



MODERN MUSEUMS AND DIGITAL COLLECTIONS: INNOVATIVE MANAGEMENT STRATEGIES

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Abstract: This article highlights the importance of digital collections and innovative management strategies in the operations of modern museums. It analyzes contemporary methods of preserving, systematizing, and presenting cultural heritage objects to the general public using digital technologies. Additionally, the role of electronic catalogs, artificial intelligence, and virtual and augmented reality technologies in museum operations, and their importance in enhancing management efficiency, are highlighted. The reforms being implemented in the museum sector in Uzbekistan, as well as existing problems and future tasks, have been reviewed.

Keywords: museum, digital collection, cultural heritage, innovative management, electronic catalog, artificial intelligence, virtual reality, augmented reality, digitization, museum management.

Аннотация: Мазкур мақолада замонавий музейлар фаолиятида рақамли фондлар ва инновацион бошқарув стратегияларининг аҳамияти ёритилган. Рақамли технологиялар асосида маданий мерос объектларини сақлаш, тизимлаштириш ва кенг жамоатчиликка тақдим этишнинг замонавий усуллари таҳлил қилинган. Шунингдек, электрон каталоглар, сунъий интеллект, виртуал ва қўшимча реаллик технологияларининг музейлар фаолиятидаги ўрни, уларнинг бошқарув самарадорлигини оширишдаги аҳамияти очиб берилган. Ўзбекистонда музей соҳасини рақамлаштириш бўйича амалга оширилаётган ислохотлар ҳамда мавжуд муаммолар ва истикболли вазифалар кўриб чиқилган.



Калит сўзлар: музей, рақамли фонд, маданий мерос, инновацион бошқарув, электрон каталог, сунъий интеллект, виртуал реаллик, қўшимча реаллик, рақамлаштириш, музей менежменти.

Аннотация: В статье рассматривается значение цифровых фондов и инновационных стратегий управления в деятельности современных музеев. Проанализированы современные методы сохранения, систематизации и представления объектов культурного наследия с использованием цифровых технологий. Освещена роль электронных каталогов, искусственного интеллекта, технологий виртуальной и дополненной реальности в повышении эффективности музейной деятельности. Также рассмотрены проводимые в Узбекистане реформы по цифровизации музейной сферы, существующие проблемы и перспективные направления развития.

Ключевые слова: музей, цифровой фонд, культурное наследие, инновационное управление, электронный каталог, искусственный интеллект, виртуальная реальность, дополненная реальность, цифровизация, музейный менеджмент.

In today's era of rapid globalization and information technology, museums have become not only institutions that preserve historical artifacts but also operate as digital cultural centers.

The primary mission of modern museums is to preserve national and global cultural heritage, make it accessible to a broad audience, and exhibit it through new technologies. For this reason, digital collections and innovative management strategies have become an important part of the museum field.

A digital collection is a system for storing exhibits, manuscripts, archival documents, photographs, and other materials in electronic form. Such a system not only preserves cultural assets for the long term but also expands access to them. Whereas previously museum materials could only be accessed in a specific location, digital technologies have made it possible to access them over the internet.



Innovative management strategies are widely used in modern museums. For example, electronic catalogs, artificial intelligence, and virtual and augmented reality technologies are taking museum operations to a new level. For example, through virtual tours, people can visit the world's famous museums from the comfort of their own homes. This, in turn, further expands the museums' audience.

The digital management system also provides great convenience for museum staff. It makes it much easier to quickly find information about exhibits, monitor their condition, and archive them. At the same time, it offers the ability to securely store data using cloud technologies.

Museums' activity on social media is considered an important direction of an innovative strategy. Through online exhibitions, live broadcasts, and interactive programs, museums are engaging young people with cultural heritage. This makes it an important and effective way to promote culture and history. At the same time, there are also some challenges in managing digital collections. These include the high cost of technical equipment, a lack of specialists, and cybersecurity issues.

To address these challenges, the Museum Activities Coordination Department of the Agency for Cultural Heritage of the Republic of Uzbekistan has been gradually implementing a series of measures to enforce relevant sectoral decisions. Specifically, on May 18th – On the occasion of International Museum Day, seminars and training sessions have been organized to improve the qualifications of museum staff, to take stock of the work carried out by state museums, and to encourage proactive and high-performing museums.

The seminar-training on “Modern Museums and Digital Collections: Innovative Management Strategies,” held in Khiva, Khorezm Region on May 23-24, 2026, is proof of this. At this seminar-training, Elmurod Najimov, First Deputy Director of the Cultural Heritage Agency of the Republic of Uzbekistan; and Temur Davlatov, Mayor of Khiva, noted that museums are places that preserve and pass on the great treasure handed down from ancestors to future generations, They



delivered lectures on how innovative management strategies, through modern museums and digital collections, can be implemented to pass our history-telling sites on to future generations.

A number of industry representatives spoke about methods for using modern, innovative technologies to preserve and manage museum collections in the country's museums.

In conclusion, modern museums and digital repositories are creating new opportunities for preserving and promoting cultural heritage. Innovative management strategies, in turn, help museums develop in line with modern demands, transforming them into global digital knowledge centers.

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