helps ensure social justice.

The relevance of using research methods in economic and social geography has become an important part of economic and social development in the modern world. With their help, opportunities are created to identify differences between regions, improve economic systems and social structures, develop sustainable development strategies, and help solve social and economic problems. Research

methods are not only scientific experience, but also an important tool for sustainable and fair development of society.

Economic-geographic research is aimed at studying economic and social processes in different regions, analyzing the factors affecting their development and identifying differences between regions. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) helps to study these processes more deeply in economic geography, as it allows a systematic analysis of internal and external factors of regions.

The acronym SWOT was first coined by Professor Kenneth Andrews at the Harvard Business Policy Conference in 1963. In 1965, four Harvard University professors - Lerner, Christensen, Andrew and - proposed the technology of using the SWOT model to develop a company's behavioral strategy. The LCAG scheme (based on the initials of the authors' names) was proposed, which is based on a sequence of steps leading to the choice of a strategy.

The use of SWOT analysis in economic-geographic research includes the following aspects:

Identifying regional resources and opportunities. Within the scope of economic-geographic research, SWOT analysis is important in analyzing the resources and opportunities available in the area. Natural resources, industrial base, infrastructure, qualified workforce and other advantages of the region are identified as strengths. Opportunities include new opportunities arising as a result of economic, ecological, technological or social changes. For example, opportunities to develop new industries, open new export markets or introduce innovative technologies. Research helps determine how an area can be developed by analyzing these resources.

Assessment of the economic growth potential of the regions. SWOT analysis is an important tool for determining the growth potential of the region in economic-geographic research. Growth rates and development opportunities may differ between regions. Weaknesses are identified with the help of SWOT analysis,

for example, poor infrastructure, lack of skilled labor or insufficient investments. These weaknesses can hinder the development of the region. Opportunities include factors that allow the economic growth of the region, such as attracting international investments, developing new industries, expanding tourism or agriculture. Thus, the SWOT analysis helps to assess the economic growth rate and potential of the region.

Determining economic and social differences between regions. Economic and geographical studies are often aimed at identifying economic and social differences between regions. Through the SWOT analysis, weaknesses allow to identify economically underdeveloped areas of the region. For example, some areas may have low industrial development, low population density, or lack of social infrastructure. Threats indicate risks such as the dependence of the territory on external factors, for example, the strengthening of competitors or global economic crises. Research helps identify and counter these disparities.

Assists in the development of regional policies and strategies. SWOT analysis is an important tool in the development of regional policies and strategies in economic-geographic research. By analyzing the strengths and weaknesses, opportunities and threats of the regions, regional development strategies are formed, effective decisions are made to ensure economic and social stability, the main directions of development, for example, industrial diversification, infrastructure modernization or the creation of new tourism resources such strategies are developed. This is one of the most important values of SWOT analysis in economic-geographic research.

Resource optimization and efficient management. Effective management of available resources in the regions should be done through economic and geographical research. With the help of SWOT analysis, the strengths of the region (for example, natural resources, production base) can be used more effectively and their use can be optimized. Opportunities for effective resource management are identified by addressing weaknesses, for example, by improving infrastructure or

recruiting skilled labor. In this way, the SWOT analysis helps to determine the directions necessary for the maximum effective use of the resources of the area.

Consideration of environmental and social factors. It is very important to consider environmental and social factors in economic-geographic research. A SWOT analysis identifies environmental issues as threats, such as climate change, depletion of natural resources, or environmental pollution. Opportunities include opportunities to ensure environmental sustainability, introduce green technologies, or protect the environment. With the help of this method, taking into account environmental and social factors, strategies are developed that help the sustainable development of the region.

Conclusion. SWOT analysis is one of the main tools in the study and development of regions in economic-geographic research. It helps to systematically analyze internal and external factors of regions, which creates opportunities for economic growth, effective management of resources, reduction of social inequality and development of sustainable development strategies. Identifying the strengths and weaknesses, opportunities and threats of the region through the SWOT analysis helps to gain a deeper understanding of the economic-geographical processes.

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