

RESEARCH ARTICLE

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Theoretical Issues of the Development of the Socio-Cultural Environment of the Regions of Kazakhstan

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Abstract

In recent years, economic research has paid great attention to the development of the socio-cultural environment of the regions. In recent years, many countries have begun to invest more financial resources in the social and cultural problems of the country, including its regions. Identifying and considering the peculiarities of the regional socio-cultural environment will allow for the least painless integration into the global system and integration with other more developed countries. From the point of view of the theory of science, the purpose of this article is to reveal the essence of the concepts of "socio-cultural environment", the conditions and factors of its sustainable development, and to conduct a SWOT analysis to identify the strengths and weaknesses, advantages and disadvantages of the regions of the Republic of Kazakhstan from the prism of the socio-cultural environment of development. During the literature review, it was found that many research papers cover the problems of socio-cultural development of regions and countries in the areas of economics, management, social sphere, etc. In the course of the study, general scientific and special methods were used, and the course of the study was divided into four stages. The theoretical significance of this study is to generalize and expand the theory of the socio-cultural environment of the development of regions, and practical application can be reflected in use by government agencies of recommendations to improve the socio-cultural environment of the development of regions.

Keywords: Economics, Socio-Cultural Environment, Development Conditions, Factors, Region, SWOT Analysis

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1. INTRODUCTION

Scientific publications of recent years show the importance of the socio-cultural environment in the regions. In current conditions, the role of regions is increasing in multifaceted economic, political, and cultural cooperation. Each region is considered a different socio-cultural environment with a specific economic, management, social sphere development problem, etc. This problem also requires the close attention of social scientists. The importance of studying the problem of the sociocultural environment lies in the fact that the development of the socio-cultural environment gives the vector of development of the region, the country. In addition, the importance of the stated topic is also due to the processes of globalization, which have recently manifested almost everywhere. Identifying and considering the peculiarities of the regional socio-cultural environment will make it possible to integrate into the global system least painlessly. From the point of view of the theory of science, the purpose of this article is to reveal the essence of the concepts of "sociocultural environment", conditions, and factors of its sustainable development. In this regard, it is necessary to consider and analyze the concept of the social environment. The social environment is the social, material, and spiritual conditions surrounding a person's existence and activity. The social environment in a broad sense (macro-environment) encompasses the economy, public institutions, public consciousness, and culture." In the socio-cultural environment, the norms and rules of human behavior are assimilated based on universal values, "based on which mutual recognition, trust, loyalty, and solidarity arise".

The problem of studying the sociocultural environment affects both indirectly and directly the human personality: the sociocultural environment can both shape and deform a person, enrich or devastate, depending on what a person selects from it and what he opposes. Consequently, the level of influence of the sociocultural environment is three levels of interaction, these are:

(1) the mega-environment is the modern social world surrounding a person and determining society and civilisation's spiritual and socio-psychological atmosphere. More precisely, the formation of the socio-cultural environment is influenced by large-scale changes in culture, religion, and civilization. The development of European civilization and the development of Eastern civilization form different socio-cultural environments and have distinctive characteristics.

(2) macro-environment - society, country to which the individual belongs. In this case, changes occur within the country or the region. The influence of the macro environment is provided by the social conditions and culture of a given society through factors such as mass media and social institutions (universities, schools, colleges, and cultural institutions).

(3) microenvironment – a person's social environment represented by three main groups: family, educational and labour collective, and friends. The specifics of each of these groups are determined by age and cohort (cultural, educational level, etc.) differences.

In addition to these factors, it is possible to distinguish the influence of biological and psychological characteristics of a person and the circumstances of his personal life. Namely, the formation and growth of a personality in a particular environment.

The diversity of the country's culture creates opportunities for changing life situations and socio-cultural environments (Walsh & Winsor, 2019).. Diversity creates new conditions and leads to discoveries in science, technology, and art, to the creative activity of the highest level with socially significant results. The ability to see the problem in a new way, to create a lifestyle and activity, patterns and models of behaviour allow entirely free yourself from the burden of the past and act following the requirements of the time.

In our country, regional governance is essential because there are considerable differences in geographical, climatic, economic, national, cultural, social, demographic, and other factors that determine its specificity and content. In addition, Kazakhstan is distinguished by the decentralization of regional management. Each region develops a development strategy

independently. Consequently, the socio-cultural environment in each region is different. The scientific significance of this study is ensured by the fact that the problem of the socio-cultural environment of the region will be conceptually considered to ensure the sustainable development of the region and the country. The leading indicators that can characterize the problem of the socio-cultural environment of the region will be analysed, and the author's recommendations for the development of the socio-cultural environment of Kazakhstan will be proposed.

2. LITERATURE REVIEW

The socio-cultural environment (university, city, region) is a part of the cultural and educational space through which the socialization of society is carried out. Moreover, the scientific community has many approaches and ideas about developing the socio-cultural environment of a university, city, or region.

The socio-cultural environment is considered a significant space of life activity in which the individual's formation, development, and self-development occurs in interaction with other people, natural, objective factors, and cultural values. According to Jaroshenko's research (2000), sociocultural the environment creates social development of society and human development. Some studies focus on the quality of the socio-economic environment and planning for the development of the region and the country (Jur'ev & Babajan, 2008). Thus, for developing a social cell, the development of the socio-cultural environment is important since society strives to obtain growth under favourable conditions. Namely, society should strive for physical, mental, and psychological growth.

Based on the macroeconomic perspective, a well-thought-out and planned socio-economic policy can give impetus to the development of both the region and the country. This approach focuses on quality rather than quantity. Consequently, a high-quality society will lead to the formation of a high-quality person, which entails stable growth.

The situation in Kazakhstan aims to improve quantitative indicators, namely, improving indicators. Recently, poor implementation of the goals of the regional development strategy has been observed, which leads to the inefficient implementation of state programs to improve the socio-cultural environment of the region or country (Livina & Rozentale, 2019). Thus, the quantitative development of a region occurs, and the economic development of a region or country is suspended. Therefore, when implementing state programs for the development of the socio-cultural environment of a region or country, emphasis should be placed on the qualitative conditions and opportunities for the formation and development of society.

In addition, there are studies dealing with the problem of effective management of the socio-economic environment (Averchenkova & Gorbunov, 2019; Bushi, 2003; Filatova, Zaikin, Kazantsev, 2021; Isras, 2018). In this study, the researchers proved that effective management contributes to the development of the socio-cultural environment of the region.

Based on the above, the socio-cultural environment is the material, social, institutional, and spiritual conditions surrounding a person's formation, development, and self-realization. The components of the sociocultural situation — the environment and spheres of life-are simultaneously the spheres of project activity. The socio-cultural environment of life (a person, a social group, a region) can be changed and transformed. Having a decisive influence on the development and formation of the individual, the environment simultaneously changes and transforms under the influence of human creative activity so that the potentials of the environment become real opportunities for personal development, and conditions for self-realization (Shlemina, 2012).

In the context of a particular region, depending on the nature and intensity of problems and available resources, specific components of the sociocultural environment can act as priority

areas of cultural or social policy (Pfau-Effinger & Grags, 2021; Murray, 2020). Namely, regions can be industrial, agricultural, oil, etc., taking into account the peculiarities of the region's development, it is necessary to skillfully manage the advantages and disadvantages of economic development for the formation and development of the sociocultural environment.

Thus, we face various problems in the development of the social and cultural environment of the region. Namely, the problem of forming the socio-cultural environment and managing this activity in the regions.

The above literature review should be grouped according to the approaches and ideas of researchers of this problem (Table 1).

TABLE 1. Significant theoretical directions of the development of the socio-cultural environment

| Authors | Main idea |
|--|--|
| Jaroshenko (2000) | The socio-cultural environment creates social development of society and human development. |
| Shlemina (2012) | The socio-cultural environment of life (personal, social group, region) is amenable to change and transformation. |
| Jur'ev & Babajan (2008) | Creation of quality systems for the socio-economic environment and regional development planning. |
| Livina & Rozentale (2019) | The negative impact of inefficiently implemented state programs on the social and cultural environment. |
| Averchenkova & Gorbunov (2019); Bushi (2003); Filatova et al. (2021) | Effective management of the socio-economic and cultural activities in the region contributes to the development of the socio-cultural environment. |
| Pfau-Effinger & Grags, (2021); Murray (2020) | Specific components of the socio-cultural environment can act as priority areas of cultural or social policy. |
| <i>Note:</i> compiled by authors | |

3. METHODOLOGY

The research material is the main components of the socio-cultural environment, factors, and structural elements of regional identity. General logical and generally accepted methods of theoretical cognition are used.

In the course of the study, the theoretical foundations of the development of the theory of the socio-cultural environment will be investigated and generalized. In addition, the conditions and factors for creating a favorable socio-cultural environment of a region or country for sustainable economic development will be considered. Analogical studies were conducted by the authors (Gulin, 2012), who consider the socio-cultural environment from the prism of modernization of the region. Other scientists (Averchenkova & Averchenkov, 2021) consider the theory of management and the creation of a universal system for the development of the sociocultural environment in the region.

The algorithm of the research is shown in figure 1.

The results of the study will be presented in four stages:

The *first* stage considers generalizations of the current theory of the socio-cultural environment of a region or country;

The *second* will include identifying factors, conditions, and opportunities for creating a developed sociocultural environment in the region and the country.

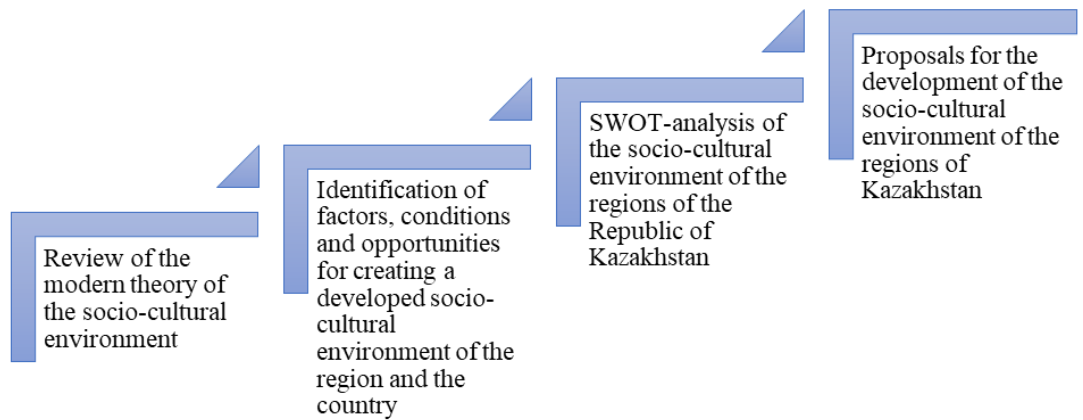


FIGURE 1. Stages of the research

Note: compiled by authors

The *third* stage will include a SWOT, which will identify weaknesses and strengths, advantages and disadvantages of the development of the socio-cultural environment of the regions of Kazakhstan.

The *fourth* stage will offer directions for developing the socio-cultural environment of the regions of Kazakhstan. Conditions are created both by the state, so the region also has economic, social, cultural, and natural conditions. Creating favorable conditions requires a strategic policy for development in terms of social and cultural problems.

4. FINDINGS AND DISCUSSION

A review of the available literature has shown that researchers consider the development of the socio-cultural environment of the region as one of the sources of sustainable development. Consequently, research was conducted on the theory of the emergence of the socio-cultural environment, on the assessment of the current development of the socio-cultural environment, on management, and on priority areas of the socio-cultural environment of the regions. However, in addition to theory, analysis, and evaluation, it is necessary to understand the basics of the socio-cultural environment of regional development. Namely, what favorable conditions and opportunities can the state create for the region to become a source of the country's GDP?

Within the framework of the socio-cultural environment and the sphere of human activity, specific components can be distinguished: cultural and historical heritage or historical human habitat; the artistic habitat of a person, the quality of his artistic life; socio-psychological habitat, psycho-emotional and mental state; spiritual and moral environment (religion, faith, etc.); political environment; ecological habitat.

The main conditions include the following:

- increasing investments in the fixed capital of the region. The principal capital of the region is the main image of the socio-cultural state of the region. Creating favorable conditions for the socio-cultural environment depends on investment in fixed assets. This indicator shows the state of development of the main features of the regions. The figure shows the dynamics of this indicator since 2014, compared to 2 fixed asset investments that increased almost twice in 2021 (Figure 2).

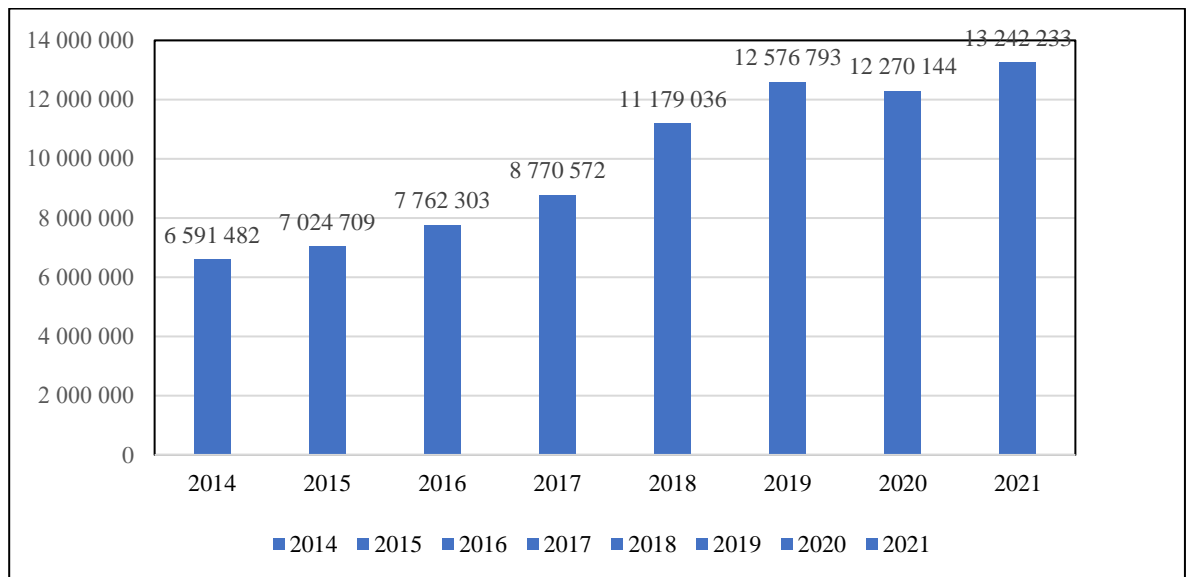


FIGURE 2. Investments in fixed assets in Kazakhstan for 2014-2021

Note: compiled by authors based on data from the Bureau of National statistics (2022)

In official statistics, considering the regions of Kazakhstan, the leaders in this indicator are Astana (1 trillion 446.79 billion tenge) and Almaty (1 trillion 400.56 billion tenge) have a significant share in the total volume of investments. Ulytau is the only region where there was a decline at the end of the year, and immediately by 18.3%, to 155.66 billion tenge.

Consequently, according to the state of the regions, it can be concluded that the socio-cultural appearance with the least amount of investment in fixed assets is worse than the regions or cities of republican significance, which have a large amount of inversion into the rest of the capital. However, this indicator is not the only one that characterizes the socio-cultural appearance of the regions;

- implementation of priority state programs for the revival of investment engineering both on the principles of creating new domestic production facilities and on the principles of deploying industrial assembly plants. Production of social and cultural goods and services to improve the socio-cultural environment of the region;

- building up the light and food industry to provide the population with social goods;
- building up the entrepreneurial potential to increase the income of the population and build up the middle class;
- increasing cultural events to maintain patriotism, ideology, etc.
- increasing production capacity in infrastructure and road construction, increasing the quality of life, thereby positively affecting the social environment of the region, etc.

In the conditions of a particular region, depending on the nature, and intensity of problems and available resources, specific components of the socio-cultural environment can act as priority directions of cultural policy.

The following main opportunities of the socio-cultural environment of the region in the socialization of society can be identified:

- modernization of the educational system, high-quality provision of diverse intellectual, spiritual and moral, civil, and patriotic development of the population, including support for the most capable and talented;

- organization of mass movements focused on the formation of life principles and values of the population;
- participation of teenagers in the socio-political life of the region (youth parliament, youth government);
- implementation of socially significant projects to unlock the potential of the population;
- the use of historical heritage to ensure the continuity of generations, the preservation of historical memory and the designation of an active life position, etc.

Currently, there are many different approaches focused on developing and applying various methods for assessing the socio-cultural environment of regional development. An important condition in forming and evaluating indicators is obtaining the most objective data on the state of the socio-cultural situation of the regions. The variety of methodological approaches to forming indicators for assessing subjects' socio-cultural development (territories, regions, oblasts, municipalities) requires their classification by a particular attribute for analytical purposes. In reflecting on the many characteristics of the level of socio-economic development of the regions, we adhere to the opinion of Granberg, who points to the existence of three main approaches (Marinov, 2009; Kichigin et al., 2020).

Figure 3 shows three main approaches to assessing the development of the socio-cultural environment.



FIGURE 3. Three main approaches to assessing the development of the socio-cultural environment

Note: compiled by authors

Considering the first approach, we can say that, as a rule, the gross regional product GRP is the primary indicator characterizing the region's socioeconomic development level. It is impossible to achieve sustainable development of the region and improve sociocultural development without economic intervention. The assessment of the region's economic development level by one primary indicator is also carried out by Isakin. His research is based on the concept of quality of life. Integral indicator of the quality of life of people Isakin (2005) presents as an indicator, including the values of GDP, the level of wages that can quantify the socio-cultural development of the region. In general, based on quantitative indicators, it isn't easy to assess the current state of the socio-cultural environment of the region. Thus, relying on quantitative and qualitative indicators of the region, we can try to assess the socio-cultural environment.

Next, consider the data of the gross regional product in the context of the regions of Kazakhstan in Table 2.

TABLE 2. Gross regional product in the context of regions of Kazakhstan, billion tenge

| Region | 2014 | 2019 | 2020 | 2021 | The ratio | |
|--|--------------|-------------|-------------|--------------|--------------|------|
| | | | | | 2021 to 2014 | |
| Kazakhstan | 38 451 438,0 | 69532626,5 | 70649033,2 | 83 951 587,9 | 45500150 | 2,18 |
| Akmola | 1 051 057,8 | 1 933 580,2 | 2 283 939,8 | 2 678 123,1 | 1627065,3 | 2,55 |
| Aktobe | 1 926 239,6 | 2 974 420,9 | 2 956 872,2 | 3 586 222,6 | 1659983 | 1,86 |
| Almaty | 1 910 366,2 | 3 246 080,4 | 3 731 039,5 | 4 606 792,8 | 2696426,6 | 2,41 |
| Atyrau | 4 340 623,0 | 9 327 263,3 | 7 738 259,2 | 10 627 583,4 | 6286960,4 | 2,45 |
| West Kazakhstan region | 1 987 705,7 | 2 946 389,1 | 2 735 953,1 | 3 533 014,4 | 1545308,7 | 1,78 |
| Zhambyl | 979 666,1 | 1 712 883,6 | 1 901 385,0 | 2 262 750,6 | 1283084,5 | 2,31 |
| Karaganda | 2 899 976,8 | 5 388 260,6 | 6 099 856,2 | 7 446 273,2 | 4546296,4 | 2,57 |
| Kostanay | 1 394 867,8 | 2 451 736,4 | 2 872 209,6 | 3 516 221,0 | 2121353,2 | 2,52 |
| Kyzylorda | 1 380 132,3 | 1 828 864,7 | 1 645 067,2 | 1 926 000,2 | 2121353,2 | 1,40 |
| Mangystau | 2 418 214,6 | 3 685 383,5 | 3 074 392,9 | 3 627 008,1 | | 1,50 |
| Pavlodar | 1 746 774,4 | 3 029 608,9 | 3 120 136,9 | 3 883 826,6 | 1208793,5 | 2,22 |
| North Kazakhstan region | 795 551,2 | 1 382 322,2 | 1 571 903,6 | 1 790 770,4 | - | 2,25 |
| Turkestan | 1 174 379,7 | 2 016 120,7 | 2 384 159,3 | 2 808 045,6 | 995219,2 | 2,39 |
| East Kazakhstan region | 2 282 709,8 | 4 024 968,4 | 4 605 532,1 | 5 063 661,9 | 2780952,1 | 2,22 |
| Astana c. | 4 019 602,8 | 7 834 828,5 | 7 975 283,1 | 8923712 | 4904109 | 2,22 |
| Almaty c. | 8 143 570,2 | 13546958,4 | 13459802,6 | 15000060 | 6856490,2 | 1,84 |
| Shymkent c. | 1 224 394,9 | 2 202 956,7 | 2 493 240,9 | 2671522 | 1447126,9 | 2,18 |
| <i>Note:</i> compiled by authors based on data from the Bureau of National statistics (2022) | | | | | | |

As can be seen from the data presented in Table 2, the Akmola region demonstrates the highest growth rate, the volume of GRP which increased by 255% over the studied seven years compared to the indicators of the base year, 2014. Also, among the leading regions that showed growth of over 200%, it is possible to note such regions as Karaganda, Kostanay and East Kazakhstan region, Turkestan, as well as the city of Shymkent.

In the following regions, growth is more than 100%: Almaty, Zhambyl region and North Kazakhstan region, with a GRP growth rate of 98% of the base year level.

Similarly, we can note a reasonably high growth in GRP in regions such as Atyrau, Pavlodar, which show an increase of over 200% over the eight years studied.

At the same time, the Kyzylorda region showed the lowest growth rate, whose GRP has grown by only 40% over the past eight years. The remaining regions show moderate growth from 40 to 70% in 2014.

On the other hand, if we consider this issue from the standpoint of materiality in absolute physical quantities, we can see that four regions showed the most significant increase in GRP volumes, namely Atyrau region, Karaganda region and the cities of Astana and Almaty, with values of 6.2, 4.5, 4.9 and 6.8 trillion tenge, respectively. East Kazakhstan region showed growth of more than 2 trillion tenge. Seven more regions showed more than 1 trillion tenge growth, including Akmola, Almaty, Aktobe, Kostanay, etc.

Comparison by several indicators highlighted as a priority in the state of socio-cultural development of the region the primary indicators that can describe the socio-cultural appearance of the region's development. These include the unemployment rate and the average salary of the country's economically active population. The main indicators are analysed more efficiently and show the trend and dynamics of the region's development.

Consider the average salary for the regions of Kazakhstan in the period from 2014 to 2021. Generally, wage growth was noticeable in all regions during the study period. However, there is a big gap between the regions. For example, residents of the Atyrau region receive the highest wages, in 2021 it amounted to 406,166 tenges, and residents of the North Kazakhstan region receive the lowest - 187,501 tenge, which is almost two times less (see Table 3).

TABLE 3. The average salary for the regions of Kazakhstan in the period from 2014 to 2021

| Region | 2014 | 2018 | 2019 | 2020 | 2021 |
|------------------|---------|---------|---------|---------|---------|
| Akmola | 85 412 | 121 361 | 140 272 | 168 302 | 203 006 |
| Aktobe | 106 265 | 137 039 | 156 595 | 182 923 | 217 597 |
| Almaty | 89 283 | 115 101 | 136 212 | 168 313 | 207 592 |
| Atyrau | 221 664 | 293 572 | 351 103 | 367 799 | 406 166 |
| West Kazakhstan | 108 223 | 153 782 | 183 914 | 195 410 | 226 537 |
| Zhambyl | 81 874 | 109 420 | 127 043 | 156 846 | 195 922 |
| Zhetisu | - | - | - | - | - |
| Karaganda | 107 821 | 149 916 | 172 239 | 203 806 | 240 608 |
| Kostanay | 90 602 | 125 995 | 145 890 | 171 319 | 201 923 |
| Kyzylorda | 104 485 | 130 391 | 152 085 | 178 174 | 212 777 |
| Mangystau | 222 294 | 275 679 | 294 099 | 317 611 | 349 503 |
| South Kazakhstan | 84 550 | - | - | - | - |
| Pavlodar | 102 310 | 141 915 | 160 670 | 187 427 | 220 291 |
| North Kazakhstan | 81 062 | 110 686 | 130 233 | 157 497 | 187 501 |
| Turkestan | - | 104 136 | 123 853 | 158 762 | 195 302 |
| East Kazakhstan | 99 130 | 140 126 | 162 182 | 190 287 | 224 700 |
| Astana c. | 177 809 | 240 320 | 266 796 | 302 504 | 344 691 |
| Almaty c. | 155 242 | 200 919 | 224 158 | 247 951 | 295 985 |
| Shymkent c. | - | 115 574 | 136 995 | 161 329 | 193 682 |

Note: compiled by authors based on data from the Bureau of National statistics (2022)

The construction of consolidated socio-cultural indicators includes all groups of indicators or integral indicators. Social indicators can be grouped by educational, medical, signs and directions can group etc. indicators, as well as cultural indicators. Socio-cultural indicators include natural population growth (decline), cost of living index, real disposable income, unemployment rate, morbidity per 1000 people, commissioning of residential buildings, crime rate, etc.

The interest of the state and a properly formulated policy in the socio-cultural sphere can ensure social stability and contribute to creating a system of values and its further continuity. In addition, it forms patriotism and the national identity of the population and contributes to the development of the innovation industry and the growth of the country's economy (Stroeva et al., 2015; Nikitin et al., 2021). In this regard, it is necessary to investigate the weaknesses, strengths, as well as opportunities, and threats (SWOT analysis) of the socio-cultural environment of the Republic of Kazakhstan, covering general issues of the region (see Table 4).

TABLE 4. SWOT analysis of the socio-cultural environment of the regions of the RK

| STRENGTHS | WEAKNESSES |
|--|--|
| <ul style="list-style-type: none"> - the geographical location of the country; - digitalization of the country; - use of modern information and innovative tools; - development of the creative economy; - rich architectural and cultural heritage; - multinational nature of the country; - diversity and differences of national traditions in the regions of the country; - Diversified social space - Heterogeneous demographic structure - diversity of cultural values of different nationalities; - development of communication technologies; - state support of artists; - development of the private sector of the sociocultural industry; - development of cultural and tourist clusters; - Trends in the growth of the urban population; - high share of large cities of Almaty and Astana in the country's GDP; - dynamic development of the service sector in the major cities of Astana and Almaty (education, healthcare, culture, and leisure); - creating a favorable environment for the development of a modern (innovative) economy in Germany; - implementation of the "Smart City" system within the framework of the State program "Digital Kazakhstan"; - the growth of the number of highly qualified specialists in large and large cities; - transport connectivity of the capital with the regions of the country. | <ul style="list-style-type: none"> - poor coordination of interaction between executive authorities and local self-government bodies; - differences and gaps in the development of the socio-cultural environment in the regions, especially in rural areas; - lack of coordination of actions between different branches of art and culture; - lack of centers for the development of research activities in the socio-cultural environment, which could be museums; - an inefficient system of stimulating the creative potential of the industry to create a cultural product that would be in demand; - lack of modern cultural institutions; - low level of proficiency in modern management tools in traditional cultural institutions, especially in the regions; - low level of cooperation with foreign cultural and art organizations at the republican level; - lack of programs for the development of leisure and entertainment culture at both the state and local levels; - lack of state support for contemporary art trends; - poorly developed public institutions, such as patronage, sponsorship, and volunteering; - public-private partnership in the field of culture is poorly used; - lack of personnel. |
| THREATS | OPPORTUNITIES |
| <ul style="list-style-type: none"> - an increase in the population can lead to social problems such as crime and poverty, especially with insufficient employment in the regions; | <ul style="list-style-type: none"> - an increase in the population can ensure an increase in demand for socio-cultural goods and services, thereby ensuring the development of this environment in the regions of the country; - development of international and domestic cooperation between industry organizations; |

| | |
|---|---|
| <ul style="list-style-type: none"> - many different ethnic groups, which can lead to social tension among the population in some regions of the country; - economic problems of the country, leading to a decrease in the purchasing power of potential consumers of cultural products; - competition from other regions (Russia, USA, CIS countries, etc.) and countries; - low level of diversification of cultural industry products in the regions; - concentration of all cultural and social organizations in the megacities of the country; - low level of return on investment in the socio-cultural sector; - Consequences of the COVID-19 pandemic, leading to the closure of SMEs in the industry; to travel outside their place of residence - Regression of the emerging entrepreneurship system. | <ul style="list-style-type: none"> - high level of migration to cities, which may generate new needs in the socio-cultural environment; - the growth of commercialization of scientific and research results of universities, research institutes, and other educational and cultural organizations; - the creation of new goods and services in the socio-cultural sphere in the regions and rural areas; - the multinational nature of the country, which increases the spiritual and material culture of the local population; - development of entrepreneurship in the field of culture and art; - the possibility of holding international events, such as conferences, symposiums to attract the scientific community and professional figures of the industry; - the creation of regional research centers in different regions of the country in cooperation with international organizations; - formation and development of educational and educational institutions in regional centers in different regions of the country in different directions of the sociocultural industry; - the creation of popular image projects, holding competitions and festivals of international level. |
| <p><i>Note:</i> compiled by authors</p> | |

Summing up the results of the SWOT-analysis, it can be summarized that there are more weaknesses in the socio-cultural environment than positive ones. Nevertheless, these weaknesses can be used as opportunities if effective mechanisms are developed. In general, the pace of socio-cultural development of regional centers is higher compared to other urban settlements of the country, except the cities of Astana and Almaty. This is also evidenced by such data as the volume of investments in fixed assets, including in the manufacturing industry, and indicators of the population's standard of living. Nevertheless, in all regions, some problems should be solved. One of the main problems is the low level of quality of life, the average person's salary is low, and the population lives from wage to wage. Insufficient housing construction in unattractive regions and high density of development in developed cities, especially in Almaty. As a result, there was a problem with walking distance of social, leisure, public services, and other facilities. To receive many services, citizens have to get behind the car, which also worsens the environment.

The industrial and household waste disposal system is not established in the settlements. All this hinders the free movement of labour, and the creation of a high-quality urban environment for recreation, cultural and leisure, and other processes. In large and large cities of the republic, "public spaces" are not developed, which significantly worsens the living conditions of citizens and the attractiveness of settlements. To improve the population's quality of life, green areas are needed, including parks, public places, and sports grounds. Such objects make cities attractive

for living. The importance of having green spaces is recognized in goal 7 of Sustainable Development Goal 11, which calls for "universal access to safe, accessible and open green spaces and public spaces, especially for women and children, the elderly and the disabled, by 2030." However, in Kazakhstan, the share of urban space allocated for green zones is only 5%, while in European cities this figure is about 15%. In the regions of Kazakhstan, there are opportunities for the development of socio-cultural potential, therefore it is necessary to take measures, and development programs in the regions that are aimed at the development of social and cultural indicators. And this, in turn, will make all regions attractive and will enable the country's economic growth.

Kazakhstan, it is necessary to develop legal mechanisms to support sponsorship and patronage of the studied area, i.e. socio-cultural. In addition, it is necessary to develop PPP development tools. The socio-cultural sphere is more developed in the megacities of the country, and in the regions, it is underdeveloped, and in the villages, it is not developed at all. Therefore, it is necessary to develop state programs aimed at specific regions and localities. It is necessary to determine the socio-cultural potential of the regions to develop mechanisms to overcome problems and negative aspects in the socio-cultural sphere. Point concentration will make it possible to set goals, the achievement of which will contribute to the development of the industry. In addition, it is necessary to remember about cooperation with international organizations, which will help to raise the image and reputation of the country. It is also necessary to use the results of research activities, i.e. collaborate with the scientific community to achieve the set goals quickly.

5. CONCLUSIONS

The socio-cultural and cultural values determine the peculiarity and differences of individual regions, social groups, and individuals, forming attitudes to the performance of social roles, society, and others. Therefore, it is necessary to make maximum use of what the spirit, talent, and intelligence of generations have been creating for centuries to increase the effectiveness of regional cooperation in all spheres of public life. Consequently, there is an urgent need to modernize the sociocultural environment of the region. For this, the population and state bodies must ensure high-quality education to the economy's needs, form a single cultural space, and have strong moral values. Also, to ensure the formation of an effective, competitive tourist complex, industrial, raw materials industries that meet international standards.

To create conditions for the development of the socio-cultural environment of the region, it is recommended to form a flexible continuing education system to meet the needs of the socio-cultural and economic development of the region. In addition, emphasis should also be placed on the development of infrastructure and organizational and economic mechanisms, which include a decent level of remuneration and the development and modernization of the material and technical base of cultural facilities in the municipalities of the region to ensure equal accessibility and sustainable improvement of the quality of cultural services in the region. Also, it is important to pay attention to forming networks of exemplary libraries and cultural and leisure institutions for maximum coverage of the population with cultural events. From this comes the need to improve the quality of cultural services and their social significance, the impact on the creation of the cultural environment of the region in order to strengthen moral values, etc.

For the effective development of the socio-cultural environment of the regions, state intervention is required to increase the effectiveness of the measures taken. To do this, we recommend, firstly, the creation of broad opportunities for acquiring the necessary qualifications throughout the working life of the adult population; secondly, the study of the labour market in order to determine the most popular professions; the study of the market of educational services and the needs of consumers of these services; and the organization of interaction with the

employment service to promote the employment of graduates. Thirdly, the creation of an information service to support the adult population on education, development, and assessment of qualifications in the region; and an increase in the number of new places in preschool educational organizations as a result of the construction, reconstruction, and overhaul of preschool organizations as part of the implementation of the state program in the region Fourth, support for cultural institutions by improving their material and technical base in villages and small towns; fifth, the construction of new centres of access to cultural values and the modernization, conversion, and (or) reconstruction of existing buildings in order to adapt them for use as centers of access to cultural values in small towns and rural settlements, etc.

Thus, the listed methods and directions of activity will help to achieve the main result — modernization of the socio-cultural environment of the region, contribution to the development of a system of continuous development, increase its level of compliance with the needs of the economy and the population, the formation of a single cultural space, strengthening moral values, as well as the formation of an effective, competitive tourist complex that meets international standards, ensuring GDP growth.

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