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**THE PRESENT STATE OF CULTURAL OBJECTS
IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. The sphere of culture, which earlier relatively rarely acted as an object of economic and statistical research, has recently become an object of attention, discussion and study in recent years. This is due to the fact that many countries have long entered the post-industrial era and switched to the information economy, and now their economic development is characterized by rapid development of the service sector and intangible production. In such conditions, the services provided by the cultural sphere also become widely demanded, and some of the most modern cultural sectors, such as, for example, the music and film industries, become highly profitable areas of the economy that successfully operate according to market laws.

This article discusses the current development trends of modern Kazakhstani culture. The author conducted a number of statistical studies, studied data on all cultural objects of the republic, the results of which are presented in this paper. In particular, the analysis of the volume of services in the field of culture, attendance of cultural institutions of the Republic of Kazakhstan, the most demanded. It is noted that the development of culture, its potential is a key direction in the formation and formation of the necessary conditions and prerequisites for the further movement of society along the path of social progress and order. In this regard, author's recommendations are given to increase the effectiveness of the work of cultural organizations.

Keywords: cultural policy, cultural infrastructure, cultural institutions, the volume of services provided, museums, theaters, concerts, libraries, statistical analysis of the development of cultural services, statistical methods.

Traditionally, the sphere of culture was considered as an area that develops according to its own rules and laws. However, in recent years, culture has become the subject of scientific interests not only among culturologists, but also economists. The development of the cultural sphere is currently the most important national priority for the development of the country. As noted in the Concept of Cultural Policy of the Republic of Kazakhstan: “One of the most important success criteria is the level of cultural development, the presence of an effectively working infrastructure of cultural institutions and mechanisms that ensure the preservation and enrichment of national and world cultural heritage, the creation, broadcast and consumption of high-quality cultural values, fruitful cultural exchange and spiritual and creative self-realization of a person”[1].

Features of the cultural sphere dictate the dual nature of its development. Today, it is relevant to solve problems related to state regulation of cultural institutions. In addition, the problem of increasing the effectiveness of cultural institutions through market mechanisms remains unresolved.

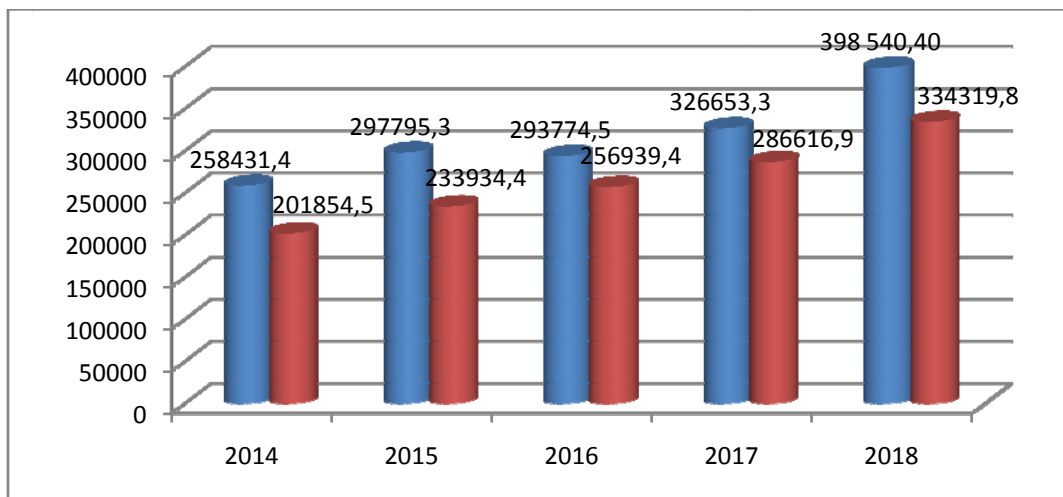
Access to cultural property is one of the most important human rights, which is why state participation in the cultural life of society is so necessary. The main functions of the state in the field of culture include the formation of priorities for the development of culture as a whole, as well as the coordination of cultural needs and interests of various sectors of society, territorial and national communities.

Analysis of the current state and development of the cultural sphere in Kazakhstan allows us to conclude that the current state policy in practice faces a number of difficulties. Permanently arising problems in the process of implementing modern state programs in the field of culture make the issue of their revision relevant.

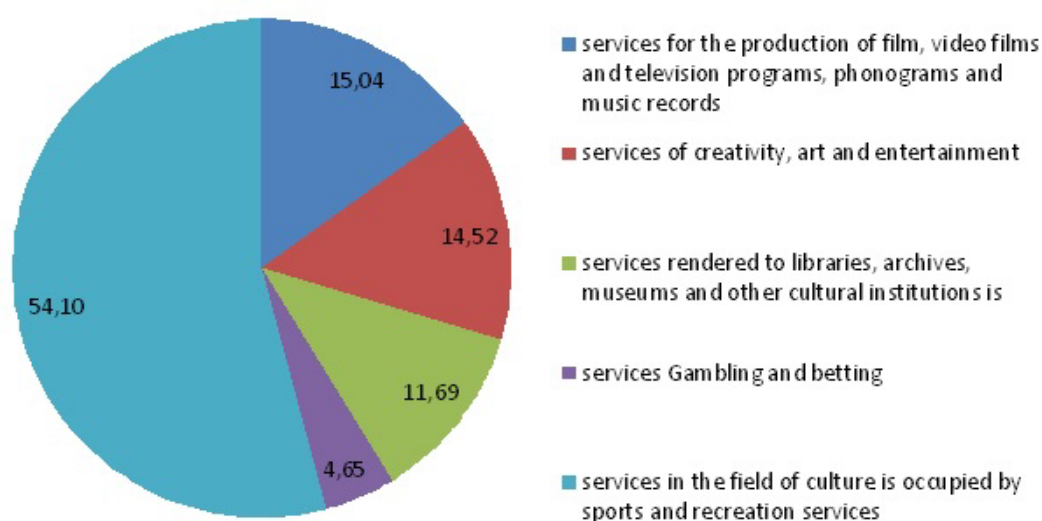
For the successful development of culture and its promotion both in our country and abroad, it is necessary to have a well-built cultural policy of the state, the definition of which is given as “cultural policy - a set of operational principles, administrative and financial activities and procedures that provide the basis for the state’s actions in areas of culture” [2].

Currently, there is an increase in interest in the sphere of culture in the world, as most people strive for self-development, they want to improve their cultural level. As noted by G.Z.Begembetova and R.K.Dzhumaniyazova: «In context of the development of modern civilization and electronic technologies, one of the most important factors in the global politics of any state is culture, regarded not only as a sphere of human life, but also as a mechanism for possible cultural and economic expansion» [3]. The desire of states to invest in human capital on a systematic basis necessitates the formation of a large number of competent personnel for the cultural sphere. So, in Kazakhstan there is a widespread lack of cultural workers who would be distinguished by a sufficient level of competence, a broad outlook, and also moral development. It should be noted that in the sphere of culture of the republic, for the most part, the age-related generation of personnel is involved. At the same time, a modern cultural worker must speak foreign languages, have relevant professional knowledge, as well as marketing skills that help attract funds and other types of resources to cultural institutions.

It should be noted that the dynamics of cultural processes within the country is one of the most important indicators of its development: in modern realities, culture is increasingly viewed as an instrument of economic progress, as well as an engine of development. One of the most important factors for the successful development of the industry, of course, is the financing of cultural activities in the Republic of Kazakhstan, which in the period from 2014 to 2018 increased by 140.109 billion tenge (Picture 1). At the same time, we note that in 2018, the total expenditures of the consolidated budget of the Republic of Kazakhstan amounted to 3.2%. At the same time, the volume of services provided by the cultural sector for the analyzed period also increased from 201854.5 million tenge to 334319.8 million tenge, that is almost 1.7 times (Picture 1). Having carried out analytical work in the process of collecting work materials, we found that the largest share in the total volume of rendered services in the field of culture is occupied by sports and recreation services - 54.10%, followed by services for the production of film, video films and television programs, phonograms and music records - 15.04%, the third place belongs to the services of creativity, art and entertainment - 14.52%, the volume of services rendered to libraries, archives, museums and other cultural institutions is 11.69%, the last place in the volume of rendered x in the cultural sphere belongs services Gambling and betting - 4.65% (Picture 2).



Picture 1- Consolidated budget expenditures for financing the culture of the Republic of Kazakhstan and the volume of services provided by the cultural sector, mln.Tenge



Picture 2 - Structure of services provided in the field of culture in 2018 in the Republic of Kazakhstan, in % (percentage)

However, despite the fact that the volume of services provided is increasing, the number of employees in the field of leisure and entertainment, culture and sports is declining. So, for example, in the period from 2014 to 2018 the number of employees registered in this area decreased by 4392 people, or 1.07 times. Unfortunately, statistics indicate that there has been a significant reduction in investment in fixed assets by 38980.4 million tenge or 8.25 times, which indicates that the industry is not attractive enough for investors. Historically developed and intensively developed over the years of independence, the industry infrastructure serves as the basic platform for the further development of Kazakhstani culture.

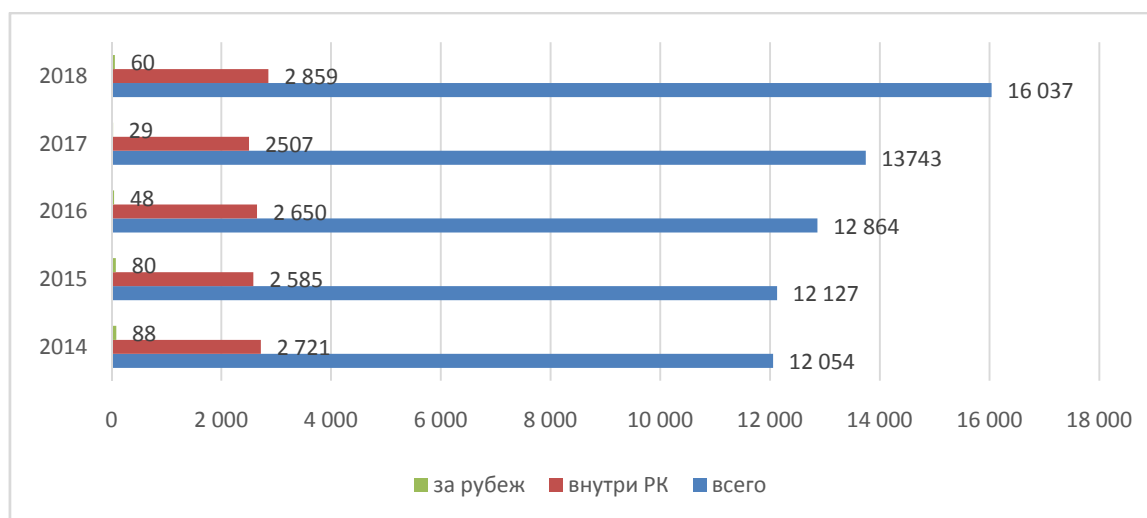
According to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan as of January 1, 2019, the country has 4.1 thousand libraries, about 3.2 thousand cultural and leisure organizations, 238 museums, 68 theaters, 94 cinemas, 36 concert organizations, 132 cultural parks and recreation, 8 zoos, 4 circuses [4]. Between 2014 and 2018, the number of theaters increased by 6 units, the number of opera and ballet theaters and musical comedy theaters decreased by 1 unit each, the number of drama theaters, puppet theater and others increased by 3, 3 and 2 units, respectively (table 1) The transformations taking place in the economic, political, social spheres of society directly affect modern society, including its cultural aspect. Which in turn is an indicator of public interest in theatrical, concert and other productions. In the analyzed period, it can be noted that the number of spectators visiting theaters did not increase significantly (table 1).

Table 1 - Key performance indicators of theaters

	2014	2015	2016	2017	2018
The number of theaters, units	62	61	64	64	68
including:					
Opera and ballet	4	3	3	3	3
Drama	33	33	33	34	36
Musical comedy	5	4	4	4	4
Young viewer	5	5	5	5	5
Dolls	13	14	17	15	16
Other	2	2	2	3	4
The number of viewers, thousand people	2 179,4	2 167,6	2 249,1	2 341,4	2 771,1

However, it should be noted that Kazakhstan has all the prerequisites to influence this situation in a positive way. According to the head of the regional commercial representative office of the BBC World News Sergey Stanovkin, with the advent of the Astana Opera Theater Kazakhstan, in particular the city of Nur-Sultan, have another unique competitive advantage. So, for a short time, since the opening, on the stage of this theater took place: the premiere of P.I. Tchaikovsky's "Sleeping Beauty" and as part of the

world premiere - G. Verdi's opera "Attila". Directors of leading theaters of the world, theater critics, scientists, theater workers from 25 countries of the world [5] gathered in this capital of the capital of Kazakhstan, which gives every reason to talk about the success of the project from the point of view of marketing. Analytical work on the activities of theatrical institutions showed that the number of performances in 2018 was 16037 units, which is 3983 more compared to 2014. At the same time, the number of touring and visiting performances within the country amounted to 2859 units, which is 138 more compared to 2014, and the number of foreign tours of domestic theaters in 2018 decreased by 28 trips compared to 2014 (Figure 3). Thus, the smallest number of on-site performances outside the republic was recorded in 2017 - 31 units less in comparison with 2018 and 59 in comparison with 2014.



Picture 2 - The number of performances (touring and visiting) theaters of the Republic of Kazakhstan in 2014-2018.

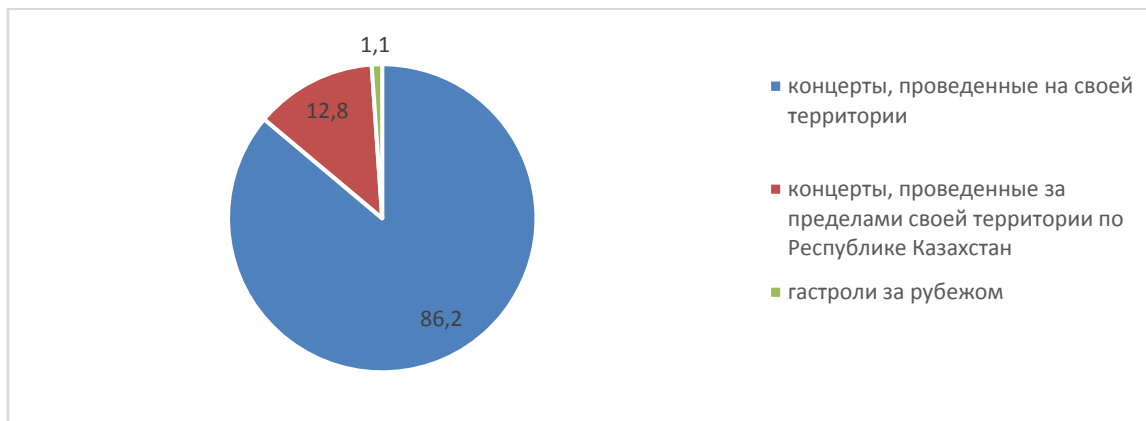
As for concert organizations in the Republic of Kazakhstan, in this field in 2018 their number amounted to 36 units, which is 9 less in comparison with 2014. However, despite the reduction in concert organizations, however, the number of concerts held increased by 1,101 units. In turn, the attendance of concert events in the republic for the analyzed period increased by 2118.6 thousand people, although the capacity of the concert halls has not changed (table 2).

Table 2 - Key performance indicators of concert organizations of the Republic of Kazakhstan

	2014	2015	2016	2017	2018
The number of concert organizations, units	45	44	44	39	36
The number of buildings (premises), units	23	24	25	24	23
Capacity of concert halls, seats	15 672	16 509	17 736	17 306	15 236
The number of concerts held, units	5 485	5 652	5 933	6 268	6 586
The number of spectators at the concerts, thousand people	2 928,3	4 124,6	4 348,0	4 871,2	5 046,9

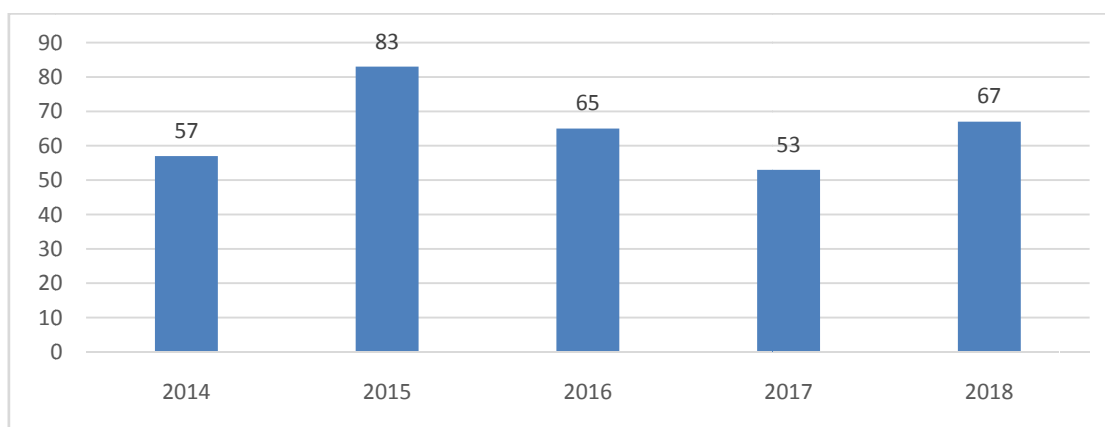
Note: compiled by the author based on [3]

It should be noted that out of the total number of concerts held, the share of concerts held on their territory in five years averaged 86.2%, concerts held outside their territory in the Republic of Kazakhstan - 12.8% and tours abroad only 1, 1% (Picture 4).



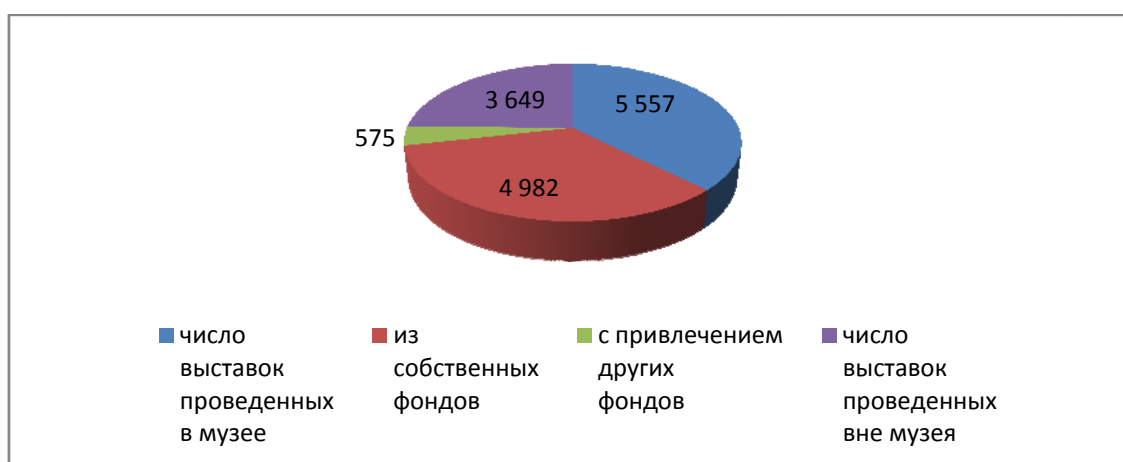
Picture 4 - Structure of concerts held by organizations of the Republic of Kazakhstan in 2018

In 2018, the number of foreign visiting concerts amounted to 67 units, which is 10 units more compared to 2014, but less by 16 than in 2015 (Picture 5).



Picture 5 - The number of concerts held abroad in 2014-2018

From 2014 to 2018, the number of museums increased by 16 units, while the exhibition activities of museums in 2018 amounted to 9,206 units. At the same time, the number of exhibitions held outside the museum amounted to 3649 units, or 39.6%, of the total number of exhibitions, only 10 units abroad, which is 0.27% of the total number of exhibitions held outside the museum (Picture 5).



Picture 5 - Exhibition activities of museums of the Republic of Kazakhstan in 2018 (units).

Cinema is not only an integral part of the modern media system, which in addition to traditional media includes entertainment industries. Cinema is a segment of the "content industry" that produces films, as well as a large amount of content for modern television. Along with the dynamic growth of box office receipts in recent years, there has also been a noticeable increase in other indicators of the domestic film industry — production and advertising budgets, attendance and total audience, and the share of Russian cinema on the country's screens.

In the market conditions, the film industry, as a separate sector of the economy, driven by its own financial interests, is forced to proceed from considerations of self-sufficiency, the interests of owners, shareholders, and investors. However, despite the fact that Kazakhstani cinema has been operating in the market economy for more than twenty years, the domestic film industry has not reached the level of sustainable and balanced development. The main issues - improving the profitability of the film industry, establishing a full economic relationship between film producers and distribution channels - are currently being actively addressed at the state level. A serious problem also remains the question of the quality of domestic film production and its competitiveness in the domestic and foreign markets. In this regard, we note that in the field of the film industry of Kazakhstan there are also positive developments, as evidenced by the participation of national directors in many international projects, contests, festivals.

From the point of view of statistics, for the period from 2014 to 2018, the number of organizations producing films increased by 25 units, the number of created films of national production by 71 units, a special peak in film production in 2018 - 348 units (Picture 6).

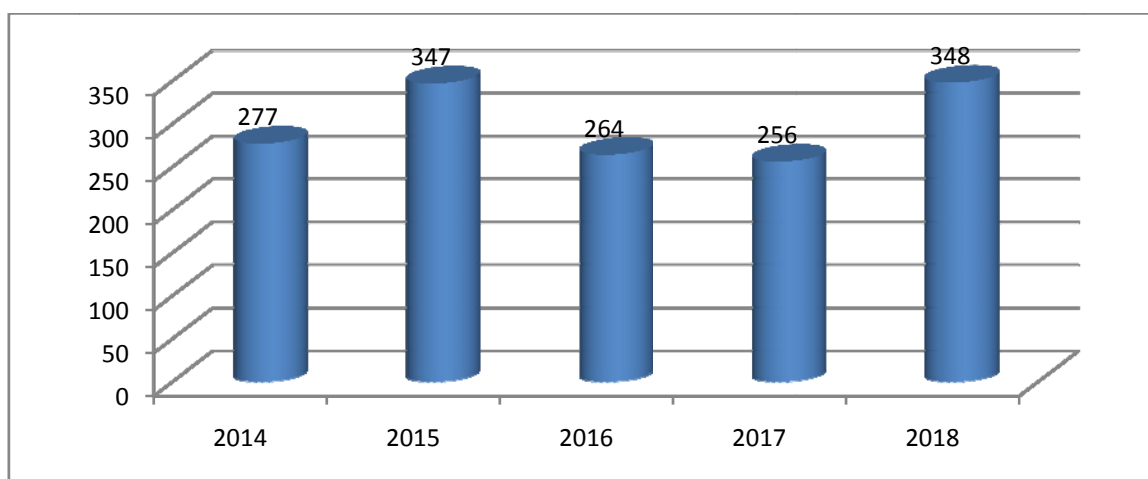


Figure 6 - The number of created films of national production for 2014-2018

Since independence, a completely new, competitive and viable culture has formed in the country, which can be adequately represented abroad, however, as the analysis showed, the number of performances, concerts, exhibitions traveling outside Kazakhstan is very small, which, of course, requires a separate reflection and solutions.

Another important factor and an integral part of modern culture is marketing and its component - advertising. Awareness of the communicative nature of all cultural phenomena, which is given by the philosophy of the 20th century, allows us to consider all types of art and advertising as part of a single communicative space of culture, where the essence of each phenomenon and the place occupied by it can be revealed through understanding of its interaction with other phenomena. The relevance of the analysis of the interaction of art and advertising is primarily due to the widespread use of theater tools in traditional advertising, as well as the emergence of a large number of new "non-standard" types of advertising, among which theatrical performances occupy a significant place (advertising flashmob, performances, ambient media, event marketing, etc.). The current market situation has led to a transformation of the methods of advertising influence on the consumer from rational-informational to creating an emotional state, which further brings advertising and spectacular forms of art closer. On the other hand, there is an active penetration of advertising mechanisms into the cultural environment in connection with competition

in the free “cultural market. The totality of the distribution of advertising in modern culture leads to the need for a comparative analysis and analysis of the interaction, shedding light on the relationship of phenomena, which is a separate topic of the study. Culture, being a special phenomenon in public life, has always been an area of interest for both representatives of the scientific community and practitioners, and from a wide variety of fields. In this work, we are talking about the field of culture, which refers to the field of activity of people and the system of relations between them regarding the production, distribution and consumption of spiritual values. Unlike many other aspects of such a complex phenomenon as culture, the sphere of culture represents that facet that not only lends itself to, but also needs to be taken in managerial action. At the same time, we note that managerial influence does not always lead to the expected results. This is largely explained by the “pendulum” of managerial actions, and the fact that management is a dynamic system, and, finally, the fact that cultural management is not a clear sequential chain of solutions developed and implemented, but a complex, intertwined organization of different levels, multi-scale social action. But often, the planned result is not achieved due to the fact that at the initial stage, the goal-setting and task setting stage, the development priorities of the subsystems do not correlate not only with each other, but also do not synchronize with the general priorities of the development of the system. This can be seen in the development of the cultural sphere in Kazakhstan.

At present, a new economic model for the development of the cultural sector is emerging in the country, which can be described as a transition from the traditional sphere of culture to the cultural industry. Actual changes are dictated by a new lifestyle and a sharp increase in the share of intangible, non-utilitarian goods in the structure of consumption: media consumption and cultural services.

The above factors require systemic industry reforms based on the most objective assessment of the current situation.

In this regard, we came to the conclusion that cultural policy should develop in the following areas:

- expanding international activities, promoting global cultural markets, increasing attention to the preparation of an export cultural product, the implementation of various cultural events abroad;
- the development of advanced information technologies and the development on this basis of new forms of work with the consumer;
- Attracting sponsorship, establishing a long-term partnership with the business sector in the face of insufficient budget funding;
- strengthening the economic role of the cultural sector.

In the light of these problems, issues such as methodological support for the interaction of business entities of the cultural sector with the country's economy as a whole, improving the efficiency of budget investments in the cultural sphere, integrating the cultural sector into the general structure of purposeful activities in the interests of developing the socio-economic sphere and conducting national cultural policy in a modern multicultural society.

Achievements in the field of culture are not measured only by the work of departments, cultural institutions, quantitative statistics and the presence of well-known names. Culture today is a powerful tool for the spiritual and aesthetic development of the individual, the formation of national unity and the country's integration into the world community. The main support here remains the national-cultural roots, historical experience, the best traditions, as well as the preservation of the nation's own national code.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ МӘДЕНИ НЫСАНДАРДЫҢ ҚАЗІРГІ ЖАҒДАЙЫ ТУРАЛЫ

Аннотация. Бұрын экономикалық және статистикалық зерттеулердің нысаны ретінде салыстырмалы түрде сирек әрекет ететін мәдениет саласы соңғы жылдары назар аударудың, талқылау мен зерттеудің нысанына айналды. Бұл көптеген елдердің постиндустриалды дәуірге баяғыда еніп, ақпараттық экономикаға көшкендігімен байланысты, ал қазір олардың экономикалық дамуы қызмет көрсету саласы мен материалдық емес өндірістің қарқынды дамуымен сипатталады. Мұндай жағдайларда мәдени сала ұсынатын қызметтер де сұранысқа ие бола бастайды, мысалы, музыка және кино индустриясы сияқты кейбір заманауи мәдени секторлар нарықтық заңдарғасәйкес табысты жұмыс істейтін экономиканың жоғары табысты салаларына айналады.

Бұл мақалада заманауи қазақстандық мәдениеттің қазіргі даму тенденциялары қарастырылады. Автор бірқатар статистикалық зерттеулер жүргізді, республиканың барлық мәдени нысандары туралы мәліметтерді зерттеді, олардың нәтижелері осы құжатта келтірілген. Атап айтқанда, мәдениет саласындағы қызметтер көлеміне, Қазақстан Республикасының мәдени мекемелеріне баруына талдау жасалды, сұранысқа ие мекемелер анықталды. Мәдениетті, оның әлеуетін дамыту әлеуметтік ілгерілеу мен тәртіп жолында қоғамның одан әрі қозғалуының қажетті шарттары мен алғышарттарын қалыптастыруда негізгі бағыт болып табылатыны атап өтілді. Осыған байланысты мәдениет саласындағы ұйымдар жұмысының тиімділігін арттыру бойынша авторлық ұсыныстар берілді.

Кілт сөздер: мәдени саясат, мәдениеттің инфрақұрылымы, мәдени мекемелер, көрсетілетін қызметтер көлемі, музейлер, театрлар, концерттер, кітапханалар, мәдениет саласындағы қызметтердің дамуын статистикалық талдау, статистикалық әдістер.

Г.К. Тасбергенова

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О СОВРЕМЕННОМ СОСТОЯНИИ ОБЪЕКТОВ КУЛЬТУРЫ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Сфера культуры, ранее сравнительно не часто выступавшая в качестве объекта экономических и статистических исследований, в последние годы всё чаще становится объектом внимания, обсуждения и изучения. Это связано с тем, что многие страны уже давно вступили в постиндустриальную эпоху и перешли к информационной экономике, и теперь для их экономического развития характерно бурное развитие сферы услуг и нематериального производства. В таких условиях услуги, предоставляемые сферой культуры, также становятся широко востребованными, а некоторые наиболее современные отрасли сферы культуры, такие как, например, музыкальная и киноиндустрия, становятся высокоприбыльными областями экономики, успешно функционирующими по рыночным законам.

В данной статье рассматривается тенденции развития современной казахстанской культуры, существующие в настоящее время. Автором проведен ряд статистических исследований, изучены данные по всем объектам культуры республики, результаты которых представлены в данной работе. В частности, дан анализ объемов услуг сферы культуры, посещаемость культурных заведений Республики Казахстан, определены наиболее востребованные. Отмечено, что развитие культуры, ее потенциала является ключевым направлением в становлении и формировании необходимых условий и предпосылок дальнейшего движения общества по пути социального прогресса и порядка. В связи с этим даны авторские рекомендации по повышению эффективности работы организаций сферы культуры.

Ключевые слова: культурная политика, инфраструктура культуры, учреждения культуры, объемы оказанных услуг, музеи, театры, концерты, библиотеки, статистический анализ развития сферы услуг в области культуры, статистические методы.

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