

The Development of Creative Industries as a Promising Tool for Popularizing the Culture of the Peoples of the Khanty and Mansi in the Younger Generation

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Abstract. The article addresses the issues of preserving and popularizing the culture of the Khanty and Mansi peoples through the development of creative industries. An analysis is made of organizations engaged in traditional economic activities and the number of employees in the field of small and medium-sized businesses, including individual entrepreneurs and self-employed in the Khanty-Mansiysk Autonomous Okrug - Yugra. In addition, this article discusses the experience of implementing a student satrap affecting both the area of popularization of the culture of the peoples of the Khanty and Mansi, and the area of development of creative industries.

1 Introduction

Currently, the world community recognizes the creative industries as an important tool for economic growth and development [1; 2]. Due to their synergistic effect with various fields of activity and post-industrial characteristics, they are of particular interest from the point of view of scientists because they include flexible organization, widespread use of technology and the development of individual talents. At the same time, creative industries cover the entire spectrum of economic activities: from creative entrepreneurs and micro enterprises to large transnational corporations [3], include various industries and are important as a mechanism for economic growth.

In the era of globalization and urbanization, the issue of mutual understanding and interaction between different cultures is most acute. Small nationalities are gradually losing their culture, ceasing to engage in traditional crafts and forgetting their native language. This often happens because the rich experience of minorities is underestimated and undeservedly regarded as archaic, both by representatives of a particular culture and by the public at large.

As a rule, the death of a culture is associated with the disappearance of a national language. The reasons for the “death” of the language were published back in 1977 in a book by the notorious linguist Nancy Dorian [4]. It was then, in the 70s of the last century,

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that they began to talk more often that small ethnic groups were losing their languages and switching to more common ones in their region. This process of changing the main language by a group of speakers is called a language shift. A disappearing language, like culture, in the eyes of its speakers, is seen as unnecessary, not prestigious. The dominant language is associated with a higher social status, with the opportunity to get a good job, with a high level of civilization and culture. Therefore, parents may find it unnecessary to teach their children the ethnic language and only speak to them in the dominant language (English, Spanish, Russian, etc.). And we can't blame them for that.

Unfortunately, many perceive the loss of language as a fact, a natural order of things associated with the course of human history. It is difficult to say whether they are wrong, because the issue of the global merger of cultures is quite burning today. This topic was discussed at the 13th International IT-Forum in the city of Khanty-Mansiysk, the participants of which were lucky to become students and teachers of the South State University. During the discussion, it was not possible to reach a consensus, since the last speaker left this issue open, but in the speech of other speakers one could hear concern about the lack of interest of the younger generation in their own culture. Modern humanity spends huge amounts of money to protect the biological diversity of our planet, so why is cultural diversity left out? Languages transmit the wisdom accumulated over the centuries, they are the gates that provide access to the human imagination. They also convey the uniqueness of a particular culture.

Russia is a multinational country, with many small nationalities, which is why the preservation of their culture and development is one of the priorities of the state.

2 Research Methodology

In the process of work, a key problem was identified that significantly affects the results of assessing the size of the market for creative industries: Creative entrepreneurs may simply not have OKVED, while they may realize the results of their activities and not consider themselves a creative entrepreneur. Part of the OKVED is not taken into account in the calculations, since it includes many sub-types of activity that are not directly related to the creative industries (for example, software publishing, textile production, and others). Another important problem follows from this problem, this is the lack of information on the results of financial and economic activity, the amount of revenue, the average headcount, etc. in official statistical data. microenterprises, individual entrepreneurs and the self-employed as the most common business organizations in the creative industries.

3 Results and Discussions

The number of users of territories of traditional nature management from among the indigenous peoples of the North (hereinafter referred to as the SIPN) and people who are not related to the SIPN, but leading a traditional way of life over the past decade in the Autonomous Okrug, is gradually growing [5].

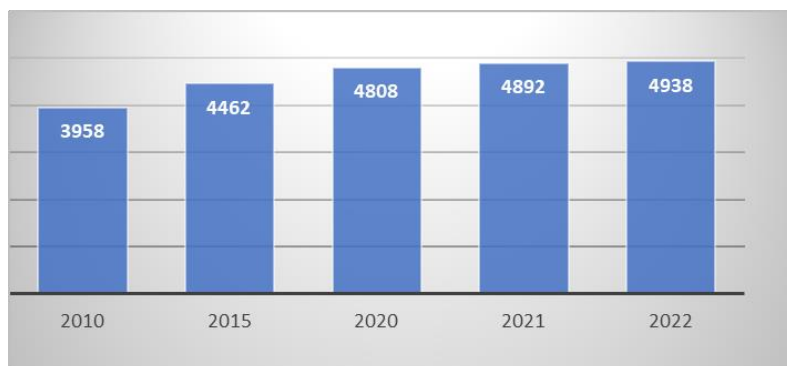


Fig. 1 Number of users of territories of traditional nature management from among the indigenous peoples of the North and people who are not related to the indigenous peoples, but leading a traditional way of life

At the same time, there has been a steady increase in the number of organizations carrying out traditional economic activities from 2020 to 2022, and this despite a decrease in the number of these organizations from 2015 to 2020, which, of course, is associated with the economic crisis due to the pandemic that began in early 2020. This is certainly a positive fact for the preservation of the indigenous culture. Their main activities are: collection of wild plants, reindeer herding, fishing, hunting. In 2021, enterprises of all forms of ownership caught 1,307 tons of fish, collected 40.37 tons of various types of berries, 4.137 tons of mushrooms, and 53.98 tons of pine nuts [6; 7; 8].

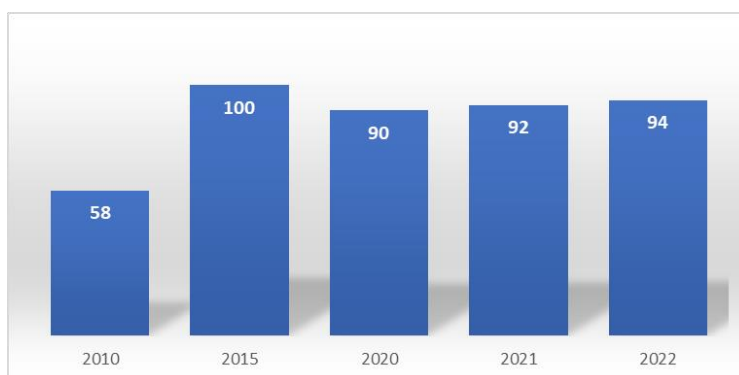


Fig. 2. Number of organizations engaged in traditional business activities

The peoples of the North observe and honor age-old traditions and customs. These are mainly hunters, fishermen, reindeer herders. Despite the fact that they live according to the examples and teachings of their ancestors, in their everyday life there are things from modern life: radio, walkie-talkies, gasoline lamps, boat engines, snowmobiles and much more.

In addition, today there is another way to preserve the culture of small nationalities. Already now, a number of areas of creative industries have experience when successful business projects, referring to the folklore, history and traditions of small peoples, provide support, revive and preserve their socio-cultural identity.

The creative industries are a sector of the economy associated with intellectual property, developing mainly on ideas and technologies. In dynamically developing countries, there is a tendency to actively introduce financial instruments to stimulate the development of the creative sphere. The best world practices point to the need to create new instruments of

financial support for the creative industry in the Autonomous Okrug. The United Nations declared 2021 the “International Year of the Creative Economy for Sustainable Development”. Creative industries drive innovation and economic diversification, are a significant factor in the growing service sector, support entrepreneurship and promote cultural diversity. Given this fact, it is necessary to further develop state financial mechanisms to support the creative potential of the population, not only as a form of preservation and development of culture and creativity in the Autonomous Okrug, but also as the main engine of the economy. It can be noted that in Ugra this task is solved through the development of the rich ethno-cultural heritage of indigenous peoples, as well as other basic unique factors. In order to stimulate entrepreneurial initiative, develop human capital, create new products, services, attract private investment in the Autonomous Okrug, the Law of the Autonomous Okrug dated July 27, 2020 No. 13 directions in the field of creative industries [9].

Creative industries earned about 40 billion rubles in monetary terms, which is 0.6% of Ugra’s GRP, however, with certain approaches, of course, this figure can be increased tenfold. Created on the basis of the My Business Foundation, the Center for Innovative, Technological and Creative Entrepreneurship provides services and provides information and consulting support for creative entrepreneurs. Since the beginning of 2022, 2,390 services have been provided to 500 small and medium-sized businesses in the creative industries, 1,500 individuals interested in starting a business in the creative industries, and 60 self-employed people [10]. The share of creative industries in Yugra’s GRP is 0.6%.

It is also worth mentioning that the government of the Autonomous Okrug is interested not only in the development of creative industries, but also in the business sector in general.

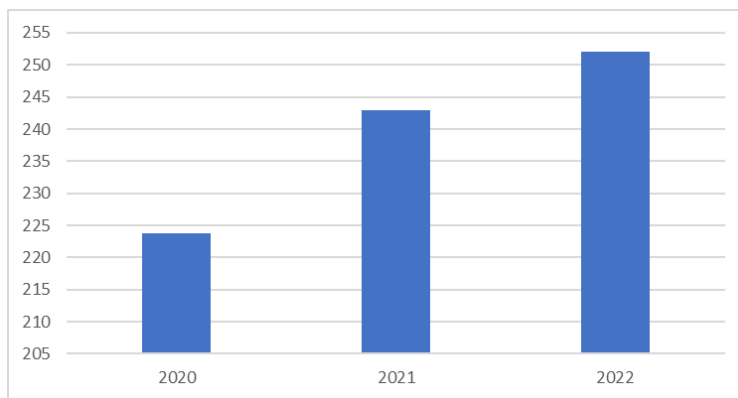


Fig. 3. The number of people employed in the field of small and medium-sized businesses, including individual entrepreneurs and self-employed in the Autonomous Okrug

A number of factors contribute to the development of the creative economy in the Autonomous Okrug, such as:

- orientation of the regional economy to support the creative community;
- active construction, development of education, healthcare, social transport infrastructure and social guarantees.
- young able-bodied population, configured to conduct entrepreneurial activities with a high level of interest in creativity and self-realization;
- sustainable investment opportunities given financial-intensive enterprises (industries of extraction and processing of petroleum products, energy production and woodworking) interested in making domestic investments.

Over the past two years, the number of people employed in the field of small and medium-sized businesses, including individual entrepreneurs and self-employed, has

increased in the district. Such stable growth can be explained by significant support from the state. 3 projects are being implemented in the region: “Creating conditions for an easy start and comfortable doing business”, “Acceleration of small and medium-sized businesses”, “Creating favorable conditions for self-employed citizens”, included in the national project “Small and medium-sized businesses and support for individual entrepreneurial initiative.

Otbelnaya needs to allocate educational support to small and medium-sized businesses in the Autonomous Okrug, at the moment there are about 5,000 participants in various educational events for individuals who plan to realize themselves as entrepreneurs, as well as for start-ups and existing entrepreneurs.

Creative venues have been organized at art residences in Surgut, Nizhnevartovsk and Nyagan. Yugra State University has organized an “Entrepreneurial Boiling Point”, where accelerator programs, networking sessions and meetings with successful entrepreneurs are held in order to transfer experience.

Including participants of the accelerator for youth “Business Start” from the Ugra Entrepreneurship Support Fund “My Business” and the Sber Business Environment, which was held in conjunction with the discipline course of the Ugra State University “Startup Economics”.

During the training process, our team developed and successfully implemented the Hamster Party business project [11]. The idea of this project was formulated on the basis of the problem that each of the participants faced - the lack of leisure and entertainment activities for young people in Khanty-Mansiysk. At the same time, as the idea was finalized, it was decided to include in the list of possible activities of the future organization the implementation of events to order and the organization of socially significant events in order to popularize domestic tourism. This is most relevant now, when there is a unified system of support for the non-profit sector (grant governor.rf) that implements socially significant projects.

To try our hand, we held a children’s holiday with the surroundings of the mythology of Khanty and Mansi in the Museum of Nature and Man. Our event was aimed at attracting the attention of the younger generation to the culture of the indigenous peoples, with which we did an excellent job. In the future, more events of this nature can be held, attracting educational organizations and cooperation. Thanks to such a project, it is possible to most effectively popularize the cultures of the indigenous peoples, including schoolchildren and students. This will increase the chance of preserving the ethnic culture, since children are the future of our country.

Events of this nature should certainly not hurt the feelings of representatives of a particular nationality, distort facts or monetize the use of elements of their culture. Cultural appropriation is heard mainly outside the territory of Russia, and this is due only to the fact that the peoples of other states are ready to fight for the unethical use of their symbols. In Russia, this is treated more calmly, however, this does not mean that their culture should be treated with disdain. That is why in this matter it is most justified to cooperate with the employees of the District Museum of Nature and Man, employees who bear experience, knowledge and responsibility for the information provided, and also have permission from representatives of the ethnic group. An important role is played by the economic component, since the museum, receiving budgetary funding, must fulfill the state task, including indicators to attract visitors. At the same time, budgetary institutions are entitled to engage in income-generating activities, and in this case representatives of the creative community help them on mutually beneficial terms. In turn, they have the necessary skills in the entertainment industry, digital marketing and the start-up economy, but do not have significant financial and property opportunities.

4 Conclusions

Summing up, it should be stated that through the joint efforts of representatives of the public sector, the scientific community and the creative industries in the future, new and effective forms of mutually beneficial cooperation may appear. Because creative industries help to change the structure of the economy, including in favor of more high-tech products and services.

Due to the development of creative industries, problems related to the socio-economic block can be largely resolved, since it becomes clear that no computer can replace a creative approach. It is the creative industries that make it possible to support the population at the present time, and help to find fundamentally new solutions for the future.

At the same time, in the process of work, a key problem was identified that significantly affects the results of assessing the size of the market for creative industries: Creative entrepreneurs may simply not have OKVED, while they may realize the results of their activities and not consider themselves a creative entrepreneur. Part of the OKVED is not taken into account in the calculations, since it includes many sub-types of activity that are not directly related to the creative industries (for example, software publishing, textile production, and others). Another important problem follows from this problem, this is the lack of information on the results of financial and economic activity, the amount of revenue, the average headcount, etc. in official statistical data. microenterprises, individual entrepreneurs and the self-employed as the most common business organizations in the creative industries.

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