

DEVELOPMENT OF SERVICES IN RELIGIOUS AND ECOLOGICAL AREAS.

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Abstract: Quality is a crucial factor for staying competitive in the international tourism sector. Quality service is essential in tour operations to please, retain, and build loyalty among travelers. This research proposes a framework to examine how tourists' opinion of service quality affects satisfaction and loyalty. This research's t aims to address and explore the lack of existing services in religious and environmental facilities, exploring the need to add additional services and improve the quality of existing services. Research has been done to reveal its rich and unique tourism value. This study is based on quantitative research and oral interviews. Today, ecological and religious pilgrimage tourism is developing on a large scale, therefore, this research serves to further expand this field, because this object effectively contributes to the economy and improves the standard of living of the local population.

Key words: tourism, service quality, ecological tourism, pilgrimage tourism, historical and religious place.

Introduction.

The Central Asian region is one of the regions with its rich and diverse history and nature. Among the countries located in this region, Uzbekistan is distinguished by its ancient past and unique nature, and there are enough beautiful places in this region that have not yet been fully discovered. For this reason, measures for the rapid development of tourism have been developed with the initiatives of our country's president. Especially the religious shrines located in the ecological areas have been attracting the attention of tourists. As we know, ecotourism constitutes one of the largest developing business sectors of the tourist market. (Monroe, K.W.)¹ The concept of ecotourism is one of the alternative ways to protect the environment and preserve nature. Ecotourism is defined as "responsible travel to natural areas that protects the environment, observes its natural conditions, ensures the well-being of local residents, and includes interpretation and education." Such excursions may be organized owing to local and international individuals, institutions, and the tourism sector, which

1. Monroe, K.V. Exploring Nature, Making the Nation: The Spatial Politics of Ecotourism in Lebanon. *PoLAR Political Leg. Anthropol. Rev.* **2016**, 39, 64–78. [[Google Scholar](#)] [[CrossRef](#)]
<https://ecotourism.org/>

educates visitors and tourism workers about environmental concerns and travel culture. It should also be noted that religious tourism is one of the highest segments of the tourism market. There are a lot of fans of such tourist attractions and it attracts them. Visitors to religious places attract not only members of their own religion, but also members of other religions. Because the location and place of each religious place has historical significance and its own culture of origin. Religious beliefs and culture will not be used for development, leading to the decline of impure cultural resources. Local religious beliefs and culture are recognized and cherished by the public due to their distinctiveness. This attracts additional believers and adds to the mystique of local culture. It is clear that religious cultural tourism resources are sustainable and have significant potential to improve the existing state of rural development. (Pradana, G.Y.K 2018, Sunartha, I.G.M 2020).² It's common to hear and see tourist villages with a religious theme. Regional governments haven't succeeded in doing so, though, as religious ecotourism-based communities keep expanding and may even provide a source of revenue for locals. If a religious ecotourism community has all the facilities, infrastructure, attractions, and amenities required to sustain religious activities, then such community is outstanding. A tourist product is an item, service, or set of products and services that visitors can purchase when visiting a new location. By giving travelers the chance to visit attractions, purchase mementos, go on excursions, or purchase experiences, tourism goods and services facilitate their exploration of a destination. In addition to tangible mementos that tourists give to their loved ones, tourist items also comprise the experiences that visitors have when visiting popular tourist spots. Consequently, it covers additional domestic services for visitors. Ancient garden is a place that combines the above-mentioned features and has the ability to provide high-potential services.

Research Purpose and Significance. Ecological and religious tourism artifacts play an essential role in terms of ecological and cultural monuments; the main objective is to grow and increase tourist services while preserving the natural structure of the chosen location. This research is regarded as one of Uzbekistan's most important spiritual and cultural sites, drawing a large number of pilgrims and visitors each year. As a result, it is recognized as a location with an environmentally pure environment place. This demonstrates that it is an area with a rich history and a promising future. Whether an individual travels for work or for pleasure, they anticipate a positive experience throughout their trip and stay, which is delivered through the services provided. Improving the quality of currently provided services and increasing the number of additional services will not only increase the status of the facility, but will

2. Pradana, G.Y.K. Implications of commodified parwa shadow puppet performance for tourism in ubud, bali. J. Bussiness Hosp. Tour. 2018, 4, 70. [CrossRef]

significantly contribute to the improvement of the standard of living of the local population. In this search, it is envisaged to eliminate the shortcomings of the services provided in the facility, to improve the quality of services and to make full use of the available opportunities. The overall goal of this study is to develop a predictive model of customer satisfaction with the services provided to visitors of religious and ecological tourism object using machine learning capabilities, as well as to identify the most influential attributes of objects in the two categories. To achieve the suggested major purpose, the following individual tasks have been identified: 1) A study of the theoretical and practical elements of tourism object service. 2) Determination of the most significant components of the Relational Model of Service Quality in religious and ecological tourist destinations³. To achieve the study's objectives, specifics of service quality development are analyzed, the most influential attributes of religious and ecological tourism objects are identified, and customer satisfaction with religious and ecological tourism objects is predicted. This research examines quality development and the creative economy to establish a model of empowerment based on local knowledge and potential. The facility is located in a mountainous environment with many opportunities. The academic framework includes: research concept, research strategy, data collection method and data analysis. The purpose of this research was designed to quantitatively describe ecotourists' perceptions of service quality at a destination for ecological and religious tourism and determine its regional variation.

Conclusion. All research shows that all the multifaceted nature of tourism is especially focused on its economic, cultural and environmental aspects. It can be understood that tourism is not only a recreational activity, but also a complex phenomenon formed under the influence of structural and conjunctive factors. Tourism creates opportunities for mutual understanding and reconciliation between people and nations, and recognizes its ability to reshape national cultures. This research will detail the development of services in the fields of religious and eco-tourism, showing the need for sustainable practices and the preservation of our natural and cultural heritage. It can also be said that religious and ecological tourism studies trips aimed at cultural and spiritual absorption.

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