

WAYS TO DEVELOP PILGRIMAGE TOURISM IN UZBEKISTAN BASED ON
FOREIGN EXPERIENCE

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Abstract. This article studies the best practices of foreign countries in the development of pilgrimage tourism and analyzes the possibilities of their implementation in Uzbekistan. In particular, the approaches of Saudi Arabia, Turkey, Malaysia and other countries to the management of religious tourism are analyzed. Having studied the potential of existing pilgrimage sites in Uzbekistan, their infrastructure and quality of service, proposals and recommendations for the further development of pilgrimage tourism are developed. The article is aimed at the effective use of religious and historical heritage in Uzbekistan, attracting local and foreign tourists, as well as the formation of a tourism policy that serves economic and social development.

Keywords: pilgrimage tourism, religious tourism, tourism development, international experience, tourism potential of Uzbekistan, cultural heritage sites, competitive tourism services.

Introduction: Pilgrimage tourism is widespread throughout the world as a form of travel of religious and cultural significance. Historical, religious and cultural monuments of Uzbekistan, in particular cities such as Samarkand, Bukhara and Khiva, have great potential for this type of tourism. Based on foreign experience, it is necessary to develop various ways and strategies for the development of pilgrimage tourism in Uzbekistan. This article is aimed at analyzing foreign experience and identifying measures that should be taken in Uzbekistan to develop pilgrimage tourism. Pilgrimage tourism is a trip to visit places of religious and cultural significance. Historical monuments of Uzbekistan, religious centers and places associated with great religious figures create excellent opportunities for the development of pilgrimage tourism. Pilgrimage tourism has not only religious, but also economic, social and cultural benefits. For the successful development of such tourism, it is necessary to study foreign experience and adapt it to our own conditions. Pilgrimage tourism is one of the most important economic, cultural and religious sectors worldwide. This type of tourism is carried out mainly for the purpose of visiting religious and historical monuments. The richness of Uzbekistan with historical monuments and religious centers creates great opportunities for the development of pilgrimage tourism. At the same time, it is necessary to identify the obstacles and opportunities in the development of pilgrimage tourism based on foreign experience.

REVIEW OF RELATED LITERATURE

Foreign experience shows that the main factors for the successful development of pilgrimage tourism are infrastructure, marketing and international cooperation. Based on the experiences of Saudi Arabia and Israel, Uzbekistan should also pay attention to the development of its historical monuments and religious centers in accordance with modern requirements. Religious monuments in Samarkand, Bukhara and Tashkent can be the main points of pilgrimage tourism.

Also, in the development of pilgrimage tourism, it is necessary to create special services in the tourism sector, for example, special hotels and medical services, and provide special services for pilgrims. These services should, first of all, be aimed at ensuring the safety and comfort of tourists.



Figure 1. Practical measures for the development of pilgrimage tourism in Uzbekistan

Religious tourism occupies an important place in the world. Pilgrimage tourism has successfully developed abroad, especially in countries such as Saudi Arabia, Israel, Egypt and India. Below, we will consider the main ways that can be useful for Uzbekistan, based on the experience of these countries:

1. Development of religious centers

The demand for religious centers in Saudi Arabia and Israel is very high. For example, Masjid al-Haram in Mecca or the city of Jerusalem in Israel are places of pilgrimage for Muslims, Jews and Christians. Uzbekistan also has its own religious heritage and important centers. Religious monuments in Samarkand, Bukhara, Khiva and Tashkent have great potential in this area. It is necessary to develop pilgrimage sites and cultural centers in these places, create the right infrastructure for them.

2. Improving transport and infrastructure

An effective transport system and convenient infrastructure are important factors in countries with developed pilgrimage tourism. In Saudi Arabia, convenient means of transport, regional roads and special services have been created for pilgrimage tourism. Uzbekistan also needs to develop its transport system to attract pilgrims. This means, first of all, providing efficient and affordable transport services by rail, air and bus.

3. Marketing and advertising

The marketing and advertising system for pilgrimage tourism works effectively abroad. For example, in Saudi Arabia, special marketing campaigns are held for Hajj and Umrah trips. Uzbekistan also needs to develop marketing strategies to develop religious tourism. Promoting pilgrimage tourism through international exhibitions, special tourist packages and social networks plays an important role in this process.

4. Special services for pilgrimage tourism

The quality of service, hotels and tourist facilities is very important in pilgrimage tourism. For example, in Saudi Arabia, there are special hotels and shrines for Hajj and Umrah trips. In Uzbekistan, too, hotels and special services adapted to religious travelers should be created to attract pilgrimage tourism.

5. Increasing culture and religious tolerance

The success of pilgrimage tourism depends not only on religious and cultural monuments, but also on the cultural and religious services provided to visitors. In India, for example,

Christian, Muslim and Hindu religious tourism coexist, and intercultural relations are well developed. In Uzbekistan, pilgrimage tourism can also be open to other religious groups and be internationally attractive by respecting different cultures and religious beliefs.

Uzbekistan should implement several main ways to develop pilgrimage tourism:

Preservation and conservation of religious and historical sites. Cities of Uzbekistan such as Samarkand, Bukhara, Khiva, are of great religious and cultural significance. Tourists can be attracted by preserving, modernizing these places and creating new pilgrimage sites.

Creating a legal framework for pilgrimage tourism. To develop pilgrimage tourism, the state must develop special laws and regulations. This, in turn, is important for managing pilgrimage sites, providing pilgrimage tourism services, and ensuring security.

Establishing international cooperation. It is necessary to establish cooperation with foreign countries, use their experience, and develop special programs to support pilgrimage tourism. This will facilitate Uzbekistan's entry into the international pilgrimage tourism market.

RESEARCH METHODOLOGY

This article uses methods widely used in scientific research methodology, such as analysis and synthesis, induction and deduction, logical thinking, observation, and comparison.

ANALYSIS AND RESULTS

The article studies foreign experience in the development of pilgrimage tourism. The following research methods were used to identify approaches suitable for Uzbekistan:

Literature analysis: Scientific articles, reports and interstate assessments on the development of religious tourism abroad.

Fiscal analysis: Comparison of the experiences of countries that have developed religious tourism, and development of strategies for Uzbekistan based on them.

Social analysis: Study of the needs of religious travelers, marketing research aimed at the development of pilgrimage tourism.

Based on foreign experience, the following main ways can be used to develop pilgrimage tourism in Uzbekistan:

Improvement of infrastructure. Pilgrimage tourism is highly developed in countries such as Saudi Arabia and Israel. These countries provide special transport systems, hotels, medical services and easy access. In Uzbekistan, it is also necessary to develop the transport system, improve hotel and other infrastructure services in cities such as Samarkand, Bukhara and Tashkent.

Preservation and modernization of religious and cultural monuments. Countries such as Egypt and India pay great attention to maintaining their historical monuments in a convenient condition for pilgrims. In Uzbekistan, it is also necessary to preserve religious monuments and adapt them for pilgrimage tourism. It is necessary to modernize ancient monuments in Bukhara and Samarkand and create a system for servicing them as pilgrimage sites.

Strengthening marketing and advertising activities

Abroad, in particular in Egypt and Saudi Arabia, the promotion of pilgrimage tourism is carried out very effectively. It is necessary to conduct advertising campaigns on an international scale, promote tourist packages and services through social networks. Uzbekistan also needs to develop a marketing strategy to promote its religious and historical monuments internationally.

Developing international cooperation

International cooperation plays an important role in the development of pilgrimage tourism abroad. Uzbekistan needs to strengthen cooperation with other countries and implement programs aimed at developing mutual tourism. For example, cooperation with Saudi Arabia to provide special services for Umrah and Hajj trips.

CONCLUSIONS AND SUGGESTIONS

The relevance of innovative activity in the country is that its main task is that the enterprise should have the opportunity to obtain a scientifically developed product “today”, which will allow it to be practically implemented “tomorrow”.

The sector of innovative enterprises and small innovative enterprises, in cooperation with scientific organizations, universities and inter-organizational cooperation, serves as the basis for the development of regional sectors. There are difficulties in the statistics and systematization of innovative enterprises, which are associated with the definition of such concepts as “innovative enterprise”,

“innovative activist” and “small innovative enterprise”. These difficulties indicate, for example, that in the food sector, the assessment of the innovative potential of enterprises is not carried out, therefore, the question arises of whether or not to include a particular enterprise in an innovative group.

The innovative approach plays a major role in developed countries, as well as in modern Russia, in the context of the development of market relations and the need to overcome the crisis. The role of innovations in the food sector is primarily associated with a change in food culture. Today, the quality and environmental friendliness of products are of primary importance, rather than their price. Many consumers are willing to pay more for natural and healthy food.

We can see that the food industry and public catering enterprises are paying attention to the aspects that are important to the modern consumer (natural ingredients and safe raw materials, high nutritional value, no excess fats, GMOs, dyes and other artificial components). Today, food production technologies are often “lightweight”, they are aimed at preserving vitamins and useful microelements contained in the raw materials used in the production of the product. If the product is not useful in itself, it is enriched with vitamins or other useful substances, which makes it more popular than unenriched analogues.

Secondly, in order to overcome the crisis and ensure a sustainable growth path in the economy of Uzbekistan, it is necessary to implement deep qualitative changes. Competition, which is the driving force of innovative activity, is inseparable from entrepreneurship. It is on the basis of innovations that it is possible to introduce more advanced technologies and optimize the organization of production, improve the quality of products and services, thereby ensuring the success and efficiency of enterprises in the food sector. Solving these tasks requires the use of a new, entrepreneurial approach, the main principle of which is the constant search and implementation of innovations. Analysis of the catering market showed that, on the one hand, decentralization in the food sector has led to the lack of information space necessary for small business entities to learn and apply scientific achievements and best practices, and on the other hand, strong competition encourages these business entities to introduce innovations and innovations in order to maintain competitiveness. The urbanization process also leads to the expansion of urban boundaries and an increase in demand for public catering.

Thus, innovative activity is a key factor in shaping the direction of economic development of business structures in the field of public catering, creating the opportunity for the consumer market in this sector to move to a qualitatively new stage of development, which, in turn, requires a targeted and controlled process of innovative development.

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