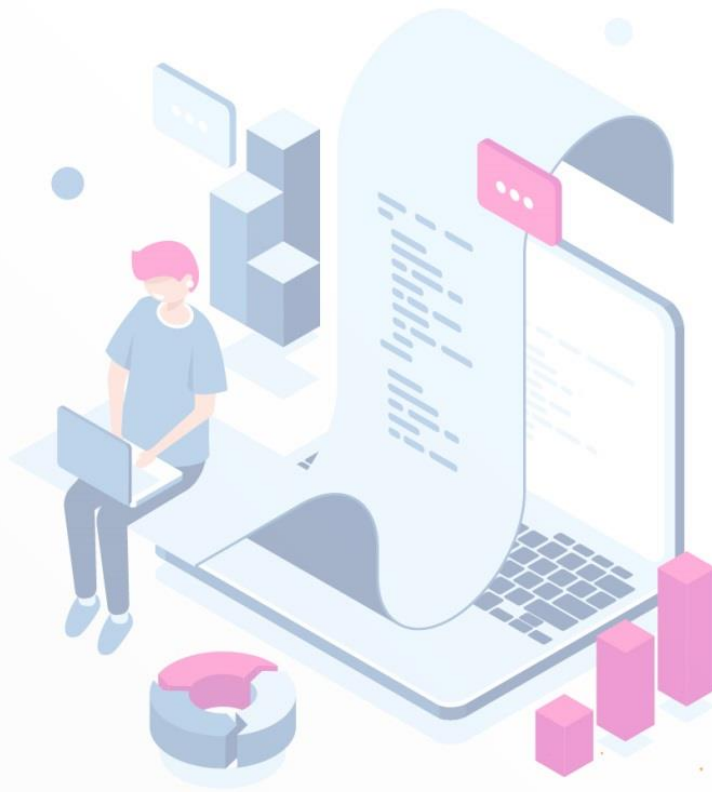


ISSN : 2349-4204



INTERNATIONAL JOURNAL OF

# TRENDS IN MARKETING MANAGEMENT

Indexed by:



Universal  
Impact Factor



IMPACT FACTOR  
SEARCH



## HALAL TOURISM AND ITS ROLE IN THE DEVELOPMENT OF UZBEKISTAN

**Mir-Djafarova Aziza Zhavokhirovna**

Samarkand Institute of Economics and Service. Assistant of the Department of  
Tourism.

**Abstract:** In this article, a literature analysis was conducted on the concept of halal tourism and its place in Uzbekistan. It turned out that it has criteria and facilities for establishing a halal tourism industry. Particular attention is paid to the fact that these criteria are important in the process of developing halal tourism in any country.

**Keywords:** Imam Al-Zamakhshari, Al-Bukhari, Imam At-Termezi, Imam Al-Maturudi, Baha-ud-din Naqshbandi, social interests, Muslim travelers, Crescent Rating, Mastercard.

Names of Imam Al-Zamakhshari, Al-Bukhari, Imam At-Termezi, Imam Al-Maturudi, Baha-ud-din Naqshbandi; they are notable athwart Muslim world where were from current Uzbekistan, where they were each conceived, covered, around Central Asia.

Catacombs of theirs are presently significant for travel industry advancement in Uzbekistan. travel industry change, specifical advancement of ziyarah (Islamic journey) travel industry, denotes an astounding new methodology from Uzbekistan's public authority.

Uzbekistan is located at the junction of Central Asia. It was a significant center of the Great Silk Road, has a rich social, cultural, common legacy. As of now, as public authority puts forth deliberate attempts to the transparent country to the world, the travel industry was recognized as an essential area needing advancement.



<http://academicjournalonline.org/index.php/ijtmm>

Crescent Rating, a gathering gaining practical experience in the Muslim, halal travel industry, appraises that by 2026, 230 million halal vacationers will be traveling; Pew Research Center has assessed that by 2050, almost 30% of the total populace will be Muslim. Thinking about the natural Islamic capability of Uzbekistan, journey travel industry advancement holds incredible guarantees for the country.

Uzbekistan is not yet referred to around the planet as an objective for the journey travel industry. In a 2017 study coordinated by the Center of Business, Tourism Development (CBTD), just 2.2 percent of guests in a while long review time frame said they needed to join a journey when requested what perspectives from touring in Uzbekistan y were generally keen on. greater part of travel industry assets in Uzbekistan are focused on chronicled, social objections, a lion's share of respondents in overview referred to authentic, social interests. These assets can be reoriented on side of tremendous potential for the journey travel industry.

Uzbekistan has taken a few measures to draw in Muslims from all around the planet to their country. State Committee on Tourism of Uzbekistan is holding exchanges with Crescent Rating on consideration of lodgings, eateries in the republic in the rating of Muslim friendliness.

Different measures are being taken by authorities to build up the fragment. An uncommon site committed to the halal travel industry is being readied. It will contain a data set of lodgings, providing food foundations, different associations in this field. Also, a publicizing, data mission of “7 motivations to observe Ramadhan in Uzbekistan” is being thoroughly considered.

Uzbek establishments estimate the impact of reforms that were introduced in previous years. Nearby cafeterias, bistros introduced “halal values”, while airports opened namaz rooms. Also, Uzbekistan Airways dispatched a journey among



<http://academicjournalonline.org/index.php/ijtmm>

Tashkent, Jeddah for persons to have it easier to go to Muslim sacred cities-Mecca and Medina.

Likewise, Uzbekistan has been presenting positive sans visa systems. Since February 2018, sans visa systems have been set up for residents of Indonesia, Malaysia, Turkey. In March 2019, United Arab Emirates was added to this rundown, with Iranian residents additionally having the option to give electronic visas. From the earliest starting point of this current year, an exceptional traveler visa has been presented, which is legitimate for a very long time. This reform has increased the number of tourists visiting Uzbekistan and will support the development of tourism.

As indicated by Global Muslim Travel Index (GMTI) score for 2019, Uzbekistan is among TOP-10 OIC part nations as far as engaging quality. the report is created GMTI mutually with Singapore-based organization CrescentRating, Mastercard. TOP-10 likewise incorporates such Muslim nations as United Arab Emirates, Saudi Arabia, Turkey, Malaysia, United Arab Emirates, Indonesia. An account takes note that Uzbekistan is on the eighteenth spot on the planet in giving conveniences to Muslim travelers. Malaysia, Indonesia, Turkey are leading the list. Kazakhstan, Azerbaijan possess nineteenth, twentieth spaces separately.

Likewise, Uzbekistan has been presenting positive visa systems. Since February 2018, sans visa systems have been set up for residents of Indonesia, Malaysia, Turkey. In March 2019, United Arab Emirates was added to this rundown, with Iranian residents additionally having the option to give electronic visas. From the earliest starting point of this current year, an exceptional traveler visa has been presented, which is legitimate for a very long time.

In rating, GMTI considers factors of safety, cost, transport infrastructure, services, religion.



## TOP INBOUND MARKETS

There are not many changes to the top inbound markets compared to the GMTI 2018 report. The top ten non-OIC destinations remain the same. These top ten destinations account for 22% of the Muslim inbound travel. Iran, Uzbekistan and Indonesia have entered the top ten OIC inbound markets. These ten destinations account for 36% of the total Muslim inbound market. The twenty destinations in total account for 58% of the Muslim visitors.



**Figure 3. Top 10 inbound halal tourism destinations**



<http://academicjournalonline.org/index.php/ijtmm>

Source: Kun. uz Uzbekistan is among the top 10 tourist destinations among OIC countries. <https://kun.uz/en/news/2019/04/13/global-muslim-travel-index-uzbekistan-is-among-top-10-tourist-destinations-among-oic-countries>

Islamic vacation business is a relatively new idea in Uzbekistan. Despite the huge potential, there is a strong need for standardization of halal principles in hotels and restaurants. Since 2017, the travel industry has become an essential area of the public economy, at very least since this circle advances the development of Uzbekistan's global glory.

This was underlined by an official declaration pushing for the increased improvement of Uzbekistan's travel industry. Extraordinary thoughtfulness regarding the halal travel industry store network started only two years back, further regard for this perspective is important to draw in more sightseers from Muslim nations. Execution of a halal accreditation, preparing for the halal travel industry, building halal inns are important strides towards that aim.

Advancement of ziyarah travel industry highlighted in a few reciprocal arrangements in course of recent period among Uzbekistan, or other Muslim nations. For instance, agreements to associate uncommon journeys in Uzbekistan have been made with Pakistan, Turkey.

Understanding this specific improvement of the travel industry in Uzbekistan will make confounded systematic, legitimate strides. A draft activity plan on the turn of events, usage of an arrangement of the deliberate certificate of items, administrations, including "halal," "genuine", "veggie-lover," was given for endorsement to Cabinet of Ministers in 2018.

This will crave for activity from State Committee for Tourism Development, yet coordinated effort among Ministries of Justice, Architecture, Agriculture, just as Committee of Religious Affairs. These are a portion of principle hindrances to



<http://academicjournalonline.org/index.php/ijtmm>

upgrading Islamic travel industry movement in OIC part nations. A portion of particular difficulties that hinder the advancement of the Islamic travel industry in OIC part nations, accessible chances in front of OIC part nations for the improvement of Islamic travel industry market.

## REFERENCES

1. Usmonova S. Islamic Tourism Has Great Potential in Uzbekistan. The diplomat (2019)
2. UNESCO. Gateway cities of uzbekistan on the great silk roads (2019)  
<https://en.unesco.org/silkroad/countries-alongside-silk-road-routes/uzbekistan>
3. Mastercard-CrescentRating. Global Muslim Travel Index 2019. Available online:  
<https://www.crescentrating.com/reports/global-muslim-travel-index-2019.html>
4. See: Usmonova S. Islamic Tourism Has Great Potential in Uzbekistan. The diplomat (2019)
5. Tourism-review. Uzbekistan plans to become ‘the centre of halal tourism’ (2019).  
<https://www.tourism-review.com/uzbekistan-to-develop-halal-tourism-news11012>.
6. Uzbektourism (2019) Узбекистан поднялся в рейтинге зиёрат-туризма  
<https://uzbektourism.uz/ru/newnews/view?id=283>