EFFECTIVE IMPLEMENTATION OF THE HOUSING POLICY AS ONE OF THE MAIN FACTORS IN THE DEVELOPMENT OF REGIONAL ECONOMY

Yulia Sergeevna Berdova
Federal State Budget Educational Institution of Higher Education “Industrial University of Tyumen”/ IUT
Tyumen, Russia

Natalya Borisovna Panchenko
Federal State Budget Educational Institution of Higher Education “Industrial University of Tyumen”/ IUT
Tyumen, Russia

Dina Valerievna Aryasova
Federal State Budget Educational Institution of Higher Education “Industrial University of Tyumen”/ IUT
Tyumen, Russia

Svetlana Valerevna Ovchinnikova
Federal State Budget Educational Institution of Higher Education “Industrial University of Tyumen”/ IUT
Tyumen, Russia

ABSTRACT

The economic reforms have a significant impact on the housing provision of Russian citizens, while the problem of housing affordability becomes the most urgent from the point of view of purchasing power. At the same time, one of the specific features of the housing policy is that the housing affordability degree is one of the main indicators of the durable economic good of modern Russian citizen.

On the basis of the analysis of the housing policy peculiarities in the Soviet period and during the market relations’ development in Russia, the sociological and statistical data, describing the housing affordability problems at the regional level, have been collected and analyzed. The main criteria for the regional housing policy effectiveness improvement have been formulated and the measures to improve the reporting system for the housing program implementation have been proposed by the authors.
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**Key words:** Housing conditions, regional economy, housing programs, housing market.

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1. INTRODUCTION

The priority of the modern state policy is to provide people with decent housing conditions. Last decades of the social and economic development of the country showed that the process of the housing complex reforming has been significantly delayed. This situation is due to some factors, the key ones, according to the authors, are:

- the socio-economic and moral unpreparedness of the citizens and the state national economy for the transition to the market economy system, which has been implemented for many years;

- lack of a clear, systematic, socially, economically and scientifically-based housing policy (with the exception of a number of normative legal documents and individual programs).

The development of the market relations in Russia is characterized by the state's refusal of monopoly for housing construction funding; the transferring of the most of the housing and homebuilding sector to a private ownership; the formation of an economically unprepared housing market; the deterioration of living standards of citizens; the increase in the internal and external migration flows of the population; the uncontrolled growth of megalopolises, etc.

As a result, the problems accumulated in the housing sector hamper the socio-economic development of the country, they have an adverse effect on the rational distribution of the productive capacity and labor resources and deteriorate the demographic situation [1, 2].

The development of the housing sector and the housing policy is reflected in the research of modern economists, sociologists, specialists in the field of state and municipal management (V.I. Levashov, Yu.S. Berdov, A.G. Voronin, V.A. Lapin, A.N. Shirokova, O.M. Barbakova, L.A. Velikhova, A.A. Vysokovsky, L.A. Zelenova, and others) [3-9].

In Yamalo-Nenets Autonomous Okrug (hereinafter referred to as YNAO), despite the positive dynamics of the housing provision, this indicator remains below the national average. To solve this problem, it was planned to put into operation 1,164,800 square meters of residential space as a minimum for the 2011-2015 period.

According to the data of the Territorial Body of the Federal State Statistics Service (Rosstat) in YNAO, as of January 1, 2014, the total area of the housing stock was 10,502,100 square meters. 4,416 apartments with a total area of 276,600 square meters, or 112.5% for the corresponding period of 2013, were put into operation by organizations of all forms of ownership and population in YNAO in 2014. 32,147 square meters of the residential buildings’ total area, which accounted for 11.6% of the overall volume of the commissioned for operation housing (in 2013 for 18.6%), have been built by the population by means of their own funds and loan proceeds during the year 2014.

At the same time, the growth of the housing stock operational commissioning continues at the beginning of 2015. In January-February 2015, organizations of all forms of ownership and population in YNAO put into operation 894 apartments with a total area of about 51,500
square meters, which is 2.3 times more than in January-February 2014. The Government of YNAO sets an objective to increase the housing construction volume, for which reason, the following programs are implemented in the region: "The long-term district purpose-oriented program on the citizens’ resettlement from emergency housing stock, taking into account the necessity to develop the low-rise housing on the territory of YNAO in 2013-2017"; "Resettlement of YNAO residents from the Extreme North districts" program; "Main Directions of YNAO Town-Planning Policy in 2014-2020" state program of YNAO.

However, despite some success achieved in this area, the housing problem in the autonomous district, as have been already noted, remains acute and topical [10].

Thus, at the beginning of 2013, 17,800 families were registered as the residents who are in need of housing conditions’ improvement. The acuteness of the problem related to the dilapidated housing is urgent: at the beginning of 2013 the volume of such housing amounted to 1,210,500 square meters, or 11.8% of the total housing stock volume in the autonomous district. According to official statistics, 54,500 people live in dilapidated housing.

2. METHODOLOGY
In order to study the problems of the housing provision for the population of the autonomous district in December 2014 till February 2015, 247 city residents were surveyed in the administrative center of the region (Salekhard). They were selected according to the quota sample.

Objectives of the Study
1) the degree of the district population awareness survey about the housing programs (subprograms) operating on the territory of YNAO, in particular "Affordable and comfortable housing capacity for the population in 2014-2020" state program, approved by Decree of YNAO Government of 25.12.2013 # 1099-P;
2) the population opinion research about the social groups that are in greater need of the state support in the housing problems’ solving;
3) the respondents’ trust degree survey towards "Affordable and comfortable housing capacity for the population in 2014-2020" program.

3. RESULTS
According to the survey results, to the question "Do you know anything about the implementation of the housing programs (subprograms) in YNAO?", 63.8% of the respondents answered affirmatively. 36.2% of the residents did not hear anything about the implementation of such programs (subprograms), which indicated an insufficient level of these projects’ promulgation.

The analysis of the distribution of the answers to this question, according to sex and age, suggests that among men, two senior age groups are the most informed about these programs (subprograms), i.e. pre-retirement and retirement age groups: 68.4% among the respondents of 45-59 years old and 64.5% among the respondents over 60 years of age. The respondents aged 18-29 (53.6%) and 30-44 (52.1%) were less informed. As for women, the percentage of awareness has exceeded 65% in all age groups. It can be assumed that women are more interested in the information concerning their own and their family’s living conditions than men because of their status in society and family [11].

The answers to open-ended question about the known housing programs, implemented on the territory of the district, showed, that even among those 63.8% of respondents, who stated
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that they were informed about the housing programs (subprograms) implemented in the region, the majority, as a matter of fact, were informed poorly. In particular, the majority of those who answered this question could not formulate the name of the programs (subprograms) implemented on the territory of YNAO correctly.

Many of them confounded the federal programs implemented in the country with the regional ones, etc. In a number of replies, the subprograms, implemented within the framework of one of the housing programs in the region, were called the programs, and vice versa, the programs were called the subprograms of other projects.

In addition to the general knowledge about the housing programs (subprograms) realization in the autonomous district, the study revealed the degree of Salekhard residents’ awareness about "Affordable and comfortable housing capacity for the population in 2014-2020" program. Currently, this program can be considered as a key one in the field of the housing policy, which is implemented on the territory of YNAO.

It turned out that 61.3% of the respondents heard something about this program, but 29.3% did not know anything about it. Relatives or acquaintances of 6.7% of the respondents take part in this program. Only 2.7% of the respondents were involved in the program.

Among the interviewed male respondents, there was no one who was involved in the program. Only 16% of men aged 30-44 did not hear anything about the program, so this age category is the most informed. Among the other age groups of men, this percentage is much higher: 38.9% among men aged 18-29, 42.1% among men aged 45-59 and 50% among men over 60. Interestingly, there is nobody among men under 30, who told about his relatives or acquaintances who were involved in the program. It can be concluded that this group is informed about the program least of all, except people over 60 years of age, among whom 50% did not hear anything about the program.

The lower percentage of the informed men aged 18-29 can be explained by the fact that, firstly, men of this age are usually single and, thus, do not think about home-buying [12]. Secondly, and this is becoming a problem now, young people are not interested in the socio-economic and political life of the country and the region.

Along with the awareness of men about the implementation of "Affordable and comfortable housing for the population in 2014-2020" program, the women’s awareness of this program was also studied (Table 1).

<table>
<thead>
<tr>
<th>Degree of awareness</th>
<th>Respondent age category</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18 - 29</td>
</tr>
<tr>
<td>Yes, I participate</td>
<td>5.3%</td>
</tr>
<tr>
<td>Yes, my relatives participated</td>
<td>10.5%</td>
</tr>
<tr>
<td>Yes, I have heard about it</td>
<td>57.9%</td>
</tr>
<tr>
<td>I heard nothing about it</td>
<td>26.3%</td>
</tr>
</tbody>
</table>

The women aged 30-44 participate in this program implementation the most actively: 8.3% of respondents are directly involved in the program. But in this age group there is the highest percentage (29.2%) of those who did not hear anything about it.

The women over 60 years of age (80.0%) were the most informed about the program, among whom there was the lowest percentage of uninformed respondents (20%). It is interesting that among the uninformed ones there were many women of reproductive (from 18 to 29 years old and from 30 to 44 years old) age.
From those people who claimed to know about “Affordable and comfortable housing capacity for the population in 2014-2020” state program in YNAO, only 9.3% were able to list all the subprograms that were included in this program. The rest of the respondents could not name them at all or named the subprograms with a lot of inaccuracies.

A separate block of the questions was devoted to revealing the degree of Salekhard residents’ trust to possible transformations in connection with "Affordable and comfortable housing capacity for the population in 2014-2020" program implementation. The majority of respondents (58.3%) answered skeptically for the question "Do you believe that the implementation of "Affordable and comfortable housing capacity for the population in 2014-2020" program can affect the solution of the housing problems in YNAO significantly?"

Only about a third of the respondents believe in the effectiveness of this project (33.2%).

36.2% of the respondents think that there can be some slight improvements in satisfaction of YNAO population needs in high quality housing but do not believe in major changes in this area, and 22.1% do not believe in any results from this program implementation at all.

The conclusion about the skepticism of YNAO population concerning the program possible results is confirmed in the respondents' answers to the clarifying question "Do you think that the implementation of "Affordable and comfortable housing capacity for the population in 2014-2020" program is able to improve your and your family’s housing conditions?" So, only 11.3% believe that this program can help them and their families in their living conditions’ improvement. Other respondents expressed a strong doubt about this (68.3%) or complete disbelief in such results (13.6%).

More than a half of the respondents (56.3%) stated that they do not have any clear and concrete idea of how they could participate in "Affordable and comfortable housing capacity for the population in 2014-2020" program or in its individual subprograms.

In the course of the study, the respondents were asked to determine the importance of the particular actions which were implemented under "Living conditions improvement of YNAO residents" subprogram (carried out since early 2014) of the "Affordable and comfortable housing capacity for the population in 2014-2020" YNAO state program (Table 2).

<table>
<thead>
<tr>
<th>Main activities of the subprogram</th>
<th>Priority of the housing problems’ solving in the region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing for indigenous small-numbered peoples of the North</td>
<td>4</td>
</tr>
<tr>
<td>Housing for rehabilitated persons and persons recognized as victims of political repression</td>
<td>8</td>
</tr>
<tr>
<td>Housing for orphans</td>
<td>3</td>
</tr>
<tr>
<td>Housing for large families</td>
<td>2</td>
</tr>
<tr>
<td>Housing for young families</td>
<td>1</td>
</tr>
<tr>
<td>Social benefits for private developers</td>
<td>5</td>
</tr>
<tr>
<td>Resettlement of the citizens from dilapidated housing</td>
<td>6</td>
</tr>
<tr>
<td>Housing for veterans and disabled people</td>
<td>7</td>
</tr>
</tbody>
</table>

The following circumstance is seen as a positive moment in the results of the answer to this question. According to official statistics, a significant amount of budget funds was allocated for the implementation of the actions to support young, large families, as well as orphans in 2014, which showed that the views of the population and the Government on the
priorities in the housing provision supporting for some or other categories of citizens have coincided to a large extent.

4. DISCUSSION

Summarizing the results obtained, the authors of the article consider it expedient to implement the actions in two ways. The first is raising public awareness. The Government of YNAO together with the mass media should develop and implement a set of actions aimed at raising awareness of the local population about the current housing programs. In particular, the information promulgation of these programs should be strengthened on local TV (for example, broadcasting of TV programs which are of "question-answer" type, covering the essence of the housing programs and subprograms in a simple language). It is important to take into consideration the fact that many residents of the autonomous district spend most of their time at work (leisure) using Internet services. Nowadays, the information on the relevant programs is available on the official website of YNAO authorities, but it is given briefly and officially. Consequently, many citizens, even acquainted with the relevant information, can not understand how this program can be useful for them and their families.

The second way is the improvement of the reporting system based on the results of the programs’ implementation in the housing sector. The governmental customers of the district long-term purpose-oriented programs and YNAO budget planning entities, which are responsible for the realization of the purpose-oriented programs, implemented before 2015, should develop and submit analytical reports on the results of the purpose-oriented housing programs for consideration by the Government of YNAO, that would contain:

1) the main indicators achieved by existing housing programs (subprograms) in YNAO;
2) the analysis of advantages and disadvantages of the programs (subprograms);
3) the most significant deviations of the indicators which have been reached by these programs (subprograms) from their originally planned level, the main reasons for this deviation;
4) the analysis of the main mistakes that had a negative impact on the housing programs (subprograms) realization;
5) the analysis of the factors that have influenced the effectiveness of the housing programs (subprograms) realization;
6) the reserves determination to improve the effectiveness of the housing programs (subprograms) realization, which are being carried out.

REFERENCES


[9] Levashov, V. I. State housing policy. Moscow, 2004

