

Integrated platform solutions for the preservation and promotion of cultural heritage (cases of Samarkand and St. Petersburg)

cultecon.hse.ru/en/iac

Research Unit of HSE University
Laboratory for Management in Culture and Tourism

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project leader

Alena Suvorova,
Associate Professor

Research Unit of Partner
Institute of Human Resources and Neighborhood Development Management Samarkand State University

www.samdu.uz/en/pages/inson_resurslarini_boshqarish_fakulteti

project leader

Muhtor Nasirov,
Head of the International Cooperation Department

Uzbekistan and Russia
make science together

Alena Suvorova:

Why have you chosen St. Petersburg and Samarkand?

Both St. Petersburg and Samarkand are well-known cultural centers attracting many tourists every year. We are based in HSE St. Petersburg campus, doing research in the digitalization of tourism as well as in the human-computer interaction. It was natural to find partners who are also interested in preserving and promoting their rich cultural heritage and analyzing current trends in information technologies usage in this sphere. Joint events and discussions with colleagues from Samarkand State University allowed us to look at this subject in an international context.

Could you explain what you are going to do in particular?

Peculiarities, promising effects and limitations of cultural and cognitive tourism supported with technology haven't yet been sufficiently researched. In general, our project is focused on exploring how digital tools, services and platforms can be used to support the preservation and promotion of cultural heritage. We plan to analyze and summarize existing instruments, strategies and practices including the experience of two major cultural centers - St. Petersburg and Samarkand.

Another aim of the project is to find ways to build better services for supporting the preservation and promotion of cultural heritage. Existing solutions and management systems require improvement to satisfy the needs different target audiences. Together with Uzbek colleagues, we are planning to exchange successful practices, identifying both common and unique elements to provide recommendations for service developers.



International Academic Cooperation, HSE University

Joint Basic Research Projects



#JointBasicResearchProjects

2025

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**SINCE 2023, A COMPETITION FOR JOINT
FUNDAMENTAL RESEARCH PROJECTS HAS
BEEN INITIATED.**

The Competition shall be held among academic (research) structural subdivisions of HSE University planning to implement joint basic research projects with academic units of international universities and research centres engaged in research topics similar to the academic (research) subdivisions of HSE University.

Our goal:

- development of international scientific collaborations
- expansion of the research agenda and multidisciplinary
- involvement of students in joint basic research projects to improve their culture of academic research

