Improving the Quality of Life of the Population Based on New Mechanisms for Involving Local Communities in Leisure Organization

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Abstract

In the study of the quality of life of the population all over the world, only quantifiable indicators characterizing the measurable level of satisfaction of the generalized needs of the population in the main areas of life are taken into account and on the other hand, completely neglected are subjective aspects of the quality of life, assessed as satisfaction with life and living conditions on a personal level, with assignment of personal qualitative evaluations of the individual. Introduction to the field of the study of the quality of life, in addition to the consumption of a product from the cultural sphere, such a sphere as leisure, significantly expands understanding of the problem of subjective assessment of the quality of life of the population of small cities and raises the question of the need to reform cultural and leisure activities on the territory of the municipality. To describe the quality of life of population, subjective assessments are applied based on personal experience in certain types of activities. New mechanisms are proposed for involving the population of Magadan in the self-organization of their leisure activities.

Keywords: self-organization of leisure activity; co-working; population involvement; leisure; population leisure activity.

Introduction

Leisure represents an activity in free time outside the sphere of social and domestic labor, thanks to which the individual restores his ability to work and develops mainly those skills and abilities that cannot be improved in the field of labor (Kravchenko, 2015). Leisure is a form of self-organization of a person and takes a considerable time of his life (Novatorov, 2002).

In modern theory and practice, the term "leisure" is used mainly in three meanings:

- As a synonym for free time (its parts); sometimes replaced by the term "rest" (inner form);
- As a synonym for non-working (free) activity with various modifications; in this connection the term "recreation" or "creative activity" (internal and external form) is also frequently used (Asanova, Deryabin, Ignatieff, 2014);
- As a synonym for the state or psychological experience of a person at the moment (internal form) (Kozlova, 2014).

Leisure is always associated with freedom of activity, a creative state. In addition, it is customary to associate leisure activities with self-education, social activities, consumption of cultural property,

sports, tourism and travel, entertainment, socializing with people, socializing with nature, etc. (Kuykendall et al., 2018).

Following indicators determine the form of leisure activities: age, health, income, accessibility, desire, opportunity, relevance and accessibility of cultural and leisure facilities (Kamenets, Urmina, Zayarskaya, 2019).

Leisure facilities are focused on satisfying the cultural interests of professional, national, gender and age, and other socio-demographic categories of the population (Kozlova, 2014) (Table 1).

Table 1. Focus of social and cultural activities on population groups of Magadan

Social and cultural facilities and events	Population age			
	Up to 18	18-35	35-55	>55
Extended education facilities	+			
Schools of art	+			
Youth cultural center		+		
Local clubs	+			
Town halls	+			+
Festivals of neighborhoods and open air celebrations	+	+		+

Methods

Analyzing the Regulation on management of culture issued by city administration of Magadan, it is clear that creation of conditions for the organization of leisure is included in the main tasks of the culture department (Figure 1).

Figure 1. Main goals of culture department of Magadan city administration

Institutions reporting to the culture department of Magadan City administration (Figure 2) provide cultural and leisure services to the city's population as part of the implementation of the State program "Development of Culture of the Magadan Region for 2014-2020" and the Municipal Program "Development of Culture in the Municipal Formation "Magadan City" for 2015-2020" (Magadan City Administration, 2014, October 7).

The main goal of the Program is to provide conditions for meeting the needs of the population of the municipal formation "Magadan City" in the field of culture.

Figure 2. Institutions of cultural and leisure specialization, within Department of Culture of Magadan city administration

The goal realization presumes:

- Improving the quality of services provided by subordinate municipal cultural institutions;
- Increasing the accessibility of cultural property for citizens;
- Support and development of the artistic and creative activity of the population of the region;
- Preservation of the network of institutions of additional education and the student population (Figure 2);
- Strengthening their material and technical base.

Financing of the Program is formed out of budget resources of the municipality “City of Magadan” and other sources of financing (Table 2).

Table 2. Funds of the Program "Development of culture in the municipality "City of Magadan" for 2015-2019"

Sources of financing	Financing funds, thousand rubles					
	total	including:				
		2015	2016	2017	2018	2019
Total, including:	434337,54	23543,68	83280,8	65992,2	256023,0	5497,9
Budget funds of the municipality "City of Magadan"	36442,54	10378,6	8050,8	6492,2	6023,0	5497,9
Funds from other sources, including:	397895,0	13165,0	75230,0	59500,0	250000,0	–
Regional budget funds	450,0	220,0	230,0	–	–	–
Extrabudgetary funds	–	–	–	–	250000,0	–

The first thing that any researcher of statistical indicators on the development of the sphere of culture, leisure and tourism faces is the problem of obtaining data: official statistical publications "Russian Statistical Yearbook 2017" (Rosstat, 2017) "Rosstat: Online collection of Russia in numbers. 2017" (Rosstat, 2017), "Official site of the Federal State Statistics Service" provide data as of the beginning of 2016, yet there is no data for 2017. "Official site of statistics on the Magadan Region", which is essentially a tab of the Rosstat site, has not been updated at all for more than 5 years. Incomplete data for 2016 can be found in the Statistical Yearbook. Magadan Region. 2016" (Rosstat Magadan Region, 2016).

However, we can deduce the development trend of the sphere to which leisure belongs. Let's consider the available data from the statistical compilation for the Magadan Region for 2016 (Rokotyanskaya, 2016).

Not every resident of Magadan can answer the question, how many leisure facilities there are in the city.

The most significant problem in the leisure side of life of population of the northern region is a visible imbalance towards the organization of children's leisure, without taking into account the interests and opportunities of citizens of working and retirement age. But residents of Magadan, aged 25 to 55, are not only employees that increase the budget of the city and region, they are the main part of the population, which almost completely falls outside the attention of organizations involved in the dissemination of culture and organizing leisure activities in the region.

In addition, the following can be attributed to the problems of organizing the studied sphere of the region's life activity:

- There is no division into age categories of consumers. All over the world, the main target category of leisure activities are citizens of the "third age", since their interests and lifestyle are different from children's, or those of youth, and interests of citizens of a professionally productive age category (Michèle et al., 2019, Riu, 2018);
- Citizens engaged in amateur leisure are not completely taken into account, while they occupy a larger number of leisure activity participants than organized consumers of a cultural product;

- There is no data on the participation of Magadan citizens in public organizations and associations of a cultural and leisure orientation;
- Data on sports and physical culture of the population are given in statistical publications only for sports clubs, sections and groups in mass sports (basketball, volleyball, soccer, bullet shooting, skiing, table tennis, swimming, judo) and are not graduated by age, and all existing sections and associations of sports areas are summarized in a single column "other sports", while only combat sport in Magadan already makes more than 5 types.

Tourism, taken as temporary departures of citizens of the Russian Federation from a permanent place of residence for recreational, educational, professional, business, sports, religious and other purposes without engaging in paid activities at the temporary residence:

- Activities of travel agencies and operators are not divided into the activities of firms producing a tourism product and agent companies involved in the resale of ready-made travel packages;
- Data on the implementation of tour packages in Russia and foreign countries are presented, but there is no data on tourism in Magadan Region;
- Number of existing, standardized and certified tourist routes in Magadan and Magadan Region is not provided (that is, data are not collected on the development of domestic tourism in the region);
- There is no data on the development of leisure of certain categories of citizens: with limited abilities, pregnant and young mothers, young families, people of older, elderly and advanced age;
- There are no indicators on the development of folk art and folk crafts;
- On the official page of Magadanstat (Territorial Authority of the Federal State Statistics Service for Magadan Region) - gks.ru - data for 2012 is given.

Correct, for a statistical compilation of the Russian Federation, such numerous areas of data collection seem overly cumbersome, but for a region with about 150,000 people, this is not just real, it is necessary for a number of reasons:

1. Outflow of the population from the region is a trend; it is caused not only by economic problems, but also by social ones, of which the organization of leisure activities is not of the last importance.
2. In this situation, it is not possible to timely monitor trends and preferences in the choice of leisure activities and its directions for the population of the city and region, which means that the work of leisure institutions may not keep pace with the development of the needs of the population, which it is obligated to satisfy in its goals and objectives.
3. Development of traditional national crafts is completely out of the analysis. But support and development of the national identity of the regions is one of the tasks of the cultural development of society and the state as a whole (Chizhikov, 2016).

Magadan Region and, as its reflection, the city of Magadan are extremely significant in this regard. Not only the indigenous population of the North-East of Russia, but also numerous representatives of other people live in the region.

The lack of statistical observations does not allow authorities to analyze the most important component of the social life of the region (Kravchenko, 2015).

So, when determining the problems of leisure activities affecting the subjective assessment of the quality of life of the region's population, it is important to know the following:

1. Who is responsible for leisure activities organization in Magadan Region. This is the

Ministry of Education and Culture, clubs in the community, youth cultural centers, institutions of additional education, public organizations.

2. Who is the end consumer of this work? Further education organizations and an art school is for children under 17-18 years old, Youth Cultural Center – for young people from 17-18 to 25-30 years old, community clubs are devoted mainly for children and teenagers, community holidays - for children and senior citizens.

It is quite obvious that the category of the working population from 30 to 50/55 falls out of coverage.

Another group that has completely fallen out of cultural and leisure activities is the parents of children with disabilities.

Results

A possible solution to the problem is the creation of a sociologically studied profile of the microdistrict (social group), which will help to target social and cultural activities in the region.

What forms of leisure activities prevail and why. Obviously the forms, taken into account by the criteria of duration and coverage of the population would prevail. The main problem is personnel, from which availability and profile, certain areas of socio-cultural activities in the field are developing.

A possible solution to the problem may be the practice of ordering development of plans and scenarios of activities for each sociologically studied age group of the population Oparin, G.A., 2016) at the College of Arts, at the Department of Social and Cultural Activities and Folk Art. This will also expand the base for internships by college students.

The following was noted as suggestions in the discussion process:

- It is necessary to distinguish groups of the population that are now completely isolated from the scope of leisure activities (single mothers, pregnant women, disabled women and mothers of disabled children, as well as single citizens of all ages, young couples). It was proposed to bring back to life the evening of acquaintances, the evening of cultural leisure, when people in the process of interaction made friends;
- It is necessary to allocate a place for joint leisure activities. The premises available to the city halls and clubs at place of residence cannot always be provided to amateur groups and individually engaged in any kind of creative activity;
- It is necessary to raise the question of creating a youth cafe, timeclub, a gathering point for amateur creative groups in the city (Educational Creative Association of Culture (n.d.);
- People are willing to pay money for non-standard forms of leisure activities, for targeted art classes (Gagach, Rodygina, 2018);
- A desire was expressed to join a creative group, union or public organization, but the respondent did not have information about availability of such groups (organizations).

Prices Location Working time Age-wise availability Variety Information awareness Like-minded persons Internet Premises Choice

Figure 3. Consolidated assessment of leisure activities availability

As can be clearly seen in Figure 3, illustrating a consolidated assessment of the availability of leisure activities based on the results of the survey, the biggest problems were found by the following positions:

- Availability of premises for classes;
- Availability of leisure activities by age;
- Insufficient variety of leisure activities.

The issue of coverage of the population with various forms of leisure activities is, of course, a complex one. It is not possible to take into account all individuals independently engaged in creative activities and artistic crafts in this situation (Rossoshansky, 2013).

Part of the issue of coverage is resolved by creation and participation in the work of public organizations of a creative orientation.

What can happen from the unification of creatively active individuals into a public organization can be seen in the Magadan Regional Public Organization for the Promotion and Development of Folk Art “Magic of Creativity”: over the 5 years of its existence, about 30 artists working in different types of folk art have been united; 5 regional exhibitions organized, 3 charity fairs were prepared and held; self-supporting and charity master classes are held for both adult residents of the city, and for children and students.

It is quite possible to involve representatives of ethnic creative associations in organizing leisure activities in popular areas. On the basis of Northeastern State University, a bone-carving workshop was working at the Center of the Peoples of the North. It was a good experience and a good prospect of introducing students to the folk art of the indigenous peoples of the North.

Discussion

The stated theme is extremely broad. It is necessary to continue work on the formation of the cultural and leisure environment of the city and remote territories in order to increase the subjective assessment of the quality of life of the region's population. And the youth's interest in self-organization of leisure activities is very valuable.

As was reported in the message of Sorokan on the program "You Are an Entrepreneur", every third young Russian is passionate about computer technology, programming, obtaining information from the Internet, that is, additional knowledge, skills in any areas, and the desire to improve the qualifications of his profession. At the same time, many people lose their live communication, turning into social networks. Many have noted the desire to receive various additional knowledge that is not always available or not always clear on the Internet. Sorokan is working on a project for an Internet studio, which is also a co-working resource for self-organization of leisure activities of the population.

Internet studio provides an option to work in a nicely arranged interior and silence, hold a meeting on business matters or just be in the company of friends, organize an interesting event or participate in master classes. The Internet studio is designed for students who need to make a report or prepare a presentation for study, young people who can spend time with friends, as well as learn something new at workshops, designers who can hold meetings with clients or colleagues for their projects, as well as photographers and a creative audience that will find a place and a job in a co-working studio, and perhaps they will become partners in organizing leisure activities of the community.

Co-working studio in comparison with time club has a significant difference: in timeclub they pay for the total time spent, regardless of whether they use its services or not. The co-working studio provides a room in which the visitor can choose the services he needs and use them for a fee or pay only for the use of the room for his needs.

A co-working studio should be divided into zones: a zone for individual study and work, a platform for group educational events and a co-working zone, where masters or a master with a study group can gather.

In the area for individual work, there should be several computers that can be used by visitors, or with a place for their own computer (power outlet, Internet access).

The platform for educational events is a place with good, large screens and projectors, as well as with whiteboards.

In the co-working zone there should be tables and chairs (possibly folding), access to electricity and water.

It is also possible to equip a game zone or a recreation area where visitors will be given a choice: either spend time with friends playing board games or just read a book from the mini-library.

During the rest, there will also be the opportunity to take tea or coffee, make a small snack on the basis of vending machines with food and drinks or a small buffet.

Due to evening events, where art parties will be held, it is planned to expand the client base using bonuses or promotions.

It is necessary to maintain a co-working studio with a good Internet site, which will not only provide information on the services offered, but will also become a platform for work, provision of advertising, experience of other clients in a particular field of activity. A co-working studio could become not only a place for communication, gathering of youth, but also a good platform for the education and development of many people, gaining new experience, clients, and also partially

solve the issue of self-organization of leisure activities at the district level at the initial stage of existence.

Conclusion

Most recently, society began to think about what leisure is, and how it differs from rest. Currently, workers in the socio-cultural sphere are taking significant steps to ensure more complete coverage of all groups of the population with various forms of productive creative activity. However, it is necessary to develop the involvement of local communities in the process of self-organization of leisure activities, which has a serious impact on the formation of a personal, subjective assessment of the quality of human life in the region.

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