

PSYSOC 2013

Sustainable development as a priority of contemporary cultural policy

T. Gabitov ^a, A. Kurmanalieva ^b, B. Moldagaliyev ^c, K. Zatov ^d, Sh. Kilybayeva ^e

^a Professor at al-Farabi Kazakh National University, Almaty 050040, Kazakhstan

^b Professor at al-Farabi Kazakh National University, Almaty 050040, Kazakhstan

^c PhD student at al-Farabi Kazakh National University, Almaty 050040, Kazakhstan

^d Professor at al-Farabi Kazakh National University, Almaty 050040, Kazakhstan

^e PhD student at al-Farabi Kazakh National University, Almaty 050040, Kazakhstan

Abstract

The human civilization as the planetary phenomenon is constantly occupied with justification of its socio-cultural bases. If the 21st century and the first half of the 20th century are considered to be the era of technical civilization, social cataclysms, the linear growth of the world population, urbanization, then from the 1950th the content of the planetary civilization processes has radically changed. One of the priority values of the new civilization is the concept of sustainable development. The principle of sustainable development is not limited by the environmental and economic factors. Sustainable development is an important part of modern culture in the world. To achieve sustainable and balanced development there should be taken some measures to stabilize the economic and population growth by ensuring the necessary volume of agricultural production, resource consumption per capita and the permissible level of pollution. In the scientific literature, also in the UNESCO documents concerning the world culture, sustainable development is understood as balanced state of the globalized world culture, where the desire to preserve the environmental sustainability is combined with actions aimed at poverty eradication, poorness, social and ethnic conflicts and cataclysms.

© 2014 Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Selection and peer-review under responsibility of the Organizing Committee of PSYSOC 2013.

Keywords: Sustainable development, cultural policy, ecological culture, the global balance, noosphere

1. Background to the problem.

On the basis of analysis of the current environmental situation in ten reports of the Rome Club it was concluded that a systemic crisis of the modern world, arising from the scientific and technological expansion of Western civilization. «Now, - wrote Marquis de Cinq-Mars, - we entered the “Age of nature” – a new era when the deficit and fragility of natural spaces become the most dramatic challenge to the future of human being and his survival» [1]. From the point of the authors’ view of the Rome Club’s first report, a civilized crisis is caused by the exponential growth in confined space. If during the claim of the industrial society, the scientific and technical

Corresponding author: T. Gabitov

E-mail: T.Gabitov@gmail.com

progress facilitated to solution of difficulties and problems of mankind, then nowadays this progress becomes a problem for the survival of mankind.

If the first reports was dominated by pessimistic mood about the prospects for human development (“the bound to growth”, “zero growth”, and “future shock”), then later there was a large-scale program of changing trends of modern human development [2]. In this and in other studies it was substantiated the possibility of achieving a prolonged state of humanity "global imbalances" and "sustainable development."

It is characterized by dynamic development of civilization, which is directed not only towards the growth of mass production, but in the area of human development, so that “ the basic needs and values of every human living on the earth would be satisfied and everyone has an equal opportunity to realize his individual human potential” (D. Meadows).

To achieve sustainable and balanced development it is necessary to stabilize the economy and population growth, while ensuring the necessary volume of agricultural production, resource consumption per capita and the acceptable level of pollution.

2. The Concept of Sustainable Development as the Value of Culture in the World.

The concept of sustainable development has been one of the fundamental principles of being a modern human civilization on the threshold of a new millennium, and it was stressed in Rio De Janeiro’s Declaration of Environment and Development in 1992. Human beings are at the center of concerns for sustainable development. They have a right to a healthy productive life in harmony with nature Principle 3. The right to development must be fulfilled in order to equitably meet the needs of present and future generations in the areas of development and the environment Principle 6. The special situation and needs of developing countries, particularly the least developed and those most environmentally vulnerable, shall be given special priority..... Principle 25. Peace, development and environmental protection are interdependent and indivisible" [3].

The criterion of the principle of sustainable development advocates the man by himself. In recent years, the comparison of the developed world is measured by the human development index, which includes the level of education, life expectancy and quality of basic human needs. The consumer attitude to the natural and social world, which is focused only on the acquisition without progress of the man himself, is totally unjustified in terms of the deployment of internal human wealth: the development should serve to people rather than people to preconceived plan, and strategy development. As A. Peccei pointed out, "A man is the source of all our problems, all our aspirations and expectations, all the starts and ends are inside of the man, and he is the basis of all our hopes" [4]. Growth for the sake of growth contradicts to human interests - he can probably lower than rise the quality of life.

Economic growth should serve humane purposes and should only take place when it is able to carry out this function. Further growth of environmental pollution, traffic jams on the streets of urban conglomerates, not considering anything automation and impersonal bureaucracy, are against human interests, though it may be considered as a contribution to economic growth, when is measured by quantitative indicators such as gross national product, national income and turnover from international trade.

The system of sustainable development is viewed through the prism of moral and virtuous nature of human existence and aimed at translating these humanist values:

“Equality as an expression of the equivalence of all citizens of the world and the need to combat prejudice and discrimination;

Freedom as the recognition of the fundamental rights of every person, and compatibility with the free expression of the will of others;

Democracy and people's participation in economic, political and social life;

Solidarity, demonstrating the expression of feelings of love and brotherhood, the expression of common interest and mutual respect;

The preservation of cultural diversity as a necessary trend of development of the national identity of people and the usefulness of the interchange of cultural values among different countries;

Maintaining a healthy environment”[5].

Sustainable development has become possible due to result of the deepening of new trends of the late twentieth century: a) the global economic boom of the 90s, the new high-tech; b) a combination of the elements of social

regulation to free market relations; c) a universal way of life and cultural nationalism; d) A combination of the trends of private and public welfare; e) the revival of arts, art culture; f) a religious revival; g) the triumph of the individual.

All of these trends are mainly characterized to the developed countries. Therefore, the concept of sustainable development should take into account the degree of development of each country. As the researchers of problem point out, the continuing gap between East and West, North and South threatens the very stability of the world civilization. Therefore, in the Rio Declaration - 92 focuses on overcoming the common backlog of underdeveloped countries. The world is becoming more globalized. In the above-mentioned document the main aspects of sustainable development was identified:

- Human – “in the center of attention of continuous development are people”;
- Ecological – “preservation of the environment for present and future generations”;
- Economic – “the need in development consumption”;
- Social – “the eradication of poverty and eradication”;
- Legal – “the creation of effective legislation for the protection of the environment”;
- International cooperation and partnership - "the establishment of new levels of cooperation among nations and people”;
- Global - "integrity of the global system of environment and development" [6].

The concept of sustainable development is important for Kazakhstan's society, although at the moment it is more suitable the definition of “crisis”. But to get out from this state, first of all, it is necessary for Kazakhstan to embark on a sustainable path. As it is known, Kazakhstan, on the one hand, relates to ecologically sensitive countries. According to V. Vasilenko, in Kazakhstan is "the highest in the world man-made environmental stress on the ecosystems of the biosphere at the lowest (among the countries of Eurasia) expenditure on environmental protection. According to the well-known environmental firm SAIC, it is accounted for only 20 cents per year per person and \$ 1.21 per square kilometer. To resolve food, energy and other needs, and to access to world markets in Kazakhstan during the year natural resources are mined and processed by environmental industry more than 50 tons of material nature for each country resident. Up to 95 percent goes to waste, and in the dumps it was accumulated more than 19 billion tons of industrial waste - more than a thousand for every citizen of Kazakhstan It is obviously that there is regression of the demographic situation of the country - people have the growing environmental burden of disease, and, as a result, the level of life expectancy is reduced. Since 1990 to 1995 it is decreased from 68,6 years to 66,1 years [7].

If you add to the above facts the presence of zones of ecological disasters (the Aral Sea and Semipalatinsk test site, the Baikonur Cosmodrome, the desertification of steppe, etc.), then the catastrophic environmental situation in the republic of Kazakhstan is not in doubted. Also it should be taken into account the remnants of the totalitarian mentality with its paternalistic expectations. Not scientific and technical progress and poverty of the country are the causes of environmental disasters, but moral and cultural consciousness of the people which leads to a vicious circle of economic and environmental problems.

In the environmental anthology "Noosphere - Sustainable Development" many politicians, sociologists, jurists, economists, psychologists, and other major performers of reforms have tenacious myths and stereotypes which are contrary to the national interest and priority of the country:

- about cheapness and inexhaustible of natural resources of Kazakhstan;
- environmental laws of the biosphere can be ignored;
- compliance of environmental requirements in politics, law, economics, and environmental technologies can be put off;
- environmental legislation is not classified as strategic priorities for national security;
 - the allocation of funds for environmental protection is a privilege of developed and financially more prosperous countries;
 - environmental requirements and public concerns are not necessary in making decisions " [8].

Except vulnerable ecological situation, there is another negative impact on the state formation of Kazakhstan's sustainable development which is transitional nature of the socio - economic and spiritual systems of society. If the developed countries solve 3-4 priority problems of a sustainable development, all Post-Soviet republics should

newly solve everything. For Kazakhstan among priority problems of a sustainable development it is possible to call: questions of preservation of the statehood, its territorial integrity, interethnic consent, economic stabilization, creation of democratic, legal and civil society, spirituality and culture revival etc.

For Kazakhstan, one of the priority issues of sustainable development are conservation of statehood itself, its territorial integrity and inter-ethnic harmony, economic stabilization, building a democratic, legal and civil society, the revival of spirituality and culture, etc.

Kazakhstan has adopted a number of strategic and policy documents aimed at ensuring the sustainable development of the country. Among them we should mention the "Concept of environmental safety in the Republic of Kazakhstan", "Guidelines for the integrated management of environmental activities in countries with economies in transition", "Kazakhstan's agenda at the XI century: "For the revival and sustainable development of the Fatherland". These documents stated intention of Kazakhstan in the new millennium to join to the space of sustainable economic and human development in harmony with Mother Nature, on humanistic and democratic principles, while maintaining the spiritual, ethical, cultural and other values of all peoples of the world.

The principle of sustainable development is not limited to environmental and economic factors. Sustainable development is an important part of modern culture in the world. In documents of the UN it is emphasized that the right to development and its implementation deserves special attention among areas which are necessary for further promotion of human rights in a context of actions in interests of culture of the world. The main tools of achievement of a sustainable development of UNESCO calls:

- significantly redefine the concept of economic growth, which in the past benefited from the military superiority and structural violence and was achieved at the expense of the weak; for the modern culture of peace, social development, social justice and the eradication of poverty are prioritized;

- to reduce a scandalous economic inequality between the nations and the people to avoid emergence of potential sources of the cruel conflicts; for this purpose no people should not remain out of development, it is necessary to strengthen the capacity of the least developed countries for participation in the globalized economy;

- to provide full participation of all social groups in the sphere of general development, there is need for a dialogue between the state and non-state organizations, that are engaged in a perspective of culture of the world;

- pay great attention to sources of conflict and tension for the formation of a stable social environment; in a post-conflict peace-building in the area of development, efforts should be attached to the framework of political power to prevent the recurrence of conflict;

- sustainable development is vulnerable to the spread of many forms of corruption. The historical experience of many developing countries, including the newly independent states, suggests that one of the main causes of poverty is the corruption of the authorities;

- the development paradigm must include conflict management, human development index, gender equality, poverty reduction and environmental issues;

- poverty cannot be eradicated without providing visibility and accountability in government at all levels, which expands the rights of the poor and actively engage in the implementation of poverty reduction strategies [9]. The implementation of the above activities contributes to the sustainable development of all people of the world and their confident movement to progress.

References

- Cinq-Mars Marquiz de. (1977) *Socializaciya prirody* (p.54). Moscow.
- Nesbit D., Eburdem P. *Megatendencii*. 2000. (1990) *Chto nas jdet v 90-e gody?* (p.54). Moscow.
- Noosfera – ustoichivoe razvitie // *Noosfera- Zherbesik*. – Almaty, 1996, № 1. – P. 22-28
- Pecceh A. (1980) *Chelovecheskie kachestva*. Moscow. – P. 183-184
- Nurzhanov B.G., Gabitov T.H., etc. (2000) *Ustoichivoe razvitie. Na puti k kul'ture mira*. Almaty. - UNESCO. – P. 131
- Kazakhstan na puti k ustoichivomu razvitiu (1996). Almaty: Gylym. – 331 p.
- Noosfera – ustoichivoe razvitie // *Noosfera- Zherbesik*. – Almaty, 1996, № 1. – P. 334
- Noosfera – ustoichivoe razvitie // *Noosfera- Zherbesik*. – Almaty, 1996, № 1. – P. 334-335
- Nurzhanov B.G., Gabitov T.H., etc. (2000) *Na puti k kul'ture mira*. Almaty. - UNESCO. – P. 131