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**CULTURAL AND CREATIVE INDUSTRIES AND STATE POLICY:  
PRIORITIZING ECONOMIC AND SOCIAL GROWTH**

**Abstract:** *the article examines the role of the development of cultural and creative industries in assessing the role of priority areas of state policy. In recent years, continuous measures have been implemented all over the world to develop this area. The article identifies existing problems and indicates directions for their elimination.*

**Keywords:** *development, cultural industries, entrepreneurship, creative industries, labor, industry.*

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## **КУЛЬТУРНЫЕ И КРЕАТИВНЫЕ ИНДУСТРИИ И ГОСУДАРСТВЕННАЯ ПОЛИТИКА: ПРИОРИТЕТЫ ЭКОНОМИЧЕСКОГО И СОЦИАЛЬНОГО РОСТА**

***Аннотация:** в статье рассматривается роль развития культурных и креативных индустрий в оценке значимости приоритетных направлений государственной политики. В последние годы по всему миру реализуются непрерывные меры по развитию данной сферы. В статье выявлены существующие проблемы и указаны направления для их устранения.*

***Ключевые слова:** развитие, культурные индустрии, предпринимательство, креативные индустрии, труд, индустрия.*

Cultural and creative industries have an irreplaceable role in economic and cultural development. Its emergence is closely related to the development of a new economy based on knowledge and creativity, increasingly information-intensive and global. Cultural processes have a significant impact on all areas of life and the future lifestyle. Thus, the concept of culture itself has moved beyond the limited sphere of art production and social life to become an all-encompassing concept. Similarly, creativity and innovation have moved beyond being a concept specific to art and have become a major issue and a global economic advantage for all sectors. Public-private cooperation should be strengthened to ensure economic growth. The innovative private sector should be further stimulated and the private sector's share in financing the non-oil sector should be increased [1, p.305]. The Republic of Azerbaijan is implementing environmentally friendly modern technologies in all economic sector. The increasingly growing socio-economic situation indicates the tension of the environment and the ecological situation [2, p.83]. In this case, thoughts arise about the means to reduce this tension. Cultural and creative industries are one of the industries that support

development in this regard and do not harm the environment [3, p.15]. Thus, the development of this sector has advantages in both economic, cultural and ecological terms [10, p.92].

The development of cultural and creative industries is closely linked to the development of the national economy. It is precisely creative clusters that have a significant impact on the development of cities and regions by giving them competitive advantages.

Creative clusters increase productivity by facilitating access to diverse specialized resources such as labor and knowledge. They foster innovation and encourage the formation of new enterprises by facilitating the rapid exchange of new opportunities and challenges [4, p.348]. Therefore, cultural and creative industries It is certain that it will have a positive impact on sustainable and high economic growth, and in turn, knowledge-based economic growth will create new opportunities.

The main driving force of the cultural and creative industries is private companies, studios, workshops and centers, as well as individual entrepreneurs. The cultural and creative industries include design, advertising, crafts, fashion, fine arts, music and other creative industries operating in Baku and other large cities. Currently, the lack of regular publication of comprehensive statistics on the cultural and creative industries sector at the national level does not allow for the full measurement, monitoring and assessment of development processes in this sector. In addition, according to the UNCTAD report, Azerbaijan's imports of CGI products in 2014 amounted to 138.04 million US dollars, and exports amounted to 3.95 million US dollars, resulting in a negative trade balance of 134.09 million US dollars in the cultural and creative industries sector. There is a report of the European Union on the Cultural Development Indicators for Azerbaijan in 2017 on determining the share of cultural and creative industries in the Azerbaijani economy. There, the share of cultural and creative industries in GDP is officially recorded as 1%.

As the financial capabilities of cultural fields expand, they tend to expand their creative environment. At the same time, they can also engage in the production and commerce of products widely used in the cultural field [5, p.275].

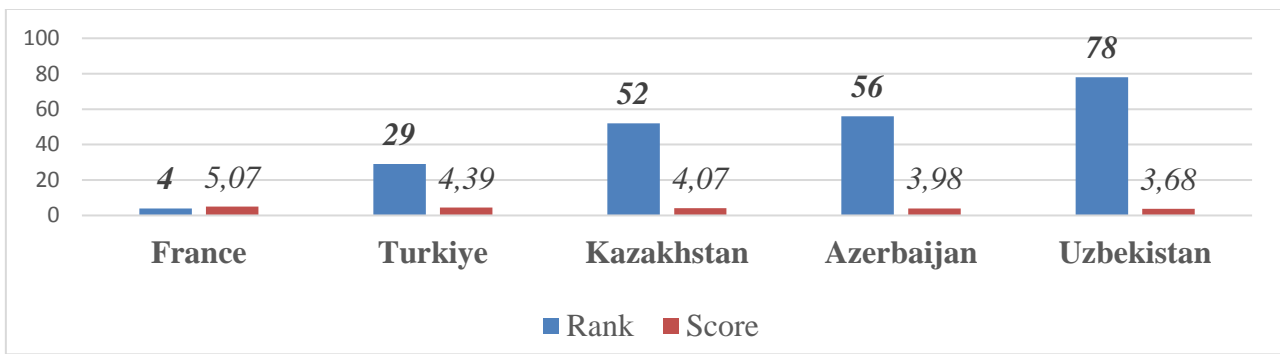


Fig.1. Travel and Tourism Development Index for selected countries

In recent years, significant changes have been recorded in the Travel and Tourism Development Index for some countries. For example, among the post-Soviet countries, Kazakhstan ranked 52nd, Azerbaijan ranked 56th, and Uzbekistan ranked 78th.

*Source:* WEF Travel and Tourism Development Index 2024 [https://www3.weforum.org/docs/WEF\\_Travel\\_and\\_Tourism\\_Development\\_Index\\_2024.pdf](https://www3.weforum.org/docs/WEF_Travel_and_Tourism_Development_Index_2024.pdf)

The Ministry of Culture of the Republic of Azerbaijan has been implementing various measures for the development of cultural and creative industries and a number of planning initiatives since 2018. On October 31, 2019, Baku was included in the UNESCO «Creative Cities Network» on the theme of «design». The Ministry of Culture has been a partner in a number of measures to support and develop the field. " The state policy of the Republic of Azerbaijan can ensure a balance between the cultural industry and the markets for cultural products and services. The state concept «Azerbaijan Culture – 2040», signed by the President of the Republic of Azerbaijan on January 14, 2026, includes a clause on the development of cultural and creative industries. This is an indicator of the relevance of the mentioned field and its real contribution to economic growth in the future. At the same time, there are still certain problems for the sustainable development of this sector that is being created. In order to make it more effective and sustainable in the new cultural thinking, it is necessary to implement the following measures:

- financing and legislation to create a favorable business environment for engaged professionals and «micro-entrepreneurs» working in the cultural sector;
- conducting scientific analysis of the labor market and identifying the knowledge and skills needed for the cultural and creative industries;

- preparation of a map of the cultural and creative potential of the young and middle generation in Azerbaijan by regions;
- improving the existing level of education in schools, stimulating the entry of creative youth into the cultural industries;
- fostering collaboration between industry and educational institutions, i.e. the effective provision of technical and management skills necessary for cinematography and digital media in the education sector;
- incomplete coverage of state support in the cultural sector across regions.

Cultural and creative industries can make a significant contribution to the development of both the economy and the environment [6, p.1]. It is necessary to restore the production of traditional folk art, carpet weaving, music industry and other cultural areas. This process can accelerate the transformation of citizens' products into marketable goods and bring income to the population of the region. It is important for creative industries to join international online platforms. It is necessary to strengthen international cooperation in order to increase the level of citizens' export of their products and access to international online platforms. The development of brand(s) for the products of cultural and creative industries in the Republic of Azerbaijan and their promotion at the global level can yield positive results. It is necessary to support and stimulate the activities of small and medium-sized enterprises operating in the fields of cultural and creative industries at international trade forums. Supporting the participation of national film industry workers in international events and festivals held in developed countries of the world can play an important role in promoting the country [9, p.256]. It is necessary to create production clusters for tourism products so that tourists visiting the country can purchase creative products [7, p.203]. Thus, the analysis of the current state of the cultural and creative industries determines the scale of work to be done in this area. It is clear from the proposals listed above that although there is much work to be done, their solution is possible [8, p.8]. The socio-cultural dynamics and social progress taking place in the global world require the active participation of the Republic of Azerbaijan in these processes. Current realities and progressive challenges require our state, which is part of the world cultural policy, to

join modern creative trends. For this purpose, the Cultural Concept «Azerbaijani Culture – 2040» sets important tasks for specialists in the field. The specific requirements and appropriate proposals highlighted in the Concept will help to eliminate existing problems in the development of cultural and creative industries.

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