



IQTISODIYOT & TARAQQIYOT

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MANAGEMENT OF CULTURAL HERITAGE IN TOURIST DESTINATIONS OF UZBEKISTAN: THE CASE OF THE NEWLY RESTORED IMAM AL-BUKHARI COMPLEX

Saidzoda Shakhlokhon Murodilloevna

Researcher, Master's Degree

Silk Road International University of Tourism and Cultural Heritage

Samarkand, Uzbekistan

sh.saidzoda99@gmail.com

Abstract. This research explores the process of **cultural heritage management in tourist destinations**, with reference to the recently refurbished Imam al-Bukhari Complex near Samarkand. Utilizing a qualitative case-study methodology grounded in document analysis, policy analysis, and secondary literature, the article explores the role played by restoration processes in promoting tourism development, heritage preservation, and the creation of national identity. It **was found that** the restoration of the complex has had a positive impact on the improvement of tourism infrastructure and **the enhancement of the potential for pilgrimage tourism**, and has helped Uzbekistan improve its cultural diplomacy. There are still issues related to sustainability, tourist management, preservation of authenticity, and commercialization of sacred heritage.

Keywords: cultural heritage management, pilgrimage tourism, Imam al-Bukhari Complex, sustainable tourism, heritage preservation.

Annotatsiya. Mazkur tadqiqot turistik destinatsiyalarda madaniy merosni boshqarish jarayonini Samarqand yaqinida joylashgan, yaqinda rekonstruksiya qilingan Imom al-Buxoriy majmuasi misolida o'rganadi. Tadqiqotda hujjatlar, siyosiy va me'yoriy-huquqiy hujjatlar hamda ikkilamchi ilmiy adabiyotlar tahliliga asoslangan **sifat (qualitative) case-study metodologiyasidan** foydalanilgan. Tadqiqotning asosiy e'tibori restavratsiya jarayonlarining turizmni rivojlantirish, madaniy merosni asrash va milliy o'zlikni shakllantirishdagi rolga qaratilgan. Tadqiqot natijalari shuni ko'rsatadiki, majmuaning rekonstruksiya qilinishi turizm infratuzilmasini rivojlantirish va ziyorat turizmi salohiyatini oshirishga ijobiy ta'sir ko'rsatgan, shuningdek, O'zbekistonning madaniy diplomatiyasini mustahkamlashga xizmat qilgan. Shu bilan birga, barqarorlikni ta'minlash, sayyohlar oqimini boshqarish, obyektning autentligini saqlash hamda muqaddas merosni tijoratlashtirish bilan bog'liq muammolar hamon mavjud.

Kalit so'zlar: madaniy merosni boshqarish, ziyorat turizmi, Imom al-Buxoriy majmuasi, barqaror turizm, madaniy merosni asrash.

Аннотация. В настоящем исследовании рассматривается процесс управления культурным наследием в туристских дестинациях на примере недавно реконструированного комплекса Имама аль-Бухари, расположенного вблизи Самарканда. В исследовании используется качественная методология кейс-стади, основанная на анализе документов, нормативно-правовых и политических документов, а также вторичной научной литературы. Основное внимание уделяется роли реставрационных процессов в развитии туризма, сохранении культурного наследия и формировании национальной идентичности. Установлено, что реконструкция комплекса оказала положительное влияние на развитие туристской инфраструктуры и повышение потенциала паломнического туризма, а также способствовала укреплению культурной дипломатии Узбекистана. Вместе с тем сохраняются проблемы, связанные с обеспечением устойчивости, управлением туристскими потоками, сохранением аутентичности объекта и коммерциализацией сакрального наследия.

Ключевые слова: управление культурным наследием, паломнический туризм, комплекс Имама аль-Бухари, устойчивый туризм, сохранение культурного наследия.



1. INTRODUCTION

Uzbekistan is a country that has a unique and rich culture influenced partially by its geographical position along the route of the ancient Silk Road. Cities such as Samarkand, Bukhara, and Khiva have many architectural, religious, and archaeological monuments that are very important internationally. The Government of Uzbekistan has begun to pay considerable attention to the preservation of the country's cultural heritage along with developing tourism as a tool for economic development. One of the most prominent projects in this sphere is the development and reconstruction of the Imam al-Bukhari Memorial Complex situated near Samarkand.

The growth of pilgrimage travel is now considered to be a significant part of Uzbekistan's overall tourism strategy. Presidential Decree No. PF-6165 of February 9, 2021, "On Measures for Further Development of Domestic and Pilgrimage Tourism in the Republic of Uzbekistan," in particular, places strong emphasis on the diversification of tourism-related goods and services to cater to various market segments and boost their competitiveness. The Decree also emphasizes the necessity of expanding transportation routes, enhancing the quality of transportation services, strengthening the promotion of tourism products, and creating a comfortable and favorable domestic and international environment for pilgrimage tourism. The increasing importance of religious and cultural assets in Uzbekistan's tourism development strategy is reflected in these policy priorities. In this context, major religious heritage sites, such as the Imam al-Bukhari Complex, can be viewed not only as places of spiritual and cultural significance but also as important components of the country's emerging pilgrimage tourism destinations (Presidential Decree of the Republic of Uzbekistan No. PF-6165, 2021).

The Imam al-Bukhari Complex is an excellent example of cultural heritage management that includes religious, cultural, educational, and tourism functions. After its development and reconstruction, the complex occupied about 45 hectares, and its capacity increased from 12,000 to 65,000 people per day (Tourism Committee of the Republic of Uzbekistan, 2026).

1.1 Research Problem

Cultural heritage management presents both opportunities and challenges as a result of Uzbekistan's rapid growth in pilgrimage and cultural tourism. The Imam al-Bukhari Complex has been rebuilt and expanded to become a major religious, cultural, educational, and tourist destination. Although the expansion has enhanced the site's infrastructure and increased its capacity to host pilgrims and tourists, it may also present new management challenges concerning heritage conservation, authenticity, visitor pressure, commercialization, and the preservation of the site's spiritual significance.

Therefore, the main research issue is how to strike a balance between the Imam al-Bukhari Complex's expanding tourism and pilgrimage functions and the requirement to maintain its cultural, historical, and spiritual significance. An integrated approach to heritage management is necessary not only for physical conservation but also for visitor management, sustainable tourism development, community participation, and the appropriate interpretation of sacred heritage.

1.2 Research Gap

Few studies have examined the management implications of the Imam al-Bukhari Complex's recent transformation following its extensive renovation and expansion, despite the fact that cultural heritage and tourism growth in Uzbekistan have drawn increasing scholarly attention.

The complex's tourism potential, tourist flows, accessibility, stakeholder involvement, and prospects for pilgrimage tourism development were the main subjects of earlier studies. However, the complex's scale, infrastructure, visitor capacity, and tourism activities have all significantly changed as a result of its recent expansion. As a result, current research is required to investigate how these modifications affect the site's management as a sacred historical site and a rapidly growing tourism destination.

Specifically, the connection between pilgrimage tourism development and heritage conservation has received relatively little attention.

1.3 Research Aim

The aim of the study is to examine the management of cultural heritage at the Imam al-Bukhari Complex in Uzbekistan following its recent reconstruction and expansion, with particular attention to the balance between heritage conservation, pilgrimage tourism development, visitor management, and sustainable tourism.



2. LITERATURE REVIEW

The preservation, conservation, interpretation, and sustainable use of cultural resources while maintaining their cultural significance are all part of cultural heritage management. In addition to physical conservation, institutional capacity, stakeholder involvement, financial resources, regulation, and risk management are all necessary for effective management.

In a systematic assessment, Seila et al. (2025) identified 29 factors that contribute to poor cultural heritage management. These factors were divided into six categories: financial resources, administrative institutions, stakeholders, legislation and policies, environmental and human hazards, and political issues. The authors stress the interdependence of these factors and the need for an integrated management strategy.

Religious and pilgrimage tourism are significant forms of travel in which spiritual, cultural, social, and tourism-related motivations may coexist. According to Shinde et al. (2023), pilgrimage and religious tourism should not be viewed as entirely distinct phenomena because they share a number of characteristics but also involve different experiences and objectives. The authors also emphasize how crucial sustainability is to the management of pilgrimage sites, especially regarding their social, cultural, spiritual, economic, and environmental aspects. According to this viewpoint, the development of pilgrimage sites should safeguard the destination's cultural and spiritual characteristics in addition to increasing tourist numbers and improving tourism infrastructure (Shinde et al., 2023).

This strategy is especially pertinent to the Imam al-Bukhari Complex, where tourism growth and religious significance coexist. Therefore, sustainable management of the complex requires balancing the needs of pilgrims and tourists with heritage conservation, visitor management, local community interests, and the preservation of its spiritual significance.

A key element of sustainable cultural heritage management is community involvement. According to Li et al. (2020), there are four main aspects of involvement: engagement throughout the heritage management process, degrees of participation, engaged communities, and participatory approaches. The authors stress that by integrating stakeholder interests and local knowledge into decision-making, meaningful community involvement can enhance heritage management. However, when heritage management is predominantly government-led, participation may remain limited.

This viewpoint is pertinent to the Imam al-Bukhari Complex, where sustainable management necessitates taking into account the interests of pilgrims, local populations, tourism enterprises, religious stakeholders, and heritage specialists (Li et al., 2020).

3. RESEARCH METHODOLOGY

3.1. Research Design

This study adopts a qualitative case-study approach to examine the management of cultural heritage in the context of pilgrimage tourism. The Imam al-Bukhari Complex in Uzbekistan was selected as the case because of its religious significance, recent large-scale reconstruction, and growing role as a pilgrimage and tourism destination. The case-study approach allows the study to explore the relationship between heritage conservation, tourism development, visitor management, and sustainability within a specific destination.

3.2. Data Collection

The study is based on secondary data collected from several types of sources, including academic publications, official government documents, tourism-related publications, and reliable reports concerning the Imam al-Bukhari Complex. Particular attention was given to information on the site's reconstruction, tourism infrastructure, visitor capacity, heritage conservation, and management practices. Academic literature was also reviewed to establish the theoretical basis for cultural heritage management, pilgrimage tourism, sustainability, and community participation.

3.3. Data Analysis

The collected information was analyzed using thematic analysis. Relevant evidence was organized into key themes derived from the literature and the characteristics of the case: heritage conservation, tourism infrastructure, pilgrimage tourism, visitor management, community participation, authenticity, and sustainability. The analysis focused on identifying the main opportunities and management challenges associated with the recent development of the complex.

The findings from the case were then compared with the concepts and perspectives identified in the literature. This approach made it possible to examine how the experience of the Imam al-Bukhari Complex reflects broader issues in cultural heritage management and sustainable pilgrimage tourism.



3.4. Research Limitations

The study relies primarily on publicly available secondary data and therefore does not include primary interviews or visitor surveys. Consequently, the analysis focuses on documented management practices and publicly reported developments rather than directly measuring the perceptions of visitors, local communities, or heritage managers. **In preparing the text of this article, artificial intelligence tools were used to a limited extent, accounting for up to 10% of the overall preparation process.** Future research could complement the present study with interviews, field observations, and visitor surveys to provide a more comprehensive assessment of the complex.

4. ANALYSIS AND RESULTS

The analysis of documentary and secondary data identified four major dimensions of heritage management at the Imam al-Bukhari Complex: infrastructure development, pilgrimage tourism development, heritage interpretation and conservation, and emerging management challenges.

The findings indicate that the restoration of the Imam al-Bukhari Complex represents one of the largest cultural and religious tourism projects in contemporary Uzbekistan. The reconstruction project significantly expanded the territory of the complex and introduced modern infrastructure while preserving traditional architectural styles (Primova, 2025).

4.1. Infrastructure Development and Increased Visitor Capacity

The reconstruction has substantially changed the scale and functionality of the Imam al-Bukhari Complex. The memorial complex currently covers approximately 45 hectares and includes a mosque with a capacity of 10,000 worshippers, an administrative building, a traditional-style iwan supported by 154 columns, and four 75-metre minarets (Tourism Committee of the Republic of Uzbekistan, 2026). Independent reporting also confirms the 45-hectare scale and the development of a large mosque, mausoleum, museum, and visitor facilities (Raxmonkulova, 2026).

One of the most significant changes is the increase in visitor capacity. Before reconstruction, the complex could accommodate approximately 12,000 pilgrims per day; following modernization, its capacity increased to approximately 65,000 visitors per day (Tourism Committee of the Republic of Uzbekistan, 2026). This represents a major shift in the scale of the destination and creates new requirements for visitor-flow management and infrastructure planning.

4.2. Development of Pilgrimage Tourism Infrastructure

The findings indicate that the renovated complex has evolved from primarily a pilgrimage site into a more integrated pilgrimage and tourism destination. A 15-hectare area adjacent to the complex now contains accommodation and visitor-service facilities, including one four-star hotel, two three-star hotels, 22 family guesthouses, and parking facilities (Tourism Committee of the Republic of Uzbekistan, 2026).

This development corresponds with earlier research emphasizing the importance of appropriate tourism infrastructure for the development of pilgrimage tourism at the Imam al-Bukhari Complex (Shukurov, 2024). The recent expansion therefore represents not only physical reconstruction but also the development of a broader tourism-support system around the sacred site.

The combination of religious facilities, accommodation, transportation, visitor services, and cultural attractions indicates the emergence of a multifunctional destination serving pilgrims, tourists, and educational visitors. Euronews similarly reports that the new complex includes structured visitor services, accommodation, and transport infrastructure designed to support high levels of attendance (Raxmonkulova, 2026).

4.3. Cultural Interpretation and Educational Functions

The reconstruction has also strengthened the educational and interpretive functions of the site. A museum comprising nine pavilions has been established to present the life and scholarly legacy of Imam al-Bukhari, together with information about Islamic history and the development and compilation of hadith literature (Tourism Committee of the Republic of Uzbekistan, 2026).

The development of these facilities indicates that the complex is increasingly managed as more than a place of pilgrimage. It combines religious functions with cultural interpretation and educational activities. Primova (2025) similarly describes the reconstructed complex as combining traditional Central Asian architectural elements with contemporary facilities intended to serve worshippers, pilgrims, and international visitors.



4.4. Visitor Management and Emerging Heritage Challenges

The substantial increase in visitor capacity creates both opportunities and management pressures. The ability to accommodate up to 65,000 visitors per day significantly expands the tourism potential of the site, but it also increases the need for effective visitor-flow management, service provision, and protection of the heritage environment. Recent reporting indicates that guided services and dedicated facilities have been introduced to manage visitor flows and support pilgrims (Raxmonkulova, 2026).

Another important finding concerns the coexistence of religious and tourism functions. The complex remains a sacred pilgrimage site while simultaneously accommodating large numbers of tourists and providing modern tourism services. This creates a management need to ensure that increased tourism activity does not weaken the site's religious character or cultural significance.

The reconstruction also demonstrates an attempt to combine modern infrastructure with traditional architectural elements. The use of national architectural forms, traditional craftsmanship, and contemporary visitor facilities suggests an effort to connect modernization with cultural representation (Primova, 2025; Tourism Committee of the Republic of Uzbekistan, 2026).

Overall, the results demonstrate that the reconstruction of the Imam al-Bukhari Complex has transformed it into a large-scale, multifunctional pilgrimage and cultural tourism destination. The transformation has improved infrastructure, increased visitor capacity, and strengthened educational and tourism functions. At the same time, the scale of development highlights the need for integrated management approaches addressing **heritage conservation, visitor management, authenticity, stakeholder participation, and sustainable pilgrimage tourism**.

Table 1. Key Heritage Management Dimensions of the Imam al-Bukhari Complex

Management dimension	Evidence from the case	Positive outcome	Management challenge
Infrastructure development	45-hectare complex, mosque, minarets, museum	Increased capacity and accessibility	Infrastructure pressure
Pilgrimage tourism	Hotels, guesthouses, parking, visitor services	Development of pilgrimage tourism	Managing growing visitor flows
Cultural interpretation	Nine-pavilion museum and modern technologies	Improved educational experience	Maintaining cultural authenticity
Heritage conservation	Traditional architecture and craftsmanship	Preservation of cultural elements	Balancing modernization and authenticity
Visitor management	Capacity of up to 65,000 visitors daily	Greater accessibility	Overcrowding and site pressure
Community/stakeholder participation	Government, tourism sector, religious and local stakeholders	Potential for integrated management	Need for stronger coordination
Sustainability	Tourism and infrastructure development	Regional tourism opportunities	Long-term environmental and cultural sustainability

Table 1 summarizes the main heritage management dimensions identified through the analysis and highlights both the positive outcomes of the reconstruction and the management challenges that have emerged.

5. CONCLUSION AND SUGGESTIONS

The findings show that the reconstruction of the Imam al-Bukhari Complex has transformed the site into a major pilgrimage and tourism destination. New religious, cultural, accommodation, and visitor facilities have increased its capacity and tourism potential. However, this development also creates a need for stronger heritage management practices. As Seila et al. (2025) emphasize, effective heritage management depends on several interconnected factors, including institutions, stakeholders, policies, and financial and management resources.

The results also highlight the importance of balancing **pilgrimage and tourism**. The complex has a strong spiritual function, while its new infrastructure attracts a growing number of tourists. Shinde et al. (2023) argue that sustainable pilgrimage tourism should consider not only economic benefits but also cultural, social, environmental, and spiritual values. For the Imam al-Bukhari Complex, tourism development should therefore support the visitor experience without weakening the site's religious character.



Another important issue is **stakeholder participation**. Local communities, tourism businesses, religious institutions, government bodies, and heritage professionals all have an interest in the development of the complex. Li et al. (2020) stress that meaningful community participation can strengthen heritage management by incorporating local knowledge and interests into decision-making. Greater stakeholder involvement could therefore contribute to more balanced and sustainable management of the complex.

Finally, the findings suggest that **modernization and authenticity need to be carefully balanced**. Modern facilities can improve accessibility and interpretation, but the historical and spiritual character of the site should remain central to its development. Overall, the Imam al-Bukhari Complex demonstrates the potential of pilgrimage tourism to support heritage development, while also showing the need for an integrated approach that combines **conservation, tourism development, visitor management, stakeholder participation, and sustainability**.

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Musahhih: Zokir ALIBEKOV

Sahifalovchi va dizayner: Hasan MAQSUDOV

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El.Pochta: sq143235@gmail.com

Bot: @iqtisodiyot_77

Tel.: 93 718 40 07

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