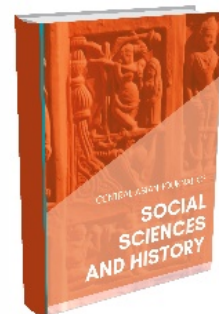




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The Phenomenon of Khalol Tourism (in Context of Uzbekistan)

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ABSTRACT

This article provides a scientific analysis of pilgrimage tourism, which is one of the promising areas of tourism, and Islamic tourism, which is an integral part of it. Halal standards, which are the main indicators of Islamic tourism in the world, its laws and regulations, the requirements and suggestions of pilgrims are studied on the basis of scientific literature. The article also analyzes the types of catering services, hotels. In general, the article reveals the performance of countries in this area on the basis of data from international research organizations.

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Introduction

There are many definitions of the concept of pilgrimage tourism in the scientific literature today. According to Holderness G., pilgrimage tourism is the desire of travelers to travel or pray to holy places and religious centers outside their usual living environment [1]. Although pilgrimage tourism applies to all religions, the interest of Uzbekistan, especially Muslim countries, in this area is very high. This is due to the fact that he has made a worthy contribution to the development of Islamic civilization in Uzbekistan.

Discussion

Today, the number of pilgrims in the Muslim world is growing every year. In particular, according to 2020, 24.6% of the world's population (1 907 110 000 people) were Muslims. There are about 40

million Muslims in Europe. By 2050, the number of Muslims in the world is projected to reach 2,761,480,000 (29.7%), according to the Pew Research Center in the United States [2]. According to the results of this indicator, it is almost equal to Christianity, which ranks first in the world in terms of the number of believers. If about 300 million people visit the world every year [3], 40 million of them (15-20%) are Muslims [4].

It should be noted that Muslim countries have a special place among tourists and pilgrims visiting Uzbekistan today. If we look at the numbers, in 2017, 66% of visitors from Malaysia and 88% from Indonesia visited Uzbekistan. In 2018, 4,1299 pilgrims from Turkey, 5,568 from Pakistan, 2,768 from Malaysia, 2,658 from Iran, 1,589 from Indonesia and 1,580 from the United Arab Emirates visited Uzbekistan.

One of the important components of pilgrimage tourism is halal standards, which is a basic requirement of Muslim pilgrims. In fact, the etymology of "halal" is a term derived from the Qur'an, which means "permitted", "legitimate". The word "halal" also means literary permissible. Hence, the word "halal" in Arabic means "permissible, lawful, justified" [5]. In the Shari'ah, it is said that what is haram, that is, what is not haram, is halal [6]. Halal represents not only prohibition or permission, but also purity, the source of origin of the product [7].

In Islam, the concept of halal in a broad sense represents very specific goals such as maintaining the purity of the religion, protecting the Islamic mentality, preserving life, protecting property, protecting future generations, maintaining self-esteem and maintaining integrity. The concept of khalol is used in all aspects of life, for example in permissible behaviors, speech, dress, behavior, eating. Halal is everything that allows us to improve our lives, in particular, responsibility, balance, healthy lifestyle, individual, personal and social relationships [8].

From the point of view of Muslim law, halal is a universal term that applies to all aspects of Muslim life [9]. In 21st century Islamic spiritual practice, the term "halal" is also used to mean the solution of a number of difficulties and the introduction of opportunities.

According to 2020 statistics, 26% (2.2 billion) of the world's population are Muslims [10], of which 1.6 billion are halal consumers [11]. Today, 156 million Muslim pilgrims participate in the halal tourism market [12]. According to the latest data, the number of visitors to the Muslim travel market is increasing compared to previous years. In particular, in 2000 it was 25 million, in 2010 - 98 million, in 2013 - 160 million, in 2017 - 131 million [13]. In 2019, that number reached 160 million [14].

It should be noted that halal is not an element of the brand, but rather a part of the system of beliefs, rules of ethics, an integral part of daily life. Halal or Islamic tourism has emerged as a new brand in the tourism industry. And halal certification has emerged as a global trade, sophisticated food technology, in response to consumer demand for new conditions. As a result, there is a growing need to produce special halal products and services that are specific to the rapidly evolving market.

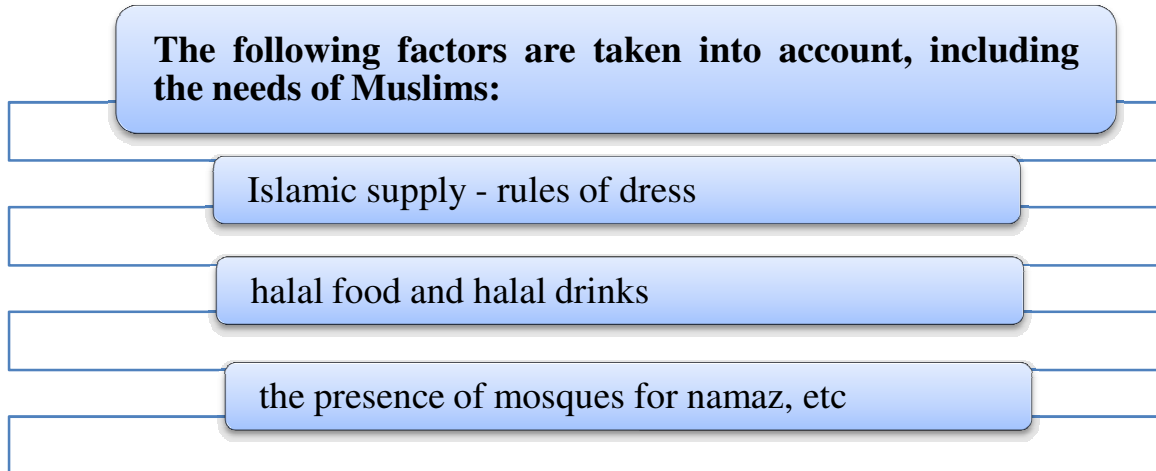
Historically, the halal industry emerged in the 1990s [15]. Today, halal industry is actively developing all over the world, mainly in Muslim countries. The halal industry is not only related to food, but also includes halal service. In order to meet the requirements of Muslim customers, companies are striving to produce products in accordance with Sharia principles and obtain their own certificates.

In addition, pilgrimage tourism for Muslims is also called halal tourism. "Halal tourism" means family recreation, the opportunity to spend the night in affordable accommodation and dine in high-

quality, clean food outlets. It is a service created for people who like low cost and refrain from waste [16]. Halal tourism is an important segment of religious tourism, especially for Muslims who follow the rules of Sharia. Hotels and service entities in this area do not offer alcohol to Muslims, special services are provided for women and men [17].

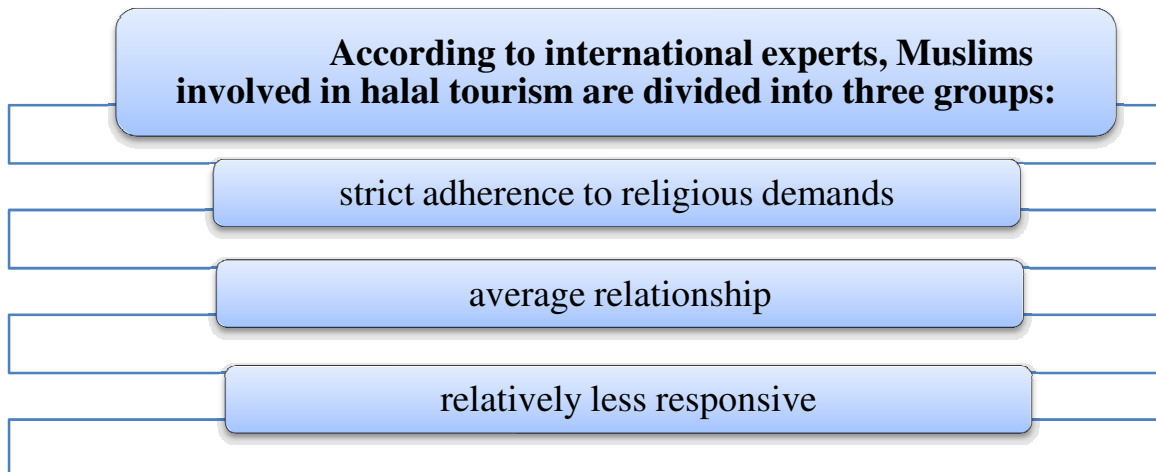
So, halal tourism is a type of travel around the world that takes into account the religious needs of Muslims. Of course, this requires that education, business, or travel all be done in accordance with religious guidelines.

Islamic attributes play an important role, especially in pilgrimage or halal tourism.



According to the study, the following Islamic attributes are important for Muslim countries to attract pilgrims:

- the presence of copies of the Quran and mosques;
- the presence of prayer rooms in tourist facilities;
- the presence of signs indicating the qibla in hotels;
- the presence of halal food in tourist facilities.



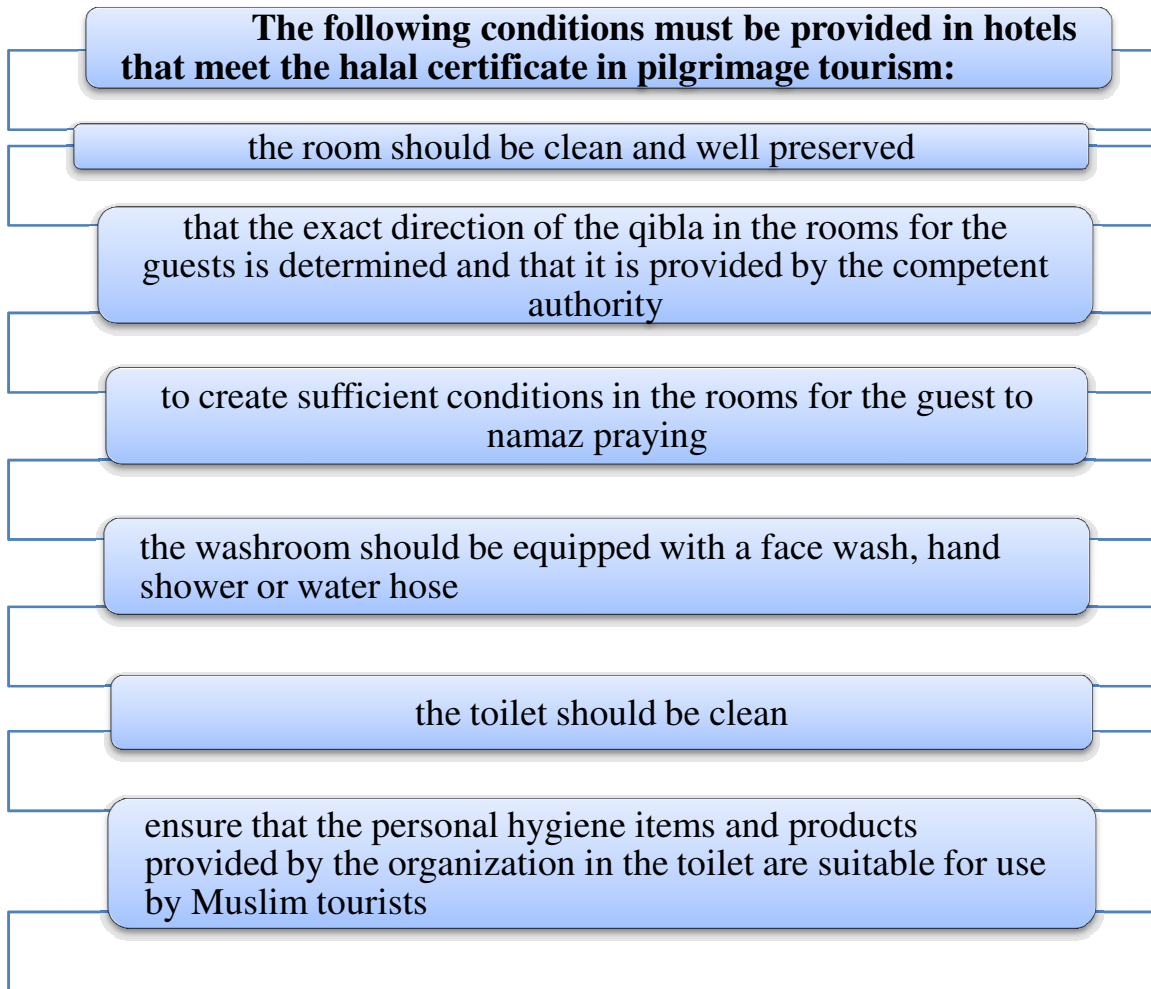
However, the main requirement for all of the above is to be able to perform their prayers, to have a qibla sign in every hotel, to be able to pray, to be able to read the Quran when asked, and to be able to perform ablutions [18].

Results

Many researchers and marketers today have developed various terms to address the problem of the behavior of Muslim pilgrims in halal tourism. For example, “Muslim tourism”, “halal travel”, “Islamic travel”, “halal friendly tourism” and others [19]. Among them, the terms “halal tourism” and “Islamic tourism” are most often used. If all activities are carried out in accordance with the rules of Islam, and the purpose of the trip is to gain the pleasure of Allah and strengthen the faith, it is considered “halal tourism”. Therefore, the term “Islamic tourism” is more appropriate, but the location of the facility in a Muslim country or religious area is not required. If the intention does not conform to Islamic teachings, then the pilgrimage is not considered Islamic.

It should be noted that, according to the recommendations of the World Tourism Organization, consumers of Islamic tourism are not only Muslims, but also non-Muslims who want to enjoy local wisdom.

Malaysia, the UAE and Singapore are leaders in the halal tourism indicator, and the service focuses primarily on human health, the country’s halal tourism ecosystem. A number of standards have been developed for hotels in halal tourism.



In addition, hotel namaz prayer rooms must meet the following requirements:

- it should be located in a suitable place and have appropriate indicators;
- it must be equipped with adequate ventilation, kept clean and tidy;
- to be set aside separate places of worship for men and women;
- the number of joynamazes should be enough;
- to have current information about the time of prayer and to be provided upon request;
- ensure that the women have clean clothing for prayer or that it is given at the request of the guest;
- the abolition room to the namaz prayer room should be separate for men and women [20].

If we pay attention, in recent years, the number of hotels that meet the requirements of Sharia in Muslim and non-Muslim countries is increasing. Such hotels are called “Sharia compliant hotels” and “Muslim-friendly hotels”. The words “Islamic hotel” and “religious hotel” are also used to attract Muslims to pilgrimage tourism.

In such hotels, it is planned to use the books of the Quran, the direction of the qibla, prayers, prayer times, the presence of soft drinks in the refrigerator, comfortable bathrooms, halal food, the use of qualified professionals. It is planned to establish hotels in Bukhara region of Uzbekistan that meet these requirements. In particular, practical work is being carried out in Bukhara region on the entrance of about 10 hotels such as “Emir Garden”, “Jondor”, “Shahristan”, “Blue Dome”, “Atlas”, “Sharq”, “Rangrez”, “Poykent Bukhara” to the halal certificate.

In 2018, Uzbekistan ranked 30% in the world’s ranking of halal hotels [21], and in 2021 it will reach 34% [22]. Although the figure is relatively high compared to previous years, it shows that much remains to be done in this area.

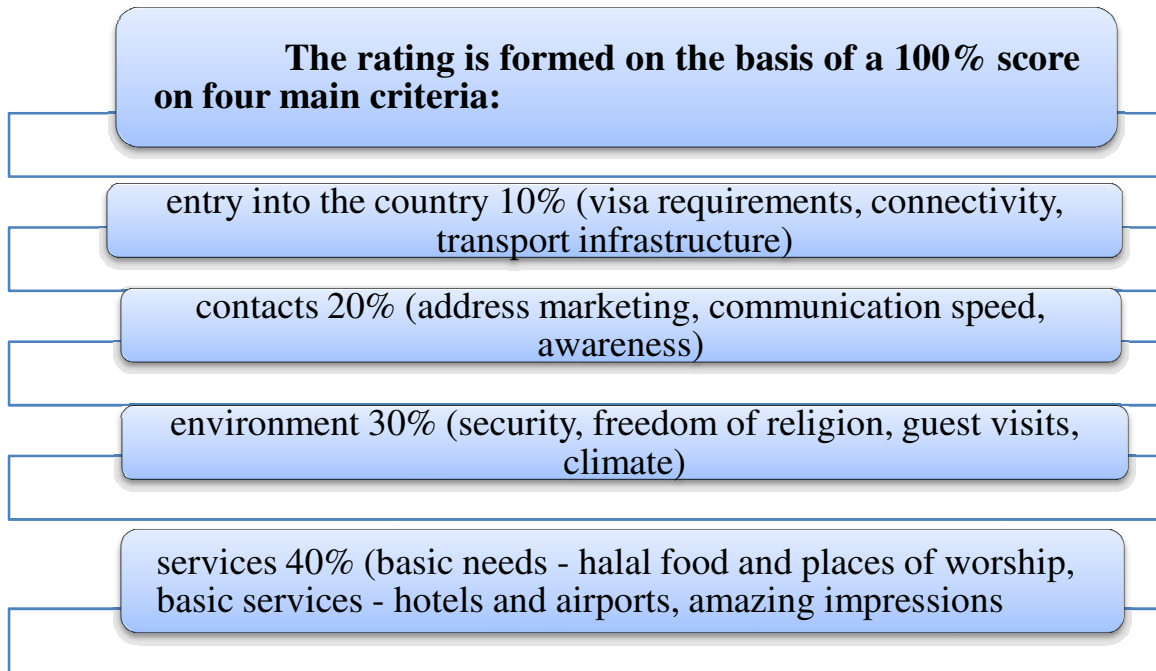
The next important indicator for pilgrims on Islamic travel is the availability of halal food. Just as Islam follows the path of moderation in all areas, so Muslims are moderate in the matter of food. Nutrition is a factor that has a great impact not only on the human body, but also on the mind, spirit, nature and behavior [23]. In particular, both the Quran and the Sunnah of Mutaharah pay special attention to this issue [24]. The Quran describes eating 48 times, consuming 107 times, drinking 39 times, and eating halal food 6 times [25].

If we pay attention, there is a commonality that unites the concepts of food and travel. Both of these revolve around the world. Especially halal food is the most important service that a Muslim pilgrim pays attention to during a trip. The level of acceptance of halal food guarantees varies among Muslims. This means that accepting a halal food guarantee will also vary depending on which region the Muslim pilgrim comes from.

Thus, pilgrims choose food products that are recognized in the world, meet the standards, have a real halal guarantee, and the level of demand for it is high. However, in today’s world there are companies and organizations that try to attract visitors with fake brands. In order to control this, the institutes of standardization and certification supervise.

If we pay attention, in recent years, there are many websites that provide information about halal tourism, international rating agencies. For example, the world’s leading organization for halal travel, Crescent rating (www.crescentrating.com), was launched in Singapore in 2006. It contains the following information: halal residences, halal resorts, halal public catering establishments, food and beverage manufacturers, shops, airports, facilities of Islamic art and culture and so on.

In addition, Mastandard and Crescent Rating Organizations have been publishing the international rating “World Muslim Travel Index” (Global Muslim Travel Index (GMTI) every year since 2015.



According to the figures for July 14-15, 2021, Uzbekistan rose six places to 16th place and was recognized as the fastest growing country. According to the rating criteria, Uzbekistan has achieved a total of 65%. When analyzing by individual criteria, it was noted that on 39% of communication services, on 74% transport infrastructure, on 26% cooperation, on 43% Target marketing, on 65% stakeholder awareness, on 41% favorable climate, on 100% security, on 100% landkinligi, on 35% visitors recorded the result. The most important indicators were 75% for halal food, 90% for places of worship (mosques), 80% for airports, and 34% for accommodation (hotels) [26].

This year's report shows that Uzbekistan is the main reason for the rapid rise of a number of projects aimed at studying and popularizing the country's rich heritage related to the religion of Islam. Uzbekistan was ranked 32nd in this rating in 2018, 22nd in 2019 [27]. It is also worth noting that Uzbekistan ranks among the Top 10 countries in the direction of "Dialogue with Tourists" [28].

Today in Uzbekistan, visitors, especially visitors from Muslim countries, are guaranteed halal and quality products. In particular, the halal test laboratory of the only Uzstandard agency in Uzbekistan has been launched in Bukhara together with Indonesian partners. In order to raise the service to the international level, in 2019 Uzbekistan became a member of the Institute of Standardization and Certification of Muslim Countries (SMIIC) under the Organization of Islamic Cooperation, which brings together 32 Muslim countries. This organization was founded in 2010 year and the headquarters is located in the city of Istanbul. Thirteen member states of the Organization of Islamic Cooperation have ratified the SMIIC Charter. UAE, Turkey, Pakistan, Jordan, Morocco, Libya, Tunisia, Sudan and others.

It should be noted that today the use of the terminology of tourist goods and services is becoming a daily habit. In particular, halal travel, halal hotels, halal airlines and halal food products are widely used in tourism [29]. The tradition of recommending products grown in many countries of the world to

world markets is developing, as they are marked as halal on the basis of Islamic teachings. One such world market exhibition was “The Malaysia International Halal Showcase” – MIHAS [30].

Conclusion

In conclusion, the issue of introducing services that meet the needs and demands of Muslims, who are the main participants in pilgrimage tourism, is urgent. Uzbekistan, especially its ancient city of Bukhara, is a land of Islamic scholars and saints. In addition, today Uzbekistan has a great potential for pilgrimage tourism. And Uzbekistan ranks high in sacred sites, shrines, monuments of Islamic architecture. For this reason, pilgrims from Muslim countries seek to visit Uzbekistan. As the demand for this grows, it is necessary for the Muslim countries of Uzbekistan, which have achieved high results in the field of tourism, to use the best practices and put them into practice. Therefore, the establishment of halal hotels and halal kitchens is a priority for tourism in Uzbekistan.

Therefore, pilgrimage tourism cannot be imagined without the halal standard, and the halal standard without the pilgrimage tourism. These two concepts are dialectically related to each other. In the development of this new direction of tourism, Uzbekistan should introduce into the industry advanced concepts and standards that have been practiced in the world.

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