



# EFFECTIVE USE OF INNOVATIONS IN THE DEVELOPMENT OF PILGRIMAGE TOURISM IN UZBEKISTAN

**Juraeva Feruza Jumakulovna**

[Juraeva\\_fruza@mail.ru](mailto:Juraeva_fruza@mail.ru)

tel: +998977209998

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<b>Received:</b> March 1 <sup>st</sup> 2023 <b>Accepted:</b> April 6 <sup>th</sup> 2023 <b>Published:</b> May 6 <sup>th</sup> 2023	The scientific article contains proposals and recommendations for the development of ziyarah tourism in the country and the organization of services to visitors at the level of international standards and the effective use of innovations.

**Keywords:** tourism, tourist, ziyarah, visitor, innovation, effekt>standard, halal tourism

## INTRODUCTION.

The implementation of decrees and resolutions adopted by the president of the Republic of Uzbekistan on February 6, 2018, PQ-3510 "on measures to further improve the activities of the state committee for tourism development of the Republic of Uzbekistan"[1], PF-5611 of January 5, 2019 "on additional measures for the rapid development of tourism in the Republic of Uzbekistan".

The main goal envisaged from the above decisions and decrees was made the main task of carrying out work on the revitalization of tourism in the conditions of the current pandemic in our republic, as well as the widespread promotion of pilgrimage tourism and, through this, the implementation of work to attract international tourists after the pandemic.

In this regard, the need arises to study the widespread use of innovations in order to introduce a new way of working. In the development of pilgrimage tourism, it is necessary to solve the most important tasks in the near future, such as improving the quality of services, accelerated development of territories, increasing the Gross Regional Product (GDP), increasing the social protection and standard of living of the population.

At the same time, the state committee for the development of Tourism of the Republic of Uzbekistan is also important in the wide introduction of innovations in the development of pilgrimage tourism, and it is planned to organize mutually beneficial agreements and agreements with a number of foreign countries.

**THEMATIC LITERATURE ANALYSIS.** In the last decade of World Tourism, there are scientific works on rapidly developing pilgrimage tourism and its organization, serving pilgrims at the level of international standards, in which the organization of pilgrimage tourism has been interpreted and defined in

different ways. It is of fundamental importance that these studies are aimed at creating favorable conditions for tourists visiting and improving the quality of tourist services. Noting the feasibility of building on these conclusions, analyzing the opinions and opinions of some authors in this regard, summarizing their results, we summarize our reflections on the importance of applying innovations in the service of pilgrims.

From scientific researchers Sh. Saifutdinov conducted a number of studies on socio-economic mechanisms for the development of pilgrimage tourism in Uzbekistan, focusing on improving the technologies of services to pilgrims [3].

A. In his scientific research, Norchaev developed a number of recommendations on the wider use of the opportunities of the Tourism 4.0 platform in the development of tourism in Uzbekistan and improving the organizational and economic mechanism for improving the efficiency of tourist services and the application of innovative technologies in tourism [4].

S. In his studies, Usmanova proposed to apply the practices of the member countries of the organization for the promising development of pilgrimage tourism in the Republic of Uzbekistan, in addition to providing conclusions on the development of cooperation for the development of pilgrimage tourism within the framework of the Organization of Islamic Cooperation of the Republic of Uzbekistan [5].

It should be noted that at the moment there is no single concept among many authors regarding the widespread use of the possibilities of innovations in improving pilgrimage tourism and the efficiency of services to pilgrims. In our opinion, the scope of research that still needs to be carried out in this regard is wide, and we must also take into account international experiences in the development of types of Tourism and the improvement of tourist services.



**RESEARCH METHODOLOGY.** The study uses a methodology to take into account the expected changes in the development of pilgrimage tourism in the Republic in the coming years and study the processes of applying innovations in the service of tourists, in this regard, a way to determine the effective directions of applying innovations in pilgrimage tourism through such methods as observation, comparison, empirical research, comparative analysis and expert assessment. Also, in our republic, conclusions have been made regarding the priority tasks of the directions for the development of pilgrimage tourism, and measures and recommendations have been developed that should be implemented.

**ANALYSIS AND RESULTS.** As a result of the impact of the COVID-19 pandemic, the sustainable development of the economy of our republic, the implementation of structural changes in all sectors of the economy, coordination with the changes taking place in the world. A number of problems are emerging, especially in the manufacturing and service sectors, regarding the process of innovating and attracting investments to production. Air transport, hotels, general nutrition (cafes, restaurants, bars) enterprises, which began to suffer the greatest losses from the first days of the pandemic, also have to overcome certain times and problems in order to resume their activities. As a result of the impact of such problems on tourism of the Republic as well, in 2020 the number of tourists and the income coming from it fell sharply. In the past 2020, 1 million 504 thousand tourists visited Uzbekistan, giving them 261 million. US dollar services were provided. In order to quickly resume tourist activities by our country in 2021, the main task is to carry out all measures and work not through general numbers, but on the basis of clear plans and detailed calculations on the route of the flight, focusing more on pilgrimage tourism. Until the end of 2021, Uzbekistan received 1 million rubles. A plan has been developed to ensure the visit of 700,000 foreign tourists.

**Table-1**

**Tourists visiting Uzbekistan <sup>1</sup>**  
(2018-2022 in reality, 2021 forecast)

	<b>2018 y</b>	<b>2019 y</b>	<b>2020 y</b>	<b>2021 y</b>
(in the thousand)	2.690	5.300	6.700	1.504

Also in 2021, the number of local tourists is 1.8 mln. ni founded in 2022, 7.5 million. it is envisaged to attract our compatriots to tourism. In this regard, the state committee for the development of Tourism of the Republic of Uzbekistan has planned to introduce a large number of lighthouses for tourists, first of all, it is developing measures aimed at organizing comfortable and affordable tours. An example of this is the fact that a mechanism is being created that provides for a 30 percent discount on transport, that is, air and rail tickets.

It was also determined that new routes will be opened, due to the existing problems in the logistics of transport in our republic. In order to improve the character of local tourists, work is underway on direct rail traffic from Andijan-Khiva, aviarey connecting the cities of Fergana-Urgench, railways and air travel from Termez and Karshi, which are expected to be promising tourist centers of the Republic, to the city of Kohna Urgench. In addition, measures are being taken to increase the periodicity of services and the quality of services by establishing an additional 2 high-speed train traffic and electrifying the Bukhara-Urgench-Khiva railway.

Separate plans have been developed for the development of pilgrimage tourism in our Republic, one of which was the development of a decree of the president of the Republic of Uzbekistan "on measures to further develop pilgrimage tourism in the Republic of Uzbekistan and create favorable conditions for pilgrims", aimed at forming the flow of domestic and foreign visiting tourists and creating the necessary conditions for them. As a result of the spread of the coronavirus pandemic, it is envisaged to continue the benefits and preferences provided to business entities in the industry in 2020 in 2021 and create a favorable environment for their rapid recovery.

Including:

- setting the social tax at a reduced rate of 1 percent;
- exemption from payment of land tax from legal entities and tax on property of legal entities;
- reduction of the profit tax rate by 50 percent compared to the established rate;
- exemption from payment of land tax and tax on property of individuals on objects of real estate of specialized individuals for the provision of accommodation services;
- to stop the use of fines for overdue debtor debts on foreign trade operas, etc.

At the same time, a new standard for visiting tourism services was developed in our republic, with the widespread use of innovations. In this case, "halal tourism services" are defined as all products and services offered to Muslim tourists, which comply with Islamic rules. The technical committee on tourism and

<sup>1</sup> [www.uzbektourism.uz](http://www.uzbektourism.uz)



related issues (TS 5) of the Institute of standards and Metrology of Islamic states (SMIIC) has developed the standard "OIC/SMIIC 9: 2019 halal tourism services and general requirements".

The OIC/SMIIC 9: 2019 Standard, aimed at ensuring that the new standard of products and services provided to Muslim tourists on a trip in the direction of pilgrimage tourism, comply with Islamic rules, is expected to be widely used by tourism industry entities offering halal tourism services (HTX) around the world as a general standard of SMIIC member states.

"Halal tourism services" are defined as all products and services offered to Muslim tourists, conforming to Islamic rules.

The OIC / SMIIC 9 standard includes halal tourism facilities, products and services for tourists, accommodation facilities, tourist packages, tourist guides and other services such as catering, restaurants, and management principles and requirements for facilities management.

In view of the above, propaganda will be carried out at exhibitions and conferences in Dubai (UAE), Alania (Turkey), (Kazan) Russia, Jakarta (Indonesia) and Singapore, as well as through foreign media platforms such as "TRT Avaz" (Turkey), "Trans7", "NetTV", "SCTV" (Indonesia), "AlHijrah" (Malaysia), "HalalTrip" (Singapore) and others.

The Shamoili Muhammadiya international Urat competition is held at the imam at-Termizi complex in termiz, the Islamic calligraphy and naqqashlik competition in Bukhara, and the Islamic calligraphy gallery and Minorai Kalon international Azan competition, The Silk Road spirit international scientific and educational conference, the International hadithology named after Imam Bukhari in Samarkand and the preservation history of Sahihul Bukhari in World libraries of the most ancient and rare manuscript copies conference "modern research of the scientific heritage of moturidi, The Conference of Central Asian printers "Abu Muin Nasafi" in Qarshi, the conference "contribution of Termiziy Ulama to Islamic tamaddu and world civilization" in Termez, the Organization of the Grand Final in Uzbekistan between the winners of Koran hafizlar and Hadith students competitions held around the world, the organization of calligraphy event for admission to the Guinness Book of World Records in Central Park "Usman Mushafi" in Tashkent and the organization of pilgrimage monuments, photo (video) exhibitions on historical heritage masterpieces preparation, Instagram Facebook, Twitter, Tik-tok, social media platforms, including projects aimed at promotion, activities are carried out [6].

At the same time, in order to develop domestic tourism, it was determined to organize and hold the annual "internal tourism month", "internal tourism week" and "internal tourism days" for the period of non-official tourism of the next year, and within its framework, to implement measures for the organization of discounts and promotions for the population.

The implementation of such measures, the development of the tourism sector in our country will first strengthen Uzbekistan's position in the world community, open new opportunities and reliable doors of cooperation for foreign investors, become a factor in the stability of the country's macroeconomic indicators, the improvement of indicators such as income, employment and entrepreneurship, and cause further improvement of the services sector.

**CONCLUSIONS.** In conclusion from the above, it is advisable to carry out the following work in the development of pilgrimage tourism in Uzbekistan:

- To identify countries that can visit Uzbekistan to visit religious shrines and where Islam prevails;
- Organization of working groups of experts and holding meetings in order to increase the flow of tourists between countries;
- Signing a memorandum between the state committee for the development of Tourism of the Republic of Uzbekistan and the ministries of Tourism of Islamic states;
- Determination of bilateral legal framework and agreements for the development of pilgrimage tourism between Uzbekistan and other countries;
- Preparation of special information resources covering the shrines of Uzbekistan for Islamic States and publication of publications on religious shrines;
- Preparation of guide-interpreters with knowledge of Islam and knowledge of Arabic and English;
- Development of a map of separate religious shrines in each of the regions of Tashkent, Bukhara, Khorezm, Samarkand, Fergana, Jizzakh, Surkhandarya and the Republic of Karakolpagstan;
- increase the number of small hotel houses in accordance with the requirement of pilgrims and accompanying them;
- development and approval of the rules for the organization of excursions and trips to shrines;
- drawing up a list of catering establishments that train food and developing an electronic map of them;
- Organization of places in mosques and shrines where women receive special special ablutions and pray;



- Organization of events such as a special "open day" for pilgrims;
- it is necessary to quickly carry out such work as the establishment of free information and advertising training centers at the expense of the state for the development of pilgrimage tourism.

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