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**ASSESSMENT AND MECHANISMS OF CULTURAL IMPACT
ON THE REGIONAL SOCIAL AND ECONOMIC DEVELOPMENT**

Specialty 5.2.3 – «Regional and sectoral economics»

Abstract

dissertation for the degree
of Candidate of Economic Sciences

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The relevance of the research topic. At present, it is becoming increasingly obvious that there is a need to find a new model for the development of the cultural sphere, turning it into an important factor in activating the socio-economic development of the territory.

For a number of reasons, the current state of the cultural sphere at the territorial level does not meet modern requirements. In most rural areas, small and medium-sized cities, there is no socio-cultural environment in demand by the population, especially by young people, and opportunities for social communication.

Cultural objects exist within the framework of an organizational model that has not changed for many decades, a narrow departmental approach to their management prevails. Meanwhile, there have been serious shifts in the settlement system, the number of serviced contingents has sharply decreased, and there has been an acute shortage of personnel.

As a result, the capabilities of cultural facilities are often used to a very small extent, they are "idle", and the influence of the cultural sphere on the development of territories remains insufficient. To a certain extent, the possibilities of cultural influence have also been reduced by pandemic restrictions. At the same time, these restrictions have led to an additional growth of cultural services provided in digital format. Which has an appropriate effect on the activities of cultural facilities. However, the digital transformation of the cultural sphere, the transition to remote, "home" services, create a certain problem of reducing the level of socio-cultural communication of the population, which is realized when using cultural objects.

In this regard, it becomes increasingly obvious the need to find new approaches to the development of the cultural sphere as a subsystem of the regional economy, to improve the assessment and mechanisms of its impact on the socio-economic development of the territory.

The purpose and tasks of the dissertation research. The purpose of the study is to clarify a number of theoretical provisions on the essence and role of the cultural sphere in socio-economic development, to develop proposals for assessing the impact and

improving the mechanisms of the impact of the cultural sphere on the development of regions.

The main **tasks** of the study:

- to clarify the conceptual apparatus and patterns of development of the sphere of culture as an integral part of the socio-economic complex of the region, the nature of its impact on the economy and social development;
- to consider the current trends and problems of the development of the sphere of culture in the regions of the Russian Federation;
- to investigate the practice of the regions on the use of the cultural factor in the activation of socio-economic development;
- to substantiate a system of indicators to assess the impact of the cultural sphere on the overall socio-economic development of the region;
- to compare and evaluate the relationship between indicators of the sphere of culture and indicators of socio-economic development of the regions of the North-Western, Central and Volga Federal Districts;
- to develop proposals for improving the mechanisms of the impact of the cultural sphere on socio-economic development, organizational and territorial structure and management system of the cultural sphere of the region;
- formulate proposals providing for a more complete reflection of the role of the cultural sphere in the formation of strategic planning documents of the region.

The object of the dissertation research is the sphere of culture as an integral part of the socio-economic complex of the region.

The subject of the study is the issues of influence assessment and management relations related to the improvement of the mechanisms of influence of the cultural sphere on the socio-economic development of the region.

Theoretical basis and basic research methods.

The theoretical basis of the research was the works of domestic and foreign authors on the spatial development of the national economy, factors of development of the regional economy, the role of the cultural sphere in the implementation of regional policy.

The work used scientific methods of research, including a comparative historical

approach, system analysis, typological approach, economic and statistical methods, including the method of rank correlation.

The information base of the study. The information base of the work was the research conducted by the author of the practice of solving problems of socio-economic development of regions, including through the use of the sphere of culture as a factor of development. The practical analysis covered the regions of the Northwestern, Central and Volga Federal Districts (38 regions). The problems and practice of managing the socio-economic development of municipalities of the Leningrad region: Volkhovsky municipal district and Staroladozhsky rural settlement were studied more deeply. Regulatory and legal documents were analyzed, including those regulating the procedure for the development and implementation of state programs and national projects in the Russian Federation, reports of authorities on the implementation of state programs and national projects, state statistics data, literary sources, electronic resources.

The work uses data for both 2019 and 2020. However, the dynamics of a number of indicators were studied for the period limited to 2019, since in 2020 there was a sharp decline in many indicators due to the aggravation of the pandemic and this year, in our opinion, it was inappropriate to consider for assessing long-term trends.

As part of the study, not only state and municipal institutions, but also commercial organizations were taken into account in the composition of objects and indicators of their activities. To the extent that official statistics allowed it. Of course, the accounting of commercial organizations was not complete, but the analysis, although not statistical, during the preparation of the work was carried out on the example of individual territories (Leningrad, Pskov regions, Volkhovsky district, Staroladozhskoye settlement, etc.).

The scientific novelty of the research consists in developing new approaches to the development of the cultural sphere as a subsystem of the regional economy, improving the assessment of the impact and mechanisms of the impact of the cultural sphere on the socio-economic development of the region, taking into account the types of regions and municipalities, changes in the spatial organization of the economy and settlement.

The main elements of the novelty of the results obtained

– a refined interpretation of the concept of the sphere of culture as a factor of

regional development is given. The paper substantiates the understanding of the cultural sphere of the region as a set of means and results of cultural development.

In this regard, it acts as an integral part of the socio-economic complex of the region and includes not only objects traditionally related to activities in the field of culture, leisure, entertainment, but also all other organizations of the common socio-cultural space of the territory that provide various socio-cultural benefits and services to the population (education, health, physical culture, landscaping, comfortable environment, etc.).

The results of cultural development are considered as an improvement in the conditions for the development of the region's economy by increasing the cultural and technical level of the population, increasing the attractiveness of the territory, and developing new needs.

In social terms, this is an increase in the level of culture of the population and the quality of life, including the culture of everyday life, nutrition, leisure, a decrease in the level of offenses (paragraph 1.3 of the passport of scientific specialty 5.2.3);

– the proposals for the formation of an interconnected system of indicators characterizing the level and results of the development of the cultural sphere in the region are substantiated. The list of recommended indicators is presented and the conditions for their effective application and development are determined. The main part of the indicators was obtained by sampling from standard statistical reporting and recommended for assessing the state of infrastructure and the level of use of cultural facilities. Among them are the average per capita indicators (per 1000 people) of the number of seats in theaters, the area of museums, the number of copies of the library fund and a number of others. The level of use of facilities is characterized, in particular, by the number of theater spectators, the number of individual visits to museums, the number of registered library users per 1,000 people. The cultural and historical potential of the territory is assessed through indicators of the number of cultural heritage sites, historical and cultural monuments, the number of historical settlements and historical figures.

The economic and social results of the development of the cultural sphere are characterized, among others, through such indicators as the index of the physical volume of investments in fixed assets, the growth rate of the gross regional product, the level of

employment of the working-age population, the share of workers employed in high-performance jobs, the share of youth in the total number of retired population, the share of household expenditures on the organization of recreation and cultural events, the share of citizens leading a healthy lifestyle.

The expediency is assessed and approaches are formulated to determine the integral indicator characterizing the level of development of the cultural sphere in the region. The main problem was the determination of the "weights" of heterogeneous indicators characterizing the individual components of the cultural sphere of the region. The paper proposes to use the structure of public spending and employment for individual subsystems of the cultural sphere to determine the "weights". Based on the results of the preliminary analysis, it was concluded that the use of the integral indicator requires significant improvement of the information support of calculations. In this regard, the integral indicator was not used to assess the level of development of the cultural sphere of the regions.

Among the conditions necessary for further improvement of the proposed system of indicators, their greater adaptation to the real socio-cultural needs of the population of the region, the tasks of using the sphere of culture as a factor of regional development, improving statistical observation, taking into account the needs of regional strategic planning are recommended (clause 1.6 of the passport of scientific specialty 5.2.3);

– based on a comparative analysis of indicators for the regions of the Northwestern, Central and Volga Federal districts, the nature of the relationship between the indicators of the sphere of culture and socio-economic development of the regions is revealed, the significance of individual elements of the sphere of culture in their impact on the economy and social development is assessed.

The results obtained indicate that at present, the relationship between the indicators of the sphere of culture and the socio-economic development of regions in many cases does not yet have the character of a significant dependence. This is due to the fact that the current level of organization of the sphere of culture, the content of activities do not sufficiently meet the needs of territorial societies. In addition, in many regions, the effect of other development factors is much stronger (transport and geographical location,

accumulated production potential, availability of natural resources, etc.).

The relatively high degree of influence of such elements of the cultural sphere as vocational education, sports infrastructure, museums, theaters and entertainment events was noted.

The research carried out, the analysis of territorial practice in the regions indicate that, other things being equal, the sphere of culture as a factor stimulates the achievement of positive results of socio-economic development. The analysis made it possible to identify the importance of individual elements of the sphere of culture on the economy and social sphere of the region, which is important for the formation of priorities in the development and implementation of regional policy in the field of culture, the definition of activities of regional projects and programs (paragraph 1.6 of the passport of scientific specialty 5.2.3);

– based on the results of the analysis of the practice of functioning of the sphere of culture in the regions and municipalities, recommendations for improving its territorial organization are substantiated. It is concluded that the predominance of small isolated and separately managed socio-cultural objects sharply reduces the efficiency and quality of their activities, they turn out to be unviable. It is necessary to ensure the concentration of their activities, the unification of disparate cultural objects. In this regard, the work suggests the development of complex socio-cultural centers in small settlements and municipal districts where there are no opportunities to create a system of effectively functioning departmental structures. In contrast to the research results carried out by other authors, the applicant considers such centers not as departmental organizations, but as objects that provide the whole range of local socio-cultural needs of the population (culture, education, healthcare, preschool education, physical education and sports, etc.). The scheme of the spatial structure of the socio-cultural center of the complex type has been developed (item 1.13 of the passport of the scientific specialty 5.2.3);

– as a result of the conducted research, scientifically-based mechanisms have been developed that contribute to increasing the impact of the cultural sphere on the socio-economic development of the region. They include:

the creation of an interconnected system of indicators characterizing the state of

the cultural sphere in the region and its impact on socio-economic development. The formation of more effective regional monitoring on this basis, which allows assessing the socio-economic results of the development of the cultural sphere;

improvement of the territorial organization of the sphere of culture, which provides for a combination of departmental objects of the sphere of culture, mobile forms of socio-cultural services with the development of socio-cultural centers of an integrated type;

the shift of emphasis in the management of the cultural sphere of the region from the vertical to the horizontal level, the territorial concentration of the management of cultural objects, that is, the creation on the territory (within the available financial and human resources) structures that ensure the coordination of the activities of individual industry facilities and the comprehensive development of the cultural sphere;

the use of a typological approach in the formation and implementation of regional socio-economic and cultural policy, making managerial decisions, which will allow for better consideration of the characteristics of territories in the development of measures, to give each territory exactly those areas of cultural development that are in demand by the population and have a beneficial impact on economic and social development, to ensure more efficient use of budgetary resources;

creating conditions for the inclusion of the municipal level in the system of regional strategic planning and the implementation of national projects, bearing in mind that municipalities, as a rule, do not have the opportunity to prepare relevant documents. Therefore, when forming regional strategic documents, it is necessary to take into account the interests of local communities, to provide measures for the implementation of territorial mini-projects, to develop a municipal section of the main indicators, including interrelated indicators of cultural and socio-economic development (p. 1.11 passports of scientific specialty 5.2.3).

The degree of validity and reliability of the results. The validity of the results is provided by the proven methodology and theoretical basis of the study, the use of modern scientific methods. The reliability of the results is determined by the fact that statistical materials and actual data on the development of regional socio-economic systems are used in the work, modern mathematical and statistical methods of calculations are

applied. The reliability of the results is also confirmed by their approbation at scientific conferences, in the author's publications, and their practical verification.

Theoretical significance. The results obtained are important for the development of research in such areas as factors of regional economic development, the balance of regional socio-economic complexes, the rationale for regional economic policy. The paper reveals the significance and defines the conditions for the use of the sphere of culture as a factor in the activation of regional development, clarifies the principles of the formation of socio-cultural complexes in the regions, taking into account the types of territorial entities and the tasks of their balanced development. The author's interpretation of the goals, mechanisms and priorities of territorial policy in the field of culture as an integral part and instrument of regional economic policy is presented.

Practical significance. The results of the study can be used in the development of regional and municipal projects and programs for the development of the cultural sphere and determining their place and role in strategic plans for the development of regions. The results obtained are important for improving the system of indicators of the above documents, determining priority activities and projects for the development of the cultural sphere, taking into account their impact on the socio-economic development of territories, improving the territorial organization and management of the cultural sphere in the regions. The proposed interconnected system of indicators of the sphere of culture and socio-economic development of the region is important for improving regional monitoring and evaluating the effectiveness of the activities of the governing bodies of the subjects of the Russian Federation and municipalities. The results obtained are of interest for the development of specialized courses on the development of the cultural sphere in the regions, teaching disciplines on regional economic issues.

Compliance of the research topic with the passport of the scientific specialty.

The topic corresponds to the following points of the scientific specialty 5.2.3. «Regional and sectoral economy»:

1.3. Regional economic development and its factors. Problems of balancing regional development. The balance of regional socio-economic complexes.

1.6. Monitoring of socio-economic development of regions. Regional economic

dynamics.

1.11. Regional economic policy: goals, tools, evaluation of results.

1.13. Economic and social problems of local self-government. Inter-municipal cooperation.

Approbation of the results of the study. The main theoretical provisions and conclusions of the dissertation research were reported and discussed by the author at 7 All-Russian and international scientific and practical conferences. The research materials were used in carrying out the following research works within the framework of the state order: "The possibilities of using a typological approach in the management of socio-economic development of the subjects of the Russian Federation and municipalities" (2015), "Analysis of the tax base and identification of additional sources of revenue for the budget of St. Petersburg" (2014), "Development of methodology calculation of indicators for assessing the revenue side of the budget of St. Petersburg (including the main sources of income) for the current and planned period" (2014).

A number of proposals and recommendations related to the topic of the dissertation research were used in the development of strategies for the socio-economic development of municipalities of the Leningrad region (in particular, the Luga and Priozersky districts, Sosnovsky rural settlement), the preparation of the tasks of federal and regional government agencies, analytical notes on regional development.

Publications. The results of the dissertation work are reflected in 17 works published by the author with a total volume of 21.3 p.l. (the author's contribution is 5.1 p.l.), including two monographs. In scientific journals recommended by the Higher Attestation Commission published 3 articles with a total volume of 1.4 pp.l. (author's contribution of 1.1 pp.l.).

The structure and volume of the dissertation. The dissertation includes 3 chapters, 9 paragraphs, 10 figures, 15 tables. The list of sources is 151 positions. The total volume of the dissertation is 139 m.p.s.

