



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

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Abstract

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.

Key words: Tourism, Tourist, Travel, Visitor, Innovation, COVID-19, Standard and Halal tourism.

1. Introduction

Tourism in Uzbekistan has been growing steadily in recent years, starting in 2017. However, as in the rest of the world, in 2020 in Uzbekistan, as a result of the impact of the COVID-19 pandemic, tourism is experiencing a deep crisis. A number of measures are being taken in the country to mitigate the effects of this crisis. On February 6, 2018, the President of the Republic of Uzbekistan No. PP-3510 "On measures to further improve the activities of the State Committee for Tourism Development of the Republic of Uzbekistan" (Resolution of the President of the Republic of Uzbekistan, 2018), January 5, 2019 No. PF-5611 "On measures to accelerate the development of tourism in the Republic of Uzbekistan" Work is underway to bring the industry out of the crisis by ensuring the implementation of decrees and decisions of the Government of the Republic of Uzbekistan "On measures" (Decree of the President of the Republic of Uzbekistan, 2019).

The main task of the above-mentioned resolutions and decrees is to revitalize tourism in the country during the current pandemic, as well as to promote pilgrimage tourism and thus attract international tourists after the pandemic. There is

a need to study the widespread use of innovations to introduce new work in this area. In the near future, it is necessary to address the most important tasks in the development of pilgrimage tourism, such as improving the quality of services through innovation, accelerated development of regions, increasing gross regional product (GRP), improving social protection and living standards. At the same time, the State Committee for Tourism Development of the Republic of Uzbekistan plays an important role in the widespread introduction of innovations in the development of pilgrimage tourism, and it is planned to conclude mutually beneficial agreements and treaties with a number of foreign countries.

2. Literature Review

In the last decade of world tourism, there are scientific works on the rapidly developing pilgrimage tourism and its organization, the provision of services to visitors at the level of international standards, in which the organization of pilgrimage tourism is interpreted and described differently. Of particular importance in these studies is the focus on creating favorable conditions for visiting tourists and improving the quality of tourist services. Emphasizing the expediency of relying on these conclusions, we analyze the views and opinions of some authors in this regard, summarize their results and summarize our views on the

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importance of applying innovations in the service of visitors.

One of the researchers, Sh. Sayfutdinov conducted a number of studies on the socio-economic mechanisms of development of pilgrimage tourism in Uzbekistan, focusing on improving the technology of service to pilgrims (Sh.Sayfutdinov, 2019).

Norchaev (2019) developed a number of recommendations for the wider use of the Tourism 4.0 platform in the development of tourism in Uzbekistan and increase the efficiency of tourism services and improve the organizational and economic mechanism for the use of innovative technologies in tourism. S. Usmanova in her research, draws conclusions on the development of cooperation between the Republic of Uzbekistan on the development of pilgrimage tourism within the Organization of Islamic Cooperation, as well as suggests the application of the practice of member countries for the future development of pilgrimage tourism in Uzbekistan. It should be noted that at present there is no common understanding among many authors on the wide use of the opportunities of innovations in improving the efficiency of pilgrimage tourism and service to visitors. In our opinion, there is still a wide range of research to be conducted in this area, and we should take into account international experience in the development of tourism and the improvement of tourist services.

3. Research Methodology

The study uses a methodology to determine the development of pilgrimage tourism in the country, taking into account the expected changes in the coming years and the

application of innovations in the provision of services to tourists. a method of determining the directions is proposed. Also, conclusions were drawn on the priorities of the development of pilgrimage tourism in the country, and measures and recommendations were developed to be implemented.

4. Analysis and Results

As a result of the impact of the COVID-19 pandemic, the sustainable development of the economy of the republic, the implementation of structural changes in all sectors of the economy, the need to adapt to changes in the world. There are a number of problems with the process of innovation and investment in production, especially in manufacturing and services. Air transport, hotels, public catering establishments (cafes, restaurants, bars), which have suffered the most from the first days of the pandemic, also have to overcome certain time and problems to resume their activities. As a result of the impact of such problems on the tourism of the country, in 2020 the number of tourists and revenues from it fell sharply (Usmanova,2019)

In 2020, 1 million 504 thousand tourists visited Uzbekistan, which attracted 261 million tourists. U.S. dollar services were provided. In order to speed up the resumption of tourism in 2021, the main task of our country is to implement all measures and works not on the basis of general figures, but on the basis of detailed plans and detailed calculations on the route, pay more attention to pilgrimage tourism. By the end of 2021, Uzbekistan will receive 1 mln. A plan has been developed to provide 700,000 foreign tourists (Zarova, 2013).

Table – 1: Tourists visiting Uzbekistan [6](2017-2020 is actually a 2021 forecast)

| Indicator name | 2017 y | 2018 y | 2019 y | 2020 y | 2021 y |
|--|--------|--------|--------|--------|--------|
| Foreign tourists (per thousand people) | 2.690 | 5.300 | 6.700 | 1.504 | 1.700 |

Also, the number of local tourists will reach 1.8 million in 2020 and 7.5 million in 2021. It is planned to attract our compatriots to tourism. In this regard, the State Committee for

Tourism Development of the Republic of Uzbekistan plans to introduce a number of benefits for tourists, first of all, is developing measures aimed at organizing convenient and



affordable travel. An example of this is the creation of a mechanism for transport, ie a 30 % discount on air and rail tickets (Aktam and Bobir, 2019). It was also decided to open new routes based on the existing problems in transport logistics in the country. In order to improve the movement of local tourists, work is underway to establish a direct railway Andijan-Khiva, an air link connecting Fergana and Urgench, railways and flights from Termez and Karshi, which are expected to become promising tourist centers of the country. In addition, measures are being taken to increase the frequency of flights and the quality of services by launching two additional high-speed trains and electrifying the Bukhara-Urgench-Khiva railway (Zarova and Prozhivin, 2008).

Special plans have been developed for the development of pilgrimage tourism in the country, one of which is the formation of the flow of local and foreign tourists and the creation of the necessary conditions for them, the implementation of measures to promote the pilgrimage tourism potential of the Republic (Zarova, 2013). On measures for further development and creation of favorable conditions for pilgrims" draft decree was developed. As a result of the spread of the coronavirus pandemic, it is planned to continue the benefits and preferences provided to businesses in the sector in 2020 in 2021 and create a favorable environment for their rapid recovery (Zarova, 2013).

- Setting the social tax at a reduced rate of 1 percent
- Exemption from land tax and property tax for legal entities
- Reduction of the income tax rate by 50% compared to the established rate
- Exemption from payment of land tax and property tax of individuals, objects owned by individuals specializing in the provision of accommodation services
- Cessation of penalties for overdue receivables on foreign trade operations, etc. (Zarova, and Prozhivin, 2008)

At the same time, a new standard for pilgrimage tourism services has been developed in the country with the widespread use of

innovations. In this case, "Halal tourism services" are defined as all products and services offered to Muslim tourists in accordance with Islamic rules. The OIC / SMIIC 9: 2019 Halal Tourism Services and General Requirements standard has been developed by the Technical Committee on Tourism and Related Issues (TS 5) of the Institute of Standards and Metrology of Islamic States (SMIIC).

The OIC / SMIIC 9: 2019 standard, which aims to ensure that products and services provided to Muslim tourists in accordance with Islamic rules, is widely used by tourism industry entities offering halal tourism services (HTX) worldwide as a common standard for SMIIC member states. expected to be applied."Honest tourism services" are defined as all products and services offered to Muslim tourists in accordance with Islamic rules (Aktam and Bobir, 2018).

The OIC / SMIIC 9 standard contains management principles and requirements for the management of honest tourism facilities, products and services for tourists, accommodation facilities, travel packages, tourist guides and catering, restaurants and other services (Tursunov, 2020). Taking into account the above, at exhibitions and conferences held in Dubai (UAE), Alanya (Turkey), (Kazan), Russia, Jakarta (Indonesia) and Singapore to promote the image of our country as a center of Islamic civilization, as well as TRT Avaz (Turkey), Trans7 ", NetTV, SCTV (Indonesia), AlHijrah (Malaysia), HalalTrip (Singapore) and other foreign media platforms.

The Shamoili Muhammadiya International Poetry Competition will be held at the Imam al-Termizi Complex in Termez, the Islamic Calligraphy and Painting Competition will be held in Bukhara, and the Islamic Calligraphy Gallery and the Kalon Minaret International Azan Competition will be held. Conference on International History of Imam Bukhari and the History of Preservation of the Most Ancient and Rare Manuscripts of Sahih Bukhari in the World Libraries, Conference on Modern Studies of the Scientific Heritage of Imam Moturidi in Tashkent, Abu Muin Nasafiy Center in Karshi. Conference of Asian Scholars



in Termez, "Contribution of Termez Scholars to Islamic Civilization and World Civilization"; kallig to access the book organization of raffia events and the organization of photo (video) exhibitions on the monuments of historical sites, the preparation of promotional materials, including promotional projects and activities through social media platforms (Facebook, Twitter, Tik-tok, Instagram) (Tursunov, 2017).

At the same time, in order to develop domestic tourism, until December 1 of each year, for the next season of non-seasonal tourism to organize and hold "Domestic Tourism Month", "Domestic Tourism Week" and "Domestic Tourism Days" and organize discounts and promotions for the population. implementation of measures to implementation of such measures, development of tourism in our country, first of all, strengthens the position of Uzbekistan in the world community, opens new opportunities and reliable cooperation for foreign investors, contributes to the stability of the country's macroeconomic indicators, income, employment and entrepreneurship. will lead to further improvement of the services sector.

5. Conclusions and Suggestions

In conclusion, it is expedient to carry out the following work in the development of pilgrimage tourism in Uzbekistan:

- Identify countries where Islam can be visited and where Islam is predominant
- Organization of working groups and meetings of experts to increase the flow of tourists between the countries
- Signing a memorandum between the State Committee for Tourism Development of the Republic of Uzbekistan and the Ministries of Tourism of Islamic countries
- Establishment of bilateral legal framework and agreements on the development of pilgrimage tourism between Uzbekistan and other countries
- Preparation of special information resources for Islamic countries covering the shrines of Uzbekistan and the publication of publications on religious shrines

- Preparation of guide-translators with knowledge of Islam and knowledge of Arabic and English
- Development of a map of separate religious places of worship in each of the regions of Tashkent, Bukhara, Khorezm, Samarkand, Fergana, Jizzakh, Surkhandarya and the Republic of Karakalpakstan
- Increase the number of small hotel houses in accordance with the needs of visitors and their companions
- Development and approval of rules for the organization of excursions and trips to shrines.
- Compilation of a list of halal food companies and the development of their electronic maps.
- Establishment of special ablution and prayer places for women in mosques and shrines.
- Organization of special events for visitors, such as "Open Day".
- The development of pilgrimage tourism should be carried out as a matter of urgency, such as the establishment of free information and advertising centers at the expense of the state.

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