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INTERNATIONAL CENTRE

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Crossref



ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>

2026



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

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*Elektron nashr. 2026-yil, may.
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Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi
336/3-sonli qarori bilan
ro'yxatdan o'tkazilgan.



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THE ECONOMIC SIGNIFICANCE OF DEVELOPING PILGRIMAGE TOURISM IN UZBEKISTAN

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Abstract. This article scientifically analyzes the economic significance of developing pilgrimage tourism in Uzbekistan. Pilgrimage tourism, as one of the strategic directions based on the country's cultural and religious heritage, plays an important role in regional economic growth, increasing employment, and diversifying the services sector. The study examines the current situation, identifies key issues, and develops scientifically grounded proposals for further development.

Key words: pilgrimage tourism, economic diversification, tourism policy, regional development, services sector.

Annotatsiya. Ushbu maqolada O'zbekistonda ziyorat turizmini rivojlantirishning iqtisodiy ahamiyati ilmiy jihatdan tahlil qilingan. Ziyorat turizmi mamlakatning boy madaniy va diniy merosiga asoslangan strategik yo'nalishlardan biri sifatida hududiy iqtisodiy o'sishni ta'minlash, bandlik darajasini oshirish hamda xizmatlar sohasini diversifikatsiya qilishda muhim o'rin tutadi. Tadqiqotda sohaning bugungi holati tahlil qilinib, mavjud muammolar aniqlangan hamda uni rivojlantirish bo'yicha ilmiy asoslangan takliflar ishlab chiqilgan.

Kalit so'zlar: ziyorat turizmi, iqtisodiy diversifikatsiya, turizm siyosati, hududiy rivojlanish, xizmatlar sohasi.

Аннотация. В данной статье научно анализируется экономическое значение развития паломнического туризма в Узбекистане. Паломнический туризм, являясь одним из стратегических направлений, основанных на богатом культурном и религиозном наследии страны, играет важную роль в обеспечении регионального экономического роста, повышении уровня занятости и диверсификации сферы услуг. В исследовании анализируется текущее состояние отрасли, выявляются существующие проблемы и разрабатываются научно обоснованные предложения по её дальнейшему развитию.

Ключевые слова: паломнический туризм, экономическая диверсификация, туристическая политика, региональное развитие, сфера услуг.

INTRODUCTION

The tourism sector in the global economic system is recognized as one of the strategic industries that stimulates economic growth, generates significant income, and ensures employment. Over the past decades, the growth of tourism service exports, the increase in international tourist flows, and the expansion of the services sector have further strengthened the role of this industry in the global economy. Especially in developing countries, tourism is regarded as an important factor of economic diversification, serving as an alternative source of income alongside traditional industries.

In the Republic of Uzbekistan, tourism development has also been identified as one of the priority directions of state economic policy. In recent years, systematic reforms have been implemented in the country to modernize tourism infrastructure, liberalize the visa regime, expand international transport connections, and develop a national tourism brand. As a result of these measures, Uzbekistan's competitiveness in the international tourism market has increased, and steady growth in tourist flows has been observed.

Among the structural directions of tourism, pilgrimage tourism occupies a special place. Pilgrimage tourism, based on religious and spiritual values, is important not only for preserving cultural heritage but also for stimulating economic development. The numerous sacred sites located in Uzbekistan, including pilgrimage destinations associated with great scholars such as Imam al-Bukhari, Bahauddin Naqshband, and Abu Mansur al-Maturidi, create significant opportunities for transforming the country into one of the international centers of pilgrimage tourism.



In March 2026, the Islamic Civilization Center was opened in Tashkent. This large scientific and educational complex, dedicated to the history of Islam in Central Asia, has already become an attractive destination for tourists.

The complex, built over nearly eight years, includes a museum, a library, and scientific and educational spaces. Its main exhibitions include the Quran Hall, which houses the Uthman Mushaf, as well as sections devoted to pre-Islamic culture, the scientific flourishing of the 9th–13th centuries, the Timurid era, and the modern development of Uzbekistan.

The center also serves as a scientific hub: international forums are held there, and an expert council operates with the participation of organizations such as IRCICA, ICESCO, and the Oxford Centre for Islamic Studies [1].

Pilgrimage tourism is an important factor in ensuring the diversification of the national economy. This sector creates new jobs, develops the services sector, modernizes regional infrastructure, and increases local budget revenues [2].

From this perspective, a comprehensive study of the economic significance of developing pilgrimage tourism in Uzbekistan, an analysis of its impact on regional development, the identification of existing issues, and the development of scientifically grounded proposals to address them are relevant scientific and practical tasks. This research is devoted precisely to these issues.

LITERATURE REVIEW

Scientific research on the impact of tourism on economic development has been conducted extensively. According to reports by the World Tourism Organization, the tourism sector represents an important part of global services exports and is considered one of the key factors contributing to economic growth and employment in many countries [3].

The multiplier effect of tourism has been widely studied by C. Michael Hall, who emphasizes that tourism infrastructure has a significant impact on regional development and investment activity [4]. In addition, the works of Melanie Smith highlight the role of cultural and pilgrimage tourism in economic and social integration [5].

In the scientific literature on pilgrimage tourism, the distinctive features of this field have been studied separately. Researchers assess pilgrimage tourism as an important component of sustainable tourism, emphasizing its role in preserving cultural heritage, developing the local economy, and strengthening social stability. In particular, it has been scientifically substantiated that the development of religious tourism contributes to the expansion of the services sector in regions, the activation of small business entities, and the improvement of infrastructure.

Issues related to tourism development in Uzbekistan have also been widely covered in studies conducted by local scholars. In particular, these studies highlight the need to modernize tourism infrastructure, improve service quality, and strengthen competitiveness in the international tourism market. At the same time, some studies emphasize that the economic potential of pilgrimage tourism has not yet been sufficiently explored, particularly due to the limited number of analyses conducted at the regional level.

The analysis shows that although the general economic impact of pilgrimage tourism has been addressed in existing scientific works, a comprehensive assessment of its impact on regional economic diversification, especially at the level of individual regions, remains insufficiently developed. Therefore, this study aims to analyze the economic significance of pilgrimage tourism in Uzbekistan at the regional level and to develop scientifically grounded conclusions.

RESEARCH METHODOLOGY

The study employed methods of statistical data analysis, comparative analysis, and systematic analysis. The research findings were generalized on the basis of official statistical sources, national reports, and international analytical materials.

ANALYSIS AND RESULTS

Despite the decline caused by the COVID-19 pandemic, the rapid recovery of the tourism sector confirms that it is a stable and promising industry in the economy.

In recent years, tourist flows to the Republic of Uzbekistan and the volume of tourism services exports from foreign tourists have increased significantly (Table 1).



Table 1. Number of Foreign Tourists Visiting the Republic of Uzbekistan (thousands)

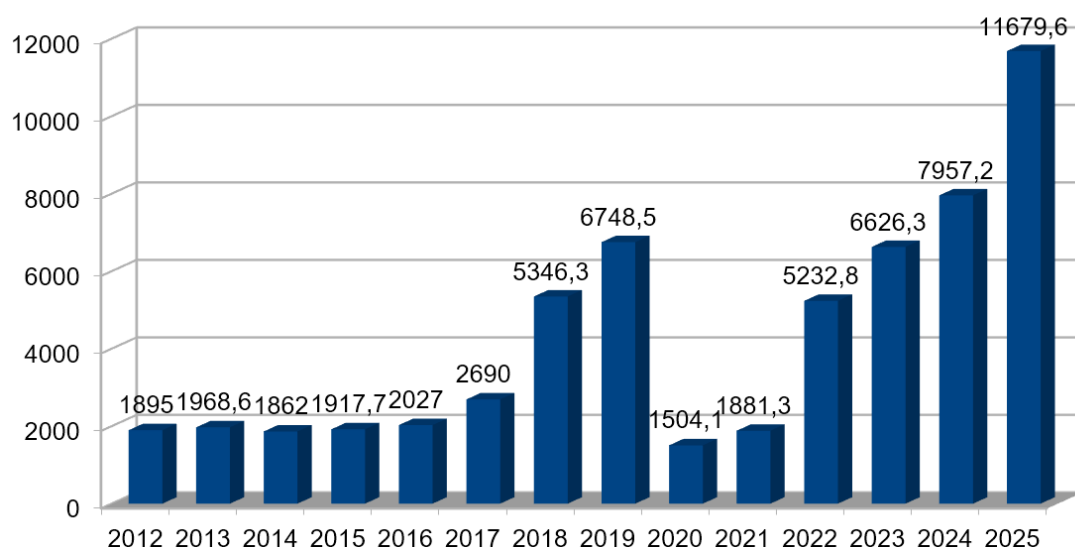
№	Year	Total number of tourists
1.	2012	1895
2.	2013	1968.6
3.	2014	1862
4.	2015	1917.7
5.	2016	2027
6.	2017	2690
7.	2018	5346.3
8.	2019	6748.5
9.	2020	1504.1
10.	2021	1881.3
11.	2022	5232.8
12.	2023	6626.3
13.	2024	7957.2
14.	2025	11679.6

Source: Compiled by the author based on data from the National Statistics Committee of the Republic of Uzbekistan [6]

As can be seen from this table, in 2025 a total of 11,679.6 thousand tourists visited the Republic of Uzbekistan, which is an almost 1.5-fold increase compared to the same period of the previous year, i.e., in 2024 a total of 7,957.2 thousand tourists visited.

This growth indicates the development of tourism infrastructure in the region and the effectiveness of state policy (Figure 1).

International tourists flow (Thousand people)

Figure 1. Growth Dynamics of Tourist Flows in the Republic of Uzbekistan (2012-2025)¹

Analysis of the chart data shows that during the observed period the tourism sector developed consistently, while in certain years a significant growth trend was recorded.

During 2012–2016, the flow of foreign tourists remained relatively stable, with indicators ranging from approximately 1.8 to 2 million visitors. During this period, the gradual development of tourism infrastructure and the existing visa procedures limited the rapid expansion of tourist flows.

¹ Source: Compiled by the author based on data from the National Statistics Committee of the Republic of Uzbekistan [6]



Beginning in 2017, substantial growth was observed as a result of comprehensive reforms implemented in the tourism sector. In particular, while the number of tourists reached 2.69 million in 2017, this figure increased sharply in 2018, exceeding 5.3 million visitors. In 2019, the flow of foreign tourists reached 6.7 million, representing one of the highest growth indicators during the analyzed period. This positive trend can be explained by the simplification of visa procedures, the expansion of international air connections, and the active promotion of Uzbekistan in the international tourism market.

In 2020, the tourism sector experienced a temporary decline due to the global COVID-19 pandemic, and tourist flows decreased to 1.5 million. Restrictions introduced during the pandemic significantly affected international tourism activity worldwide.

From 2021 onward, the tourism sector gradually entered a recovery phase. The number of tourists exceeded 5.2 million in 2022, reached 6.6 million in 2023, and approached 8 million in 2024. According to available data, by 2025 the flow of foreign tourists exceeded 11.6 million visitors. These indicators demonstrate the steadily increasing potential of tourism in Uzbekistan, particularly in the fields of pilgrimage and cultural tourism (Figure 2).

Tourism services export volume (USD million)

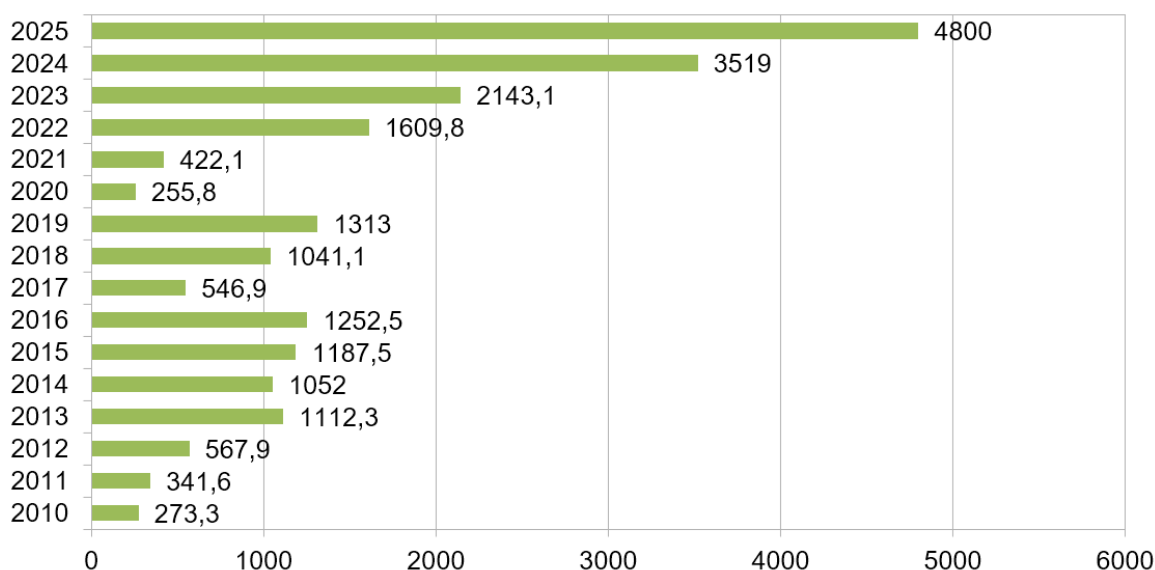


Figure 2. Volume of Tourism Services Exports in the Republic of Uzbekistan (2010-2024)²

According to the results for 2025, the export of services provided to tourists in Uzbekistan reached 4.8 billion US dollars, and this indicator grew by 142.2 percent.

In general, the chart analysis confirms that the tourism sector in Uzbekistan has a steady growth trend and that this direction is becoming one of the important drivers of economic development.

CONCLUSIONS AND RECOMMENDATIONS

The conducted analyses show that there are several systemic issues in the process of developing pilgrimage tourism in Uzbekistan, which limit the full realization of this sector's economic potential.

First, the uneven development of tourism infrastructure across regions remains one of the key issues. In particular, in some regions with significant pilgrimage tourism potential, transport systems, accommodation facilities, and service industries require further modernization and expansion. This situation affects the sustainable growth of tourist flows.

Second, certain challenges related to service quality and standardization are still observed. The adaptation of tourism services to international standards, the training of qualified personnel, and the further development of service culture are important factors for strengthening the competitiveness of pilgrimage tourism.

Third, the marketing and branding system also requires further improvement. Uzbekistan's pilgrimage tourism potential has substantial opportunities for broader promotion in the international tourism market, which would contribute to more effective utilization of the country's rich cultural and spiritual heritage.

² Source: Compiled by the author based on data from the National Statistics Committee and Tourism Committee of the Republic of Uzbekistan [6,7]



Fourth, there is a need to diversify tourism products more extensively. In many cases, pilgrimage tourism is mainly associated with religious visits, while integrating it with cultural, gastronomic, and ecotourism directions could increase tourists' length of stay and improve economic efficiency.

To address the identified issues and increase the economic effectiveness of pilgrimage tourism, the following scientifically grounded proposals are recommended.

First, comprehensive modernization of tourism infrastructure should be continued. In particular, improving the transport and logistics system, increasing the number of modern hotels and family guesthouses, and upgrading roads leading to pilgrimage destinations should remain priority tasks.

Second, improving the system of personnel training is essential for enhancing service quality. Introducing educational programs that meet international standards for tourism specialists, along with organizing practical training courses, would contribute significantly to sector development.

Third, it is important to develop effective marketing strategies for promoting pilgrimage tourism internationally. In this regard, broader use of digital marketing tools and active promotion of the national tourism brand through social media and international platforms are highly important.

Fourth, diversification of tourism products should be regarded as a strategic direction. Developing integrated tourism packages that combine pilgrimage tourism with cultural, gastronomic, and ecotourism routes would increase overall economic efficiency.

Fifth, expanding public-private partnership mechanisms to attract investment into the tourism sector is advisable. This approach would contribute to accelerating infrastructure development and improving service quality.

The results of the conducted research show that pilgrimage tourism in Uzbekistan is not only a sphere of cultural and spiritual significance, but also an important strategic sector contributing to the sustainable development of the national economy. The development of this direction directly influences the expansion of the services sector, the growth of regional economic activity, and the creation of new jobs.

The analyses indicate that pilgrimage tourism serves as an important driver of economic diversification, enabling the effective involvement of regional resources in economic circulation. Particularly in regions rich in historical and religious heritage, tourism development contributes to the activation of small business and private entrepreneurship.

At the same time, existing sectoral challenges — including infrastructure limitations, service quality issues, marketing system development, and the need for broader diversification of tourism products — continue to influence the full realization of pilgrimage tourism's economic potential.

By systematically addressing these issues, Uzbekistan's pilgrimage tourism can become a competitive segment in the global tourism market. In this regard, a comprehensive approach involving infrastructure modernization, digital marketing development, enhancement of personnel capacity, and expansion of public-private partnership mechanisms is of great importance.

In general, pilgrimage tourism in Uzbekistan's economy should be regarded not only as an additional source of income, but also as a strategic direction for regional economic development and diversification. The scientific and systematic development of this sector will contribute to the country's long-term economic stability and sustainable growth.

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IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

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2026. № 5 (2)

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Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>
