KEY INDICATORS AND ISSUES OF THE DEVELOPMENT OF CULTURE AND LEISURE IN MOSCOW

INTRODUCTION
The development of any society requires, in addition to economic, appropriate intellectual and spiritual resources, which can be ensured only based on a certain level of culture. The state cultural policy is aimed at the realization and development of the spiritual and cultural potential of the citizens as the basis of integrity and sustainable, dynamic development of the city. Management of the cultural sphere is an important direction of the state policy, which largely determines the comfort of the population living in the territory of the city. Therefore, the organization of leisure activities and the provision of cultural services for residents is now most pronounced in the city of federal significance, Moscow.

METHODS
During the preparation of the work, the authors analyzed legislative and regulatory documents underlying public administration and local self-government of the Russian Federation, a socio-economic policy of the Russian Federation and Moscow Oblast, regulation of relations between state and business structures, statistical materials: publications of Rosstat of the Russian Federation, Mosoblstat, materials of Russian and international conferences on public-private partnership issues; national statistical publications, reports, data from the periodical press. The article applies methods of economic and statistical analysis, quantitative and qualitative study, and the principles of consistency and development.

RESULTS AND DISCUSSION
Cultural goods in various forms and types are mainly provided to the population in the city by state institutions subordinate to the Department of Culture of Moscow. Let us consider the number and types of such institutions located in the administrative districts of the city in Table 1. Then we will consider each type of state institution of culture carrying out its activities on the territory of Moscow (LITVINNOVA, 2010a).

There are a total of 288 state public libraries located in all administrative districts of Moscow; they are informational, cultural, and educational state institutions or structural subdivisions of state institutions with an organised fund documents and the right to lend them to individuals and legal entities (MEDVEDEVA, 2016).
Table 1. State institutions of culture located on the territory of administrative districts of Moscow

| Administrative district | Libraries (U.) | Concert institutions (U.) | Museums (U.) | Theatres and opera houses (U.) | Educational institutions (U.) | Educational institutions and leisure activities (U.) | Total (U.) |
|-------------------------|----------------|--------------------------|--------------|--------------------------------|-----------------------------|-----------------------------------------------------|------------|
| 1. Central              | 32             | 14                       | 41           | 69                             | 4                           | 31                                                  | 195        |
| Of those located in Arbat| 3              | 1                        | 6            | 4                              | -                           | 1                                                  | 16         |
| 2. Severny              | 27             | 2                        | 3            | 7                              | 14                          | 1                                                  | 54         |
| 3. Severo-Vostochny     | 23             | 1                        | 3            | 5                              | 10                          | 15                                                  | 58         |
| 4. Vostochny            | 35             | 1                        | 3            | 6                              | 4                           | 8                                                   | 58         |
| 5. Yugo-Vostochny       | 31             | -                        | 3            | 6                              | 12                          | 3                                                   | 58         |
| 6. Yuzhnaya             | 38             | -                        | 2            | 3                              | 13                          | 2                                                   | 72         |
| 7. Yugo-Zapadny         | 29             | -                        | 1            | 3                              | 5                           | 11                                                  | 54         |
| 8. Zapadny              | 26             | 1                        | 4            | 5                              | 10                          | 18                                                  | 66         |
| 9. Severo-Zapadny       | 24             | -                        | 2            | -                              | 8                           | 12                                                  | 48         |
| 10. Zelenograd          | 6              | -                        | 1            | 1                              | 3                           | 5                                                   | 16         |
| 11. Novomoskovskiy      | 11             | -                        | 2            | -                              | 3                           | 6                                                   | 22         |
| 12. Troitsky            | 3              | -                        | 2            | -                              | 5                           | 8                                                   | 18         |
| Total in Moscow         | 288            | 19                       | 70           | 98                             | 78                          | 154                                                 | 719        |

Source: Litvinova, Litvinova (2009)

The following services are guaranteed free of charge in public libraries (BOLSHAYA SOVETSKAYA ENTSIKLOPEDIYA, n.d.):

1. registration of library users.
2. loan of documents from the library’s collection for temporary use and the provision of documents for reading using remote access technologies;
3. searching for information in the reference and retrieval system;
4. consultation (individual group) on work with the reference and retrieval system;
5. operative reference and bibliographic services;
6. information on libraries and scientific information centres of Moscow;
7. access to book exhibitions from the funds of state public libraries of Moscow;
8. demonstration of electronic resources;
9. pre-order of documents, booking, and prolongation of documents reservation in the reading room.

According to Table 2, we will analyse the activity of public libraries by such criteria as the number of places in the reading room, reading frequency, and the number of visitors.

Table 2. Key indicators of the activities of public libraries in Moscow

| Administrative district | Number of registered readers (people) | Number of visits (u.) | Library collection (u.) |
|-------------------------|--------------------------------------|-----------------------|------------------------|
| 1. Central              | 254,983                              | 1,902,112             | 3,876,126              |
| Of those located in Arbat| 34,112                               | 245,300               | 378,283                |
| 2. Severny              | 128,423                              | 547,241               | 1,995,722              |
| 3. Severo-Vostochny     | 72,935                               | 1,030,717             | 1,620,678              |
| 4. Vostochny            | 121,050                              | 1,152,442             | 2,664,966              |
| 5. Yugo-Vostochny       | 209,577                              | 1,205,825             | 1,540,750              |
| 6. Yuzhnaya             | 156,764                              | 1,240,698             | 1,901,708              |
| 7. Yugo-Zapadny         | 130,429                              | 1,306,050             | 1,595,827              |
| 8. Zapadny              | 128,427                              | 859,312               | 1,390,134              |
| 9. Severo-Zapadny       | 77,814                               | 644,209               | 1,272,881              |
| 10. Zelenograd          | 12,099                               | 179,951               | 312,053                |
| 11. Novomoskovskiy      | 15,046                               | 135,202               | 118,987                |
| 12. Troitsky            | 2,067                                | 18,874                | 37,923                 |

Source: Litvinova, Litvinova (2009)
The total number of registered users in Moscow state libraries is 1,309,614, the total number of visits – 10,621,833, the total library fund – 18,327,755 items. Further, we will analyze concert institutions operating in the city. The main objectives of concert organizations are to continue the great Russian traditions, to form a new perception of Russian classics, folk songs, and pop. Each association includes solo performers, ensembles, and groups of various genres. The leaders of many of them are world-renowned cultural figures (ULINICH, 2018; SHIMANSKAYA, 2016).

The areas of activity of concert institutions in the capital are diverse, these are not only large pop concerts on the leading venues of Moscow but also thousands of charity concerts for orphanages and boarding schools. The next object of our analysis will be institutions engaged in collecting, studying, storing, and exhibiting objects – monuments of natural history, material and spiritual culture, as well as educational and promotional activities, i.e. museums of Moscow (Table 3) (SHEKOVA, 2017).

Table 3. Key indicators of the activities of the state museums of Moscow

| Administrative district | Number of items in the main and scientific support fund (u.) | Number of exhibitions (u.) | Number of visits (th) |
|-------------------------|------------------------------------------------------------|----------------------------|-----------------------|
| Central                 | 14,051,324                                                 | 2,014                      | 21,673.8              |
| Of those located in Arbat| 1,499,026                                                  | 245                        | 265.5                 |
| Severny                 |                                                            |                            |                       |
| Severo-Vostochny        | 293,246                                                    | 108                        | 669.6                 |
| Vostochny               | 55,843                                                     | 85                         | 578.5                 |
| Yugo-Vostochny          | 70,054                                                     | 100                        | 135.9                 |
| Yuzhny                  | 230,096                                                    | 124                        | 2,207.3               |
| Yugo-Zapadny            | 403,927                                                    | 75                         | 485.1                 |
| Zapadny                 | 417,850                                                    | 85                         | 1,063.8               |
| Severo-Zapadny          | 6,475                                                      | 61                         | 118.9                 |
| Zelenograd              | 48,297                                                     | 20                         | 23.4                  |
| Novomoskovsky           | 22,599                                                     | 30                         | 374                   |
| Troitsky                | 13,071                                                     | 23                         | 7.2                   |

Source: Shekova (2009)

The total number of items in the main and scientific support fund of the State Museums of Moscow is 15,612,782 items, the number of exhibitions held during the expired period is 2,725, and the number of visitors is 27,337.5 thousand people. The main objectives of the theatrical institutions located in the city are (SHLYAKHTINA, 2015):

- propaganda of high moral, ethic, civil, and spiritual ideas and values by means of the theatre;
- formation and satisfaction of the spectators’ spiritual needs in the scenic art;
- development, propaganda, and popularisation of all kinds of theatrical art and achievements of the theatre scene;
- creation of works of theatrical art;
- creation of conditions for enhancing the professional skills of theatre actors;
- involvement of the youth in culture and art;
- provision of information on world cultural life;
- participation in the implementation of cultural programs.

In Table 4, we look at the total number of events held by Moscow’s theatre institutions and the number of spectators and auditorium capacity.
Table 4. Key indicators of the activities of the state theatrical institutions of Moscow

| Administrative district | Number of events (u.) | Number of spectators (th.) | Seating capacity of the hall (u.) |
|-------------------------|-----------------------|----------------------------|----------------------------------|
| 1. Central              | 23,436                | 6,703.1                    | 26,527                           |
| Of those located in Arbat| 1,822                 | 629.4                      | 1,807                            |
| 2. Severny              | 613                   | 62.5                       | 668                              |
| 3. Severo-Vostochny     | 1,360                 | 262.5                      | 1,588                            |
| 4. Vostochny            | 1,441                 | 228.7                      | 1,096                            |
| 5. Yugo-Vostochny       | 786                   | 291.4                      | 2,057                            |
| 6. Yuzhny               | 1,050                 | 365.8                      | 1,335                            |
| 7. Yugo-Zapadny         | 1,114                 | 269.4                      | 1,617                            |
| 8. Zapadny              | 1,691                 | 321.3                      | 1,300                            |
| 9. Severo-Zapadny       | -                     | -                          | -                                |
| 10. Zelenograd          | 260                   | 24.2                       | 104                              |
| 11. Novomoskovsky       | -                     | -                          | -                                |
| 12. Troitsky            | -                     | -                          | -                                |

Source: Shlyakhtina (2015)

The total number of activities carried out by theatrical institutions in Moscow is 31,751, the total number of spectators is 8,528.9 thousand, the total seating capacity of the theatrical institutions is 36,292 seats (NOVEISHII FILOSOFSKII SLOVAR, n.d.). The main objectives of activities of institutions of cultural and leisure type are the creation of conditions for the formation and meeting the needs of all categories of the population in the intellectual, creative, and cultural development, the implementation of creative and innovative potential, the creation of conditions for amateur artistic activities, an increase in the number of participants in club formations among the population, as well as an increase in the number of activities of amateur art creativity.

One of the priority areas of the activities of cultural and leisure establishments are measures aimed at promoting citizenship, patriotism, tolerance, and a culture of peace, solving problems of the free time of children and adolescents, organizing work to promote healthy lifestyles, and intellectualizing the leisure time of minors. Currently, there are 5,599 club associations, such as amateur associations, hobby clubs, art studios, and art groups operating on their basis (ETNOGRAFICHESKII SLOVAR, n.d.). Further on, let us consider the educational institutions subordinate to the Department of Culture of Moscow. Educational institutions are divided into institutions:

- supplementary education for children;
- secondary vocational education;
- higher vocational education.

The functions and tasks of these institutions are as follows:

- to identify persons displaying outstanding abilities in the arts and to create conditions for the development of their individual creative abilities;
- to create conditions for the realization of the right of citizens to receive a general education;
- to meet the individual’s needs for intellectual, cultural, and moral development;
- to cultivate a civic attitude and diligence among pupils and to develop responsibility, independence, and creative activity;
- to accumulate, preserve, and promote the moral and cultural values of society.

The work of educational establishments is based on a targeted process of education, personal development, and training through additional educational programs and the provision of additional educational services and information and educational activities outside the basic educational programs in the interests of the person of the state (KULIKOVA, 2015). The work of cultural institutions of the museum and exhibition type, namely exhibition halls, is based on
the priority areas of exposition and exhibition, cultural and mass activities, which allow the implementation of several socially significant, socio-cultural events and art projects. The exhibition hall is a centre of culture and aesthetic education for city residents, a favourite place for leisure activities. The main areas of work are exposition and exhibition, cultural and mass activities (ASANOVA, 2019). The exhibition halls in Moscow implement the following programs:

- to provide a professional exhibition platform for leading creative unions and associations, a venue for personal and group creative reports, a showcase for young talents and the creative community of Moscow;
- to implement socially significant exhibitions, festivals, and competition projects by synthesizing the arts, using new forms of display, including multimedia and interactive means, which allow one to create meaningful and emotionally rich expositions;
- as part of the exhibitions, there are exhibition presentations, master classes, creative meetings with artists, fashion shows, excursions, concert programmes, etc;
- there are concerts by renowned performers and students of music colleges, institutes, and conservatories;
- there is targeted work with various categories of the population: young people, adults, children, pensioners, veterans, families, and people with disabilities;
- to provide services to the public through art studios, educational projects, club associations, and an art showroom.

Exhibitions of painting, sculpture and graphics, arts and crafts, children’s art, creative workshops, conferences, round tables, and meetings with well-known cultural and artistic figures are regularly held in the city and district exhibition halls (LITVINNOVA, 2010b). Having carried out the above-mentioned analysis of the cultural facilities located in Moscow, we can see that, despite the high efficiency of implementation of the city’s state programs in the field of culture and leisure time, there are still drawbacks preventing its further development in the territory of Moscow.

There are territorial disproportions in the development of the sphere of culture and leisure, i.e. different actual saturation of the territory with museums, libraries, theatrical establishments, etc. The maximum values of adaptability of the territory for the organization of corresponding cultural and leisure activities are characteristic of the Central Administrative District. In terms of the availability of cultural and leisure facilities, this administrative district is ahead of the other territories of the capital, although it ranks ninth among the other administrative districts in terms of area.

We will also pay special attention in our work to the preservation of cultural monuments of the capital, which are symbols of the capital’s status, its ancient history, and rich cultural past, and are important for the capital, as they are an obligatory attribute of the main city of the country with a rich historical and cultural past. The social mission of cultural and historical heritage is the transmission to new generations of the moral and ethical values that form the basis of national identity. Knowledge and respect for one’s culture, participation in cultural activities form moral guidelines such as respect for history and traditions, spiritual foundations of our peoples, and also allow revealing talents and abilities of each person (KULIKOVA, 2015).

There are currently 8,318 objects under state protection in Moscow, namely cultural heritage objects included in the Unified State Register of Cultural Heritage Objects (Monuments of History and Culture) of the peoples of the Russian Federation and the identified objects of cultural heritage. Objects of cultural heritage may include flats, buildings, and structures, as well as gardens, parks, squares, boulevards, small architectural forms, complexes, graves, architectural and artistic tombstones, sculptures and fountains, etc.

Table 5 shows the types of cultural heritage objects with an indication of the number located on the territory of Moscow (LITVINNOVA, ROMANOVA, 2015).
Table 5. Number of cultural heritage sites in Moscow

| Type of object                        | Number (u.) |
|--------------------------------------|-------------|
| Architectural and artistic tombstone  | 269         |
| Stained-glass window                 | 2           |
| Water body                           | 8           |
| Gates, gate pylons                   | 82          |
| Grotto                               | 10          |
| Building                             | 4,055       |
| Flat                                 | 47          |
| Cemetery                             | 29          |
| Masonry                              | 3           |
| Complex                              | 813         |
| Mausoleum                            | 20          |
| Small architectural forms            | 35          |
| Tomb                                 | 1,666       |
| Mosaic                               | 3           |
| Fence                                | 329         |
| Memorial sign                        | 7           |
| Panel painting                       | 8           |
| Premise                              | 6           |
| Relief                               | 4           |
| Paintings                            | 6           |
| Gardens, parks, squares, and boulevards | 171       |
| Sculpture                            | 181         |
| Structure                            | 261         |
| Territory                            | 39          |
| An urn with ashes                    | 204         |
| Lantern                              | 4           |
| Fountain                             | 13          |
| Part of the building                 | 41          |
| Other objects (decorative elements)  | 2           |

Source: Litvinova, Romanova (2015)

In Table 6 we will look at the number of cultural heritage sites currently located within the administrative districts of Moscow.

Table 6. Number of cultural heritage sites located within the administrative districts of Moscow (LITVINOVA, LITVINOVA, 2009)

| Administrative district | Number (u.) | Types of objects                                                                 |
|-------------------------|-------------|-----------------------------------------------------------------------------------|
| 1. Central              | 5,654       | Architectural and artistic tombstones, stained-glass windows, buildings, complexes, areas, flats, sculptures, reliefs, graves, memorials |
| Of those located in Arbat | 289         | Buildings, complexes, structures, sculptures, parks, squares, boulevards, tombs    |
| 2. Severny               | 318         | Buildings, complexes, structures, sculptures, parks, squares, boulevards, tombs    |
| 3. Severo-Vostochny      | 270         | Buildings, complexes and structures, sculptures, parks, squares, small architectural forms, cemetery |
| 4. Vostochny             | 320         | Buildings, complexes, structures, sculptures, graves, gardens, parks, squares, boulevards |
| 5. Yugo-Vostochny        | 563         | Architectural and artistic tombstones, graves, complexes, mausoleums, buildings    |
| 6. Yuzhny                | 383         | Buildings, structures, complexes, graves, sculptures, gardens, parks, squares, boulevards |
| 7. Yugo-Zapadny          | 152         | Complexes, buildings, parts of buildings, gates, fences                             |
| 8. Zapadny               | 327         | Buildings, sculptures, graves, complexes                                            |
| 9. Severo-Zapadny        | 118         | Buildings, structures, graves                                                     |
| 10. Zelenograd           | 17          | Buildings, graves, cemetery, territory                                             |
| 11. Novomoskovsky        | 96          | Buildings, complexes, structures, gardens, parks, squares, boulevards, graves      |
| 12. Troitsky             | 100         | Buildings, complexes, small architectural forms                                   |

Source: Litvinova, Litvinova (2009)
As we can see, the largest number of objects under state protection is concentrated in the Central administrative district. There are also 3 objects of cultural heritage included in the World Cultural and Natural Heritage List of UNESCO on the territory of the city:

- The ensemble of the Moscow Kremlin and Red Square;
- The Church of the Ascension in Kolomenskoye;
- Novodevichy Convent.

Preservation of cultural heritage is one of the necessary conditions for sustainable development of the city, ensuring its integrity, diversity of socio-cultural space, and national security (CHERKASOVA, 2016; KABANOVA, VETROVA, 2019). The main tools for the implementation of the state policy to ensure the preservation of cultural heritage include:

- legal regulation of the issues of state protection, conservation, use, and popularisation of cultural heritage objects;
- delineation of responsibilities for state protection and conservation of objects of cultural heritage between federal authorities, authorities of subjects of the Russian Federation and local self-governance bodies;
- organization and conduct of the state historical and cultural expertise;
- state registration of objects of cultural heritage, formation and maintenance of the Unified State Register of Objects of Cultural Heritage (Monuments of History and Culture) of the Peoples of the Russian Federation;
- continuous monitoring of the condition of objects of cultural heritage;
- development and introduction of effective forms of preservation of objects of cultural heritage and ways of including objects of cultural heritage in the socio-economic development of society;
- identification of sources of funding for the preservation of cultural heritage objects owned by the federal government and the constituent entities of the Russian Federation;
- provision of interaction between state authorities and local self-government bodies, public and religious organisations, legal entities and individuals in this sphere (BOLSHOI SLOVAR INOSTRANNYKH SLOV, n.d.; EVSTRATOVA; VETROVA; KABANOVA, 2019).

However, despite the measures taken by the state aimed at the preservation of cultural heritage objects, every year on the territory of the city works are carried out to demolish buildings of historical and architectural value that were built before 1956. These are both official monuments and buildings without status. Thus, from 2015 to 2019, about 110 historical buildings have been demolished in Moscow; let’s look at some examples of such objects in Table 7 (ROZDOLSKAYA, YAKOVLEVA, 2017).
Table 7. Objects of cultural heritage demolished in Moscow between 2015 and 2019

| The year of the demolition | Object                                                                                                                                 |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 2015                      | The main house of the estate, the 19th century (Milyutinskii per., 4, str.1)                                                             |
|                           | The main house of Prokofiev estate and residential outbuilding of Yusupov estate, the 19th century (Bolshoi Khartonovskii per., 19, str.1) |
|                           | Red Cross Military Hospital, 1914 (ul. Krasnokazarmennaya, 14A, str.20)                                                                  |
| 2016                      | A wooden house of the composer Taneyev, 1843 (Malyyi Vlasevskii per., 2/18, str.3)                                                          |
|                           | The mansion of the lawyer Manuilov, 1910 (ul. Dostoevskogo, 19)                                                                           |
|                           | A constructivist building, 1930s (Kalanchevskaya ul., 43)                                                                               |
|                           | The house of Tver Governor P.D. Akhlestyshev, 1920s (ul. Pokrovka, 2/1, str. 3)                                                         |
|                           | The mansion of the lawyer Manuilov, 1910 (ul. Dostoevskogo, 19)                                                                           |
| 2017                      | A complex of historical buildings in front of the Kremlin, 19th – early 20th centuries (Sofiskaya nab., 18/8, str. 1; 20, str. 1; Bolotnaya pl., 2/4, str. 1; 4, str. 1; 6-8, 10, str. 16, 17) |
|                           | The house of architect Piotrovich, 1913 (Pushkarev per, 12)                                                                               |
| 2018                      | A wooden house from the ensemble of the Shibayevs' town estate, late 19th-early 20th century (Novaya Basmannaya, 23A str.7)                  |
|                           | The house of architect Piotrovich, 1913 (Pushkarev per, 12)                                                                               |
|                           | The main house of the Petrovo-Solovovo estate, the 19th century (Bolgorukovskaya ulitsa, 25 str.1)                                        |
| 2019                      | The main house of the Mindovsky estate, the 19th century (Bolshaya Ordynka ulitsa, 43 str.1)                                              |
|                           | An outbuilding of the manor of the Dukes Nesvitsky (Armyanskii pereulok, 2 str.1)                                                        |

Source: Rozdolskaya, Yakovleva (2017)

There are also many objects of cultural heritage located on the territory of the city which are in an unsatisfactory or emergency condition. Having analysed the appeals/suggestions from residents on the official website of the Mayor of Moscow S.S. Sobyanin in the section “conservation of cultural heritage sites”, we can see that residents of different administrative districts are concerned about the current state of the sites, as they are monuments of history and culture of the peoples of the Russian Federation (KASHINSKAYA, 2017; VETROVA et al., 2019).

There is even a public movement “Archnadzor” – a voluntary association of citizens wishing to contribute to the preservation of historical monuments, landscapes, and views of Moscow. This association was created to resolve a long-standing problem of uncontrolled demolition of monuments of architecture and objects of cultural heritage, as well as the need for their reconstruction. However, as statistics from our earlier analysis show, the problems in the preservation of these sites have not yet been resolved and require more careful consideration by the government.

CONCLUSION

The cultural and leisure sphere of the capital city is becoming increasingly important and is beginning to play an ever-increasing role in the life of the city, both in terms of improving the social stability of the urban community, raising its socio-cultural level, and strengthening the social health of the capital’s population, and in the context of the capital’s socio-cultural development. This is due, in our view, to the new social mission of the cultural and leisure sphere in the modern conditions of development of the Moscow megacity, associated with the unification of the urban community in a diverse socio-cultural space. The cultural and leisure sphere in Moscow is facing the task of developing the social potential and socio-cultural resources of the city community by working out a new model for functioning and interaction of all the elements and links in the system of cultural and leisure activity, which is directly connected with increasing the social effectiveness of their interaction.

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Key indicators and issues of the development of culture and leisure in Moscow

Resumo
O conceito de cultura existe em quase todas as línguas e é usado em uma ampla gama de situações, com um grande número de significados em diferentes áreas da atividade humana. Em seu sentido original, a palavra "cultura" nunca se referiu a nenhum objeto, condição ou conteúdo em particular. A noção de cultura aparece pela primeira vez em latim. Poetas e estudiosos da Roma Antiga têm usado em seus tratados e cartas para significar "cultivar" algo ou "culturá-lo" para melhorá-lo. Na Grécia antiga, um parente próximo do termo cultura tem sido paideia, que se refere à "cultura interna" ou, em outras palavras, a "cultura da alma". Em fontes latinas, a palavra aparece pela primeira vez em um tratado sobre agricultura do estadista e escritor romano Marcus Porcius Cato (234-149 B.C.), cuja tradução latina do título soa algo assim: agrocultura. Assim, a palavra "cultura" é originalmente usada como termo agronômico.

Palavras-chave: Cultura. Serviço. Setor cultural. Recursos intelectuais. Recursos espirituais.

Abstract
The concept of culture exists in almost all languages and is used in a wide range of situations, with a huge number of meanings in different areas of human activity. In its original sense, the word "culture" has never referred to any particular object, condition, or content. The notion of culture first appears in Latin. Poets and scholars of Ancient Rome have used it in their treatises and letters to mean "to cultivate" something or "cultivate" it to improve it. In ancient Greece, a close relative of the term culture has been paideia, which refers to "internal culture" or, in other words, the "culture of the soul". In Latin sources, the word first appears in a treatise on agriculture by the Roman statesman and writer Marcus Porcius Cato (234-149 B.C.), whose Latin translation of the title sounds something like this: agroculture. Hence, the word "culture" is originally used as an agronomic term.

Keywords: Culture. Service. Cultural sector. Intellectual resources. Spiritual resources.

Resumen
El concepto de cultura existe en casi todas las lenguas y se utiliza en una amplia gama de situaciones, con un gran número de significados en diferentes áreas de la actividad humana. En su sentido original, la palabra "cultura" nunca se ha referido a ningún objeto, condición o contenido en particular. La noción de cultura aparece por primera vez en latín. Poetas y estudiosos de la Antigua Roma lo han utilizado en sus tratados y cartas para significar "cultivar" algo o "culturarlo" para mejorararlo. En la antigua Grecia, un pariente cercano del término cultura ha sido paideia, que se refiere a la "cultura interna" o, en otras palabras, la "cultura del alma". En las fuentes latinas, la palabra aparece por primera vez en un tratado sobre agricultura del estadista y escritor romano Marco Porcio Catón (234-149 a.C.), cuya traducción al latín del título suena algo así: agrocultura. Por lo tanto, la palabra "cultura" se utiliza originalmente como un término agronómico.

Palabras-clave: Cultura. Servicio. Sector cultural. Recursos intelectuales. Recursos espirituales.