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## DEVELOPMENT OF CULTURE AND CREATIVE INDUSTRIES IN KARABAKH

**Abstract.** The cultural industry as a sphere of work that ensures the production and realization of cultural products and services is one of the main directions covered by the state's responsibilities in the field of culture. The Law of the Republic of Azerbaijan "On Culture" No. 506-IVQ dated December 21, 2012 is about the development of the cultural industry as one of the main areas of the State cultural policy. The state policy of the Republic of Azerbaijan in the field of culture is based on the principle of balance, which includes the creation of a balance between the cultural industry and the markets of cultural products and services.

Special attention and significant investment in the cultural industry, which has played an important role in the formation of world and national cultural life and achieved significant success in a number of leading countries of the world, creates the basis for economic and social dividends. That is why the development of cultural industry sectors that have historical traditions and oriented to the future is one of the promising directions of the state cultural policy [1, p. 6].

**Key words:** creative industry, national and cultural heritage, great return, works of folk art, creative Azerbaijan.

**Introduction.** The leading role of the Cultural and Creative Industries can be attributed to private companies, studios, workshops, as well as individual entrepreneurs. Private institutions operating mainly in Baku and other major cities cover design, advertising, crafts, fashion, fine arts, music and other creative fields. Currently, the lack of regular publication

of comprehensive statistics on the Cultural and Creative Industries (CCIs) sector at the national level does not allow for full measurement, monitoring and assessment of development processes in this sector. Besides that, according to the UNCTAD report, imports of CCIs products to Azerbaijan in 2014 totalled USD 138.04 million and exports totalled USD 3.95 million, resulting in a negative trade balance of USD 134.09 million on CCIs. To determine the share of CCIs in the Azerbaijani economy, the official share of CCIs in GDP was fixed at 1% in the 2017 Report of European Union's Cultural for Development Indicators for Azerbaijan. The study based on the Methodological for Development of the World Intellectual Property Organization in 2019 shows that the growth of the creative industry increased 13 times from AZN 220.5 million to AZN 2815.9 million from 2003 to 2015.

**The interpretation of the main material.** Since 2018, the Ministry of Culture has implemented various CCIs development measures and a number of planning measures, conducted research and submitted reports on the role of the CCIs sector in the world economy, the local situation in the Azerbaijani context, the contribution of CCIs to the Azerbaijani economy, shortcomings in this field, public-private partnership and partnership gaps. According to the Ministry of Culture's "Action Plan for 2019 on the implementation of necessary activities for the development of creative and cultural industries", as a result of the organization and implementation of planned and preparatory activities together with relevant institutions, the main of activities have been determined, such as the preparation of a strategic document on the development of CCIs, the organization of a Startup Competition and a forum on CCIs, the establishment of sectoral organizations (councils) and the creation of the "Creative Azerbaijan" brand. Baku was included in the UNESCO Creative Cities Network on the theme of "design" on October 31, 2019. In order to support and develop the sector, the presentation of the "Creative Azerbaijan" portal and a panel discussion on the topic "Creative Industries: New Opportunities for Sustainable Development and Employment" were held at the Baku Congress Center on December 9, 2019. The "Creative Azerbaijan" portal creates conditions for establishing direct contacts between creative individuals, private and public institutions, strengthening the business environment and entrepreneurial spirit. At the same time, the Virtual Platform of the "Creative Azerbaijan" portal was created [5]. In connection

with the declaration of 2020 as the “Year of Volunteers” by the Decree of the President of the Republic of Azerbaijan dated December 29, 2019, the “Creative Azerbaijan” portal of the Ministry of Culture launched the process of formation of the “Creative Azerbaijani Volunteers” Movement on March 4, 2020 [4]. The public discussion on the topic “Cultural business forum: current state and prospects” was organized at the “YARAT” Contemporary Art Center with the support of the “Creative Azerbaijan” portal, as well as the organization of the Public Council under the Ministry of Culture and the Small and Medium Business Development Agency (KOBIA) on February 27, 2020. In addition, the Ministry of Culture holds regular meetings with representatives of the CCIs sector, and exchanges opinions on the existing problems and opportunities in the field.

The establishment of the CCIs is closely connected with the development of a new economy based on knowledge and creativity, which is becoming more and more information-rich and global. From the point of view of the CCIs, cultural processes have a significant impact on all spheres of life, forms and ways of producing commodity and services and future lifestyle. So, the concept of culture is transformed from a limited sphere of artistic production and social life into a concept that encompasses everything around it (communication media and city design, state policy and public relations, ways of forming and expressing personal and collective identities). Similarly, creativity and activities have moved beyond concepts exclusive to the arts to become a major issue and a global economic advantage for all sectors. The objective of the National Priority “1.1. Sustainable and High Economic Growth” in the “Azerbaijan 2030” document entitled “1. A Competitive Economy with Sustainable Growth” states that “Economic growth should be based on advanced and effective private initiatives, and public-private cooperation should be strengthened. The innovative private sector activities need to be further intensified, and the private sector’s share in financing the non-oil sector need to be increased” [3]. The development of CCIs is closely associated with the development of clusters. It is the creative clusters that have a significant impact on the development of creative cities and regions, providing them with competitive advantages.

Creative clusters increase productivity by facilitating access to various specialized resources, such as labor and knowledge. They strengthen innovation by providing the rapid exchange of new opportunities and problems. They encourage the formation of new businesses. Therefore, there

is no doubt that the CCIs will have a positive impact on sustainable and high economic growth, and in turn, knowledge-based economic growth will create new opportunities for the CCIs.

The National Priority “Great Return to the Liberated Territories” states in its objective “4.1. Sustainable Settlement” that “The restoration of Azerbaijan’s historical territorial sovereignty has created a new stage for the population to return to their native lands and live there. Sustainable settlement of the population in the liberated territories should be ensured. For this purpose, these areas should be transformed into the healthiest, most modern and prosperous living environment for society, and a comfortable living environment based on modern principles should be created for sustainable settlement” [3]. The work to be done under this priority will contribute to the development of the cultural taste of the population returning to Karabakh, the increase of cultural activities and the re-recognition of Karabakh as the cultural center of Azerbaijan. The objective entitled “4.2. Reintegration into Economic Activity” states that “By providing a life built on a solid foundation, we can return the region’s share of economic activity in the country to the pre-occupation level and increase it steadily. In this process, the comprehensive promotion of private initiatives through the necessary incentives, as well as the development of public-private partnerships are important” [3]. Since the CCIs are interest-bearing sector, it is reasonable to encourage private initiatives, as well as to develop public-private partnerships. However, the reasons for public-private partnerships in the cultural sector may be quite different from the reasons for public-private partnerships in other areas and depend on the specific model of cooperation. The state may want to reduce state funding through this cooperation, while economic capital may be the main objective for the private sector actor.

Unlike other public-private partnerships, the private actor’s profit from a public-private partnership in the field of culture may be very small. In this case, the interest of the private sector actor may lie in more intangible benefits in the form of image promotion, corporate responsibility or marketing aspects and approaches of citizenship. The above suggests that the CCIs can play a significant role in the reintegration of economic activity in the occupied territories through the direct participation of private capital or public-private partnership.

First of all, it is necessary to ensure the return of the population to the liberated territories. To that end, the dwellers of these territories must

be provided with decent living conditions, the necessary infrastructure, security and access to modern services. Naturally, in order to ensure decent living conditions, it is necessary to fully restore the cultural infrastructure. To that end, libraries, cinemas, theaters, museums and other cultural facilities destroyed during the occupation must be restored, stolen cultural heritage works must be returned, destroyed historical monuments must be restored and other measures to restore cultural heritage must be implemented.

Besides that, in order to reintegrate the liberated territories into economic activity, it is necessary to restore the historical position of the liberated territories in the economic and social image of the country. According to the document, the new region should become one of the leading hubs of economic activity and have a development level consistent with other regions of the country. The sustainable development of the region will depend on providing the need of the regional economy with right resources, while the abundance of natural resources and the acquired historical image will enable these territories to attract investment.

The role of cultural industries in the abovementioned economic reintegration measures is very important. The restoration of works of traditional folk art, carpet weaving, tourism, music industry and other cultural areas could accelerate the transformation of their products into marketable commodity and become a significant source of income for the population of the territory.

Besides that, the use of the region's rich natural resources to develop ecotourism can also accelerate economic reintegration. Naturally, it is necessary to build the necessary hotels and other tourism infrastructure here and carry out appropriate marketing activities.

Within the framework of the measures taken towards the reintegration of Karabakh, the Karabakh Revival Fund was established as a public legal entity based on the Decree of the President of the Republic of Azerbaijan Ilham Aliyev dated January 4, 2021 in order to ensure a modern and decent life for sustainable settlement, to carry out construction, restoration and improvement works in all areas, as well as to support safe living, efficient activity and sustainable growth of well-being in the liberated territories of the Republic of Azerbaijan.

**Conclusion.** In order to realize the abovementioned objectives, the Ministry of Culture has taken into account the implementation of

several priority areas to revive cultural life in the liberated territories, and a number of projects have already been launched. These projects include restoring historical monuments and cultural institutions of those territories, restoring of the customs and traditions of the population from Karabakh (“Return to Homeland” project) and promoting the return of the Azerbaijani people to their historical lands on an international level. The “Karabagname” project implemented by the Ministry also aroused special interest among the public [6].

In general, the development of cultural and creative industries in the country, especially in Karabakh is a priority. The state is taking the necessary steps for this purpose. The use of new management methods is inevitable. One of the main objectives is to produce CCIs products at the level of modern requirements. This involves management and skills. For this purpose, Karabakh needs to undertake major reforms to improve the functioning of CCIs, as well as access to domestic and foreign markets.

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#### QARABAĞDA MƏDƏNİYYƏT VƏ YARADICI SƏNAYELƏRİN İNKİŞAF ETDİRİLMƏSİ

Mədəniyyət sənayesi mədəniyyət məhsullarının və xidmətlərinin istehsalını və realizəsini təmin edən fəaliyyət sahəsi kimi mədəniyyət sahəsində dövlətin vəzifələrinin əhatə edildiyi əsas sahələrdəndir. “Mədəniyyət haqqında” Azərbaycan Respublikasının 2012-ci il 21 dekabr tarixli 506-IVQ nömrəli Qanununda mədəniyyət sənayesinin inkişaf etdirilməsi dövlət mədəniyyət siyasətinin əsas istiqamətlərindən biri kimi nəzərdə tutulmuşdur. Azərbaycan

Respublikasının mədəniyyət sahəsində dövlət siyasəti mədəniyyət sənayesi ilə mədəniyyət məhsullarının və xidmətlərinin bazarları arasında balansın yaradılmasını ehtiva edən tarazlılıq prinsipinə əsaslanır.

Qlobal və milli mədəni həyatın formalaşmasında mühüm rol oynamış və dünyanın bir sıra aparıcı ölkələrində ciddi nailiyyət qazanmış mədəniyyət sənayesinə göstərilən xüsusi diqqət və əhəmiyyətli sərmayə yatırımı iqtisadi və sosial dividendlərə zəmin yaradır. Bu səbəbdən tarixi ənənələri olan və gələcəyə yönəldilmiş mədəniyyət sənayesi sahələrinin inkişaf etdirilməsi dövlət mədəniyyət siyasətinin perspektivli istiqamətlərindəndir.

**Açar sözlər:** yaradıcı sənaye, milli-mədəni irs, böyük qayıdış, xalq sənəti nümunələri, kreativ Azərbaycan.

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## **РАЗВИТИЕ КУЛЬТУРНОЙ И ТВОРЧЕСКОЙ ИНДУСТРИИ В КАРАБАХЕ**

Культурная индустрия, как область деятельности, обеспечивающей производство и реализацию культурной продукции и услуг, является одной из важнейших сфер, охватывающей обязанности государства в области культуры. В Законе Азербайджанской Республике «О культуре» № 506-INQ от 21 декабря 2012-о года развитие культурной индустрии предусмотрено, как одно из основных направлений государственной культурной политики. Государственная политика Азербайджанской Республики в сфере культуры основана на создании принципа равновесия, охватывающего создание баланса между культурной индустрией и рынками культурной продуктив и услуг.

Особое внимание и значительные капиталовложения в культурную промышленность, оказавшие огромное влияние на формировании глобальной и национальной культурной жизни, способствующие достижению значительных успехов во многих ведущих мировых странах, создают гарантии для экономических и социальных дивидендов. По этой причине развитие сфер культурной индустрии, опирающейся на исторические традиции и обращенную в будущее, является одним из перспективных направлений государственной культурной политики.

**Ключевые слова:** творческая индустрия, национально-культурное наследие, великое возвращение, образцы народного творчества, креативный Азербайджан.