

## STRATEGY FOR INCREASING THE EFFICIENCY OF PILGRIMAGE TOURISM BASED ON MARKETING RESEARCH

Ortigaliev Azamat Abdumalik ugli

Alfraganus University,

Department of International Tourism

Management, student of group TBM-25/2

Saidvali Shukrullaevich Yusupov,

Professor of the Department of International

Tourism Management, Alfraganus University, PhD.

### Abstract:

This thesis examines the strategy for increasing the effectiveness of pilgrimage tourism based on marketing research. It highlights the need to radically improve the system of providing tourism services to increase tourism potential, measures to further increase the potential of domestic and foreign tourism, the need to develop a comprehensive action plan to address the main problems in the tourism sector, and other issues.

**Keywords:** Marketing research, strategy, efficiency of pilgrimage tourism, tourism services, domestic and foreign tourism, tourism potential.

### Annotation:

This article studies the strategy for increasing the efficiency of pilgrimage tourism based on marketing research. It examines the need for a radical improvement in the system of providing tourism services in order to enhance the potential of tourism, further measures aimed at increasing the potential of domestic and foreign tourism, as well as comprehensive measures to address the main issues in the tourism sector, the necessity of developing an action plan, and other related matters.

**Keywords:** Marketing research, strategy, efficiency of pilgrimage tourism, tourism services, domestic and foreign tourism, tourism competence.

### Translation of the Uzbek text:

In order to increase the tourism potential of the regions of our country, it is necessary to fundamentally improve the system of providing tourism services. For this, first of all, it is required to establish new tourist routes. This is an initial stage to be implemented, and it covers a long period.

In addition, to ensure the rapid development of the tourism sector, it is necessary to widely attract investments, introduce innovative ideas and technologies into the sector, and make

effective use of the rich natural, cultural, and historical heritage resources and opportunities of the region. Significant attention is being paid to issues related to the development of tourism, specific tasks aimed at developing tourism have been identified, and a special decree of the President of the Republic of Uzbekistan has been adopted in this regard.

The adopted legal documents are aimed at revealing opportunities for creating new tourist routes in the tourism sector. This is because the country has vast opportunities for engaging in tourism activities, which in turn is associated with the need to develop principles for improving the management of the tourism sector in Uzbekistan. In this regard, the rapid development of emerging tourism branches ranks among the most important tasks.

Moreover, tourism, which is rapidly developing across the world, is considered one of the most profitable sectors of the economy. Therefore, the development of tourism is a matter of state importance and requires the study of problems related to tourism development. Without knowledge of tourism, it is impossible to join the global tourism community and cooperation, nor is it possible to develop Uzbekistan's tourism sector at both international and local levels. Achieving this will lead to an increase in tourism potential.

Providing tourism services is of great importance for enhancing the tourism potential of each region. In this context, the development of tourist tours—serving as the foundation for the growth of national tourism—and organizing trips based on these routes by attracting tourists widely is considered essential. This is because offering new types of services attracts a large number of tourists.

Today, the demand for providing tourism services is extremely high, which requires specialists working in this field to possess high levels of knowledge, skills, and experience. Through this, the attraction of tourists in the tourism sector is ensured. Tourism services must be provided in conjunction with transportation, accommodation, catering, and excursion services.

At present, the issue of developing the tourism sector in the future to increase the tourism potential has been emphasized in the speeches of the President of the Republic of Uzbekistan. These speeches outline important tasks and measures for implementing the newly adopted targeted programs for the comprehensive and intensive development of the regions. Indeed, new targeted programs have been developed and implemented for the comprehensive development of the regions.

First of all, in order to fully utilize these opportunities, it is necessary to study and increase the tourism potential. For this reason, the legal framework for developing the tourism sector based on enhancing regional tourism potential across the republic is being strengthened. In this regard, a Presidential Decree of the Republic of Uzbekistan has created favorable conditions for the development of the tourism sector by widely attracting investments, introducing innovative ideas and technologies, and effectively using the resources and opportunities of the country's rich natural, cultural, and historical heritage.

During a video conference meeting on measures to further increase the domestic and international tourism potential, President Sh. Mirziyoyev emphasized the need for fully utilizing the opportunities of pilgrimage tourism in our country.

The Ministry of Finance was instructed to allocate 40 billion soums from the local budget to improve the infrastructure of pilgrimage tourism sites in Bukhara.

In addition, the Ministry of Tourism was tasked with increasing flights to Samarkand, Bukhara, and Tashkent from countries with high pilgrimage tourism potential such as Indonesia, Malaysia, India, Pakistan, Bangladesh, and Arab states.

Officials were instructed to approve a program aimed at utilizing the capabilities of more than 1,200 pilgrimage sites in our country and attracting at least 1 million tourists annually.

Taking into account the diversity of the sects, orders, and approaches of visiting pilgrims, it was noted that it is impossible to determine which types of food to offer representatives of different religions or sects or how to equip hotels and places of worship without scientific approaches.

It was also mentioned that there is a shortage of specialists and guides who can provide information about sacred sites, saints, and spiritual leaders.

In this regard, the Islamic Academy and the “Silk Road” University were tasked with developing scientifically based approaches for countries with high pilgrimage tourism flows.

In conclusion, to promptly address the main problems in the tourism sector, it is necessary to develop a comprehensive action plan, which includes the following:

- fundamentally improving visa policies and the visa issuance system for foreign tourists;
- enhancing services provided to passengers traveling by air and improving conditions at international airports;
- eliminating unnecessary obstacles affecting the pleasant experience of foreign tourists, including those traveling to Uzbekistan for active tourism purposes;
- supporting the activities of tourism entities and transport providers in order to further develop domestic tourism;
- increasing the number of specialists and guides who can provide information about sacred sites, saints, and spiritual leaders;
- organizing introductory excursions and tours for students and other groups.

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