

Impact of Globalization in a Handicraft Perspective in Uzbekistan

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Abstract: *This article is devoted to Impact of globalization on a handicraft perspective in Uzbekistan over the years of independence. impact of global progressive processes on this area, as well as on the prospects for handicraft*

Keywords: *globalization, traditional craft, entrepreneur, merchant, trade, commerce*

Introduction. In the years of independence, much attention has been paid to the activities of small business and entrepreneurship. In accordance with the development program during this period, a lot of work was done to develop small business and private entrepreneurship, which continues to develop even more to this day. In the advanced economies of the world, entrepreneurship is developing rapidly. In some Western European countries, the share of entrepreneurship in the national gross output has reached 70–80%. Over 70% of the country's population is engaged in activities in small businesses and private entrepreneurship. Much work is also being done in Uzbekistan to further develop entrepreneurship. In order for entrepreneurship to become widespread, it is necessary to create an economic and legal basis. Today, entrepreneurship is considered as a factor stimulating economic progress, at the same time, its important role in providing the population with jobs, supplying markets with consumer goods, developing the country's economy and increasing the well-being of the population is noted. Now, as before, in the restoration of traditional handicrafts, international funds and organizations are actively involved in promoting the development of tourism and the economy of young states on the territory of the CIS. In their activities, the main attention is paid to a specific type of artisan or to centers that were previously popular, but now extinct. For example, in Uzbekistan for many years the UN project "Development of cultural and educational tourism and handicrafts", "Assistance to artisans" under the organization Counterpart Consortium of America operated. They held various seminars, arts and crafts fairs, invited foreign experts to train local craftsmen to use traditional technology with natural paints, and supported projects related to the activities of local craft centers. In recent years, the Bureau of Cooperation and Development of Switzerland, the UNESCO Office in Uzbekistan, as well as the National Commission of UNESCO have been actively working in this area [7]. One of the major events of this organization is the declaration of the Boysun district of the Surkhandarya region "The Pearl of the Oral and Intangible Heritage of Humanity" (2002). A unique place where handicrafts have been preserved in the original and the basis for its future development is being created. This fact served as the beginning of the implementation of measures aimed at the development of folk handicrafts.

Local craftsmen participate in the program "Handicraft Products with the UNESCO Quality Mark", which includes the states of Central Asia (Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan), South Asia (Bangladesh, India, Moldova, Nepal, Pakistan and Sri Lanka), East Asia (China, Japan, Mongolia, North and South Korea). As a result, the region's handicraft products are internationally recognized. In 2006, the "Janda" fabric, a wide white

carpet were awarded the UNESCO Quality Mark and along with other winners were posted on the websites of the offices in the Bank of Beijing, New Delhi and Almaty, based on the project "Mysterious Ceramics of Uzbekistan" by the UNESCO and Japan Trust Fund. Within the framework of this project, seminars are held with the participation of famous masters and art critics of the republic, foreign specialists invited to exchange experience. In 2007, an exhibition was held in Kattakurgan - the center of the restored pottery. Denava's pottery in 2003 and the once popular Nurata embroidery are also a project of the Swiss Cooperation and Development Office. Naturally, the results of the first project did not satisfy the specialists. The second - in the work on the restoration of the Nurata applied embroidery, teaching young girls to embroidery and providing them with jobs. As a result of the project, a study guide was published to help locals learn traditional embroidery on their own.

Undoubtedly, the traditional artistic heritage will develop further, since the preservation of national and cultural values in the country is a matter of state importance. Public and international organizations and institutions also comprehensively promote the traditional artistic heritage.

Literature review. Crafts at different times have attracted the attention of politicians, museums, designers and some professionals (the private sector). Over time, this led to its revival (Luckman, 2015):

The first revival occurred with the industrialization and movement of William Morris in the arts and crafts.

A second wave of revival occurred in the 1960s and 1970s with the hippie (hippie) movement.

Finally, during the recent economic crisis, there has been an increased focus on crafts as a source of income. "Do it yourself - do it yourself3)" we can witness a third renaissance characterized by the popularity of the movement.

Socio-economic stabilization of cities with the potential to stimulate small-scale production in developed countries in the context of economic globalization, crafts are considered a particularly important area, it is also seen as a source of increased exports in domestic products, contributing to the strengthening of the national economies of developing countries. Interestingly, many artisans in developing countries claim that in developed countries, at a time when it is suspended due to insufficient attention to its survival, many young people see crafts as a unique source of income in the post-crisis period (Mignosa and Kotipalli, 2019) .

Mainpart. One of the most important tasks in preserving the traditional heritage and passing it on to future generations is the restoration of handicraft centers and their growth. You also need to pay attention to the quality of the products. The goods produced today can be divided into two groups: for household use (mainly in villages) and for the market. Also, goods are made for participation in exhibitions. The number of products for sale is growing. Today the Union "Hunarmand" has over 28 thousand artisans [8], there are a number of shops, salons for sale and several galleries.

The provision of tax incentives to national artisans, as well as measures to support them from the government, serve as a guarantor for this development. In particular, it is necessary to emphasize the decrees of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to develop and expand family and handicraft activities without organizing a legal entity" and "Extension of the validity period of tax benefits for the payment of strictly targeted taxes for members of the Hunarmand union - individual entrepreneurs." The attention aimed at the development of national handicrafts is expressed in fairs often organized in the country and abroad, where our artisans, participating with their products, conclude contracts for the sale of these products. This

is confirmed by the direct sale of handicraft products in historical cities, architectural monuments, which are often visited by tourists. According to a sociological survey, it was revealed that the demand for handicraft goods in the domestic markets of the country is growing, that is, over the past 8 years, the need has grown by 30%, despite all this, it is expedient to expand the export of national handicraft goods and the entry of national products into the world market. Therefore, it is necessary to study foreign experience and use the relevant parties, since other countries in this area have outstripped us. For example, the company "Dinka" Argentina is looking for buyers of goods made by Argentine artisans, delivery of goods, customs formalities, and in return receive a percentage of the sale. Having founded, the company established cooperation relations with stores in Chile, Peru, Ecuador, then entered into an agreement with a distribution company in Texas, today it is looking for new opportunities for cooperation with markets in Spain, Italy, Germany, and Switzerland. The company's annual turnover is USD 1 million. Among Asian countries, special attention to folk handicrafts is found in Vietnam. In 2003 alone, Vietnam took the 8th place in the export of handicraft goods and received an income of \$ 367 million. Currently, China and Germany are engaged in the export of handicraft products. Based on the experience of these states, our republic also requires the export of foreign handicraft goods. The assimilation of new types of activity, corresponding to market conditions and specialized for the release of new goods and services, is a requirement of the time. It is necessary to develop mechanisms to allow the transition of artisans and craftsmen from informal activities to official activities.

Promotion of the activities of craftsmen, their advantages, information about the benefits and advantages provided by the government for the development of handicrafts among the population, would raise the image of handicrafts, in particular, the use of advanced foreign experience in the development of handicrafts and handicrafts, the provision of services without leaving home, through the phone, along with this, the development of tourist services for the study of the historical, cultural and architectural heritage of local regions, as well as the economic space with neighboring countries and the development of border trade contribute to an increase in the level of employment of the population. The identification of systematic aspects in the analysis of the development and effectiveness of small business and the activities of gold entrepreneurship in the country's economy requires an accurate definition of the factors and criteria that affect it. Criteria for the economic efficiency of small business and private entrepreneurship should reflect the effectiveness of wages, the relationship of laws characterizing the satisfaction of growing demand, demand and supply in the process of improving wages. Because the factors affecting economic activity, entrepreneurship are interconnected with the general criteria of production efficiency. At the same time, material support for small business and private entrepreneurship must correspond to the conditions of remuneration, its organization is carried out in parallel with the improvement of the whole system of the mechanism for organizing the management and maintenance of the economy of the conditions of remuneration, otherwise it will not give the desired effect. Increasing the efficiency of entrepreneurial-initiative activity in the form of wages must be associated with the employee's contribution. The analysis of an entrepreneur, as well as methods for determining the economic efficiency of an enterprise, occupy a central place in the methodology for determining the effectiveness of small businesses and private entrepreneurs. Since here internal factors will be investigated from a theoretical point of view, in the direction of actual results and losses, external conditions - a positive or negative impact on the activities of an entrepreneur. Therefore, all facets of entrepreneurial activity must be comprehensively analyzed. As a result, it can be pointed out that in modern conditions of modernization of the country's economy, large-scale development and improvement of the activities of entrepreneurs, crafts, their essence, as well as the expansion of the scope of its tasks require in-depth analysis and decision-making aimed at

development, since it is important in ensuring integration the country's economy to the world community.

Results. Through the development of handicraft, it became possible to attract an active and socially weak part of the population to production.

As a result of the implementation of the national training program, a system of new directions was created, specialized in national handicrafts in the vocational education system. The experience of foreign countries is effectively used to train qualified teachers-engineers and mentors-artisans and short-term advanced training courses are being opened.

Also, colleges specialized in national handicrafts are equipped with modern educational equipment. The mentor-apprentice system is being improved. With the support and encouragement of women, who make up the bulk of the country's population, a promising state policy is being pursued, the Women's Committee of the Republic, the Union of Women Entrepreneurs and other institutions, funds where economic and social protection is provided to women entrepreneurs. The craft centers of the Tashkent, Fergana, Andijan, Namangan, Samarkand, Bukhara and Khorezm regions began to develop rapidly during the years of independence. During the transition to a market economy, the development of national handicrafts in the republic is of great importance.

Conclusion. In conclusion, it should be noted that each country has its own characteristics of economic development in the era of globalization. In the process of studying the given data, we once again confirmed the presence of these distinctive features.

In addition to the cultural significance of crafts for each country, the socio-economic role of crafts can be seen in several countries. To study the rich experience of these countries, today in our country there are special directions in the field of crafts, the export of handmade products at the level of national brands and the creation of private exchanges and agencies that directly serve to increase tourism. potential of our country. training of personnel with higher education, able to compete in the international arena, as well as passed down from generation to generation.

It is advisable to develop special incentives for craftsmen and craftsmen with rich scientific and practical experience, working on the basis of traditions.

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