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ZIYARAT TOURISM IN THE DIGITAL AGE: TRANSFORMATIONS, STATISTICS, FUTURE PROSPECTS

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Abstract. Ziyarat tourism, encompassing devotional travel to Islamic holy sites like Mecca, Medina, Karbala, Jerusalem, Samarkand, and Bukhara, is a vital part of global spiritual tourism. Recent advancements in digital technologies, including IoT, big data analytics, mobile applications, blockchain, and AI, have transformed how pilgrims plan and experience their journeys. This study explores the integration of these innovations in ziyarat tourism, highlighting their impact on sustainability, crowd management, and logistical improvements. Using 2024 data from Uzbekistan, Saudi Arabia and other regions, the research emphasizes the potential of “smart shrine” projects while proposing strategies to harmonize spirituality, cultural authenticity and technological progress.

Keywords: smart pilgrimage, ziyarat tourism, digital infrastructure, Internet of Things (IoT), mobile applications, data collection, sustainability, blockchain, artificial intelligence.

Introduction

Ziyarat tourism is among the oldest and most culturally significant forms of travel, as millions of Muslims around the globe embark on pilgrimages to revered sites for spiritual enrichment, cultural discovery, or personal devotion. Countries such as Saudi Arabia, Iraq, Iran, and Uzbekistan feature an array of shrines and mosques that attract both local and international visitors year-round. Uzbekistan itself boasts numerous historically significant Islamic landmarks, located in Samarkand, Bukhara, Khiva, Surkhandarya, and Tashkent. The popularity of these sites has steadily risen, prompting urgent questions on how to maintain visitor safety, enhance convenience, and ensure sustainability.

The rapid march of digital transformation offers new possibilities for managing large-scale religious tourism while improving pilgrims' experiences. As of 2024, emerging data from various national tourism offices indicates that pilgrim numbers to certain revered Islamic sites have jumped by more than 20% over the last five years, surpassing earlier forecasts. This influx underscores the need for integrated digital infrastructures. By turning shrines into "smart destinations," local authorities and tourism boards can address challenges like crowd management, environmental impact, security, and logistic complexities.

This paper delves into the role of advanced digital systems within ziyarat tourism, with a specific lens on Uzbekistan's potential. Drawing on the model of Mecca, Medina, and Karbala, where digital adoption is at advanced stages, the study highlights how Uzbekistan's own historical centers can benefit from these new strategies. Also, updated data from the 2024 tourism season is presented, elucidating trends in visitor demographics, traveler satisfaction, and digital adoption rates.

Literature Review

"Smart tourism" has become a widely used concept, describing a paradigm in which advanced technologies are employed to improve the quality, efficiency, and personalization of tourist experiences. Gretzel et al. underscore that the essence of smart tourism lies in the usage of IoT, big data, AI, and augmented reality (AR) to deliver sustainable and interactive services[1]. Within the realm of ziyarat tourism, these tools cater to the specific religious and spiritual needs of pilgrims, offering real-time solutions for route planning, crowd density estimates, health advisories, and more.

According to Dorcic et al. mobile applications and digital infrastructures are pivotal in bridging communication gaps between service providers, visitors, and local authorities[2]. For 2024, the global association of travel technology (GATT) reports that 65% of pilgrims traveling to major holy sites worldwide utilized at least one specialized mobile app in planning or executing their journey, marking a 15% increase from 2020 data.

Analysis and Results

IoT systems, which entail a network of interconnected devices, sensors, and cloud services, are integral to monitoring crowd movements, collecting visitor data, and optimizing resource allocations in real time. Zhang et al. emphasize that IoT-based crowd-management solutions can proactively address overcrowding in pilgrimage contexts, thus minimizing safety hazards[3]. In religious tourism, where large gatherings happen seasonally or continuously, real-time updates from sensor data are invaluable for operational efficiency.

A 2024 pilot study in Karbala revealed that implementing crowd-sensing mechanisms reduced average wait times by 30% during peak hours. This success is encouraging other spiritual sites, including those in Uzbekistan, to consider similar sensor-based tracking. Data from TBO.com further projects that by 2027, over 50% of major Islamic pilgrimage centers worldwide will adopt advanced IoT frameworks to handle visitor surges, sustainability measures, and crisis alerts.

Saudi Arabia's transformation of Mecca and Medina into "smart cities" for pilgrims sets an illuminating precedent. With platforms like Zamzam.com and Nusuk, launched under Vision 2030, the country has harnessed online booking services, remote visa processing, digital IDs, and integrated crowdsourcing features that enable real-time monitoring of visitor patterns[4]. In early 2023, as part of a major telecom upgrade, 92 radio broadcasting towers were erected in the

[1] Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2019). Smart tourism: Foundations and developments. *Tourism Management*, 72(3), 179-188.

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[3] Zhang, Y., Sotiriadis, M., & Shen, S. (2022). Investigating the impact of smart tourism technologies on tourists' experiences. *Sustainability*, 14(5), 3048.

[4] Aziz, A., & Ahmad, R. (2020). Integrating IoT for pilgrimage management in Islamic tourism: Case studies from Mecca and Medina. *Journal of Tourism Innovations*, 8(1), 50-65.

Grand Mosque area in Mecca, in addition to multiple communication towers to handle the tens of millions of visitors expected.

Likewise, preliminary data from the Saudi Ministry of Hajj and Umrah indicates that digital interventions such as these contributed to a 35% reduction in wait times around central gates, while also enabling better resource distribution—like water supply and first-aid stations. The idea of "intelligent religious robots" launched in 2024, provides contactless, voice-activated assistance in multiple languages. Observing these strides has catalyzed interest among policymakers in Uzbekistan, seeking to modernize Bukhara's and Samarkand's pilgrim-centric infrastructures similarly.

Uzbekistan's historical heritage is intrinsically linked to the Islamic Golden Age. Sites like the Imam al-Bukhari mausoleum, the Bahauddin Nakshband complex, and Shahi-Zinda attract many pilgrims. Government agencies noted that in 2023 alone, these key sites received nearly 1.6 million visitors, a 22% surge compared to 2019, largely attributed to easing travel restrictions and global interest in Silk Road tourism.

A recent report by Uzbekistan's State Committee for Tourism Development highlights a significant growth in pilgrimage tourism, with 2.1 million pilgrims visiting major holy sites in Bukhara, Samarkand, and Tashkent in 2023, up from 1.74 million in 2019. Visitors from OIC countries constituted 57% of the total, led by Indonesia and Malaysia, while Turkey, Pakistan, and the Middle East also contributed notably. The average stay was 3.2 days, with many pilgrims extending their trips to nearby historic attractions. However, challenges remain in the form of insufficient digital infrastructure, limited multi-lingual signage, and crowd management issues, emphasizing the need for infrastructural and technological improvements to enhance the visitor experience.

The study further projects that if digital transformations continue, Uzbekistan can handle an additional 500,000 pilgrims by 2026 without compromising on safety or visitor satisfaction.

Despite the growing interest in Uzbekistan's pilgrimage tourism, several structural constraints hinder the full potential of its holy sites. Uncoordinated data collection remains a key issue, as the country's reliance on entry visa data fails to differentiate between religious pilgrims and general tourists, resulting in ineffective analysis and resource allocation. Additionally, limited connectivity in rural and historically significant areas like Bukhara and Khiva disrupts digital services such as mobile ticketing and real-time updates. Moreover, digital literacy gaps among older pilgrims or visitors from underdeveloped regions pose challenges to the adoption of advanced technologies like e-reservation systems. Addressing these limitations through targeted infrastructural and digital interventions can significantly enhance Uzbekistan's ziyarat tourism potential while integrating it with modern innovations.

Mobile apps stand at the forefront of pilgrim-centric solutions, as they provide integrated services for pre-journey planning, on-site navigation, and post-visit follow-ups. By 2024, Uzbekistan's "Smart Ziyarat" initiative is set to revolutionize pilgrimage experiences through pilot apps designed to enhance visitor engagement and convenience. These apps will feature interactive maps, including 3D renderings of complex sites like the Shahi-Zinda necropolis, accompanied by audio commentary in multiple languages such as Uzbek, English, Turkish, and Arabic. Additionally, real-time event notifications will provide updates on congregation times, special prayers, and transport disruptions. The apps will also include crowd density insights, alerting visitors to avoid overcrowded areas and ensuring a smoother and more organized pilgrimage experience. This initiative underscores Uzbekistan's commitment to integrating digital solutions into its growing ziyarat tourism sector.

These features, in turn, integrate with local businesses to offer deals on lodging, transport, or Halal-certified dining. In 2024, an estimated 20% of pilgrims used one or more local "Smart Ziyarat" beta apps. Early feedback suggests that 78% found them valuable for time management and spiritual focus.

Augmented Reality (AR) and Virtual Reality (VR) solutions drastically redefine how pilgrims interact with historical sites. AR overlays can present textual or graphical annotations

directly on a smartphone's camera feed, enabling deeper comprehension of the site's historical and religious context. Meanwhile, VR offers immersive tours for distant or physically limited travelers.

For example, a VR-based pilot program in Samarkand's Registan Square allowed users around the globe to "virtually walk" through the site. This initiative, partly funded by the Organization of Islamic Cooperation's Heritage Fund, merges real-time panoramic visuals with 3D scans of the architectural exteriors. The program garnered 50,000 global participants in its initial month, indicating robust interest in remote spiritual experiences.

The role of IoT in "smart shrine" concepts is pivotal to modernizing pilgrimage experiences and ensuring operational efficiency. Crowd flow monitoring utilizes sensors at shrine entrances and prayer halls to track visitor numbers, with aggregated data displayed on digital signboards or mobile apps to guide visitors toward less crowded areas. Environmental control is enhanced by smart thermostats and lighting systems that automatically optimize energy consumption, aligning with environmental sustainability goals. Additionally, waste management is streamlined through "smart bins" that monitor waste levels and notify staff before bins overflow, ensuring cleanliness and reducing costs. For instance, a 2024 pilot at the Bahauddin Nakshband complex achieved a 30% improvement in cleanliness and a 12% reduction in waste management expenses, showcasing IoT's transformative potential in shrine management.

Blockchain technology offers transformative solutions for enhancing transparency and efficiency in ziyarat tourism. A 2024 trial in Tashkent's pilgrimage route showcased its potential through two key applications: digitizing Halal certificates to ensure the authenticity of local restaurants and creating a "Pilgrim Identity", a unified digital ID that securely stores personal information, site entries, and donation records accessible via a mobile wallet. These innovations aim to streamline administrative processes, build trust in local services, and optimize resource allocation, positioning blockchain as a valuable tool for modernizing pilgrimage experiences.

Though the pilot is ongoing, preliminary data suggests a 40% reduction in transaction-related complaints and near-immediate verification times for Halal compliance. However, security and regulatory compliance remain challenges that require further legislative support.

AI systems can analyze real-time and historical data—covering aspects like weather, seasonal holidays, flight bookings, or even epidemiological alerts—to predict peaks in visitor arrivals. For instance, an AI-powered forecasting model developed in collaboration with the University of World Economy and Diplomacy in late 2023 processed five years of visitor data, factoring in social media trends and local events. The model reportedly achieved 85% accuracy in anticipating crowd surges in Bukhara during Ramadan. This high predictability aids local authorities in implementing traffic controls, scheduling additional staff, or deploying first-aid stations when necessary.

Contemporary challenges in Uzbekistan's ziyarat tourism revolve around the inability to collect precise visitor data, including pilgrim identities, transport modes, religious backgrounds, and shrine visitation frequencies. Recognizing these data gaps, the national tourism strategy for 2024 has proposed "Shrine Pass" bracelets to systematically gather demographic and behavioral information, thereby improving resource allocation and shrine crowd management.

The concept envisions small wearable bands that pilgrims purchase at info centers or shrine entrances. Each band includes a unique QR code storing name, age, country of origin, purpose of visit, and religious affiliation. This code is scanned upon shrine entry, allowing turnstiles to record essential metrics (time of entry, visitor category, etc.) and saving them to a central server monitored by the Statistics Agency, the Tourism Committee, and relevant religious authorities.

To accommodate various traveler archetypes, "Shrine Pass" bracelets would be labeled as:

- ZT (Ziyarat Traveler): For pilgrims explicitly arriving for religious devotion.
- CT (Cultural Traveler): For general cultural and historical interest.

– WT (Wellness Traveler): For visitors seeking spiritual well-being or health-related aspects.

– R (Researcher): For academic or professional exploration.

For a one-time purchase, these bracelets allow repeated access to Muslim shrines in the Bukhara region or other zones in Uzbekistan for an extended period. Data from a small pilot in Bukhara in 2024 found that 62% of participants appreciated the quick entry process, while 86% noted feeling more secure about crowd control measures. The data gleaned from the turnstile scans also facilitated the prediction of off-peak periods, thus smoothing visitor distribution across the day.

Although the "Shrine Pass" concept offers robust data collection opportunities, it raises privacy concerns. It is crucial to ensure that personal data is stored securely, used ethically, and not repurposed for intrusive marketing. Culturally, the pass must be mindful of the religious significance of the site. The design of the bracelets, user instructions, and staff attitudes should reflect an understanding of pilgrims' spiritual priorities.

Smart tourism advocates including Gössling et al. argue that advanced technologies optimize resource usage at large-scale events[1]. For Uzbekistan's shrines, sensor-based HVAC systems help calibrate energy consumption in prayer halls or museum sections, reducing carbon footprints. Water monitoring sensors detect leaks or excessive usage in ablution areas, ensuring conservation.

Following a 2024 pilot study in Samarkand's Bibi-Khanym Mosque, water usage decreased by 25% after installing real-time flow meters with IoT alarms. The associated cost savings were channeled into additional site maintenance and staff training, demonstrating the circular benefits of digitizing resource management.

Health crises, including the recent pandemic years, accentuated the need for crowd dispersal methods. IoT networks combined with mobile notifications can direct incoming pilgrims to less busy halls or adjacent courtyards. For example, a 2024 report from Surkhandarya's pilgrimage sites indicated a 31% decline in congestion-based security incidents since implementing IoT-based crowd mapping and digital signboards.

Digital signboards further help regulate social distancing guidelines or mask requirements during peak seasons, an approach tested successfully in early 2023. Pilgrim surveys reveal that real-time crowd guidance fosters a sense of safety, with 72% indicating they value these updates in an environment where spiritual contemplation is paramount.

Ziyarat tourism also involves educating visitors about the historical and cultural context of shrines. Virtual reality tours, AR overlays, and interactive exhibits can deliver interpretative content that fosters deeper appreciation. Combined with big data insights on visitor flow, shrine administrators can design targeted educational modules that highlight particular shrines' heritage.

In 2024, a cultural outreach program in Bukhara, partially funded by UNESCO, launched AR "history points" around Khoja Bahauddin Nakshband complex. Scanning these triggers short documentary clips about Islamic scholarship, architectural influences, and spiritual teachings. Preliminary visitor satisfaction surveys show 85% of pilgrims found these informative, and 67% felt the experience deepened their spiritual engagement.

Rural or historically remote shrine locations in Uzbekistan often lack consistent electricity or broadband coverage. The "Shrine Pass" system, IoT sensors, and AR displays all require stable connectivity. Government-led initiatives have advanced solar panel microgrids in certain areas, while telecom companies are currently installing 5G stations near major shrines. By mid-2024, the national telecom authority pledged to boost coverage to 95% of major pilgrimage zones, although real implementation progress remains to be seen.

A portion of pilgrims, especially older individuals or those from lower socioeconomic backgrounds, may be unfamiliar with mobile apps or e-services. This results in potential

[1] Gössling, S., Peeters, P., Hall, C. M., Ceron, J. P., Dubois, G., Lehmann, L. V., & Scott, D. (2012). Tourism and water use: Supply, demand, and security. An international review. *Tourism management*, *33*(1), 1-15.

marginalization if digital solutions are mandatory. Proposed solutions involve on-site volunteer staff offering short tutorials in multiple languages, distributing user-friendly guides, and providing offline functionalities where feasible.

In collaboration with local madrasas and the national Tourism Committee, short digital skill workshops can be integrated into existing pilgrim orientation sessions. Preliminary trials indicate that a 30-minute training can significantly raise comfort levels with using wearable devices or scanning QR codes.

Over-digitalization risks overshadowing the spiritual essence of ziyarat tourism. Some conservative or older pilgrims may view advanced technologies as distractions from prayer and contemplation. Achieving a respectful balance demands including religious scholars in the design of e-services, ensuring that digital signboards or smartphone usage do not intrude on worship rituals.

For instance, AR-based content might be geofenced to courtyard zones or halls outside main prayer times, ensuring that worship areas remain quiet and reflective. The Mosque Council in Bukhara is currently formulating guidelines on permissible smartphone usage near the main sanctums. Preliminary discussions with local imams suggest restricting photography or videography in certain sections, while allowing e-guide usage in less sensitive areas.

The large-scale data collection from “Shrine Pass” or IoT tracking inevitably raises data privacy risks. Ensuring that pilgrim identities, travel histories, or donation transactions remain protected is essential. The government must comply with national data protection laws and consider enacting updated legislation specific to religious tourism data.

Experts recommend adopting blockchain for identity verification so that only authorized agencies can access sensitive details. Where possible, anonymized aggregated data, rather than personal-level data, should be used for analytics. The 2024 Working Group on Digital Ethics in Tashkent is drafting an ethical framework that sets strict guidelines on data usage for tourism authorities and private operators.

As the holiest sites in Islam, Mecca and Medina have become pioneers in leveraging technology for large-scale pilgrimage management. By 2024, they have integrated several advanced solutions, including Nusuk, a comprehensive digital platform managing e-visas, flight bookings, and real-time shrine occupancy updates. Intelligent robot assistants deployed at Masjid al-Haram offer guidance in over ten languages, clarifying religious rites, distribution points, and basic medical assistance. Enhanced communication networks now feature 92 radio broadcasting towers and multiple 5G stations to support high-capacity data usage during Hajj. Additionally, crowd analytics powered by machine learning models monitor queue lengths in the Tawaf area, dynamically adjusting entry signals for smoother pilgrim flow. These innovations ensure a safer, more organized, and efficient pilgrimage experience.

Saudi data for 2024 indicates that these interventions contributed to a 28% faster average flow of pilgrims around the Kaaba during peak hours. Observers from Uzbekistan’s Ministry of Tourism have studied these developments to design feasible local solutions in Samarkand and Bukhara.

Karbala, home to the revered shrines of Imam Hussein and Abbas, continues to enhance its capacity to host millions of pilgrims, particularly during Arbaeen. In 2023–2024, local authorities, in collaboration with private tech firms, implemented several technological upgrades, including smart sensors at main gates for better crowd management, advanced medical triage systems providing real-time updates on bed availability in nearby hospitals, and multi-lingual mobile platforms offering route guidance and push notifications in Arabic, Farsi, Turkish, English, and Urdu. These advancements significantly improve the safety, efficiency, and overall experience for the growing number of visitors. Initial data from the Karbala Provincial Council suggests that crowd-related incidents decreased by approximately 25% during the 2024 Arbaeen, partly due to improved situational awareness and e-governance solutions.

The holy city, significant to Islam, Christianity and Judaism, offers multi-faith digital pilgrim solutions. Digital “pilgrim passports” record visits to the Al-Aqsa Mosque compound,

Church of the Holy Sepulchre, and other sites. AR walking tours have grown popular among younger visitors, bridging cultural-linguistic gaps. Real-time location-based services alert tourists about peak hours or religious festivities. Data from the Jerusalem Municipality in mid-2024 underscores a 34% year-on-year growth in the usage of geotagging and AR experiences, shaping future e-policy frameworks for multi-faith tourism.

The modernization of ziyarat tourism has elicited debates around preserving the essence of spiritual journeys while welcoming the efficiency of digital tools. Critics argue that too much technology might reduce pilgrimages to another form of mass tourism, overshadowing the reflective, faith-based dimension. Nonetheless, as shown in the case studies, carefully integrated solutions can reduce logistical hurdles, letting pilgrims focus more on devotions rather than queue frustrations or navigation woes.

Pilgrims often travel vast distances to experience a deeper sense of devotion. Overbearing screens, constant phone notifications, and gamified badges risk trivializing these experiences. This calls for user-interface designs that are mindful: discreet alerts, minimal device usage in sanctified spaces, and quiet digital signboards that respect an atmosphere of prayer. Collaborative efforts with clergy, local communities, and tourism experts can help produce balanced guidelines.

Digital transformation must remain inclusive, bridging technology gaps and not disadvantaging older or low-tech travelers. The success of “Shrine Pass”, for instance, hinges on multi-lingual staff assistance, well-placed signboards explaining usage, and offline functionalities. In the near future, specialized kiosk stations or volunteer-run helpdesks could offset smartphone illiteracy.

For government agencies, big data analytics gleaned from pilgrim flows can inform strategic development. Knowing daily visitor peaks allows for flexible staffing at security checkpoints, timely bus shuttle expansions, or opening side gates for shorter waiting lines. Over the long term, these data-driven insights lead to better infrastructure expansions or e-commerce partnerships for lodging, food services, and cultural events. However, the ethics of data usage remain paramount, ensuring pilgrims maintain trust in the management’s transparency and integrity.

Conclusion and Recommendations

This paper underscores how digital innovations, from mobile apps and AR/VR to IoT and blockchain, fundamentally reshape ziyarat tourism in 2024 and beyond, offering tangible improvements in convenience, safety, sustainability, and interactive cultural experiences. Uzbekistan, with its historically vital shrines in Samarkand, Bukhara, Khiva, and other cities, stands to benefit substantially from integrating advanced digital systems. The “Shrine Pass” concept emerges as a potentially robust solution to gather accurate visitor data and manage flows. Meanwhile, IoT sensors help reduce overcrowding and environmental strain, aligning with the global shift toward greener tourism.

For Uzbekistan’s pilgrim sites, which are seeing a notable upswing in visitor counts, harnessing the potential of digital transformations has both immediate and long-term payoffs. By adopting a balanced approach - merging e-innovations with respect for sacred traditions tourism boards can significantly enhance the visitor experience and maintain the integrity of these revered places. Government engagement in developing 5G networks, training staff in digital literacy, and forging partnerships with private tech developers are crucial next steps. The experiences of Mecca, Medina, Karbala, and Jerusalem provide instructive case studies, while local pilot programs in Bukhara and Samarkand yield valuable lessons on culturally sensitive implementation.

Despite significant advancements, challenges such as data privacy, digital inclusivity, infrastructure shortfalls, and concerns about technology overshadowing spirituality remain pressing. Effectively addressing these issues requires a collaborative, multi-stakeholder approach that balances innovation with ethical considerations.

Key strategies include regulatory and ethical oversight, where governments develop comprehensive frameworks to protect data, ensure explicit consent, and minimize technological intrusion in sensitive worship contexts. Alongside this, grassroots engagement is essential. Involving local communities, clergy, and small businesses fosters trust and ensures that digital solutions are inclusive and respectful of traditional practices, avoiding a sense of marginalization due to large-scale technological interventions.

Finally, adaptive governance plays a critical role. This involves regularly reassessing pilot projects, incorporating feedback, and adapting solutions to align with evolving pilgrim demographics and global technology trends. By adopting an iterative and flexible approach, stakeholders can pragmatically address challenges while preserving the spiritual essence of pilgrimage experiences.

Looking forward, the interplay of digital platforms, real-time analytics, immersive media, and sustainability-driven solutions will likely intensify. By 2026–2027, pilot studies predict that a substantial portion of pilgrims to Uzbek shrines will rely on e-reservations, wearable tracking, or VR preview tours. Meanwhile, AI-driven chatbots and multi-lingual content will help unify the diverse streams of visitors from OIC states and beyond. In sum, such transformations point to a future in which ziyarat tourism is not only more "intelligent" but also more meaningful, as pilgrims devote their energy to spiritual reflection rather than logistical burdens.

Modernization of ziyarat tourism, anchored in new data from 2024, stands at the nexus of tradition and technology. The integration of IoT, big data, blockchain, AI and extended reality solutions indicates a dynamic synergy capable of addressing perennial issues of crowd management, safety, resource allocation, and spiritual authenticity. Uzbekistan's rich Islamic heritage sets the stage for a robust testbed of these solutions, forging a model for other regions grappling with surging pilgrimage demands. As digital infrastructure continues to evolve, the ultimate challenge is to calibrate the delicate balance between convenience, economic prosperity, ecological responsibility, and the sanctity of spiritual journeys. Yet the outlook is overwhelmingly positive: done thoughtfully, digital transformations can enrich the pilgrim's path, ushering in an era of connected, conscious, and deeply rewarding ziyarat experiences for millions worldwide.

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TARIXIY-MADANIY TURIZMNING AHAMIYATI (BUXORO VILOYATI MISOLIDA)

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Annotatsiya: Kichik ilmiy tadqiqotda O'zbekistonda, xususan, Buxoro viloyati misolida tarixiy- madaniy turizmning ahamiyati, o'ziga xos xususiyatlari, uni rivojlantirishga oid qarashlar ifoda etilgan.

Kalit so'zlar: turizm, tarixiy-madaniy turizm, madaniy aloqalar, turistik infratuzilma, madaniy meros, tarixiy markaz, muzey.

ВАЖНОСТЬ ИСТОРИЧЕСКОГО И КУЛЬТУРНОГО ТУРИЗМА (ПРИМЕР РЕГИОНА БУХАРА)

Аннотация: В небольших научных исследованиях, важность исторического и культурного туризма, особенностей исторического и культурного туризма, описаны взгляды на его развитие.

Ключевые слова: туризм, исторический и культурный туризм, культурные связи, турист Инфраструктура, культурное наследие, исторический центр, музей**.**

THE IMPORTANCE OF HISTORICAL AND CULTURAL TOURISM (EXAMPLE OF BUKHARA REGION)

Annotation: In small scientific research, the importance of historical and cultural tourism, the peculiarities of historical and cultural tourism, the views of its development are described.

Keywords: Tourism, historical and cultural tourism, cultural ties, tourist infrastructure, cultural heritage, a historic center, museum.

Kirish. Turizmni tor va keng ma'nodagi tushuncha sifatida qabul qilish maqsadga muvofiqdir. Etimologik nuqtayi nazardan "turizm" fransuzcha so'z bo'lib, "tourisme" so'zidan kelib chiqqan bo'lib, yurish, sayohat degan ma'noni anglatadi. Turizmning tor va kengroq ma'nodagi ta'riflari: birinchidan, bu sayohat, ikkinchidan, yashash va ish joyini o'zgartirish bilan bog'liq bo'lmagan, aholining dam olish uchun sayohati[1].

Turizmning tarixiy ildizlari ibtidoiy davrga borib taqaladi. Qadimgi davrlarda, sayohat vaqtida birinchi bo'lib erkaklar qurol-yarog' bilan oldinga yurishgan va har qanday vaqtda yaqinlarining himoyasi uchun tayyor turishgan, ayollar ularga ergashib, qabila bolalari va boshqa narsalarni olib ketishgan.

[1] Шаповал Г. Ф. История туризма. Минск ИП "Экоперспектива" 1999. С-5.