

PROSPECTIVE STEPS FOR THE DEVELOPMENT OF SECTORS IN THE CREATIVE ECONOMY

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Abstract: *The creative economy is becoming an important factor in global development, bringing together industries based on innovation, intellectual labor, and cultural values. Digital transformation—including VR, AR, AI, and blockchain—expands the possibilities for creating and distributing creative products. The development of infrastructure, such as creative clusters and art hubs, promotes collaboration and the emergence of innovative projects. Updating educational programs and training a new generation of specialists will ensure the continued growth of creative industries.*

Keywords: *creative economy, digital transformation, virtual and augmented reality, artificial intelligence, creative clusters, innovative projects.*

Today, the creative economy is emerging as a key driver of global development. It brings together industries based on innovation, intellectual labor, and cultural values. As noted by J. Howkins, “the creative economy is a space where ideas become an economic resource” (Howkins, 2013, p. 27). In the context of digitalization and increasing global competition, creative sectors possess significant potential: they create new markets, generate jobs, and influence the quality of life. As a result, identifying potential steps for the development of creative economy sectors is critical for the modernization of various areas of activity.

Digital transformation is one of the main avenues. The production and consumption of creative products are being actively altered by technologies. For instance, virtual reality is utilized in museums, where “immersive technologies make culture accessible regardless of geography,” according to UNESCO (UNESCO, 2021, p. 54). While artificial intelligence aids in the creation of concepts, augmented reality is being used in education and medicine for surgical simulations. According to the OECD, “AI is becoming a structural component of creative processes and marketing” (OECD, 2020, p. 89). Blockchain technologies are applied to protect intellectual property rights: digital artists create NFT objects that cannot





be forged. All of these innovations make creative products more accessible and help national projects enter the international market.

An important step is the development of modern infrastructure. Creative clusters, technoparks, and art hubs are becoming spaces where creative teams can collaborate and implement innovative ideas. As R. Florida writes, “creative clusters stimulate the concentration of talent and innovation” (Florida, 2014, p. 112). Examples of such spaces include Artplay and Flacon in Moscow, the Design District in London, and MediaCity in Manchester. They bring together artists, architects, IT specialists, and entrepreneurs, forming a sustainable creative ecosystem. According to European studies, “co-creation spaces increase the innovative potential of regions” (European Commission, 2021, p. 38).

Another key direction is digital transformation. Technologies are actively transforming the production and consumption of creative products. For instance, virtual reality is used in museums such as the Louvre and the Hermitage, where virtual tours have been created, while augmented reality is implemented in education and medicine for modeling operations. Artificial intelligence already assists designers in generating concepts and helps marketers analyze audience preferences. Blockchain technologies are used to protect copyright: digital artists create NFT objects that cannot be counterfeited and sell them through online platforms. All of this makes creative products more accessible and diverse and contributes to the international promotion of national projects.

The development of modern infrastructure is also of great importance. Creative clusters, technoparks, and art hubs serve as platforms for cooperation and knowledge exchange. Notable examples include Artplay and Flacon in Moscow, Silk Road Samarkand as a multicultural space, as well as international creative quarters such as the Design District in London and MediaCity in Manchester. These platforms unite artists, architects, IT specialists, and entrepreneurs, creating favorable conditions for the emergence of innovative projects. The development of such centers in regions helps reduce territorial disparities and forms a sustainable creative ecosystem.

Without the advancement of human capital, the creative economy cannot exist. The demands of the market must be met by contemporary educational programs. "Training professionals is a key factor in the dynamics of creative industries," according to Hartley and Lee (Hartley et al., 2015, p. 76). Multidisciplinary programs like design + programming, marketing + data analytics, and medicine + communication are offered by many universities. According to UK practices, "creative labs enhance professional competencies through work on real projects" (NESTA, 2008, p. 52). A new generation of experts is being trained in Uzbekistan thanks to the emergence of educational facilities in graphic design, 3D modeling, IT, and digital art. Project workshops, hackathons, and practice-oriented learning help young people adapt to the conditions of the modern digital economy.





The development of entrepreneurship is another important step. Small enterprises and startups in gaming, animation, fashion, education, and architecture form the core of the creative economy. For example, the Korean K-pop industry grew from small music studios and became a global economic brand. In the IT sector, the success of companies creating mobile applications and digital services is a vivid example, as many of them started as small creative teams. Government support, such as grants, tax incentives, and startup accelerator programs, helps accelerate the development of these projects. In EU countries, Creative Europe and Erasmus+ programs actively finance cultural and innovative initiatives. Similar support is necessary in other countries to stimulate young companies and ensure their sustainable growth.

International cooperation is becoming an important source of development. Participation in festivals, exhibitions, film forums, architectural biennales, and scientific and creative projects enables experience exchange and improves product quality. For example, cooperation between European animation studios and Asian IT companies has resulted in unique multimedia projects. The participation of designers from Uzbekistan in international fashion shows contributes to increasing national brand recognition and promoting cultural heritage on the global stage.

An essential condition for the development of the creative economy is the modernization of the legal framework. It is necessary to improve legislation in the field of copyright, digital platforms, and cultural entrepreneurship. For instance, some countries have already introduced digital copyright registries that record authorship and protect content at all stages of use. Such tools not only ensure security in creation but also stimulate more active business participation in creative projects.

The growth of the creative economy is contingent upon a multi-faceted and well-coordinated strategy, encompassing several key elements. Firstly, digital transformation is paramount, requiring the integration of advanced technologies across all sectors to foster innovation and efficiency. Secondly, the establishment of specialized infrastructure, including hubs, incubators, and co-working spaces, is crucial for providing a supportive ecosystem for creative endeavors. Furthermore, the training and development of qualified personnel, equipped with the necessary skills and expertise, are essential for driving creative output. Supporting entrepreneurship through access to funding, mentorship programs, and streamlined regulations is also vital for nurturing new ventures in the creative industries. Expanding international cooperation through collaborations, partnerships, and knowledge exchange initiatives can further enhance the global competitiveness of the creative economy. Finally, the improvement of the legal framework, including intellectual property rights and regulations, is necessary for protecting creative works and fostering a fair and transparent marketplace. The successes observed in leading





nations underscore the fact that strategic investments in creativity and innovation yield substantial and far-reaching benefits. These investments not only stimulate significant economic expansion by generating new industries, jobs, and revenue streams but also contribute to the accumulation of cultural capital, enriching societies and preserving heritage. Moreover, they unlock novel opportunities and pathways for future progress, ensuring long-term sustainable development and prosperity.

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