

# *Conference Proceedings of the 14th Asia Tourism Forum 2024*



Palembang, Indonesia  
6-8 May 2024

Co-hosts:



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學  
SCHOOL OF HOTEL AND TOURISM MANAGEMENT

45  
years  
1979-2024



ISBN 978-988-7884620



## **Foreword from Conference Chair**

The Asia Tourism Forum was founded in 1993 to address important issues facing Asia's tourism industry, particularly in the areas of development, service management, marketing, and sustainability of tourism.

The 14th Asia Tourism Forum 2024 is designed with the theme of "Tourism Development, Marketing and Sustainability" for tourism academia and practitioners to share their insights. The Forum is held in Palembang, Indonesia, on 6-8 May 2024, and it is co-hosted by Palembang Tourism Polytechnic and School of Hotel & Tourism Management, The Hong Kong Polytechnic University.

This year the Forum accepted 21 abstracts and 35 full papers and they are published in this Conference Proceedings.

Compliments to the editorial team comprising of Dr Tony Tse, Ms Flora Ng, Ms Bubble Cheung, and Ms Ada Leung!

### ***Professor Kaye Chon***

Dean and Chair Professor

Walter and Wendy Kwok Family Foundation Professor in

International Hospitality Management

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

An Exploration of Sustainability Strategies smong Hospitality Industry General Managers (GMs) in Gauteng, South Africa	
Sharon Mukhola, Elona Ndlovu.....	8
Analisis Swot Potensi Pengembangan Wisata Sejarah Berkelanjutan Di KCBN Muaro Jambi, Provinsi Jambi	
Abdul Aziz <sup>1</sup> , Pelliyezer Karo Karo <sup>2</sup> .....	10
Analysis of Community Participation in the Development of Tourism Villages in Nainggolan Tourism Village, Samosir Regency, North Sumatra Province	
Deafani Clara Sinaga <sup>1</sup> , Sumihar S Sitompul <sup>2</sup> , Dewi Yanti <sup>3</sup> .....	11
Analysis of the Development Strategy of Al-Munawar Village as Sustainable Cultural Tourism in Palembang City	
Nurvia Nathasya <sup>1</sup> , Lili Anggraini <sup>2</sup> .....	19
Analysis of the Influence of Eco-Guilt and Environmental Knowledge on Environmentally Friendly Indonesian Tourist Behavior	
Devi Destiani Andilas*, Tasya Bunda Rika, Jennifer Tasya .....	31
Analysis of the Potential Development of Musi Sekanak River Tourism in Palembang City, South Sumatra Province	
Lili Anggraini <sup>1</sup> , Nurvia Nathasya <sup>2</sup> .....	42
Analysis of the Potential Sport Tourism at Sriwijaya Ranau Gran Fondo South Sumatra	
Mustika Permatasari <sup>1</sup> , Alditya <sup>2</sup> , Hanif Hasan <sup>3</sup> .....	54
Applying ESG Evaluation to Tourism Sustainability Indicator System	
LI Shu & ZHU Li .....	55
Artificial Intelligence (AI) in Hotel Check-in Services in Palembang OYO Rooms	
Hariman .....	72
Benefits of Community-Based Tourism in the Old Denai Tourism Village	
Nurhafizhah Khairi, Fizra Kartika, Dina Adelia, Sabrina Alya Zahwa .	73
Challenges in Developing Community Based Tourism in Denai Lama Tourism Village	
Norman Albert Wilfried Sitohang <sup>1</sup> , Arie Afandi Manalu <sup>2</sup> , Aulia Maharani Putri <sup>3</sup> , Alra Dayndivie Tanjung <sup>4</sup> , Raihan Rafiandra Hutagalung <sup>5</sup> .....	79

Contribution of SMEs in Tourism Sectors to the Economic Growth (Case Study of West Java Province - Indonesia)	
Yuhana Astuti, Latifah Anggraeni, Daffa Athallah Zulfikar Anwar, Ahmad Ario Gymnastiar .....	87
Dampak Kinerja Karyawan Magang Terhadap Produktivitas Perusahaan <i>Event Organizer</i> Di PT Napindo Media Ashatama, Jakarta	
Abdul Aziz <sup>1</sup> , Pelliyezer Karo Karo <sup>2</sup> .....	88
Development of Environmental, Social and Government (ESG) Concept in Tanjung Kelayang as Priority Tourism Destination (DPP), Bangka Belitung Province	
Zakia Ayu Lestari <sup>1</sup> Marissa Pusparini <sup>2</sup> , Dani Fauzi <sup>3</sup> , Iga Safa Marwani <sup>4</sup> , Kunkun Kurniawan <sup>5</sup> , Anugrah Gusta Prima <sup>6</sup> .....	89
Digital Transformation in Local and International Chain Hotels: Guest Experiences Perspective through Multiple Case Studies	
Irma Citra Resmi*, Reza Ashari Nasution, Nila Armelia Windasari.....	97
Ecotourism Product Development Strategy in the Bukit Lawang Area based on Boston Consulting Group (BCG) Analysis	
Liyushiana <sup>1*</sup> , Agustinus Denny <sup>2</sup> , Martina Erniat Kristiani Laowo <sup>1</sup> , Valentina Lumban Gaol <sup>1</sup> .....	112
Effectiveness of Tourism Potential Development in Palembang City, South Sumatera Province, Indonesia	
Budi Wibowo <sup>1</sup> , Muhammad Iqbal <sup>2</sup> , Ahmad Kurniawan <sup>3</sup> .....	122
Embracing Hybrid Horizons: A Comprehensive Analysis of MICE Industry Students' Readiness and Perspectives Towards Hybrid Learning	
<sup>1</sup> Muhammad Hafizi Zamri, <sup>2</sup> Aida Nur Mohd Kodri.....	136
Experience Matters: How Avatar-Guided Virtual Tour Experience Satisfies Senior Travelers	
Jingxian Liu, Fei Hao, Chen Zhang, Adil Masud Aman, Xuejie Qiu, Shuxu Liu .....	142
Exploration of East Nusa Tenggara Tourists' Behavior in the Urban Area of DKI Jakarta	
Elda Nurmalinda [1] *, Pandita Nandana [2] .....	143
Exploring Sustainable Strategies in Backpacker Tourism: A Case Study of Sri Lanka's Tourism Suppliers and Marketing Practices	
Pathirana, M. T. <sup>1</sup> and Hettiarachchi, D. K. <sup>2</sup> .....	156

Factors affecting Word-of-Mouth Intentions in Kinabalu Park, Sabah: Examining Memorable Experiences, Destination Image, Social Media Interactions, and Satisfaction Tressy Belly, Quratul Ain Syahirah Awang Ali, Mohd Hafiz Hanafiah, Spencer Hedley Mogindol.....	175
Generation Z and Adventure Tourism: What's Driving Their Decisions? Wahyu Setiawan <sup>1</sup> ; Galih Ernawati Wibawa <sup>1</sup> .....	176
Geotourism Guide Teaching Model Debi Rusmiati <sup>1</sup> Doddy Wihardi <sup>2</sup> .....	188
Harmonizing Tradition and Thrills Lombok-Sumbawa Motocross Competition 2023 as a Gateway to Sports Tourism Pandita Nandana [2] *, Elda Nurmalinda [1] .....	196
How Does Housing Asset affect Household Tourism Expenditure? Evidence from China Zuwei Xie <sup>1, 2</sup> , Long Wen <sup>2</sup> , Haiyan Song <sup>1</sup> .....	208
Implementation of Heritage Preservation Perspective in Cultural Tourism Development in Maros Pangkep Prehistoric Cave Area Yadi Mulyadi <sup>12</sup> , Nur Lisani <sup>3</sup> , Edison <sup>4</sup> , and Supriadi <sup>5</sup> .....	212
Integrating Heritage Tourism and Sustainable Urban Development: A Case Study of Bogor City, Indonesia Nexen Alexandre in Pinontoan.....	214
Marketing Strategy of MSMEs (Micro, Small and Medium Enterprises) Batik Mangrove in Tanjung Rejo Mangrove Tourism Village in the Concept of CBT (Community Based Tourism) Emya Dhia Peralisa Lingga, Nurhafizhah Khairi, Adelia Miftahul Jannah, Bhimo Adrian Abimayu .....	230
Misconceptions of Community-Based Tourism Model towards the Implementation of Tourism Villages Nur Lisani.....	235
Muslim Pilgrimage in Bukhara: Trends and Issues in Development, Future Directions Obidjon X. Xamidov <sup>1</sup> and Mohinur X. Kurbanova <sup>2</sup> .....	237
Peace Tourism Implementation Model as a Cultural Approach for Religious Organizations' Conflict Resolution in Indonesia Ghifari Yuristiadhi Masyhari Makhasi.....	247

Pengaruh Relationship Marketing Terhadap Customer Retention Pada CV Media Solution Syahna Nur Azizah <sup>1</sup> , Pelliyezer Karo Karo <sup>2</sup> .....	262
Pilgrimage Tourism in Bukhara: Perspectives and Challenges Omonova Nilufar Rahmonovna .....	264
Program Pengabdian Kepada Masyarakat Berbasis <i>Blended</i> Untuk Pembangunan Pariwisata Berkelanjutan Octaviani Gita Putri <sup>1a</sup> , Rizka Yuniarti <sup>2b</sup> , Moch Bagoes Pakarti <sup>3c</sup> .....	271
Revitalization Path of Ancient City Tourism Based on Cultural Heritage Conservation: A Case Study of Zhangzhou Ancient City in Fujian Province SU Sisi, GAO Huina .....	272
Rural Tourism as a Catalyst: A Deep Dive into the Synergy between Rural Tourism and Poverty Eradication Suduweli Kondage, Lathisha Jayangi Ramanayaka.....	286
Slow Food Movement and Farmer's Markets Tourism: Are We Preserving the Environment Around Us? Ryan Patrick Smith.....	289
Social Media Development Model based of Influencer to Increase Interest of Tourist Visits in Tourism Villages Iwan Asaad <sup>1</sup> , Andi Alimuddin Unde <sup>2</sup> , Muliadi Mau <sup>3</sup> , M. Iqbal Sultan <sup>4</sup> .....	291
Sustainable Cultural Tourism in the Era of Sustainable Development Irene Hanna H. Sihombing*, Ni Made Suastini, Ida Bagus Putu Puja	292
Sustainable Service Models on Quality Control and Management: Insights from Nordic Countries Madina Sayfullayeva <sup>2</sup> .....	310
The Dynamics of Twice Once Fandom and Its Contribution to Cultural Tourism Development in Indonesia: An Economic and Cultural Perspective Ghifary Ramadhan <sup>1</sup> , Nexen Alexandre Pinontoan <sup>2</sup> .....	318
The Effect of Food Quality on Consumer Satisfaction at Royal Tulip Gunung Geulis Resort & Golf Hotel Bogor Julia R.Skawanti <sup>1</sup> , Salsabila Alhadar <sup>2</sup> .....	333

The Impact of Taman Wisata Alam Pundi Kayu Attractiveness on Tourists Reoccurring Visit through Visit Interest as Intervening Variable Meisya Anggraini <sup>1</sup> , Vania Okky Putri <sup>2</sup> .....	344
The Influence of Celebrity Endorsers on the Travel Intention of Millenials Generation Travelers to Labuan Bajo Sinaga, Endang Komesty <sup>1</sup> , Ramadhani, Iqlima <sup>2</sup> .....	345
The Influence of E-Wom on TikTok on Tourist Interest and Its Impact on the Visit Decision to the Special Region of Yogyakarta Heppy Millanyani, Tarandhika Tantra, Kiran Maroep Maulana Husni, Adyakhansa Mustika Jagatnata .....	357
The Influence of Online Reviews and Price on Purchase Decisions Hotel Room Booking at Online Travel Agent in Banyuasin Regency, South Sumatra Mustika Permatasari <sup>1</sup> , M. Halfi Indrasyahputra <sup>2</sup> , Khadijah <sup>3</sup> , Rikki Nelson L.G <sup>4</sup> .....	366
The Influence of Viral Marketing on Tourist Preferences in the City of Bandung as a Culinary Tourism Destination Gery Dewanto <sup>1</sup> , Elena Kartika Sari <sup>2</sup> .....	381
The Role of the Lom Tribe as a Cultural Tourism Attraction in Bangka Island Zakia Ayu Lestari <sup>1</sup> , Marissa Pusparini <sup>2</sup> , Dani Fauzi <sup>3</sup> , Iga Safa Marwani <sup>4</sup> , Kunkun Kurniawan <sup>5</sup> , Anugrah Gusta Prima <sup>6</sup> .....	394
Tinjauan Pengembangan Festival Perahu Bidar Sebagai Upaya Pelestarian Warisan Budaya Melalui Konsep Pentahelix Di Kota Palembang Abdul Aziz <sup>1</sup> , Pelliyezer Karo Karo <sup>2</sup> .....	395
To Foster 'She' Power in Hotel Management - Developing a 'C-level Female Leadership Measurement Model in the Hotel Industry' Li, Shu .....	396
Tourism Development Model Based of Traditional Sports to Increase Community Income in the Village (Case Study: Tugu Mulyo Village, Ogan Komering Ilir Regency, South Sumatra) Muhammad Iqbal Djohan <sup>1</sup> , Budi Wibowo <sup>2</sup> , Ahmad Kurniawan <sup>3</sup> .....	407
Unveiling the Healing Horizons: Exploring the Untapped Medical Tourism Potential in Medan City Nova Bernedeta Sitorus, Liyushiana, Ngatemin .....	409

Utilizing Augmented Reality Technology for Providing Information on  
Tourist Attractions in Margamulya Village, Pasir Jambu, Bandung  
Regency

Dr. Ersy Ervina, S.Sos., M.M.Par.<sup>1</sup>, Sonia Humaida<sup>2</sup>, Muhammad Yadi<sup>3</sup>,  
Muhammad Fatham<sup>4</sup> ..... 429

Walking Tour as Cultural Tourism: Mlaku 01 Cirebon

Ramiz Ansharil Haq<sup>1\*</sup>, Ahmad Candra<sup>2</sup>, Ahmad Habibi<sup>3</sup> ..... 430

Workplace Spirituality in Tourism Vocational Education: Developing the  
Future Young Talents for Sustainable Tourism

Desak Gede Chandra Widyanthi, Hardina ..... 441



# Pilgrimage Tourism in Bukhara: Perspectives and Challenges

Omonova Nilufar Rahmonovna

Bukhara State University, lecturer  
omonova.nilufar@gmail.com

## Abstract

Following Uzbekistan's independence, Bukhara experienced a revival of the Islamic faith's unadulterated freedom. Losses in all of the aforementioned areas of Islamic illumination were replaced and recovered as a consequence of these gradual developments. Large-scale historical processes that started in the IX century and are still going on now in Bukhara. Arguments that Bukhara will serve as the capital of Islamic culture in 2020 are a logical and natural outcome of these events, it would not be incorrect to say. Rome, Krakow, Vienna, and Geneva have the same place in the West as Bukhara does in the East in terms of political importance, cultural relevance, youth, and practical authority. In every aspect of the advancement of civilisation, Bukhara has its own essential basis. The city has actually achieved global success in the advancement of Islamic culture. This is the end product of centuries of devoted study and labor. Such research has always been done in Bukhara and is still being done now. The distinctive "city of Sharif" of Bukhara still has a lot of potential. One must have extremely deep roots in the creation of the foundations of human civilization in order to sustain such an authority not just in the Islamic World but in the entire human culture. Bukhara is now a city where the growth of contemporary tourism, education, technological advancement, and beautiful antiquity with rich cultural traditions coexist together.

**Keywords:** *Islam, Muslims, religion, pilgrimage, Bukhara, shrine, saints*

One of the most important and widely used economic activity is tourism, a non-smoking sector. The greatest contributor to the global gross domestic product (GDP) in many nations is the tourism industry. There are many different forms of tourism, including adventure tourism, cultural tourism, historical tourism, and natural tourism. Pilgrimage tourism is another name for cultural tourism. It provides several options to make money, get work, and earn foreign currency. It generates more than 3.5 trillion dollars worldwide and has significant social and ecological effects. (Bar & Cohen-Hattab, 2003)

Pilgrimage tourism has gained prominence in several areas of tourism in Uzbekistan.

It is a significant element of tourism, undertaken for the sake of peace and fraternity. Pilgrimages to temples and shrines represent religion and convictions. Pilgrimage tourism is spiritually significant and is related with religious tourism<sup>1</sup>. The notion of pilgrimage tourism appears fresh in academic research, however it is one of the oldest types of tourism performed from time immemorial.

---

<sup>1</sup> Dhar, R. L. (2015). Service quality and the training of employees: The mediating role of organizational commitment. *Tourism Management*, 46, 419-430.

According to Timothy and Olsen, pilgrimage tourism, the earliest kind of tourism, has been practiced for millennia<sup>2</sup>. Pilgrimage tourism is described as pilgrims visiting cultural sites in search of spiritual achievement and salvation. Pilgrims of various faiths travel to pilgrimages all around the world to exchange ideas about culture and spirituality. Pilgrimages are significant cultural venues where pilgrims conduct penance for mental calm. As a result, pilgrimage tourism is often referred to as spiritual and cultural tourism<sup>3</sup>. Pilgrimage tourism blends faiths, cultures, and beliefs while instilling strong emotions in pilgrims.

From India to Mexico, from Israel to Saudi Arabia, faith-based tourism operates all over the world. Since ancient times, pilgrimages have not only been summons to spirituality, but also huge economic forces that have an influence on both the soul and the wallet. The Bible mentions going to Jerusalem at least three times a year to celebrate the Biblical harvest festivals. Similarly, the Islamic world is well-known for the Hajj, or journey to Mecca.

Aside from its cultural and spiritual significance, pilgrimage tourism plays a larger role in cash generating and job creation. It also plays an important role in boosting industry growth, since demand and supply have multiplied in key pilgrimage locations<sup>4</sup>. Thus, pilgrimage tourism has a significant socioeconomic impact. It has been calculated that 25% of the traveling population in the United States is interested in some type of pilgrimage or faith-based tourism. When one considers the amount of individuals who travel for faith-based conferences and faith-based activities such as weddings and funerals, the figure becomes enormous. World Religious Travel is currently one of the fastest expanding divisions of the travel industry. Religious tourism is expected to be worth US\$18 billion, with 300 million passengers. Major faith-based locations, such as Israel, Italy, and Saudi Arabia, have built huge industries that cater to pilgrims.

Pilgrimage travel is frequently less susceptible to market volatility. Since spiritual visitors are devoted travelers, they tend to save for these prayers and travel regardless of the economy's situation. Faith travelers have distinct motivations for traveling than other types of travelers. The faith-based traveler, for example, frequently travels as part of a religious commitment or to accomplish a spiritual purpose. Faith-based tourism may give a constant stream of revenue to a local tourism industry.

For Muslims, the annual Hajj pilgrimage to Mecca in Saudi Arabia is at the very heart of religious tourism. It is an obligation, once in a lifetime, for those who are physically and financially able to perform it. Nearly two million people from all over the world visit Mecca every year<sup>5</sup>.

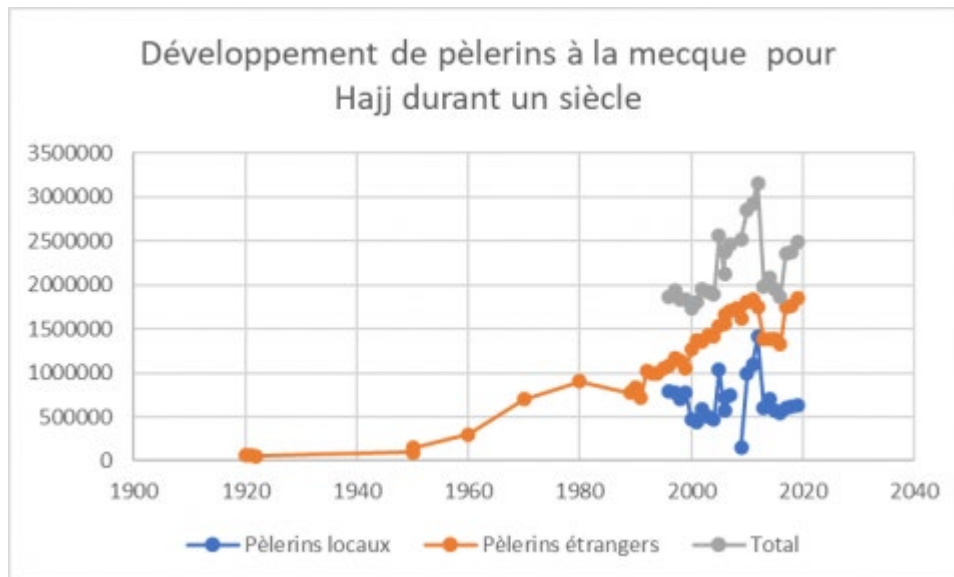
---

<sup>2</sup> Timothy, D. J., & Olsen, D. H. (2006). Encountering God: Personal Reflections on Geographer as Pilgrim. Vol. 36. No. 3. Blackwell Publishing; p. 245-253

<sup>3</sup> Digance, J. (2003). Pilgrimage at contested sites, *Annals of Tourism Research*, Vol. 30 No. 1, p. 143-159

<sup>4</sup> Elsner, J. (1992). *A Greek pilgrim in the Roman World. Past and Present*. Issue. 135. Oxford: Oxford University Press. P.3-29.

<sup>5</sup> <https://journals.openedition.org/viatourism/8032>



**Figure 1: Development of pilgrims to Mecca for Hajj during a century<sup>6</sup>**

Clearly dominated by tourism, the services sector accounts for nearly 38% of Saudi Arabia's GDP. The tourism industry is the country's second largest economic sector. One million Saudis find jobs in this sector that, with the structural oil crisis looming, could become the country's largest employer. Knowing that this sector employs 9 million expatriates.

Saudi Arabia received over 15 million international tourists in 2016, with an annual growth rate of 6.7%. This attendance is primarily due to religious tourism. It is without a doubt the most popular reason for both domestic and international travelers to come. Thus, from 2012 to 2014, almost 12 million travellers entered the nation each year to do the yearly pilgrimage to Mecca: Hajj or Umrah. As a result, pilgrimages account for three-quarters of all international passengers entering the Kingdom. Between 2012 and 2014, these inbound tourism flows produced \$16.5 billion in income. Thus, for the Umrah taking place throughout the year, more than six million pilgrims, the majority of whom are Saudi nationals, have already made the trip to Mecca since the beginning of 2013, 10% to 20% more than the previous year, "More than half of all spirituality-related trips in the world were made in Asia in 2012," according to the UNWTO (World Tourism Organization). As a result, the UNWTO convened its first International Conference on Spiritual Tourism the following year in Ninh Binh, Vietnam. The Religious Tourism Market is driven by an increase in populace, an increase in spending power, and a rise in consumer knowledge of travel destinations. Low-cost flights, an increase in vacation planning, and an increase in a variety of foreign locations for travel are all driving factors.<sup>7</sup>

For ages, Uzbekistan has practiced several sorts of tourism, including natural, cultural, historical, and adventure tourism. It offers tourism sites that are appropriate for their interests. Mountains, river basins, waterfalls and diverse climates are numerous geographical components of tourism. Furthermore, the cultural components - fairs, festivals, customs, and rituals - serve as good starting points for cultural tourism. Religion, culture, and customs of Uzbekistan are diverse. Pilgrimage tourism is a key component of cultural tourism, and it

<sup>6</sup> <https://journals.openedition.org/viatourism/8032>

<sup>7</sup> <https://www.verifiedmarketresearch.com>

dominates tourist activities in the country, furthermore, among 35 million population 97% Muslims reside here. The country ranks 9<sup>th</sup> in top 10 destinations scoring 63, which indicates its fame among pilgrimages.

Singapore hosted the "Halal In Travel - Global Summit 2022" from May 31 to June 2, dedicated to the restoration and development of the Muslim tourism market.<sup>8</sup> The city of Samarkand won "Islamic Heritage Destination of the Year" and "Top Muslim-Friendly Emerging Destination of the Year" awards as part of the "Halal in Travel Awards" global summit. Uzbekistan is in the Top 10 of "World Muslim Travel Index", which is published annually by Crescent Rating. When developing this ranking more than forty criteria are taken into account, including the policy of opening the country to tourists, opportunities created for Muslim tourists, promotion and marketing as well as the level of Islamic heritage presented to tourists. Fazal Bahardin, head of Crescent Rating, highlighted this year's results and recognized Uzbekistan as the country that rises at a fast pace than others in the rankings and serves as a role model.

In Uzbekistan, 35 restaurants (fast-food chains) and 4 hotels have been rated and certified halal since January 1. With over 90% of Uzbekistan's population being Muslim, finding Muslim-friendly food throughout the country is a breeze! Uzbekistan has no official certification board for Halal food at the moment but is in talks with the Department of Islamic Development Malaysia (JAKIM) to begin a certification process.<sup>9</sup>

The promotion of pilgrimage tourism has featured in several bilateral agreements over the past two years between Uzbekistan and other Muslim countries. For example, agreements on the organization of special pilgrimage tours in Uzbekistan have been made with Pakistan and Turkey. Realizing this particular development of tourism in Uzbekistan will take complicated institutional and legal steps. Namely, Decree No. 238 of the President of the Republic of Uzbekistan on measures to further accelerate reforms in the field of tourism and to effectively organize the state management system in the field was adopted in July, 27, 2023.

There are 41 holy places for Muslims in the world. 7 of them are located in the Bukhara. The great title "Buhoro-i-Shariff" was attributed to Bukhara for having 7 graves of great Sufi teachers:

1. Khodja Alaud Daula Abdul Khalik Gijduvani (the founder of "khodjagon" sufi branch)
2. Khodja Mukhammad Orif Rigvari;
3. Khodja Makhmud Anjir Fagnavi;
4. Khodja Aziz Ali ar Romitani;
5. Khodja Mukhammad Baba as-Sammasi;
6. Khodja Said Amir al Kulal;
7. Imamu Tarikatti Shakh Mukhammad Bahau-d Din An Nakshbandi al-Uvaysi al Bukhari (the founder of "nakshbandiya" branch)<sup>10</sup>

---

<sup>8</sup> <https://brightuzbekistan.uz/>

<sup>9</sup> <https://www.havehalalwilltravel.com/>

<sup>10</sup> <https://uzbek-travel.com/tours/religion/uzbekistan-pilgrimage-tour/>



Figure 2: 7 saints pilgrimage route map<sup>11</sup>

People who look after the graves of Bukhara's seven sufis live next to them. Those are Sufi adherents. They discuss sufi lives, acts, and share stories about them. Imam-khatib Amrillo Sultanov has been caring after Khodja Azizan Ali ar Romitani's burial for the last 15 years. He is a well-educated man who is well-versed in the Quran and Sufism in general. The tombs of Khodja Makhmud Anjir Fagnavi and Khodja Mukhammad Baba as-Sammasi are surrounded by lovely gardens. Those two sufis were laborers, and their followers continue to care for gardens in the spirit of Bahau-d Din Nakshbandi's words: "Dil ba yoru, dast ba kor" (meaning, "The heart to beloved (Allah), and the hand to work").

It is clearly obvious that the city has enormous resources and potential to be a truly Islamic destination to pilgrimage. However, there are some problems that most of the pilgrimages around the world are unaware about the city. We might argue that in order to improve the Bukhara brand and increase the number of tourists visiting the tourism region of Bukhara, we must first create an image of the city as a desirable tourist destination in the eyes of potential visitors.

In the Muslim world, many individuals are interested in visiting the locations where these saints walked.<sup>12</sup> However, these locations do not meet the criteria for pilgrimage, and the available data on some of the saints is relatively scant.

<sup>11</sup> <https://xs.uz/uz/post>

<sup>12</sup> Хамраев, Х. (2016). Концепция создания туристической экономической зоны" Бухоро". *Alatoo Academic Studies*, (2), 231-236.

In order to make a special state decision, it is necessary to first develop a concept for the state that includes an in-depth analysis of the issue. To do this, it is necessary to develop policies to support scientific research in the area, which includes learning about scientists, saints, and pir, publishing works about them, looking for what we do not yet know, conducting research about them, and incorporating what we do know by creating a system of incentives to also learn more.

To elevate the locations connected to Bukhara's scientists, saints, and shrines to the standards of contemporary pilgrimage tourism, a plan of action must be developed. The local community must be made aware of them in order to do this, and the routes leading to these artifacts must be set up and marked.

## References

1. Decree of the President of the Republic of Uzbekistan, dated 27.07.2023 No. PQ-238
2. Dhar, R. L. (2015). Service quality and the training of employees: The mediating role of organizational commitment. *Tourism Management*, 46, 419-430.
3. Digance, J. (2003). Pilgrimage at contested sites, *Annals of Tourism Research*, Vol. 30 No. 1, p. 143-159
4. Elsner, J. (1992). *A Greek pilgrim in the Roman World. Past and Present*. Issue. 135. Oxford: Oxford University Press. P.3-29.
5. Timothy, D. J., & Olsen, D. H. (2006). Encountering God: Personal Reflections on Geographer as Pilgrim. Vol. 36. No. 3. Blackwell Publishing; p. 245-253
6. Хамраев, X. (2016). Концепция создания туристической экономической зоны" Бухоро". *Alatoo Academic Studies*, (2), 231-236.
7. UNWTO. (2020). International Tourism Highlights, 2020 Edition. In *International Tourism Highlights*, 2020 Edition. World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284422456>
8. Omonova, N. R. K., & Djurayeva, N. B. (2021). AN OVERVIEW OF HEALTH TOURISM WITHIN THE CONTEXT OF UZBEKISTAN'S TOURISM STRATEGY. *Oriental renaissance: Innovative, educational, natural and social sciences*, 1(11), 754-759.
9. Nilufar, O. (2023). TURIZM TARG'IBOTIDA OMMAVIY TADBIRLARNING TA'SIRI. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 38(38).
10. Nilufar, O. (2023). Modern content of tourist areas: problems and innovative solutions. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 37(37).
11. Omonova, N. R., & Isokova, G. S. (2022). The significance of interactive methods in teaching in Higher Education. *Science and Education*, 3(12), 661-666.
12. Axrorova, N. (2023). O'zbekistonda yoshlar turizmini rivojlantirish yo'llari. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 33(33).

13. Axrorova, N. (2021). The Conceptual Clarifications Of Youth Travel And Tourism In The Case Of Uzbekistan. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).
14. Akhrorova, N. U. (2022). Swot Analysis in Youth Tourism Development Strategies for Uzbekistan. American Journal of Economics and Business Management, 5(12), 26-33.
15. Axrorova, N. (2023). ТА'ЛИМ SIFATINI YAXSHILASHDA XALQARO KREDIT MOBILIGINING ROLI. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 33(33).
16. <https://journals.openedition.org/viatourism/8032>
17. <https://www.verifiedmarketresearch.com>
18. <https://brightuzbekistan.uz/>
19. <https://www.havehalalwilltravel.com>
20. <https://uzbek-travel.com/tours/religion/uzbekistan-pilgrimage-tour/>
21. <https://xs.uz/uz/post>