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**ORGANIZATIONS OF REGIONAL CULTURE IN ASSESSMENTS
OF QUALITY OF SERVICES**

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Abstract

Independent assessment of the quality of services rendered by the organizations' culture is one of the forms of social control and is carried out to provide citizens with information about the quality of services of organizations of culture, as well as to improve the quality of their work. One single model is used for independent assessment of the quality of services of cultural organizations using the automated information system of accounting two values: the views of recipients of services and accessibility of information on the official website of the organization. Indicators are determined by the Ministry of Culture of the Russian Federation. They are uniform for all regions of the country and have common criteria for assessing the quality of services of organizations of culture. They are the openness and accessibility of information about the organization culture, the comfort of the terms of service and the availability of their production, waiting time of service, kindness, courtesy, competence of employees of cultural institutions, satisfaction with quality of services. In Kursk region, the study of assessing the quality of services in the field of culture started in 2015 for 9 different kinds of organizations (libraries, museums, philharmonic societies, theatres, etc.). Independent assessment of the quality of services of organizations of culture involves the use of publicly available information about the organizations culture, including in the form of open data. These results have a unique character, and an independent assessment for each organization is posted on the official websites of public authorities.

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Keywords: Culture, region, cultural organizations, quality of services, indicators.



1. Introduction

In this article, the authors would like to present the results of the quality of services rendered in one of the regions of the Central Federal district of the Russian Federation – Kursk region.

1.1. The degree of scientific elaboration

Scientists around the world recognize the high level of conceptualizing the functional role of culture in spiritual life of a person in the process of formation of moral, value, and normative principles (Becker & Paetau, 1997). The relationships of art and policy, ideology and culture are reflected in various publications (Bühl, 2000; Gajda, 2017; Kroker & Weinstein, 1994; Luhmann, 2004). In the culture of modern society, it is associated with social, interactive, and emotional activities of various communities. For example, the shared emotional experience of viewers and listeners is important for shaping public sentiment and opinion. This, according to G. Tarde, leads to the birth of the phenomena of public and public opinion (Tarde, 2007). At the same time, activity of young people is associated with the willingness to act in conformity with certain social attitudes and values. P. Sorokin describes this as a situation of changing values (Sorokin, 2006).

1.2. The specificity of regional studies

The base of research – the laws of the Russian Federation.

Since 2015, independent assessments of the quality of services rendered by cultural organizations have been conducted in Kursk region, as well as throughout Russia.

- The foundation date of Kursk region is considered to be June 3, 1934. The population of the region, according to the results of the population census of 2010, is 1 126 504 people. The number of municipal entities is 540, including urban districts – 6, municipalities – 28, urban settlements – 32, and rural settlements – 480.
- The cultural and historical landscape of the Kursk region is represented by several names: a sailor G. Shelekhov, a composer G. Sviridov, a painter A. Deineka, a sculptor V. Klykov, a writer E. Nosov, and the Saint Seraphim of Sarov. There are 21 organizations of culture in the region.

The study involved 13 organizations of culture which presented in Table 01.

Table 01. Organizations of culture in research of the quality (by type)

2015	2016	2017
Libraries		
Kursk regional scientific library named after N. Aseeva	Kursk regional library for the blind	-
-	Kursk regional library for children and youth	-
Museums		
Kursk regional Museum of local lore	Kursk regional archaeological Museum	Kursk regional Museum of local lore in Kurchatov

Theatres		
Kursk state drama theatre named after A.S. Pushkin	Kursk state puppets theatre	-
-	Kursk state youth theatre	-
Other organizations		
Kursk state Philharmonic	Kursk state picture gallery named after A.A. Deineka	Regional film Fund
-	-	Kursk state house of folk art
Numbers of recipients		
4000	1400	600

The social dimension of state culture and art at the regional level is an important task of the state that involves the assessment of the quality of services once a year for several cultural organizations.

2. Problem Statement

Analysis of changes in the nature of interaction of people with art and culture allows one to estimate the actual boundaries of the social impacts of culture on social development. This effect is applied mainly to those sectors that are most involved in relevant contacts.

Changes in the social role of culture leads to changes in the rating of contacts of the population with cultural institutions.

Dynamics of contacts acts as an indicator of the nature and depth of what is happening in society changes, identifies active groups and the population. The issue stays relevant for the medium, so-called "provincial" cities of Russia. It is unfolded in the framework of the main directions of development of particular aspects of activity of organizations of culture, related to national, regional and social specifics.

2.1. The social role of culture in modern society

Culture manifests itself by creating important preconditions for social change, for deepening of ethical knowledge, and for analysis of various aspects of life.

2.2. Culture as regulators of social relations

They form patterns and stereotypes of social activities of different groups and populations. In terms of enhancing dynamic social processes, there is transformation of the previously established models and stereotypes. Culture now sets new models, standards, and values of behavior, thus preventing social deconstruction and dissipation.

3. Research Questions

The system of uniform national nomenclature of indicators of quality of life includes both objective and subjective performance indicators.

3.1. Objective indicators

Objective indicators include the study and evaluation of data published on the official website of the organization of culture and the official website for posting information about state and municipal institutions of culture in the Internet.

3.2. Subjective indicators

Subjective indicators can be measured by subjective methods, emerging in the mind of the person conducting the measurement or assessment of quality of life. They depend on accumulated knowledge and criteria for the evaluation of objects, subjects and phenomena. The study of the views of recipients of services of organizations of culture is performed here.

Sociological indicators reflect people's attitudes to properties of objects or phenomena. They are measured through surveys. As the regional practice, they are the most effective but also the most time consuming and expensive, which makes them difficult to use to conduct large-scale and long-term studies.

4. Purpose of the Study

To obtain an objective picture of the satisfaction of recipients, all organizations of culture are divided into 3 groups based on visits per month: small organizations of culture – not more than 2000 visits; average organizations of culture – from 2000 to 7000 visits; large organization of culture – more than 7000 visits. There are 15 organizations that perform creation, performance, or interpretation of literature and art, which are not evaluated.

4.1. General criteria

For independent evaluation, the quality of services of organizations of culture is assessed using indicators with common criteria: openness and accessibility of information about the organization of culture; comfortable terms of service and the availability of their receipt; waiting time of the service; kindness, courtesy, competence of employees of the organization culture; satisfaction with quality of services.

4.2. Unified model

Taking into account the peculiarities of the activity of cultural organizations, the authors apply a unified model of independent assessment of the quality of services of organizations of culture using the automated information system of independent quality assessment. By evaluation, indicators are divided into three groups:

- study of the views of recipients of services;
- the availability of information on the state website;

- the availability of information on the official website of the organization culture or, in its absence, on the website of the founder of the organization culture.

Calculation of numerical values of indicators exist in two directions corresponding to the methods of evaluation specified in the guidelines: the level of openness and accessibility of information, the level of satisfaction with quality of services.

5. Research Methods

The use of methods of sociology (telephone survey using a database of recipients, interviews) is most effective. The Internet channel, the widget and terminals installed in cultural institutions, allow for independent evaluation over a long period of time, so that quite a large number of questionnaires were completed by the recipients of services at the lowest cost.

5.1. Independent evaluation of the quality of services

The independent evaluation of the quality of services rendered by cultural organizations is realised by: "Transparency and availability of information about the organization of culture" (from 0 to 32 points), "Comfort in the terms of service and the availability of their production" (from 0 to 38 points), "Waiting time of the service" (from 0 to 27 points), "Kindness, courtesy, competence of employees of the organization culture" (from 0 to 13 points), "Satisfaction with quality of services" (from 0 to 60 points). They are measured in all organizations of culture based on availability of information on the official website of the organization of culture and the study of the views of recipients of service.

5.2. Information on the official website.

When conducting an independent evaluation of the quality of services rendered by cultural organizations, the main indicator is the openness and accessibility of information on the official website of the organization.

- Information on the activities of cultural organizations, including the branches (if any) is placed in an accessible, clear, understandable form, including in the form of open data.
- It provides openness, relevance, completeness, reliability of information, simplicity and clarity of perception of information, using, if necessary, a system of references to resource in the network Internet containing the relevant documents (except for information constituting state and other secret protected by the law).

Independent assessment of the quality of services rendered by cultural organizations is measured in points. The minimum value – 0 points; the maximum value - 100 points.

6. Findings

The researchers present some conclusions of the study, undertaken in Kursk region.

6.1. Evaluation of websites

Evaluation of websites of cultural institutions in Kursk region (Kursk regional archaeological Museum, Kursk state picture gallery named after A. A. Deineka, Kursk regional library for the blind, and Kursk regional library for children and youth) revealed a high degree of openness and accessibility of the information presented. At the maximum value of 40 points, all organizations scored more than 80% of the required value, which corresponds to the general concept of evaluation of the quality of services rendered by the organizations culture.

6.2. Aggregate data

The weight assessment of the organization's website in these indicators is different. The biggest weight is 50% in terms of "Openness and accessibility of information about the organization of culture". 38.5% is in the indicators of "Kindness, courtesy, competence of employees of culture". The same value and 28% is in terms of "Comfort of the terms of service and the availability of their receipt" and "Satisfaction with quality of services". 18.5% belong to the indicator of "waiting time of service". The total proportion of the assessment of the official website is the final value of 32%.

- Indicators "Availability of information on the state website" and "Availability of information on the official website of the organization culture" were given 7 and 37 points, respectively (max. = 47).
- Figure "Study of the views of recipients of services" (in this case readers, visitors, viewers and listeners) was studied based on the data from a questionnaire survey with the above-mentioned result in the form of average scores (max. = 53).
- Aggregate data were presented as the sum of the three indicators (max. = 100).

An average value is presented in Table 02.

Table 02. Average value

Organizations	Availability of information on the state website	Availability of information on the official website of the organization culture	Study of the views of recipients of services	Sum
Libraries				
Kursk regional scientific library named after N. Aseeva	7	37	44.6	88.6
Kursk regional library for children and youth	7	35	45.8	87.8
Kursk regional library for the blind	7	29.5	50.8	87.3
Museums				
Kursk regional Museum of local lore	7	36	53.8	96.8
Kursk regional archaeological Museum	7	31	46.3	84.5
Theatres				
Kursk state drama theatre named after A.S. Pushkin	7	37.5	38.1	82.6

Kursk state youth theatre	7	27	45.4	79.4
Kursk state puppet theatre		10.5	40.5	58
Other organizations				
Kursk state picture gallery named after A.A. Deineka	7	30.5	46.5	84
Kursk state Philharmonic	6	36.5	39.0	81.5

Independent assessment of the quality of services rendered by the organizations culture is one of the forms of social control and is carried out to provide citizens with information about the quality of services of organizations of culture, as well as to improve the quality of their work.

7. Conclusion

The researchers emphasize the importance and significance of the independent evaluation of quality.

7.1.Public Council

Based on the results of an independent assessment, the Public Council presents proposals to improve the quality of activities of cultural organizations (for each organization separately).

7.2.Ministry of culture

The results of the independent evaluation of the quality of services rendered by cultural organizations of the Ministry of Culture are on its official website. On the Internet, on the official website, there is posted information about state and municipal institutions. Subsequently, the composition of information on results of the independent evaluation of the quality of services rendered by the organizations of the social sphere and the order of its placement are determined:

- A comprehensive assessment of all indicators is based on the maximum of 100 points, which are established by the method of independent assessment of the quality of services of cultural institutions and presented on the website of the Ministry of Culture of the Russian Federation.
- Organizations of culture must develop plans of actions to improve the quality of services and ensure their implementation, based on the results of the independent assessment and suggestions for improvement of quality of their operations.

Independent evaluation of the quality of services ensures the unity of the main approaches and requirements for organizations of culture of different regions.

The data obtained can be used for comparative research (Andriyanova, 2016; 2017)

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