

**THE ROLE OF CULTURAL MANAGERS IN NEW UZBEKISTAN**

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**Abstract:** This article examines the role and responsibilities of cultural managers in New Uzbekistan's development. It provides an analysis of the tasks that cultural managers need to undertake to promote the growth of national culture and arts in the rapidly changing era of globalization. The article discusses their position and significance within the management system from a scientific perspective.

**Keywords:** culture, manager, progress, national, spiritual heritage, leader, personnel, development, goal, generation.

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Today, in the development path of New Uzbekistan, significant attention is being paid to strengthening the role of culture and art. The spiritual and educational progress of society, the preservation of national values, and the ability to secure a distinctive place on the global stage largely depend on qualified management personnel, especially cultural managers. Training proactive and knowledgeable cultural managers who meet the demands of the times is one of the nation's urgent tasks. Cultural managers are considered important specialists in modern society. They play a central role in developing national culture and art, preserving traditions, and elevating them to a new level through modern technologies. Cultural managers are essential for the following reasons:

**Managing and Developing Culture:** Cultural managers enrich the cultural life of society by managing various cultural projects, organizing creative groups, and overseeing art centers. They ensure strategic planning and effective management in the cultural sphere.

**Preserving and Modernizing Traditions:** Managers play a vital role in preserving the national cultural heritage and passing it on to future generations. They work not only to popularize national customs, art, and cultural examples but also to enhance them with modern forms and content.

**Influencing the Spiritual Development of Society:** Cultural managers play an important role in meeting the spiritual needs of the people, coordinating the activities of cultural institutions, and creating a creative atmosphere. Through them, society becomes spiritually enriched, and the impact of culture increases.

**Developing International Relations:** Cultural managers significantly contribute to bringing Uzbek culture onto the international stage, involving artists in foreign events, and establishing cultural exchanges with other countries. This ensures the recognition and development of national culture on a global level.

**Contributing to Economic Development:** Cultural managers help boost economic revenues by developing tourism and organizing cultural events. Cultural programs and festivals not only popularize culture but also enhance the country's economic potential. Therefore, cultural managers are not only key forces in the development of art and culture but also in the overall progress of the nation.

The issue of reforming the management system in the field of culture and art has consistently been a focus of state leadership. According to President Shavkat Mirziyoyev, creating the new image of “New Uzbekistan” should begin with developing national culture and preserving its uniqueness. Through presidential decisions and decrees, reforms in the cultural and artistic sectors are reaching new levels, shaping a management system capable of meeting modern requirements. Cultural managers in New Uzbekistan play a crucial role in preserving the rich and diverse aspects of national heritage and passing them on to the next generation. They must not only manage cultural centers and art institutions but also fulfill complex tasks such as instilling national values and spirituality in the younger generation. In this process, the leadership skills of managers, modern management methods, and the ability to use new technologies are of great importance.

The “Concept for Further Development of National Culture in the Republic of Uzbekistan” (Decree No. PQ-4038, November 28, 2018) adopted by the state leader is also aimed at strengthening the role of cultural managers and enhancing their scientific and practical potential. Along with this, the necessity of an innovative approach to developing the cultural and artistic fields is one of the key issues on the agenda. As noted by the President of Uzbekistan, it is necessary to train qualified personnel through rapid reforms, education, and innovations to bring the country to the level of developed states. The effectiveness of modern educational systems and qualification improvement programs plays a decisive role in training cultural managers in the fields of culture and art. Currently, a series of reforms are being implemented in this area within the republic. For example, the presidential decree “On Measures for the Development of Education and Science in the New Era of Development in Uzbekistan” (November 6, 2020) is one of the key documents aimed at training modern management personnel. It defines pressing issues such as preparing cultural managers, developing their skills, and applying new approaches to management.

In Uzbekistan’s socio-economic development, cultural managers play an important role not only in managing institutions but also in elevating the spiritual and moral standards of the people. The conditions and incentives being created for them, as well as decrees and orders aimed at encouraging their work, provide opportunities to carry out their activities more effectively. In the process of globalization, the responsibility of managers is increasing in bringing Uzbekistan's culture to the international stage, preserving and developing cultural heritage. One of the strategic goals of cultural managers should be to preserve the uniqueness of Uzbekistan's national culture, enrich it with modern technologies and the advanced achievements of world culture. In developed countries, cultural managers work across a wide range of fields. They play a significant role in popularizing, managing, and supporting creative ideas, as well as ensuring economic and social development. Below are the main areas of activity for cultural managers in developed nations:

**Arts and Creative Industries:** Cultural managers perform important management tasks in theater, music, cinema, painting, and other creative fields. They organize creative projects, work with artists, develop advertising and marketing strategies, and promote artworks in international markets. **Cultural Heritage Management:** Museums, galleries, historical monuments, and archives are primary areas for cultural managers. They lead efforts to preserve, restore, research, and present cultural heritage. Technological innovations and innovative approaches are used in these processes.

**Cultural Tourism and Festivals:** In tourism, cultural managers are involved in promoting national culture and art on the world stage, organizing cultural festivals, and developing tourism directions. Cultural and artistic events also help to increase economic revenues through tourism development.

**Creative Education and Research:** Cultural managers organize and lead creative educational programs in universities and art schools. They contribute to the scientific development of art and culture through the study of art, the development of creative teaching methods, and the management of research.

**Media and Advertising Industry:** Cultural managers play leadership roles in organizing television shows, radio programs, advertising campaigns, and public events. They work on market research for creative products, media content creation, and developing strategies to influence the audience.

**International cultural relations and diplomacy:** Cultural managers organize various international projects and exchange programs within the framework of cultural diplomacy. Through this, they contribute to strengthening cultural ties between different countries and promoting national art and culture on the world stage. In these areas, cultural managers not only develop art and culture but also contribute to the development of economic, social, and educational sectors. In our country, it is required that managers advance new initiatives, implement innovative projects, and expand the scope of international cooperation in the management of culture and art.

For this, managers need to possess strategic thinking skills and be able to utilize modern technologies and meet contemporary demands. In New Uzbekistan, the role of cultural managers is of crucial importance in the cultural and spiritual development of society. They not only effectively manage cultural institutions but also fulfill the tasks of preserving and promoting national values and representing Uzbekistan's cultural identity on the international stage. Through modern management methods, innovative approaches, and the preservation of spiritual heritage, cultural managers make an invaluable contribution to the rise of New Uzbekistan's culture. At the same time, enhancing their potential and training qualified personnel remains a priority task for our state.

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