

PILGRIMAGE TOURISM IN UZBEKISTAN

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Abstract: *The form of tourism, which is also called pilgrimage tourism or religious tourism, although is considered as a new form of tourism, actually one of the oldest forms of tourism. As the demand increases, pilgrimage tourism is not only scientifically, but also theoretically deeply researched, the essence of all this is to create the comforts and conditions necessary for the pilgrims, and finally, to increase the competitiveness of the area and get more income. Many scientific works have been done for this in the countries of the world. In addition, a strategic road map for the development of Islamic tourism was developed, and instructions were given on a number of practical measures. Despite the fact that there are many religious and pilgrimage sites in Uzbekistan, there is no widespread propaganda work.*

Only in recent years, it has been brought to the level of state policy, a number of decrees and decisions have been issued, but there are still not enough conditions for travelers and pilgrims. In addition, lack of scientific and geographical information about pilgrimage sites is another problem for them. Based on this aspect, this scientific article shows the measures for the organization of pilgrimage tourism at the industrial level.

Key words: *tourism, MFT-Muslim friendly tourism, Holy Quran, industry, Ibn Battuta, Hajj, Mecca*

Annotatsiya

Ziyorat turizmi yoki diniy turizm deb ham ataluvchi turizm turi, garchi yangi turizm turi sifatida qaralsada, eng qadimiy turizm ko'rinishlaridan biridir. Talab ortgani sari, ziyorat turizmi nafaqat ilmiy, balki nazariy jihatdan ham chuqur tadqiq qilinmoqdaki, bularning barchasining tub mohiyati ziyoratchilarga aynan ular istagan, ular uchun lozim bo'lgan qulayliklar va shart-sharoitlarni yaratish, pirovarda esa hudud raqobatbardoshligini oshirib ko'proq daromad olish turadi. Buning uchun dunyo mamlakatlarida ko'plar ilmiy ishlar qilingan. Shu jumladan, islomiy turizmni rivojlantirish uchun strategic yo'l xaritasi ham ishlab chiqilgan bo'lib unda bir qator amaliy choralar to'g'risida ham ko'rsatmalar berilgan. O'zbekistonda ko'plab diniy

va ziyorat obyektlari mavjud bo'lishiga qaramay, hal keng targ'ibot-tashviqot ishlari amalga oshirilmayapti. Faqatgina so'nggi yillarda davlat siyosati darajasiga olib chiqildi, bir qator farmon va qarorlar chiqarildi, ammo sayohatchi va ziyoratchilar uchun hamon yetarlicha sharoitlar yaratilgani yo'q. bundan tashqari, ziyoratgohlar to'g'risida, ilmiy, geografik ma'lumotlarning kamligi, ular uchun yana bir muammodir. Shu jihatdan kelib chiqib, ushbu ilmiy maqolada ziyorat turizmini sanoat darajasida tashkil etish bo'yicha chora-tadbirlar ko'rsatib o'tilgan.

Kalit so'zlar: turizm , MFT-musulmon do'stona turizm , Qur'oni karim, sanoat, ibn Battuta, Haj, Makka

There are certainly holy places and shrines in every part of the world sure But they all have enough for visitors infrastructure - elementary conditions such as roads, transport, prayer, food, and other facilities necessary for representatives of different religions creation is considered an urgent issue. This issue is of particular importance for our country Uzbekistan, and for the development of pilgrimage tourism, it is important not only to promote, but also to create conditions for attracting more foreign pilgrims to our country.

Tourism industry is one of the largest and fastest economic sectors, that received an overwhelming support throuthout the world.

Religion and belief usually may influence the daily activities while travelling. In islam, there are few surah in the al-Qur'an that encourage Muslims to travel and explore the as well as to conserve the experience for the devotion of faith towards Allah SWT. There are nine verse in the al-Qur'an that encourage people to travel the world. The nine surah are as listed as follows:

N	Surah	Verse Number
1	Al-Mulk	15
2	Muhammad	10
3	Luqman	31
4	Yusuf	109
5	Ar-Rum	42
6	Al-Imran	137
7	An-Naml	69
8	Ar-Rum	9
9	Al-An'aam	11

These nine surah in the al-Qur'an portray encouragement in Islam that human have the objective of travelling the world in order to find and analyse the history of the past. Ibn Battuta is one of examples of muslim scholar that travelled for approximately 30 years in the 14th century. The main reason that encourage Ibn Battuta to travel is because of pilgrimage to mecca to fulfill the fifth pillar of islam, but ibn Battuta end up travelling 75000 miles and visiting approximately 44 countries after he completed the pilgrimage to Mecca.

Islamic tourism or muslim friendly tourism has gained attention of many countries. According to the GMTI report 2023(June) In 2022, there were growth 110 million muslim international visitors accounting for 12% of all international arrivals. This is considerable growth, equivalent to nearly 68% of the pre pandemic levels seen in 2019. It's predicted that muslim traveler arrivals will rise to 140 million in 2023 and recover pre-pandemic levels of 160 million in 2024. Muslim arrivals will reach 230 million by 2028, with an estimated expenditure of USD 225 Billion.⁹

According to GMTI 2023, Uzbekistan place and position classified among 23 destinations that are in quadrant. The Muslim arrivals to this destination was around 67 million, representing around 61% of the total global muslim arrivals, Uzbekistan was in a trailblazers group. And of course it isn't coincidence.

Today, a lot of work is being done in Uzbekistan to develop pilgrimage tourism. In particular, the decree of the President of Uzbekistan No. PF-6165 of February 9, 2021 "On measures to Further develop domestic and pilgrimage tourism in the republic of Uzbekistan", the cabinet of Ministers of the Republic of Uzbekistan 24, 2021 "On additional measures to develop domestic and pilgrimage tourism Decree No. 100 on the fact that pilgrimage tourism is at the level of state policy.

MFT is one of the service industries that focuses on providing services in the tourism and hospitality sector that very much focuses on accommodation, food and beverages as well as travelling activities.

In order to develop pilgrimage tourism or MFT market in industry level we have to pay attention things which is shown below:

Ensuring Halal: Take necessary measures to ensure that all products and services provided for a halal conscious tourist are in accordance with islamic principles

Training the Staff: Train, educate and inform the staff and guides about islamic values, teaching and principal;

Facilitating the acces: Prepare printed maps or develop applications that indicate the locations of mosques or prayer facilities, halal food restaurants and other related services;

Paying attention to diversity: destination marketers need identify and address the Islamic culture of difference nationalities in order to be able to design packages the cater for their specific needs;

Proper accommodation management: Arrange the accommodation according to the Muslim needs like equipping every room with a pointer to direction of Qibla, providing praying mats and facilitating congregational prayers;

Information about halal food: Be well informed about the Halal food premises as one of the most important concerns for the majority of Muslim travelers. Get appropriate certification for halal food;

Offering gender specific facilities: Arrange separate entertainment facilities like swimming pools and Spas for women and men;

Appropriate dress code for the staff: Develop an appropriate dress code for the staff serving in hotels and other tourist services centres;

Suitable marketing strategies: Develop and apply suitable marketing strategy in compliance with the Islamic teachings and morals for the advertisement and promotion of the Islamic tourism products and services.

Practical for the development of tourism in Uzbekistan, especially pilgrimage tourism and it is no secret that theoretical activities are carried out, various conferences and conventions, Presidential decree decisions, as well as reconstruction of shrines and beautification is one of them. However, what we observe in practice, and abroad of course, compared to the conditions created for tourists in places of pilgrimage to sufficiently enumerate the conditions that must be implemented and created possible based on this point of view, we make the following suggestions in three areas: tourist guides, accommodation and travel and tour, other requirements comes out from them:

1. Preparing trained tourist guides specially for pilgrimage sites
2. The exact map and route of pilgrimage sites in online and offline view
2. The issue of transport remains as painful issue. For this reason, improvement of inter-city transport, especially in Bukhara public traveling along the "Yeti Pir" pilgrimage route according to a specific schedule formation of transportation^[8] and placement of road signs for independent travelers by car
3. Organization of toilets and washrooms along the roads (currently well organized only in the shrine area);

4. Creating places in mosques according genders
5. Preparation a brief information about pilgrimage sites and providing information

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