

## **The Role and Importance of Pilgrimage Tourism in Raising 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 image 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.

### **Introduction**

Today, great attention is paid to the issue of developing pilgrimage tourism in Uzbekistan, improving the use of objects of pilgrimage tourism at the level of modern requirements in raising 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. It is known that the peoples of Turkic-speaking countries have their own invaluable cultural - historical and spiritual heritage, which is considered the wealth of all mankind, - says President Shavkat Mirziyoyev, - historical monuments of Turkic and Islamic civilization in our countries, the legacy of great scientists, poets and thinkers, artists is preserved. This invaluable wealth is the property of all mankind, from which the whole world must enjoy. The active development of pilgrimage tourism serves this. The tourism industry plays an important role in bringing countries and peoples closer as a component of the economy [1:266-267]. To ensure the sustainable development of pilgrimage tourism, it is important to focus on the following issues. First of all, strengthening the integration of Central Asian countries, further development of cultural ties, instilling the idea of our "common House of Central Asia" in the minds and hearts of citizens of Central Asian countries; creating the necessary conditions, opportunities for each person to memorize their descendants, great, great, great, honor the purity of their soul, respect, visit; assessment of the number of pilgrims before religious holidays and events, control the flow of pilgrims and tourists, study logistics; protection of religious objects, promotion of the historical significance of religious monuments; protection of the natural environment of areas where public religious events are held; special preparation for the implementation of events related to pilgrimage tourism, ensuring certification of pilgrimage tourism routes; it is important to follow the principle of safe tourism,

strengthen the focus on environmental cleanliness, widely and efficiently use the achievements of new information technologies in organizing pilgrimage tourism; organize advertising marketing of new tourist products and services related to pilgrimage tourism; conduct a policy of sustainable development of this area for the development of pilgrimage tourism, consider issues related to the impact.

Much attention is paid to the development of pilgrimage tourism in Uzbekistan today, many religious and cultural shrines are being renovated and converted into tourist facilities. Pilgrimage tourism is one of the most active and with great potential in the development of Tourism, and attention is being increased to the issue of the formation of new infrastructures around the shrines that exist in Uzbekistan.

The policy and activities aimed at the development of pilgrimage tourism in Uzbekistan have given its result, and our country has risen from 34th to 9th place in the world ranking of pilgrimage tourism in recent years. Of the more than 8,000 cultural heritage sites in Uzbekistan, 1,257 are considered shrines, of which 1,183 refer to Islam and 57 refer to the Christian religion. There are also 9 Buddhist and 8 Judaism shrines in Uzbekistan[2].

Pilgrimage tourism is a secular journey or prayer of travelers and pilgrims to sacred places located outside the usual living environment with the aim of gaining religious (life of Saints), historical (history of Holy Places) information, expanding the philosophical worldview, obtaining spiritual and aesthetic pleasure from architecture and works of art in shrines. In this direction of Tourism, pilgrims visit with both religious and secular purposes[3].

#### **The interpretation of thematic literature:**

Russian scientist on pilgrimage tourism A. Babkin believes that “Pilgrimage tourism, it is the journey of people of any religion to holy places for the purpose of pilgrimage”. K.Mazin believes that “Pilgrimage is the arrival of religious life in bujud, tourism is the arrival of cultural life in bujud”, and he disagrees at all with the recognition of pilgrimage as tourism. OECD scholar A.Khudoyarov said that “Pilgrimage tourism includes trips aimed at visiting the Holy steps, venerating our great ancestors, familiarizing themselves with their past lives and created cultural-architectural and historical heritage, commemorating them, as well as attending religious and secular ceremonies”[4].

According to D.M.Rakhimova, “pilgrimage tourism (also called religious tourism)” is a trip to places of importance to Muslim culture. For example, to memorial complexes and shrines. The organizers of this type of tourism create comfortable conditions by placing in a hotel by honest standards, ta with honest dishes, riding [5]. According to our opinion, pilgrimage tourism is a type of activity aimed at visiting places associated with religion, meeting the spiritual, spiritual, psychological needs of a person, belonging to his religion.

**Research methodology:** the article analyzed the role and importance of pilgrimage tourism in raising the international image of Uzbekistan. As a research methodology, methods of theoretical and comparative analysis, systematic approach were used.

In order to develop pilgrimage tourism in Uzbekistan, great attention is paid to the development and acceleration of the “Little khaj” program, which consists in visiting the Holy steps and monuments in the cities of Samarkand, Bukhara, Tashkent. A lot of work is also being carried out in Uzbekistan on the issue of developing a new tourist brand, creating all the necessary conditions for pilgrims, improving existing tourist routes taking into account the requirements of pilgrims.

“The collection “Al-jome’ as-sahih”, recognized in the Islamic world as a reliable source of the collection of the hadiths of our Prophet Muhammad, is the fruit of many years of selfless research of Imam Bukhari, the teacher of all muhaddis”, says President Shavkat Mirziyoyev, for twelve centuries, this work, in its importance, remains the second reliable written source on the religion of Islam after the Holy Quran. It is not for nothing that thousands, millions of Muslims,

not only from our country, but also from other countries, strive to go to Bukharoi Sharif, where this tabarruk breed was born, and visit his grave in Samarkand, of course. Founded in the X century by Abu Mansur Moturidi, a Samarkand thinker who rose to fame as “Imam al-Huda” (imam of the way of guidance), the moturidian doctrine is prevalent throughout the Islamic world. The doctrine of moturidia places a high emphasis on the role and importance of human intelligence based on the idea of tolerance in the process of acquiring science. This in turn played an important role in the widespread popularization of this doctrine. Such ideas are still in great need of humanity today. Nothing in great history goes without a trace. It is stored in the blood of peoples, in their historical memory and is manifested in their practical work. That is why he is powerful. Preserving, studying and leaving historical heritage from generation to generation is one of the most important priorities of our state policy”[6:28-29].

Islamic Civilization center of Uzbekistan and International Islamic Academy, Mir Arab high madrasa, Imam Bukhari and Imam Termizi serve to study and promote the rich scientific and historical heritage of Uzbekistan. In order to develop pilgrimage tourism in Uzbekistan, increase its attractiveness, attention is also being paid to the issue of drawing up a tourist map of the Holy steps in Uzbekistan, creating favorable conditions for pilgrims, good promotion, improving the service life of the transport system, training guide translators. A number of measures have been implemented to increase the appeal of Uzbekistan in the direction of pilgrimage tourism, and according to the decree of the president of Uzbekistan Shavkat Mirziyoyev No. 5611, from January 5, 2019, to study the cultural-historical and religious-spiritual heritage and traditions of Uzbekistan, visiting foreign citizens were introduced with a period of up to 2 months. Since 2018, work has been carried out to introduce the “Halal” standard into practice in catering establishments and restaurants of Uzbekistan, since February 2018, the ISO 22000 and the “General guide to “halal” food products” officially introduced their SSt 3286:2018 state standard. The state committee for the development of Tourism of the Republic of Uzbekistan issued a new state standard by the State Unitary Enterprise “Center for certification of tourist services” – its Uz DSt 3220:2017 “Tourist services. Placement tools. General requirements” were developed, and from January 1, 2018, it was established that every hotel must have a sign (at least 30 percent of the rooms) indicating religious books, including Koran karim for Muslims and joynamoz for prayer (at least 10 percent of the rooms) and Mecca orientation (qibla). At the same time, great attention was paid to the organization of prayer rooms and ablution rooms at international airports, railway stations and hotels. Tourism in Uzbekistan, together with the introduction of a visa-free regime to 45 countries, reaching 64 in the number of countries whose citizens can enter Uzbekistan without a visa, and the ability of citizens of 76 countries to obtain an electronic entry visa, also had a positive impact on the development of pilgrimage tourism in Uzbekistan.

Muslim-tour, a travel firm under the Office of Muslims of Uzbekistan, serves to organize large-scale pilgrimages of local and foreign citizens to the shrines, shrines and tabarruk resorts in our country, creating suitable conditions for pilgrims. Much attention is paid to the development and expansion of pilgrimage tourism routes in Uzbekistan on the issue of the development of pilgrimage tourism. The tourist route “seven pirs” in Bukhara, Imam al-Bukhari in Samarkand, Shahizinda, Khoja Akhrori Wali, Mahdumi a'zam, Abu Mansur Moturidi, Khoja Iskhoq Wali, Khoja Daniel, Sheikh Burkhoniddin Sogarji, Khoja Abdu Darun and Khoja Abdu Berun increase their role and importance in the development of pilgrimage tourism of mausoleums and shrines, improving, restoring, repairing, forming appropriate infrastructures for tourists attention is gaining momentum.

Today, representatives of religions other than Islam also make their own trips to Uzbekistan as part of pilgrimage tourism. In Surkhandarya region in southern Uzbekistan, there are monuments related to Buddhism, such as Fayoztepa, Karatepa, Ayritom, Dalvarzintera, and now tourists from countries such as Japan, Korea, China are taking great interest and attention to the Buddhist monuments and temples located here.

One of the examples of Koran Karim in the Islamic world – Hazrati Uthman Mushafi is kept in Uzbekistan, the teacher of scholars of Hadith science Muhammad al-Bukhari, the maturation of many mature followers of Naqshbandiya sect from our country, the presence of a number of religious centers indicates the high potential of Uzbekistan for pilgrimage tourism.

Today, Uzbekistan is becoming more widely known today as a country that opens up new opportunities to the world, is developing steadily, is safe for pilgrimage and travel. This leads to the rise of Uzbekistan's international image in the field of pilgrimage tourism.

On January 28, 2022, the decree № PD-60 of the president of the Republic of Uzbekistan Shavkat Mirziyoyev “On the development strategy of a new Uzbekistan for 2022-2026” was adopted, adding to this decree the 35th purpose in Appendix 1: “Travel through Uzbekistan” program to increase the number of domestic tourists from 12 million people and increase the number of foreign tourists visiting the Republic to 9 million people.

On July 29, 2022, the presidential resolution PD-338 “on measures for the rapid development of cooperation in the field of tourism with the Turkic states” was adopted. The decision confirmed the concept of Tourism “tabarruk pilgrimage” within the framework of the Turkic world. Within the framework of the concept, seminars, symposia, conferences, scientific and practical conferences on the scientific and cultural heritage of great allomas will be held in Tashkent, Samarkand, Bukhara, Khiva, Shahrisabz, Margilan, Kokand, Termez and other historical cities. Within the framework of the organization of Turkic states, the brand “Holly pilgrimage” is created through mutual cooperation[8].

The president of the Republic of Uzbekistan adopted Annex 1 to PQ-338 of July 29, 2022, and Chapter 2 of the appendix outlines the work to be carried out in the field of international cooperation to increase the potential of visiting tourism of Uzbekistan. These are: establishing cooperation on transport logistics within the framework of the Organization of Turkic states; development of an online platform and mobile application on the concept on the web portal of the Organization of Turkic states; To establish an exchange of experience with the participation of visiting tourism specialists of the authorized bodies of the tourism sector of the Turkic states organization; to conduct a mutual presentation, exhibition and meetings in the format of "B2B" and to organize a screening of films dedicated to the life, scientific heritage of our great allies; Establishing regular cooperation with the competent authorities and specialists of the Turkic states organization and monitoring States on the implementation of conservation and restoration of all-Russian cultural heritage sites; establishing cooperation in matters of conducting research in the field of tourism with the authorized bodies of the Turkic states organization and monitoring States in the field of Tourism [9], among others.

On September 16, 2022, at the Congress Center of the Great Silk Road International Tourist Complex in Samarkand, a meeting of the Council of Heads of State of the Shanghai humanitarian organization was held, at which it was proposed to declare 2023 as the Year of Tourism Development in the SCO space in order to devote a new pace to tourism cooperation. At this meeting, President of Uzbekistan Shavkat Mirziyoyev noted that Samarkand has long been the center of spiritual, economic, cultural and scientific exchanges between peoples living in space from East Asia to North Africa, the Middle East and Europe. Therefore, he promoted the Samarkand Solidarity Initiative on the path of General Security and prosperity. Its purpose is to attract all those who are indifferent to our common future, ready to look for agreed approaches and decisions in spite of disagreements, agree on the principles of the “Samarkand spirit” to global dialogue. To discuss the implementation of this initiative, the Samarkand international forum will be held next year with the participation of influential representatives of political leaders, public, businessmen, academic and expert circles, [8] this forum will be important on the issue of developing pilgrimage tourism in Uzbekistan, raising its international image.

In conjunction with this, at the XI session of the Islamic Cooperation Organization in Baku in 2022, Khiva was declared the “Tourism capital of the Islamic world” in 2024. The organization

of Islamic Cooperation (IHT) has recognized in particular the consistent reforms in the areas of openness policy introduced by the president of the Republic of Uzbekistan Shavkat Mirziyoyev in the field of Tourism, simplification of the visa regime, preservation of cultural heritage, improvement of historical cities.

**Analysis and results:** the shrine of “Sultan Uways bobo” on the territory of the Republic of Karakalpakstan from major pilgrimage tourism facilities in the Republic of Uzbekistan, the mausoleum of “Qutayba ibn Muslim” in the Andijan region, the shrines of “seven pirs” in the Bukhara region, the seven piru comils of the Naqshbandi sect - There are shrines of Abdulik Ghijduwani, Orif Revgari, Anjir Faghnawi, Ali Romitani, Boboyi Samosiy, Amir Kulol and Bahouddin Naqshband, the “Poyi Kalon” complex, besides associated with the prophet and his descendants (Ayub Al-ahisalam, David Al-ahisalam, Hazrat Khoja Ubbon), associated with Sufi allomas (Jelani, Zinda fil Ahmadi, Saifiddin Bokharzi, Khoja Ismatullah Bukhari, Jom shohi akhsiy Faizabad), associated with craft Piers (Khoja Asbgardon, Boboyi Poradoz, Khoja Bulgar, Burqi Sarmast), named after women (Bibi Orifa, Bibi Makhsimai pure, maiden Bibi, Childukhtaron), have healing properties (Khoja saffron, Sarichashma, Tuyaovul Chashma, Scarecrow, Bibi Kabudpush) can be organized in the form of shrines. In Jizzakh region, “Novqa ota” shrine and mosque, “Osamat ota” shrine, “sa'd ibn Abu Waqqos”, “Saifin ota”, “Sovruk ota”, “Khojai Sarob ota” “Sayyid Burkhoniddin sword” shrines, in Kashkadarya region, “Abul-Muin an-Nasafi”, “Khoja Daviy”, “Darwesh Muhammad Wahshivori” shrines, “Chashma” complex in Navoi region, “Sultan Uvays Qariy” in Namangan region, in the Samarkand region, the mausoleum of “Imam Al-moturidi”, the complex of “Imam al-Bukhari”, the complex of mausoleums “Shahizinda”, the mausoleum of “Khoja Ahror”, the mausoleum of “Hazrati ruhabad or Sheikh Burhoniddin Sogarjiy, Khoja Abdu Darun, Khoja Abdu Berun, Burhoniddin Marghinani, Abu Mansur Moturidi, Khoja Ishaq Wali tombs, Khoja Daniel mausoleum, Hazrati Khizr mosque, Hazrat Khoja Zudmurod mosque, Namazgoh mosque, “Gulistan” jome mosque in Sirdarya region, Mustafaqul ota turbati, Tora Sulaiman turbati, Surkhandarya region “Abu Isa Muhammad imam at-Termiziy,” Hakim at-Termiziyy“,” Alouddin attor“, “Mavlonu Muhammad Zahid” shrines, “Zangiota” complex in Tashkent region, “Burkhoniddin Marghinoniy” memorial complex in Fergana region, “Pahlavon Makhmud” mausoleum in Khorezm region, In Tashkent, there are such as “Hazrati Imam” complex, which are important in enhancing the international image of Uzbekistan in the field of development of foreign and domestic pilgrimage tourism, development of pilgrimage tourism.

International pilgrimage tourism week was held in Samarkand, Bukhara, Khwarazm, Tashkent on November 1-3, 2022, and the main goal of this “international week is to bring the potential of pilgrimage tourism to the country, to introduce Uzbekistan as one of the most important centers of world civilization, to gain recognition by the world community and international organizations, as well as to diversify the services of

President Shavkat Mirziyoyev stressed the need to take full advantage of the country's visiting tourism opportunities at a video director meeting on measures to further increase the domestic and foreign tourism potential, and the Ministry of Tourism was tasked with increasing air travel from Indonesia, Malaysia, India, Pakistan, Bangladesh and arab countries to Samarkand, Bukhara and Tashkent. Officials were instructed to fully exploit the potential of more than 1,200 shrines in our country and approve a program to attract at least 1 million tourists a year. Taking into account the diversity of the sect, sect, approach of tourists coming to the pilgrimage, it was shown that it cannot be without scientific approaches what foods to offer to representatives of which religion or denomination, how to equip hotels and places of worship. It was said that there were also few specialists and guides who could provide information about sacred places, Saints and Piers. In this regard, the Islamic Academy, The Silk Road University, was instructed to develop scientifically based approaches for countries with a high flow of pilgrimage tourism[11].

## Conclusions and suggestions:

In general, today, pilgrimage tourism is important in increasing the international image of Uzbekistan in the field of Tourism, studying the history of Islam and culture in depth, raising the tourist prestige of our country, promoting it as a center of pilgrimage tourism. Today, it is necessary to make the most of foreign experience in the implementation of work in the field of pilgrimage tourism, to strengthen attention to the issue of attracting experienced specialists in the field, scientists conducting research in the field of pilgrimage tourism. It is important to draw a map of the objects of pilgrimage tourism, to ensure the harmony of pilgrimage tourism with other types of tourism, to connect the objects of pilgrimage tourism in Uzbekistan with the objects of pilgrimage tourism in Central Asia, to prepare special staff related to the industry, to strengthen the focus on the infrastructure of pilgrimage tourism, the organization of roads, Uzbekistan has a great opportunity in the field of pilgrimage tourism. Therefore, it is important to establish mutual cooperation with foreign tourist organizations, to develop pilgrimage tourism based on scientific approaches, to strengthen the focus on promoting and promoting Uzbekistan's opportunities in the field of pilgrimage tourism abroad, to further develop ziaurat tourism in Uzbekistan, to raise its international image.

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