



IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal



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08.00.17 Turizm va mehmonxona faoliyati

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DEVELOPING TOURISM THROUGH VIRTUAL AND AUGMENTED REALITY TECHNOLOGIES

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Abstract: The thesis analyzes the use of Virtual Reality (VR) and Augmented Reality (AR) technologies in tourism development, focusing on Uzbekistan's potential. It discusses how immersive technologies enhance marketing, visitor engagement, and sustainability. Despite infrastructural and professional challenges, Uzbekistan's cultural heritage and digital strategy create favorable conditions for VR/AR implementation.

Key words: virtual reality, augmented reality, tourism, Uzbekistan, digital transformation, sustainability.

Annotatsiya: Tezisd virtual (VR) va kengaytirilgan (AR) reallik texnologiyalarining turizmni rivojlantirishdagi roli, ayniqsa O'zbekiston imkoniyatlari misolida yoritilgan. Immersiv texnologiyalar marketing samaradorligini, sayyohlar tajribasini va barqaror rivojlanishni oshirishi ta'kidlanadi. Mavjud muammolarga qaramay, mamlakatda VR/AR joriy etish uchun qulay sharoitlar mavjud.

Kalit so'zlar: virtual reallik, kengaytirilgan reallik, turizm, O'zbekiston, raqamli transformatsiya, barqarorlik.

Аннотация: В тезисе рассматривается использование технологий виртуальной (VR) и дополненной (AR) реальности в развитии туризма, с акцентом на потенциал Узбекистана. Показано, что иммерсивные технологии повышают эффективность продвижения, вовлеченность туристов и устойчивое развитие. Культурное наследие и цифровая стратегия создают благоприятные условия для внедрения VR/AR.

Ключевые слова: виртуальная реальность, дополненная реальность, туризм, Узбекистан, цифровая трансформация, устойчивость.

INTRODUCTION

Tourism is one of the fastest-growing and most dynamic sectors of the global economy, contributing significantly to GDP, employment, and cultural exchange. In recent years, the tourism industry has undergone a profound digital transformation driven by new technologies, particularly Virtual Reality (VR) and Augmented Reality (AR). These technologies have redefined how destinations are marketed, how experiences are delivered, and how tourists interact with cultural and natural heritage.

Virtual Reality provides complete immersion in a simulated environment, allowing users to explore attractions or events as if they were physically present. Augmented Reality, on the other hand, enhances real-world experiences by overlaying digital information—such as images, sounds, or text—onto physical surroundings through smartphones or smart glasses. Both technologies are revolutionizing the way tourism organizations engage with potential visitors and how tourists experience destinations.

According to Guttentag (2010), Virtual Reality in tourism provides unique opportunities for pre-experience marketing by offering potential travelers a realistic sense of place. Later studies by tom Dieck and Jung (2018) highlighted the value of AR for enhancing on-site experiences, such as museum visits or city tours. Similarly, Han et al. (2020) noted that immersive technologies can evoke emotional engagement, influencing tourists' satisfaction and decision-making.

In the context of destination marketing, VR and AR technologies allow tourism boards to create interactive campaigns that go beyond traditional advertising. For example, destinations such as Singapore, South Korea, and Dubai use VR experiences to showcase attractions online, allowing users to "visit" virtually before making travel decisions. These practices not only strengthen the competitive position of destinations but also reduce marketing costs and environmental footprints.



Research also emphasizes the role of VR and AR in sustainable tourism. By enabling virtual exploration of fragile ecosystems, heritage sites, or protected areas, these technologies reduce physical pressure on sensitive environments. According to Yung and Khoo-Lattimore (2019), virtual tourism can serve as an alternative form of travel during crises, such as pandemics or natural disasters, ensuring the continuity of cultural exchange and education.

The adoption of VR and AR technologies in Uzbekistan's tourism sector remains in its early stages, but the potential is enormous. The country's rich cultural heritage, historical monuments, and diverse natural landscapes provide a strong foundation for immersive storytelling. Through VR, tourists can virtually walk through Registan Square in Samarkand or explore the ancient city of Khiva. With AR, museums could bring artifacts to life through interactive displays, offering deeper understanding and engagement for visitors.

Furthermore, VR and AR can play a crucial role in promoting inclusive tourism—offering opportunities for elderly and disabled individuals to experience destinations that may otherwise be inaccessible. Such applications align with global trends in digital transformation and sustainability, enhancing both economic and social inclusiveness.

Despite these opportunities, several challenges remain, particularly those related to infrastructure, costs, and human resource capacity. Many tourism organizations in Uzbekistan lack the technical expertise required to design and implement immersive technologies. Therefore, collaboration among universities, technology companies, and the Ministry of Ecology, Environmental Protection, and Climate Change is essential to create an enabling ecosystem for innovation.

Moreover, integrating VR and AR technologies into national tourism promotion campaigns can attract younger audiences and diversify the tourism product portfolio. For example, developing virtual tours of UNESCO World Heritage sites in Uzbekistan could enhance global visibility and attract international tourists interested in cultural and educational experiences.

CONCLUSION

Virtual and Augmented Reality are reshaping the global tourism landscape by offering immersive, personalized, and sustainable travel experiences. For Uzbekistan, the integration of these technologies represents a strategic opportunity to strengthen its international image, enhance visitor satisfaction, and support sustainable development goals.

To achieve these objectives, policymakers and industry leaders should prioritize:

Investment in digital infrastructure and professional training;

Development of VR/AR-based content for cultural heritage and ecotourism;

Support for startups and innovation in tourism technology;

Integration of immersive technologies into tourism education and marketing strategies.

By leveraging VR and AR, Uzbekistan can position itself as a forward-looking tourism destination—one that seamlessly blends tradition with innovation in the era of digital transformation.

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