



UZBEKISTAN



**“TURISTIK HUDUDLARNING
ZAMONAVIY KONTENTI:
muammolar va innovatsion yechimlar”**
xalqaro ilmiy-amaliy anjumani

International scientific and practical conference

**“MODERN CONTENT OF TOURIST
DESTINATIONS:
problems and innovative solutions”**



**O‘ZBEKISTON RESPUBLIKASI
OLIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI**

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MUAMMOLAR VA INNOVATSION YECHIMLAR”**

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4. Inklyuziv turizm kontentining turistik hududga turistlarni jalb qilish modeliga asosan turistik hudud kontentining qiziqish uyg'otishi inklyuziv servisdan ijobiy taasurot olgan turistlarda targ'ib qilingan hududga takroran tashrif buyurish yoki boshqalarni tashrif buyurishga undashi bilan davom etadigan jarayondir.

Jafarova Khilola Khalimovna
Lecturer of faculty of Economics and Tourism
Bukhara State University

Conservation and promotion of Bukhara's historical center using digital technologies

Annotation: *Digital Twin technology is developing technology in artificial intelligence. Usage of the technology in conservation of Cultural Heritage aided with advancement for preserving historic sites of the city for future generation and development of tourism industry. Moreover, tourism industry is increasingly affected by Cultural Heritage, from visiting monuments to get acquainted with country's culture. UNESCO defines culture tourism as "to create discerning type of tourism that takes account of other people's cultures" (UNESCO,2005). Simultaneously, Cultural Heritage tourism and regional development are connected with each other, conserving CH accurately is being the main aim of these times.*

Key words: *Cultural Heritage, digital technology, conservation, promotion.*

The heritage of Uzbekistan is extraordinarily rich and famous for marvelous architecture. Heritage links people, places, events, culture and things to the present and to the future generations. Nowadays we are witnessing fantastic growth in various fields of science and technology in the world, it means it is clear that science and technology forms an integral part of Uzbekistan's culture. In fact, we must protect, preserve historical centers and continue to enrich and develop them, involving new technology, new knowledge, new insights and new experience (Wen Xiao, Jon Mills, 2018 Geo informatics for the conservation and promotion of cultural heritage in support of the UN Sustainable Development Goals).

In the field of Cultural Heritage documentation, the technological improvements accomplished during the last decades resulted in an increased variety and complexity of information sources (Van Balen, 2017, Revital Cohen and Tuur). The possibilities offered by today's tools and workflows for digital technologies are colossal enormous.

Contemporary theories and practical research, presentation, interpretations, promotion and conservation of historical center should be constantly evolving and adapting to certain aspects of social, cultural, economic context of community. Digital technologies can facilitate and stimulate research and development of cultural heritage conservation.

Digital technologies facilitate the process of conservation, presentation and promotion of cultural heritage. Their contribution has become integral part in heritage management. Hence, their application is determined by the professional and ethical codex and frameworks that refers to every segment of the process, from preparation through creation, to usage and management of digital objects. Integrity and value of digital object are based on verifiability of its credibility. Integrity of the digital object, and by this its value, is achieved by implementation of professional principals in every phase of digitization of heritage documentation. The Regulations on specific requirements for digitization of cultural heritage defines order of operations in the digitization process (The Regulations on specific requirements for digitization of cultural heritage defines order of operations in the digitization process, clause 5, 2018):

- Determination of digitization priorities
- Developing plans and programs of digitization
- Selection and preparation of heritage object and its documentation
- Creation of digital record – Entry of digital record and related metadata into information system
- Management of digitized cultural heritage
- Quality control of digital object

- Preservation of digital object
- Providing accessibility of digitized cultural heritage

The use of digital technologies in conservation of cultural heritage is largely determined by financial resources, heritage institution's mission and its status on the national level. Experience and practice teach us about importance of planning conservation and digitization. Planning for conservation includes defining priorities that are based on the value of heritage object and its value influences not only decision whether conservation treatment will be implemented or not, but also how it will be implemented (Avrami, Erica, Mason Randall, Marta de la Torre. 2000. Values and Heritage Conservation, Research Report, The Getty Conservation Institute, Los Angeles). Value of heritage objects has the same effect on the sequence and the scope of digitization project.

The demographic profiles of the survey respondents were summarized according to gender, age, education, nationality, occupation, income, religion and their attitude, support position towards historical sites of Bukhara. 30 local people of Bukhara were interviewed for this research.

DT technology eases conservation of CH

- "...it will make much easier to keep historic places for our future generation." (Int-w: 1, p: 5)
- "DT technology is the technology which ease work of reenactors." (Int-w: 6, p: 26)

DT technology helps to avoid destruction and fixes problems on time

- "It's important for fixing any problems of historic centers on time or controlling their condition..." (Int-w: 13, p: 53)
- "...to use technology in this sphere to avoid a big destruction of historic objects." (Int-w: 2, p: 8)

Role of DT technology in historic centers' preservation

DT technology is important and necessary to extend existence of CH

- "DT technology is important in 70% for conservation of our cultural heritage." (Int-w: 18, p: 70)
- "...our historical centers need technologies for conservation." (Int-w: 7, p: 28)

DT technology saves current appearance of CH in the platform

- "So, DT technology helps to capture it on the platform, at least." (Int-w: 17, p: 65).

New way of conservation historic sites which saves money and time

- "...it can decrease financial issues of conservation historic sites." (Int-w: 15, p: 61)
- "...so these grants help to support financial and technical issues of conservation." (Int-w: 28, p: 102)

Help of DT is not important in CH preservation

- "I don't think that it's that much important..." (Int-w: 11, p: 46)
- "...reconstructing every year is enough for us nowadays." (Int-w: 15, p: 59)

DT increases youth interest towards CH

- "...it can arise interest among young generation of technological century to our historic sites." (Int-w: 12, p: 48)

Factually, most respondents noted that when they think about the country/city, first of all, Cultural Heritages of that cities come to their mind. It means, historic sites attract people much more than other requisites. Additionally, conservation of CH by DT technology effects positively to tourism industry and for future generation to show the wealth of the country as well. Still, it was found out that, having the platform with 3D copies of CH which is made by the help of DT technology can affect flow of tourists, as visitors will be able to see them by the platform. Moreover, less popular historic sites are being out of attention nowadays, the reason is that, much attention is being given to popular ones in order to increase flow of tourists. Therefore, preserving less popular historic sites first, and adding them to the platform can make those places visitable, still, they also have great history and architecture.

This study highlighted the most important aspects for conserving and promoting by DT technology. Furthermore, the most intention to visit the city was shown that Cultural Heritage which plays a great role in tourism industry. New offers, ideas of respondents in this research interview can make a real contribution in usage of DT technology in future projects of preservation CH. Initially, conserving and promoting less known historic centers can encourage local community to support DT projects more. Moreover, including a subject about treating CH rightly is also make sense to bring up new generation responsible in preservation of historic sites.

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Мукумова Наргис Нуриддиновна
Самостоятельный соискатель
Международного Университета
туризма и культурного
наследия «Шелковый путь»

ИСПОЛЬЗОВАНИЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА В ВЫСШЕМ ОБРАЗОВАНИИ

Аннотация: В статье рассматриваются особенности системы образования в условиях становления цифровой экономики раскрывается сущность понятия цифровой

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