

TOURISM CONCEPT 'Tabarruk Ziyorat' within the Turkic World

Chapter 1. General provisions

Based on the enormous potential of the Republic of Uzbekistan in pilgrimage tourism, the Tourism Concept 'Blessed Pilgrimage' within the Turkic World (hereinafter referred to as the Concept) focuses on wide attraction of the friendly nations and people to the cultural heritage of our country, familiarization of younger generation with the history, national and cultural heritage of our people, further expansion of cooperation in tourism with the member-states of the Organization of Turkic States, joint promotion of the pan-Turkic cultural heritage around the world, diversification of tourism products and services aimed at various market segments, increase of their competitiveness, creation of favorable conditions for domestic and international pilgrimage tourism.

The Concept is the basis for measures aimed at development of pilgrimage tourism in the Republic of Uzbekistan among the member-states of the Organization of Turkic States.

Chapter 2. International cooperation to increase the potential of the pilgrimage tourism in Uzbekistan

The international cooperation to increase the potential of the pilgrimage tourism in Uzbekistan provides the following activities:

establishment of cooperation in transport logistics within the scope of the Organization of Turkic States;

development of online platform and a mobile application according to the Concept on the web portal of the Organization of Turkic States;

establishment of the best practices sharing involving pilgrimage tourism specialists from the authorized bodies in the tourism sector of the member-states and observers of the Organization of Turkic States;

mutual presentations, exhibitions, and B2B meetings, as well as a screening of movies dedicated to the life and scientific heritage of our great sophists to widely popularize the potential of our country's pilgrimage tourism in the member states of the Organization of Turkic States;

regular cooperation with the authorized bodies in the tourism area and specialists from the member-states and observers of the Organization of Turkic States on the preservation and restoration of Turkic cultural heritage sites;

cooperation with the authorized bodies in the tourism area from the member-states and observers of the Organization of Turkic States on research works;

exchange of specialists and students between educational institutions in the tourism area from the member-states and observers of the Organization of

Turkic States and advanced training of university students in Turkic-speaking countries during the summer holidays;

regular posting of a series of books called 'Turkiy Adabiyot Khazinasasi' on the Internet;

broadcasting of TV programs disclosing the tourism potential of each state as a part of the Concept on TV channels of the member-states and observers of the Organization of Turkic States;

organization of information tours to Uzbekistan involving major tour operators (international tourism) and media in cooperation with associations of tourism entities non-government non-profit organizations of the member-states and observers of the Organization of Turkic States.

Chapter 3. Attraction of tourists by organizing various cultural and educational events among the Turkic nations

In order to attract tourists through various cultural and educational events among the Turkic nations, the following activities will take place:

traditional forums concerning 'Handicraft of the Turkic Nation' in one of the cities known for handicrafts (Vobkent, Rishtan, Chuyet, Shakhrikhan, etc.);

international forum in Samarkand dedicated to the Role of Samarkand Paper in Global Science and International Economy, as well as an exhibition and a scientific conference thereunder;

international forum in Margilan dedicated to the Importance of Margilan Silk Fabrics for Middle-Age International Market, as well as an exhibition and a scientific conference thereunder;

international folklore festival 'Dombra and Kubyz' in Nukus involving the representatives of Turkic nations;

international folklore festival 'Chankovuz and Sibizga' in Karshi involving the representatives of Turkic nations;

Classical Poetry Festival in Navoi in cooperation with the Union of Authors of the Turkic World involving the representatives of Turkic nations;

international heroic games festival 'Ethno-Challenge' in Kokand involving the representatives of Turkic nations;

International Festival of Turkic-Speaking Youth in cooperation with the International Organization of Turkic Culture (TURKSOY);

publication of the Tourist Map of Uzbekistan in cooperation with the Children's Fund of the Turkic World.

Chapter 4. Promotion of tourism through various scientific forums and conferences among the Turkic nations

In order to promote tourism by **organizing** various scientific forums and

conferences among the Turkic nations, the following activities will take place:

scientific conference concerning 'Muhammad al-Khwarizmi and Ahmad al-Fergani - key scientists of the Baghdad Academy: the beginning of the Eastern Renaissance' in Tashkent;

scientific conference concerning 'Imam al-Bukhari - Sultan of Muhaddithes', 'Work of Imam Abu Mansur Maturidi and the religious movement Maturidism' in Samarkand;

scientific conference concerning 'Beruni and Ibn Sina - Geniuses who Reverses the Fortune of the Second Millennium: Role of the Mamun Academy in the World Science Development';

scientific conference concerning 'Public Administration and the System of Law in Amir Temur's State' in Shakhrisabz;

scientific conference concerning 'Imam Bukhari, Darimi and Termizi: the school of the Muhaddithes in Mawarannahr' in Termez;

academic tour 'Kozizoda Rumi - Mirzo Ulugbek - Ali Kushchi' in Bursa - Samarkand - Istanbul;

scientific conference dedicated to the contribution of Ahmad al-Fergani to the world astronomy in Kokand.

Chapter 5. Concept expected outcome

Currently, the Turkic nations develop commercial, economic, cultural and social, scientific, and technical relationships. Today, we are able to increase the flow of travellers to our country by implementing the Concept in the member-states of the Organization of Turkic States.

With a view to the heritage of our great sophists, as well as the ability to admit the Buddhistic and Judaical pilgrims in the context of countries considering their exact flights, as well as based on the potential of neighboring countries, pilgrims will be attracted in the following areas:

as a result of the Concept in 2022-2026, more than **5 million** tourists from the member-states of the Organization of Turkic States will be attracted to our country. Thereby, the export of tourist services worth about **USD 1.3 billion** will be achieved.

In particular, we expect to attract:

101 thousand pilgrims who are interested in the heritage of such hadith scholars as Imam al-Bukhari, Muhammad ad-Darimi and Abu Iso at-Termezi;

26.2 thousand pilgrims interested in the heritage of Abu Mansur al-Moturudi;

43.3 thousand pilgrims-adepts of Naqshbandi fellowship;

3 thousand pilgrims interested in the heritage of Pahlavan Mahmud and who are adepts of Pahlavan fellowship.

At the same time, we plan to achieve digitalization of tourism services by creating a single electronic portal for Turkic nations.

Besides, various events and projects arranged by the Organization of Turkic States will result in the formation of such values as mutual cultural rapprochement of the younger generation, as well as respect for national heritages and ancestors.

