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HERITAGE AND CULTURAL-ECONOMY MANAGEMENT IN REGIONAL DEVELOPMENT

Jumaniyazova Dinora Sanatbek qizi

Abstract: In regional development, the management of heritage and cultural economy is one of the pressing issues. The place of traditions, historical monuments, national values and material and cultural monuments is great in the sustainable development of countries and territories. In increasing the economic potential and standard of living of the region, it is primarily important to preserve the heritage characteristic of the region, integrate it into modern management processes, and direct it to economic and social development.

Keywords: cultural heritage, monuments, historical monuments, modern technologies, integration, values, territory, traditions, historical monuments.

For the effective management of regional wealth, first of all, deep attention should be paid to the values, historical past and lifestyle of the local population. Through the preservation and rational use of cultural heritage, the potential of tourism is increased, local handicrafts and entrepreneurial directions are developed, at the same time, modern technologies are introduced. This process requires the state to carry out a number of measures such as the correct orientation of economic policies, strengthening the regulatory framework, improving infrastructure. In the management of objects of cultural heritage, modern approaches occupy a special place. In the conditions of modern urbanization and industrialization, it is necessary to assess the state of historical and cultural monuments, develop development projects around them, strengthen the population's attention to these values. The formation of coordinating mechanisms, mutual cooperation and coordination in the management of the specific culture of each region is one of the basic principles of modern management. In such processes, regional development strategies are developed based on complex approaches. By fully identifying the specific socio-economic opportunities of the regions, evaluating the available resources and attracting them in an effective way, progress throughout the country is served. Balanced management of cultural and economic assets is the reason for the development of the modern field of services in the territory, an increase in the employment and income of the population.[1]

It is an urgent task not to neglect the ancient tradition and wealth, to develop them in accordance with the modern way of living by directing them to new areas. For the development of cultural heritage at the regional level and their effective management, the cooperation of highly qualified specialists, research institutions, civil society institutes and local self-government bodies is necessary. As a result of taking into account these aspects, investments in the local economy will be attracted, new jobs will be created and the infrastructure development of the regions will increase. The ground is laid for regional development by increasing the cultural literacy of the population, familiarizing them closely with historical monuments, national values and traditions. With the help of the



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media, spiritual and educational activities and modern technologies, a sense of national pride and respect for a specific heritage is strengthened in the minds of the population. This, in turn, serves as the basis for more effective cultural-economic management. On the basis of the interaction of local and central management structures, economic projects are carried out by using cultural heritage, protecting it, organizing restoration and reconstruction processes, attracting national and international grants. To harmonize the cultural development of regions with economic development, systematic strategies are also developed, modern management technologies are introduced. Productive use of heritage sites through innovative approaches and their involvement in socio-economic activities opens up new opportunities.[2]

The importance of heritage in regional development is that it manifests itself not only as a monument of the past, but also as an important resource of the development of the present. As a result of high Assessment, promotion and propaganda work in this regard, the establishment of international cooperation exchanges, the competitiveness of the territories increases. Trade, tourism, cultural exchanges and social projects will expand between regions, which will increase the development and well-being of the community. On the scale of the Republic, as well as in individual regions, solid institutional mechanisms are created for the effective management of cultural heritage. On the basis of these mechanisms, the necessary infrastructure facilities will be built in the regions, modern technologies will be used and the satisfaction of historical and cultural objects will be obtained. The role of modern information systems and digital technologies in the management of cultural heritage is growing. This makes it possible to improve management efficiency, make quick and reliable decisions.[3]

The management of material and intangible cultural heritage, their transformation into a source of well-being and economic blessing of the population is considered one of the priorities of state policy. In regional development, promising results are achieved by harmonizing these assets with other sectors of the economy. For example, the effective use of cultural heritage in the development of Tourism, crafts, food production and other industries serves for the development of the region. In the use of cultural heritage, it is also necessary to pay attention to the ecological balance, since the richness of monuments and nature is equally important. In regional economic development, heritage management also sets the stage for the emergence of new areas. Within the cultural sphere, Interactive Services, modern crafts, production of national souvenirs, support of private business projects, the use of new information communication technologies will expand the regional labor market. Through this, the level of regional employment increases, the quality of life of the population improves, the competitiveness of domestic products increases. In general, a scientific and systematic approach is important in the management of cultural heritage and the economy. It requires organizational and social structural reforms, improvement of syosic and institutional mechanisms, close cooperation between local stakeholders, and expansion of political support and financial support. The role of cultural heritage in modern life is increasing and has a direct impact on economic growth.[4]

Conclusion:

In place of the conclusion, it is worth noting that in regional development, it is necessary to develop a system of effective management of cultural heritage and the economy. It is important to take into account the peculiarities of the territory, national values and available resources, to introduce modern management mechanisms. As a result of effective management of cultural and economic assets, regions develop steadily, the well-being of the population increases, and the ground is laid for the development of the country. This, in turn, broadens the path to confidence and progress in the future.

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