

Possibilities of Pilgrimage Tourism Development in Kashkadarya Region

Samandarov Firdavs¹

Abstract: Today, every country is trying to develop its economy in a sustainable way, making good use of the opportunities available to it. In this process, they focus on several aspects such as geographical location, natural and anthropogenic resources available in their territory and climate. Based on these resources, they aim to export tourist services. The more services are exported, the more economic development is characterized by the flow of financial resources to improve the infrastructure to strengthen the sector.

According to statistics, in 2019, the contribution of tourism services to the world GDP was about 10.4 percent (9.2 trillion US dollars), 1/4 of new jobs, of all jobs 10.6 percent (334 million people), the share of services export is 6 percent, and the profit from international tourism is 3 trillion. amounted to US dollars. However, in 2020, the COVID-19 pandemic has seriously affected many sectors of the economy around the world, including tourism and related industries. The travel and tourism sector lost nearly \$4.5 trillion and reached \$4.7 trillion in 2020, a 49.1% decline in its contribution to GDP compared to 2019. Last year, 62 million jobs were lost, a drop of 18.5 percent, and the industry employed just 272 million people, compared to 334 million in 2019. Although many jobs are currently being supported by governments, the risk of future job losses remains if the pandemic situation does not change. Spending by domestic visitors dropped by 45%, while spending by international visitors dropped by an unprecedented 69.4%.

Countries are using alternative options in order to reduce the impact of the Pandemic and preserve the tourism service network.

In particular, due to the decrease in the number of tourists visiting Uzbekistan from abroad, the main attention was paid to domestic tourism. In this direction, the decree of the President of the Republic of Uzbekistan No. PF-6165 "On measures to further develop domestic and pilgrimage tourism in the Republic of Uzbekistan" was adopted. The main issues of the decree are diversification of tourism products and services aimed at different segments of the tourism market in the republic, increasing their competitiveness, creating an acceptable and comfortable domestic and international pilgrimage tourism environment, expanding transport routes, improving the quality of transport services, wide promotion of tourism products. as well as strengthening the image of our country as a safe destination for travel and recreation.

In the process of ensuring the implementation of the decision, as additional tasks, a full study of the potential of Uzbekistan's pilgrimage tourism, data systematization, and the formation of scientifically based information about pilgrimage sites, scholars and their scientific heritage are also defined. Therefore, the development of pilgrimage tourism on the basis of shrines as the main direction in increasing the volume of export of tourism services of Uzbekistan will have a positive effect on determining its perspective.

Currently, our country has more than 7,000 historical monuments, monuments and holy places of cultural heritage belonging to different eras and civilizations, and most of them are included in the UNESCO list. A significant part of them is pilgrimage and related objects. Uzbekistan is famous for

¹ Student of Karshi State University

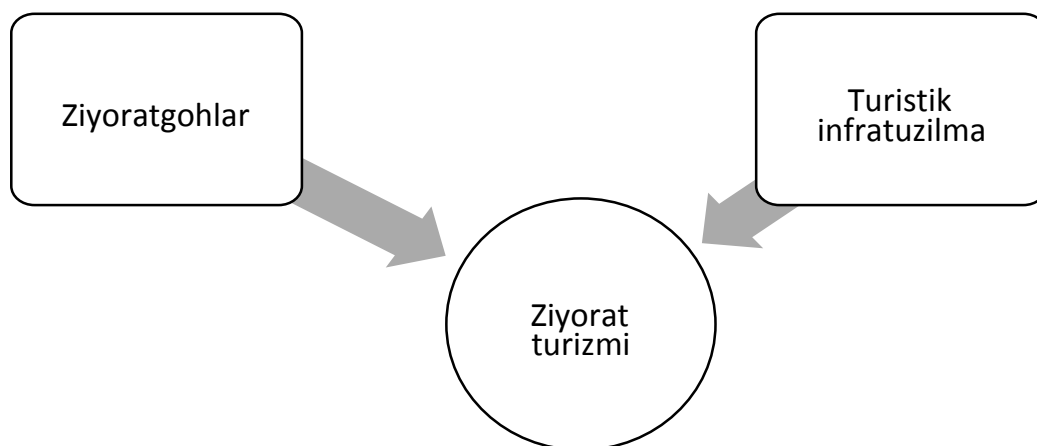


performing pilgrimages not only among local residents or neighboring countries, but also among residents of Middle East and Southeast Asian countries.

The third Caliph "Uthman Mushaf Qur'an" is preserved in the country, as well as "Imam-Al-Bukhari complex", "Hazrat Bahauddin Naqshband complex", "Hazrat Abdukhalik G'ijduvani complex", "Chor Bakr complex", "Abu Muin" There are monuments of famous scholars in the Islamic world, such as the Nasafi complex. Such holy places are becoming the main places of pilgrimage for the Islamic people of the world.

In addition, it is natural that our country attracts additional consumers for pilgrimage tourism, not only with religious sites famous in the Islamic world, but also with the presence of cultural heritages belonging to other religions that have been preserved since ancient times. Such places include Zoroastrian monuments located in Khorezm region and the Republic of Karakalpakstan: Kalajik castle, Ayozkala, Gaur castle, etc., Fayoztepa in Surkhandarya region, related to Buddhism (c. BC. 1st century - 3rd century AD), we can include such monuments as Kampirtepa, Karatepa, and the mausoleum of Khoja Daniyor, which is famous among the representatives of three religions - Islam, Christianity and Judaism, located in Samarkand region.

Pilgrimages and sacred sites as tourism objects are included in order to determine the specific features of pilgrimage tourism and to determine the prospects for its development. In addition, another content is needed for the formation of pilgrimage tourism. According to him, if we analyze the basis of pilgrimage tourism, it includes the following components:



Drawing 1. Structural structure of pilgrimage tourism

As can be seen from the diagram, the basis of pilgrimage tourism is two directions. In order to increase the tourist potential of the shrines, it is necessary to develop the infrastructure. In order to create a tourist infrastructure, there must be a certain object related to pilgrimage tourism located in that area.

If we analyze pilgrimage tourism in Kashkadarya region, the number of pilgrimage objects in the oasis is 20. They include objects such as the shrine of Abu Muin an Nasafi in Qarshi district, the shrine of Hazrat Bashir located in Kitab district, the shrine of Hazrat Langar father in Qamashi district, Abu Ubayda ibn al-Jarrah complex in Qarshi. However, there are other shrines in the area, among them are "Khojaipok Ota" shrine in Dehqonabad district, Miri Janda shrine in Guzor district, Sultan Mir Haydar memorial complex in Kasbi district. In revealing the touristic potential of these objects, it is necessary to include them in the list of possible objects to increase their touristic attractiveness by collecting and sorting existing information about them, determining the originality and historicity of the information.

Pilgrimage tourism and its development in our country are influenced by many factors. In order to analyze them, the following PEST analysis was used: **a) Political factors**

The government's attention to this direction of tourism;

Ensuring freedom of conscience in the framework of national legislation;

Religious organizations and the state's attitude to them;



Creating favorable opportunities for foreign tourists to visit pilgrimage tourism

(border crossing, VISA issue, etc.)

Ensuring important aspects (issues such as security, peace, stability) in the implementation of pilgrimage trips of tourists. **Economic factors**

Expansion of economic opportunities to support this sector after the pandemic;

Regulation of prices set for existing services;

Opportunities related to free trade in foreign currency or its exchange;

foreign organizations to existing religious objects;

The disproportion between the purchase price of the tourist package and the income of the population should not be large.

Social factors

The strength of religious views among the population;

The number of people who believe in a certain religion;

Increasing religious literacy and its results;

The role of myths, legends, legends, narratives and the like related to religious views among the public

Commonality of religious views with sister countries.

Technological factors

Convenient facilities created in religious objects (WiFi areas, special tables and places for performing religious activities, etc.);

Advertising of local religious tourist objects in foreign mass media;

Improving the quality of high-speed Internet and mobile communication in religious places located in remote areas (far from populated areas);

Digitization of information about existing objects and uploading them to the necessary web pages;

The use of artificial intelligence and innovative computer technologies in the quality and perfection of information collected about historical places.

In addition to the factors mentioned above, many other factors (such as economic crisis, political stability, culture of the population, use of innovative technologies) affect the development of the industry. Providing them not only the government, but also the direct participation of the local population is of great importance.

Therefore, in order to stabilize the economy in Uzbekistan, increase the flow of foreign currency, form touristic brands and reduce the problem of unemployment, it is necessary to use any direction of tourism. Pilgrimage tourism can be considered as an important direction in positively solving the problems listed above.

From the point of view of regional development, strengthening the possibilities of existing pilgrimage facilities in Kashkadarya:

- improvement of the road, utility and commercial infrastructure around the object and greening of the area;
- implementation of marketing activities, in which to launch programs (festival, event, scientific conference, etc.) that serve to increase the number of tourists interested in the tourist object;
- creating an electronic information base that can provide information about objects and filling it with the necessary information.



Implementation of the above proposals not only in the existing shrines in Kashkadarya region, but also in other regions of the republic will serve to increase the country's tourist attractiveness.

Books

1. Decree of the President of the Republic of Uzbekistan dated February 9, 2021 No. PF-6165 "On measures to further develop domestic and pilgrimage tourism in the Republic of Uzbekistan";
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