

## STRATEGIES FOR DEVELOPMENT OF EDUCATIONAL COMPONENT OF THE SOCIAL INFRASTRUCTURE IN REGION IN THE CONTEXT OF EUROPEAN INTEGRATION PROCESSES

The article is devoted to the study of the educational component of the social infrastructure of the region as determinants of the formation of the socio-humanitarian space and the comprehensive development of human. It is established that the realization of the rights of citizens of Ukrainian regions to education requires the continuous development of educational infrastructure and the organization of educational and professional counseling for young people. It is determined that the main goal of educational and professional counseling for youth is to help in making decisions related to the choice of the direction of education and profession, as well as in career planning. It is worth noting that professional counselling should not only help young people in their choice of profession but, most importantly, help to build a long-term professional career, given the unstable situation on the labor market and the high likelihood of retraining in XXI. Successful European experience in the development of educational and professional counseling for young people is considered. It is proved that the strategy of development of educational component of social infrastructure in socio-humanitarian space of Chernihiv region is creation of a career guidance center for youth, the purpose of which activity is to search for common between educational and professional interests of youth, development of their special abilities and using individual approach. It is proved that in today's context, educational support for social entrepreneurship and the formation of entrepreneurial skills in youth people is important.

**Keywords:** social infrastructure of the region; socio-humanitarian space of the region; educational infrastructure; educational and professional counselling; social entrepreneurship.

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