Muslim Women in Travel 2019: O‘zbekiston musulmon ayol sayyohlar uchun eng qulay mamlakatlar o‘ntaligidan joy oldi

Singapurda o‘tkazilagan “Halal in Travel Asia” sammitida musulmon ayollar sayohatiga oid “Muslim Women in Travel 2019” hisoboti e'lon qilindi. “Mastercard” moliya tashkiloti va “CrescentRating” agentligi tomonidan e'lon qilingan hisobotga ko‘ra, O‘zbekiston Islom hamkorlik tashkilotiga a'zo mamlakatlar orasida xavfsizlik va diniy bag‘rikenglik bo‘yicha yuqori o‘rinni zabt etgan mamlakatlar o‘ntaligidan joy olgan.

Hisobotga ko‘ra, musulmon ayollar sayohati jahon turizm bozorida eng tez rivojlanayotgan segmentlardan hisoblanadi. Musulmon o‘lkalardagi ayollarning daromadlari oshib borayotgani va ularning ta'lim darajasi

yuqori ekanligi ularni sayohatga chiqishga undamoqda, deyiladi hisobotda. Hisobotda O‘zbekistonning mazkur yo‘nalishda olib borayotgan ishlari haqida alohida ma'lumotlar taqdim etilgan. Turizmni rivojlantirish davlat qo‘mitasi raisi v.v.b. Abdulaziz Aqqulovning ta'kidlashicha, ziyorat turizmi O‘zbekistonda turizmning istiqbolli turlaridan hisoblanadi. Mamlakatga kelayotgan sayyohlar orasida musulmon sayyohlar soni avvalgi yilga qaraganda sezilarli darajada oshgani bilan ajralib turadi.

MASTERCARD-CRESCENTRATING MUSLIM WOMEN IN TRAVEL 2019

INDUSTRY VIEWS

Muslim travelers are becoming a significant segment within Uzbekistan's tourism sector. While the overall number of tourists have grown by 128.5% this year, the number of visitors from Muslim-majority countries rose even more rapidly (172.3%). Uzbekistan's staggeringly rich Islamic architectural heritage is the central point that is attracting Muslim travelers. We have also seen an increase in both group and solo Muslim female visitors to Uzbekistan who are mainly from Southeast Asian countries. The safety and stability of the country are one of the main reasons female travelers prefer to visit Uzbekistan.

To promote Uzbekistan's tourism, we have launched several campaigns in the Southeast Asian media such as TV series like "Muslim Travelers" and "Hijab Traveling" with Indonesian Muslim Female influencers. We are going to continue to invite Muslim female influencers to promote. In addition, we plan to organize cultural festivals and events such as Ramadan Bazaars, Modest-fashion and Halal lifestyle shows to attract more Muslim women travelers.

Mr. Abdulaziz Akkulov
Chairman of the State Committee of the Republic of Uzbekistan for Tourism Development.

UZBEKISTAN

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O‘zbekiston musulmon ayol sayyohlarni mamlakatga jalb qilish bo‘yicha qator ishlarni amalga oshirgan. Jumladan, indoneziyalik musulmon ayol inflyuenserlar ishtirokida “Muslim Travelers” va “Hijab Traveling” teleko‘rsatuvlari namoyish etilgan. “Biz, musulmon ayol sayyohlarni yanada ko‘proq jalb qilish maqsadida turli tadbirlar, jumladan, “Ramazon bozori”, liboslar ko‘rgazmasi va halol-turizmga oid festivallarni o‘tkazishni rejalashtirmoqdamiz” – deyiladi intervyuda.

Manba