The article reveals the importance of tax planning as one of the most important functional stages of the process of regional tax management, whose main purpose is to analyze the receipt of taxes, tendencies and factors for the development of their tax bases, and on this basis the economic justification of qualitative and quantitative parameters of budgetary allocations in the budget within the framework of the tax concept, formed with regard to the specifics of the regional paradigm of socio-economic development; the analysis of the revenue part of the Consolidated Budget of Ukraine for 2014—2018 and its structure, the tendency is revealed that the priority budget-forming role belongs to tax revenues, which make 81% on average for the studied period and this trend in Ukraine has become.

The implementation of tax planning in the system of state (regional) regulation of economy in Kyiv region is considered, it is determined that the tax actions of the state will allow it not only to ensure proper functioning, but also to use its resources and instruments of influence to achieve the goals of economic development of the region. Performance of planned tax revenues of Kyiv region is positive, given that tax planning has been properly implemented in practice.

It is determined that the main tasks of tax planning are: forecasting the socio-economic needs of the region as a whole and in terms of territories; the level of inflation, price indices and other; assessment of the region's aggregate income, its economic, financial and tax potential; taking into account the economic growth rate of the region.

Tax planning is based on a prospective assessment of the profitability of territories and terrain. One of the effective tools used to make this estimate is to forecast tax revenue based on a preliminary estimate of the gross regional product.

The article proposed in the implementation of the tax planning process, focused on the development of effective options for establishing local taxes and fees that will allow a guaranteed replenishment of the revenue part of the regional budget, can be used in forming the tax concept of the region.
FORMULATION OF THE PROBLEM

The tax system in place in Ukraine performs mainly a fiscal function, not a regulatory or stimulating one, or even a managerial one. The efforts of most economists and governing bodies of the fiscal process are aimed at finding forms and methods of filling the state budget by introducing new taxes and payments, changing tax rates, improving the payments of payers to the budget.

At the same time, insufficient attention is paid to the study of factors and methods of management and regulation, such as resource efficiency, production and sales of products and services, cost, sectorial and regional structure of economies and regions, profitability, intensification of production and inflation, which determine the size of production by enterprises and industries, which is the main source of revenue.

There are also no clear methodological approaches to the formation and functioning of the mechanism of planning of revenues to all budgets, namely tax planning, which results in excessive centralization in the formation of budget resources, insufficient elaboration of the issues of effective and efficient method of budgeting at all levels aimed at rational management and regulation processes on the ground and in the country as a whole.

The main source of revenue for all levels of budgets should be own revenues, including local taxes and fees. Therefore, enhancing the role of tax planning in ensuring the rational collection of taxes and fees as a national and regional economy and the state as a whole. All this defines and confirms the necessity and relevance of this research.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The basis of the study was the work of domestic and foreign authors.

Foreign economists studied the problems of taxation and tax management: A. Laffer, E. J. Dolan, J. Keynes, S. Fisher, R. Dornbush, R. Schmallenzi, etc.


Despite the fact that almost all authors agree that the tax system in Ukraine is its volatility, which is primarily due to the instability of tax legislation. Therefore, when setting taxes and charges at the local level, the authorities should take this specific feature into account and implement the principle of maximum mobility and flexibility [10—12].
of particular importance for the development of the economy of the region.

The goal of the article is to disclose the importance of tax planning in the process of managing regional taxation and provide recommendations for its rational and effective application in the formation of the tax concept of the region.

**PRESENTING MAIN MATERIAL**

The state budget of the state and local budgets correspond to each other with the size of the total income of the society and are characterized by their own revenue and expenditure parts, on the ratio of which the stability and dynamics of transformational transformations in the economy depend to a great extent. This leads to a study of the nature of sources of budget revenue generation, revealing the special role of the tax component in this process.

In the course of the analysis of the structural component of the revenue part of the Consolidated Budget of Ukraine for 2014—2018 (Table 1), the following tendency was revealed: 22% in the structure of the Consolidated Budget are local budgets; on average during the period under review the priority budget-forming role belongs to tax revenues, which make up 81% on average over the period under study, and this trend in Ukraine has become.

The study of the problem of increasing the revenue share of budgets of all levels in the economy of Ukraine suggests that the main place in the system of economic management methods belongs to local budgets, although their share (22%) is not significant in the Consolidated Budget of Ukraine. However, they play an active role in ensuring the integrated development of individual regions, optimal territorial reproductive proportions, and improving the standard of living of the population. This is one of the main channels of bringing the results of social production to the population. Local budgets, like other economic categories, are deliberately used by public authorities to solve socio-economic problems and are characterized by:

1) a broad sphere of influence, as budgetary relations permeate all sides of the territorial reproduction process;
2) the high degree of efficiency caused by the redistributive nature of a given economic category;
3) flexibility, because the system of budgetary management methods is formed not as a given once and for all a system of levers, but is a dynamic, constantly developing their totality, transformed in accordance with the change of goals and objectives of regional and local development, especially in the conditions of decentralization [6; 13].

The economic essence of local budgets is manifested in their purpose. They perform the following functions: formation of monetary funds, which is a financial support to the activities of local authorities; the distribution and use of these funds among sectors of the economy; control over the financial and economic activity of enterprises, organizations and institutions under the authority of local authorities [14—16].

Strengthening local budgets contributes to expanding their regulatory and stimulating impact, creates conditions for more active influence on territorial socio-industrial infrastructure [20].

The processes of decentralization have made fundamental changes in the process of forming the revenues of the budget system of Ukraine: as the main source of budget revenues at all levels are determined tax payments and receipts.

All businesses, depending on the type of activity, pay certain types of taxes and fees.

The right to set local taxes and fees is enshrined in Art. 143 of the Constitution of Ukraine [9] by bodies of local self-government. Thus, according to paragraph 24 of Part 1 of Art. 26 of the Law on Local Self-Government, these issues are solved exclusively in plenary sessions of the village, settlement, city council [18].

The specific list of taxes and fees that are part of the income of the general fund of the budgets of the united territorial communities, which are created in accordance with the law and the perspective plan of formation of the territories of the communities, are defined by Art. 64 and 691 of the Budget Code of Ukraine [3]. The whole range of relations arising in the field of taxation and levying is regulated by the Tax Code of Ukraine (CCU) [17].

Local taxes and fees, which are required to be paid in the territories of the respective territorial communities, apply to the local community. They are set in accordance with the list and within the limits of the maximum rates determined by the TAC.

Local governments, when planning the development of their infrastructure, communities, and so on, consciously or even subconsciously apply tax planning.

Tax planning as one of the functional stages of the process of regional tax management, whose main purpose

**Table 1. Revenue structure of the Consolidated Budget of Ukraine in 2014—2018, %**

<table>
<thead>
<tr>
<th>Sign/ Characteristic</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structure of revenues of the Consolidated Budget of Ukraine by type of budget, %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National budget</td>
<td>77,8</td>
<td>81,5</td>
<td>78,2</td>
<td>77,4</td>
<td>77,8</td>
</tr>
<tr>
<td>Local budgets</td>
<td>22,2</td>
<td>18,5</td>
<td>21,8</td>
<td>22,6</td>
<td>22,2</td>
</tr>
<tr>
<td>Structure of revenues of the Consolidated Budget of Ukraine, by type of income %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax revenues</td>
<td>80,6</td>
<td>77,9</td>
<td>83,1</td>
<td>81,4</td>
<td>83,3</td>
</tr>
<tr>
<td>Non-tax revenues</td>
<td>17,7</td>
<td>12,5</td>
<td>16,0</td>
<td>15,2</td>
<td>16,3</td>
</tr>
<tr>
<td>Income from capital operations</td>
<td>0,4</td>
<td>0,3</td>
<td>0,2</td>
<td>0,2</td>
<td>0,2</td>
</tr>
<tr>
<td>From the European Union, foreign governments, international organizations, donor institutions</td>
<td>1,2</td>
<td>0,3</td>
<td>0,6</td>
<td>0,2</td>
<td>0,1</td>
</tr>
<tr>
<td>Trust Funds</td>
<td>0,1</td>
<td>0,1</td>
<td>0,1</td>
<td>3,0</td>
<td>0,1</td>
</tr>
</tbody>
</table>

Source: Created by the author based on [21; 22].

**Table 2. Structure of budget revenues of the Kyiv region 2014—2018 %**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total income</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Tax revenues</td>
<td>43,4</td>
<td>37,7</td>
<td>44,7</td>
<td>46,7</td>
<td>46,5</td>
</tr>
<tr>
<td>Non-tax revenues</td>
<td>5,6</td>
<td>6,8</td>
<td>7,6</td>
<td>5,6</td>
<td>4,9</td>
</tr>
<tr>
<td>Income from capital operations</td>
<td>0,6</td>
<td>0,5</td>
<td>0,4</td>
<td>0,4</td>
<td>0,4</td>
</tr>
<tr>
<td>From the European Union, foreign governments, international organizations, donor institutions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0,001</td>
</tr>
<tr>
<td>Trust Funds</td>
<td>0,1</td>
<td>0,1</td>
<td>0,08</td>
<td>0,06</td>
<td>0,08</td>
</tr>
<tr>
<td>Official transfers from public authorities</td>
<td>50,2</td>
<td>54,9</td>
<td>47,1</td>
<td>47,2</td>
<td>48,1</td>
</tr>
</tbody>
</table>

Source: Created and calculated by the author on the basis of 21—23.
The expediency of the analysis of the Kiev region in the context of our study is explained by the fact that the Kyiv region in terms of tax revenues has positive values, which are increasing every year. In 2017, this figure decreased slightly to 104.4% of the planned amount of revenues, but this indicator is positive, given that tax planning was properly implemented in practice [25].

In view of all the above, it is quite right to state that tax planning is the most important and relevant part of state regulation of the economy and rational budgeting of all levels and local ones. In addition, since the tax base is currently gaining momentum, it is especially important to properly design the tax planning process to minimize the possibility of raising budget deficits [25].

The main problem of tax planning is the economic justification in terms of tax sources of qualitative and quantitative parameters of budgetary purposes, as well as programs of socio-economic development within the existing regulatory framework. The solution of this problem will lead to the implementation of two relatively independent areas: the definition of a contingent of major taxes and intergovernmental budget regulation. Tax planning is based on a prospective assessment of the profitability of territories and terrain. One of the effective tools used to make this estimate is to forecast tax revenue based on a preliminary estimate of the gross regional product [1; 2; 4].

In this context, the main tasks of tax planning are: forecasting the socio-economic needs of the region as a whole and in terms of territories; the main socio-economic parameters: the level of inflation, price indices and other indicators; assessment of the region's aggregate income, its economic, financial and tax potential; forecasting the amount of tax revenues in the region by

<table>
<thead>
<tr>
<th>Tax revenues</th>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan, thousand UAH</td>
<td></td>
<td>805978,0</td>
<td>760714,9</td>
<td>935057,4</td>
<td>11443801,5</td>
<td>11881896,9</td>
</tr>
<tr>
<td>Fact, thousand UAH</td>
<td></td>
<td>840038,5</td>
<td>787324,9</td>
<td>1141472,7</td>
<td>1507464,1</td>
<td>1934721,3</td>
</tr>
<tr>
<td>% execution</td>
<td>104,2</td>
<td>112,4</td>
<td>119,5</td>
<td>104,4</td>
<td>102,8</td>
<td></td>
</tr>
<tr>
<td>% of tax revenue in total budget revenue (actual implementation)</td>
<td>91,56</td>
<td>83,98</td>
<td>79,9</td>
<td>92,23</td>
<td>94,38</td>
<td></td>
</tr>
</tbody>
</table>
types of taxes, taking into account the economic growth rate of the region.

Therefore, in the context of the study, tax planning is considered as the most important element and instrument of formation of the revenue part of the budget of the region (region), so it involves the introduction of different mathematical models to improve the forecast of tax revenues. In the context of the tight fiscal policy of the state against the background of the ongoing economic crisis and the reduction of material production, tax planning allows to determine the expenditure items of the budget to the extent necessary for the implementation of social and other programs of the authorities and at the same time avoiding budget deficits.

In this regard, the initial component of tax planning should be to determine the tax base, which is a value, physical or other characteristic of the tax object and is established for each type of tax. The tax base must be calculated in regional, regional and local terms, taking into account the sectoral structure for each type of tax. In doing so, tax planning should be based on the results of the analysis of the implementation of current tax obligations, as well as monitoring and forecasting the macroeconomic situation in the regions and regions.

This situation is explained not so much by the efficiency of tax authorities as by the existing tax base and the corresponding movement of financial flows, which necessitates the use of an individual approach in calculating the tax base for each region and region.

CONCLUSIONS FROM THIS STUDY

In the course of the study it was found that the formation of the revenue part of budgets of all levels depends on many joint factors, in particular: socio-economic development of the territory, tax system, budgetary policies of the state, etc.

It is determined that the use of effective budgeting strategies in the region and the region is determined by the fact that the size of the budget revenues is influenced by two groups of factors. The first group includes the number and types of taxes, the magnitude of tax rates, collection of tax payments, the crisis of payments, arrears of wages, troubled transactions, which collectively represent the mechanism and financial processes of part of income in the budget. The effective functioning of tax planning largely depends on the budget revenues, which determines the need for its further improvement. The second group includes the magnitude and efficiency of the use of factors of production, the volume of production and sales of products and services, the sectoral, cost and regional structure of the economy, the level of profitability, productivity and inflation, intensification of production. Recognizing the importance of the first group of factors, it should be emphasized that the decisive impact on budget revenues and reserves for their growth is made by the second group.

Prospects for further research: finding and building optimal cooperation in the process of regulating the tax base in the regions and regions in the context of constant reforms in Ukraine.

To improve the methods of managing the budget process, to increase the validity of management decisions based on various calculations in the future studies, it is planned to use the method of simulation.

In conclusion, the use of tax planning is planned to be effective in the context of constant reforms in Ukraine.

There are two groups of factors. The first group includes the number of factors, it should be emphasized that the size of the budget revenues is influenced by the number of factors, taking into account the economic growth of the country, regions and regions. The second group includes the types of taxes, taking into account the economic growth of the country, regions and regions.

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