

DYNAMICS OF HALAL TOURISM DEVELOPMENT IN UZBEKISTAN

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Abstract:

This article discusses the problems and prospects, as well as the dynamics of the development of Halal, or Islamic, tourism in Uzbekistan based on the presence of cultural Islamic heritage, objects associated with Sufism, pilgrimage and holy sites. The international experiences of development, the specifics of infrastructure creation are analyzed, and the basics of Halal tourism planning are considered, taking into account the socio-cultural aspects of the destination. The historical and socio-cultural prerequisites for the development of Halal tourism in Uzbekistan were analyzed. According to preliminary data, the Halal tourism segment in Uzbekistan is in the process of being born, and with appropriate planning, this niche can become an example of sustainable tourism, especially with regard to the positive impact on local socio-cultural traditions and features.

Keywords: Halal tourism, development potential, socio-cultural influence, pilgrimage, Islamic culture, mausoleum, halal hotels.

Currently, the development of Halal services in the hospitality and tourism industry has a positive trend. According to Crescent Rating¹, in 2018 the number of Halal tourists in the world amounted to 140 million, and by 2026 they are projected to increase to 230 million.

The global trend in the development of the Halal hospitality and tourism industry largely determines the growth in the number of publications in this area and the expansion of research topics. Thus, the world academic literature reflects the results of works devoted to the peculiarities of Islamic tourism [Battour, Ismail, Battor, 2010], Halal tourism [Boğan, Sarıışık, 2019], the needs of Muslim tourists [Oktadiana, Pearce, Chon, 2016] and the activities of hotels providing Halal services [Henderson, 2010]. Halal tourism is understood as tourism organized in accordance with the norms of Islam and intended for those Muslims who are interested in observing their religious traditions while traveling [El-Gohary, 2016].

Uzbekistan, being a part of the Islamic world, was considered the cultural center of Central Asia. Even during the Eastern Renaissance, this region contributed to the development of Islamic culture, science and art. The heyday of Islamic culture in this country occurs in the Middle Ages, namely from the 9th to the 17th centuries, since the development of the Samanid, Karakhanid, Khorezmshakh dynasties, as well as after the Mongol conquests and the age-old decline by the revival of Islam by the Tariqa orders such as Kubraviya and Naqshbandiya and the Timurid dynasties, after the Sheibanids.

Recently, since January 1, 2020, the Bukhara has become the capital of Islamic Culture. This decision was made at the 9th Conference of Ministers of Culture of the member States of the Organization of Islamic Cooperation (OIC). On December 18, 2019, at the 11th Islamic Conference, the cities of Bukhara (Uzbekistan), Cairo (Egypt) and Bamako (Mali) were approved as the capitals of Islamic culture in 2020. And also, in addition, since 2020, the Khiva city of the Republic of Uzbekistan has been declared by the organization the Turkic capital of the culture of the Turkic world.

This tradition of declaring three cities of Muslim countries every year is carried out by the Islamic Organization for Education, Science and Culture (ISESCO).

Cities are elected annually from three Islamic regions – the Arab World, Asia and Africa. Before that, in 2007, the Islamic Educational, Scientific and Cultural Organization (ISESCO) declared Tashkent, the capital of Uzbekistan, one of the three capitals of Islamic culture.

As a rule, the capital of Islamic culture undertakes to hold a conference of ministers of culture of Islamic countries, which takes place every two years. Throughout the year, the city chosen as the capital hosts events and events aimed at presenting its culture and Islamic heritage. And this, in turn, helps in the development of the sphere of pilgrimage, Halal or as it is also called Islamic tourism. In the future, for the development of Halal tourism in Uzbekistan, it becomes important to solve some issues and problems related to the provision of Halal services.

It is well known that Uzbekistan is known in the world for its places and sacred Islamic shrines. Based on this, our country is an attractive tourist destination for pilgrims who want to visit it because of the presence of pilgrimage scholars of the Islamic world, ziyarats of Sufi sheikhs and saints. And it is also the cultural center of Islam in the country there are many different historical places, madrassas, mosques, mausoleums and Sufi monasteries - khanaks.

Tourists can be attracted by Muslim Halal gastronomy and works of applied crafts of the local population.

To date, one of the significant moments and elements of the tourism industry is the catering of guests. Getting acquainted with the sights of the city, tourists at the same time want to know about the peculiarities of the national life of that country. Local cuisine can be considered as an important tourist resource of the territories, it is important to maintain and promote various food options, which allows you to preserve the regional characteristics of the territory and increase its attractiveness and attractiveness for tourists.

The service under the "Halal" brand is particularly relevant in the light of the legislative documents adopted in the country aimed at the development of tourism. Thus, the Decree of the head of state "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan" refers to the introduction of a visa—free regime with citizens of 7 countries, most of which are Muslim. Thus, the development of such tourism will increase the attractiveness of Uzbekistan for residents of

these countries. After all, according to some data, out of 1.6 billion Muslims, more than 150 million travel annually.

In the "Crescent Rating" rating of 2022, Uzbekistan ranks 9th in this type of tourism. In these conditions, an important factor in the development of the hotel business is the knowledge and study of the Halal concept.

Uzbekistan needs to develop and develop Halal service technologies, as well as train and train qualified service personnel corresponding to Islamic canons.

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