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грантов. С помощью вышеуказанных предложений мы можем использовать человеческие ресурсы для управления существующими предприятиями в нашей стране и, таким образом, добиться дальнейшего развития существующей ситуации.

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SUSTAINABLE DEVELOPMENT OF SHRINES ACROSS BUKHARA BASED ON KNOWLEDGE DISSEMINATION

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The article emphasizes the importance of pilgrimage tourism development in Bukhara region through knowledge dissemination about pirs, scholars, saints who lived and did research in their era, as well as shrines situated in the region. Here I have given a short description of a project which will be solution to the existing theoretical and empirical problems of the region.

Importance. Sustainable tourism development, emergence of competitive situation in tourism services market, independently launching the activities of existing pilgrimage sites, dissemination of knowledge about them is considered the relevance of the topic.

Bukhara - the center of Islamic civilization, "Dome of Islam", which is situated in the center of the Great Silk Road, majority shrines of which are listed in the "Golden Chain"

belonged to Great Sheikhs. Today they are known as shrines of “Seven Sufi Saints”. Over years the city served as a crossroad of commerce, trade, culture and science among countries of the world. Its position, history, people gave way for the spread of Islam religion and traditions among local people and visitors of their times. The process of cultural adaptation inspired travelers and scholars to visit to Bukhara, to become valuable contributors to the development of Islamic civilization.

Uzbek pilgrimage also differed from the Western one in that its participants tried to write down what they saw and felt during their travels to holy places to the books which did not survive till our era owing to certain political and social issues. Therefore, knowledge on emergence of pilgrimage in the region, information about saints, scholars, ascetics, monks, lovers, imams, muhaddiths and sheikhs who lived and dedicated themselves to the science still remains as the main problem of today’s social sciences.

Purpose of the work. Research project is directed for finding information about the shrines and great saints of Bukhara region, organizing tours and promoting it around the globe. Proposed work is designed to meet long term strategic targets, contribute to the economic and social prosperity of the country. It will represent Uzbekistan to the world as a destination where science is emerged, Muslim religion is developed, promotes region’s tourism potential, reduce tourism seasonality, develop international and domestic tourism in the context of pilgrimage, improve info and infrastructure, stabilize employment rate, establish exchange programs. The major purpose of the work is:

- 1) to visualize “holiness” of Bukhara which it gained this status due to our ancestors;
- 2) to inform the world about the holy sites, which even some local people are not aware of;
- 3) to mitigate tourism seasonality across Uzbekistan;
- 4) to revive power of science and knowledge of Bukhara through attraction of world scholars by exchanging knowledge;
- 5) unification of all regional religious institutions and shrines to unique Pilgrimage Management Organization (PMO), as all shrines will have the opportunity to develop sustainably.

Research objectives. Lack of information about holy places, saints and scholars, poor infrastructure and access to shrines, tourism seasonality, necessity of providing management in pilgrimage are the major problems that should be solved by dint of the proposed research work.

The project is about facilitating pilgrimage in the context of religion and tourism. By gaining knowledge about our ancestors, who were born and lived, engaged in science in Bukhara during their lifetime, one will be aware of predecessor scientists' divine power, their creations, get some cure to their illness and cope with problems. For accomplishing this one should sincerely pray to God through messengers like prophets, saints and scholars.

The research is conducted on a regional scale, namely, all scholars who lived here, shrines and sacred sites of Bukhara region will be covered. However, due to poor information data collections of national and international scholars will be reviewed.

Research project is being conducted which is addressed to develop theoretical concepts, definitions and essential components of pilgrimage and religious tourism in Uzbek literature, find and collect real data related to the shrines and scholars of the area, gather world scientists in order to conduct research in various fields of science, which leads to reestablishment of Bukhara's popularity among Muslim travelers. The project has both theoretical and practical findings.

Research methods: analysis, systematization of conceptual theories, data collection and hypothesis testing methods were used in working out the research project.

Results.

The project is conducted on the seven shrines of Bukhara, which is designed to grant for a year, after commercialization of tour packages and Guide books self-financing regime will be implemented.

During the work Pilgrimage Management Organization scheme is worked out.

The project participants plan to carry out the following activities within a year: conduct research to study existing shrines in the area; expand the use of sites for tourist purposes; involving

bachelor and master students of Bukhara State University, Faculty of Economy and Tourism in the implementation of this project; carrying out advertising activities using the media in order to generate demand for the tour route and promote sales; regular renewal of tourist facilities in order to ensure the uninterrupted operation of the project “7 Saints”; working out pilgrim Guide book; with the endeavor of Ministry of Tourism and cultural heritage of the Republic of Uzbekistan establish Pilgrimage Management Organization (PMO) for unification of all regional religious institutions and shrines. Conclusions. Proposed project suggests innovative version of pilgrimage tours to existing sacred sites of Bukhara. By implementing:

- Will exceed the number of visitations along the Silk Road, which bilaterally will help to support trade, education, all directions of tourism, culture.

- Modern unified route of science and religion can be established, as Bukhara is not a sole region in the Silk Road with Muslim belief.

- Organization of international conferences related to religion promotes exchanging knowledge among students, researchers, scholars and thinkers.

- Will lead to cultural understanding among local communities of the Great Silk Road.

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