



THE PLACE OF WINE TOURISM IN THE NATIONAL ECONOMY OF UZBEKISTAN

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Abstract

The article analyzes the concept of wine (eno) tourism, its development experiences in the world, and the opportunities for the formation of this type of tourism in the republic. The main attention is paid to the experiences of regions such as Tashkent, Samarkand regions and the Fergana Valley, which have successfully established wine (eno) tourism, and their place in the economy of the republic. Conceptual and practical proposals are put forward for the development of wine tourism in the republic.

Keywords: Tourist, wine tourism, excursion, branding, agro-ecotourism, gastronomic, ethnographic, integration, infrastructure, wine festival, wine museum, cluster.

INTRODUCTION:

Currently, countries around the world are paying increasing attention to the non-production sector of the economy, in particular tourism. Priority tasks include the widespread introduction of market principles in the purchase and sale of agricultural products, the development of quality control infrastructure, the promotion of exports, and the creation of a favorable agribusiness environment and value-added chains that provide for the production of competitive, high-value-added agricultural and food products in target international markets.

In some countries of the world, due to the sustainable development of the tourism sector, their annual income growth rate is 8-10%. It is predicted that by 2030, international tourists will increase by 3.3% per year worldwide, reaching 1.8 billion people. This indicates the decisive importance of the tourism sector in the development of the economies of countries. The issue of developing



tourism services, which is one of the important areas of the service sector, is gaining importance in the modernization of the global economy and ensuring the international competitiveness of economic entities.

Tourism is one of the oldest socio-economic phenomena in human history. Today, the tourism industry has become an important source of income in many countries around the world. In particular, new types of tourism, in particular wine tourism, have begun to play an important role in the economic and cultural development of regions through innovative approaches. The world's leading wine-producing countries (the United States, Argentina, Chile, France, Italy, Spain, Georgia, China and Russia) have successfully launched wine tourism, attracting thousands of tourists.

Uzbekistan is one of the most favorable regions for grape growing in terms of natural conditions and climate. The Fergana Valley, Samarkand, Tashkent, Kashkadarya and Surkhandarya regions are the main grape growing regions in our country, where there is a long tradition of wine production. These regions, with their natural beauty, gastronomic cuisine and cultural values, create a solid foundation for the development of wine tourism.

Wine tourism can have a positive impact on the economic development of rural areas in Uzbekistan. It will increase employment for the local population, create additional sources of income, and contribute to the comprehensive development of the regions. At the same time, it will create new markets and opportunities for the development of tourist services for local grape growers and wine producers.

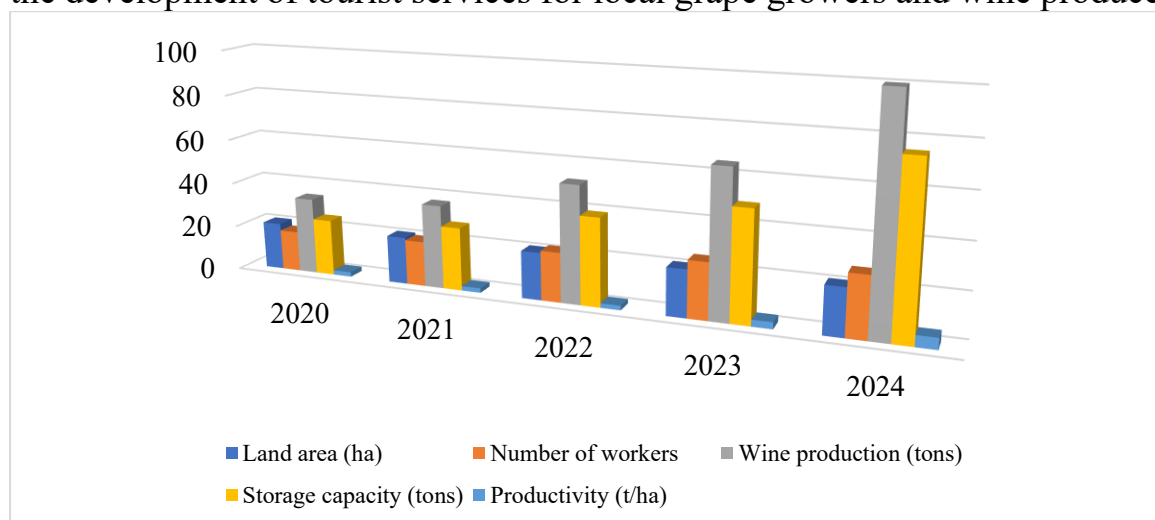


Figure 1. Dynamics of indicators of the grape-growing winery, 2020-2024



In 2020-2024, the total land area of the farm was 21 hectares. The number of employees increased by 9 people from 27 in 2024 to 2020 - this indicates an expansion of the scale of production. The volume of wine production increased by an average of 3 times per year, from 34 tons in 2020 to 100 tons in 2024. We can see that the storage capacity of modern storage facilities has increased from 25.5 tons in 2020 to 75 tons in 2024. The yield from 1 hectare has increased from 1.62 t/ha to 4.76 t/ha - this is the result of technological and agro technical measures.

Table 1 General information about the winery "Boghizaghon" LLC

Direction	Description
Location	Bogizaghon – Toylok district, 25 km from Samarkand
History	3rd century - ancient winemaking began, 1992 - converted into a factory
Official name	"Bogizaghon" LLC
Vineyard area	400 ha
Production model	Full cycle: grape growing - processing - finished product
Number of products	More than 20 types of wine
Number of workers	700 people
Annual grape harvest	Previously 300 tons, now up to 7,000 tons
Annual wine product	500,000 bottles of wine

Located in the Zarafshan Valley. The history of Baghizaghon winemaking in this area dates back to the 3rd century - it was here that grapes were grown from ancient times.

Then, “Boghizaghon” LLC was transformed, its own vineyards were established on 400 hectares of land, and work was started on a full-cycle basis. In 2007, the first “Select” series of wines was produced and became popular. Currently, 20 types of wine are produced. In the years of its establishment, the enterprise employed 12 people and harvested 300 tons of grapes per season. Currently,



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these figures are 700 workers, 7,000 tons of grapes per season, and 500,000 cases of wine products are produced.

The Fergana France Joint Venture, located in Fergana, produces high-quality dry white and red wines, wine products, cognac, and vodka. The winery grows various grape varieties on an area of more than 500 hectares.

This facility has all the conditions for foreign tourists who want to visit and taste the products. Fergana Frans also offers a number of services, including a recreation center and a Family Complex hotel, an open-air and indoor restaurant called Wine Garden, tasting rooms, shopping centers, and vineyards.

Uzbekistan has ancient traditions of viticulture and winemaking, and by integrating them with tourism, new tourist destinations can be developed. In this regard, the objective need to develop wine tourism in Uzbekistan is growing. This will not only bring economic benefits, but also create an opportunity to preserve and promote cultural heritage to the world.

The word wine tourism is derived from the English phrase "wine tourism" and includes activities such as traveling to wine-producing regions, observing the winemaking process, getting to know vineyards, and tasting wines of different flavors. This form of tourism first emerged in European countries in the second half of the 20th century and has become widely popular today. Wine tourism is not just a simple trip, but a complex type of tourism that combines cultural, gastronomic, and ecological experiences. In it, tourists get firsthand experience of winemaking technology, grape growing agrotechnology, local culture, and traditions. This allows them to get richer and more meaningful impressions from their trip.

Wine tourism is often closely related to the following types of tourism:

Agrotourism - visiting wine farms.

Gastronomic tourism - tasting national dishes that go well with wine.

Ethnographic tourism - getting acquainted with the historical and traditional methods of winemaking of local cultures.

Ecotourism - experiences associated with natural landscapes, ecologically clean wine products.

Theoretically, wine tourism is based on the concept of "experiential tourism". In this approach, the tourist is not a passive observer, but an active participant,



directly involved in the creation of a product or cultural experience. For example, participating in a grape harvest or attending a master class on winemaking. Wine tourism is also integrated into the local economy, requiring cluster-based work between winemakers, farmers, restaurants, artisans and tour operators.

Conclusion

International experience shows that wine (eno) tourism is a complex industry that combines agriculture, gastronomy, culture and tourism infrastructure. There is an opportunity to develop this area based on the available resources in the republic. By adapting international experience to local conditions: new jobs will be created, regional incomes will increase, national wine brands will enter the international arena, and villages specializing in tourism will be formed.

This makes wine (eno) tourism an important factor in diversifying the republic's economy.

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