

Guest and Host Relations in Pilgrimage Tourism (In the Example of Bukhara Oasis)

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ABSTRACT: This article examines and scientifically analyzes the means of accommodation in the Bukhara oasis: hotels, hostels and family guest houses, their classification according to their various characteristics, the requirements of visitors and tourists in the selection of guests. The article also reveals the problems and shortcomings, opportunities and advantages of hotels based on the guest-host approach of tourism anthropology. Many issues of the research were clarified on the basis of questionnaires and interviews with visitors.

KEYWORD: Traditional accommodation, caravanserais, protection zone, registration books, Muslim countries.

Introduction

Today, the importance of tourism in the life of modern society is growing. Especially tourism is actively developing, and people are making meaningful trips for educational, religious and health purposes. As a result, tourism is becoming a major global industry, and more precisely, tourism resources are becoming an integral part of the national wealth of many countries. In this regard, pilgrimage tourism, along with all types of tourism, includes the following features: planned, security, delivery, means of placement, catering, cultural services, additional services, trade, etc. Of course, it is advisable for every pilgrim and tourist to have information such as the direction of the visit, the service vehicle, placement vehicles included in the tour price, convenience level, list of services, catering service, the beginning and end times of the visit, excursions included in the daily program, socio-cultural activities, passport and visa registration procedures, health insurance, minimum number of visitors, total cost of the visit, visiting programs and the reasons for their stay, compensation for types of activities that are not completed on time.

Discussion. It should be noted that pilgrims strive for comfort (high comfort) during the visit. Therefore, it includes the following elements: information, economic, aesthetic, household and psychological conveniences.

Information convenience. This includes a set of information about the pilgrimage facilities, meals, hotel facilities, additional services and their prices that the pilgrim can enjoy before the visit. In this regard, the pilgrim should be able to use a virtual database based on modern information technologies. Of course, such information is very important for the pilgrim and it is advisable to

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provide it in a way that meets his needs. In addition, special websites help the pilgrim to make a quick decision by selecting and retrieving comparative information on them.

Economic convenience. It is a centralized accounting system consisting of automatic service on cards, online orders whose execution is controlled.

Household convenience. This includes amenities that imply comfortable living conditions for the pilgrim (optimal temperature, humidity, atmospheric pressure, comfort of furniture, air conditioning, air purifiers, comfortable furniture).

Psychological convenience. On the one hand, psychological convenience includes all the convenience parameters we mentioned above. This means that at least one of the above can upset a pilgrim's mood. However, the established specific requirements guarantee the normal psychological state of the pilgrim. Therefore, for this purpose, first of all, it is necessary to have a high culture of hospitality and treatment of employees serving pilgrims.

In particular, in the pilgrimage tourism industry, hotel service is a key factor that primarily attracts the pilgrim or traveler and satisfies their tourist needs. Historical sources indicate that from ancient times caravanserais in Bukhara served as a hotel. Here caravans, merchants, tourists, passengers rested and spent the night. Caravanserais are important facilities where economic, cultural and even medical services are provided to pilgrims and passengers [1.57]. The service of pilgrims in the form of a hotel began in the 70s of the 20th century [2.50]. There is also an organization of Bukhara excursion base "Kukaldosh", which provides temporary accommodation for tourists and pilgrims visiting Bukhara to get acquainted with the historical and cultural monuments [2.142-143]. The organization's office was located in the Kokaldosh madrasa, which in turn served as a propaganda house. [2.116].

According to the decision of the Presidium of the Republican Administration of the Society for the Preservation of Historical and Cultural Monuments of Uzbekistan dated November 30, 1978 No. №20, this organization was under the control of the Bukhara Regional Council of the society. And it was tasked with receiving and serving those sent on the recommendation of the local branches of society, tourists from excursion bureaus, employees of other organizations, and even independent tourists and pilgrims [2.95]. According to the organization, as of December 19, 1979, 190 places in 83 rooms of historical monuments in Bukhara were regularly visited by guests [2.89]. Later, such organizations as the Bukhara Memorial Center for Economic Accounting, the Kokaldosh Cooperative, Afshona [2.108], Zargar, and Foytun [2.8] began to operate.

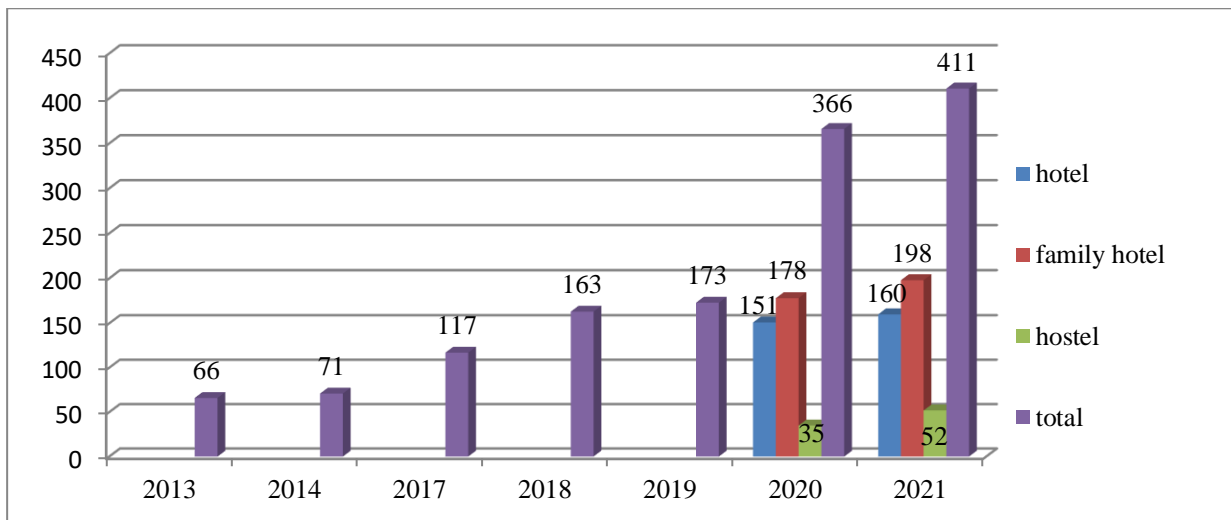
Today, accommodation facilities for pilgrims and tourists operate in the form of hotels, family guest houses and hostels.

In world practice, hotels are classified as follows:

- by level of service (luxury, economy class, limited service);
- by location: city (center, surrounding), transit (along the highway), suburban;
- according to its location in nature (forest, cave, desert);
- according to the type of temporary activity (regular, seasonal).

In Bukhara region, the number of accommodation facilities increased from 114 in 2017 to 173 in 2019 [3], and in 2020 their number increased to 366. Of these, 41% (151) are hotels, 48% (178) are

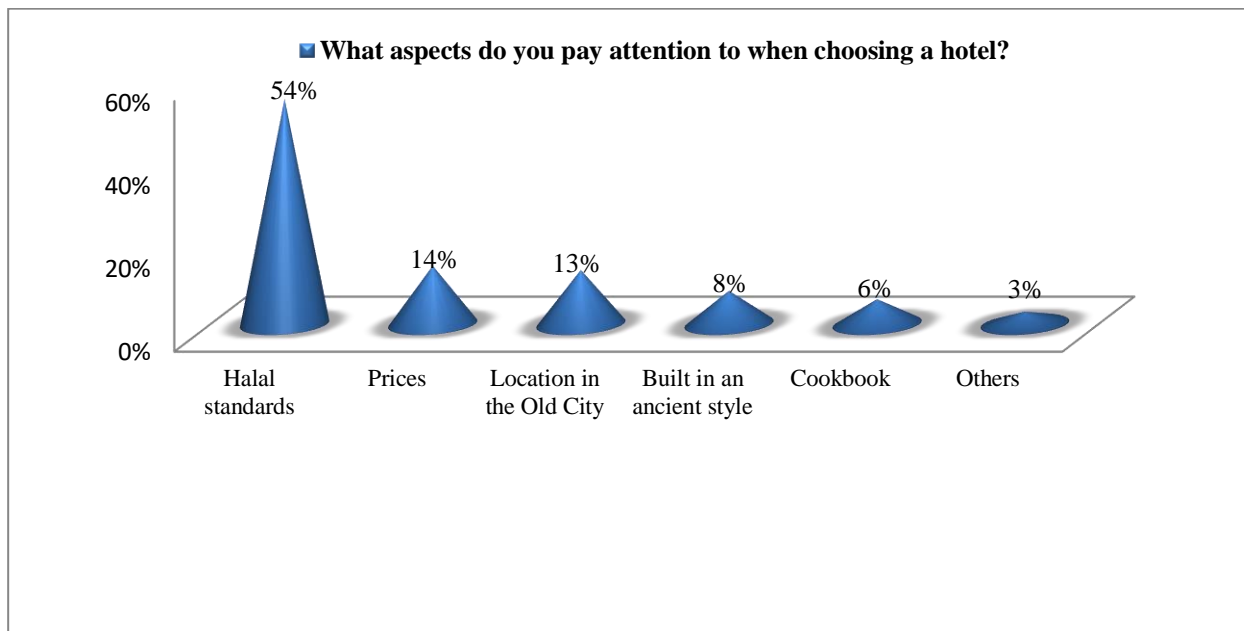
family hotels, and 9% (35) are hostels. [4]. 316 hotels are located in Bukhara. Also, 21 hotels are located in Kagan, 9 in Gijduvan and 7 in Alat districts.



There are usually several types of hotels, including hotels, which are usually divided into four groups according to their capacity. So they are: Small hotels (up to 100 rooms), medium hotels (100 to 500 rooms), large hotels (500 to 1000 rooms), giant hotels (more than 1000 rooms).

In Bukhara, only the Grand Bukhara (100 rooms), Asia Bukhara (100 rooms), Sahid Zarafshan (150 rooms), Orient Star Varaxsha (200 rooms) hotels belong to the middle group. The rest of the hotels belong to a small group. In the future, 12 investment projects have been developed for the construction of new hotels in Bukhara. According to the project, one 300-room, four 150-room and two 100-room complexes are planned to be commissioned in Bukhara [5].

It should be noted that in terms of accommodation, the hotel is the most suitable place for the visitor. In a sociological survey of pilgrims visiting Bukhara, "Where do you prefer to spend the night?" 98% of respondents answered that they stay in a hotel, 1% in a relative's house, 0.5% in a private house, and 0.5% do not spend the night here. They also said that they would pay attention to the following aspects when choosing a hotel.



It should be noted that today, according to the host-guest relationship of tourism anthropology, the host party uses the motives of pilgrimage in order to attract tourists. One of them is that the hotels are named after historical, oriental, especially Muslim names. According to the analysis, 22% of hotels in Bukhara have historical personalities and place names (Omar Khayyam, Rumi, Khurjin, Atlas, Khansaroy, Darvozai Mohi Xossa), and 1% have Islamic content (Zam zam, Munis, Kavsar, Assalom, Darvish, Muslima, Rizkiroz, Habibi), 14% with foreign names (Old city, Caravan, Oasis, Safiya, Bukhara Prestige, Ansi, Green house, Golden Bukhara, Silk Road, Kamelot), 41% with personal names, mainly by the name of the hotel owner or his close relatives (Ziyobakhsh, Sultan, Fatima, Yasmin, Shams, Amir Yahya, Bahrom-Kamrom, Khiromon), 14% by Uzbek national names (Ayvon, Anor, Baraka, Sabr, Mohitobon, Sarbon, Devon, Oriental, Sayohat, Usta, Ipak, Shirin).

We can also classify hotels with historical names and place names as follows:

Named after historical monuments (Kukaldosh, Chor Minor, Masjidi baland, Minorai kalon, Varaxsha, Vardonze);

Named after the ancient guzars (Sozangaron, Mexchagaron, Rangrez, Arabon, Poyi Astana, Shahristan, Shokhtut, Sufiyon);

Named after the saints (Porso, Hafsi Kabir, Payraviy);

Named after famous people from Bukhara (Ayub, Avicenna, Al-Bukhari, Modarikhan, Budin, Abdulazizkhan, Khoja Kalon Sa'd, Emir, Mehtar Ambar);

Named after the legendary character (Siyavush, Afrosiyob, Semurg).

From the above, it is clear that the use of historical place names in the naming of hotels in Bukhara is important for the preservation of toponymic place names, the widespread promotion of its associated history.

Hotels in Bukhara are organized in historical monuments according to their location, shape, type and category. In addition, the study analyzed hotels organized in ancient courtyards, built in the

traditional national style, located in the historic center of the city, modern and located near the shrines.

If you pay attention, foreign pilgrims and tourists visiting Bukhara prefer to spend the night in buildings that fit the national spirit of the city. Typically, pilgrims who are bored of modern megalopolis city life and want to live in an oriental setting, choose hotels located in historical monuments. In particular, Mehtar Ambar, Ibrahim Akhund (madrasa, 19th century), Khurjin (madrasa, 19th century), Amulet (Said Kamal madrasa, 20th century), Havli Poyon (Kushbegi Nizamiddin Urganji [6] courtyard, 20th century) hotel and others can be an example of this. Located in a small, cozy, mostly old town, these hotels are popular with American and European tourists. According to their description, large hotels are considered an object of Service, which is not directed to a person.

Results. Currently, there are 122 typical settlements with artistic and historical value in the Old City of Bukhara. Most of these typical settlements are located on Sarrafon, Khoja Tabband, Khoja Zayniddin, Levi Bobokhonov, Poyi Astana, Mehtar Ambar, Kuyi khanaqo, Arabon, Eshoni Pir, Khoja Porso streets [7]. These apartments, which have preserved their ancient style, also provide hotel services for pilgrims..

Hotels serving in traditional (typical) accommodation

№	Hotel name	Address
1.	Minzifa Hotel	Eshoni Pir street, house 63
2.	Salom Inn	Sarrofon street, house 3
3.	Labi khavuz	N.Khusainova street, house 7
4.	Mekhtar	Bahouddin street, house 91
5.	Amelia	Market Khoja street, house 1
6.	Kavsar Boutique	Bahouddin street, house 112
7.	Fatima Ibragim	Baidukava street, house 3
8.	Emir	Husenov street, house 17
9.	Komil	Barrakiyon street, house 40

Hotels of Bukhara built in the traditional national style

№	Hotel name	Address
1.	Omar Khayyam	Haqiqat street, House 7
2.	Old Bukhara	Choixonai qozi Kalon street, House 30
3.	As Salam	Bahdindin Nakshband street, House 116
4.	Devonbegi	Mehtar Ambar street, House 95
5.	Kukaldosh	Mehtar Ambar street, House 115
6.	Somoni	Husenov street, House 6
7.	Chor-minor	Mehtar Ambar street, House 131
8.	Sukhrob Barzu	L.Bobokhonov street, House 9
9.	New Moon	Eshoni Pir street, House 8

In general, the following indicators were observed when studying the opinions of tourists who spent the night in this type of hotels. For example, 63% of pilgrims and tourists staying at the hotel “Minzifa” rated it very good, 30% rated it good, 1% rated it bad. 76% of the tourists of the hotel “Salom In” rated it very good, 19% rated it good, 0,3% rated it bad. In the hotel “Fatima and Ebragim” it is noted that 37% is very good, 41% is good, 13% is bad. Thus, only 1/5 of the visitors expressed a negative attitude, which is explained by the fact that it has the following characteristics:

Guest (problems)	Host (remover)
internet speed is low	hotel
dusty street	city administration
the hot water pressure is too low	hotel
there is no possibility to trade via visa and credit cards	tourism management
the old city streets are dark	city administration
construction noise	city administration

When choosing a hotel, pilgrims pay attention to its location in the historical center of Bukhara. Today, 339 hectares of the 500-hectare old part of Bukhara are in the protected area, of which 219 hectares were inscribed on the UNESCO World Heritage List in 1993 [8].

Demand for hotels in the historic center of Bukhara under the auspices of the international organization is high, for the following main reasons:

Firstly, in the historical center there are attractions of the city - Labi khavuz ensemble (17th century), Gavkushan complex (16th century), Trade chorsu (16th century), madrasas and caravanserais, Poyi kalon ensemble (17th-20th centuries), Ark fortress (BC) previous 4 centuries) and other historical monuments.

Secondly, its location in the historical center creates the opportunity to closely watch the architectural beauty of the city, especially its night view.

Hotels located in the historical center of Bukhara

№	Hotel name	Location
1.	Sultan	Next to Labi khovuz
2.	Kabir	100 m away from Labi khovuz
3.	Asia Bukhara	Next to Labi khovuz
4.	Shahriston	200 m away from the Minorai Kalan
5.	Zargaron	100 m away from the Minorai Kalan
6.	Minorai-Kalon	Next to the Minorai Kalan
7.	Fatima	Next to Labi khovuz

25% of the guests who stayed at the “Kabir” and “Minorai Kalon” hotels rated it as very good, 50% as good and 18% as bad. 20% of pilgrims left negative notes, the reasons are given in the following table:

Guest (problems)	Host (remover)
an uncomfortable kitchen is used for breakfast (rooms with windows and windows should be arranged)	hotel

elevator service is not available	hotel
hotel staff, especially managers, are not hospitable	educational institutions in the field of tourism
the cooling system of the rooms does not work well	hotel
Sanitary facilities in bathrooms need to be modernized	hotel

Each hotel in Bukhara has a register of pilgrims and travelers, which records complaints, suggestions and confessions related to the hotel. Visitors rate the quality of the hotel on a five-point scale based on four key criteria (location, sanitation, quality of service, price and suitability). Thus, according to the above indicators, hotels are rated by pilgrims and tourists as follows:

№	Hotel	Indicators			
		location	cleanliness	service	prices
1	Labi khovuz	5	4	4	4
2.	Amulet	4.5	5	5	4
3.	Minzifa	4,5	4,5	4,5	4,5

Based on these indicators, according to the results of the overall analysis, hotels are rated an average of 4:

Indicators that served as a high score: the hotel's location in the historic center, the proximity of infrastructure facilities, the opportunity to see the rastas of folk masters, to feel the ancient spirit of the city, living in the heart of an ancient building, high hospitality, oriental breakfast.

Indicators that served as a low score: the hotel has solid furniture, low noise level in the rooms, the rooms are cold in winter, there is no possibility to trade freely in foreign currency.

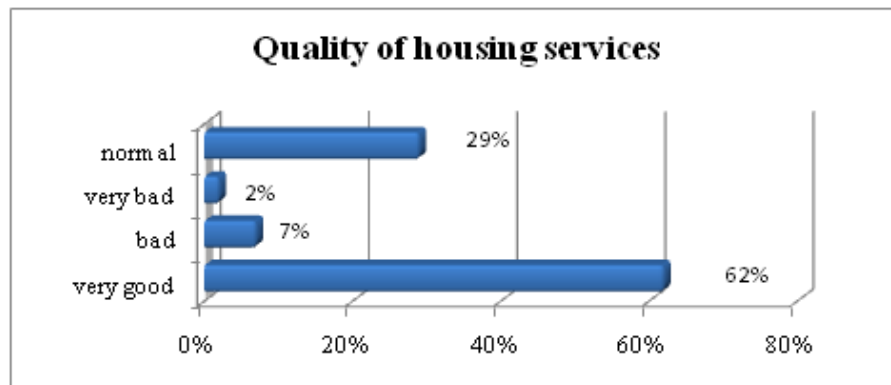
Pilgrims leave their comments under various headings in the hotel's book "The book of remark", "Kniga dlya otziva". For example, "Amulet" hotel has received positive reviews under the names "Strange Hotel", "Fairy Tale", "Great Hotel in Bukhara", "Ali Bobo Cave", "Oriental Fairy Tale", "Life in Madrasa", "Fairy Tale for Tourists", "Symbol of Hospitality of Bukhara", "A bed in a magnificent madrasa" and "Hotel Museum". There were also negative comments such as "Atmospheric hotel, but no place to hang things", "Hotel not intended for winter".

Visitors to the "Khurjin" Hotel, located in a 19th-century madrasah, also commented on the hotel, such as "Miracle", "A good option for living in Bukhara", "I'm charming", "In the footsteps of Khoja Nasriddin", "Oriental color". There are also negative comments about the hotel, such as "I do not recommend to anyone". Located in a historic building, the "Khurjin" Hotel regularly has its own tourists and pilgrims. Usually, the hotel is mostly visited by tourists from Germany, Japan, Spain, Russia and Kazakhstan. It should be noted that according to the hotel business manager, Europe is the region of the most visited countries. Tourists in the region want to live in different conditions and styles of housing. For them, spending the night in typical and unique hotels of each region is an exotic pleasure. Living in historical monuments, in particular, amazes travelers, but also gives them a sense of pride and dignity. Khurjin madrasah is one of 103 madrasas in Bukhara [9.88]. Today, this madrasah not only serves as a hotel, but also contributes to the promotion of our history. In each of

the rooms converted into hotel rooms, the history of the madrasah is written in Uzbek, Russian and English.

In particular, hotels benefit from room sales, catering, beverage sales, additional services and rental services. Revenues of hotels in Bukhara are mainly due to the room sales. However, by world standards, even hostels have to meet 22 requirements. These requirements include: the presence of a separate entrance, lighting boards, indicator signs, minimum reserve water capacity, the presence of elevator if the building exceeds five floors, room for storing cargo, the closure of door locks even from the inside, etc [10.10].

According to the results of questionnaire surveys conducted with the pilgrims participating in domestic visiting tourism, many of them stated that they would stay at the hotel. The fact that the quality of services in this regard is also positively assessed by many indicates that the development of the service sector continues.



It is noteworthy that some groups of pilgrims visiting Bukhara have a sincere belief in a particular shrine and prefer to spend the night there. For example, the demand and need of Muslim pilgrims to seven shrines of the Naqshbandi sect are considered high, especially for the pilgrims of Muslim countries - Malaysia, Indonesia, Bangladesh, Turkey, Pakistan, Afghanistan, Iran.

In particular, starting from 2019, hotels under the brand Poykent Bukhara on the basis of honest standards in seven shrines complexes, Hoja Orif Revgariy (Shofirkon district), Hoja Makhmud Fig fag'naviy (Vobkent district), Hoja Ali Romitani and Boboyi Samosiy (Romitan district), Sayyid Amir Kulol and Bahouddin Naqshband (Kogon district) pilgrims began to be restored.

Hotels operating in seven Shrines pilgrimages of Bukhara region

№	Hotel name	Year of establishment	Address	Distance from Bukhara
1.	Marvarid	2014	Gijduvan district (first Shrine)	42 km
2.	Shodlik	2013		
3.	Poykent Bukhara	2019	Shafirkan district (second Shrine)	34 km
4.	Poykent Bukhara	2019	Vobkent district (third Shrine)	25 km
5.	Poykent Bukhara	2019	Romitan district (fourth Shrine)	25 km
6.	Poykent Bukhara	2019	Kogon district (sixth Shrine)	15 km

7.	Poykent Bukhara	2021	Kogon district (seventh Shrine)	10 km
8.	Shom zargari	2017	Kogon district (Seventh Shrine)	10 km
9.	Burji Buxoro	2014		
10.	Abdulloh Mustafo	2017		

Conclusion. In conclusion, the number and variety of hotels, which are an important part of the tourism industry, has increased in Bukhara due to the number of pilgrims and their wishes. Typically, every pilgrim wants to spend the night in a high-comfort hotel in the destination city. Based on this demand, the improvement of housing conditions, in turn, leads to a significant increase in the flow of visitors. The analysis of hotels in Bukhara based on the principle of guest and host requires that they create opportunities for pilgrims in accordance with the requirements, follow the laws of supply and demand. The transformation of the shrine into a tourist destination is leading to the emergence of infrastructure facilities around it. Thus, the hotels established in the ancient settlements in the historical center of Bukhara inform the pilgrims about the material culture of the oasis. Today, the preservation of ancient courtyards in Bukhara, the improvement of ancient streets in the part of Shahristan, leads to the expansion of the tourist area.

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