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Pilgrimage Tourism as an Important Factor and Means of Improving the International Image of Uzbekistan

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ABSTRACT: The article analyzes the role of pilgrimage tourism in national tourism in the rise of the international imege of Uzbekistan, the policy of the state in the field of the development of pilgrimage tourism, the objects of pilgrimage tourism in Uzbekistan, the work carried out in them, the economic, socio-political, spiritual and ideological issues of improving the infrastructure of pilgrimage tourism. The legal bases of the development of pilgrimage tourism in Uzbekistan, its role and importance in the rise of the country's international image are considered.

Keywords: international image, national tourism, pilgrimage tourism, tourist facilities, pilgrimage tourism infrastructure, systematic approach to pilgrimage tourism, pilgrimage tourism and information communication system, pilgrimage tourism and tourism organizations.

Today, much attention is paid to the development of pilgrimage tourism in Uzbekistan, improving the use of pilgrimage tourism facilities at the level of modern requirements in enhancing the international image of the country. There are more than 200 types of tourism in the world, among which one of the rapidly developing, promising areas is pilgrimage tourism.

As is known, "The peoples of Turkic-speaking countries have a unique invaluable cultural, historical and spiritual heritage, which is the property of all humanity," said President Shavkat Mirziyoyev, "historical monuments of Turkic and Islamic civilizations, the heritage of great scientists, poets and thinkers, artists are preserved in our countries . This is an invaluable wealth-property of all humanity, which the whole world should use. This is facilitated by the active development of pilgrimage tourism. The tourism industry as a component of the economy plays an important role in bringing countries and peoples closer together" [1: 266-267].

To ensure the sustainable development of pilgrimage tourism, it becomes important to pay attention to the following issues: First of all, strengthening the integration of the countries of Central Asia, further developing cultural ties, introducing the idea of "our Central Asian common home" into the minds and hearts of citizens of the Central Asian states; so that every person, no matter where he lives and no matter how he acts, remembers his ancestors, great, great, revered those who are pure in spirit, creating the necessary conditions, opportunities for visiting; assessment of the number of pilgrims before religious holidays and events, study of management, logistics of the flow of pilgrims and tourists;

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protection of religious sites, promotion of the historical significance of religious monuments; protection of the natural environment of areas where mass religious events are held; special preparation for the implementation of activities related to pilgrimage tourism, ensuring certification of pilgrimage tourism routes; compliance with the principle of safe tourism, increased attention to environmental cleanliness, widespread and effective use of the achievements of new information technologies in the organization of pilgrimage tourism; organizing advertising marketing of new tourism products and services related to pilgrimage tourism; carrying out a policy of sustainable development in this area in order to develop pilgrimage tourism, introducing a policy of sustainable development into historical practice of pilgrimage tourism, it is important to consider issues related to the impact on the environment.

In Uzbekistan today, much attention is paid to the development of pilgrimage tourism; many religious and cultural shrines are being reconstructed and turned into tourist sites. Pilgrimage tourism is one of the most active and has great potential in the development of types of tourism; in Uzbekistan, attention is increasing to the issue of forming new infrastructure around existing shrines.

Policies and activities aimed at developing pilgrimage tourism in Uzbekistan have yielded results, and in recent years our country has risen from 34th to 9th place in the world ranking of pilgrimage tourism. Of the more than 8 thousand cultural heritage sites in Uzbekistan, 1257 are shrines, of which 1183 belong to Islam, 57 to Christianity. Uzbekistan also has 9 Buddhist and 8 Jewish shrines [2].

Pilgrimage tourism is a secular journey or worship of travelers and pilgrims to holy places located outside their usual habitat, with the aim of obtaining religious (lives of saints), historical (history of holy places) knowledge, expanding the philosophical worldview, spiritual and aesthetic enjoyment of works of architecture and art in shrines. In this direction of tourism, pilgrims visit for both religious and secular purposes [3].

In order to develop pilgrimage tourism in Uzbekistan, much attention is paid to the development and acceleration of the “small hajj” program, which consists of visiting sacred places and monuments in the cities of Samarkand, Bukhara, and Tashkent. A lot of work is also being done in Uzbekistan to develop a new tourism brand related to pilgrimage tourism, create all the necessary conditions for pilgrims, and improve existing tourist routes taking into account the requirements of pilgrims.

"The collection "Al-Jome al-Sahih", recognized in the Islamic world as a reliable source of the collection of hadiths of the Prophet Muhammad, is the fruit of many years of dedicated searches by Imam Bukhari, who was the mentor of all muhaddis," said President Shavkat Mirziyoyev, "for twelve centuries this has been the most important the work was the second most important reliable Scripture about Islam after the Holy Quran. remains a source. It is no coincidence that thousands and millions of Muslims not only in our country, but also in other countries strive to visit the Bukhara Sharif, where this tabarruk was born, and visit his grave in Samarkand. The teachings of moturidiyya, founded in the 10th century by the Samarkand thinker Abu Mansur Moturidi, who became famous as “Imam al-Huda” (Imam of the path of guidance), became widespread throughout the Islamic world. The teachings of Moturidi pay great attention to the role and importance of human intelligence, based on the idea of tolerance in the process acquisition of knowledge. This, in turn, played an important role in the widespread popularity of this teaching. Humanity still has a great need for such ideas today. Nothing in great history passes without a trace. It is stored in the blood of peoples, in their historical memory and manifests itself in their practical

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work. That's why he is powerful. Preservation, study and transmission of historical heritage from generation to generation is one of the most important policy priorities of our state" [4: 28-29].

The Center for Islamic Civilization of Uzbekistan and international research centers such as the International Islamic Academy, the Mir Arab Higher Madrasah, Imam Bukhari and Imam Termizi serve to study and promote the rich scientific and historical heritage of Uzbekistan. To develop pilgrimage tourism in Uzbekistan and increase its attractiveness, first of all, attention is being paid to the issues of drawing up a tourist map of the sacred places of Uzbekistan, creating favorable conditions for pilgrims, establishing propaganda work, improving the maintenance of the transport system, and training guides and translators.

A number of measures have been taken to increase the attractiveness of Uzbekistan in the field of pilgrimage tourism, in accordance with the Decree of the President of Uzbekistan Shavkat Mirziyoyev No. 5611, from January 5, 2019, the Filgrim visa was introduced, issued to foreign citizens to study the cultural, historical and religious-spiritual heritage and traditions of Uzbekistan for a period of up to 2 months. Since 2018, catering establishments and restaurants in Uzbekistan have been working to implement the “halol” standard into practice, and since February 2018, the state standard ISO 22000 and the “general guide to Halol food products”, its own DSt 3286:2018, have been officially introduced. The State Committee of the Republic of Uzbekistan for Tourism Development, the state unitary enterprise “Center for Certification of Tourist Services” has developed a new state standard - its own DSt 3220:2017 “Tourist services. Deployment tools. General requirements", from January 1, 2018, it is established that every hotel must have religious books, including the Koran for Muslims and a place for prayer (at least 10% of rooms), as well as a sign indicating the direction to Mecca (qibla) (at least 30% of the rooms). At the same time, much attention was paid to the organization of prayer and ablution halls at international airports, railway stations and hotels. The introduction of a visa-free regime in 45 countries had a positive impact on the development of tourism in Uzbekistan, including pilgrimage , increasing the number of countries whose citizens can enter Uzbekistan without a visa to 64, and citizens of 76 countries have the opportunity to obtain an electronic entry visa.

The travel company “Muslim-Tour” under the administration of Muslims of Uzbekistan serves to organize large-scale pilgrimages of local and foreign citizens to places of pilgrimage, creating decent conditions for pilgrims. In the development of pilgrimage tourism in Uzbekistan, much attention is paid to the development and expansion of pilgrimage tourism routes. Tourist route “Seven Feasts” in Bukhara, the role of mausoleums and shrines in the development of pilgrimage tourism in Samarkand, such as Imam al-Bukhari, Shahizinda, Khoja Ahrori Vali, Makhdumi Azam, Abu Mansur Moturidi, Khoja Ishaq Vali, Khoja Daniyar, Sheikh Burkhaniddin Sagardzhi, Khoja Abdu Darun and Khoja Abdu Berun, and the importance of these shrines increased. There is increasing attention to issues of improvement, restoration, repair, and the formation of appropriate infrastructure for tourists.

Today, representatives of other religions other than Islam also travel to Uzbekistan as part of pilgrimage tourism. In the Surkhandarya region in the south of Uzbekistan there are monuments associated with the Buddhist religion, such as Fayoztepa, Karatepa, Airitom, Dalvarzintera, and currently tourists from countries such as Japan, Korea, China are showing great interest and attention to Buddhist monuments and temples, located here.

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The storage in Uzbekistan of one of the samples of the Koran in the Islamic world - Hazrat Usman Mushafi, the mentor of hadith scholars Muhammad al-Bukhari, many mature followers of the Naqshbandi tariqa, the presence of a number of religious centers indicate the high potential of Uzbekistan in the field of pilgrimage tourism.

Today, Uzbekistan is increasingly known as a country that opens new opportunities to the world, is developing sustainably, and is safe to visit and travel. This leads to an increase in the international image of Uzbekistan in the field of pilgrimage tourism.

On January 28, 2022, Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev No. PF-60 "On the new development strategy of Uzbekistan for 2022-2026" was adopted, according to which goal 35 in Appendix 1 to the decree: to increase the number of local tourists from 12 million within the framework of the program "Travel around Uzbekistan", as well as increase the number of local tourists visiting the republic and the number of foreign tourists up to 9 million [5].

On July 29, 2022, presidential decree No. PP-338 "On measures to accelerate the development of cooperation in the field of tourism with Turkic states" was adopted. The decision approved the Concept of tourism "Sacred pilgrimage" within the framework of the Turkic world. Within the framework of the concept, seminars, symposiums, conferences, scientific and practical conferences about scientific and cultural heritage of great scientists. Thanks to interaction within the framework of the organization of Turkic states, the brand "Sacred pilgrimage" will be created [6].

The decision of the President of the Republic of Uzbekistan No. PQ-338 dated July 29, 2022 was adopted, and the work to be done in the field of international cooperation to increase the potential of pilgrimage tourism in Uzbekistan is indicated in Chapter 2 of the Resolution of the President of the Republic of Uzbekistan No. PQ-338 dated July 29, 2022. appendix. These are: establishing cooperation on transport logistics within the framework of the Organization of Turkic States; Development of an online platform and mobile application of the Concept on the web portal of the Organization of Turkic States; Establishing an exchange of experience with the participation of specialists in pilgrimage tourism from the competent authorities in the field of tourism of member states and observer states of the Organization of Turkic States; In order to widely promote the pilgrimage tourism potential of our country in the member countries of the Organization of Turkic States, we will organize mutual presentations, exhibitions and meetings in the B2B format, as well as screening of films dedicated to the life and scientific heritage of our great scientists. Establish regular cooperation with authorized bodies and experts of member states and observer states of the Organization of Turkic States on the issues of preservation and restoration of national cultural heritage sites; Establish cooperation with the competent authorities in the field of tourism of member states and observer states of the Organization of Turkic States on the issues of conducting research work in the field of tourism [7].

On September 16, 2022, a meeting of the Council of Heads of State of the Shanghai Cooperation Organization was held at the Congress Center of the international tourist complex “Great Silk Road” in Samarkand, at which it was proposed to declare 2023 the Year of Tourism Development in the SCO space in order to give new impetus to cooperation in the field of tourism. At this meeting, President of Uzbekistan Shavkat Mirziyoyev noted that Samarkand, since time immemorial, has been a center of spiritual, economic, cultural and scientific exchange between peoples inhabiting the space from East Asia to North Africa, the Middle East and Europe. Therefore, he launched an initiative for Samarkand

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solidarity in the name of common security and prosperity. Its goal is to attract to the global dialogue everyone who is not indifferent to our common future, is ready to look for coordinated approaches and solutions, despite disagreements, and agrees with the principles of the "spirit of Samarkand". To discuss the implementation of this initiative, next year the Samarkand International Forum will be held with the participation of political leaders, the public, businessmen, influential representatives of academic and expert circles [8]. This forum will be important for the development of pilgrimage tourism in Uzbekistan, enhancing its international image.

At the same time, at the XI session of the Organization of Islamic Cooperation in Baku in 2022, Khiva was declared the "Tourist capital of the Islamic world" in 2024. The Organization of Islamic Cooperation (OIC) especially noted the reforms carried out by the President of the Republic of Uzbekistan Shavkat Mirziyoyev in such areas as the policy of openness in the tourism sector, simplification of the visa regime, preservation of cultural heritage, and improvement of historical cities.

Among the major sites of pilgrimage tourism in the Republic of Uzbekistan, one can highlight the shrine of "Sultan Uwais Bobo" on the territory of the Republic of Karakalpakstan, the mausoleum of "Kutaiba ibn Muslim" in the Andijan region, the shrines of the "Seven Pirs" in the Bukhara region, the seven pirs of the Naqshbandi sect - Here are the shrines of Abdukhalik Gijduvani, Arif Revgari, Fagnavi, Ali Romitani, Babai Samasi, Amir Kulal and Bahauddin Naqshband, the Poyi Kalon complex, as well as others associated with the prophet and his descendants, mystical scientists associated with (Jeloniy, Zinda Ahmadi Jami, Saifiddin Boharzi, Khoja Ismatullah Bukhari, Shahi Aksiy Faizabad), associated with craft piers (Khoja asgardon, baba Poraduz, Khoja Bulgur, Burki Sarmast), named after women (Bibi Orifa, Bibi Mahsumai pok, Maiden Bibi, Childukhstaron) having healing properties (Khoja Zafaron, Sarichashma, Tuyaovul, Kotarbulak, Bibi Kabudpoush) and can be organized in the form of shrines. In the Jizzakh region there are shrines and mosques "Novkaorat", "Opukhmatorat", "Saad ibn Abu Waqqas", "Sayfinorat", "Sovrukorat", "Khoja saroborat", "Sayyid Burhaniddin mosque", in the Kashkadarya region – "Abul-Muin an –Nasafi", "Khoja Yemkagi" in Navoi region, "Chashma" complex in Namangan region, "Imam Al-Moturidi" mausoleum, "Imam al-Bukhari" complex, "Shakhizinda" mausoleum complex, "Khoja Akhror" mausoleum, "Hazrat Rukhabad" mausoleum in the Samarkand region. Burkhaniddin Mausoleum, Khoja Abdu Darun, Khoja Abdu Berun, Abu Mansur Moturidi, tombs of Khoja Ishaq Vali, mausoleum of Khoja Daniyar, Hazrat Khizr mosque, Hazrat Khoja Zudmurad mosque, Namazgoh mosque, Jome mosque "Gulistan" in Syrdarya region, mustafakul Ota turbati, Tora Suleiman turbati, Surkhandarya region "Abu Isa Muhammad Imam At-Termiziy", "Hakim At-Termiziy", "Alouddin Attor", "Mawlona Muhammad Zahid", the Zangiota complex in the Tashkent region, the Burkhaniddin Marginoni memorial complex in the Fergana region, the Pehlavon Mahmud mausoleum in the Khorezm region. In the city of Tashkent there are objects such as the Hazrat Imam complex, which are important for the development of external and internal pilgrimage tourism, enhancing the international image of Uzbekistan in the field of pilgrimage tourism.

From November 1 to 3, 2022, the International Week of Pilgrimage Tourism will be held in Uzbekistan in the cities of Samarkand, Bukhara, Khorezm, and Tashkent, the main goal of which is to unlock the potential of pilgrimage tourism in the country, promote Uzbekistan as one of the most important centers of world civilization, gain recognition from the world community and international

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organizations, as well as the development of pilgrimage tourism. services for diversification and increasing tourism exports" [10].

President Shavkat Mirziyoyev, at a video conference on measures to further build the potential of domestic and external tourism, emphasized the need to fully utilize the potential of pilgrimage tourism and set the Ministry of Tourism the task of increasing the number of flights to Samarkand, Bukhara and Tashkent from Indonesia, Malaysia, India, Pakistan, Bangladesh and Arab countries. countries with high potential for pilgrimage tourism. Officials have been tasked with approving a program to attract at least 1 million tourists a year, making full use of the more than 1,200 pilgrimages across the country. Considering the diversity of confessions, sects, and approaches of tourists coming on pilgrimage, it was shown that it is impossible to do without scientific approaches to what food to offer to representatives of what religion or sect, how to equip hotels and places of worship. It was also said that there were few experts and guides who could provide information about sacred sites, saints and feasts. In this regard, the Islamic Academy of the Silk Road University was tasked with developing scientifically based approaches for countries with a large flow of pilgrimage tourism [11].

In general, today pilgrimage tourism plays an important role in enhancing the international image of Uzbekistan in the field of tourism, deeper study of the history of Islamic religion and culture, increasing the tourist prestige of our country, and promoting it as a center of pilgrimage tourism. Particular attention is paid to the use of foreign experience when performing work in the field of pilgrimage tourism, attracting experienced specialists and scientists to the industry conducting research in the field of pilgrimage tourism. The creation of a field of pilgrimage tourism based on scientific approaches is becoming important for enhancing the international image of Uzbekistan in the field of pilgrimage tourism.

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