

IMPROVING THE DIGITAL MANAGEMENT SYSTEM IN CULTURAL AND ART INSTITUTIONS IN UZBEKISTAN

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Abstract:

This article analyzes the necessity and benefits of improving the digital management system in Uzbekistan's cultural and art institutions. It examines how the introduction of digital systems can enhance operational efficiency, transparency, and financial effectiveness within these institutions. Additionally, the article explores the challenges encountered in this transformation and the potential solutions.

Keywords: digital management, cultural institutions, art, Uzbekistan, efficiency, innovation, automation.

Uzbekistan's cultural and art institutions play a critical role in preserving and advancing national heritage. However, many of these institutions still rely on traditional paper documentation and management methods, with insufficient emphasis on implementing modern digital technologies. This article highlights the benefits and necessity of establishing a digital management system in cultural and art institutions, drawing on international best practices and outlining a step-by-step approach for effective integration.

The Necessity of Implementing a Digital Management System

The need to implement a digital management system in cultural and art institutions is increasingly significant with the advancement of modern information and communication technologies. Cultural and art sectors are central to engaging youth, researchers, and the broader public with resources rich in educational and cultural value. However, these institutions still largely rely on traditional paper documentation and management methods, which can lead to excessive resource consumption and reduced efficiency. For instance, museums and theaters face challenges in ticket sales and event monitoring, where issuing tickets manually and



tracking attendee lists demand substantial time and effort. A digital ticketing system would streamline this process, making ticket purchasing more convenient for visitors and enabling institutions to monitor financial inflows and outflows more accurately.

Benefits of Digital Management

Introducing a digital management system offers several critical advantages:

- **Transparency:** Digital systems make it possible to track all processes within the organization. For example, state-funded cultural institutions can provide accurate reports of their expenditures and revenues, ensuring financial transparency and facilitating government financing.
- **Speed and Efficiency:** Management processes are expedited, and efficiency improves. In museums, for example, creating a digital information database about exhibits allows visitors easier access to search and locate items, including exhibit location details within the facility.
- **Convenience for Employees:** Digital systems enable more effective task allocation and tracking of employee performance. In theaters or concert halls, task assignments and monitoring are facilitated through dedicated digital platforms.
- **Financial Oversight:** Institutions gain better control over expenditures, with digital systems enabling close monitoring of expenses related to specific projects or events and optimizing revenue distribution.

International Experience and Adaptable Solutions for Uzbekistan

Many developed countries have adopted digital management systems in their cultural and art institutions, providing models that Uzbekistan can adapt.

- **Germany:** In Germany, museums and galleries operate dedicated digital platforms that store and share extensive information about exhibits, making them widely accessible to the public. The "Deutsche Digitale Bibliothek" platform, for example, gathers and digitizes information on Germany's cultural and historical heritage, making it accessible online.
- **France:** French museums and art galleries have digital management systems that provide detailed information on exhibits, including their origins and historical significance. Additionally, online ticketing systems allow visitors convenient access



to events. Uzbekistan could implement similar systems in collaboration with public and private sectors to provide similar services.

Drawing from these examples, Uzbekistan can create similar systems tailored to the local context through partnerships between public and private sectors.

Possible Actions for Implementation

To establish a digital management system in cultural and art institutions, the following measures can be taken:

- **Creating Specialized Platforms:** Developing digital platforms for cultural and art institutions that manage ticket sales, monitor attendance, and archive data is essential. These platforms can facilitate the monitoring of each institution's activities, simplify ticketing, and improve revenue tracking. For example, online ticketing systems in theaters would enable electronic visitor registration and expand marketing opportunities.
- **Staff Training and Development:** It is crucial to enhance the digital skills of employees in cultural and art institutions and focus on technology adoption. Training and workshops should be organized to upgrade staff competencies, and international expertise could be engaged to support the implementation of new technologies.
- **Public-Private Partnership:** Collaborations between government organizations and IT companies, alongside international grants, could fund digital systems implementation projects. This partnership would enable necessary investments for the digital development of cultural institutions.

These measures can significantly contribute to the digital transformation of cultural and art institutions in Uzbekistan, strengthening the country's cultural presence and competitiveness internationally.

Conclusion

The adoption of a digital management system in Uzbekistan's cultural and art institutions would bring essential improvements in transparency, efficiency, and financial management. By learning from international best practices and customizing digital solutions to local needs, Uzbekistan can take meaningful steps to modernize its cultural and art sectors. This transition will not only improve operational efficiency and financial oversight within institutions but also enrich the



public's access to Uzbekistan's rich cultural heritage. As the country strengthens its technological foundation in these sectors, it can also position itself as a competitive player in the global cultural landscape, providing better services to both local and international audiences.

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