

profit generated in the process of service is the difference between the money received (revenue) and the costs after the service is rendered.

In the context of the digital economy, it is very necessary to pay attention to the following when analyzing the provision of material resources of enterprises and their effective use:

- determining the level of provision of necessary material resources of enterprises;
- determining the volume, complexity, quality and level of orderliness of the supply of material resources to the enterprise;
- determining the timely conclusion of inter–enterprise contracts for the supply of material resources (establishing an electronic platform for this purpose);
- checking the closeness of the fixed plan of material and equipment supply to reality;
- calculation of transport preparation costs;
- determining indicators of effective use of materials and quantitatively calculating their impact on the volume and cost of services provided;
- identification, analysis, etc. of unused internal capabilities.

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DEVELOPMENT OF PILGRIMAGE TOURISM IN THE REGION: WAYS TO IMPROVE

G.D. Khasanova

Bukhara, Uzbekistan

Bukhara Engineering Technological Institute

This article will discuss the development of visiting tourism in the region thought was made about ways of improvement. The article is particularly extensive on pilgrimage tourism. Therefore, the article presents a forecast of target indicators for the development of the tourism sector in the Bukhara region in 2022 — 2026.

Keywords: *Tourism, sustainable tourism, pilgrimage tourism, Muslim Tourism, Organization of Islamic Cooperation, Tourism concept “Tabarruk pilgrimage”, “SEVEN PIRS”.*

РАЗВИТИЕ ПАЛОМНИЧЕСКОГО ТУРИЗМА В РЕГИОНЕ: ПУТИ УЛУЧШЕНИЯ

Г.Д. Хасанова

Бухара, Узбекистан

Бухарский инженерно–технологический институт

В этой статье будет обсуждаться развитие выездного туризма в регионе, были высказаны соображения о путях улучшения. Статья особенно подробно посвящена паломническому туризму. Поэтому в статье представлен прогноз целевых показателей развития туристического сектора Бухарской области на 2022 — 2026 годы.

Ключевые слова: *туризм, устойчивый туризм, паломнический туризм, мусульманский туризм, Организация исламского сотрудничества, туристическая концепция “Паломничество Табаррук”, “СЕМЬ ПИРСОВ”.*

President of the Republic of Uzbekistan SHavkat Mirziyoev, in his speech at the first summit of the Organization of Islamic Cooperation, spoke specifically about global climate change, soil degradation, depletion of land used, desertification and drought issues using the organization's Action Program for 2016-2025.

The role of sustainable tourism, including pilgrimage tourism, in solving such global and regional problems is incomparable. Sustainable tourism is such an industry that it meets the needs of society and maintains successes, creating opportunities for the future.

There are more than 200 types of tourism in the world, among which pilgrimage tourism is one of the rapidly developing, promising areas. In our country, previously limited to historical, cultural tourism, in the last five years, special attention is paid to Safari (Desert), ethnographic, gastronomic new directions, as well as pilgrimage tourism. Because it is the same fact that Uzbekistan has high potential in this regard and cannot fully take advantage of its capabilities.

Known as the cradle of Islamic civilization, the center of enlightenment and culture, our country has grown allomas, thinker scientists, scribes and great saints who have contributed to the development of our religion, the development of World Science. There is a high need in the world to visit their shrine and blessed steps. For this purpose, that is, a pilgrimage tourism was formed, aimed at closer transportation with other cultures, gaining historical knowledge of the history of another territory, sacred shrines, visiting blessed destinations.

Pilgrimage tourism is a secular journey or prayer of travelers and pilgrims to sacred places located outside the usual living environment with the aim of gaining religious (life of Saints), historical (history of Holy Places) information, expanding the philosophical worldview, obtaining spiritual and aesthetic pleasure from architecture and works of art in shrines. 3.5 thousand tourist facilities in the country are directly related to the religion of Islam. Most of them are located mainly in Bukhara, Samarkand and Tashkent.

According to a group specializing in CrescentRating Muslim tourism, the Muslim tourist segment is currently increasing. The number of Islamic tourists on the planet will reach 230 million as of 2026.

Uzbekistan today is becoming more widely known as a country that opens up new opportunities to the world, is developing steadily, is safe for pilgrimage and travel. The approval of the tourism concept "Tabarruk pilgrimage" by the president of the Republic of Uzbekistan, the recent Shanghai Cooperation Organization's Declaration of 2023 as the year of Tourism Development in the member states of Uzbekistan at the Samarkand summit showed its international importance more clearly. Of course, the reforms being implemented are an important factor for the visit of foreigners to our country.

Uzbekistan has a great potential in pilgrimage tourism—more than a million tourists have visited the country since the beginning of the year. According to the forecasts of the Ministry of tourism, by the end of the year, the number of tourists can reach 4.5 million people.

Currently, pilgrims from the countries of Indonesia, Malaysia, India, Pakistan, Bangladesh and arab countries with a high potential for pilgrimage tourism are prescribed to increase the number of visits to the historical cities of our country, in particular to Bukhara.

We know that Bukhara is revered by such names as the center of Islam, sharif city, proud City, imam of cities. The city is also known and famous, especially because it was the ground that founded the Naqshbandi sect. Today, 40 million in the world there are more than naqshbands. Most of them live in Turkey, Malaysia and Indonesia. The fact that the seven piri shrines of this sect are also in the same place, namely Bukhara, has always appealed to Muslim pilgrims, especially the Naqshbandi.

Prophet Muhammad (s.a.the piru comils of the "Silsiri zahhob" (gold chain) rings from tenth to sixteenth, beginning with v), are a pilgrimage route where Abduholiq Ghijuwani, Orif Revgari, Anjir Faghnawi, Ali Romitani, Boboyi Samosiy, Amir Kulol and Bahouuddin Naqshband are on the same land are rarely found in Muslim countries.

Popularly known as the "SEVEN PIRS", these shrines that make up the 160 km pilgrimage route located in the five districts of the Oasis are today included in the international pilgrimage

route. As part of the state programs, the pilgrimage routes began to be repaired. The establishment of hotels in each shrine that met halal requirements extended the duration of stay in the Oasis while providing comfort for pilgrims.

Today, 29 objects in Bukhara are included in the direction of pilgrimage tourism. But there are also many other shrines in the OASIS, where the infrastructure is not good, so it is stuck at the local level. There are 83 such shrines and holy steps in the 500-acre Old Town section of Bukhara alone, and more than 200 in the Oasis districts. The allocation of 40 billion soums from the local budget to improve the infrastructure of pilgrimage tourism facilities in Bukhara according to the instructions of our president will be an important step in the inclusion of shrines in the International direction.

Ensuring the implementation of the state program on implementation of the “new Uzbekistan development strategy for 2022–2026” in the “year of glorification of human dignity and active neighborhood”, approved by the decree of the president of the Republic of Uzbekistan No. 60 of January 28, 2022, also in order to implement a separate program for the rapid development of tourism in the Bukhara region, the resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated September 28, 2022 “on measures for the further development of the tourism sector in the Bukhara region in 2022–2026” was adopted.

In accordance with this decision, the target indicators of the development of the tourism sector in the Bukhara region in 2022-2026 were forecasted (Table 1).

Table 1

Tourism sector in Bukhara region in 2022–2023 targeted development indications

№	Specification name	2022 year	2023 year	2024 year	2025 year	2026 year
1.	Number of visits of domestic tourists (million people)	2,4	2,9	3,4	3,8	4,1
2.	Number of foreign tourists (thousand people)	450,0	900,0	1,200	1,500	1 800
3.	Exports of services (mln us doll)	121	200	230	270	300
4.	Number of rooms in accommodation facilities (thousand)	5,399	6,131	6,721	7,336	7,976
5.	Employment level of the hotel nomyer Foundation	45,0	51,0	61,0	71,0	93,0
6.	Number of seats in placement vehicles (thousand)	12,147	13,672	14,902	16,182	17,512
7.	Number of hotels (PCs)	178	198	218	238	258
8.	Number of family guest houses (PCs)	264	314	325	335	345
9.	Number of hostels (PCs)	55	61	66	71	76
10	Increasing the level of coverage of the Internet (taking into account 4G and 5G technologies)	7	8	9	10	11

Also, in accordance with this decision, the main goal was to increase the number of foreign and domestic tourists in Bukhara region to 5 million in 2022 — 2026, and export volume to 600 million US dollars.

The Ministry of tourism is tasked with increasing the number of flights to Samarkand, Bukhara and Tashkent from the countries of Indonesia, Malaysia, India, Pakistan, Bangladesh and arab countries with high tourist potential. In this regard, the Islamic Academy, The Silk Road University, has been commissioned to develop scientifically based approaches for countries with a high flow of pilgrimage tourism in the term.

The decree of the head of our state “On measures for the further development of domestic and pilgrimage tourism in the Republic of Uzbekistan” is of particular note with its focus on bringing pilgrimage tourism to a new level. The decree includes a number of important issues on

the progress of pilgrimage tourism and its prospects, which determine the specific and systemic development trends of the industry.

In the coming days, in cooperation with the responsible organizations, it is planned to turn the imam Moturidi memorial complex into a pilgrimage center and develop a concept for the restoration and improvement of 8 Great Ulama graves around it, a “road map” for its implementation. This is also one of the most important issues and serves to organize work in this direction systematically and efficiently in a timely manner. In turn, it sets the stage for millions of people following the moturidia doctrine to become the center of pilgrimage.

The initiative to create a thematic alley in the city of Samarkand, reflecting the heritage of the Islamic religion, the heritage of the existing religious figures of the region and the objects of material cultural heritage will also be an important residence for any tourist who comes to our country to receive complete information about our rich history, great allusions.

The issue of building and developing an innovative museum in Bukhara, which provides information about the history of Islam and personalities popular in the Muslim world, will also be a project that will literally reflect the harmony of history and today.

In the same direction, the International Islamic Academy of Uzbekistan is preparing specialists. In particular, in this higher educational institution, a student reception is organized in the direction of “pilgrimage tourism”, the Departments of Islamic Studies and the study of Islamic Civilization — ISESCO and UNESCO and Comparative Study of world religions are functioning. In the city of Samarkand, the Silk Road Tourism International University is also growing a reserve of qualified personnel in this area.

In particular, a propaganda team of our experienced imams–Khatibs was formed in order to widely promote the rich scientific heritage of great allomas in our country, as well as Imam Moturidi, Imam Bukhari, Imam Nasafi, Naqshbandi and Yassawi. The group will now be shipped to countries such as Russia, Kazakhstan, Turkey, Malaysia, Indonesia and Pakistan under the plan.

Today, special attention is also paid to the development of domestic pilgrimage tourism. In particular, significant work is also being carried out within the framework of the program of regional shrines in order to fully inform our young people of who their ancestors are, introduce them, teach our glorious history, bring them to adulthood as worthy successors to our great–grandfathers. Moreover, at present, practical efforts are being made by the Working Group to open tourist firms serving pilgrimage tourism in every region of our country. Such efforts will be further revived after the decree of our president, and the economy of our country will become richer by the development of Tourism.

In general, pilgrimage tourism has an unparalleled role in delving into the history of Islam and culture, increasing the tourist prestige of our country, making it known as a center of pilgrimage tourism. With foreign experience in the implementation of work in this regard, it is advisable to attract experienced specialists in the field, scientists conducting research. Establishing a sphere based on scientific approaches is equivalent to pouring a solid foundation. After all, it has already been proven that any work relying on science will pay off more than expected. There is no doubt that the focus on the industry, state reforms, far–sighted programs will turn our country into a crossroads of travel, a center of Tourism.

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