

The Development System of Independent (Commercial) Sector of the Cultural Complex of the Region (on the Example of the Khanty-Mansiysk Autonomous Okrug-Ugra)

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Abstract

The article presents the results of a study of the current state of independent (commercial) cultural complex of Khanty-Mansiysk Autonomous Okrug - Ugra, including analysis of statistical indicators of development of independent (commercial) cultural complex, analysis of Russian and international experience of development, the sociological study of satisfaction of residents, visitors and entrepreneurs the terms of service, business practices, existing in the region in the field of culture. The aim of the study was to develop proposals for the development of independent (commercial) cultural complex of the region and its interaction with the public sector. As a result of study a system of statistical indicators that reflects the status of independent (commercial) sector of the cultural complex of Ugra; the technique of "mapping" of the independent (commercial) sector of the cultural complex of Ugrahave been developed. A set of activities aimed at the development of the cultural environment of the region through creation of a favorable investment climate and cooperation between the two sectors of the cultural complex of Yugra state (municipal) and independent (commercial); support of innovative projects in the field of culture and the creation of "creative clusters"; the development of public-private partnership in the sphere of culture of Ugra was formulated.

Keywords Independent (commercial) sector of culture; The technique of "mapping"; Systems of creative clusters; Public-private partnership

1 Introduction

The composition of the commercial (or independent) sector of the cultural complex of Khanty-Mansiysk Autonomous Okrug-Ugra (hereinafter KHMAO-Ugra) includes cinema circuits, art galleries, organizations of show business, publishing and bookselling network and other cultural institutions, the main purpose of which is to obtain profits.

State and independent sectors represent two parts of a consistent regional cultural situation. There are no insurmountable walls between them. The same

creative professionals sometimes work in both sectors. There are examples of cooperation between state and independent culture organizations. Many culture organizations have recently had independent status. Finally, new, experimental directions, which then become the constituency of the regional cultural situation and work out also in the state organizations of culture, often develop particularly in the independent sector.

Thus, the independent sector is an innovative resource and creative reserve of the regional culture. But its value is not limited. Independent cultural institutions create their own jobs and independent cultural products and services. They make a significant contribution to the development of the regional environment, enable raising of cultural diversity in the region. They are often more flexible than public sector organization, perceive new trends more quickly, develop new technologies, respond to social needs and therefore occupy niches which are not occupied by public organizations, due to some reasons. Although region authorities are not able to influence this sector directly in the same way that they affect the state organizations - however, they can conduct district policy in relation to the independent sector, aimed at stimulating its growth, the maintenance of diversity and the use of its resources for further cultural development of KHMAO-Ugra.

A serious obstacle to the development of region policy in relation to the independent sector in the field of culture is the lack of reliable statistical data on the number, composition and activities of independent culture organizations.

The role and importance of entrepreneurship development in the field of culture do not cause doubts, as evidenced by the analysis of methods and forms of state support in various countries.

For instance, the policy of support to small and medium-sized enterprises in Austria and Germany[1,2] aims at support young entrepreneurs, venture enterprises. Sectorial projects in the creative industries including the sphere of culture have a priority.

In China, the government directs most of its efforts at reducing administrative barriers, while providing substantial fiscal benefits to micro and small enterprises. Large-scale industrial development policy of spatial concentration in the form of free trade zones develops also[3,4].

Direct support of art and culture from the public sector takes the form of subsidies, grants and awards. The allocation of funds differs among European countries in accordance with their cultural priorities. In addition, autonomous regions and municipalities make significant contributions to the culture at the local level in some countries, such as Germany and Poland. Public financial support for culture is distributed through foundations, arts councils in some countries. Lottery funds have a special role for culture in some countries (e.g. Italy).

Indirect support for culture is carried out in reduction of incomes associated with payment of national or local taxes. There is a general trend in many European countries towards the introduction of legal measures in the field of taxation for donations or sponsorship in the field of culture (Transnational Public-Private-Partnership Concep).

There are government programs aimed at supporting organizations working in the field of culture in the Russian Federation and some of its constituents. Thus, grants to support innovative projects in the field of contemporary art; grants to music organizations established by the Russian Federation subjects and municipal entities, as well as independent music collectives; grants to theatres under the jurisdiction of subjects of the Russian Federation and municipal entities and independent theatre ensembles; and other forms of support are provided in the framework of implementation of the Federal target program “Culture of Russia (2012-2018)”.

2 Materials and methods

This research was carried out in the framework of the state contract for a comprehensive study of independent (commercial) cultural complex of KHMAO-Ugra.

Analysis of statistical data in the field of development of (independent) commercial cultural sector in the region, analysis of Russian and international experience of state support of subjects of the cultural sector, analysis of “mapping” technique and creation of “creative clusters”, sociological research have been used as the main methods of research. A large-scale survey of residents and guests of KHMAO-Ugra (using questionnaires), as well as a survey of representatives of independent (commercial) sector of the cultural complex of the region (interviews) to identify issues and trends of its development included the sociological study held during the work.

2099 people out of 22 municipalities of KHMAO-Ugra have been interviewed in the survey. On average, 95 people (56% of women and 44% of men) have been interviewed in each municipality. 60% of people are employed and 40% do not work out of musters of respondents, almost two-thirds have children (62%).

3 The main part

The state and municipal sector culture of Ugra was represented by a multidisciplinary network of cultural institutions on all types of cultural activities, consisting of 466 cultural institutions in 2014.

231 public library, 112 organizations of cultural and leisure type 3 crafts establishments, 8 theatres, 34 museums, 3 parks of culture and leisure (urban gardens), 5 concert organization and 1 independent company, 1 institution of cinema and film distribution, 2 institutions for the protection of monuments of history and

culture and 5 other institutions act on the territory of autonomous district. 3 educational organization conducting educational activity on educational programs of secondary vocational education, 58 children's music, art, choreographic school and art schools, which operate on the territory of municipal formations conduct educational activities in the field of culture on the territory of Ugra.

We conducted a grouping of small and medium enterprises of non-state (commercial) sector of culture of Khanty-Mansiysk Autonomous okrug-Ugra on activities according to statistics provided by the territorial body of Federal state statistics service for KHMAO-Ugra, Budget institution of KHMAO-Ugra "Museum of Geology of oil and gas", Budget institution "State library of Ugra" (Table 1).

Table 1 The number of small and medium enterprises of private (commercial) sector of culture in KHMAO-Ugra

Line of activity	As of		Rate of growth %
	01.01.2010	01.01.2015	
Manufacture of products of national art crafts	25	26	104
Additional education of children (in culture)	18	22	122
Film production	7	12	171
Distribution of a motion picture	8	6	75
Screening	9	11	122
Activity in the field of art	10	12	120
Activity in the field of creation work of art	2	3	150
Activity in the field of art literary executive works	6	7	117
The activities of the organization and the production of theatrical and opera performances, concerts and other stage performances	15	18	120
The activities of actors, directors, composers, artists and other representatives of creative professions, acting on an individual basis	4	5	125
The activity of concert and theatre halls	1	10	1000
The activity of fairs and amusement parks	12	17	142
The activity of dance halls, discos, schools of dances	11	11	100
Other entertainment activities	7	8	114
Activities of libraries, archives, institutions of club type	18	20	112
The activities of museums and protection of historical sites and buildings	4	5	125
Total:	157	192	122,3

Thus, there are 192 subjects of small and average business of private (commercial) sector of culture on 01.01.2015 in the region. Over the past 5 years the rate of growth of such institutions was 22.3%. The share of small and medium

enterprises of private (commercial) sector of culture in KHMAO-Ugra is less than 1% of all business entities in the region.

Participants of the mass survey were asked to answer a series of questions, with the aim to study satisfaction level of the residents of KHMAO-Ugra by level, quantity and range of services in the field of culture:

1. “What cultural facilities do you visit?”

The most popular, according to respondents, are the palaces of culture, clubs (Fig. 1)

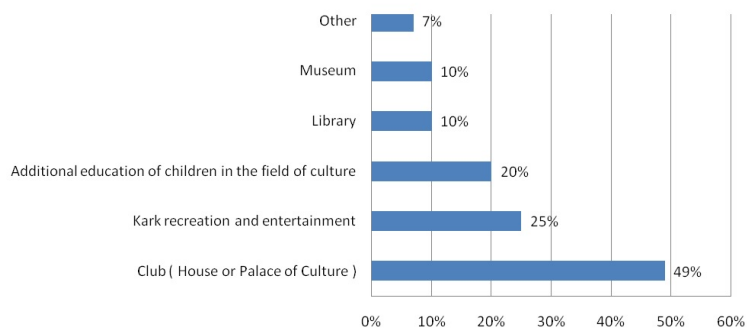


Fig. 1 The level of demand for culture facilities.

2. “How often do you visit the culture facilities?”

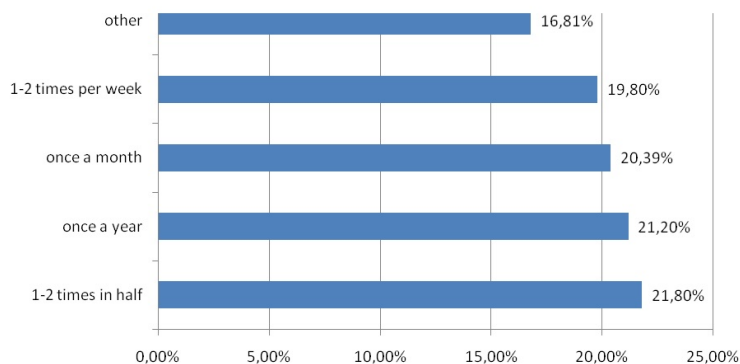


Fig. 2 The frequency of culture facilities visits.

Half of the respondents visit cultural institutions at least 1-2 times per month (Fig. 2). On answer option “other” respondents were asked for their own answers, the main ones are almost every day (7%) and do not attend at all (5%).

3. “Please, specify the reasons why do not you attend or visit the culture facil-

ities rarely”.

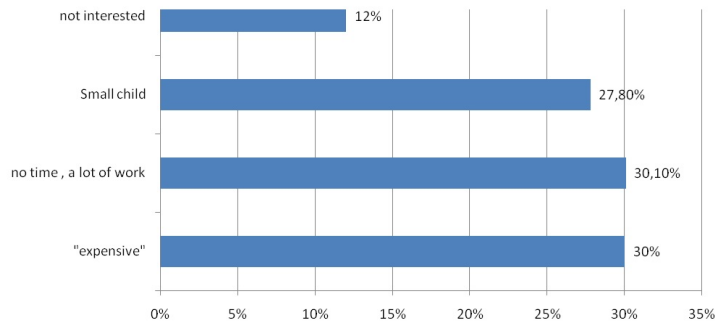


Fig. 3 The reasons for rear visits of culture facilities.

Respondents cited excessive employment and “high cost” of services as the main reasons for rear visits (Fig. 3).

4. “Please rate the level of satisfaction with the quality of services provided by the region cultural institutions”

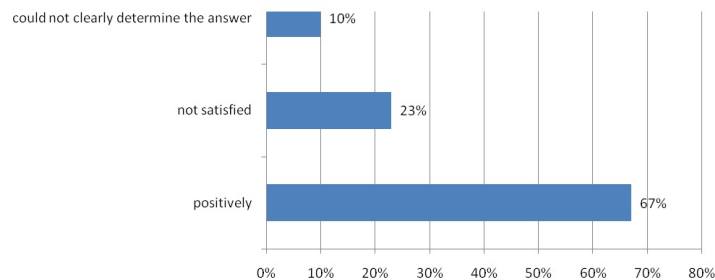


Fig. 4 Satisfaction with a quality of services.

Two-thirds of respondents rated the level of satisfaction with the activities of cultural institutions as positive (Fig. 4)

5. “Please rate the level of professionalism of the region cultural institutions”

More than half of respondents rated the level of professionalism as high (52,3%), a quarter of respondents rated the level as average (24.6 percent) and 14% as low.

6. “What the new culture facilities would you like to see in your community?”

The respondents were offered the following answer options: amusement park; entertainment center with a skating rink; theme parks; entertainment nightclub; -imax cinema, planetarium, aquarium, dolphinarium to the last question.

Thus the summary of questionnaire survey of residents of the region the following conclusions have been made:

- virtually all types of cultural objects are represented in the region
- clubs (house of culture) (49%) are the most popular among inhabitants of the region;
- half of the respondents visit cultural institutions at least 1-2 times a month;
- the range of services offered satisfied about 80% of the population;
- two-thirds of respondents satisfied with the level of satisfaction with the quality of services provided by the region cultural institutions (67%);
- more than half of respondents rated the level of professionalism of employees of cultural institutions of KHMAO-Ugra as high (52.3%);
- 70% of citizens rated the level of satisfaction with the activities of cultural institutions positively.

A survey of hotel and other tourist cities in Khanty-Mansiysk, Surgut, Nizhnevartovsk has been conducted to identify the degree of satisfaction the guests of Ugra of the level, quality and range of services in the sphere of culture. 78 people have been interviewed just in 13 hotels in these cities.

Among these cultural facilities that attract visitors of our region were named as follows: archeopark, temple complexes, center of national cultures, biathlon center, the ethnographic museum under the open sky Torum Maa and the other.

More than 23% of respondents indicated “cinemas”, 16% - “temple complexes” and 11% “cultural-leisure centers” as cultural objects that attract them in the cities of Ugra.

Preferences of region visitors in terms of cultural events were as follows: about one third of respondents are attracted to concerts and performances (concerts, CFI), 27% of respondents named sport events (Biathlon) and 19.2% are attracted to exhibitions and nearly 18% - festivals (The Spirit of fire, Rescue and save).

87.2% of all respondents answered positively on the survey question “Are you satisfied with the range of services offered in the field of culture”, while 12.8% indicated that they were not satisfied by reason of the fact that there are not enough facilities incities ”where you can go with children”, there are no circuses, zoos, leisure centers. Guests are most satisfied with the variety of services available in Khanty-Mansiysk (93.5% of the respondents), because of the large number of cultural events and the presence of a more diverse culture.

Guests were also asked to rate the quality of services offered in the field of culture in KHMAO-Ugra on a five point scale. Over half of respondents rated the quality of services offered in the field of culture in our region as “excellent”, indicating that all activities (especially in Khanty-Mansiysk) are always organized at “the highest level”. Respondents who rated the quality of services as “good” and “satisfactory”, outlined the following reasons:

- There are not enough places for young people;
- There are not enough advertising activities and culture facilities;

- The lack of information in the hotel;
- There are not enough facilities (museums, galleries), working in the evening.

Guests of our region would like to see an amusement park, new cinemas, theater, virtual museum, the circus, the museum of modern art, leisure centers, zoo as new culture facilities.

Meetings were held with entrepreneurs in Khanty-Mansiysk, Surgut, Nizhnevartovsk and 2 municipalities: Surgut and Nizhnevartovsk in the study of the independent (commercial) culture sector. Analysis of the results of the interviews showed in general, underdeveloped commercial sector of culture in KHMAO - Ugra. Major obstacles to business development in the field of culture, according to leaders of organizations in the industry, were as follows: the problem of under-reporting of income; significant rents; the high cost of advertising; the complex of problems connected with competition and the "overflow" of clients with low incomes from one organization to another; the problem of lack of qualified personnel.

4 Conclusions and suggestions

1. We developed a map, which gives an idea about the distribution of institutions and organizations independent (commercial) sector of the cultural complex of Ugra based on the Russian[5] and abroad[6] mapping data obtained in sociological research of management and administrative bodies of municipalities of the region, as well as information obtained from the territorial body of Federal state statistics service of the Khanty-Mansiysk Autonomous Okrug - Ugra; Budgetary institution of the Khanty-Mansiysk Autonomous Okrug - Ugra "Museum of Geology of oil and gas"; Budgetary institution "State library of Ugra" (Fig.5).

According to the results of the mapping of the organizations of small and medium-sized business of the cultural sector of KHMAO - Ugra, you can make a general conclusion, according to which commercial (independent) enterprises are not the leaders in the field of region culture. The sector is most complete and diverse developed in Surgut, Nizhnevartovsk, Khanty-Mansiysk, Nefteyugansk, Beloyarsk, Megion and Raduzhny. Almost all activities are widely represented here. Outsiders are Berezovsky, Sovetsky and Kondinsky areas, as there are non-commercial enterprises in the field of culture even in region centers.

2. On the basis of domestic experience of creation of special institutions for the development of culture is currently possible to develop the following infrastructure requirements as the basis for investment development of independent (commercial) cultural sector in the region:

1) the creation of national centres of cultural development, whose activities should be focused on the disparities levelling in the quality of provision and diversity of the spectrum of cultural services for the population as a major, and

small towns of the region, as well as ensuring maximum involvement of local people in joint cultural and creative activity:

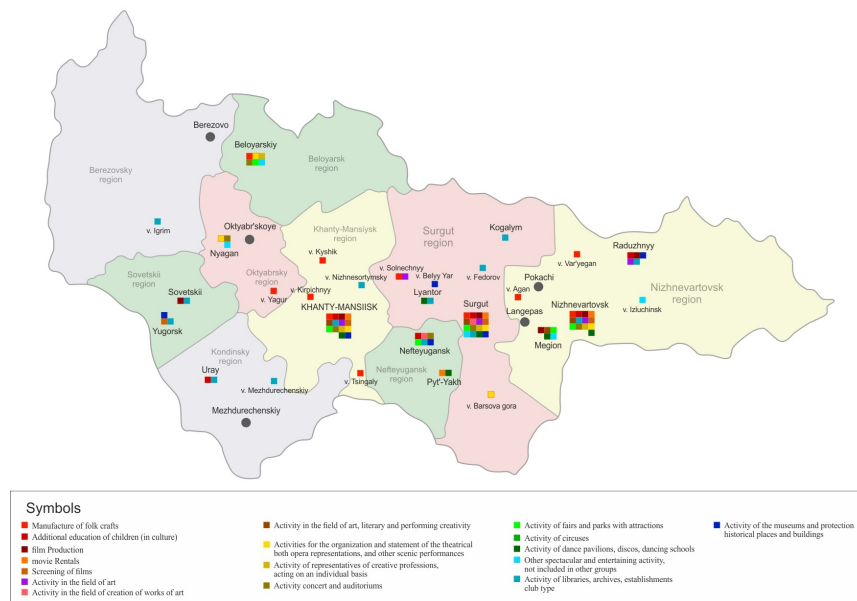


Fig. 5 The distribution of institutions and organizations of independent (commercial) sector of the cultural complex of Ugra.

2) the creation of centres of international cultural exchange, whose activity should be aimed at community involvement in the process of intercultural integration and orientation processes of local cultural services (including support of private cultural initiatives) in the system of cultural “subregions;

3) the creation of centres for monitoring the state of activity of the organizations of the cultural sector, engaged in the maintenance and development of infrastructure to ensure the safety of these values and guaranteeing access to citizens, and replication of successful projects in the field of culture, the creation and promotion of network projects, maintaining information networks (including mapping), the promotion of small businesses.

The activities of all the above centres must respond to the needs of regions, and the characteristics and priorities of the centres should be developed by the authorities of subjects of the Russian Federation in the field of culture.

3.A model of interaction between these sectors, including the expansion of the organizational structure of the Department of culture of KHMAO-Ugra has been developed with the aim of developing the cultural environment of the region through creation of a favorable investment climate and cooperation between the two sectors of the cultural complex of Ugra state and independent (commercial)

sectors (Fig. 6).

The basic premise of creating additional structural unit (Department for cooperation with the independent (commercial) sector of culture) is the lack of reliable statistical data on the number, composition and activities of independent organizations culture. The tasks of the structural unit will include:

- the collection and analysis of information about independent (commercial) organizations;

- consultation of creative communities;

- providing information about the presence and functioning of an independent (commercial) organizations.

- providing information about the forms of state support for the subjects of independent (commercial) culture sector.

4. There is a sector of activity in the independent sector that lies on the boundary of the sphere of culture and sometimes goes beyond this boundary. However, creative and cultural resources are actively used in many cases, and their products are becoming an integral part of Ugra cultural environment. Therefore, the following proposal relates to attract investors to the region for the construction of entertainment (shopping) centers, as well as increase the level of satisfaction of residents and guests of the region cultural sphere. These sites offer visitors not only a wide selection of products, but also services of cultural complex associated with providing of innovative resources: theme parks, amusement parks for adults and children, indoor aquarium, terrarium, zoo, cinemas, ice rinks. In addition to the shopping center you can create such cultural facilities for residents and visitors to the region as museum of local celebrities, the museum of entertaining science, museum for children, a miniature park and other.

5. The introduction of additional forms of support: subsidies from the budget of the Khanty-Mansiysk Autonomous okrug - Ugra on the implementation of innovative projects in cultural sphere; the competition for the award of the government of KHMAO-Ugra for the implementation of innovative educational projects in the field of culture; the competition for the grant of the government of KMAO-Ugra; on the implementation of innovative projects in the field of theater and concerts; the competition for the grant of the government of KHMAO-Ugra on the development of innovative museum technology are suggested with the aim of further development of the cultural environment of the region and the increase of innovative activity in the sphere of culture and art. The use of regional tax concessions for entities engaged in entrepreneurial activity in the sphere of culture and art should be also provided for in the legislation of KHMAO-Ugra.

6. It is possible to acknowledge the tremendous role of creative clusters in the development of the commercial sector of culture: the activities of the centres are wholly aimed at providing services in the field of culture, organization of leisure

and creative development of the areas population of all ages, and it is conducted on a commercial basis.

We have proposed a model of the circuit of the creative cluster on the area of municipal formation of Surgut, because it is a major hub of the region (Table 2).

Table 2

“Galleries”+G2:J16		Educational projects		
Industrial interactive platform	oil and gas	Lecture studios	Debating club	
	wood and paper			
	ethnic			
Cinema halls	Mass cinema	Creative workshop	fine art	
	Art films		dance	
	Documentary film		the design and simulation of techniques	
			handicraft	
radio journalism				
Experimental theatre platform			Libraries	animated cartoons
“Virtual museums of the world”				branch
Photostudios		“Booksurfing”		
Interactive platform of street culture	project “Wall” (graffiti)	Clubs of city-quests and sport orienteering		
	The club of sport achievements	Board games club		
	Rooms for forums, festivals, presentations, private exhibitions			
Related services				
Hire of sports equipment	Centres of coworking	Timeclub	Hippodrome	
Amusement park				

The formation of creative clusters should occur with the mandatory support of state or regional authorities, which may create favorable conditions for interaction between representatives of business and creative environment.

7. Propositions for the development of public-private partnership in the sphere of culture of the Khanty-Mansiysk Autonomous Okrug - Ugra is based on the study of Russian[7] and international experience implementing projects in the field of culture on the basis of the mechanism of state-private partnership[?], the analysis of existing region programs and activities in the field of culture and legislation of KHMAO-Ugra on participation in public-private partnerships, the study of satisfaction of residents and visitors to the region level, quality and range of services in the field of culture, the study views of the representatives of independent (commercial) sector of the cultural complex of Ugra.

In order to improve the security of the population and guests of municipalities cultural institutions (museums, libraries, cinemas, circuses, zoos), the construction of new objects of culture, reconstruction and equipment of existing cultural institutions and cultural heritage the following activities are offered:

-Conclusion of contracts of rent of objects of cultural significance of KHMAO-

Ugra with commercial organizations providing funding for the maintenance and repair of buildings; equipped with modern technology. So renting for long term rent movie theaters will allow to implement their modernization with modern equipment. Renting museums to specialized business entities will reduce the financial costs of the region budget associated with these facilities. Renting individual objects of cultural heritage of KHMAO-Ugra to business entities will allow the financial cost of their reconstruction at the expense of investors, providing for the latter a significant reduction of the rent.

-Conclusion of service contracts (outsourcing) of separate functions for maintenance of buildings and premises of cultural institutions (museums, theatres, libraries);

-The conclusion of concession agreements in creation (construction, reconstruction) of objects of infrastructure of cultural heritage. Thus, the use of concession agreements is possible to perform repair and restoration work on cultural heritage sites of regional importance within the framework of the implementation of the state program "Development of culture and tourism in the Khanty-Mansi Autonomous district-Ugra on 2014 - 2020".

-Conclusion of investment agreements with business entities for the construction of new cultural facilities that are absent in the municipalities of KHMAO-Ugra at the time of the study (the circus; zoo; folk arts and crafts enterprise, producing handicrafts in industrial scale).

The use of the above forms of public-private partnership in the sphere of culture of Khanty-Mansiysk Autonomous okrug-Ugra will attract private investment in solving problems of infrastructural support of the cultural sphere of the region.

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