

Social factors for achieving sustainable development of an agricultural region

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Abstract. The article presents the results of a regional analysis of the modern family's requests for children's cultural and leisure activities in the context of sustainable development of the agricultural community. A brief review of modern publications in the subject area confirmed the relevance of the research topic for the education of the younger generation, the formation of a cultural core of values in the children's community that meets the challenges of sustainability. The empirical part presents the results of a sociological study conducted in the parent community of Stavropol Krai (Russia), which was organized in February 2024. The survey was conducted in electronic format via a Google form. A total of 9127 people from all municipal districts of Stavropol Krai took part in the survey. Representation of various types of settlements is provided: from the regional centre – 364 people, urban district centres and cities of regional subordination – 2129 people, rural district centres - 1,885 people, villages with a population of over 1,000 people – 3,299 people, villages with a population of less than 1,000 people – 1,159 people. The results were processed in the SPSS Statistics program (version 24). The analytical materials obtained are important for improving work with children in the cultural sector of the region, the development of various areas of professional activity of cultural staff with a focus on a specific request from the parent community. In general, the focus on the cultural development of children meets the objectives of sustainable development of rural areas and the agricultural community of the Southern Russian region.

1 Introduction

By decree of Russian President Vladimir Putin 2024 was declared the Year of the Family. Among the main tasks set within the framework of the Year of the Family are creating conditions for the birth of the first children in young families, strengthening reproductive health, supporting large and multigenerational families, and forming a healthy fashion for a large family.

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The family, as the main element of society, has been and remains the guardian of human values, culture and historical continuity of generations, a factor of stability and development of the territory. Thanks to the family, the state is growing stronger and developing, and the welfare of the people is growing. The development of the country can be judged by the position of the family in society and in relation to it by the state. In Russia the urgent issue of preserving and developing large territories is associated with: achieving a stable demographic situation; an increase in the young working-age population sharing traditional values; a rural lifestyle; a high level of quality of human capital, capable of solving new technological problems; developing the real sector of the agricultural and processing sector economy. The basic values of personality are laid down in the family, it is the parents who, first of all, take care to raise not only healthy children, but also to give them a high-quality education, develop the intellectual and creative abilities of children, and do everything for their prosperous future. Therefore, it is important for us to know the request of the parent community for children's participation in creative circles, clubs, ensembles, etc., which generally meets the objectives of sustainable development of rural areas and the agricultural community of the Southern Russia region. The above defines the purpose of our research.

We see confirmation of the relevance and significance of the study of sustainable development of the agrarian region through the satisfaction of the cultural request of the family in a number of modern scientific publications. The authors of the article T. Nikkola, J. Kangas, J. Reunamo consider the development of children's creative abilities as an important condition – a precursor to 21st century skills [1]. Based on the theory of social orientation, the hypothesis was formulated and tested that the involvement of children in creative extracurricular activities has a positive effect on their learning skills: concentration and involvement in the educational process. The authors of other articles come to similar conclusions on the positive impact of children's creativity on the development of educational abilities [2, 3]. For our research, an important approach is to improve the quality and results of educational activities through the development of children's creative abilities. Thus, the support of the parent community of rural areas of the South of Russia (in an effort to develop the creative abilities of their children through participation in various amateur art groups) provides the basis for better educational results for these children in the future. The higher level of education of the younger generations of rural residents has a positive effect on the quality of labor potential and human resources as a key factor for the socio-economic development of the region. By investing resources and involving children in amateur art clubs today, we get a delayed result of sustainable rural development in the future.

In the research by S. Kefi it is shown a model for the implementation of artistic activities to support children's creativity. The author of the article emphasizes the importance of developing children's creative activity to enhance cognitive skills in future educational activities. This research position is consistent with the approach to assessing the importance of children's creative activities for contributing to the development of human capital and the sustainability of the territory [4].

As part of the study, it is important to look at the level of approval in society and the importance for the local community of creative public performances and displays of the results of children's creative activities, including within the framework of regional competitions. Here we see the relevance of an objective assessment of participants in creative performances, screenings, exhibitions. The authors of the article H. Jiang, K.W. Cheong, W.H. Tan consider in detail the issue of evaluating musical performances and suggest using five factors: musical completeness, musical richness, musical individuality, musical affectivity and musical culture [5]. Such an approach, according to the authors, adds objectivity to the procedures of competitive assessment of the practical musical creative abilities of the speakers and can become the basis for the development of assessment tools. A number of other modern publications are devoted to the issues of criteria assessment of

musical performances [6, 7]. Objectivity and transparency of performance evaluation is especially important for the parent community when children take part in competitions, reporting concerts, exhibitions, as it directly affects the motivation for creative self-realization of the younger generation, it is a matter of family pride and a positive example.

A case study by the authors C. Beauregard, G. Papazian-Zohrabian, and C. Rousseau highlights the creative process of a child and its impact on the development of strong-willed personality traits after experiencing a stressful situation [8]. The presented experience and conclusions show the wide possibilities of creative activities to positively influence the development of a child's personality, including for overcoming stressful situations [9, 10, 11]. In the complex concept of sustainability of territorial development it is important to pay attention to the formation of stress tolerance of the local community with the involvement of children in creative activities. It plays an important role in the process of ensuring the spiritual and cultural stress resistance of the territory's social system. Therefore, the state, regional, and local authorities should be interested in supporting the parent community and show a desire to develop children's creative abilities. It should be noted that, in general, this model contributes to ensuring national security.

The authors of the article J. He, C. Ku Wing, T.W. Hoe conducted a systematic review of modern publications devoted to the development of musical and creative children's competences [12]. In the course of the presented analysis of various development practices and methods for assessing children's creative abilities, scientists concluded that art is synthesized with other disciplines, including the instrumental role of digital technologies in creative musical practice. The article also notes the importance of socio-cultural interaction in the creative process and teamwork, which generally forms not only students' musical competence, but also contributes to social activity and the development of emotional intelligence.

The possibilities of creative activity for the adaptation and rehabilitation of children with various health problems are high. The article by the authors D.M. Pickering, P. Gill, and C. Reagon examines case situations that determine the choice and impact of recreational activities on the well-being of children and young people with cerebral palsy [13]. The result of such participation in cultural events (concerts, contests, exhibitions, etc.) is a positive emotional attitude, the development of social communications, and the expansion of cultural boundaries of knowledge of the world [14]. In the context of our research on the support of the parent community aimed at satisfying cultural demands, including providing children with the opportunity to engage in amateur cultural creativity, perform at competitions and concerts, we see a positive correlation with the conclusions of the authors of the article [15, 16]. Thus, the contribution to the development of amateur artistic creativity helps to raise a healthier younger generation, which is a strategic resource of the territory and the basis for its sustainable development.

A brief review of current publications on the research topic shows the role of the younger generation's involvement in creative activities at the social and cultural level of children and the development of their learning skills, cognitive and adaptive capabilities. It is noted that satisfying the request of the parent community for children to engage in amateur artistic creativity is a contribution to the development of the human capital of the territory, increasing the level of stress tolerance of the territorial community. In general, such a contribution can be considered as a significant factor in the sustainable development of the territory.

The theoretical approaches formulated on the basis of a review of modern publications have been confirmed in the empirical part of the study.

2 Materials and methods

The regional sociological study “The Parent community – for the creative development of children” was conducted in Stavropol Krai (Russia) in February 2024. In total, 9127 people from all municipal districts of Stavropol Krai, Stavropol and cities of regional subordination took part in the survey. Representation of various types of settlements is provided: the regional center – 364 people, urban district centers and cities of regional subordination – 2129 people, rural district centers – 1,885 people, villages with a population of over 1,000 people – 3,299 people, villages with a population of less than 1,000 people - 1,159 people. The survey was conducted in electronic format via a Google form. Representatives of families with preschool and school-age children were invited to participate in the survey. This approach to the selection of survey participants is due to the research topic, which is relevant for this particular category of the population.

Mass cultural and leisure activities, classes in amateur art groups, the development of musical, choreographic and art schools are of great importance for parents who want to have opportunities for the development of their children. Accessibility to such creative activities is important for the comprehensive development of a child’s personality. The parent community understands this well.

During the survey parents confirmed the importance of amateur artistic creativity in the harmonious development of children, noted the benefits of mastering additional competencies, getting acquainted with the masterpieces of folk and classical culture, improving adaptation in the children’s team, reducing time for the computer, phone and other gadgets.

According to the survey results there is a high level of children’s involvement in amateur artistic creativity: 86.8% of the parent community who took part in the survey noted that they are currently engaged, 10.1% are currently not engaged, but would really like to.

3 Results and discussion

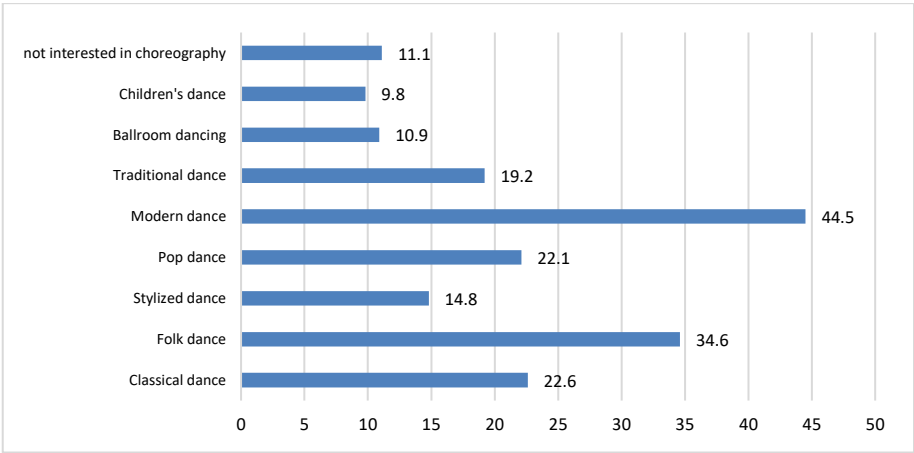
The majority of children who were asked a question by their parents noted that they like to study in a group (ensemble) – 75.0%, which confirms the high demand for these activities in the children’s environment. In 55.7% of cases, children regularly participate in contests, exhibitions, festivals and other public events where children manage to demonstrate their achievements. 26.0% noted that they participate, but would like to participate more often.

More than 4,500 children of Stavropol Krai expressed the opinion that there is a desire to take part in the Park Festival-competition of children’s artistic creativity “Create and Win!”. More than 3,000 children said they would try to take part in such a competition. Thus, more than 8000 people or 84.5% of participants in the regional survey showed interest in the festival-competition.

In the Year of the Family, which is announced in 2024 in Russia, it is important to attract a large number of participants to family options for leisure, recreation, and cultural life. We see an important confirmation of the relevance of such forms of cultural and leisure family activity as the Park Festival-competition of children’s artistic creativity “Create and Win!” in the answers to the question about the significance of such events in family life. For 65.9% (more than 6,000 people) of the representatives of the parent community of Stavropol Krai (who took part in the survey) such events and victories in competitions become a joyful event and a holiday in the family, for close friends and relatives who celebrate and strengthen family relations.

If such events were held for the nomination in which the child of the survey participant is engaged, 60.0% (5,520 people) would find an opportunity to participate. Another 34.6% (3,183 people) would try to find such an opportunity.

Confirmation of the real request of the parent community for cultural and leisure activities and amateur artistic creativity of children is the data specifying this request. In figure 1 we see the intensity of the request for classes in some kind of choreographic art. A total of 9137 responses were recorded, of which only 1010 parents (11.1%) said that this type of creativity is not of interest to their child.

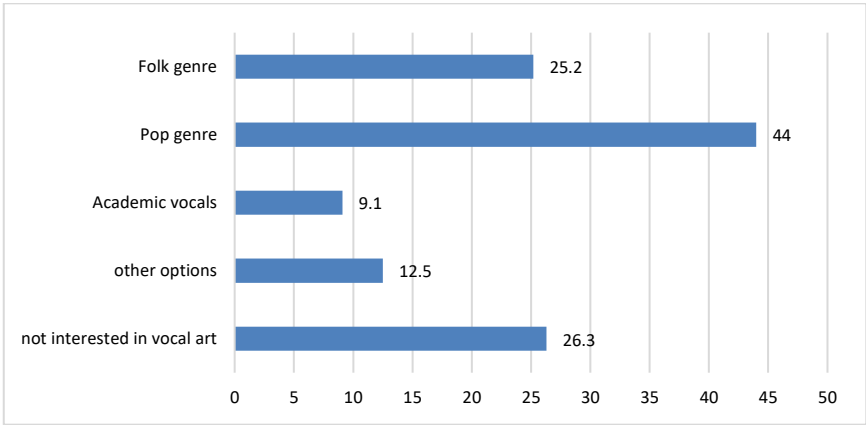


Compiled by the authors

Fig. 1. Assessment of the intensity of the request from the parent community for children to engage in various types of choreographic art, %

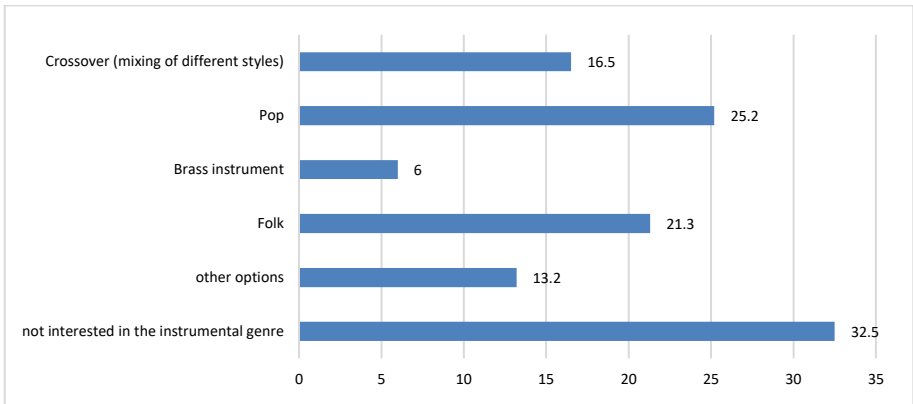
The most popular classes are modern (44.5%) and folk dance (34.6%), as well as classical (22.6%) and pop (22.1%) dance.

A similar situation is noted by other types of amateur artistic creativity of children. The data is presented in figures 3 and 4.



Compiled by the authors

Fig. 2. Assessment of the intensity of the parental community's request for children to practice various types of vocal art, %



Compiled by the authors

Fig. 3. Assessment of the intensity of the parental community’s request for children to engage in various types of instrumental art, %

Representatives of the parent community of Stavropol Krai, who took part in the survey, expressed a desire to engage in satellite-groups for adults – 54.9%.

Thus, we see a wide positive response and motivation in families to engage in amateur artistic creativity of children. In the theoretical part of the study, theses were formulated that allow us to conclude about the positive situation in ensuring the sustainable development of the territory through satisfying the family’s request for cultural and creative education of children. We see such a request in a large volume and intensity in the empirical part of the study, and the task of providing comprehensive support to the authorities for such a wish of the parent community comes to the fore.

4 Conclusion

Based on the conducted research, a number of conclusions can be drawn:

1. Contribution to the development of amateur artistic creativity helps to raise a healthier younger generation, which is a strategic resource of the territory and the basis for its sustainable development;
2. The involvement of children in creative activities plays an important role in the process of ensuring the spiritual and cultural stress resistance of the territorial social system, therefore, the state, regional and local authorities should be interested in supporting the parent community, which shows a desire to develop children’s creative abilities. It should be noted that, in general, this contributes to ensuring national security;
3. The support of the parent community of rural areas of the South of Russia in their desire to develop the creative abilities of their children through participation in various amateur art groups provides the basis for better educational results for these children in the future. The higher level of education of the younger generations of rural residents has a positive effect on the quality of labour potential and human resources as a key factor for the socio-economic development of the region. By investing resources and involving children in amateur art groups today, we get a delayed result of sustainable rural development in the future.

In general, the conducted research shows the high importance of satisfying the cultural and creative request of the family to ensure the sustainable development of the territory and a positive reaction in the parent community of Stavropol Krai, which needs to be fully supported by the authorities.

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