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PILGRIMAGE TOURISM AS AN IMPORTANT SOURCE OF THE COUNTRY'S DEVELOPMENT

Abstract: In this article one of the main factors determining the country's development is pilgrimage tourism and its impact on the country's economy, as well as the evaluations of world scientists on pilgrimage tourism in Uzbekistan.

Key words: pilgrimage tourism, 7 saint, tourist, site, publication, media, interview, trend, architecture, globalization.

Annotatsiya: Mazkur maqolada mamlakat taraqqiyotini belgilovchi asosiy omillardan biri ziyorat turizmi va uning mamlakat iqtisodiyotiga ta'siri, dunyo olimlarining O'zbekistondagi ziyorat turizmiga bergan baholari keltirilgan.

Kalit so'zlar: ziyorat turizmi, 7 pir, sayyoh, sayt, nashr, media, intervyu, tendensiya, arxitektura, globalizatsiya.

Аннотация: В данной статье одним из основных факторов, определяющих развитие страны, является паломнический туризм и его влияние на экономику страны, а также оценки мировых ученых о паломническом туризме в Узбекистане.

Ключевые слова: паломнический туризм, 7 святой, турист, сайт, публикация, СМИ, интервью, тенденция, архитектура, глобализация.

Introduction

The main principle of media coverage of pilgrimage tourism in Uzbekistan is to help develop religious tolerance and mutual understanding by uniting representatives of different religions. When pilgrims from different countries and cultures gather together to visit holy places, they have the opportunity to get to know each other's beliefs and customs. It breaks stereotypes and develops mutual understanding. For example, the publication "Uzbekistan Travel" offers pilgrimage tourism for representatives of a number of religions. "Some spend their whole lives to find answers to philosophical questions, others, unfortunately, cannot find these answers, and others go on a pilgrimage. We will create conditions for you to visit holy places, regardless of which religion you belong to"[1] the site reports.

Pilgrimage tourism brings good income and creates jobs. The most valuable monuments are recognized as UNESCO World Heritage Sites. Bukhara Sharif is among them. Bukhara became extremely famous for the "7 pirs" of the Naqshbandy order. "Bukhara is the homeland of seven great Sufy's of the Naqshbandy order. The great representatives of Sufysm lived here, engaged in religious and social activities, and contributed to the birth and prosperity of blessed Bukhara, spiritual education and raising the national spirit. Here, the burial places of holy Sufys-priests and Islamic shrines have been preserved," says the page of the "Uzbekistan Travel"[2] publication. The city of Samarkand,

which has a large number of priceless monuments, and the shrines of Imam Bukhary receive the most tourists. From 2010 to 2023, the number of tourists visiting Imam Bukhary's tomb has increased significantly. In 2010, the number of tourists who visited Hazrat was about 50,000. By 2023, the number of tourists will exceed 1 million. This means 20 times more in just 13 years. So, there is still a lot of work to be done in the promotion of tourism and its industries through mass media and journalists.

Methods

This growth of tourism was influenced by several factors. First, in recent years, significant efforts have been made to develop tourism in Uzbekistan. The government has invested in infrastructure such as roads and hotels, and introduced visa reforms to make it easier for tourists to enter the country. The decision of the President of the Republic of Uzbekistan in January 2022 on "creating additional conditions for the further development of tourism, culture, cultural heritage and sports" was also of great importance in the path of reform.

Pilgrimage tourism is the main source of income for Uzbekistan. Pilgrims spend money on accommodation, transport, food and souvenirs, which help boost the economy. Pilgrimage tourism also creates jobs in the field of tourism, such as guides, hotel staff, and souvenir sellers.

Result

Media tourism can increase the flow of international tourists. Pilgrimage tourism, in particular, is becoming a major source of foreign investment and economic development. In particular, Saudi Arabia, which is one of the countries promoting pilgrimage tourism, has invested heavily in improving infrastructure in Uzbekistan in recent years. For example, the total value of the Uzbekistan-Saudi business forum in 2022 is 6.4 billion. dollar contracts were signed. "Uzbekistan and Saudi Arabia have rich natural resources and huge industrial potential. In both Uzbekistan and Saudi Arabia, joint ventures aimed at the production of products with high added value were established. In the future, regional and European markets, as well as a total population of 1.4 billion[3] will be exported to the countries of the Greater Arab Free Trade Area, which have potential consumers exceeding".

This tourism gives pilgrims spiritual and cultural strength. When pilgrims visit the holy shrine, they have the opportunity to receive spiritual strength similar to their faith. It is a deeply meaningful and transformative experience. As the world becomes more interconnected, it is clear that the importance of pilgrimage tourism will increase in Uzbekistan. This is because the country is well-positioned to capitalize on the trend, with a rich history and culture, beautiful Islamic architecture, and a strategic location on the Silk Road.

There are many types of pilgrimage tourism, each of which has its own characteristics. We can imagine pilgrimage tourism as religious tourism itself, but in order to describe this tourism network in international practice, it is necessary to mention a number of tourism directions.

Conclusion

Famous Croatian researcher Irina Ateljevic writes: "For centuries, people have traveled to visit famous cultural sites such as the Taj Mahal in India, the Acropolis in Greece, and the Great Wall of China. Today, cultural pilgrimage tourism is more popular than ever, with millions of people visiting cultural sites around the world every year. This type of tourism is developing rapidly because it is free from various risks. There are various reasons why people choose cultural pilgrimage tourism. S.

Beeton describes the reason for this differently from his Croatian colleague: “Cultural pilgrimage tourism has a number of benefits for both individuals and communities. On a personal level, cultural pilgrimage tourism helps people learn more about different cultures, experience their unique traditions and customs, and connect with their cultural heritage. At the community level, cultural pilgrimage tourism can boost local economies and promote cultural understanding and tolerance. Cultural pilgrimage tourism does not mean cultural tourism. This is a new direction”[4].

In conclusion, it should be noted that pilgrimage tourism is a significant and developing branch of the tourism industry. This will benefit both the visitors and the host teams. As the world becomes more and more global, pilgrimage tourism will become more popular in the coming years.

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