Organization of Halal Food in Pilgrimage Tourism

Hayitov Bekhruz Zhobirovich
Bukhara College of Tourism and Cultural Heritage, Lecturer of Department of Tourism and Economy, Master student of BukhSU, Department of Tourism and hotel management

Abstract: The article deals with the issues of legal regulation of relations in the field of tourism activities, especially activities such as religious tourism and pilgrimage. The article substantiates the conceptual difference between these concepts, of which differences in approaches and principles for providing relevant tourism services are necessary.

The significance of the impact of religious tourism on the economy of individual countries and regions of the world, religious centers. The article analyzes the conceptual regulation of tourism activities in the Republic of Uzbekistan and considers unique state programs for developing tourism and pilgrimage. And also how to organize halal food on tourist tours.

Keywords: Tourism, religious tourism, pilgrimage, pilgrimage tourism, a segment of Muslim tourists, halal tourism, halal food, tourism activities.

Introduction. Tourists are showing increasing interest in halal tours created for Muslims, who intend to observe all the norms of religion, even during a beach holiday.

Five primary standards distinguish halal tours. Firstly, during a holiday, based on the "halal" principle, tourists at the hotel are provided with only food permitted by Muslim postulates. Secondly, there should be a mosque not far from the hotel and prayer rugs in the hotel itself. Hotels should be free of Islamically prohibited items, and TV channels "not for children" should be blocked. In addition, the hotel must provide separate services for men and women (separate baths, spa treatments, etc.). "Muslims usually travel in families with at least two or three children. Therefore, the hotel and the beach should be adapted for families. By the way, a halal beach holiday will cost more.

The philosophy of the development of halal tourism in the world is respect for culture and traditions, as well as support for the safety and friendliness of Muslim customers.

Halal destinations are concentrated in such countries as Turkey, Malaysia, United Arab Emirates, Iran, Lebanon and some others, upon request.

Uzbekistan is actively developing pilgrimage tourism. Many today are asking themselves the question - what kind of direction is this and will it harm the multi-confessional society of our country? Can fanatics and extremists enter Uzbekistan under the guise of pilgrims? Can the situation in Afghanistan affect the religious consciousness of Uzbeks? We discussed all this with the doctor of historical sciences, Shukhrat Mukhamedov.

- In recent years, Uzbekistan has been actively developing pilgrimage tourism. In your opinion, what is the reason for this?
- Pilgrimage tourism in our region has continuously developed. However, it is necessary to distinguish between pilgrimage tourism (visiting holy places associated with Islam) and pilgrimage tourism, which involves visiting places of worship of other religions. Since 2019, some government decrees have been published in Uzbekistan on developing pilgrimage tourism among local and foreign pilgrims.

In government documents, a significant role is given to the creation of infrastructure in this area -
high-quality roads, hotels, the halal food industry, providing retail outlets located in the territories of holy places with souvenirs, biographical books and brochures about prominent theologians and thinkers who lived on the part of our country in various era of historical development, thematic video products. After all, the most important thing is not just to pilgrimage to shrines but to get information about these great personalities, the historical development of our country and the region visited in the past.

In addition, if properly organized, this direction of tourism provides an opportunity for the spiritual enrichment of people and brings good injections to the budget. For example, domestic pilgrimage tourism in China is one of the most highly profitable items in the country's economy. Considering that millions of followers of the great theologian Imam al-Moturudiy, who lived in medieval Samarkand and wrote many great works on Islam, live in Indonesia and Malaysia, we can expect that the arrival of pilgrims from these countries will give a good incentive for the development of tourism in our country.

- Some Uzbeks are suspicious of such concepts as pilgrimage tourism. They fear that under the guise of pilgrims, people spreading ideas alien to honest Islam can enter the country. Is this fear justified?
- I disagree with such fears because government documents regarding pilgrimage tourism also provide for such risks.

In general, as can be seen from press publications, the special services of Uzbekistan, in cooperation with international organizations, monitor the movement of radical elements, not only adherents of Islam but also other fundamentalist religious movements, to create extreme situations and provocations on the territory of our country. These attempts are severely suppressed in the name of peace and tranquility of our people.

- It is evident that the revived interest in religion has two sides - "good" and "bad." What can you say about this?
- Of course, any religion is a powerful tool of ideological influence. Under religious banners, wars are made, people are destroyed, countries and cities perish.

Discussion and analyses. Religious tourism plays a vital role in international and Uzbek domestic tourism. People go on pilgrimages to Holy places and religious centers. They strive to take part in religious ceremonies, pray and assert themselves. Religion influences the formation of self-awareness and stereotypes of the behavior of people, communities and even people. It is an element of the social system and in many cases, the most important.

Given the foreign policy situation in the world for 2021-2022, we can safely state that one of the primary tasks will be the development of domestic tourism, which makes the topic of work relevant.

The subject of the study will be the features and prospects of such a direction as religious tourism.

T.T Hristov defines Religious tourism as a direction of tourist activity, with religious excursion and pilgrimage purposes for 24 hours to 6 months. Religious tourism should be understood as activities related to providing services and satisfying the needs of tourists traveling to holy places and religious centers outside their usual environment[2].

In religious tourism, a trip to a reasonably remote city or area to worship some shrine, participate in religious activities, or visit museums and exhibitions will be considered a departure from the typical environment.

According to the Uzbek scientist Z.B. Navruz-zod, Traveling is an opportunity to search for yourself, hope for spiritual enlightenment, convey your request and prayer, a way to touch the primary source of faith, awareness of one's faith and the meaning of being. Pilgrimage is an opportunity to turn to the Almighty through a saint, calm the mind and soul, understand the truth
of holiness, and go the path of solitude and purification[3].

In Central Asia, this type of pilgrimage is called Ziyorat, which means visiting holy places.

Uzbekistan has always been the center of the intersection of many cultures and civilizations; different religions were preached here, and therefore unique monuments related to Islamic, Buddhist, and Christian faiths.

Research Methodology At work, the goal is to create a new tour. Product, to prove its feasibility and its right to exist in the domestic tourism market. To achieve the plan, you will need the following:

- research potential competitors working in the religious direction
- explore the marketing environment of the domestic religious tourism market
- analyze the tourism products created by competitors across multiple locations
- identify the strengths and weaknesses of existing tour products
- systematize and study data on the consequences of potential competitors
- Based on the studied material, create a new tourist route that compares favorably with the previous ones.

Uzbekistan has a severe potential for the development of tourism. The country has over 7.4 thousand cultural heritage sites, of which 209 are included in the list of objects.

UNESCO World Heritage Site. In addition, there are 11 national natural parks and state reserves, 12 nature reserves, 106 museums and many other objects in the republic - which can attract tourists.

The objects of attraction of religious tourists are holy places and religious centers.

Trips there may be due to cult acts or holidays at certain times of the year.

Tourists are mainly interested in excursions with visits to mosques, mausoleums, museums and exhibitions. Moreover, these tourists may or may not be adherents of the religion whose objects they visit and may also be generally non-religious people.

Decree of the President of the Republic of Uzbekistan dated February 9, 2021 No. UP-6165 On measures for the further development of domestic and pilgrimage tourism in the Republic of Uzbekistan defines the tourism industry. This above-mentioned decree contains several applications[1]:

- a plan for the formation of domestic tourism flows at large objects of material cultural heritage of the Republic of Uzbekistan;
- a program of measures to form a tourist flow and create the necessary conditions for tourists in the Republic of Uzbekistan;
- plan of measures for targeted promotion of the potential of pilgrimage tourism of the Republic Uzbekistan in foreign countries;
- composition of the interdepartmental commission for prompt consideration of transport and logistics;
- amendments and additions to some acts of the President of the Republic of Uzbekistan.

On January 5, 2019, another, much more “large-scale” document was adopted, defining the Concept for the development of the tourism sector in Uzbekistan in 2019-2025. This concept provides:

- Improving the legal framework in the field of tourism;
- development of tourist infrastructure and formation of an accessible and comfortable
tourist environment;

- development of transport logistics, expansion of external and internal routes;
- diversification of the tourism product and services focused on various segments of the tourism market;
- development of domestic tourism;
- promotion of the tourism product in the international and domestic tourism markets, strengthening the image of the country as safe for travel and recreation;
- improving the system of training, retraining and advanced training of personnel for the tourism industry.

In addition, the resolution provides for further liberalization of the visa regime, namely:

1. From February 1, 2019, a visa-free regime is established for a period of 30 days for citizens of 45 countries;
2. From February 1, 2019, the list of countries whose citizens have the opportunity to obtain an electronic entry visa is expanding to 76 countries;
3. From March 15, 2019, double-entry (with a consular fee of $35) and multiple-entry (with a consular fee of $50) visas with a validity period of 30 days are introduced;
4. additional (non-electronic) categories of entry visas are introduced for certain groups of foreign citizens:

"Vatandosh" - 2-year visa for natives of Uzbekistan and their families;
"Student visa" - a one-year visa for foreign students studying in educational institutions of Uzbekistan;
"Academic visa" - a visa for a period of 2 months to 2 years for foreign citizens who wish to conduct research and teaching activities in Uzbekistan;
"Medical visa" - a visa of up to 3 months for foreign citizens entering for treatment;
"Pilgrim visa" is a pilgrimage visa issued for up to 2 months to foreign citizens at the request of tourism organizations and the Committee for Religious Affairs under the Cabinet of Ministers.

Target indicators for the implementation of the Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025

Number of foreign tourists visiting Uzbekistan (thousand people)

Export of tourist services (million US dollars)
In total, as expected, the number of foreign tourists by 2025 will be 9 million people, and the export of tourist services will increase to 2.2 billion US dollars, that is more than double from current levels. Whether these forecasts will be realized will be shown in the coming years[5].

Objects of ziyorat tourism On the territory of Uzbekistan there are many holy places related to Islamic culture and its current of Sufism, as well as other religions. The most valuable monuments are recognized as UNESCO World Heritage Sites. Among them is the city of Bukhara, called in the Islamic world Bukhara Sharif, which means Blessed Bukhara. The city of Samarkand, which has a huge number of priceless monuments. The city of Shakhrisabz is the birthplace of Amir Temur.

Of course, these cities have an ancient and rich history, they have undergone significant changes throughout their lives[3].

Ziyorat tourism, also known as pilgrimage or religious tourism, is travel to places that are significant to Muslim culture. For example, according to memorial complexes and shrines. As part of such tours for pilgrims, the organizers of ziyorat trips create a special comfortable environment by placing them in hotels according to halal standards, as well as providing halal food[2].

The emergence of Christianity in Central Asia is associated with the names of the apostles Thomas and Andrew the First-Called, who preached in this territory at the beginning of the first millennium.

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

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

Directly, the Orthodox Church in Uzbekistan begins to form along with the arrival of the Russian Orthodox Church in Central Asia after the accession of the main part this region to the Russian Empire and the formation of the Turkestan Governor-General (1867).

Buddhist heritage In 1968, a statue of Buddha was discovered on the territory of old Termez, and since then this the earth became the main object for the study of many scientists archaeologists, later the most ancient Buddhist temple complexes were discovered: Fayaztepa (1st century BC - 3rd century AD), Kampyrtepa, Karatepa. And the discovery of elements of the famous Airtam frieze depicting ancient musicians was evidence that Buddhism was once preached on the territory of this region and elements of Hellenistic culture were revealed. Now terracotta bas-reliefs of the frieze are stored in the State Hermitage Museum in St. Petersburg.
What benefits ziyorat tourism can bring to the economy of Uzbekistan

Uzbekistan has high hopes for the tourism sector - since the beginning of the year, more than a million people have already visited the country. According to the Ministry of Tourism of the Republic in 2022, more than 5.2 million people visited the country.

This figure is 3.4 million people or 2.8 times higher than the corresponding period last year[6].

Currently, we are seeing that the number of foreign citizens arriving in Uzbekistan is growing from year to year at a higher rate (2-figure). Uzbekistan was visited by 5.2 million people in 2022. Of these: Kazakhstan - 1551.1 thousand, Tajikistan - 1447.8 thousand, Kyrgyzstan - 1356.9 thousand, Russia - 567.7 thousand, Turkey - 75.6 thousand, South Korea - 19.9 thousand.

Why does Uzbekistan have the potential to develop ziyorat tourism? Many large objects collected in response to this amount - 3.5 attitude towards Islam. They are mainly located in Bukhara, Samarkand and Tashkent.

The segment of Muslim tourists around the world, meanwhile, is developing - according to CrescentRating, a group specializing in Muslim tourism, by 2026 there will be 230 million Muslim tourists.

Uzbekistan received two awards at once in Singapore, at the Halal In Travel summit dedicated to the development of the Muslim tourism market.

Conclusion. For the purpose of pilgrimage, Uzbekistan has established a visa-free regime for citizens of more than 90 countries, and citizens of 57 countries have the opportunity to obtain a visa electronically. Speaking of visas

It should be noted that a special category of visas has appeared in Uzbekistan - pilgrimage, or Pilgrim visa.

It is issued for up to two months at the request of the subjects of tourism activities and the Committee for Religious Affairs. Individuals also strive to attract pilgrims - for example, in Uzbekistan, the number of restaurants with a halal certificate has increased. In addition, specialists in Muslim tourism appeared among the guides. Islamic Academy.

Organized courses to improve the skills of guides and translators working in the direction of Muslim tourism. At the moment, Uzbekistan offers more than ten programs that introduce tourists to the Islamic cultural heritage of the country.

Elementary analytics show that they can provide the country with millions of tourists betting on neighbors.

Who does Uzbekistan rely on when developing pilgrimage tourism? Of course, first of all, to neighboring states. Firstly, citizens of the post-Soviet countries do not need a visa to Uzbekistan, and secondly, it is easy for them to get to the republic. That is why the data of the State Statistics Committee on the tourist flow to Uzbekistan for May of this year are as follows: most of the May holidays in the country were spent by Kazakhstanis (almost 170,000 travelers out of 503,000 tourists per month).

In second place is Kyrgyzstan (141 thousand people), and in third place is Tajikistan (116 thousand people). Russians also actively visited Uzbekistan - 47.5 thousand Russian tourists chose our country in May.

And now the most important thing: in all the countries noted above, there are many Muslims, that is, a potential audience of Uzbek pilgrimage directions. According to Sputnik Azerbaijan, as of 2022, there are more than 13 million people in Kazakhstan who profess Islam, in Kyrgyzstan - almost 4.7 million people, in Tajikistan - 7.6.
The Muslim population is also very high in Russia, where there are about 20 million citizens who profess Islam. Perhaps that is why since last year Uzbekistan has been actively developing cooperation with Russia also in the direction of pilgrimage tourism. So, in 2021, Uzbekistan presented the possibilities of pilgrimage tourism in Makhachkala and Kazan [4].

In Uzbekistan, there are quite a lot of sacred places with a thousand-year history, which, of course, arouse interest and attraction among the people kindred to the Uzbeks. It is easy to calculate what the economic effect will be if the tourist flow really forms. The average cost of a pilgrimage tourism package in Uzbekistan is $700. Assuming that at least 1% of Muslims from neighboring countries buy one tour package each, Uzbekistan will receive about $350 million.

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