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## THE ROLE OF PROJECT MANAGEMENT IN THE FIELD OF CULTURE AND ARTS

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**Annotation:** In the article, today's important topics in the field of culture and art were written, and as a result of study and research, a number of solutions were given to the problems. The concepts of project management and project manager were also explained.

**Keywords:** project management, project manager, evaluation, planning, benefits of project management

The relevance of the subject of project management in the field of culture and art, the increased interest in the spiritual factors of the development of modern life, the influence of the creative heritage on the national heritage of the society, and the socio-economic changes in the policy of Uzbekistan are explained. Over the past decades, many cultural projects have been implemented in our country, and experts have rightly assessed the project approach to the development of culture and the possibility of realizing its potential. Today, intensive work is being done to fully cover cultural needs, provide cultural services to the population, and create cultural literacy among the masses.

Unfortunately, from today's point of view, the project base in this field is very weak, and at the same time, the level of research in this field is still weak, because it is not enough researched and there are few academic works to train project managers. In the field of project management (hereinafter referred to as project management), we take foreign experiences, then form a certain management system and implement projects with significant economic potential based on foreign experience, and use our experiences we should organize it in harmony with our mentality and outlook, political processes. Today, in our country, project management based on mutual cooperation with state, commercial and non-commercial organizations, there are conditions that ensure the attraction of additional resources in the field of cultural management. As a result, it will have a positive effect on the creation of a civilized market of cultural goods and services for the population in Uzbekistan. was used in the field of production, and when management principles and laws began to be applied to other areas of human activity, to distinguish this concept. The term «arts management» was introduced. By this term we mean the non-industrial service sector «Arts and Culture». If we dwell on the explanation of the words, «Project» is a list, statute, rule, plan, program. It was the initial rough text of the decision, decree, law and similar documents, and today this phrase is rapidly entering various directions. No matter what field you look at, this word is highly relevant and important, including in the field of culture and art.

As for the word management, management (ing) «management, planning, regulation, control» as well as directing production, organizing it; management science. This phrase is also important for the implementation of cultural policy in our country. Project management includes planning the allocation of resources and managing the team to achieve predetermined goals.

Project management is a transferable skill and useful in many fields, from academic research to business planning. It also helps improve the skills of employees, as it helps them develop important skills such as the use of project management software and teamwork. Another source gives the following explanation: according to the definition of the project by the US Institute of Project Management, «a project is an idea that represents a specific task with certain preliminary data and the necessary results (goals) that determine the method of solving it, the means of its implementation and should contain the result to be obtained”.

In the book «Culture: Management, Animation, Marketing» by Milena Dragisevich-Šesicva Branimir Stojkovic, as a continuation of this definition, a definition is given: «project» is an idea implemented in a process that produces certain results.

There are four important stages in the complete project cycle:

- An idea or concept;
- Planning and execution;
- Make it happen;
- Finish.

A project manager is a person responsible for a specific project, who performs tasks such as organizing, leading and supervising activities in the field of culture and arts. It has the following obligations:

- Gathering a group of people to organize a project
- Dividing the project into tasks;
- Allocating tasks to team members based on their strengths;
- Organizing meetings and meetings to discuss the project;

Such as ensuring the completion of tasks within the specified period. Today, the organization of holiday events and cultural events is considered a very serious and complex task. Because all these events are brought to the attention of the public, very serious preparation and great skill are required, and they must be free of any flaws. At the same time, the artistic director is responsible for the organization of holiday events, and the organizer of the event is chosen collectively, unfortunately, the lack of such a position is one of the sore points in cultural activity. When the events are organized, leadership, organization and control of them are collective, and the responsibility of this event is assigned to many people, but the process shows that this does not give full results. Therefore, by introducing the position of event organizer, we have solved a number of problems in the field. Through this, we aim to create an opportunity for creative activities in a way that does not distract from their functional tasks, without harming the freedom of creative people, while saving time and money. It is easy to achieve the intended results by implementing the position of an event organizer that is scientifically based and can give its results in the future events, by contributing to the development of the industry, as well as by conducting effective activities. The aim is to create an opportunity for creative activities without

disturbing the freedom of creative people without distracting them from their functional tasks. It is easy to achieve the intended results by implementing the position of an event organizer that is scientifically based and can give its results in the future events, by contributing to the development of the industry, as well as by conducting effective activities. The aim is to create an opportunity for creative activities without disturbing the freedom of creative people without distracting them from their functional tasks. It is easy to achieve the intended results by implementing the position of an event organizer that is scientifically based and can give its results in the future events, by contributing to the development of the industry, as well as by conducting effective activities.

By means of the above, the extent to which the activity we are organizing is correct and the duration of its achievement of the intended goal, as well as the existing conditions for its organization, are studied and monitored. Through this, we can witness how important the projects are not only in the political but also in the cultural sphere. Currently, a number of rapid reforms are being carried out in the field of culture and art, yesterday the Ministries of Culture and Tourism were merged based on the decrees issued by the President of our country, Shavkat Miromonovich Mirziyoyev. In this way, to further develop the cultural policy of our country, to have a positive effect on the country's economy by increasing the flow of tourists, and to carry out a unified cultural policy by uniting sectors,

My proposal, based on experience and knowledge, it can be said that project management, no matter what field of activity it is, serves as a lever that develops that field, including in the field of culture. Simply, when creating a project, it is appropriate to be based on certain conditions, available resources, opportunities, knowledge and experience. Knowledge and experience are the result of many studies and researches, so it is related to this activity that is important today. If foreign works are translated into Uzbek and re-studied in educational institutions and a manual is created, not only will our scientific potential increase, but we will revise our thoughts and opinions and adjust them to the requirements of the time, and when our young people go abroad to gain experience, they will have acquired certain skills in this field,

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