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## Availability of services as a basis of the formation of the modern quality of population`s life

Voskolovich, Nina Aleksandra: A szolgáltatások elérhetősége mint a modern népesség életminőségének alapja

### Összefoglaló

*A cikk tárgya a népesség életminőségének javítása a szociális szolgáltatások elérhetőségének növelésével. A szerző bemutatja az interdiszciplináris megközelítés lehetőségét a szolgáltatások fogyasztásának elemzésében az oktatás, az egészségügy, a kultúra, a sport, stb. területén. A kutatás eredményeit fel lehet arra használni, hogy megvilágítsuk az állami szociális politikát.*

*Kulcsszavak: a szolgáltatások elérhetősége, interdiszciplináris megközelítés, a népesség életminősége*

### SUMMARY

The article discusses the possibility of improving the quality of the population`s life on the basis of increasing the availability of social services. The author shows the possibility of using an interdisciplinary approach in the analysis of consumption of services in the spheres of education, health, culture, sport and other. The results of the research can be used to introduce clarity into the state social policy.

Key words: the availability of services, interdisciplinary approach, the quality of the population`s life

The availability of services, as a socio-economic category, has passed a long way of evolution. At first it was understood as the primary access of consumer`s to overcoming of the financial and territorial barriers. Then the availability interpreted as the possibility of obtaining a full set of high-quality goods and services. Its modern definition is concretized and understood as the availability of high-quality consumer benefits, providing a high level and quality of the population`s life.

The quality of life can be regarded as the degree of satisfaction of material and cultural needs of people in relation to specific historical,

natural, territorial, national and other conditions. Broad interpretation of accessibility implies using of an interdisciplinary approach to the analysis, which based on the so-called behavioral model, which requires taking into account a complex set of many factors.

The main factors of availability of chargeable consumer services for the population can be divided into six groups - age and sex, physiological, information, infrastructural, transport and cost (Table 1).

Taking into account the main groups of factors, it seems appropriate to highlight 3 criteria of availability of paid consumer services:

- social (behavioral), which defines the value of needs of the population in the services;
- physical, which characterizes the availability of material objects services for consumers (availability of sports infrastructure, the impact of transport factors and so on);
- economic, which brings to the conformity the cost of service and capital expenditure of the state, municipal authorities and other owners with the effective demand of consumers.

Age and sex	Physiological	Infrastructural	Information	Transport	Cost
Activities					
In total number of consumers: 1) the percentage of women; 2) part of children and youth; 3) part of older person; 4) part of families with a lot of children	1. The percentage of persons with disabilities	1. Provision with the facilities of services sphere. 2. The percentage of high-tech objects of services sphere	1. Reference and advertising in the media. 2. Broadcasting time. 3. Advertising and video on the Internet	1. The percentage of the objects of services sphere within walking distance. 2. Time consumption on transport services	1. The share of spending on chargeable consumer services. 2. Dynamics of prices for chargeable services

Table 1  
The factors of availability of chargeable consumer services for the population

The problem of availability of services is treated differently in different industries and activities in the sphere of services. Thus, research of accessibility to health care has two main methodological approaches (*See: Панова Л. Доступность первичной медицинской помощи в оценках петербуржцев // Русский народный сервер против наркотиков. 1998—2010. URL: <http://www.narcom.ru> (дата обращения: 12.11.2010).*):

- behavioral, which investigates the impact of demographic, social characteristics of the population, value assessments of the health and healthcare needs, and the availability of medical facilities at the place of residence;
- organizational, which investigates the effect of macroeconomic factors, including the state of the economy in general and its specific industries in particular, value orientations of consumers that determine the choice of development priorities (in this example, according to the health system, system services and organizations at the regional level and at the health facility level).

The availability of social services in the spheres of education and culture is investigated on the base of the researching of management aspects

of reorganization of queuing networks, independently of citizens income and place of residence (*Концепция и механизмы обеспечения доступности социальных услуг (сферы - образование, культура) // НИУ ВШЭ: сайт. 2008. URL: <http://www.hse.ru/org/projects/> 16973117 (дата обращения: 17.02.2010)*) It was evaluated the impact on the sustainability of the functioning of network such parameters as the value (benefits) purchased services for the consumer, the price (cost for the state and consumer) of the provision of services, the costs of consumption of service (direct - in the form of payment for access, the indirect costs - the time for receiving services), the costs of the institution for production services. At the same time, it was analyzed the differentiation of social groups depending on the accessibility of services and the consequences of the arising discrimination.

The availability of services in the educational sphere is defined in Art. 3 of the Federal law "On education in the Russian Federation" (29.12.2012 No. 273-ФЗ), which declared the need to "ensure the right of everyone to education, inadmissibility of discrimination in education". The quality of education is correlated with the unified requirements of

Federal state educational standards and is associated with the modernization of the education system.

The availability of education services is considered one of the most important instruments of state social policy. However, according to the information of the Ministry of Education and Science of the Russian Federation on 1.01.2013, the percentage of citizens satisfied with the conditions of provision of educational services amounted to 30.5%, the percentage of citizens satisfied with the quality of education - 28,0% [6]. The percentage of children of preschool age, are covered by various forms of preschool education was equal to 68.3%.

The risk of disparities in access to education increases due to the trend of reducing the number of budget-financed educational institutions and the expansion of the market of paid educational services. Undoubtedly, the choice of forms, programs, teaching methods of chargeable educational services increase, but we should agree with the opinion that "the transfer of the center of gravity from budget funding to the active involvement of extra-budgetary funds, primarily funds households, significantly reduces the availability of educational services" [8, p. 151].

The growth of paid educational services in Russia determined a rather low level of the relevant public expenditure in comparison with developed countries and in relation to the indicators recommended by UNESCO.

A multidisciplinary approach in research of the availability of chargeable social services to the population leads to the conclusion that socio-demographic, behavioral, cultural, valuable, economic characteristics of consumers, their regional differentiation is not sufficiently considered in the formation of socio-economic policy.

In the sphere of physical culture and sports, the problem of accessibility is relative to the creation of conditions for barrier-free access to

sports facilities and facilities for disabled and other people with limited mobility, providing the ability of physical access through the use of modern technical means and technologies. Implementation of this direction in relation to a particular group of consumers in the Russian's sports sphere is achieved through the participation in the state program "Accessible environment", planned for 2011-2015 years.

Accessible environment is a set of conditions and requirements to the environment created by humanity (architectural design, engineering and transport infrastructure) and the information environment that allows people to move freely and receive the vital information (*Постановление Правительства Российской Федерации от 17.03.2011 № 175 «О государственной программе "Доступная среда" на 2011—2015 годы» // Интернет-портал Правительства Российской Федерации. URL: <http://правительство.рф/gov/results/14607/> (дата обращения: 15.04.2010).*)

The goals of the program "Accessible environment" are in the formation of conditions for unhindered access to basic facilities and services in the priority spheres of life of disabled by 2016, as well as in addressing the social isolation of the disabled, and people who are not disabled. (*Постановление Правительства Российской Федерации от 17.03.2011 № 175 «О государственной программе "Доступная среда" на 2011—2015 годы» // Интернет-портал Правительства Российской Федерации. URL: <http://правительство.рф/gov/results/14607/> (дата обращения: 15.04.2010).*)

Resourcing of the program "Accessible environment" is based on a multichannel basis, including the use of subsidies allocated from the Federal budget.

Health promotion and the increase in life expectancy is associated with the physical culture and sports for more than 80% of Russians. Sport is perceived as the need to

maintain a physical form for 62.9% of citizens and 50.0% of the villagers [4]. To maintain the health they consider necessary doing sports 30.5% of urban and 32.9% of villagers. Sport as an opportunity for psychological discharge, perceive 23.8% of citizens and 17.5% of the villagers, as the pleasure of physical activity is 16.5% and 12.5%, such as cause for communicating with friends is 19.2% and 18.9%, as a pleasant leisure - 16,7% and 13.6% respectively.

40,3% physical training
24,3% swimming
13,5% football
13,5% cycling
10,8% jogging
urban

Preferences of different kind of sports differ among residents of different types of settlements, as well as by sex and age groups of people. Greatest preference is given to physical activities in the form of training on simulators, on sports equipment, aerobics, shaping, fitness, health groups and so on (scheme 1). Football, volleyball, basketball and other team sports are preferred for both urban and villagers.

26,8% volleyball, basketball
22,5% football
20,6% skiing
16,5% athletics
13,8% cycling
villagers

Scheme 1. Sports preferences of residents in different types of settlements (prepared by the author according to the information [4])

At the same time, both women and men prefer physical training, swimming, skiing, which are assigned the highest rating value in the assessment of the respondents (scheme 2).

39% physical training
24,8% swimming
18,9% skiing
13,4% cycling
10,7% athletics
women

33,6% physical training
29,1% football
18,8% swimming
17,3% volleyball, basketball
17,1% skiing
men

Scheme 2. Sports preferences of men and women (prepared by the author according to the information [4])

Physical education and sport are inseparably linked to the social status of people, to their level of general culture. So, a sample survey of Rosstat show that with increase in income level, the reasons for the refusal from the sport is a lack of time (42,2%), lazyness (28,9%), lack of interest or desire (28,7%), poor health (14,6%), inability to engage with peers (12,8%), lack of money (8,5%), lack of health groups, sections (5,0%), lack of sports facilities (4,9%), bad habits (3,5%) [4].

The availability of sports services depends on infrastructure, which is still low now. So, according to Strategy of development of physical culture and sport for the period up to 2020 which provides the provision of the population by 2015 with gyms only by 65.0%, with swimming pools - 10,0%, with planar

sports facilities - 30,0% [7]. According to this, the share of Russian citizens, regularly engaged in physical culture and sports in 2015 may be 30,0%, of children and young people regularly involved in sports - 55,0%, persons with disabilities, regularly engaged in physical culture and sports - 16.0%. Meanwhile, the share of citizens of the U.S., who actively involved in sports has reached 40% in 2005. This seems to mean that in the near future, despite the hosting of major international sports events such as the Kazan Universiade - 2013, the 2014 Winter Olympics, the world Cup in 2018 and others, in the development of mass sports Russia there will be a lag with developed countries.

It is considered necessary to clarify the effectiveness indices of the state, Federal and

regional programs on the basis of multiple socio-economic forecasts, which designed to minimise the risk of "catching up" development in creating the conditions for the formation of the modern quality of life of the Russian

population. The basis of such forecasts should be taken, along with the data of official statistics, sample surveys and observations of the actual living conditions of the population, as well as data cross-cultural comparisons.

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