

**Chor-chinor shrine and its ecological resources**

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**Abstract:** *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. Chor-chinor religious and ecological site is a settlement with a convenient location with its ancient history and unique nature. As a result of the study, the quality of transport, food and household services shows a lower level, besides, it is possible to conclude that the marketing attracting tourists to the area is not developed, and the main goal is to develop these basic services. And in addition, the e-service system is also very slow, for example, the payment method is only in cash, and the information board is also very old, with similar shortcomings. In order to identify such shortcomings and suggestions, it was determined based on a survey of 55 participants. The study's findings indicate that elements of service quality (such as location, transportation, dining, and auxiliary services) have a substantial impact on tourist satisfaction and loyalty. Furthermore, the findings indicate that there is a favorable association between visitor pleasure and loyalty. Finally, the findings indicate that tourists are becoming unsatisfied with fundamental services.*

**Key words:** *tourism, Chor-chinor, Urgut, service quality, ecological tourism, pilgrimage tourism, historical and religious place, ecotourist.*

**Introduction.** 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. It is aimed to reveal the history, cultural and spiritual heritage of Chor-Chinor Shrine, and especially the main focus is on improving the quality of service in this place, because the quality of some services there is much lower than the level of demand and the service is considered to be in a narrow range. Overall, this research aims to further develop the future of the tourism industry by shaping tourism practices, preserving our cultural and rich nature, and focusing on the importance of the services provided. This, in turn, requires a holistic approach to the tourism sector, taking into account the economic, ecological and social and cultural impacts. Ecotourism implementation should align with a given area's integrated development strategies. The goal is for stakeholders, including community, government, and non-governmental groups, to collaborate and develop a network based on their respective roles and experiences. Chor-Chinar's religion-based ecotourism is an excellent example of incorporating religious ecological principles into climate change adaptation efforts. This success is attributed to social and cultural methods and adaptability within a religious ecosystem.

**Chor-chinor shrine.** One of the most peculiar locations in Urgut is the ancient shrine of Chor-Chinor, which translates from Persian as "four plane trees." This sanctuary is situated in a landscape around 3 kilometers from Urgut's town. A stunning trail leads to the grove. Tall adobe buildings, winding streets, and vibrant ethnic groups are all evocative of Bukhara's former neighborhoods. This time, however, the streets and homes are arranged on an incline rather than a horizontal fashion; they are spread out on both banks of the Urgutsaya, a little mountain river, and progressively ascend the ravine. The garden is a cleft in the hills that receives water from a holy spring and is shaded by more than fifty old plane trees. An estimated age of eleven centuries is shown by a data index that is

attached to each tree. The massive arched gate that blocks the temple's entry is topped by a massive maple tree, which serves as the temple's emblem. (Saidjalolov Saidafzal. 2020)<sup>1</sup> These ancient maples have a hollow center that can hold 20 or 22 people, and their average circumference is 12 meters. This portion of the cave is said to have served as a classroom. These days, it's hard to determine which of these enormous trees were the original four examples that set the stage for the well-known park. The Chor plane tree in Urgut is the biggest and most well-known of the numerous old and highly esteemed plane trees that remain from the pagan sacred forests in the south of Uzbekistan. Conversely, the legends claim that one of the Arab generals responsible for converting Urgut to Islam established these maple trees. With a diameter of 19 meters and a height of 36 meters, the biggest tree is over 1100 years old. Its roots were initially utilized as a chillakhana, or separate prayer space, and later on, it served as a school for students. Actually, the room has enough room for dozens of teachers and pupils. The entire cave is subterranean, with the roof formed by the base of the tree. The former and Newer Mosques are located inside the sanctuary, and several graves surround them. It is reported that the first plantains that the semi-legendary Arab leader Abu Talib Sarmast, who governed Urgut in the ninth century, desired to be buried, were planted in his grave. (TJ Akromovich. 2024)<sup>2</sup> Actually, those periods and the age of the same school maple match precisely. The shrine is peaceful and quiet. It looks like the spring and pool that are flowing up from the mountaintop. The water emerging from the eyeballs between the pond and the spring is the cause of this. The spring water tastes delicious and is cool. There are fish swimming peacefully in the water. The water is quite pure and used for drinking by the locals; it is located in the top portion of the garden. (Soliyev A.S., Tashtayeva S.K. 2018,)

**Research method.** This research examines quality development and the

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1. <sup>1</sup> Saidjalolov Saidafzal (2020) About The Content And Significance Of The Resolution "Education And Religious Tolerance"- The Light of Islam: Iss. 1, Article 4. Available at: <https://uzjournals.edu.uz/jiau/vol2020/iss1/4>

<sup>2</sup> TJ Akromovich - Ustozlar uchun, 2024 - pedagoglar.org

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.

**Quantitative research.** Standardized, statistically validated tools are used in objective quantitative research. The theoretical and deductive sciences, which entail putting forward theses and developing theories as well as reasoning in line with logical conclusions, constitute the basis of these fields. In this kind of study, the researchers first establish certain predetermined categories and expectations, and then they find connections between them. (Sakae, Y.; Kato, T 2016)<sup>3</sup>. The research is frequently based on questionnaire surveys that are given to sizable samples of respondents, the majority of whom are typical of the target population. The sample is selected and the findings are compiled using statistical and mathematical techniques. It comprises obtaining information from respondents using structured questionnaires, surveys, and interviews, among other methods. This method allows for the determination of the frequency and degree to which certain facts and opinions are present in a given culture based on data that has been collected. (Goldkuhl, G. 2012)<sup>4</sup>

**Research design.** This article outlines the fundamental principles of quantitative research. Quantitative research relies mostly on experiments and surveys. The main goal of this study strategy is to determine the quantitatively developed level of the Chor-chinar site through visitors for further development. Deductive reasoning and a variety of analysis approaches are used in quantitative research; they range from supplying basic descriptive data to establishing

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<sup>3</sup> Sakae, Y.; Kato, T.; Sato, K.; Matsuoka, Y. Classification of design methods from the viewpoint of design science. In Proceedings of the International Design Conference—Design, Dubrovnik, Croatia, 16–19 May 2016; pp. 493–502.

<sup>4</sup> Goldkuhl, G. Pragmatism vs. Interpretivism in Qualitative Information Systems Research. *Eur. J. Inf. Syst.* **2012**, *21*, 135–146. [[Google Scholar](#)] [[CrossRef](#)]

statistical links through intricate modeling (Saunders et al., 2009).

**Results and Discussion.** In this section, the information collected on the basis of a questionnaire from tourists who came to Chor-chinar shrine is analyzed. The reference statistics of the collection were quantitatively analyzed, and SPSS provides a great opportunity to analyze the data, and the data accuracy is high.

<b>Historical Significance</b>					
		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	

Table 1

The historical significance of the Chor-chinar shrine shows that it has an important place in the collected statistics. According to the collected data, about 70 percent of visitors consider it very important and 27.3 percent of tourists consider it moderately important, but almost 2 percent are indifferent.

**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	

Table 2

When we studied the ecological importance of this object, 52.7% of respondents rated it as important, and almost 31% of participants rated it as very important. But 3.6 percent of the participants think it is not important and 12.7 percent of the participants are indifferent. In conclusion, ecological importance is important.

**Conclusion.** This study covered visitors who went to Chor-chinar, experienced it, and answered all of the questionnaire's questions about tourism. They didn't take much time, though, to complete the questionnaires and take part in the study. Future research should modify tourist service quality, contentment, return intention, and scope of tourism services, as this study concentrates on Chor-chinar. The Chor-Chinor shrine's tourist potential is progressively increasing, and it successfully supports economic development by helping to create jobs and revenue for the local populace and offering a wealth of service providing opportunities. The Urgut area ought to have both religious and ecotourism. One of the things that supports and preserves Samarkand's natural and cultural variety is tourism at the Chor-chinar shrine. It is imperative that tourism at the Chor-chinar temple be developed in a way that draws tourists, and more research should be done on how to do so without negatively impacting the environment. Modern farming techniques must be promoted as the land is further developed. This location should be included in the tour package project as it has a distinct natural beauty that hasn't received much attention.

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