

THE INFLUENCE OF “HALAL TOURISM STANDARDS” IN RELIGIOUS
TOURISM DEVELOPMENT IN UZBEKISTAN

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Abstract. Halal Tourism is one indicator of success in bringing in foreign exchange, especially in the tourism sector. In addition, halal tourism can provide security and comfort for Muslim tourists visiting the country. This study aims to find out the potential of the halal tourism industry in Uzbekistan, a country located in Central Asia, while developing halal tourism. This articles discusses Halal tourism standards in religious tourism in case of Uzbekistan.

Абстракт. Халяльный туризм является одним из показателей успеха в привлечении иностранной валюты, особенно в туристическом секторе. Кроме того, халяль-туризм может обеспечить безопасность и комфорт для мусульманских туристов, посещающих страну. Это исследование направлено на выявление потенциала индустрии халяльного туризма в Узбекистане, стране, расположенной в Центральной Азии, при развитии халяльного туризма. В этой статье обсуждаются стандарты халяльного туризма в религиозном туризме на примере Узбекистана.

Key words: halal, halal tourism, religious tourism, eating habits, Islamic tourism, dietary, pilgrimage.

Today, countries such as Malaysia, Indonesia and Saudi Arabia are the main players in the Islamic tourism market. Uzbekistan also has large advantages to benefit from Islamic tourism. There are many objects of cultural, archaeological and Islamic heritage, historical civilizations and religious sites that may be potential tourist destinations in Uzbekistan. This country also has attractive Muslim cultures and customs. Thus, the country can become the Islamic travel destination in the world.

Due to privileged attention, the decree “On measures on ensuring rapid development of tourism industry”, from 2 December 2016”, given from the new Administration of Republic of Uzbekistan, has founded legislative and regulatory base sustaining development of pilgrimage tourism. The decree said that from 1 January 2021, Uzbekistan will cancel the visa regime for the citizens of Australia, Austria, Great Britain, Germany, Denmark, Spain, Italy, Luxembourg, the Netherlands, the Republic of Korea, Singapore, Finland, Switzerland and Japan, entering the country for tourism for a period of no more than 30 days. The decree was signed on 22 December 2016. The decree said that abolishment of visa for 27 countries, arriving in

Uzbekistan, was postponed till 1 January 2021.

The evolution of spiritual studies within the religion brought many contributors in different parts of our continent. Taking into consideration intensive connection of cultures through trade and communication in Middle Ages, the territory of Central Asia became crossroad of civilization.¹

Religious tours in Uzbekistan allow to visit holy sites that are closely tied to world religions, and that have been pilgrimage points for centuries. The region has long been known for its religious diversity, and throughout the centuries, several world religions have left their marks in Uzbekistan.

It is essential to visit Buddhist monasteries in Fayaz-Tepe and Kara-Tepe, local temples in Dalverzin-Tepe, and Zoroastrian monuments in Ayaz-Kala, Toprak-Kala and Termez. One can move on to more recent monuments, since Uzbekistan is full of medieval Sufi mansions. Around Bukhara, a tourist can visit the mausoleum of the holy sheikh Bakhouddin Naqshbandi, or the mausoleums of Al-Bukhari, Shakhi-Zinda and Rukhabad in Samarkand. Bukhara is also home to another tour stop, the synagogue in Kukhma Mahalla, built in the 17th century.

There are Christian pilgrimage sites as well. The emergence of Christianity in Central Asia is associated with the names of the apostles Thomas and Andrew, who preached in this territory at the beginning of the 1st Millennium.

Since then, the 2 most important religions of the world – Islam and Christianity- have coexisted peacefully. In Uzbekistan, there are more than 10 places of pilgrimage that are sacred and revered by Christians and Muslims.

Until modern times, on the territory of Uzbekistan there are revered by both Christians and Muslims "springs of Job", the most famous of which is located in Bukhara.

The Orthodox Church in Uzbekistan is beginning to form along with the arrival of the Russian Orthodox Church in Central Asia after the annexation of the main part of this region to the Russian Empire and the formation of the Turkestan General government (1867)

Islam is the dominant religion in Uzbekistan. Almost 90% of the population is Muslim. The CIA Factbook estimates 88%, mostly Sunni. The country is regarded a cultural and religious hub in the Central Asian region. Another estimate states that Muslims constitute 87% of the population while 9% of the population follow Russian Orthodox Christianity, 4% other religious and non-religious. An estimated 93,000 Jews were once present.

In 2019, Uzbekistan was ranked 22nd in the World Muslim Travel Index, which is 10 times higher than previous year's position. Also, within the framework of the I

¹ Navruz-Zoda Bakhtiyor, Ibragimov Nutfilllo, Rakhmanov Akmal, The destination marketing tools for seven Sufi Saints of Noble Bukhara , Conference Paper · June 2017

International Forum on Ziyorat Tourism, held on February 21-23, 2019 in Bukhara, a Memorandum of Understanding and Bilateral Cooperation was signed between the State Committee of the Republic of Uzbekistan for Tourism Development and the CrescentRating agency. According to the agreement, CrescentRating signed an agreement with the State Unitary Enterprise "Tourism Services Certification Center" the introduction of a rating of Muslim hotel service in tourist organizations of the country. The development of Islamic tourism in Uzbekistan allows current and future generations learn about the glorious heritage of Islam, and ensure economic sustainability. Already from 9th century Islam dictates in politics, calligraphy and architecture by providing enormous perspectives in science and education. Considered as one of the primarily philosophies, Tasavvuf (mysticism) school, its material and nonmaterial heritage had begun from the territory of current Uzbekistan, where esteem of educational ideas have been continuously used for inter-cultural and inter-religious relationships. Along with the architectural monuments, historical and archeological sites of cities Tashkent, Samarkand, Bukhara, Khiva, Termez, the pilgrimage plays remarkable role of domestic and international tourism. Particularly, Bukhara, known as the noble city, for being homeland of great thinkers, including seven holy Sufi saints. Sustainable using of tourism potential assures an achievement of territorial growth. The aim of this paper is to introduce the scientific and practical substantiation of Destination Marketing tools, in order to improve competitiveness of "Seven Sufi Saints" as the destination.

All above mentioned pilgrimage sites of Uzbekistan bear witness that the country can attract all nationalities and all religion practitioners, these places are only the beginning list of unrepeatable worship spots.

Therefore, we can say with confidence that Bukhara is the third holiest place of pilgrimage in the Islamic world after Mecca and Medina. In conclusion, if all Muslims in the world make the pilgrimage to Mecca and Medina during the month of Eid al-Adha, they will receive the Muslim title of Haji (Arabic. - "pilgrim") - an honorary title given to a Muslim who successfully completed the Hajj ceremony in Mecca. Pilgrimage tourism has become a tool for job creation, poverty reduction and sustainable human development. Pilgrimage tourism promotes international understanding and supports local crafts and cultural activities. This is an important segment of the country's economy, especially in terms of its contribution to foreign exchange earnings, additional income generation and job creation.

In this case, pilgrimage tourism helps people achieve spiritual maturity and moral purification. These traditional possibilities have acquired a special resonance in an era when modernity and rationalization seem to limit individual self-expression, deny the possibility of the miraculous, and transform the world into a rationalized, economy-oriented environment.

In short, the three main benefits of religious tourism are classified:

1. Religious tourism raises awareness of the common heritage of humanity and provides resources for its preservation.
2. It can promote local development as well as economic growth.
3. It reforms cultural understanding.

One thing is clear: in a critical period, in a period of fierce competition, when there are various disagreements and misunderstandings, various diseases appear, and when people are gripped by despair, pilgrimage tourism acts as a torch to save people from despair and its importance. It is increasing even more than other types of tourism.

The Asia-Pacific region is blessed not only with religious sites, but also because it is the center of pilgrimage centers, religious festivals, and other related cultural events of a religious nature."

It seems that there is a huge potential in tourism in the region, and especially in our country, and it is becoming one of the strategic parts of the economy. Therefore, thanks to the development of tourism, in particular, with the development of pilgrimage tourism, we can achieve the following goals:

The State Committee for Tourism Development of Uzbekistan has registered the number of places of pilgrimage that visitors from all over the world can take. There are about 100 of these holy shrines that can be visited not only by Islam, but also by Christians, Buddhists, and Jewish believers. Most of the listed sites are located in Khiva, Samarkand and Bukhara.

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