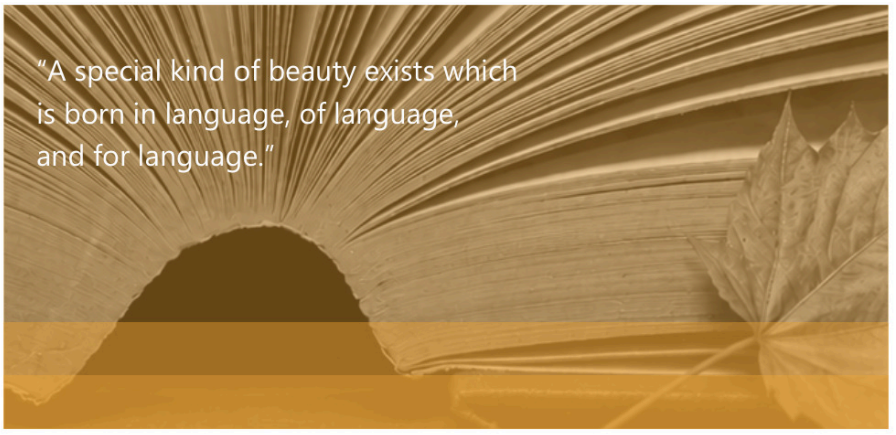
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Cogito, ergo sum

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Multilingual guided interpretation mechanisms for foreign tourists in living museums: A case study of the Konigil Tourism Village in Samarkand

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Annotation *Living museums, which leverage authentic cultural settings to facilitate the living transmission of cultural heritage, serve as a crucial medium for cultural and tourism dissemination along the Silk Road. Multilingual guided tours, in particular, constitute a pivotal tool for cross-border tourists to gain cultural insights and disseminate knowledge about heritage sites. This study takes the Living Museum of Konigil Tourism Village in Samarkand, Uzbekistan, as a case study. Utilizing field research and textual analysis methods, this paper examines the current state of multilingual guided tour services for foreign tourists at this site and identifies existing challenges, including uneven language coverage, homogeneous content, insufficient cross-cultural adaptation, and fragmented service systems. The study then constructs a four-dimensional operational framework for multilingual guided tours – comprising "language provision, content adaptation, scenario implementation, feedback optimization" , and proposes optimization strategies: precise language allocation, cross-cultural content reconfiguration, integration of immersive scenarios, and closed-loop service optimization. The findings offer practical references for enhancing foreign-language guided services in Silk Road living cultural tourism villages, boosting international communication efficacy, and facilitating the cross-border dissemination of cultural heritage.*

Keywords *Living museum, multilingual guided tours, cultural and tourism dissemination, foreign tourists, Samarkand, Konigil Tourism Village*

Jonli muzeylarda xorijiy sayyohlar uchun ko'p tilli ekskursiya mexanizmlari: Samarqanddagi Konigil sayyohlik qishlog'i misolida

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Annotatsiya *Madaniy merosning jonli uzatilishiga imkon berish uchun haqiqiy madaniy muhitdan foydalanadigan jonli muzeylar Buyuk Ipak yo'li bo'ylab madaniy va sayyohlik tarqalishining muhim vositasi hisoblanadi. Xususan, ko'p tilli ekskursiya xizmatlari transchegaraviy sayyohlar uchun madaniy tushunchaga ega bo'lish va meros ob'ektlari haqidagi bilimlarni tarqatishning asosiy vositasi hisoblanadi. Ushbu tadqiqot O'zbekistonning Samarqand shahridagi Konigil sayyohlik qishlog'i jonli muzeyini misol sifatida oladi. Dala tadqiqoti va matn tahlili usullaridan foydalangan holda, ushbu maqola ushbu ob'ektda xorijiy sayyohlar uchun ko'p tilli ekskursiya xizmatlarining hozirgi holatini o'rganadi va mavjud muammolarni aniqlaydi, jumladan tillar qamrovi notekisligi, tarkibning bir xilligi, madaniyatlararo*

moslashuvning etarli emasligi va xizmat tizimlarining parchalanganligi. Keyin tadqiqot ko'p tilli ekskursiyalarning to'rt o'lchovli operatsion tizimini yaratadi — "tillar ta'minoti, tarkibni moslashtirish, stsenariylarni amalga oshirish, fikr-mulohazalarni optimallashtirish" dan iborat bo'lib, optimallashtirish strategiyalarini taklif qiladi: aniq tillar taqsimoti, madaniyatlararo tarkibni qayta tuzish, immersiv stsenariylarni integratsiyalash va yopiq tsiklli xizmatni optimallashtirish. Tadqiqot natijalari Buyuk Ipak yo'li bo'ylab jonli madaniy sayyohlik qishloqlaridagi xorijiy tillardagi ekskursiya xizmatlarini yaxshilash, xalqaro aloqa samaradorligini oshirish va madaniy merosning transchegaraviy tarqalishiga yordam berish uchun amaliy ma'lumot beradi.

Kalit so'zlar *Jonli muzey, ko'p tilli ekskursiya xizmatlari, madaniy va sayyohlik tarqalishi, xorijiy sayyohlar, Samarqand, Konigil sayyohlik qishlog'i*

Механизмы многоязычного экскурсионного сопровождения иностранных туристов в живых музеях: на примере туристической деревни Конигиль в Самарканде

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Аннотация *Живые музеи, которые используют аутентичные культурные пространства для обеспечения живой передачи культурного наследия, являются важным каналом распространения культуры и туризма на Великом шелковом пути. Особое значение имеют многоязычные экскурсионные услуги, которые становятся ключевым инструментом для трансграничных туристов в получении глубоких культурных знаний и распространении информации об объектах наследия. В данном исследовании в качестве кейса выбран Живой музей туристической деревни Конигил в Самарканде, Узбекистан. С помощью полевых исследований и метода текстового анализа в работе анализируется текущее состояние многоязычных экскурсионных услуг для иностранных туристов на данном объекте, выявляются существующие проблемы: неравномерное покрытие языков, однообразие содержания, недостаточная межкультурная адаптация и фрагментарность системы обслуживания. Далее в исследовании формируется четырехмерная операционная структура многоязычных экскурсий, включающая «обеспечение языками, адаптацию содержания, реализацию сценариев, оптимизацию обратной связи», и предлагаются стратегии оптимизации: точное распределение языковых ресурсов, реконфигурация контента с учетом межкультурных особенностей, интеграция иммерсивных сценариев и оптимизация замкнутого цикла обслуживания. Результаты исследования дают практические ориентиры для улучшения иноязычных экскурсионных услуг в живых культурно-туристических деревнях на Великом шелковом пути,*

повышения эффективности международной коммуникации и содействия трансграничному распространению культурного наследия.

Ключевые слова *Живой музей, многоязычные экскурсионные услуги, культурно-туристическое распространение, иностранные туристы, Самарканд, туристическая деревня Конигил*

Introduction

Living museums differ from traditional static museums; they are institutions that, through the design of exhibition spaces, guide visitors to actively participate in social life practices, knowledge exploration, or spiritual creation (Nelzina, Polyakov & Zотova, 2021). By leveraging native villages, folk cultural settings, and traditional handicrafts as core carriers, living museums enable the dynamic presentation and transmission of cultural heritage, serving as a vital arena for cross-border integration of cultural tourism and cultural outreach. As a pivotal hub along the ancient Silk Road, Samarkand historically featured Konygil as the most beautiful and enchanting locale along the banks of the Kokhak River in Samarkand (Ergashev, 2023).

Heritage tourism aims to seamlessly integrate tangible and intangible values to create engaging narrative experiences, enabling visitors to fully immerse themselves in the travel context (Rosley, Rusli, Harun, Yusof, Rahman, Matusin, & Rahman, 2024). Currently, the Konigil Tourism Village – completed in 2020 (Pardaev & Isroilov, 2021) – leverages the millennia-old craft of mulberry paper production and traditional folk cultural offerings to establish an immersive living museum. This initiative fully preserves the traditional craft production, exhibition, and experiential scenarios of the Silk Road, serving as a quintessential example of living cultural tourism development in Uzbekistan, as well as an important window for foreign visitors to experience the folk culture of the Silk Road.

According to the data from the Tourism Committee of the Republic of Uzbekistan.From January to September 2026, Uzbekistan welcomed 10.3 million foreign tourists – 20.4% more than in the same period of 2025.（Tourism Committee of the Republic of Uzbekistan, 2026）Therefore, in the context of internationalized cultural tourism development, multilingual interpretation serves as a critical component for overcoming cross-cultural language barriers, enhancing visitor experiences, and conveying the cultural values of a region. One way museums can break down language barriers is by offering bilingual and multilingual exhibitions. The creation of such translated exhibitions not only provides individuals with limited English proficiency the opportunity to gain meaningful experiences within museum settings but also deliberately invites them to access spaces that have historically been difficult for them to enter (Cha, 2018). Current academic research on living museums primarily focuses on heritage conservation, scene construction, and cultural tourism development; however, specialized studies on multilingual interpretation services for international visitors remain relatively scarce, particularly empirical research targeting small-to-medium-sized living cultural tourism villages along the Silk Road. The Konigil Tourism Village, which leverages its distinctive handicraft heritage to attract a large number of international tourists, currently faces challenges in providing interpretation services that adequately meet the diverse needs of international visitors. This limitation hinders both cultural dissemination and the quality

enhancement of cultural tourism offerings. In light of this, this study takes this village as a case study to examine the operational logic and existing challenges of multilingual interpretation in living museums, and to develop an interpretation mechanism tailored to international cultural tourism scenarios, thereby offering valuable insights for the internationalization of similar Silk Road cultural tourism villages.

Methods

This study employs three core research methods, strictly adhering to the empirical research standards of social science journals. First, the field research method: through visits to the living museum of Konigil Tourism Village in Samarkand and the Meros mulberry paper workshop, this study conducts on-site investigations into the village's guided tour service scenarios, language offerings, tour content, and service models, thereby recording first-hand data on the current operational status of foreign-language guided tour services. Second, the text analysis method: this approach systematically reviews the village's cultural tourism promotional materials, guided tour scripts, public signage, and foreign-language introductory documents; combined with foreign tourist review data from mainstream tourism platforms, it identifies the strengths, weaknesses, and existing challenges of multilingual guided tour services. Third, the SWOT analysis method: SWOT analysis is a strategic analytical tool that, by examining multiple dimensions, aims to formulate appropriate strategies – enhancing the proportion of strengths, seizing opportunities, and mitigating the impact of weaknesses and threats (Kurmidianata & Suwasono, 2022). From the four dimensions – Strengths, Weaknesses, Opportunities, and Threats – this study systematically dissects the internal and external developmental conditions of the village's multilingual guided tour services. Leveraging the communication characteristics of living museums, the study constructs targeted, scientifically sound operational mechanisms and optimization pathways for multilingual guided tours, thereby ensuring the objectivity and practical applicability of the research findings.

Results

Overview of the Case: Konigil Tourism Village is located approximately 13 kilometers from the urban area of Samarkand, adjacent to the River. Leveraging traditional handmade mulberry paper craftsmanship and folk handicraft traditions, the village has developed an open, living museum. Centered around the Meros Traditional Mulberry Paper Workshop, the village integrates traditional handicraft displays, folk cultural experiences, and natural ecological landscapes. It preserves the handmade papermaking techniques of the Silk Road era alongside the traditional lifestyle of the village community, thereby creating a living cultural and tourism space that combines heritage exhibition, cultural immersion, and cross-border tourism. The village consistently hosts study tour groups and sightseeing tourists from various countries worldwide, and there is a strong demand for cross-border cultural and tourism services.

Current Status of Multilingual Guided Services: The living museum at Konigil Tourism Village has currently established an initial foreign-language guided tour service system, with its core services consisting of on-site human-guided tours and informational signage. The primary languages offered are Uzbek, English, and Russian, which collectively cater to the majority of mainstream inbound tourists; the tour content focuses on the history of Sampi paper, its production techniques, and the development of the village, emphasizing educational content; service scenarios are concentrated in the workshop exhibition area and the core experience zone, aligning closely with visitors' tour itineraries.

Existing Core Issues: Based on research and analysis, through comprehensive research and analysis, four core shortcomings have been identified in its multilingual interpretation mechanism: First, the language coverage is

uneven, with a notable absence of support for less commonly used languages, making it difficult to meet the diverse needs of international tourists; second, the interpretation content suffers from severe homogenization, characterized by monotonous script templates, a lack of cross-cultural translation design, and insufficient tailoring to the cultural cognitive differences of tourists from various countries; third, service scenarios are fragmented, with inadequate integration between human-guided interpretations and signage-based interpretations, and the absence of an immersive, end-to-end interpretation system; fourth, there is no feedback-driven optimization mechanism, nor systematic channels for tourist experience research and service iteration, which hinders the continuous improvement of interpretation service quality.

SWOT Analysis of Multilingual Interpretation Services (1) Strengths: Firstly, unique resource endowment – Konigil Tourism Village centers on the intangible cultural heritage of mulberry paper craftsmanship, serving as a rare living handicraft heritage site along the Silk Road, which possesses high cultural distinctiveness and provides unique content support for multilingual interpretation; secondly, significant geographical advantages – its location within the core cultural and tourism belt of the Silk Road in Samarkand ensures a stable base of international tourists and ample application scenarios for foreign-language interpretation services; thirdly, preliminary establishment of foundational services – the village has already built interpretation systems in English and Russian, complemented by basic foreign-language signage and manual interpretation services, thereby laying a solid foundation for international service enhancement. (2) Weaknesses: First, the language service portfolio is limited, covering only a few mainstream languages, while there are service gaps for less common languages such as Japanese, Korean, those of Western Europe, and those of Latin America, making it difficult to cater to a diverse international tourist demographic. Second, the interpretive content tends to be superficial – primarily focusing on technical craftsmanship and historical knowledge – lacking cross-cultural narrative transformation, which limits the depth of cultural dissemination. Third, the service ecosystem remains fragmented; there is no integrated coordination mechanism among human, AI-powered, and signage-based interpretation services, and a closed-loop for end-to-end interpretive services is absent. Fourth, there is a shortage of specialized professionals: the number of full-time multilingual interpreters is limited, and these professionals often lack specialized cross-cultural interpretation training, resulting in inconsistent service quality. (3) Opportunities. On one hand, the internationalization of cultural tourism in Central Asia is accelerating; Uzbekistan, in particular, is actively promoting the opening up of rural cultural tourism, providing both policy and industrial support for upgrading foreign-language interpretation services in rural villages. On the other hand, the number of cross-border study tours and cultural experience tourists has been growing year by year, and international tourists' demand for in-depth, personalized multilingual interpretations continues to rise. Simultaneously, the widespread adoption of smart guided systems and multilingual translation technologies offers technical empowerment to streamline and optimize interpretation services with lower costs and higher efficiency. (4) Threats. Barriers to cross-cultural communication objectively exist; differences in cultural perceptions and aesthetic preferences among tourists from diverse countries can easily lead to deviations in the delivery of commentary content and distortions in cultural interpretation. On the other hand, the cultural tourism market experiences dynamic fluctuations in demand, while tourists' requirements for commentary services have become increasingly diversified

and personalized, placing greater demands on the pace of innovation and the adaptability of commentary services.

Discussion

Core Construction Logic of a Multilingual Interpretation Mechanism. The core advantage of a living museum lies in its ability to provide scenario-based, immersive cultural experiences. Its multilingual interpretation mechanism, unlike the static interpretation offered by traditional museums, must align with three core objectives: "living heritage transmission, dynamic experiential engagement, and cross-cultural communication." Drawing on the SWOT analysis results of the multilingual interpretation services at the Königil Tourism Village, this study adopts the principles of leveraging strengths, mitigating weaknesses, seizing opportunities, and addressing deficiencies to construct a four-dimensional synergistic multilingual interpretation mechanism – comprising "language provision – content adaptation – scenario implementation – feedback optimization." This approach enables the interpretation service to evolve from "basic language translation" to "in-depth cultural dissemination." However, multilingual "fluency" may risk eroding the distinctive character of local languages, the inherent tension arising from contested memories, and the rigorous boundary between factual evidence and speculative interpretation (Tufanova & Kobzeva, 2026). Specifically: language provision leverages geographical and tourist demographic advantages to solidify the foundational support and address language-related shortcomings; content adaptation utilizes the advantages of intangible cultural heritage resources to overcome barriers to cross-cultural communication; scenario implementation capitalizes on opportunities in cultural tourism development to refine the comprehensive service ecosystem; and feedback optimization responds to market competition and fluctuating demand, enabling dynamic service iteration to fully cater to the touring experiences and cultural perception needs of international visitors.

Optimization Pathways for the Multilingual Interpretation Mechanism of Living Museums. First, precisely optimize the language service provision system. Leveraging visitor source data, we will consolidate our core strengths in English and Russian, proactively introduce popular guided tour services and foreign-language resources – including Chinese – while enhancing the pool of multilingual guides, implementing foreign-language signage, and refining the audio guide infrastructure, thereby achieving comprehensive coverage of the primary visitor language groups. Second, we will restructure our cross-cultural commentary content. By moving beyond a purely knowledge-based commentary model, we will tailor our commentary scripts to align with the cultural cognitive preferences of visitors from different countries. This involves integrating the cultural heritage of the Silk Road, the essence of traditional crafts, and regional folk customs – thereby reducing cultural barriers, enhancing narrative appeal and experiential value, and achieving a seamless integration of linguistic translation and cultural interpretation. Third, we will develop comprehensive, scenario-based commentary services. By integrating fixed-point human-guided commentary, route-based signage commentary, intelligent voice-guided systems, and interactive experiential commentary, we will cover all key areas of the visitor experience – including village entrances, craft exhibition zones, hands-on activity areas, and ecological landscape zones. Furthermore, by incorporating dynamic experiential projects, we will create immersive commentary environments, ensuring that guided services are seamlessly integrated throughout the entire visitor journey. Fourth, we will establish a closed-loop feedback optimization mechanism. Through visitor questionnaires, online reviews, and guide feedback, we will routinely collect evaluations from foreign visitors regarding language suitability, content

quality, and service formats. Based on this feedback, we will periodically refine commentary scripts, update multilingual reference materials, and optimize service models, thereby continuously enhancing our commentary mechanisms.

Research Value and Limitations. This study employs representative living cultural tourism villages along the Silk Road as its sample, innovatively applying the SWOT analysis framework to systematically examine the development trends of international interpretation services. By focusing on the specialized domain of multilingual interpretation mechanisms, this research addresses existing gaps in current studies on international communication strategies for living museums, thereby providing actionable references for developing internationalized interpretation services in similar cultural tourism villages across Central Asia and domestic Silk Road living heritage sites. However, the study has certain limitations: it conducts empirical analysis based on a single case study, the sample scope is relatively limited, and no quantitative analysis has been performed to assess the communication effectiveness of multilingual interpretation services. Future research could expand the scope to include multiple regional living museum cases, integrate quantitative data to refine analytical models, and further develop a robust, universally applicable framework for multilingual interpretation mechanisms.

Conclusion

Multilingual interpretation serves as the cornerstone for living museums to facilitate cross-border cultural communication and elevate the quality of international cultural tourism experiences. A scientifically designed and well-structured interpretation mechanism is pivotal to overcoming barriers in cross-cultural communication and optimizing the visitor experience. This study employs a SWOT analysis framework to systematically identify the strengths, weaknesses, opportunities, and threats of the multilingual interpretation services at the Konigil Tourism Village in Samarkand, highlighting existing core challenges – including inadequate language coverage, homogeneous content, fragmented application scenarios, and the absence of an optimized closed-loop system. Building upon these findings, we have developed a four-dimensional integrated multilingual interpretation mechanism – comprising "language provision – content adaptation – scenario implementation – feedback-driven optimization" – which aligns precisely with the immersive and experiential communication characteristics of living museums. By leveraging its inherent resources and geographical advantages, and capitalizing on emerging opportunities in cultural tourism development, Konigil Tourism Village can address service gaps, mitigate competitive threats, and achieve the following strategic objectives: precise language allocation, cross-cultural content reconfiguration, comprehensive scenario integration, and closed-loop iterative optimization. These initiatives will effectively enhance the quality of international interpretation services at Konigil Tourism Village, strengthen the cross-border dissemination of Silk Road handicraft culture, and provide actionable practical pathways for the international outreach and high-quality development of living cultural tourism projects across Central Asia and along the Silk Road.

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