

NEW TURAN: THE LOUVRE OF THE TURKS

Hazratkulov Lochinbek Nodir o'gly

2nd Year Student of the Tourism and Hospitality Department

Denov Institute of Entrepreneurship and Pedagogy

hazratkulovlochin@gmail.com

Abstract

The “New Turan” National Turkic Museum is a unique cultural project in the world that revives the thousand-year-old common history, culture and statehood of the Turkic peoples through modern immersive technologies (VR, AR, 3D-mapping, artificial intelligence). This museum, which will be built in Uzbekistan, will be called the “Louvre of the Turks” and is intended to become a new cultural center and economic locomotive of the Turkic world. The project will allow Uzbekistan to achieve its tourism and economic goals until 2030 (5-7 million tourists per year, \$ 2 billion in revenue) much earlier than the established deadline - by 2028. The article details the museum's departments, phased implementation plan, and strategic importance.

Keywords: New Turan, Turkic World, National Turkic Museum, Louvre of the Turkic World, immersive museum, virtual reality, VR experience, augmented reality, 3D mapping, time-travel experience, cultural heritage, Turkic cultural unity, tourism development, Uzbekistan-2030 Strategy, Organization of Turkic States, Turkic cooperation, Amir Temur, Alisher Navoiy, global cultural brand, cultural tourism, Silk Road heritage, interactive museum, digital heritage preservation, Turkic identity, Central Asian cultural hub.

Introduction

The “New Turan” Museum brings together the thousand-year history of the Turkic peoples. It covers the culture, statehood, and great honors of the following countries and peoples: Uzbekistan, Turkey, Azerbaijan, Kazakhstan, Kyrgyzstan, Turkmenistan, Tatarstan, Bashkiria, Uyghur people, Kazakhs, Karakalpaks, Crimean Tatars, and other Turkic peoples. The main task of the museum is to convey the historical, cultural, and spiritual closeness between the Turkic peoples to the younger generation through modern technologies, encouraging them to be

proud of their roots. The main sections of the museum: “The Great Turkic Khanate and the First Turkic States” – The first statehood of the nomadic Turks, Orkhan-Yenisei inscriptions, sculptures and inscriptions of Bilge Khokan, Kultegin, and Tonyuquq in interactive form. “The Age of Alp Er Tunga and Oghuz Khan” – Legendary Turkish heroes, the epic poem Oghuznama will be brought to life with 3D animations. “Hall of Great Kingdoms” – Karakhanid, Ghaznavid, Seljuk, Khorezmshah, Timurid, Ottoman, Baburian empires. The most important battles of each empire (for example, Dandanaqon, Utrar, Ankara, Choldiron, Delhi Conquests, Ankara Battle) will take viewers back to that era using 3D mapping and virtual reality (VR) technologies. “Hall of Great Persons” Alisher Navoi, Amir Temur, Babur, Ulugbek, Mahmud Kashgari, Yusuf Khos Khajib, Ataturk, Ismail Gaspirali, Abay Konunbayev and dozens of other great figures. Their lives, works, and state governance will be shown using interactive touch screens and artificial intelligence.

Increase tourism revenue to \$2 billion by 2030 Increase the number of annual tourists by 5-7 million Enter the world's 30 fastest growing economies Become recognized as a global brand The “New Turan” project will achieve these goals not by 2030 - by 2028: : “New Turan” is not a project - it is a new locomotive of the Uzbek economy. It will push all the goals set until 2030 forward by 5-7 years. Four eternal changes (now together with Uzbekistan) Every Turkish child will grow up saying “I am a child of a great nation”, and every Uzbek child will be proud that “My country is the heart of the Turkic world”. The world will say “If you need to go to Tashkent, first go to New Turan”, and at the same time add that “Uzbekistan is a new miracle of the New East”. Cooperation between Turkic states will reach a new level, and Uzbekistan will become the natural center of this unity, one of the important centers of cooperation between Turkic states, and by 2035 will be among the fastest developing countries in the world. Thanks to the “New Turan”: 150 million Turks will find their roots, and 38 million Uzbeks will see their country as the most important cultural capital in the world Why the “Turkish Louvre”? If the Louvre Museum is the pinnacle of European culture, the “New Turan” Museum should become such a symbol of the Turkic world. If 10 million people visit the Louvre every year, it will increase the number of tourists visiting the “New Turan” by 5-7 million per year in the future. This is not only cultural, but also economic and political significance - a new symbol of cooperation between Turkic states. The “New Turan” Museum is not an ordinary

museum. This is a grand cultural project that reflects the past glory of the Turkic peoples, their present unity and their great future goals. When it opens, every Turk in the world will have a place where he can proudly say, "I am a child of a great nation." Through this project, Uzbekistan will introduce to the world not only its own culture, but also the common heritage of the entire Turkic world. "New Turan" may be the most important cultural heritage left to future generations.

Conclusions and Suggestions:

The "New Turan" National Turkic Museum is not an ordinary cultural object, but a symbol of the new revival of the Turkic world and the most important strategic project of Uzbekistan on a global scale. This museum simultaneously fulfills several ambitious tasks: it brings to life the thousand-year-old common history of more than 150 million Turkic people through modern, immersive technologies, making the younger generation proud of its roots. It will allow Uzbekistan to more than fulfill the tourism goals set in the "Uzbekistan - 2030" strategy (9-10 million tourists per year, \$ 2 billion in revenue) by 2028 itself. It will strengthen cultural and economic cooperation within the Turkic States Organization on the basis of a new, realistic project and turn Uzbekistan into one of the most important cultural centers of this union. It will attract millions of foreign tourists through a unique "time travel" experience, turning our country into a global cultural and tourist brand. . Most importantly, it will form in every Turkish child an eternal sense of pride: "I am a child of a great nation," and in every Uzbek child, "My country is the heart of the Turkic world." The proposed pilot stage (2026, based on the Amir Temur Museum in Tashkent) will prove the viability of the project within 6 months. If the pilot is successful (all indicators are positive), the opening of the full "New Turan" in 2028 will become a realistic and financially fully justified goal. We will open a project that is unique in the world, without completely reconstructing the existing Amir Temur Museum (Tashkent), but only changing some of the interior space. Key experiences: 360° immersive hall – 12-minute Ankara Battle show Round LED wall, floor vibrations, wind, horse sounds, arrowheads flying the viewer can choose to be in Timur's army or in Bayezid's palace Practical application in the "New Turan" project: Pilot and full stages Pilot stage (Amir Temur Museum, 2026): 15 stations need to be installed. The user "catches" a real weapon through AR and, switching to VR, walks around Samarkand in 1405. Immersive content. By sharing experiences, groups (families

or Turkish delegations) participate in VR simultaneously – for example, "becoming a guest" during the Karakhanid era. New for 2025: Using a sword in a battle scene with PlayStation VR2 controller support. . – "I am Temur's right-wing warrior" experience 1405 Samarkand streets, Bibi-Khonim, Registan, Gur-Amir AR tables – "Hand-held" viewing of Temur's real weapons and letters on your phone Small 3D cinema – "One day in the era of Temur" What will we measure for 6 months: Will the number of daily visitors increase or decrease? How many minutes does a person stay on average? How many videos are being shared on TikTok, Instagram? What is the share of young people aged 15–35? Do foreign tourists come? Is a tourist who has come once interested in visiting again and returning? The move to open the New Turan Museum will be more profitable after the answers to such questions as "Yes, I am interested in visiting again and returning" are positive. New Turan is the new heart of the Turkic world!

References

- 1 Decree of the President of the Republic of Uzbekistan dated 11.09.2023 No. PF-158 "On approval of the strategy "Uzbekistan – 2030". // Lex.uz: <https://lex.uz/uz/docs/-6600413>
- 2 Decree of the President of the Republic of Uzbekistan dated 27.05.2025 No. PF-217 "On improving public administration in the field of ecology and tourism". // President.uz: <https://president.uz/oz/lists/view/8692>
- 3 Decree of the President of the Republic of Uzbekistan dated 28.01.2022 No. PF-60 "On the development strategy of New Uzbekistan for 2022–2026". // Lex.uz: <https://lex.uz/docs/-5841067>.