



DEVELOPMENT OF SERVICE IN ECOLOGICAL AND RELIGIOUS TOURISM OBJECTS AS EXAMPLE, CHOR-CHINAR ECOLOGICAL-RELIGIOUS COMPLEX, URGUT DISTRICT IN SAMARKAND REGION.

Gafforova Shahrizoda Alijonovna

Master of the International University of Tourism "Silk Road"

Shaxaalijonovna215@gmail.com

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ABSTRACT

This article examines the impact of service quality on tourist satisfaction and loyalty at the Chor-chinor religious and ecological site. The study emphasizes the importance of enhancing services such as transport, dining, and auxiliary facilities to meet tourists' expectations. It suggests that the current marketing efforts to attract tourists are insufficient, and basic services need improvement. The findings indicate that improving service quality can lead to increased satisfaction and loyalty among visitors, ultimately benefiting the local economy and community.

The Central Asian region, particularly Uzbekistan, is known for its rich history and diverse natural beauty, making it an ideal destination for tourists. The government has been promoting the rapid development of tourism, especially focusing on religious shrines located in ecologically significant areas. Ecotourism and religious tourism play key roles in attracting visitors, with a focus on preserving the environment and exploring cultural and historical sites. One such location that combines both ecotourism and religious tourism is the Chor Chinor Sufi madrasa in Uzbekistan, which attracts pilgrims and visitors seeking spiritual and cultural experiences. By developing a predictive model of customer satisfaction with the services offered at these sites, it is possible to enhance the overall visitor experience and contribute to the local economy. Through analyzing and improving the quality of services provided at religious and ecological tourism destinations, this research aims to unlock the full potential of these sites and promote sustainable tourism practices in the region.

Tourism is a dynamic economic sector that shapes contemporary civilization development. Structural and conjunctural factors influence tourist growth, presenting tourism as a means of fostering mutual understanding and cultural exchange. The multifaceted nature of tourism is driven by human desires for entertainment, information, education, and personal growth within a post-industrial society.

Various studies highlight the importance of sustainable practices in enhancing tourism and preserving natural resources. Ecotourism, with a focus on conservation and community engagement, seeks to strike a balance between tourism and environmental protection. Religious tourism, on the other hand, offers unique spiritual experiences aimed at cultural and personal enrichment.

The Chor-Chinor shrine, located in Urgut, Uzbekistan, is a sacred and historical site that holds significant cultural and spiritual importance. The name "Chor-Chinor" translates from Persian as "four plane trees," which are a defining feature of the shrine's landscape. The sanctuary is

situated approximately 3 kilometers from Urgut’s town and is surrounded by a stunning natural setting that adds to its tranquility and mystique.

The grove at the Chor-Chinor shrine is adorned with over fifty ancient plane trees, some of which are estimated to be over a thousand years old. These old plane trees serve as a symbol of the region’s rich cultural heritage and spiritual significance. The massive, hollow centers of these trees are believed to have been used as classrooms, adding to the historical aura of the shrine.

Within the Chor-Chinor shrine complex, visitors can find tall adobe buildings, winding streets, and vibrant ethnic groups reminiscent of Bukhara’s former neighborhoods. The layout of the streets and homes, arranged on an incline and spread out along both banks of the Urgutsaya mountain river, provides a unique and picturesque ambiance to the sanctuary. The tranquil environment and natural beauty of the grove make it a peaceful retreat for both pilgrims and tourists seeking a quiet and spiritual experience.

An index attached to each tree in the grove indicates its estimated age, with some trees dating back over eleven centuries. The trees and the surrounding landscape create a sacred atmosphere that draws visitors seeking spiritual solace and cultural enrichment. The presence of mosques, graves, and a holy spring further adds to the shrine’s spiritual significance, making it a site of pilgrimage and religious importance for many individuals.

The Chor-Chinor shrine stands as a testament to Uzbekistan’s rich history and cultural heritage. Its ancient plane trees, historic buildings, and tranquil surroundings make it a unique and spiritually significant destination for pilgrims and visitors alike. The shrine’s peaceful ambiance and natural beauty continue to attract those seeking a meaningful and serene experience in the heart of Uzbekistan’s cultural landscape.

Historical Significance

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Indifferent | 1 | 1,8 | 1,8 | 1,8 |
| | Crucial | 15 | 27,3 | 27,3 | 29,1 |
| | Extremely Crucial | 39 | 70,9 | 70,9 | 100,0 |
| | Total | 55 | 100,0 | 100,0 | |

Ecological Significance

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Not Important | 2 | 3,6 | 3,6 | 3,6 |
| | Indifferent | 7 | 12,7 | 12,7 | 16,4 |
| | Crucial | 29 | 52,7 | 52,7 | 69,1 |
| | Extremely Crucial | 17 | 30,9 | 30,9 | 100,0 |
| | Total | 55 | 100,0 | 100,0 | |

The analysis of the questionnaire data collected from tourists visiting the Chor-chinar shrine offers valuable insights into the perceptions and experiences of visitors. The historical significance of the shrine emerged as a key aspect, with approximately 70% of respondents considering it extremely crucial. This highlights the importance of the shrine in the eyes of visitors, showcasing its rich cultural heritage and historical value. The ecological significance of the shrine was also rated positively, with over 83% of participants considering it crucial or

extremely crucial. This indicates the environmental importance of the site and its role in promoting sustainability and conservation efforts.

| | | Would Like to re-visit and | | | |
|-------|-------|----------------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | no | 16 | 29,1 | 29,1 | 29,1 |
| | yes | 39 | 70,9 | 70,9 | 100,0 |
| | Total | 55 | 100,0 | 100,0 | |

| | | Recommendation | | | |
|-------|-------|----------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 0 | 1 | 1,8 | 1,8 | 1,8 |
| | Yes | 54 | 98,2 | 98,2 | 100,0 |
| | Total | 55 | 100,0 | 100,0 | |

Despite these challenges, the data revealed a positive inclination towards re-visiting the Chor-chinar shrine, with 70.9% of participants expressing a desire to return. This indicates a strong interest in revisiting the shrine and exploring its offerings further. Furthermore, an overwhelming 98.2% of respondents mentioned that they would recommend the shrine to others, highlighting the positive aspects of their experience and underscoring the potential for word-of-mouth promotion and future visitations.

The survey results suggest that visitor satisfaction plays a crucial role in influencing their intention to return to the shrine. Addressing key areas such as transportation, food services, and pricing could enhance the overall tourism experience and further attract visitors to the Chor-chinar shrine. By focusing on improving service quality, the shrine has the opportunity to elevate visitor satisfaction, foster repeat visits, and increase positive recommendations, ultimately contributing to the site's long-term success and sustainability in the tourism industry.

In conclusion, tourism plays a vital role in economic, cultural, and environmental spheres, influencing global relationships and cultural exchanges. Sustainable tourism practices, as evident in ecotourism and religious tourism, are crucial for preserving natural and cultural heritage while promoting responsible travel behavior. The development of services in religious and ecological areas, exemplified by the case of Chor-Chinor shrine, offers opportunities for enhancing visitor experiences and promoting cultural understanding. By integrating these principles into tourism practices, stakeholders can work collaboratively to ensure sustainable tourism development and environmental conservation, shaping the future of the tourism industry.

The potential of the Chor-Chinor shrine as a tourist destination is on the rise, presenting opportunities for economic development and job creation in the local community. As the region seeks to capitalize on its natural and cultural heritage through religious and ecotourism, enhancing services and infrastructure at the Chor-Chinor shrine is crucial for attracting visitors and preserving the environment.

Future research should focus on modifying tourist service quality, enhancing visitor satisfaction, exploring return intentions, and expanding the scope of tourism services at the Chor-chinar shrine. Consideration should also be given to promoting modern farming techniques and incorporating the shrine into tour packages to increase its visibility and attract a wider audience. By leveraging the shrine's unique natural beauty and historical significance, the region can enhance its appeal as a tourism destination while promoting sustainable tourism practices.

To support the development and promotion of the Chor-chinar shrine, several key recommendations are outlined:

1. Inclusion in Travel Agency Offerings: Add the Chor-chinar shrine to the list of services offered by travel agencies to increase visitor awareness and attract more tourists.
2. Marketing Strategies: Implement marketing campaigns to promote the shrine and increase its visibility through various advertising channels.
3. Social Media Engagement: Extend the reach of the shrine by establishing a strong presence on social media platforms to engage with a wide audience and attract potential visitors.

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