

## IMPLEMENTATION OF CREATIVE ECONOMY MODELS IN CULTURAL HERITAGE MANAGEMENT IN KARAKALPAKSTAN

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**Annotation:** This article extensively analyzes the scientific foundations and practical mechanisms for implementing creative economic models in improving the cultural heritage management system in the Republic of Karakalpakstan. The purpose of the research is to develop a strategy for transforming the historical, archaeological, and ethnocultural potential of the region into a factor of sustainable economic development.

**Keywords:** creative economy, cultural management, Karakalpakstan, cultural tourism, creative cluster, digital transformation.

**Annotatsiya:** Ushbu maqolada Qoraqalpog'iston Respublikasida madaniy merosni boshqarish tizimini takomillashtirishda kreativ iqtisodiyot modellarini joriy etishning ilmiy asoslari va amaliy mexanizmlari keng tarzda tahlil qilinadi. Tadqiqotning maqsadi - hududning tarixiy-arxeologik va etnomadaniy salohiyatini barqaror iqtisodiy rivojlanish omiliga aylantirish strategiyasini ishlab chiqishdir.

**Kalit so'zlar:** kreativ iqtisodiyot, madaniyat menejmenti, Qoraqalpog'iston, madaniy turizm, kreativ klaster, raqamli transformatsiya.

**Аннотация:** В данной статье подробно анализируются научные основы и практические механизмы внедрения моделей креативной экономики в совершенствование системы управления культурным наследием в Республике Каракалпакстан. Целью исследования является разработка стратегии превращения историко-археологического и этнокультурного потенциала региона в фактор устойчивого экономического развития.

**Ключевые слова:** креативная экономика, управление культурой, Каракалпакстан, культурный туризм, творческий кластер, цифровая трансформация.

### Introduction

According to UN and UNESCO data, the creative industry accounts for more than 3% of the world's gross domestic product and creates millions of jobs. Many countries are implementing strategies to turn cultural heritage into a driver of economic development.

Scientific sources note that there are more than 300 historical and archaeological sites in the territory of the Republic of Karakalpakstan. State museums and cultural centers operate in the region. Nevertheless, the economic efficiency of these sites remains low.

### **Main part**

Statistical data shows that in recent years, although the number of foreign tourists visiting Uzbekistan has significantly increased, the share of those coming to Karakalpakstan remains relatively low. This indicates the presence of issues related to infrastructure, marketing, and service quality.

The current state of cultural heritage management in Karakalpakstan: the region has museums, historical monuments, and applied arts centers, but their management model largely relies on state subsidies, while market mechanisms and marketing tools are insufficiently implemented. This reduces the economic efficiency of cultural sites.

According to J. Howkins: "Ideas and intellectual property are more valuable than raw materials."<sup>1</sup>

At the same time, Karakalpakstan has the necessary resources for the development of the creative economy. In particular, unique cultural heritage sites, folklore and applied art traditions, youth interest in art and design, and tourism potential can provide a strong foundation for developing this sector. Regional economic diversification can be achieved through accelerating digital transformation processes, establishing creative clusters, and supporting innovative startups.

According to research results, the main problems are as follows:

1. Cultural sites are not commercialized;
2. Lack of professional cultural managers;
3. Absence of a digital marketing strategy;
4. Limited private investment;
5. Regional branding is insufficiently developed.

### **Creative economy model and regional implementation**

According to R. Florida: "Creative industries play a crucial role in regional development."<sup>2</sup>

<sup>1</sup> Howkins, J. (2001). *The Creative Economy: How People Make Money from Ideas*. London: Penguin Books. b-8-35.

<sup>2</sup> Florida, R. (2002). *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life*. New York: Basic Books.

The creative economy model envisions the integration of regional resources based on clusters. A cultural-creative cluster ensures cooperation between the state, the private sector, and creators.

In Karakalpakstan, it is possible to create an integrated creative cluster based on archaeological tourism, museum activities, folk applied arts, ecological festivals, and contemporary art initiatives.

### **Strategic solutions and step-by-step implementation**

Step 1: Inventory and creation of a database.

Step 2: Development of a regional branding concept.

Step 3: Promotion through digital platforms (virtual tours, online sales).

Step 4: Attraction of international grants and investments.

Step 5: Implementation of monitoring and efficiency indicators.

Potential funding sources include the state budget, private investments, international grants, and tourism revenues.

According to the proposed model, the state provides infrastructure and regulatory support, the private sector implements investments and marketing, and creators generate content. Based on this triad, a regional creative cluster is formed. The “Saxra art” concept can be developed based on the ecological environment and historical experience of the Aral Sea region.

Through this model, the natural and climatic conditions of the region become an element of creative identification.

### **Strategic recommendations**

1. Develop a digital marketing strategy and enter international e-commerce platforms;
2. Establish grant and professional development programs for cultural managers;
3. Expand international cooperation through art residencies.

### **Additional analysis and forecast**

If the creative cluster model is effectively implemented, within five years, it is possible to increase regional tourism revenues, create new jobs, and expand the export of cultural products. This will contribute to the development of the creative economy in the region.

### **Conclusion**

This study analyzed the opportunities for developing the creative economy, existing problems, and mechanisms for addressing them in the Republic of Karakalpakstan. The research shows that although the region possesses rich cultural heritage, traditional crafts, visual arts, design, and tourism resources, their economic potential is not fully utilized.

In conditions where creative industries are considered one of the key drivers of the modern economy, there is a need to systematically develop this sector in Karakalpakstan. Implementing creative economy models in cultural heritage management in the region is an important strategic direction for regional development. Reforms carried out based on a systematic approach and cluster model can turn culture into a sustainable economic resource.

Analysis shows that the main factors hindering the development of the creative sector in the region include insufficiently developed infrastructure, slow adoption of digital technologies, weak marketing and branding strategies, and a lack of qualified specialists in creative management. In addition, the activities of local creators and artisans often remain small-scale and do not reach global or national markets, reducing the economic value of creative products and limiting their contribution to the regional GDP.

Overall, the creative economy represents a promising direction for ensuring economic sustainability and regional competitiveness in Karakalpakstan. Developing this sector will not only ensure economic efficiency but also preserve cultural heritage, realize the creative potential of youth, and strengthen the international image of the region. Therefore, supporting and systematically managing creative industries should be an integral part of Karakalpakstan's long-term development strategy.

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