



Worldwide trends in the development of education and academic research, 15 - 18 June 2015

Analysis of Consumer Needs for Cultural Services among Industrial District Residents

Inna Akhyamova, Maria Burlutskaya, Mikhail Zanin, Larisa Petrova, Alexander Pronin*

Ekaterinbug Academy of Contemporary Art, 9 Krasnykh Partizan Street / 3 Kultury Bulevard, Ekaterinburg, 620131, Russia

Abstract

The results of the study carried out by the sociological laboratory of Ekaterinburg Academy of Contemporary Art in 2014 has shown a detailed behavior segmentation of the population of one of the industrial districts of Yekaterinburg - Uralmash, in particular, the socio-demographic characteristics of the "cultural activity" and features of the people's addressing to the cultural institutions. The segmentation within the used methods has been performed according to the following parameters: the use of the services of cultural institutions in general, the regional localization – a practice of addressing to the services of the municipal cultural institutions in the district, the demand for other services, the unsatisfied demand. The Uralmash residents' demand for services in the field of culture is not satisfied to the large extent, which means that there is a cultural gap with its own target audience. The citizens set hopes on a new neighbor- the Academy of Contemporary Art.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of: Bulgarian Comparative Education Society (BCES), Sofia, Bulgaria & International Research Center (IRC) 'Scientific Cooperation', Rostov-on-Don, Russia.

Keywords: social and cultural development, Ekaterinburg, Uralmash, social study, municipal services in the field of culture

1. Introduction

In the modern context the culture becomes an efficient condition and means of solving social problems and reducing social tension in the region, providing the residents with modern high quality leisure time, that fills in their spare time, introduces them to the true values, creates a festive atmosphere in their life, makes them feel cheerful and optimistic. All that is a true alternative to the dull life in the province, inner emptiness, alcoholism and as a consequence – a delinquent behavior. In addition, the role of image as a tool of competition is increasing in today's world. The culture and its creative achievements are the strong image generating factors. It is not less important that

* Corresponding author. Tel.: +7-904-984-1965
E-mail address: postdoc@k66.ru

the development of cultural image is directly related to the development of patriotism: the population that is proud of its territory, wants to make it better, to invest their labor and financial resources into its development.

The program "Ekaterinburg is a metropolis of culture and art" which is a part of the Strategic plan of development of the city of Ekaterinburg reflecting the content of the municipal cultural policy describes the need for preservation and development of the culture sphere of the city, enhancement of intellectual and cultural level of the citizens, satisfaction of their needs in free cultural and creative self-fulfillment, as well as creation of conditions for the steady production of topical cultural innovations in the urban space that are in demand at the regional, federal and global levels (Strategicheskij plan razvitiya municipal'nogo obrazovaniya «gorod Ekaterinburg» do 2020 g., 2010).

In 2006 by the decision of the Head of Ekaterinburg, the municipal budget-funded higher education institution "Ekaterinburg Academy of Contemporary Art" – the higher education institution which is especially important for Ekaterinburg – was established (O sozdanii municipal'nogo obrazovatel'nogo uchrezhdeniya kul'tury vysshego professional'nogo obrazovaniya «Ekaterinburgskaja akademija iskusstv» (institut), 2006). The Academy implements the municipal policy of creation of a competitive, economically and socially prosperous urban environment in Ekaterinburg and consolidating the leading position of the city among other major cultural centers of Ural-Siberian region. The mission of the Academy is not only limited to requirements of skilled personnel training for the sphere of culture but is also expanded to development and implementation of relevant socio-cultural projects (ones aimed at the solving the problems of society by means of culture), arrangement of brand urban events and applied scientific research.

In the field of market interaction, cultural institutions are currently challenged with constant needs of obtaining information: about the demand and its satisfaction, efficiency of programs being implemented, about modern styles of culture consumption in various social environments. It is impossible to manage change without the relevant information collected by professionals.

Establishment of the laboratory of sociological studies in the structure of Ekaterinburg Academy of Contemporary Art in 2014 was intended to encourage the sociological study of culture in the municipal unit "the city of Ekaterinburg", to actively introduce its results into the scientific and educational process, as well as into the practice of cultural institutions management.

A major study of the laboratory was the project "Study of the public demand of the residents of Ordzhonikidze district of Ekaterinburg for the municipal services in the field of culture", implemented by the laboratory in autumn 2014 and initiated by the Executive board of Ekaterinburg Academy of Contemporary Art in connection with moving of the higher education institution to Uralmash into the former House of Culture of the plant of the same name.

The urban residential district "Uralmash" was formed in the second quarter of XX century as a workers' settlement around one of Russia's largest machine building factories – "Ural Heavy Machinery Plant" (launched in 1933).

Today the major population of Ordzhonikidze district of Ekaterinburg lives in Uralmash. Ordzhonikidze district is the most populated one among the administrative districts of the city. As of 01.01.2014, the number of its population was 277.7 thousand people. In fact, every fifth resident of Ekaterinburg (19.4% of the population) lives in Ordzhonikidze district.

The objective characteristics of Ordzhonikidze district are the large area, the relative territorial localization, distance from the center of Ekaterinburg and the leading cultural institutions in the city, the presence of own infrastructure of cultural institutions (27 cultural institutions, 18 of which are municipal), and historically developed industrial specialization. This district is quite self-sufficient: it allows for living, working and studying, provides for conditional entrainment and receiving medical service without having to leave the district.

The activity of the similarly-named organized criminal group "Uralmash", that in many respects had controlled Ekaterinburg and Sverdlovsk region almost entirely from the beginning of 1992 to the end of 2005 set its mark upon the situation in the district. In those years the district was considered the most dangerous area in the city. The general criminal activity associated with difficult financial situation of its residents starting after the fall of the Soviet Union, contributed to the situation.

These factors have contributed to the formation of a special subculture of its residents.

Download English Version:

<https://daneshyari.com/en/article/1107871>

Download Persian Version:

<https://daneshyari.com/article/1107871>

[Daneshyari.com](https://daneshyari.com)