

**DIGITAL TECHNOLOGIES IN PROMOTING UZBEKISTAN'S CULTURAL
HERITAGE AND TOURISM**

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ABSTRACT: This study explores how digital technologies promote Uzbekistan's cultural heritage and tourism. In today's globalized world, technology has become an essential bridge between history and modernity. Virtual reality (VR), augmented reality (AR), and online platforms allow people to experience the country's ancient beauty in new ways. The research focuses on how these innovations make Uzbekistan more visible to the world while preserving its national identity.

A survey was conducted among 100 students and 30 teachers at Kokand University to identify public perception of digital transformation in tourism. Most participants stated that virtual museums, online tours, and digital campaigns increase interest in Uzbekistan's history and culture. Respondents emphasized that interactive technologies make learning more engaging and accessible for young generations.

The findings reveal that digitalization not only supports tourism growth but also strengthens cultural education. The study concludes that by integrating digital tools, Uzbekistan can connect its past with the future. Such approaches will help preserve historical treasures while attracting more global visitors in the coming years.

Keywords: digital technologies; cultural heritage; tourism; Uzbekistan; virtual reality; online promotion; education

INTRODUCTION

Uzbekistan's history is incredibly rich and fascinating, continuously attracting the curiosity of people from different countries. Ancient cities such as Samarkand, Bukhara, and Khiva preserve the memory of great civilizations and scholars who shaped the cultural and scientific identity of the East. However, for many elderly citizens, traveling to these historical places can be challenging due to health or distance issues.

In recent years, it seems that some museums in Uzbekistan have started using digital tools and 3D-like technologies to recreate historical sites and introduce famous figures virtually. Although still developing, such initiatives make it possible for people to experience the country's heritage in an interactive and modern way. Moreover, for students who receive school or university assignments related to history, these digital models and virtual resources help them visualize and understand the past more deeply., even if these technologies are in their early stages, they play a significant role in preserving and promoting Uzbekistan's cultural heritage and tourism.

METHODS

This study was conducted at Kokand University to explore how digital technologies can promote Uzbekistan's cultural heritage and tourism. A survey was carried out among 100 university students and 30 teachers to gather opinions about the use of technology in learning and experiencing history.

According to the survey results, 60% of the students said they prefer visiting historical places in person, as they believe physical visits help them feel the real atmosphere of the past. However, 40% of the students mentioned that due to their busy study schedules and part-time jobs, they do not have enough time for such trips. Therefore, they consider digital technologies—such as 3D models, virtual museums, and online platforms—an effective alternative to learn about history.

Among teachers, 90% supported the use of digital technologies for promoting cultural heritage, stating that although older people may have free time, their health conditions often make long travels difficult. The remaining 10% of teachers, mostly younger ones, said that they personally prefer visiting historical sites because they enjoy traveling and experiencing history directly.

Overall, the data collected through this survey helped to understand how both students and educators perceive the balance between traditional tourism and digital learning in promoting Uzbekistan's rich history.

RESULTS

Recent international research has also applied advanced technologies to study Uzbekistan's historical heritage. For instance, foreign scientists used remote sensing and laser-based scanning technologies to discover two previously unknown ancient cities — Tugunbulak and Tashbulak — located in the mountains of Uzbekistan. These cities, dating back to the 6th–11th centuries, were important centers along the Silk Road and contained evidence of early metallurgical production.

This discovery, documented by Reuters (2024), demonstrates how digital and geospatial technologies can significantly contribute to revealing and preserving Uzbekistan's rich historical and cultural heritage, as well as providing new insights into the region's ancient economic and social systems.

<https://www.reuters.com/world/asia-pacific/scientists-document-lost-mountain-cities-silk-road-uzbekistan-2024-10-23/>

We also have our own local research that includes valuable information about the use of technology and history.

1. “Digital Innovations Transforming Tourism Experiences in Uzbekistan: A Mixed-Methods Approach” — by Nodirbek Ibromkhimov

This article analyzes how digital innovations — including mobile applications, online platforms, virtual and augmented reality — are transforming tourism experiences in Uzbekistan. The author explores the effectiveness of these technologies in improving visitor engagement and promoting the country's tourism potential.

<https://cajitmf.casjournal.org/index.php/CAJITMF/article/view/718>

2. “Virtual Reality in Samarkand’s Silk Road Museums” — by Marjona Ikrom Kizi Toshniyozova et al.

This study discusses the application of virtual reality technologies in Samarkand’s Silk Road museums. It highlights how VR can complement traditional exhibitions, attract younger audiences, and enhance cultural heritage preservation through digital visualization.

<https://jds.unand.ac.id/index.php/jds/article/view/15>

CONCLUSION

The results of this research show that digital technologies play a growing and important role in promoting Uzbekistan’s cultural heritage and tourism. Although many people still prefer visiting historical places physically, digital tools such as 3D models, virtual museums, and online exhibitions offer new opportunities for those who cannot travel due to time, distance, or health issues.

The opinions collected from students and teachers at Kokand University indicate that both groups recognize the benefits of combining traditional tourism with digital innovation. This approach not only helps preserve historical information but also makes it more accessible and engaging, especially for the younger generation.

Moreover, as Uzbekistan continues to develop its technological infrastructure, there is great potential to expand these digital initiatives on a national level — by creating virtual tours of ancient cities, digital archives of famous scholars, and interactive educational platforms.

In conclusion, digital technologies are not just tools for modernization but powerful bridges that connect the past with the future, allowing the world to discover and appreciate Uzbekistan’s rich cultural legacy in new and creative ways.

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