

The Importance of Foreign Experience in the Development of Culture and Arts Management

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Annotation: This article provides information about the management of art and culture, which is developing all over the world, and the importance of using the experience of foreign countries in its study. Also, the objects that prove the development of art management in Great Britain, the USA, Colombia, and Spain are given as examples. As a conclusion, the name of the books related to the field in a foreign language that should be translated is mentioned. As a conclusion, the name of the books related to the field in a foreign language that should be translated is mentioned.

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At the same time as the whole is moving towards a unique development, a number of global and local problems are also emerging, which in some places prefer to be neglected rather than sought for solutions. One of these fields is art management, which is in demand today - that is, the field related to management activities in the field of art and culture. Due to the peak of globalization, we are living in a time when human labor is decreasing, life is becoming easier, cold robots are taking over the world, and the value of the human factor, so to speak, is increasing, as can be seen from the fact that it is highly valued in some countries. In its own way, we can say that the importance of cultural and art institutions is high. Also, the role of the leader plays a key role in this. As Michael M. Kaiser points out, "Almost every arts organization begins as an audience's dream." One of the biggest problems today is the lack of viewers. But it's not the viewer's fault. Attracting the audience was considered the task of the works created by artists in all periods. One of the complex and unique aspects of this field is that it cannot be limited. As the famous Russian actress and model Lera Abova said, "Art cannot live where there are limits. This is equivalent to asking a person to define a certain space for his thoughts and not leave it. Since we are in a field that cannot be approached unilaterally, it means that we should see this as an achievement and be able to use it instead. The uniqueness of the art samples attracts the viewer first of all. Let alone the Louvre or the Hermitage, one of the great buildings of the 20th century, the Guggenheim Bilbao Museum in Spain, can be cited as a clear evidence of an inimitable art form. It should be noted that this museum, built at the end of the last century, with its unique architecture, is visited by more than 1 million tourists a year. The number of visitors to our most famous museums is 10 times less (for example, 100,000 visitors enter the Amir Temur Museum every year). This fact alone is proof that we need foreign experience! The concept of art and culture management, which was created in recent history and has already developed abroad, has come to us today. Nevertheless, our movement is slow, our progress is low. Arts management is a concept that begins with the introduction of management techniques to the art world, which includes operations for the development of art institutions, whether public or private. By combining these areas, which seem very far from each other from the outside - one related to the inner world of a person, and the other with complications such as calculations, budgets, expenses, a unique combination is created today. In my opinion, history and modernity, materiality and spirituality go in the same direction, which is the demand of today. If we pay attention, any art institutions are facing financial

problems today. In order to exist and be active in society, any institution must first of all meet legal, economic, social and organizational requirements. That is why the world of art and culture needs management. Also, art management should primarily reflect social value, not economic value. Problems can be found everywhere, but they are not easy to solve. Turning to Latin American countries: Most of the initiatives and management processes developed by arts and culture organizations in Colombia are managed by the private sector or individual efforts. It is true that the Colombian state has also developed a cultural policy for the development of the cultural sector, but due to the very limited resources in this regard, this sector is not considered a priority sector such as health, security or education [1:3]. This evidence alone makes us realize that the root of the problem in many countries is in one place. Now we turn directly to the indicators in the USA. Art and culture play an important role in the economic activity of the country. If we look at the numbers, the added value of art and culture production to the gross domestic product is almost five times more than that of the agricultural sector. Also, this industry contributes nearly \$60 billion more than construction and \$22.7 billion more than transportation. Even the average growth rate of arts and culture is higher than the overall growth rate of the US economy. From 2014 to 2016, the average annual growth rate of arts and culture contributions is 4.16 percent, and the overall growth rate of the US economy is 2.22 percent[3:1]. Indicators in the UK economy are also high. According to the latest figures provided by the country's Office for National Statistics, the arts and culture industry contributes £390m a year. In 2009 and 2016, productivity in the arts and culture industry was also higher in the UK than in the economy as a whole. French Culture Minister Roseline Bachelot announces that the annual budget for 2022 will receive a large profit. The new budget reaches an unprecedented high of 7.5 percent. At the same time, statistics show that the number of cultural workers in France is growing rapidly. Between 2011 and 2019, the number of cultural workers in France exceeded 963,000, an increase of around 14,000 compared to the previous year. To have such high indicators, the development of art and culture management is required first of all. This field is directly related to the management of culture and art institutions, and it is advisable to implement it in cooperation with qualified managers and marketers. Such objects can include art galleries, cultural centers, concert halls, museums and libraries, as well as a number of amusement parks. Their organization and management is a complex process, and in turn, if developed by qualified personnel, good financial benefits can be obtained. In addition to benefiting the country's economy, it also serves as a tool for displaying and preserving national culture and wealth. A lot can be learned from world experience to reach such a high level. For example, there is a tradition in parks in London that famous people of their time come here to perform concerts. This, in turn, leads to the popularization of the park. Hyde Park Located on the banks of the Serpentine Lake, Queen Victoria held the world's first exhibition in her time. When Madonna gave her concert in 2012, about 55,000 people gathered, of course, the financial profit was also high, and the most famous artists of the world still give concerts here. As a matter of fact, the world of art is interesting for all mankind, so it seems that neither financial nor economic problems should arise in this regard. For the development of the country's tourism, it is not enough to have only historical buildings. As the head of our state said at a meeting with creative intellectuals on August 3, "The state and society should spare nothing from art and culture." Here we witness the full operation of a unique chain law. The state provides materially, works of art suitable for the times are created, works of art are sold, and the state gets the funds allocated by itself. However, additional chains are added to the chain, and this is only a benefit to the state budget. A world-class work increases interest in the country. Museums, entertainment venues, and even brand organizations can be created in a piece of created art. Take, for example, the 2001 film Harry Potter. Fans of this hugely popular film can be found in every corner of the world. Harry Potter museum was opened in London in a unique way, and it was a profit after profit. You can enter this museum to explore the mysterious world of Harry Potter, enter the Great Hall, walk Diagon Alley including Gringotts Bank and seeing Ollivanders wand, take a selfie on Platform 9 ¾ and even board the Hogwarts Express train. Here is the real adrenaline!!! Of course, any enthusiastic person should not spare money for such pleasure!!! Look at this, all the items used for the film, real costumes, props are now turning into museums and making money. Opened to the public in 2012, this place even receives up to 6,000 visitors on some

days. Art galleries, cultural centers, concert halls, museums and libraries, as well as a number of amusement parks, in addition to benefiting the country's economy, also serve as a tool for displaying and preserving national culture and wealth. Much can be learned from world experience to achieve the above high performance. Here is a list of the 7 most popular and essential books for art managers published online:

1. The Art of the Turnaround: Creating and Maintaining Healthy Arts Organizations by Michael M. Kaiser
2. Management and Arts by William J. Byrnes
3. Standing Room only: Marketing insights for engaging performing arts audiences by Joanne Scheff Bernstein
4. Standing Room only: Strategies for Marketing the performing arts by Philip Kotler
5. Music entrepreneurship by Allan Dumbreck
6. Making museums matter by Stephen E. Weil
7. Culture of Curating and the Curating of Culture by Paul O'Neill [3:1].

Of course, these works are full of foreign experience information that is interesting and necessary for every organization leader.

In conclusion, the main factor that makes the management on the right track is the art of management in accordance with the requirements of the time. In this regard, foreign experience plays a major role in training masters of their profession. In order to improve the skills of the existing employees, first of all, it is necessary to organize various seminar trainings, taking into account that they do not know foreign languages. They should be introduced to foreign experience during the seminar training. Many books are being written worldwide to popularize the field, and most of them are in English. The next generation will graduate from university knowing the language, but for today's generation, translated literature is very necessary. Translators who translate foreign literature should not be far from the field, and when the time comes, it is necessary to recognize that a certain experience cannot be used for another country at all. It is also necessary to send art and culture workers abroad to exchange experience, and send students to study abroad. Online courses on the Internet also have their own benefits. Learning a language is the need of the hour, so it is natural that it is easier to raise any field with knowledge of the language.

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