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UZBEKISTAN UTILIZES DIGITAL PLATFORMS TO PROMOTE SUSTAINABLE GROWTH IN TOURISM: A COMPARATIVE STUDY BASED ON THE BELT AND ROAD INITIATIVE

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Abstract. This comparative study explores how Uzbekistan employs digital platforms, including unified tourism ecosystems, mobile apps, and safety monitoring technologies, to drive sustainable tourism growth amid the Belt and Road Initiative framework. Special emphasis is placed on synergies with China's Digital Silk Road, visa liberalization with BRI partners, and targeted promotion of Silk Road heritage sites, resulting in over 10 million international arrivals and significant revenue increases in recent years. The analysis contrasts Uzbekistan's digital strategies with other BRI nations, highlighting successes in accessibility and eco-friendly development alongside challenges like infrastructure gaps.

Key words: Belt and Road Initiative; Uzbekistan; Digital Platforms; Sustainable Tourism.

Annotatsiya. Ushbu taqqosiy tadqiqot O'zbekistonning Bir kamar, bir yo'l tashabbusi doirasida raqamli platformalar (yagona turizm ekotizimi, mobil ilovalar, xavfsizlik monitoringi) orqali turizmning barqaror o'sishini ta'minlashini o'rganadi. Xitoyning Raqamli Ipak yo'li bilan hamkorlik, viza soddalashtirish va Ipak yo'li merosini targ'ib qilish natijasida so'nggi yillarda 10 milliondan ortiq xalqaro sayyoh jalb etilib, daromad sezilarli o'sdi. O'zbekiston strategiyalari boshqa BRI davlatlari bilan solishtirilib, kirish imkoniyatlari va ekologik rivojlanishdagi yutuqlar hamda infratuzilma muammolari ta'kidlanadi.

Kalit so'zlar: Bir kamar, bir yo'l tashabbusi; O'zbekiston; Raqamli platformalar; Barqaror turizm.

Аннотация. Настоящее сравнительное исследование рассматривает, как Узбекистан использует цифровые платформы (единая туристическая экосистема, мобильные приложения, системы мониторинга безопасности) для продвижения устойчивого роста туризма в рамках Инициативы «Один пояс, один путь». Особое внимание уделяется синергии с Цифровым Шёлковым путём Китая, либерализации визового режима и продвижению объектов наследия Шёлкового пути, что привело к более чем 10 млн международных прибытий и значительному росту доходов в последние годы. Стратегии Узбекистана сопоставляются с другими странами BRI, подчёркивая успехи в доступности и экологичном развитии, а также вызовы, связанные с инфраструктурой.

Ключевые слова: инициатива «Один пояс, один путь»; Узбекистан; цифровые платформы; устойчивый туризм.

INTRODUCTION

As a grand transnational cooperation plan forwarded by China, the Belt and Road Initiative (BRI) is designed to transform geography of the involved countries by consolidating the policies to guarantee infrastructure interconnection, free trade, integration of the monetary system, and human to human connections¹. The Uzbekistan, being the Central Asian country, a major strategic point along the old Silk Road and a region with a significant role in the BRI, continues to gain importance. Over the past years, the Uzbek government has been placing tourism as one of the drivers of the realization of national economic development diversification and sustainability goals, and the wave of digital transformation is actively welcomed by the government.

The shift in the tourism industry due to the digital technology is global and the BRI offers a favorable platform upon which the technology can be introduced and collaborations between the involved countries can be realized. In this regard, Uzbekistan is strategically looking back to use the best experiences, including those of China, to incorporate digital technology in all the layers of tourism value chain, such as visa processing

¹ Baojun, Y., Yixing, C., Xiaobei, L., & Yuyu, Z. (2020). Prospects of Global City Trends in China Under the Belt and Road Initiative. China City Planning Review, 29(1), 20-30.



and mobile payments to information services. This is not simply the attempt to refine the travelling experience of global tourists; the greater goal is to realize the long term sustainable use of the tourism resources. The strength of the research is that it supports its premise and empirical evidence through its theoretical background in the further collaboration between China and Uzbekistan in the tourism market. More to the point, by providing the detailed analysis of Uzbekistan serving as a case in point, it provides some meaningful lessons and policy implications to other countries with abundant cultural background and transit economies of the BRI, interested in experimenting with a digitally-enabled model of tourism development.

LITERATURE REVIEW

There is a vast amount of academic literature on economic cooperation within the BRI framework, yet the initial research primarily addressed infrastructure, trade, and finance. In the recent past, the digital economy and interdisciplinary study of tourism have received a lot of attention².

The researchers in the sphere of digital tourism unanimously realize the tremendous promise of digital solutions, including big data, artificial intelligence, and mobile internet that can be used to improve the efficiency of tourism operations and optimize the process of the visitor experience³. Specifically, the study of the Chinese Smart Tourism ecosystem offers an essential benchmark study on how digital platforms attain integration of services and sophisticated management. Concerning sustainable tourism, the studies point out that development should focus on the need to balance between economic gains, socio-cultural conservation, and ecological carrying capacity, and offer quantitative outputs like the Ecological Footprint (EFT)⁴.

Nevertheless, one of the limitations of the current research is the lack of literature that completely carries out the comparative study of the BRI, use of digital platform, and sustainable tourism development within the national context of Uzbekistan. Particularly in the lens of policy transfer, the issue of how to efficiently model China digital tourism plans (as explained by Zakirova, 2025⁵) and align it with local demands of Uzbekistan regarding cultural heritage conservation and environmental sustainability carrying capacity to realize the true sense of sustainable development remains a crucial academic void that can be filled through in-depth research.

RESEARCH METHODOLOGY

This paper has a mixed-methods research structure, which incorporates a qualitative and quantitative analysis, pursuing the following logical direction:

1. Conceptualization and Theoretical Construction: First, clear up the main concepts of the BRI, digital platforms, and sustainable tourism and develop an analytical framework using the Digital Transformation Theory, Sustainable Development Theory and Policy Transfer Theory.

2. Comparison and Localization Analysis: Compare the digital tourism development strategy in Uzbekistan with the mature experience of China with the direction of learning, adaptation, and localization innovation in the course of the policy transfer process to make it unique in the context of the BRI.

3. Case Study and Empirical Verification: Perform the detailed analysis of the peculiarities of the Uzbekistan, in particular, in terms of e-visa, mobile payments integration, and building the national tourism platform, and apply the most recent data on the international tourists arrival, tourism income and bilateral tourist flows to estimate the economic benefits based on the digital solutions and policy streamlining.

The following are the innovations of the study: First, the study is the first to compare spherically the BRI, digital platforms, and sustainable tourism growth in the particular country situation of Uzbekistan, and address the misconception of the China-Uzbekistan cooperation in the literature. Second, the research puts forward the long-term academic experience of the author in Uzbekistan to study the adaptability and localization of digital tourism experience in the country in terms of institutional and cultural specificities of the Uzbekistan context thoroughly and to offer even more informative benchmarking and development prospects to digital transformation. Third, it uses the current data on tourism development to perform a preliminary quantitative analysis of the impact of policies and digital strategies implementation.

Its restrictions are that, some digital platforms (e.g., the unified national tourism platform) are only in the planning or initial construction phase, which does not allow obtaining long-term operational data to conduct

2 Dayoub, B., Yang, P., Omran, S., Zhang, Q., Chen, X., Ahmed Noman Alabsi, A., & Dayoub, A. (2024). The Belt and Road Initiative's impact on tourism and heritage along the Silk Roads: A systematic literature review and future research agenda. *Plos one*, 19(7), e0306298.

3 Mukhtorova, N., & Askarov, Z. (2024). The rise of smart tourism and its transformative potential for Uzbekistan. *Science and innovation*, 3(Special Issue 59), 72-78.

4 Karimov, M., Okmullaev, R., Marty, P., & Saidmamatov, O. (2025). Tourism sustainability in Uzbekistan: Challenges and opportunities along the silk road. *Economies*, 13(9), 250.

5 Zakirova, S., & Ibrohimov, A. (2025). INTEGRATION OF CHINESE TOURISM STRATEGIES INTO UZBEKISTAN'S TOURISM DEVELOPMENT POLICY. *International Journal of Artificial Intelligence*, 1(5), 831-835.



in-depth econometric analysis. In addition, the quantitative analysis of sustainable tourism indicators such as the Ecological Footprint per Tourist (EFT) data acquisition is quite complicated, i.e. quantification of economic benefits is the main priority.

2. Conceptual Framework and Theoretical Basis

2.1 Definition of Key Concepts

Belt and Road Initiative (BRI): It is also known as the Silk Road Economic Belt and the 21st Century Maritime Silk Road but its purpose is to foster economic connections between the countries involved by promoting policy co-alignment, infrastructure connectivity, free trade, financial integration, and human ties. Within the tourism industry, it focuses on the regeneration of the tourism vitality of the ancient Silk Road by means of infrastructure development and promotion policies.

Digital Platforms: These are online ecosystem platforms founded on internet technology which link tourism service providers with the consumers. This particularly covers the e-visa portal, mobile payment systems (which will incorporate the use of Alipay/WeChat Pay), and the proposed unified national tourism portal in the case of Uzbekistan.

Sustainable Tourism: The term sustainable tourism implies tourism which satisfies the current tourist and host destinations without harming and losing opportunities to satisfy future generations. It demands the necessity of the balance between the economic gains, socio-cultural integrity, and ecological processes, especially the natural environment and the preservation of cultural heritage.

2.2 Theoretical Basis

The work is also mainly founded on the following theories:

Digital Transformation Theory: This theory is based on the assumption that digital technology does not exist as a tool, it is rather a strategic force that leads to fundamental changes in organizations and industries. Digital platforms in tourism recreate the tourism value chain and optimize the flow of information, transaction flow, and service flow, which is not only the basis of efficiency increase but also personalized services.

Sustainable Development Theory: Sustainable development theory focuses on the fact that development should ensure that the current generation is able to satisfy its needs without affecting the future generation of the population by making them unable to satisfy their needs. This implies that in tourism, ecological protection and cultural preservation should be incorporated into the development planning process so as to avoid over-commercialization and environmental destruction.

BRI Cooperation Mechanism and Policy Transfer Theory: In this study, BRI cooperation mechanism is considered a unique transnational policy transfer mechanism. Policy Transfer Theory of learning, adoption, and adaptation of one country (China digital tourism ecosystem) by another country (Uzbekistan) considers this successful experience. It describes the role of Institutional Isomorphism in the process of bilateral agreements and the Digital Silk Road infrastructure in tourism between China and Uzbekistan in promoting the interconnectedness of both (3 Digital Transformation and Sustainable Growth of Uzbekistan Tourism).

ANALYSIS AND RESULTS

3. Digital Transformation and Sustainable Growth of Uzbekistan's Tourism

3.1 Strategic Opportunities under the Belt and Road Initiative

Uzbekistan became a member of the BRI since the country has been a major priority in its national development strategy due to its political transition in 2016. In January 2024, China and Uzbekistan also enhanced their relationship to the status of an all-weather comprehensive strategic partnership, ensuring a good political basis to engage in intensive collaboration in the tourism and digital industries⁶.

The major area of cooperation between China and Uzbekistan is the construction of the Digital Silk Road (DSR). With the help of the DSR framework, China helps Uzbekistan develop its digital infrastructure, which speeds up its national digitalization process⁷. This cooperation may be manifested, not only in hardware investment, but also in standardization of digital services, including integration of Chinese digital payment systems (Alipay, WeChat Pay) in Uzbekistan, which significantly eases the work of Chinese tourists and is a fundamental catalyst of bilateral tourist development. What is more, the transport infrastructure upgrades that will take place as part of the BRI e.g. refurbishing railways and highways will shorten transport time in Uzbekistan by almost 15 per cent, which, in turn, will improve the accessibility and efficiency of tourism services⁸.

6 Presidents of Uzbekistan and China signed a joint statement that declared an "all-weather" comprehensive strategic partnership [N]. Gazeta.uz, 2024-01-26.

7 Prospects of the "Digital Silk Road" for further enhancing cooperation between Uzbekistan and China [EB/OL]. Diplomat Magazine, [2025-12-28].

8 The Belt and Road Initiative Uzbekistan Country Case Study [R]. World Bank, 2023.



3.2 Application of Digital Platforms in Sustainable Tourism

The development of the digital platform in Uzbekistan is based on maximizing visitor experiences and effective management, and the inherent idea is that it will provide a quick and sustainable development of tourism.

Table 1: Comparison of China-Uzbekistan Digital Tourism Strategies and Sustainable Enablement

Dimension	China (Mature Experience/Benchmark)	Uzbekistan (Current Progress and Adaptation)	Enabling Sustainable Tourism
Visa and Entry	E-visa, visa-free access for multiple countries	e-visa.gov.uz portal; 30-day visa-free access for Chinese citizens from June 2025 ⁹	Improves entry efficiency, reduces paper processes, enhances international image.
Digital Payment	High penetration of Alipay, WeChat Pay	Actively integrating Alipay/WeChat Pay ; promoting local digital payment systems	Enhances transaction convenience, attracts high-spending groups, reduces cash transaction risks.
Unified Service Platform	Highly integrated platforms like Ctrip, Meituan	Planning to launch a Unified National Tourism Platform and App in 2025/2026 ¹⁰	Centralizes tourism resource management, enables visitor flow monitoring, supports sustainable carrying capacity analysis.
Smart Tourism	Mature smart scenic areas, AR/VR guides	Piloting "Smart Tourism" projects in historic cities like Bukhara ¹¹	Reduces interference with the physical environment through digital guides, enhances cultural heritage preservation.

3.3 Sustainable Tourism Development Practices

Uzbekistan has highly incorporated the concept of sustainable development in its tourism policy. Green Reforms have been introduced by the government to attract environmental friendly visitors¹².

Eco-tourism Projects: The best example is the Aral Sea Region Eco-tourism Project. The project will help to advance ecological rehabilitation and economic diversification of the Aral Sea area by means of creation of eco-tourism, transforming the environmental problem into the tourism prospect¹³.

Indicator System: Uzbekistan is starting to pay attention to such important sustainability indicators at the management level as Ecological Footprint per Tourist (EFT) to measure the environmental impact of tourism activity, allowing to balance the growth of tourism with environmental protection. This indicator focus is an important indicator of how the tourism industry of the country is moving towards high-quality and sustainable development.

4. Comparative Analysis and Empirical Results

4.1 Comparative Analysis of China-Uzbekistan Digital Tourism Strategies

A dynamic trend of Chinese and Uzbekistan regarding the development of digital tourism is known as learning-adaptation-co-construction. Being the first in the digital economy, China has a well-established digital payment system and smart tourism experience, which can be used to guide Uzbekistan.

Learning and Adaptation: Uzbekistan quickly developed the e-visa system and added the most popular Chinese payment systems, as a direct borrowing of the Chinese experience in e-government and online payments. This adaptation will enable it to eradicate digital barriers on international tourists within a short time, particularly the Chinese visitors. Nevertheless, some of the issues of localization, including the ability to switch seamlessly between Russian, Uzbek and Chinese on online platforms, and enhance network coverage and digital literacy at remote historical locations, still remain. These are barriers of Institutional Isomorphism which should be considered when the process of policy transfer is in progress.

Co-construction and Interconnectivity: In the BRI model, the bilateral cooperation in the two countries has shifted out of the unilateral learning and into a co-construction stage. Cases in point are the design of digital

9 Uzbekistan and China established visa-free travel regime for their citizens for tourism purposes for up to 30 days [N]. Trade.gov, 2025-12-09.

10 Uzbekistan to launch unified national tourism platform in 2025 [N]. Kun.uz, 2025-12-03.

11 Dushanova, Y., Kadirova, S., Kurbanova, M., & Khaydarova, D. (2025). Smart and inclusive tourism in Bukhara: towards accessibility in heritage city. *Frontiers in Sports and Active Living*, 7, 1624663.

12 Uzbekistan Unveils Groundbreaking Green Reforms [N]. *Travel and Tour World*, 2025-11-19.

13 Rikhsibaevna, S. S. (2025). Environmental sustainability in tourism: perspectives for Uzbekistan. *Labor economics and human capital*, 4(3), 176-185.



infrastructure (via the DSR framework) through joint construction, and the use of digital technology in joint restoration and exhibition in cultural heritage preservation¹⁴. This interconnectivity scheme is the long term assurance of sustainable tourism development of Uzbekistan.

4.2 Empirical Analysis of Tourism Growth

The positive influence of digital platforms and optimizing the policies has contributed remarkably to the development of tourism in Uzbekistan.

International Tourist Arrivals and Revenue Growth:

Table 2: Key Tourism Indicators for Uzbekistan (2023-2025)

Year	International Tourists (Millions)	Tourism Revenue (Billion USD)
2023	6.6	2.3
2024	10.2	3.5
2025 (Est.)	10.7	4.4

The statistics indicate that international tourist arrivals and tourism revenue recorded high growth in 2024 and this trend is likely to keep on exaggerating even in 2025. This is a strong indication that the improvement in the services of visa facilitation and digital platforms has played a major role in opening up the tourism potential of Uzbekistan.

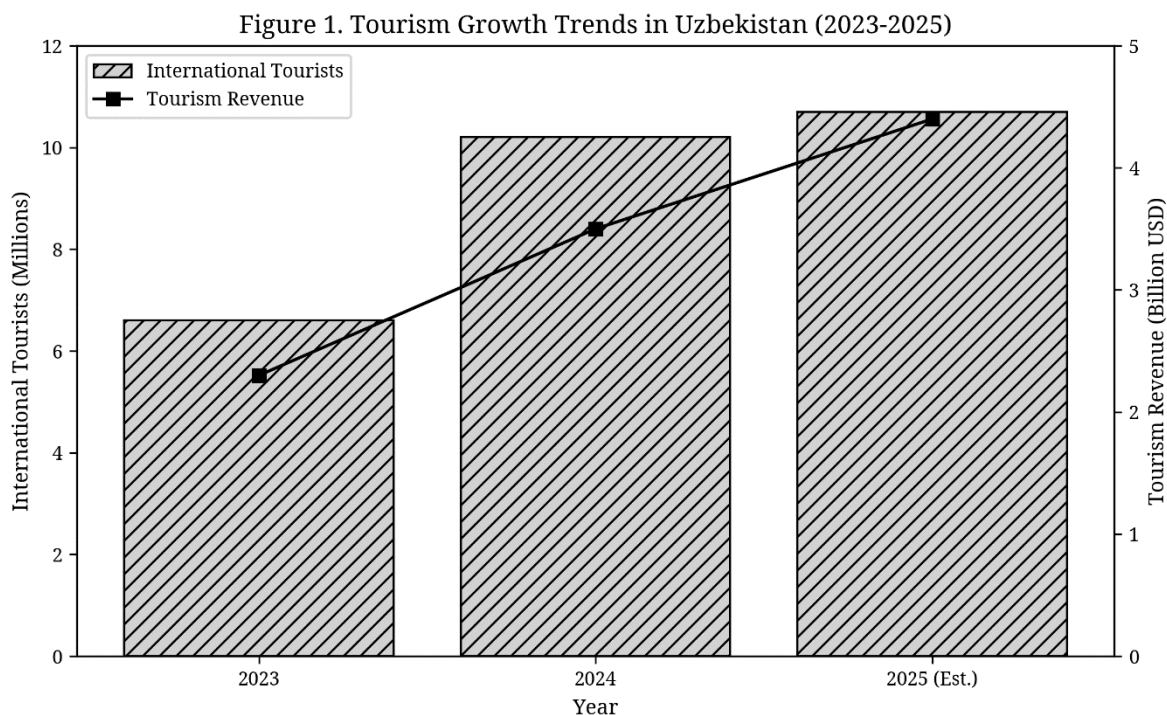


Figure 1: Tourism Growth Trends in Uzbekistan (2023-2025)

Contribution of Chinese Tourists:

The increase in the Chinese tourist numbers is a critical source of tourism in Uzbekistan. The Chinese tourists who visit Uzbekistan reached 74,304 in 2024, which is 75 percent higher than the same number of 42,470 in 2023¹⁵. This phenomenal expansion is closely associated with the future policy of the visa free in 2025 and the adoption of digital payments that reflects direct actions of digital platforms in facilitating bilateral tourism flow.

¹⁴ China-Uzbekistan Cooperation in Culture and Tourism Promotes Green Development along the BRI [N]. iChongqing, 2021-12-02.

¹⁵ Chinese tourist arrivals to Uzbekistan up 75 pct in 2024 [N]. China Daily, 2025-02-23.

Figure 2. Chinese Tourist Arrivals to Uzbekistan (2023-2024)

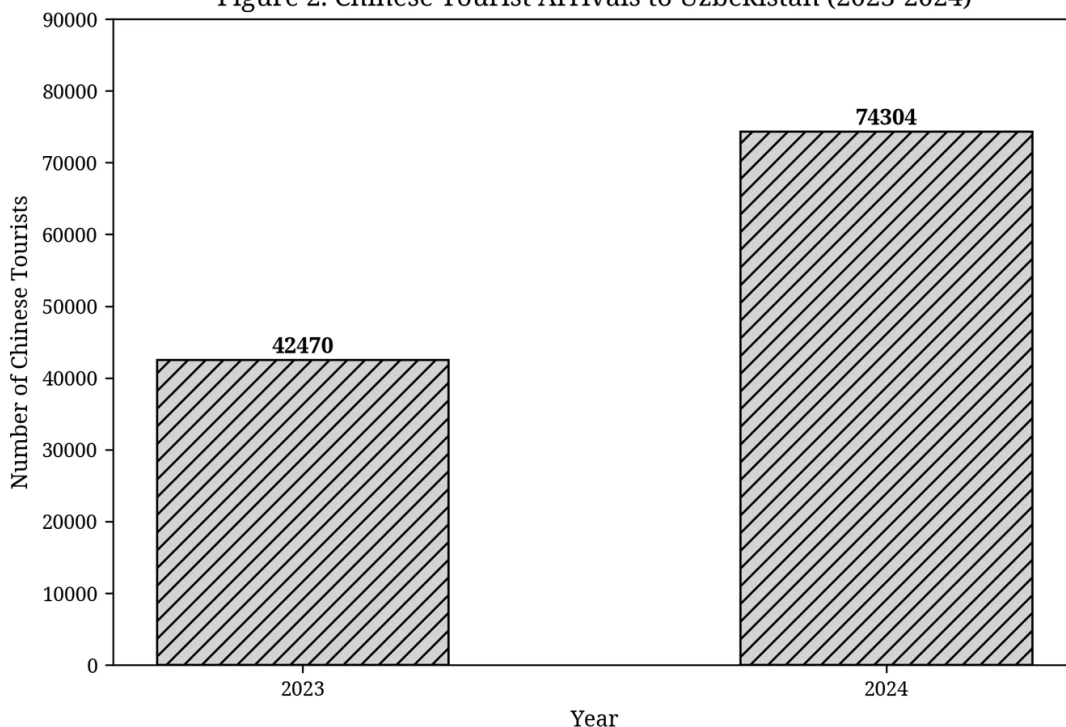


Figure 2: Chinese Tourist Arrivals to Uzbekistan (2023-2024)

4.3 Robustness Check

The empirical findings of this paper are in full conformity to the strategic interests of the Uzbek government and the evaluation of the international bodies. An example is that the United Nations World Tourism Organization (UNWTO) has ranked Uzbekistan as one of the fastest-growing tourism destinations in the world by 2025¹⁶. Such external justification offers the study strong support with regard to its conclusions. Moreover, the efficient work of digital platforms and the decrease in the waste of resources corresponds to the sustainable tourism objective of optimizing the Ecological Footprint, which also confirms the beneficial nature of the digital transformation of the sustainable development.

CONCLUSION AND POLICY RECOMMENDATIONS

The comparative analysis of the role of digital platforms community in promoting sustainable tourism development in Uzbekistan, in the framework of the BRI, provides a range of fundamental conclusions and has meaningful theoretical implications:

1. Digital Transformation as a Prerequisite of Sustainable Growth: The research empirically proves that the strategic implementation of digital platforms (e-visa, integrated mobile payments, unified national platform) is an effective stimulator of tourism growth. This discovery can further expand the Digital Transformation Theory by illustrating that it is directly applied to the realization of Sustainable Development Goals (SDGs) through a developing economy model. The digital-facilitated efficiency gains have not only created an economic phenomenon in the explosive growth in the number of tourist arrivals and the revenue (2023-2025) but also are a direct outcome of the efficiency gains.

2. BRI as an Adaptive Policy Transfer Framework: The BRI, specifically the DSR, is a special framework that can be used with the transfer of the mature digital tourism policies and technologies of China to Uzbekistan. The effective implementation of the Chinese payment systems and the e-visa portal is a good example of Institutional Isomorphism, which involves Uzbekistan changing external institutional designs to increase its credibility and effectiveness.

3. Making Economic Growth and Ecological Sustainability meet There is a pathway to unite the fast economic growth with environmental protection and the Uzbekistan is interested in incorporating the Ecological Footprint per Tourist (EFT) in its digital strategy. This shows it is proactive in the management of the carrying

16 UNWTO: Uzbekistan ranks among world's fastest-growing tourism destinations in 2025 [N]. Euronews, 2025-12-19.



capacity of the historical sites to a more sophisticated model of sustainable tourism that goes beyond mere visitor numbers to a more sophisticated model of sustainable tourism.

4. The “Insider-Outsider” Perspective: The peculiar view of the study is that the effectiveness of transnational cooperation depends on the perception of the local institutional and cultural peculiarities. The issue of empowering local SMEs, and developing multilingual digital talent is not entirely technical and the host country is deeply entrenched within the social structure, requiring a bottom-up approach to implementing the policy.

Upon the empirical evidence and theoretical knowledge, the following multi-dimensional policy recommendations suggest the following recommendations on how the tourism sector in Uzbekistan can be given higher-quality and sustainable growth:

Value Generating Digital Infrastructure Localization:

Focus on Bridging the “Last Mile” Digital Divide: In the process of speeding up the development of the centralized tourism platform, the strategic distribution of resources should ensure increased network coverage and digital literacy in historical sites (e.g., Khiva, Bukhara) and isolated eco-tourism locations. This will guarantee the presence of digital platforms in the whole territory and not just the capital and other big cities alone, which is the location of the digital dividend, and encourage equity in the regions.

Create a Sino-Uzbek Digital Tourism Talent Hub: In partnership with the major Chinese universities and technologies companies create a permanent Digital Tourism Technology Joint Laboratory in Tashkent or Samarkand. The center, in this case, should be aimed at the development of composite digital skills exposed to Russian, Uzbek and Chinese languages that is vital in breaking the language and cultural barrier and making long-term policy transfer sustainable.

Developing a Data-Driven Green Regulatory Framework:

Incorporate Ecological Footprint (EFT) into Core Digital Platform Capabilities: The national tourism platform should be structured in such a way that it makes use of the big data analytics of real-time visitor density and environmental carrying capacity. The ecological sustainability of historical locations should be provided through automatic activation of dynamic pricing, pre-booking, and visitor restrictions, where EFT indicators are to be considered.

Promote Green Consumption and Circular Economy: Introduce a system of digital incentives (ex: a “Green Tourist Score”) that will grant rewards to tourists who use low-carbon transportation methods, digital tickets, and stay at certified environmentally friendly hotels. This system needs to be combined with the local businesses to facilitate a circular tourism economy.

The China-Uzbekistan Cooperation Model to Social Sustainability:

Empower Local SMEs by Integrating Platforms: The integration of Chinese digital payment and booking-solutions should be supported with simplified onboarding procedures and technical support offered to the local guesthouses, handicraft shops, and other small and medium-sized enterprises (SMEs). This makes sure that the dividend of digital economy is extensively distributed and this will have a direct effect on social sustainability and reduction of poverty in the communities that depend on tourism.

Create a High-Level Policy Co-ordination Mechanism: use the all-weather comprehensive strategic partnership to create a high-level, permanent dialogue mechanism of tourism policy alignment. This mechanism must hold meetings twice a year so as to discuss the emerging matters in connection with the visas, customs, finance and protection of investments so that long term stability and predictability of foreign investment may be assured.

5.3 Limitations and Future Research

Although the study in question offers some solid empirical support and theoretical explanations, it has some limitations. The use of the projected data in 2025 makes it imperative that in the future, research is conducted to confirm the forecasts using real numbers. Moreover, the Institutional Isomorphism qualitative analysis may be supported with a longitudinal research on the long-term effect of the unified national tourism platform when it becomes operating fully. The future research must also center its attention on the creation of a more sophisticated econometric model that would help to measure the direct effect of the EFT-based digital regulations to the preservation of certain cultural heritage sites along the Silk Road.

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