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PROSPECTIVE DEVELOPMENT OF WOMEN'S
PILAGNIC TOURISM IN UZBEKISTAN

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Abstract:

Introduction. *Diversification of tourism products and services aimed at various segments of the country's tourism market, further increasing their competitiveness, creating a favorable and convenient domestic and international tourism environment, expanding transport routes, improving the quality of transport services, promoting tourism products, as well as a number of decisions were made aimed at strengthening its image as a safe place to receive.*

A list of countries has been compiled that from January 1, 2020, will introduce a 30-day visa-free regime for their citizens. A working group has been created to study the state of roads and roadside infrastructure along the Tourist Highway of Uzbekistan.

Decree of the President of the Republic of Uzbekistan on measures to further develop the tourism industry in the Republic of Uzbekistan in order to dramatically increase the number of foreign citizens entering the country, as well as in accordance with the main directions of the tourism concept. Development in the Republic of Uzbekistan in 2019-2025:

1. From October 1, 2019, the Ministry of Transport and the State Committee for Tourism Development of the Republic of Uzbekistan in accordance with international law with the application of the "fifth air freedom" at the international airports "Karshi", "Nukus". And "Termez", as well as "Bukhara" approve the proposal to introduce the "Open Skies" regime at the airport using the "fifth freedom of air" when transporting citizens of foreign countries.

2. The Ministry of Transport of the Republic of Uzbekistan, together with the Ministry of Foreign Affairs, within two months, provide the aviation administrations of foreign countries and foreign carriers with information on the list of international airports in Uzbekistan, including through diplomatic channels. ^[1] A number of measures have been developed on the basis of this resolution.

Research methods. *The experience of countries around the world shows that countries lead their economies to prosperity by providing a variety of modern services, rather than the supply of raw materials or the manufacture of any type of product.*

Even in a pandemic, most individuals and businesses are increasing their income by providing online services at home. Travel services occupy a special place in the service market of our country.

Results and discussions. *Travel services provided in our country create additional convenience for consumers, ensure the attractiveness and prestige of services.*

From time immemorial, our country amazed foreign tourists with its antiquity and abundance of shrines. Due to the large number of women in the world, the development of female pilgrimage tourism is gaining in importance.

Conclusion. *The features of the development of pilgrimage tourism in Uzbekistan are described and analyzed. A narrow and comprehensive analysis of the market of tourism services in Uzbekistan, in particular, women's tourism, has been carried out.*

In accordance with the Law of the Republic of Uzbekistan "On Protection of Consumer Rights", the procedure for requirements for all types of tourist services has been established. There are proposals for the development of female pilgrimage tourism in Uzbekistan.

Keywords: *pilgrimage tourism, safe place, tourist service, recreation mode, female visiting tourism, Bibi Ubaida pilgrimage, Bibi Seshanba pilgrimage, Kizbibi or Agoyi Buzruk pilgrimage, Bibi Orif pilgrimage.*

Introduction. Diversification of tourism products and services aimed at various segments of the country's tourism market, further increasing their competitiveness, creating a favorable and convenient domestic and international tourism environment, expanding transport routes, improving the quality of transport services, promoting tourism products, and strengthening its image as a safe place to stay:

Decree of the President of the Republic of Uzbekistan No. PF-6155 dated February 3, 2021 "On the State Program for the Implementation of the Strategy of Action in Five Priority Areas of Development of the Republic of Uzbekistan for 2017-2021." support of youth and public health"^[2].

According to the decree, the development of new types of tourist services in the country and the attraction of foreign tourists will play an important role.

In accordance with this decree, a plan has been developed for the formation of internal tourist flows for the most important objects of the material and cultural heritage of the Republic of Uzbekistan.

➤ According to this plan, in the Bukhara region at the shrines "Seven piers" and the complexes "Poi Kalon":

➤ Installation of road signs and information signs in the regional center and other large settlements, indicating the direction leading to the shrine.

➤ Sale of books and handicrafts related to the Naqshbandi sect and mysticism.

➤ Creation of food outlets that meet the requirements of halal tourism.

➤ Within the framework of the program "Every family is an entrepreneur" to allocate loans in the amount of up to 33 million soums for the organization of family guest houses around the shrine that meet the requirements of honest tourism.

➤ Development of video clips and printed campaign materials about the Naqshbandi sect, the shrines "Seven Pirs", "Bahauddin Naqshband" and "Bukhara - the cultural capital of the Islamic world".

- Print and distribute pilgrimage etiquette booklets and distribute to visitors free of charge.
- Allocation of 150 million soums for propaganda in 2021.
- Implementation of such measures is planned. [3]

Based on the decisions and decrees of our President, we, the youth, face important tasks.

Materials and methods. One of the important tasks facing our state is to increase the volume of goods and services through the efficient use of limited resources. Also, due to the fact that the gold reserve is one of the limited resources, this poses urgent tasks for our leading specialists and scientists.

The experience of countries around the world shows that countries lead their economies to prosperity by providing a variety of modern services, rather than supplying raw materials or producing any type of product.

Even in a pandemic, most individuals and businesses are increasing their income by providing online services at home. Travel services occupy a special place in the service market of our country.

Central Asia, with its thinkers, contributed to the beginning of the period of awakening of world civilization. Ancient buildings, structures, mausoleums and mosques, khanakas, waterways and land structures represent significant economic potential with their attractiveness.

Result. When analyzing the market of tourist services, the main attention is paid to what kind of service it is and how it is organized.

Travel service is the result of the activities of an organization or an individual entrepreneur to meet the needs of a tourist in organizing and conducting a tour or its individual components. Travel services should take into account the interests of tourists, be safe for the life and health of tourists and comply with the requirements of GOST.

In fact, services are invisible goods [4]. Thus, the production and sale of tourism services are classified as ordinary (tangible) goods. Governed by laws other than similar actions. The Consumer Protection Act has a separate section on consumer service relationships.

Table 1.

Travel services provided to consumers by organizations or individual entrepreneurs include

Travel services provided to consumers by organizations or individual entrepreneurs include:			
Tour operator services for the organization of domestic tourism	Tour operator services for inbound tourism	Excursion services	Amateur travel services
Tour operator services for the organization of outbound tourism	Travel agency services	Special services of a tour operator and travel agency	

In accordance with the Law of the Republic of Uzbekistan "On Protection of Consumer Rights", the following requirements are mandatory for all types of tourist services:

- Safety of life and health;

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- Safety of property of tourists and attractions;
- Environmental protection.
- The provision of tourist services should not be accompanied by a deterioration of the natural environment (closure of the territory, trampling of plants, damage and burning of shrubs and trees, etc.).

The provided tourist services must meet the requirements that provide consumers with additional amenities, attractiveness and prestige of services. Recommended requirements for travel services and terms of service include the following.

- Compliance;
- Accuracy and timeliness of execution;
- Difficulty;
- Staff ethics;
- Aesthetics of comfort;
- Ergonomics

Additional tourist and excursion services (additional meals, shuttle transport, guide services, etc.) Not provided for in the tourist package are provided to consumers in leisure mode. WHO has developed 400 types of such services? The tourist buys these services for an additional fee.

Discussions. The tourist services provided in our country create additional conveniences for consumers, ensure the attractiveness and prestige of services. From time immemorial, our country amazed foreign tourists with its antiquity and abundance of shrines.

About two million tourists from 70 countries of the world visit our country annually. Cultural and historical tourism remains the most popular for them. In addition, the fact that more than 110 out of more than 500 operating travel companies are constantly operating on international routes is an important factor in attracting tourists to our country.

The analysis of tourism statistics was as follows:

Table 2.

Expenditures on domestic tourism in 2019 by product, category of visitors and type of travel (in millions of soums)

Typical travel products	Tourists (visitors for a day or more)	Tourists (one-day visitors)	Visitors
A. Consumer goods	8 930 081,5	10 744 259,1	19 674 340,6
1. Typical travel products	6 662 713,6	3 995 730,9	10 658 444,5
2. Accommodation services for visitors	1 122 615,2	X	1 122 615,2
3. Catering services	687 202,3	1 830 255,0	2 517 457,3
4. Railway passenger transport services	370 992,1	26 150,0	397 142,1
5. Land passenger transport services	1 828 050,3	1 864 675,9	3 692 726,1
6. Air passenger services	2 194 639,3		2 194 639,3
7. Travel agency and other booking services	283 100,0	750,0	283 850,0
8. Services in the field of culture	96 614,4	89 500,0	186 114,4
9. Services in the field of sports and leisure	79 500,0	184 400,0	263 900,0
2. Other consumer goods	2 267 367,9	6 748 528,2	9 015 896,1
B. Other products	1 219 989,2	1 373 229,4	2 593 218,5
Total	10 150 070,6	12 117 488,4	22 267 559,1

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Based on the above data, we have highlighted the following. The volume of expenses on domestic tourism by categories of visitors and types of travel as of 2019 amounted to 10,150,070.6 million soums for tourists (visitors per day or more), 12,117,488.4 million soums for tourists (one-day visitors). UZS, 22,267,559.1 million soums for visitors. Including the most expensive products include the usual travel products. Their share in the total number was 74.6 % for tourists (visitors for a day or more), 37.1 % for tourists (one-day visitors) and 54.2 % for visitors.

According to the data, the number of visitors to our country was 16.8 % in three directions, 17-20 % - on land passenger transport, 24-25 % - on air traffic.

Table 3.

Tourism employment 2019

Tourist networks	Number of employees in legal entities, people			Actual hours worked, man-hours
	Total	Men	Women	
1. Accommodation services for visitors	54 536	36 178	18 358	92 990 367
2. Catering services	66 646	40 902	25 744	110 249 174
3. Railway passenger transport services	5 273	3 891	1 382	10 605 518
4. Land passenger transport services	70 919	66 083	4 836	116 974 245
5. Air passenger services	1 040	310	730	1 412 903
6. Car rental services	1 788	1 460	328	2 887 043
7. Travel agency and other booking services	3 192	1 866	1 326	5 223 752
8. Services in the field of culture	11 042	5 873	5 169	21 140 898
9. Services in the field of sports and leisure	16 028	11 050	4 978	28 143 138
Total:	230 464	167 613	62 851	389 627 038

The analysis of statistical data on the level of employment in the tourism sector in our country for 2019 was as follows. The composition of the staff of legal entities in the field of tourism has changed as follows. The share of men in accommodation services was 66.3 %, and the share of women was 27.5 %. The share of men in the services of public catering enterprises was 61.4 %, women - 38.6 %.

The share of men in passenger rail transport services was 73.8 %, the share of women - 26.2 %. The share of men in land passenger transport services was 93.2 %, and the share of women was 6.8 %.

The share of men in the field of passenger air transportation was 29.8 %, women - 70.2 %. The share of men in car rental services was 81.6 % and the share of women - 18.3 %. The share of men in the services of travel agencies and other booking services was 58.4 %, the share of women - 41.5 %.

The share of men in the field of cultural services was 53.2 %, and the share of women - 46.8 %. The share of men in sports and leisure services was 69.9 %, while the share of women was 31.1 %.

From the above analysis, it can be seen that in 2019 the employment rate of our women in the tourism sector was very low in some areas.

Creation of benefits and vacancies in all branches of tourism in order to increase the employment of women. Providing employment for women on preferential terms in accordance with the legislation of the Republic.

Key indicators of tourism development in the Republic of Uzbekistan

Key indicators of tourism development in the Republic of Uzbekistan		
	Unit of measurement	2019 year
Gross domestic product	Bln. soums	510 117,2
TOTAL ADDED VALUE	Bln. soums	464 854,5
Gross Value Added Created in the Tourism Industry	Bln. soums	24 742,7
Share of gross value added created in the tourism sector in the country's GDP	%	4,9
Gross Value Added Created by Direct Tourism	Bln. soums	13 571,9
Share of gross value added from direct tourism in a country's GDP	%	2,7
Gross domestic product generated directly from tourism	Bln. soums	14 104,1
Share of GDP generated by direct tourism in a country's GDP	%	2,8
Share of gross value added from direct tourism in a country's GDP	%	2,9
Total domestic supply (production) by economy	Bln. soums	1 170 265,8
Domestic supply of tourism industries (manufacturing)	Bln. soums	43 297,0
Domestic tourism consumption	Bln. soums	33 906,8
Share of consumption of domestic tourism in the domestic supply of sectors of the economy	%	2,9
Consumption of inbound tourism	Bln. soums	11 639,3

The main indicators of tourism development in the Republic of Uzbekistan as of 2019 changed as follows. The gross domestic product amounted to 510,117.2 billion soums, and the gross value added - 464,854.5 billion soums. The gross value added created in the tourism sector amounted to 24,742.7 billion soums, and the share of the gross value added in the tourism sector in the countries GDP was 4.9 %. The gross value added created in direct tourism amounted to 13,571.9 billion soums, the share of gross value added in direct tourism in the country's GDP was 2.7 %.

The volume of GDP created through direct tourism amounted to 14 104.1 billion soums, the share of GDP created by direct tourism in the country's GDP was 2.8 %, and the share of value added in the country's GDP was created through direct tourism.

The total volume of domestic supply (production) in the economy amounted to 1,170,265.8 billion soums, the volume of domestic supply (production) of tourism amounted to 43,297 billion soums, the volume of domestic consumption of tourism amounted to 33,906.8 billion soums.

The share of domestic tourism consumption in the domestic supply of sectors of the economy was 2.9 %. Inbound tourism amounted to 11.639.3 billion soums.

The possibilities of developing the following tourist services in our country were studied.

1. Rural tourism
2. Tourism in Jailoo
3. Gastronomic tourism.
4. Festival tourism.
5. Pilgrimage tourism.
6. Medical tourism
7. Shopping tourism.

8. Ecotourism

Uzbekistan is a hospitable warm land, where the sun shines brightly 300 days a year.

Nature has generously endowed the country with an amazing variety of landscapes: the hot sands of the Kyzyl Kum desert, the coolness of the Tien Shan mountains, transparent lakes, lifeless steppes and green oases - all this is Uzbekistan.

Once upon a time, thousands of rich caravans of the Great Silk Road passed here, connecting the Middle East and the Mediterranean with India and China. New cities flourished along the life-giving arteries of caravan roads, the national cuisine absorbed the best recipes of overseas dishes and gradually crystallized into the famous Uzbek cuisine, which we all know and love.

Today Uzbekistan is a modern democratic republic with excellent service and developed tourist infrastructure. Here everyone can afford an affordable vacation - whether it be the five-star comfort of first-class hotels or the homeliness of boutique hotels, a guided tour of ancient cities with their countless attractions, an exciting jeep adventure or a hiking trip in the mountains.

Among these services, the development of pilgrim tourism in particular has a unique historical development.

Due to the large number of women in the world, the development of female pilgrimage tourism is gaining in importance. In particular, the dynamics of the population in Uzbekistan was as follows.

Table 5.

Population statistics in Uzbekistan

Indicators	2019 year	2020 year	2021 year
Women	49,75	49,73	49,69
Including			
Women between the ages of 20 and 55	42,51	42,48	42,39
Men	50,25	50,27	50,31
Including			
Men aged 20-55	46,54	46,82	47,12

Looking at the statistics above, you can see that the number of women has decreased relatively. But in any case, given that our women prefer to visit more shrines, we need to develop a procedure for visiting the shrines they go to. If you look at history, since ancient times, the places where our noble women lived were revered, mausoleums and khanakas were built.

It is known that our country has a rich history, culture, scientists, scientists who have made a great contribution to world civilization, unique objects of cultural heritage, ancient architecture, crafts and culinary arts, as well as a region with high potential in this area. Pilgrimage tourism. Therefore, in the rapid recovery of the tourism industry in the context of the coronavirus pandemic, pilgrimage tourism plays an important role.

At a videoconference chaired by the President of the Republic of Uzbekistan Sh. Mirziyoyev on December 9, 2020, a number of important tasks were identified, which discussed the work carried out in the field of tourism and sports, and the tasks for 2021.

In 2021, it is planned to attract 1.7 million foreign and 7.5 million local tourists, as well as increase the export of tourism services to \$ 370 million. In particular, the country's tourism potential is designed to attract 700,000 visitors and export services worth \$ 130 million.

Measures will be taken to develop a multimedia program "Seven Piers of Tarikat" for placement in information kiosks of the complexes "Seven Piers" in the Bukhara region, to create videos reflecting the shrines and relics of our country, the heritage of different religions, etc. airlines and trains.

In order to further develop and support pilgrimage tourism in our country, the President said:

1. The Committee on Religious Affairs under the Cabinet of Ministers of the Bukhara region, together with the Ministry of Culture and the Ministry of Finance, within two months submits proposals to the Cabinet of Ministers on the concept of construction and development of an innovative museum in Bukhara.

2. The Committee for the Development of Sericulture and Karakul, the Ministry of Agriculture and the administration of the Samarkand region created a mulberry tree plantation on 64 hectares of land around the Imam Bukhari complex and the Samarkand silk paper tourist complex until August 1, 2021 as a source. Raw silk. To provide.

3. Together with the National Television and Radio Company of Uzbekistan, the Committee on Religious Affairs under the Cabinet of Ministers, the Academy of Sciences, the Ministry of Higher and Secondary Special Education, the International Islamic Academy of Uzbekistan and the International Research Center of Imam Bukhari, in order to popularize and promote large-scale promotion, create a satellite TV channel "Imam Bukhari" in Indonesian, Bengali, Malay, Turkish, Arabic, Hindi, Urdu, Pashto and other foreign languages with the presence of its correspondents in foreign languages. Countries. Development concept, such proposals have been made.

Considering the above analysis in our country, it can be noted that an increase in the diversification (diversity) of religious tourism plays a special role in the development of pilgrim tourism. Religious tourism, that is, the spiritual needs of people, also contributes to an increase in the number of visitors.

The growing population of Muslim countries, as well as the growth of the Muslim diaspora in developed countries, means that this factor needs to be addressed.

In this regard, British Muslims are delighted to hear about new direct flights from Istanbul to Bukhara and Samarkand. It is clear that Central Asia, in particular Uzbekistan, will benefit from an individual approach to this area of tourism.

Visiting unusual places and adventures in these places is just as important as visiting tourist attractions. Perhaps this trend seems interesting also because people tend to experience more adrenaline and unusual emotions. Several pilgrim tourism initiatives show that there is a lot of speculation in this regard. In this regard, the Bukhara Declaration on Pilgrimage Tourism was adopted within the framework of the first International Forum of Pilgrimage Tourism on Friday, February 22, 2019 (17 Jumodus, 1440 AH), Bukhara, Republic of Uzbekistan.

The organizers of the Tashkent Law Spring International Legal Forum (Forum) have developed a cultural program in interesting cities of Uzbekistan, including Bukhara.

For an additional fee of \$ 200, participants will be able to visit the city of Bukhara and see historical and cultural monuments included in the UNESCO World Heritage List.

The cost of the tourist package includes tickets Tashkent-Bukhara and there and back, from the station to the hotel and from the hotel to the station, one-day hotel accommodation, breakfast, 2 lunches and 1 dinner, a concert program. as monuments of history and culture and attractions.

Considering that the forum coincides with the tourist season in Uzbekistan, the participant can choose only one of the proposed directions (Bukhara, Samarkand, Khiva-Nukus, Tashkent, Fergana region).

As part of such programs, we got acquainted with shrines especially for women.

Have you heard about the only female shrine in our country? This is the shrine of Bibi Ubaida in the Fergana region. The shrine is located 8 km east of the Buvaida village, at the western foot of the Central Fergana desert. Here in the cemetery is buried Bibi Ubayda, who was one of the first to convert to Islam in the valley. Later this place became a large cemetery and shrine.

Since ancient times in Central Asia, the term "bibi" or "bibish" has been used to refer to or honor older women and women in the ruling circles out of respect and reverence. In particular, there are many women in the Islamic world known by this name. Bibi Ubayda is one of them.

There are various legends among the people associated with the name of Bibi Ubayda. Although they do not correspond to historical reality for some time, they are important as an artistic example of folk oral art. N. Abdulakhatov, A. Rakhmonov and M. This is described in detail in the book of the Akhmedovs "The Shrines of Buvaida".

It should be noted that among the people the burial places of people belonging to the same family were considered such places as King Pirim, Shah Fazl, Safed Bulon, Bibi Ubayda, Bistom Buva, Sufi saints, Bandikushod ota. For this reason, if the pilgrims visit Bibi Ubaydou and King Pirim, they of course also intend to visit the tomb of King Fazl at Safed Boulogne.

Although the distance between them is more than a hundred kilometers, it has become customary for local residents to visit the graves of the mother and child. During the reign of the Kokand Khanate, this place was one of the spiritual places of our people, a sacred place of worship for women.

In Soviet times, the land was declared dilapidated and turned into ruins. After gaining independence, the shrine was renovated and began to be considered a spiritual value. It should be noted that this place is currently the only female shrine in the country. It has become a tradition that only women come here. They visit this place for spiritual nourishment and rest.

So what is the meaning of the Buvaida region, is it connected with the name of this shrine? Scholars note that the significance of the area is the form of the Bibi Ubayda dialect. According to the doctor of philological sciences, professor

E. Umarov, the name of the area in ancient times was called Bibi-Ubay. Later, it was shortened in accordance with the law of preservation of pronunciation and became Buwaida.

Pilgrimages associated with female names such as Bibi Ubayda were revered not only as a symbol of beauty. They have also reached the level of great women because they embody the highest qualities of men. The narratives associated with them tell of such noble qualities as loyalty, love and kindness. For this reason, shrines associated with female names have also been prized for centuries as a sacred place that gives hope and confidence to local women.

In 2000-2005, with the help of generous people, the shrine was restored. Instead of a small room, a monumental mausoleum was built in the traditional national architectural style. All conditions have been created for visitors. Bibi Seshanbe Temple is under state protection as an object of cultural heritage.

One of these women's shrines is Bibi Seshanbe. The Bibi Seshanbe shrine is located in the village of Sultanabad in the Kurgantepa district of the Andijan region of Uzbekistan [4].

According to historical sources, this was a woman named Vali Kamila, the aunt of Hazrat Bahauddin Naqshband, and she was one of the leading feast teachers in the field of divine knowledge. He called the saints by the grace of his guardianship and recited the Qur'an on Tuesdays. Today this tradition is passed down from generation to generation as the "Mushkulkushod" rite.

The grave of Vali Kamila is located next to his sisters Bibi Orifa and Bibi Musallam in the village of Kasri Orifon in Bukhara.

The sacred place in Kurgan-Tyube is one of the shrines named after our great-grandmother, and the shrines associated with her can be found in other regions. This place is also sacred and holy with healing springs of water. Several springs at the foot of the mausoleum, such as "Paradise Spring", "Sumalak Spring", "Maiden Spring", "Eye Spring", "Salt Spring" cleanse the human body to cells.

Useful minerals and macro-micro compounds in it have been identified and studied by experts as ointments for various rashes and internal diseases, diseases of the ears and eyes.

Historian S. Jalilov noted that even the khans of Kokand are used to celebrating Navruz in this beautiful, spacious place, rich in springs and beautiful nature.

Another popular place of worship for our women and girls is the women's room of Kyzbibi or Ogoyi Buzruk in the Jondor district of the Bukhara region, 30 kilometers from Bukhara[5]. The area is 0.5 hectares. The buildings of the complex were mainly built in the 19th century and are located around four courtyards.

The huge domed khanaka mosque, consisting of winter and summer rooms, is high and unites the complex. Its imposing roof, adorned with polished bricks, faces east towards Kizbibi's tomb. The northern facade with a small roof is connected by a temple courtyard surrounded on three sides by cells. The rooms have a stove and stove, which are designed so that pilgrims can stay here for a long time. To the south of the inn, there is a courtyard with a gate, adapted for a short stay of pilgrims. On the wall of the qibla, on either side of the altar, there were two doorways leading to a well with healing water. After the bathroom and toilet were built in this part, the doors were plastered.

The Kizbibi mausoleum has a mausoleum built at the end of the 18th century in the form of a two-story mausoleum. The porch, which was his only ornate building, was later built on the main roof of the mosque. The porch is decorated in woodcarving style with glass. Ornaments have not survived. At the bottom of the porch is a gravestone made of black and gray marble. Its shape is unusual, that is, in the form of a rectangular stone with a hole in the middle. The inscription on the gravestone reads: "This fragrant luminous mausoleum belongs to Uncle Buzruk. The obedient slave Niyaz Muhammad wrote to the secretary. 1223 AH [1808]". A clawed flag stands in front of the northern wall of the mausoleum. In Panj there is an inscription "Hijri 1227".

A number of buildings have been erected to the south of the Kizbibi mausoleum, which makes access to the tomb particularly difficult. There was also a hotel, a women's mosque, courtyards. Everything except the mausoleum was demolished in the 1930s.

Men never entered the female part of the mausoleum and khanaka. This habit continues to this day. The complex is surrounded on the northeast side by a kitchen or a courtyard and a barnyard. There are many ovens and tandoors here. There are also large pots for household items, including khalisa (halim). The female part of the complex and the kitchen were built in 1913-1914 by a generous man, whose name is unknown to us.

For this, a kiln was built next to the complex, in which the famous rectangular bricks "soldier" and "European" were fired. Outside the hotel, in the building at the main entrance, mentally ill people were kept chained to the wall. By the early 1980s, more than half of the khanaka remained under the transitional sands. Nevertheless, this place remained popular as a place of pilgrimage for the inhabitants of the surrounding villages.

There is such a story behind the scenes of "Kyzbibi". Today the grave of "Kyzbibi" is dedicated to children, fortunately, pilgrims who do not go to work go on long journeys. To decorate the area around the shrine and attract tourists from the republic and from abroad, it is necessary to promote this unique, inimitable complex, shrouded in a veil of legends.

The Ministry of Culture of the Republic of Uzbekistan and the khokimiyat of the Bukhara region have developed a network schedule of works that will be carried out on April 21, 2018 at the objects of material cultural heritage and shrines with a high potential for attracting tourists in the Bukhara region.

The sanctuary of Bibi Orifa, the mother of Bahauddin Naqshband, the seventh of the Seven Pirs, the founder of the Naqshbandi sect known in the Islamic world, is one of the centers of spiritual purification of Muslim women.[6]

About half a kilometer northeast of the architectural complex of Bahauddin Naqshband there is a small beautiful architectural complex formed around the grave of the mother of Bahauddin Naqshband al-Bukhari.

The center of the complex is the Bibi Orifon Mosque (named after the mother of Bahauddin Naqshband) or the Kasr Orifon Mosque (a fortified or well fortified village).

Next to the solid, lint-free wall of the western facade of the mosque is the tomb itself, marked with a high flag; in the east - a basin lined with limestone blocks; to the southeast of the mosque there is a small minaret (27-28x12-13x6-7 cm in size, built in the dialect of "soldier"), built at the turn of the 19th-20th centuries or in the 20th century, called a rectangular "soldier".

Conclusion. Taking into account the above, we have come to the following conclusion. In this process, we would like to make the following suggestions.

1. Visiting the shrines of the Seven Piers for pilgrimage and healing and spiritual cleansing of our foreign women tourists, and then organizing visits of our women prophets along a special route.

Table 6.

Female pilgrimage destinations

Mothers of Bahauddin Naqshband "Bibi Orifa"		
Aunt of Hazrat Bahauddin Naqshband Wali Kamila (Bibi Seshanba)	Bibi Ubayda	"Kyzbibi" or Ogoy Buzruk

2. Identification of the sources of unknown saints and prophets in our country and the introduction of innovations in pilgrim tourism.

3. Identify women's shrines that are characteristic of the same region, conduct archaeological research and include them in the list of tourist sites.

4. To radically reconstruct women's mausoleums and madrasahs and bring them in line with world tourism standards in order to strengthen the image of our country as a safe place for travel and recreation.

5. Increasing the income of our women in exchange for increasing the employment of our women in the tourism industry.

6. Identification of tourist sites intended for women, creation of booklets, Internet sites and portals on these sites.

7. Provision of tax and customs privileges to tourist sites for female pilgrimage tourism.

8. Allocation of soft loans to enterprises working in the field of female pilgrimage tourism.

9. Provide entrepreneurs with an opportunity to reduce the amount of VAT by providing free wireless Internet access (Wi-Fi).

10. Implementation of a virtual travel system for female pilgrimage tourism.

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