

USING INTERNATIONAL EXPERIENCE IN DEVELOPING PILGRIMAGE  
TOURISM IN UZBEKISTAN: THE EXAMPLE OF MALAYSIA

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**Key words :** tourism, pilgrimage tourism, Islamic tourism, service show, tourist market, tourist, pilgrimage.

**Introduction.** Today to the day come tourism world countries service show of the field the most big from sectors to one became. Countries economic of progress how at the level from being strict look, tourism develop to the possibility has to be possible. Therefore, the last one how many ten annuals during in the world short in terms of time high income to bring possible was industries with one in line tourism develop tendency our observation possible.

Tourism in our country too to the field last in years big attention Tourism is being focused on. various directions, especially internal and pilgrimage tourism potential increase through tourist the flow multiplication important importance profession In particular, in 2023, Article 58 of the “Uzbekistan – 2030” strategy states that In Uzbekistan, external and internal tourism develop for wide conditions create through tourists number “increase” is defined as, main from measures one and foreign tourists number to 15 million, domestic tourists number 25 per million, pilgrimage tourism according to coming tourists number to 3 million from increasing consists of. In our country, 784 Islam shrine, 19 Christians shrine and 8 Buddhism cultural legacy object available. Internal and external tourism wide on the road put, republic in the regions hospitality industry modernization of the industry stable development providing, in particular, tourist areas in the centers infrastructure improvement, visit ordering to guests international to standards suitable high level service to show attention to give and this about designated events done increase, our country international services in the market instead strengthens, foreign investors and partners for new opportunities creates, macroeconomic indicators to stability contribution Addictive. That's why for this the field further research to, foreign of countries experience study and implementation to grow important importance profession will reach.

**Material and method.** Research work during observation, comparison, systematic and comparative analysis, statistics grouping such as from methods In particular, ten more than national and foreign in literature this to the topic circle research having studied exited and analysis was made. To the topic circle today's of the day tendency was evaluated. Statistical information analysis done increased.

Pilgrimage tourism concept of various theoretical and practical aspects foreigner and local economist scientists, various experts scientific works and report in his lectures important research subject as research done.

N. Collins “Pilgrimage” tourism : various in religions general Topics and “Concepts vitality cycle : pilgrimage tourism in the example of " scientific" in their work of pilgrimage various in religions importance and done increase legality illuminating gave S. Vijayanand” Pilgrimage tourism socio-economic “scientific” effects in the article this of the direction of the country social and economic to the policy to the effect accent gave.

Y. V. Pecheritsa, YYSharafanova “Ziyarat” tourism aspects, LVBaylagasov, MIGoppa “ Ziyarat tourism classification about ” scientific in articles pilgrimage in tourism main idea and concepts, as well as his/her classification about definition those who gave.

Uzbek researchers FSVakhidova “In Terminology pilgrimage tourism of terms study ”, RJKhatamov “Pilgrimage” tourism history and his/her tourism in the field caught place, S.A.Toshboyev “In Uzbekistan pilgrimage tourism development and his/her importance like” in topics research take they went.

However, research big part terminology and geographical to the basics aimed at to be, the matter economic in terms of not receiving enough attention. Emphasis must be current at the time international tourist services dynamics analysis and tourism industry development, tourism in the field state of the policy main directions and attractive the environment formation issues economist scientists between partially statement In our opinion, the current at the time pilgrimage tourism of services world experience analysis and implementation to do, in the field done increasing state policy to the efficiency attention focus important importance has.

**Results.** World Travel and Tourism Council (WTTC ) “Travel and tourism industry economic results” according to research, the Uzbekistan tourism sector fast developing five of the country one as record Tourism, not only economic development and macroeconomic indicators increase, maybe local population busyness provision, livelihood degree and quality too big to increase impact shows. Experts stated that every 30 tourists country tourism in the field one, to him/her fellow in the field and two new work place to the creation motivation will be.

To our country every year more than 70 of the world from the country almost two per million close tourists visit They order. for the most popular type cultural - historical tourism is considered. With this one in line in our country pilgrimage, recreational, business, mountain, desert tourism also great for development attention is being given.

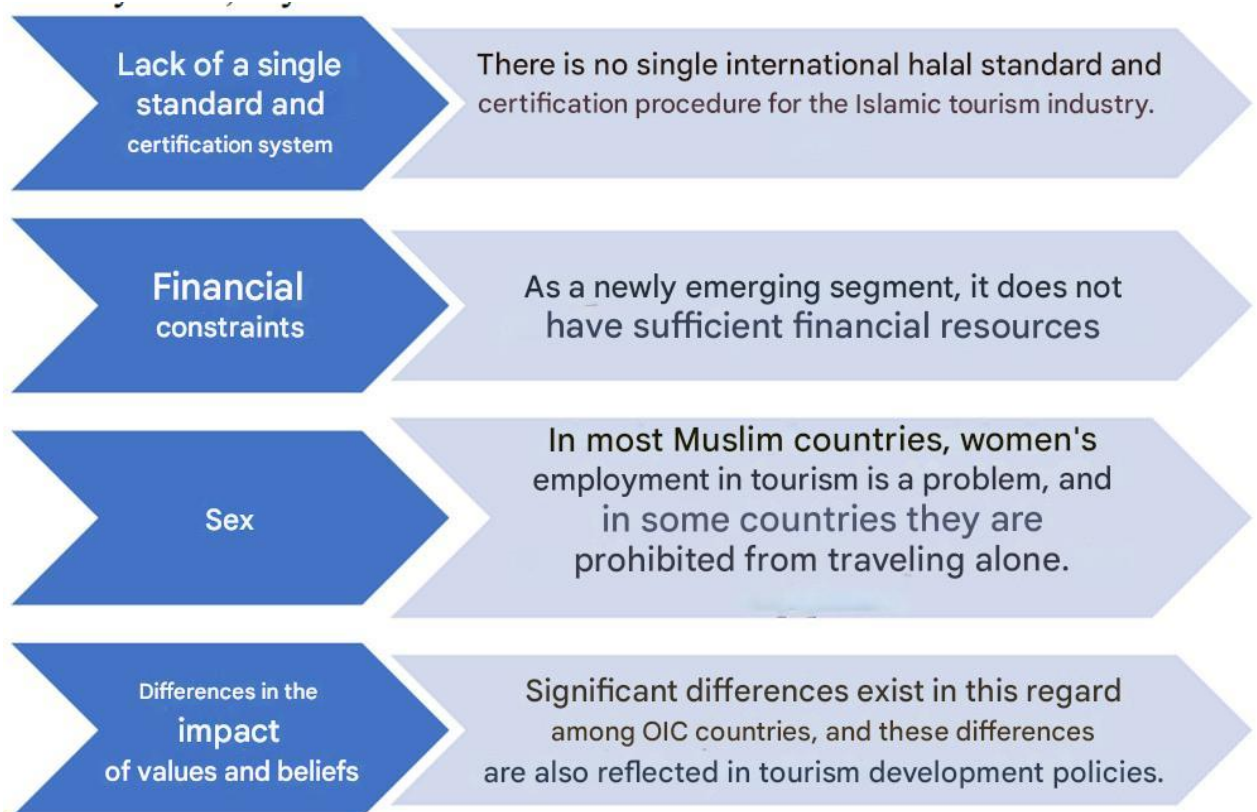
Above to factors based without, in Uzbekistan hospitality industry develop relevance expression possible. At the same time, tourism various directions develop for prospects enough that highlight necessary. Nevertheless tourist potential and from resources effective to use obstacle doing one row There are also problems. In particular, national of products international tourist in the market to competition ready not being, living and flights for high prices, service show level limited, engineering, transportation and social infrastructure enough imperfection, convenient tourist information supply there is not qualified personnel shortage, national tourist brand abroad promote of being done weakness such as problems there is from potential full-fledged to use opportunity does not give.

From this except, tourism statistics perfect and good quality to be, of the data transparency investors and residents interest wakes up. In this, the first next, the sector in development tangled from issues one is international on a scale to tourism related information assembly

and generalization issue available. Transport infrastructure, placement tools and each other clustered cooperation weakness – these all In Uzbekistan hospitality industry development foundation obstacles become remains.

In our country pilgrimage tourism develop for opportunities enough, but one row measures done increase demand does. Actually pilgrimage tourism – religious tourism one direction as is seen. In our country to be developed attention being addressed tourism this direction international experienced Islamic tourism to the concept close Pilgrimage tourism various religious figures for various done increase possible. Meanwhile, in Uzbekistan residence doer population main part Islam to religion belief to do and of shrines big part Islam to religion belonging objects that in consideration we get necessary. In our country there is pilgrimage tourism directly Islam religion with connects, also, his/her to develop international Islamic tourism indicators impact will pass. So because, pilgrimage tourism develop for abroad experience in learning exactly Islamic tourism developed countries method study to the goal according to.

Tourism come output far to the past go it will be stuck and of tourists from the first motives one religious to objects pilgrimage done from increasing consists of that many scientific in literature own on the contrary found. However, Islamic tourism close in history appearance was event as confession is ( this Hajj and Umrah for done increaseable trips separately category as Islamic tourism market honest of products diversity, income level, location and ethnic come output with separated It stands. Exactly. this aspects of the OIC ( Islamic cooperation member of the organization in countries pilgrimage tourism activity in increasing obstacle In Figure 1, within the framework of the OIT pilgrimage tourism development restrictive problems cited.



**Figure 1. Member of the OIC countries within pilgrimage tourism development restrictive**

**Factors**

To the OIC member countries between Islamic tourism in development big to achievements achieved countries in line Malaysia example as we bring possible. In Malaysia Islamic tourism development to oneself typical aspects there is and their one row in our country implementation to grow possible.

In Malaysia various race, nationality and to religions belonging population residence does but the population main part Islam to religion belief those who do organization Scientific in literature in Malaysia under development tourism " Islamic " The term " tourism " with is expressed, that is In Malaysia tourism to Muslims suitable was, special to standards has tourism this appearance pilgrimage tourism special direction as expression to the goal according to.

Religious tourism hospitality sector the most ancient of the types one is considered and of tourists motivation based on develops. It is known that religious tourism to the character see religious-enlightenment and pilgrimage tourism such as two to the group is separated. in place pilgrimage tourism every one religion representative for separately directions in mind holds (for example Christians for churches, Buddhists for Buddha mosques, Muslims for the mosque and other shrines pilgrimage to do and there known religious ceremonies done from increasing consists of). come out in Malaysia Muslims for special organization to do Islamic types pilgrimage tourism large from directions one as confession to grow possible.

Islam of countries most third world countries to take a place in the queue despite, tourism their in the economy leader places In Malaysia foreign currency income according to hospitality industry second place occupies. From outside this country since 1969 Islam Collaboration The Organization (OIC) is.

**Discussion.** Malaysia southern - eastern In Asia located divided into, population about 34 million in love. Malaysia every one in the US tourists visit for famous shrines there is and their the main ones are given in Table 1

**Table 1**

**Malaysia in the states located tourist destinations**

State	Shrines
<b>Johor</b>	Sultan Abu Bakar Museum, Sultan Abu Bakar Mosque, Ledang mountain, Endau- Rompin, Desaru, Kota Tinggi waterfall, Danga Bay, Tanjung Piai, Mersing, Sibul Island, Rawa and Aur Islands
<b>Kedah</b>	Payar island, Langkawi Smile wild forests, Langkawi birds paradise, Gallery Perdana, Balay Besar, Kingdom Museum, Pantai Cenang, Kok Beach, Pekan Rabu, Padi Museum, Alor star Tower, Zahir Mosque, Bukit Kayu Hitam, Bujang Valley, Jeray mountain
<b>Kelantan</b>	Culture center, Crafts village and handicraft Museum, Khadija Market, Cahaya This is beach, Taman Kuala Koh, Kelantan state

	<p>museum, Islam museum, Jahar Palace, war museum, royal Museum, Nenggiri River, Buluh Cuba market</p>
<b>Malacca</b>	<p>Famous castle, Saint John castle, Hang Lee Poh well, Hang Tuah tomb, Grandfather Nyonya heritage museum, sea museum, Melaka virtual museum, Portuguese Square, Melaka traditional house, Mini Asean, Melaka Zoo Garden, Cheng Ho Culture museum and Cape Rachado lighthouse</p>
<b>Black Sembilan</b>	<p>Sri In Menanti old palace, Port Dixon, Kijang waterfall, Big Bendul recreation Garden, Cultural handicraft complex, State museum, State mosque, Wet World Pedas Hot</p> <p>Spring, Pengkalan Kempas historical complex</p>
<b>Pahang</b>	<p>Taman Negara, Kenong Rimba Park, Jeram Elephants in Besu, Kuala Ganda reserve, Tioman island, Cherating beach, Teluk Cempedak beach, Cameron mountains, Fraser hill, Bukit</p>
<b>Penang</b>	<p>Khoo Kongsi, Crane on the hill Cake Lock Si monastery, Snakes temple, Cheong Fat Tze house, Fort Cornwallis, Penang war museum, Penang museum, Captain Come on mosque,</p> <p>Chinatown, Small India Penang</p>
<b>Perak</b>	<p>Pangkor Island, Kingdom Museum, Pasir Salak historical Complex, Kelly Castle, Ipoh Town Hall building, Ipoh Railway Station station, Bukit Chandan Mosque Kuala Kangsar, Teluk Internet tower</p>
<b>Perlis</b>	<p>Perlis State garden, I come cave, Wang Burma cave, Wang Kelian state garden, Padang Besar, Chuping, snake and reptiles farm, Tasik Timah, Arau, Syed Alvi Mosque, Kota Kayang museum</p>
<b>Morning</b>	<p>Sabah Museum, Mount Kinabalu, Sipa Island, Mabul Island, Tunku Abdul Rahman Park, Monsopiad culture village, Gaya Streer Sunday market, Kapalai Sepilok Island, Orang- Utan rehabilitation center, Saucau rain forest, Danum valley, Tabin wild nature</p> <p>reserve</p>
<b>Sarawak</b>	<p>Logan Bunut national garden, Lamp Hills national garden, Similajau national garden, Niah national garden,</p> <p>Kuching main market, Sarawak museum, Sarawak cultural village, Semengoh wild nature restoration center, cats Museum, Damai beach, Jalan Satok Sunday market</p>
<b>Selangor</b>	<p>Sepang International circle, King Pain blue house, Batu Caves, Royal Selangor visit orderers center, Negara animal garden, Malaysia forest research institute, Kanching waterfall, Kota Darul Ehsan arch, Island I am leaving, Bukit Melawati, Morib beach, Gombak</p> <p>Commonwealth forest park</p>

<b>Terengganu</b>	Redang Island, Perhentian Island, Lang Tengah Island, Kapas and Tenggol, Tanjung Jara beach, Cemerung waterfall and nature garden, Wide lake, Sekaiyu waterfall and nature garden, Tanjung Mentong, Bewah and Obedience Caves, Duyung island
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Government tourism to develop big attention looks at, because industry country to the economy high income brings. Statistical to the information According to, in 2022 to Malaysia a total of 10 million more than tourist visit ordered. Before the pandemic this The figure is 26.1 million ( 2019). reached. In Table 2 2016-2022 between To Malaysia visit ordered tourists number and from it fallen income given. Sector about 3.5 million inhabitants and residents work with provides. Islamic tourism and tourism the most main direction is considered.

**Table 2**

**2016-2022 in the section To Malaysia visit ordered tourists number and descended from them income**

<b>Year</b>	<b>Visits number ( million. person )</b>	<b>Fallen income ( billion ) Malaysia ringgit )</b>
2022	10.07	28.23
2021	0.13	0.24
2020	4.33	12.7
2019	26.10	86.1
2018	25.83	84.1
2017	25.95	82.1
2016	26.76	82.1

In Malaysia tourism activity control to do, to arrange to plant and improvement for the purpose Tourism Ministry, Malaysia Islam development department and “Islam” tourism center tourism department organization Islam tourism The center was established in 2009. made to be, Malaysia tourism, art and culture of the ministry structural division is considered.

In the country “Islamic” or “Ziyorat” tourism organization in the making, first of all, Islam to religion attention focused. Islam just religion not, maybe daily life style as service to show every one to the stage soaked. Tourists to Sharia appropriate rest and leisure releases for necessary conditions created. This direction flexibility, simplicity and balance principles justified.

Malaysia by offer to be done pilgrimage types traveler to their wishes flexible be it shopping, treatment, sports with to engage in such as one how many aspects own inside It

takes. Important aspect This type of drug addiction, alcoholism drinks, person or his/her to the property damage to deliver possible was every how behavior far away is considered.

In Malaysia pilgrims visit order possible was mosques, museums, universities, Islam schools, thematic parks and various religious monuments located. To the information see today's on the day country There are more than 6,800 mosques in the region, about 13,000 madrasas and prayer rooms there is.

In Malaysia Islamic tourism to the development contribution add one row factors are, they are the following :

1. Prayer to do place. In Malaysia tourists and local to the population service indicator mosques number enough.
2. Honest food. Food products must meet “halal” standards. suitable arrival Muslim pilgrims for important, that because of general food shops, restaurants and delivery providers to this big attention they give.
3. Services woman and to men separately classification Services to Sharia proportional to be for service types women and to men separately shaped.
4. Alcoholic beverages Prohibition. Alcohol from drinks pulling them trade Islamic tourism service indicative in facilities forbidden.
5. Prohibition of gambling . Tourist in facilities gambling and to him/her related every how activity forbidden.
6. Service indicators for special dress code. Tourist in facilities service indicative woman and men to Sharia appropriate their clothes Islamic tourism to develop own share added.

Highlight it is permissible, pilgrimage tourism exactly Islamic ( for Muslims) directed ( direction ) Sharia with directly related. This type in formation Sharia rules seeing exit, other to tourism related activity with clustered cooperation organization to bring to attention worthy places, airports, stations, visit orderers for comfortable information centers create priority from issues is considered.

Research to the results according to Muslim of tourists again visit to order to your liking impact to do possible was one how much factors there is and they the following : halal food, convenient family packages, to mosques easy visit to order for enough transportation structures and others.

**Conclusion.** In Uzbekistan pilgrimage tourism develop for one row opportunities there is :

1. Economic growth for pilgrimage tourism potential : our country Muslim tourists needs satisfy for main infrastructure and to the environment has, this direction develop economic growing important role plays Him in development abroad from experience use through economic to advantage achieve possible.
2. Innovative products traditional pilgrimage and religious travel experiences culture and inheritance with related activity with combine, unique and innovative tour packages create opportunity there is.
3. Social networks : Internet and social networks through wider to the audience pilgrimage tourism brands, products and services to introduce, to promote to do and sell possible.

In Malaysia pilgrimage 3 main types of tourism feature available : flexibility, simplicity and balance. Pilgrimage tourism in development exactly this three to category accent to give

necessary. Of these come out, following tasks done increase to the goal We consider it appropriate :

1. International and OIC cooperation at the level tourism in the field take going politics reconciliation : pilgrimage tourism develop and OIC to member countries with cooperation further improvement for tourism policy and instructions harmonization methods working exit necessity there is.

2. Pilgrimage tourism develop according to other countries with experience exchange on the road Place : Malaysia, Turkey and like the UAE pilgrimage tourism in the direction of success won countries with directly connections on the road to put necessary.

Conclusion as in other words, pilgrimage tourism not only internal, maybe international at the level in development in the regions shrines about information base improvement and them promote to do, as well as, Kuwait, Qatar, Oman, Saudi Arabia Arabia, Indonesia, Malaysia, Turkey such as from countries pilgrims attraction to do according to measures done increase necessary.

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