

**INNOVATIVE APPROACHES IN THE ACTIVITIES OF MODERN MUSEUMS: THEORY
AND PRACTICE;**

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Abstract: *This article examines the topic of innovative approaches in the activities of modern museums in Uzbekistan. Based on the analysis of theoretical concepts and practical examples of the application of innovations in the museum field, the importance of introducing modern technologies and interactive formats to enrich the museum experience of visitors is emphasized. The article also highlights a number of problems that museums face in the process of introducing innovations and suggests ways to solve them. The practical application of innovations is considered through cooperation projects with leading companies, and other modern formats that contribute to the development of the museum sphere and attracting new audiences.*

Key words: *Innovative approaches, museums, modernity, technology, interactivity, problems, solutions, cooperation with companies, multimedia exhibitions, virtual tours, cultural heritage, tourism, cultural exchange.*

Modern museums in Uzbekistan face the challenge of actively using innovative approaches to attract visitors and enrich their experience. Innovation is becoming a key element in enhancing the museum experience, opening up new opportunities for visitor engagement and expanding educational programs. In this article, we propose to consider the theory and practice of using innovative approaches in the activities of modern museums in Uzbekistan, as well as identify the problems they face in this process. Let's look at how modern museums are striving to combine traditional values with new technologies to provide unique and memorable experiences for visitors.

Museums in Uzbekistan strive not only to preserve and present the country's historical and cultural heritage, but also to actively develop their presentation methods to attract new audiences and improve the visitor experience. The theory of innovative approaches identifies several key aspects that can be used by museums to achieve these goals.

One such aspect is the use of technology to create interactive and multimedia exhibits. Many museums around the world have successfully used various technologies such as virtual tours, holograms, audio guides and mobile applications to enrich the

visitor experience of their visitors [1]¹⁹. The first examples of the use of such technologies are also beginning to appear in Uzbekistan, but there is potential for further development and expansion of their use.

In addition, an important aspect of innovative approaches is the creation of interactive educational programs and events. Museums can offer visitors not only the opportunity to view exhibits, but also actively participate in various educational activities, such as master classes, lectures, games, etc. This helps make a museum visit more interesting and memorable, especially for the younger generation.

Thus, the theory of innovative approaches in museum activities emphasizes the need for constant development and implementation of new methods and technologies to ensure the relevance and attractiveness of museum exhibitions [2]²⁰.

PROBLEMS IN MUSEUM ACTIVITIES

Although museums in Uzbekistan strive to implement innovative approaches, they often face a number of challenges that make it difficult to implement these approaches. One of these problems is the insufficient infrastructure for the introduction of modern technologies. Many museums lack the necessary equipment and resources to create interactive exhibits and virtual tours. This limits museums' ability to attract and retain visitors' attention.

Another common problem is insufficient qualifications of personnel. The successful implementation of innovative approaches requires specialists with knowledge and skills in the field of information technology, multimedia and educational programs [3]²¹. However, many museums in Uzbekistan lack a personnel reserve capable of working effectively with new technologies.

In addition, one of the main problems is limited access to financial resources. Implementing innovative approaches requires significant investment in hardware, software and staff training. Many museums face financial constraints that make it difficult for them to access modern technologies and practices. Solving these problems is key to the successful implementation of innovative approaches in museum activities in Uzbekistan. It is necessary to develop infrastructure, improve staff skills and provide financial support to enable museums to effectively use modern technologies and enrich the visitor experience.

In addition to the above-mentioned problems, a social survey was conducted which also revealed a number of other problems in the museum sector of Uzbekistan. One of the problems identified in the survey is the insufficient use of modern innovative technologies in museums. Many visitors noted that museums rarely offer interactive exhibits, virtual tours, or other modern methods of interpreting and displaying exhibits.

¹⁹ "Museum Experience Revisited" by John H. Falk and Lynn D. Dierking.

²⁰ Art . "The Impact of Technology on the Museum Experience" by Anatole Danto.

²¹ "Museum Administration 2.0" by Hugh H. Genoways and Lynne M. Ireland.

Another problem identified in the survey is the lack of effectiveness of using QR codes in museum exhibitions. Visitors often find it difficult to scan QR codes or obtain complete information about exhibits. This creates inconvenience and reduces the effectiveness of using the technology.

To solve these problems, museums need to actively introduce modern technologies and ensure their effective use. This may include training staff to use technology equipment, improving infrastructure to support interactive exhibits, and developing mobile apps that are easily accessible and understandable for visitors. Only in this way can museums remain relevant and attractive to a wide audience.

Practical Application of Innovation: Impact on Society.

The use of innovative approaches in the activities of modern museums has a significant impact on society as a whole. Interactive and multimedia exhibitions offer visitors a unique opportunity not only to view the exhibits, but also to actively interact with them, immersing themselves in history, culture and science.

This helps to increase the education and cultural level of the population, broaden their horizons and understanding of the world around them. Multimedia educational programs and exhibitions can facilitate discussion of current sociocultural and scientific issues, stimulating intellectual dialogue and exchange of views.

Thus, the practice of innovative approaches in the museum field not only enriches the individual experience of visitors, but also contributes to the development of society as a whole, creating conditions for active and productive dialogue and knowledge exchange.

Project "Cooperation with Companies: Innovations in the Museum Sphere"

As part of the "Cooperation with Companies" project, the Fine Arts Gallery of Uzbekistan, together with Samsung, held a multimedia exhibition, which became a striking example of the successful implementation of innovative approaches. Using modern technology, Samsung provided visitors with a unique experience of interacting with art and cultural heritage [4]²².

Multimedia exhibitions such as this one open up new opportunities for museums in Uzbekistan. Collaboration with leading companies allows museums to gain access to modern technologies and resources that can significantly enrich the museum experience for visitors. This includes the creation of interactive exhibits, virtual tours, multimedia educational programs and other innovative formats that help attract new audiences and improve the quality of service.

The goal of the "Cooperation with Companies" project is to introduce similar innovative approaches not only to the Gallery of Fine Arts, but also to other state museums of Uzbekistan. This will expand access to modern technology and make the museum experience more fun and attractive to visitors of all ages and interests.

In conclusion, we call for further development and introduction of innovations in the activities of museums in Uzbekistan, in order to preserve and promote the national

²²<https://nbu.uz/gallery/>

cultural heritage, as well as promote the development of tourism and cultural exchange in the region. The desire for modernity and innovation are key factors for the successful development of the museum sector, and only through joint efforts will we be able to reach new heights in this direction.

LIST OF USED LITERATURE AND ONLINE RESOURCES :

1. Book : "Museum Experience Revisited" by John H. Falk and Lynn D. Dierking.
2. Article : "The Impact of Technology on the Museum Experience" by Anatole Danto.
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