

THE CULTURAL IMAGE OF UZBEKISTAN IN ANGLOPHONE TRAVEL
JOURNALISM

Shakhnoza Sobirova Nasimovna

ABSTRACT: This article analyzes the cultural image of Uzbekistan in Anglophone travel journalism. Using English-language articles, blog posts, and travel portals, the study examines how Uzbekistan's historical landmarks, national traditions, cultural heritage, and tourism potential are represented. Additionally, it explores how the language and stylistic tools of Anglophone journalism contribute to shaping the country's cultural image.

Keywords: Uzbekistan, cultural image, Anglophone journalism, travel articles, tourism, stylistics, historical landmarks, national traditions, cultural heritage.

АННОТАЦИЯ: Данная статья анализирует культурный образ Узбекистана в англоязычной туристической журналистике. На основе англоязычных статей, блогов и туристических порталов рассматривается, как отражаются исторические памятники, национальные традиции, культурное наследие и туристический потенциал страны. Также изучаются языковые и стилистические средства англоязычной журналистики, формирующие культурный образ Узбекистана.

Ключевые слова: Узбекистан, культурный образ, англоязычная журналистика, туристические статьи, туризм, стилистика, исторические памятники, национальные традиции.

ANNOTATSIYA: Ushbu maqola anglofon sayohat jurnalistikasida O'zbekistonning madaniy obrazini tahlil qiladi. Tadqiqot davomida ingliz tilidagi maqolalar, blog postlar va sayohat portallari misolida O'zbekistonning tarixiy yodgorliklari, milliy urf-odatlar, madaniy merosi va turizm salohiyati qanday ifodalanganligi ko'rib chiqiladi. Shu bilan birga, anglofon jurnalistikaning til va stilistik vositalari orqali O'zbekistonning madaniy obrazini shakllantirish usullari ham o'rganiladi.

Kalit so'zlar: O'zbekiston, madaniy obraz, anglofon jurnalistika, sayohat maqolalari, turizm, stilstika, tarixiy yodgorliklar, milliy urf-odatlar, madaniy meros, turizm salohiyati.

INTRODUCTION

Anglophone travel journalism is a unique literary and visual platform that allows people around the world to experience foreign countries as if they were traveling there themselves. Each article, blog post, or portal entry conveys a country to the reader in a vivid, colorful, and emotionally engaging way through linguistic and stylistic tools. Within this framework, the cultural image of Uzbekistan becomes a focal point of anglophone journalism. This image reflects not only historical monuments, ancient cities, and architectural marvels but also conveys subtle yet profound layers such as national traditions, cuisine, traditional clothing, music and dance, folktales, and spiritual heritage.¹

Every word and phrase serves a specific purpose. For instance, the term "cultural image" goes beyond the country's outward appearance to communicate its inner spirit, the values of its people, and its historical memory to the reader. "Anglophone journalism", in turn, provides an

¹Journalist Travel Magazine about Uzbekistan "Journalist Travel Magazine"

opportunity to present this image to an international audience in a comprehensible and emotionally impactful way through English-language publications. “Travel articles” guide the reader on a visual and emotional journey, vividly portraying the narrow streets of a city, the bustle of marketplaces, and the details of an ancient madrasa or fortress.

Furthermore, the concept of “tourism potential” encompasses not only Uzbekistan’s historical and cultural heritage but also its modern hotels and services, transport systems, safety, and convenience. Every detail and every phrase allows the reader to see and feel the country, taking them on a visual, emotional, and spiritual journey. In this way, the power of anglophone journalism manifests in embedding Uzbekistan’s cultural image into the global audience’s consciousness and presenting the country not only as a historical site but as a vibrant, colorful, and memorable destination.²

LITERATURE REVIEW AND RESEARCH METHODOLOGY

Anglophone travel journalism is a field that introduces a country’s cultural, historical, and social aspects to the public through travel-related articles, blogs, or portal posts published in English. In this type of journalism, information about destinations—such as monuments, history, and traditions—along with descriptions of tourism infrastructure, customs, cultural ceremonies, gastronomy, and daily life of people is presented to readers in an engaging, visual, and emotionally rich manner. Methodological analysis examines these materials in terms of vocabulary, stylistics, metaphor, descriptive imagery, context (historical and social), audience orientation, and the reliability of information.

Within the framework of the Republic of Uzbekistan, several important legal documents have been developed and adopted to strengthen the regulatory basis for this field. Among them is the Law “On Tourism”, which has been in effect since 1999. It was adopted to regulate the tourism sector legally, develop the market of tourism services, and protect the rights and lawful interests of tourists in Uzbekistan.³

The newly revised “Law on Tourism”, approved by the Senate in 2019, is significant as it establishes the State Committee for Tourism Development as the authorized government body in the field of tourism. It also provides a legal framework for the creation of tourist zones and clusters, the conditions for providing tourism services, and the development and promotion of tourism products.

The Presidential Decree “On Measures to Further Develop Domestic and Pilgrimage Tourism in the Republic of Uzbekistan” and the additional resolution concerning the activities of the Tourism and Cultural Heritage Departments as well as tour operators are aimed at promoting domestic tourism, developing tourist routes and information presentation, and improving marketing and service quality.

The research methodology is as follows:

²“The development of Uzbekistan’s tourism contributes to the growth of the people’s welfare” “Uzbekistan – 2030” strategiyasi

³Presidential Decree No. UP-102 “About additional measures for improvement of tourist infrastructure...”

Examples of anglophone travel journalism are selected, including English-language travel articles, blog posts, and updates from international tourism portals.

The selected texts are analyzed using linguistic methods (lexical, synonymic, metaphorical, descriptive), stylistic methods (imagery, rhythm, tone), cultural-contextual methods (historical background, traditions, public ceremonies), and discourse analysis⁴

The texts are compared with the normative-legal documents of the Republic of Uzbekistan and marketing policies (tourism promotion, tourism infrastructure, information services) to identify the correspondences and differences between state policy and journalistic expression in shaping the cultural image.

Official responses or practical measures of Uzbekistan, along with specific examples, are also presented:

An anglophone source and the cultural image it creates	The practical impact of the anglophone representation (reader/international audience perception)	Uzbekistan's official/practical response	Practical example: region/project/impact
Condé Nast Traveler / CN Traveler articles on visa facilitation (2018–2019) in the context of Uzbekistan as 'easier to visit	Among anglophone readers, Uzbekistan is perceived as an 'open, convenient, and affordable travel destination'; this attracts spontaneous travelers and cultural tourism.	Visa simplification and promotional campaigns by the government and tourism agencies (2018–2019), promoted through participation in international exhibitions and Travel Shows	Practical example: Participation in the New York Times Travel Show (2019) and showcasing Uzbekistan at international exhibitions increased the country's recognition in the international tourism network.
Anglophone travel, an anglophone source and the cultural image it creates	Such representations influence the audience through the practical impact of the anglophone portrayal (reader and international audience perception).	Uzbekistan's official and practical response	Practical example: region/project/impact

⁴"Analyzing the destination image of Uzbekistan among residents and non-visitors" zamonaviy tadqiqot

Portals and magazines (2019–2024) depict Tashkent’s Soviet and contemporary architecture, markets, metro, and local life; personal experience and visual description are emphasized.	It encourages personal travel to the city and enhances the demand for a ‘cultural experience’; experimental tourism in gastronomy and local life develops	Measures have been introduced to protect cities and library/architectural sites and to improve the quality of local services	ourist experiences in cities were enriched through the development of local guide services, gastronomic tours, and metro tours; in 2023–2024, the marketing of these routes was strengthened
--	---	--	--

In the table above, anglophone travel journalism provides practical solutions not only within Uzbekistan but also among countries at the international level. The advantages and practical examples in the table are based on anglophone online articles, Uzbekistan’s official documents, and tourism strategies; the main sources and facts are as follows: The Guardian (2019), the Tourism Law (2019), participation in the New York Times Travel Show (2019), CN Traveler (on visa facilitation), as well as the latest strategic updates and research (2023–2024)⁵

DISCUSSION AND RESULTS

Anglophone travel journalism is increasing international commercial and cultural interest in Uzbekistan by presenting it as a center of historical heritage. Such articles (for example, The Guardian articles) place the “Silk Road” architecture and the Samarkand-Bukhara route at the center, stimulating demand for cultural-historical travel; as a result, attention to restoration and infrastructure projects has intensified. This connection is legally supported by the Tourism Law (adopted in 2019).

Anglophone reports on visa facilitation and travel ease have encouraged the international audience; this led to Uzbekistan’s emphasis on simplifying visa policies and external promotion in 2018–2019 (through Travel Shows and other branding events).

⁵ *Tourism Development in Uzbekistan: Challenges and Opportunities Caspian Policy Center tomonidan chop etilgan siyosat brifingi*

Practical measures announced by official embassies and tourism agencies have also supported this trend. “Anglophone reportage” and blogs highlighting city life, gastronomy, and Soviet architectural elements have attracted “experience-seeking” tourists. The practical outcome has been the development of local routes, city tours, gastronomic itineraries, and English-language services; official and non-governmental publications (for example, Visit Uzbekistan) complement this process and provide more accurate, contextual information.



segment is the “Silk Road heritage.” This direction appears most frequently in English-language articles and reports. For example, National Geographic and BBC Travel portray Uzbekistan as the heart of the Silk Road. The restoration of historic cities such as Samarkand, Bukhara, and Khiva, and their inclusion in the UNESCO World Heritage list, attract journalists’ attention. This has become an important factor in strengthening Uzbekistan’s international image.

The second important direction is “Visa facilitation.” Since 2019, the introduction of a visa-free regime for citizens of over 90 countries has sharply increased the flow of tourism. Anglophone media have recognized this change as the most open policy for tourists in Central Asia. Through this, Uzbekistan has presented itself as a modern, reform-oriented state.⁶

⁶ *Uzbekistan Travel Guide Wanderlust Magazine Wanderlust sayohat jurnali*

Journalists are writing positive articles about gastronomic festivals in Tashkent, the introduction of national dishes into the global culinary scene, and the activities of young creators.

Another significant direction is “Branding and investment programs.” This section covers campaigns such as Uzbekistan. Safe Travel Guaranteed, designed to promote Uzbekistan’s international image, as well as investments in tourism infrastructure and coverage of cultural festivals.

CONCLUSION

The diagram shows that anglophone journalism portrays Uzbekistan as an attractive country for tourists, combining its historical, cultural, and contemporary image. The most important aspect is that this image is reinforced through government reforms, the preservation of cultural heritage, and active participation in the global information space.

In anglophone travel journalism, Uzbekistan’s cultural image is increasingly gaining international recognition. Prestigious English-language publications and travel platforms depict Uzbekistan as a country that preserves the ancient Silk Road heritage while boldly striving toward modern development.

LIST OF REFERENCES:

1. Journalist Travel Magazine article about Uzbekistan – an article published in Journalist Travel Magazine covering Uzbekistan’s ancient cities and cultural heritage in English. uzbekistan.travel
2. “The Development of Uzbekistan’s Tourism Contributes to the Growth of the People’s Welfare” – an article on tourism development within the framework of the Uzbekistan – 2030 strategy. Uzbekistan Embassy USA
3. Presidential Decree No. UP-102, “About Additional Measures for Improvement of Tourist Infrastructure...” – decree dated July 18, 2024, concerning the enhancement of tourism infrastructure and strengthening the country’s brand. CIS Legislation
4. “Analyzing the Destination Image of Uzbekistan Among Residents and Non-Visitors” – a contemporary study analyzing Uzbekistan’s cultural image among domestic and international audiences. ScienceDirect
5. Tourism Development in Uzbekistan: Challenges and Opportunities – a policy briefing published by the Caspian Policy Center, discussing Uzbekistan’s tourism strategy and prospects. api.caspianpolicy.org
6. Uzbekistan Travel Guide, Wanderlust Magazine – an English-language guide prepared by Wanderlust travel magazine about Uzbekistan’s cultural and tourism potential. Wanderlust.