

THEORETICAL AND METHODOLOGICAL BASIS OF ENHANCING THE CAPACITY OF PILGRIMAGE TOURISM

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Abstract. This article extensively discusses the issues of beautifying pilgrimage sites and turning them into tourist attractions, based on the fact that in recent years the state has done a lot of work to regulate and support the formation and development of pilgrimage tourism, and its positive impact on the country's economy. Also, the main conditions for improving the state policy for the development of the pilgrimage tourism sector and the system of state regulation of the pilgrimage tourism industry in the near, medium and long term are substantiated.

Keywords: Pilgrimage tourism, potential, efficiency, methodological foundations, development strategy, tourism management, international experience.

Introduction. The tourism industry is emerging as an important component of world economic and cultural relations. Pilgrimage tourism occupies a special place in it and develops based on people's interest in religious values and cultural heritage sites. Pilgrimage tourism is not only economic efficiency increase, maybe intercultural communication It also performs urgent tasks such as strengthening the national identity, preserving the national heritage, and ensuring social stability in society.

Today, the issues of effective use of the potential of pilgrimage tourism and increasing its effectiveness are at the center of scientific research. Experiences observed in various regions show that the development of special infrastructure for this type of tourism, improving the quality of services, and introducing systematic management approaches are of great importance .

In this context, the need to deeply study the theoretical and methodological foundations of developing pilgrimage tourism and increasing its effectiveness, and to develop improved approaches based on modern scientific views, is recognized as an urgent issue.

In addition, in the current conditions for ensuring the sustainable development of our country's economy, it is of great importance to increase the investment attractiveness of the pilgrimage tourism sector, support the development of the pilgrimage tourism potential using the partnership mechanism of state and private business. According to the author, it is impossible to fully utilize the potential of pilgrimage tourism in urban and rural areas without forming and implementing various new innovative approaches that can qualitatively and quantitatively meet the needs of pilgrimage tourism, based on the established conditions for economic entities serving tourists. Taking this into account, the relevance of this dissertation research is undoubtedly associated with the need to improve the mechanisms for developing the potential of pilgrimage tourism in New Uzbekistan and develop practical recommendations, especially in the current conditions when the pilgrimage tourism sector of our republic has begun its new stage of development after the coronavirus pandemic, ensuring the effective use of the potential of pilgrimage tourism.

Review of literature on the topic. Many fundamental and applied studies have been devoted to the problems of formation, development and use of the potential of pilgrimage tourism in foreign countries and Uzbekistan. By the UN World Tourism Organization (UNWTO)

announcement done in reports pilgrimage tourism global on a scale growth trends, the economic impact of religious tourism and its importance for sustainable development have been widely covered. According to UNWTO (2024), pilgrimage tourism accounts for more than 30 percent of global tourism flows, which confirms its strategic importance. ¹

S. Raj (2022) in his work "Religious Tourism and Pilgrimage Management" discusses the methodological approaches required for effective management of pilgrimage tourism, It analyzes key factors such as infrastructure development and service quality. It proposes an integrated approach as a management model for pilgrimage sites. ²

A. Fleischer and A. Felsenstein (2020) study the impact of religious tourism on the regional economy, modeling visitor behavior, and effective resource management. They believe that the modernization of service infrastructure will dramatically increase the potential of pilgrimage tourism. ³ N. Sayfullayev (2023) in his scientific work "Theoretical Foundations of the Development of Pilgrimage Tourism" proposed a methodology for assessing the potential of pilgrimage tourism in the conditions of Uzbekistan and developing efficiency criteria. ⁴

The analyzed literature shows that infrastructure modernization, improvement of marketing strategies, and increasing the flexibility of the management system are important factors for the sustainable development of pilgrimage tourism.

This The peculiarity that characterizes scientific works is that most authors give different meanings to the concept of pilgrimage tourism potential, focusing on and considering its main functional purpose from the perspective of ensuring demand for pilgrimage tourism infrastructure facilities and pilgrimage tourism products.

Research methodology. Pilgrimage tourism potential increase and his/her analysis and synthesis, induction and deduction in theoretical and practical approaches to ensuring effectiveness, monographic statement, logical and economic-statistical analysis, modeling, comparison, Statistical data grouping, expert assessment, scientific abstraction, and other methods were used.

Analysis and results. Uzbekistan pilgrimage tourism potential incomparable historical-cultural inheritance, ancient monuments and religious to the centers wealth with separated stands. However, this potential complete to come true release for infrastructure development, services of quality

increase and marketing activities reinforcement is required ..

It is worth noting that the application of the concept of "state policy" in relation to the field of pilgrimage tourism is a matter of concern for the Republic of Uzbekistan. is defined in Article 6 of the Law "On Tourism". According to Article 20 of this Law, pilgrimage tourism activities are understood as tour operator and travel agency activities, as well as other activities related to organizing trips. However, in our opinion, there is an ambiguity in the "legal definition" here, the concept of "other activities related to organizing trips" is not clarified. As a rule, other types of activities include various types of economic activities that satisfy the needs of people for various types of travel and pilgrimage tourism.

This part of the definition is important for pilgrimage tourism, because, according to some scholars, pilgrimage tourism "does not lie on the usual vertical plane, like other sectors of the national economy, but rather encompasses a horizontal space that includes enterprises and organizations belonging to different sectors.

Today, the pilgrimage tourism industry is located at the intersection of more than 30 independently existing sectors, and their contribution to the development of pilgrimage tourism is not sufficient. In this regard, the integration of the activities of many related sectors, which have the greatest impact on the formation of the pilgrimage tourism industry, and the contribution of pilgrimage tourism to the gross domestic product share increase for financial, personnel, infrastructural and institutional It is necessary to ensure the coordination of resources . In general, the factors contributing to the development of the pilgrimage tourism industry should, all other things being equal, ensure the solution of the complex of existing problems in the sector and place the country on the world pilgrimage tourism map.

State regulatory measures embodying the state policy for the development of pilgrimage tourism in the country include a wide range of legislative, organizational, financial and economic, information, and infrastructure measures to achieve the priority areas and goals stipulated in strategic and management documents. and to the personnel take appropriate measures includes. This together, each of them provides for the resolution of certain specific aspects of pilgrimage tourism activities from the perspective of current and future tasks of state administration bodies in environmental protection, development of entrepreneurship, culture, sustainable development of rural areas, work with children and youth, sports, and employment promotion, which serve to achieve the long-term interests of the republic in creating a modern economy of innovative development. Theoretical and methodological foundations of pilgrimage tourism The scheme is shown in Table 1.

Table 1**Pilgrimage tourism theoretical and methodical basics scheme**

Fundamentals	Scientific description
Theoretical basics	Tourism economics theories, cultural heritage and religious values management, pilgrimage tourism socio-economic and its role in cultural development.
Methodical basics	Methods of analysis and synthesis, statistics based on empirical data analysis, international experiments comparison and drawing scientific conclusions based on content analysis.

This in the table pilgrimage tourism to develop theoretical and methodical in terms of justification The directions necessary for are expressed. The theoretical foundations include theories of tourism economics, The concepts of cultural heritage and religious values management are presented, and the role of pilgrimage tourism in economic and cultural development is emphasized. The methodological foundations are analysis and synthesis, statistical analysis based on empirical data. analysis, It shows the need to compare international experiences and draw scientific conclusions through content analysis methods.

In the process of increasing the potential of pilgrimage tourism, the theoretical foundations are based on the concepts of tourism economy development and the principles of effective use of rich cultural heritage sites. Historical cities such as Samarkand, Bukhara, Khiva have been formed as important pilgrimage destinations not only for religious, but also for economic and cultural development. Methodological foundations are clearly manifested in the comprehensive approaches taken by the state. In particular, through practical analyses, tourist flows and the quality of services are being assessed, international experiences (for example, the Saudi Arabian

and Turkish models) are being studied and implemented in accordance with national conditions.

Conclusion and suggestions .

Infrastructure for the development of pilgrimage tourism (hotels, transport, information centers) should be planned in accordance with modern requirements and based on scientific analysis. necessary. In this process, dynamic tourism currents forecast and innovative infrastructure design approaches applied must be done .

✓ It is proposed to create a digital platform for pilgrims called "Smart Pilgrimage". The platform will improve the quality of services and user experience by providing real-time information about religious sites, navigation services, virtual tours, online booking options, and security alerts.

In addition, the platform will integrate halal tourism principles. In particular, a map of halal-certified hotels and restaurants, the ability to filter halal when booking, recommendations of halal trade and service centers, and services tailored to users' personal religious needs will be offered. This approach will create convenient, safe and reliable travel opportunities for pilgrims and increase Uzbekistan's competitiveness in pilgrimage tourism.

✓ Our research has shown that the pilgrimage tourism sector has the following economic It was emphasized that it performs the following functions: it produces tourist products; it provides employment to the population provide through employment the problem solution does; national income in creation participation regions; stable development provides; country ransom balance It also plays an important role in the formation and development of entrepreneurship in the country .

✓ Promotion and marketing activities in the development of pilgrimage tourism should be based on scientifically based target audience analysis. It is necessary to develop differentiated marketing strategies for each pilgrimage site and actively enter the global market through digital advertising, social networks and virtual exhibitions.

✓ For pilgrims in Uzbekistan integrated The creation of service clusters is proposed as an innovative solution. Within these clusters, transport, housing, nutrition, cultural services and health storage services one whole ecosystem development in the form of, increases the satisfaction of tourists and the efficiency of their time spent.

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