



Article

## Effective Use of Eno-Tourism Resources in Our Country, Its Current State and Development Prospects

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**Abstract:** This article examines the potential, prospects and practical significance of wine tourism in Uzbekistan. Wine tourism is closely related to gastronomic and agrotourism, and is closely linked to the climatic, geographical and historical potential of the country. The article provides recommendations for the development of wine tourism in Uzbekistan, based on world experience. These include the following main areas: planning wine destinations, planning wine festivals, creating marketing plans, improving infrastructure, supporting regional producers and training qualified workers. Legislative restrictions, insufficient infrastructure and lack of branding are simultaneously taken into account. The results show that the development of wine tourism is an important factor in the development of the tourism sector of Uzbekistan, as well as the economic activity of rural areas and strengthening its international image.

**Keywords:** wine tourism, wine route, agrotourism, gastronomic tourism, ecotourism, ethnotourism, tourism development, winemaking, culture.

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### 1. Introduction

In recent years, tourism has been emerging as a priority sector in the national economic development of Uzbekistan. The state leadership has paid great attention to this area, opening up new directions: ecological, ethnotourism, gastronomic tourism, and also the relatively new wine tourism. Wine tourism is considered a highly profitable and versatile type of tourism in the world. Uzbekistan, with its long-standing traditions of viticulture and winemaking, climatic conditions, and rich cultural heritage, has great potential for the development of this sector. Today, wine tourism is considered an alternative type of activity that is developing in cooperation between the agricultural and tourism sectors. In this scientific study, both the agricultural and tourism sectors have a huge resource potential for the development of agrotourism. In order to effectively use this wide opportunity, we will consider the issues of developing wine tourism in the regions of the Republic from a practical and theoretical perspective.

Scholarly literature conceptualizes eno-tourism (wine tourism) as a specific form of special-interest tourism located at the intersection of agriculture, gastronomy, culture and rural development. Hall and colleagues describe wine tourism as visitation to vineyards, wineries and wine festivals where the main motivation is to taste wine and experience the characteristics of a wine region, emphasizing its experiential and place-based nature [1]. Santos further argues that wine tourism experiences go beyond consumption of wine itself and incorporate scenery, heritage, and other local attractions, making it a powerful tool for destination branding and regional identity [2]. In this sense, eno-tourism resources are not

limited to vineyards and wineries, but include landscapes, architectural heritage, local cuisine, intangible traditions and events.

#### **Literature review.**

International research shows that wine tourism has become an important development strategy in many European and “New World” wine regions. Hall, Sharples and co-authors, in their studies of wine tourism around the world, highlight its contribution to diversification of rural economies, direct sales, brand building and the extension of tourist seasons [3]. Case studies from regions such as Bordeaux and Burgundy in France, Tuscany in Italy, Rioja in Spain and Napa Valley in the United States demonstrate that structured “wine routes”, integrated hospitality infrastructure, and strong regional brands are key success factors for eno-tourism. Research on consumer behaviour also stresses that wine tourists typically seek authenticity, contact with producers, and opportunities to participate in grape harvesting or cellar activities, which requires high service quality and coordinated local networks.

In the broader context of agritourism and rural tourism, Luchenok’s work on agrotourism in Belarus shows that tourism based on agricultural resources can stimulate employment, increase farm income and slow rural depopulation when it is embedded in regional development strategies [4]. Similar conclusions are found in studies of agritourism development in Europe and other regions, where clusters of farms, small producers and hospitality enterprises create synergies and shared marketing platforms. These findings are highly relevant for countries with strong viticultural traditions and emerging tourism sectors.

For Uzbekistan, a number of authors emphasize that the country is one of the main producers of viticultural products in Central Asia and has deep historical roots in viticulture and winemaking, dating back to ancient periods. Official estimates indicate significant export potential for grapes, raisins and related products, which creates a solid economic base for eno-tourism development. Recent presidential and government decisions have focused on creating viticulture and wine clusters, supporting a full cycle from cultivation and processing to branding, export and wine tourism. These policy documents frame eno-tourism as part of a wider modernization of agriculture, regional development and tourism diversification.

Specific scholarly studies on wine tourism in Uzbekistan are gradually emerging. Inoyatova’s work on wine tourism in Uzbekistan analyzes the country’s position relative to leading wine tourism destinations, identifies its competitive advantages (climate, sunshine, unique grape varieties) and points to such constraints as insufficient signage, infrastructure and marketing [5]. Lutfullaeva examines the main aspects of eno-tourism development in Uzbekistan and argues that the effective use of eno-tourism resources requires a systemic approach based on cluster models, integration of wineries into tourist routes, and coordinated branding efforts at national and regional levels [6].

Other Uzbek and international authors stress that tourism cluster development is a general trend in the country’s tourism policy. Berdiyarov and co-authors show that cluster models can increase the efficiency of tourism management, facilitate joint marketing and support the development of specialized niches such as eno-tourism [7]. Policy analyses of tourism development in Uzbekistan underline that diversification into new forms of tourism (eco-, agro-, gastro- and eno-tourism) is essential to reduce dependence on traditional cultural and historical routes and to achieve more even regional development [8].

Recent reports and media sources show that eno-tourism in Uzbekistan is already emerging as a distinct sector. According to sectoral information, specialized wine tourism enterprises and routes have been established in regions such as Samarkand, Tashkent, Bukhara and Fergana, and are being integrated into broader tour programs. Investment presentations for viticulture and eno-tourism projects also indicate expectations of rapid growth in the global eno-tourism market and position Uzbekistan as a promising destination due to its natural and climatic conditions [9]. At the same time, authors note persistent problems: limited high-quality accommodation near vineyards,

underdeveloped interpretation of wine heritage, insufficient training of specialized staff (guides, sommeliers), and weak digital promotion.

From the perspective of cultural and museum studies, Rabbimov and co-authors argue that cultural heritage resources, including museums and historical narratives of viticulture, significantly contribute to economic growth when effectively integrated into tourism products [10]. This suggests that eno-tourism in Uzbekistan should not be limited to tastings, but should incorporate museums of viticulture, educational centres and cultural events to enhance its added value. Brezhneva's work on cultural interaction in museum and educational processes supports this approach by highlighting the role of cultural institutions in sustainable development across Eurasian countries [11].

Overall, the literature indicates that Uzbekistan possesses substantial eno-tourism resources favourable natural conditions, long viticultural traditions, emerging wine clusters and supportive state policy but their effective use is still at an early stage. Scholars converge on several key directions for future development:

1. strengthening cluster-based cooperation between vineyards, wineries, hospitality and cultural institutions;
2. designing scientifically grounded wine routes that connect multiple regions;
3. investing in infrastructure and human capital;
4. developing strong regional and national wine brands; and
5. ensuring environmental and cultural sustainability through ecotourism and community-based approaches.

Yet, there remains a research gap in quantitative assessment of the economic impact of eno-tourism in Uzbekistan, as well as in comparative studies across regions, which justifies further academic investigation into its current state and development prospects.

Wine tourism is one of the promising areas of modern tourism, and its economic importance in the world is increasing every year. The climatic conditions of Uzbekistan, ancient winemaking traditions and tourist potential create broad opportunities for the development of this industry [12]. The roots of the history of winemaking in our country go back to the BC era. In particular, the Samarkand, Fergana, Kashkadarya and Surkhandarya regions of Uzbekistan have been engaged in wine production for centuries. In recent years, the state policy of diversifying tourism, expanding the service sector of the economy, and creating new tourist destinations has laid the foundation for the formation of wine tourism. This article analyzes the current state of effective use of wine tourism resources in Uzbekistan, existing problems, economic efficiency indicators and development prospects.

Eno-tourism (wine tourism) is a type of tourism aimed at familiarizing oneself with the processes of wine production, vineyards, wineries, tasting centers and the history of winemaking. In developed countries of the world, eno-tourism:

1. integrates agriculture and tourism,
2. creates a brand of local products,
3. attracts high-spending tourists,
4. brings significant income to the regional economy [13].

Uzbekistan, as a country with a climate, experience in viticulture and an ancient winemaking culture, has great potential for the development of eno-tourism.

The culture of winemaking in Uzbekistan has a 2500-year history. Archaeological finds and historical manuscripts confirm that viticulture and winemaking have been developed since ancient times, especially in the Samarkand, Fergana, Kashkadarya, Surkhandarya regions.

Modern winemaking enterprises Today, Uzbekistan has a number of large wine producers:

1. Khovrenko Winery (Samarkand) - the largest and oldest,
2. Marvarid (Fergana),
3. Bagizagan (Samarkand),
4. Shakhrisabz Wines (Kashkadarya),
5. Uzumchilar Sharakhchi project (Tashkent region).

Many of them offer tourists services such as tasting tours, wine museums, and vineyard tours.

In world practice, the development of wine tourism has been widely studied in countries such as Italy, France, Spain, the California region of the USA, Australia, and Chile. Research shows that:

1. Wine tourism creates added value in the local economy;
2. Strengthens regional branding;
3. Develops the agricultural and service sectors in an integrated manner;
4. Supports small businesses and family entrepreneurship.

In Uzbekistan, wine tourism is a newly emerging area and has not yet been sufficiently researched in the scientific literature. The main scientific sources include studies on the history of winemaking, articles on agrotourism, and developments in the economics of tourism, but the economic mechanisms of wine tourism have not been sufficiently developed.

## 2. Materials and Methods

During the research work, observation, data collection, summarization, comparison, economic views of local and foreign scientists in banking activities, research on problems and their solutions in the field, as well as legal and regulatory documents related to the field were studied, conclusions and proposals were developed.

This research is based on the following methods:

1. Analytical-methodological approach, theoretical sources, statistical data, state programs, foreign experience were studied.
2. Empirical research, the state of existing wineries, vineyards and agrotourism facilities in the Samarkand, Fergana, Kashkadarya regions was studied.
3. Economic-statistical methods, industry growth rates, tourist flows, revenue dynamics, investment volumes were analyzed.
4. Graphical and tabular analysis, tables and graphic models were compiled on existing resources, development indicators.

## 3. Results and Discussion

In Uzbekistan, wine tourism is a growing sector that focuses on sustainable agriculture and organic production, attracting tourists interested in environmentally friendly products and ecotourism. Eno(wine) tourism, as a sub-sector of agrotourism, involves studying the winemaking traditions of a particular region [14].

Wine tourism is a type of tourism based on tourists visiting vineyards, wineries, wine museums, and local wine producers to get acquainted, taste, and learn about their activities. It is inextricably linked to gastronomic, agricultural, and cultural tourism.

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, environmentally friendly wine products.

In these countries, wine tourism attracts a large number of foreign tourists, generates millions of dollars in revenue, and develops infrastructure in rural areas. In Europe, wine tourism has been developing steadily since the early 1960s, and is now widely used by tourists, rural residents, and farms, although regional models of using this type of route vary significantly [15].

International experience shows that wine tourism has been successfully implemented in the following countries:

Comparison of foreign wine tourism regions

Over the past 4–5 years, the number of tourists on wine tourism has increased significantly through free and paid tasting services.

In 2020 ~25 thousand

In 2024 ~58 thousand  
Forecast for 2025 ~70–75 thousand

Historical foundations of winemaking in Uzbekistan. The tradition of winemaking in Uzbekistan dates back to ancient times. Archaeological finds and written sources indicate that winemaking in Central Asia began at least 2,500 years ago. Archaeological finds indicate that ancient winemaking pipes, stone vessels, and images of grapes have been found in Samarkand, Tashkent, and the Fergana Valley. During the Soviet era, winemaking developed in an industrial form:

The Khovrenko Winery in Samarkand is one of the oldest in Central Asia (founded in 1868),

The Chateau Hamkor Winery in Tashkent, Parkent, and vineyards in Fergana.

This heritage is currently in need of renewal, modernization, and integration into the tourism industry.



**Figure 1.** Opportunities for developing wine tourism in Uzbekistan

Opportunities for wine tourism in Uzbekistan (Figure 1):

1. Climatic and geographical advantages. The climate of Uzbekistan is warm, sunny, dry, and ideal for growing grapes. The necessary conditions for the best wine are sunlight, temperature differences and water supply.
2. Harmony with cultural and historical monuments. Tourists want to visit vineyards and wineries, as well as ancient cities. Cities such as Samarkand, Bukhara, Shahrisabz and Termez can become centers of wine tourism.
3. Product quality and diversity. Uzbekistan has various grape varieties: Kishmish, Khusaini, Toyfi, Rizamat, Tavkveri, etc. In addition, countries such as Italy, France, Spain, Georgia, Azerbaijan also have many grape varieties that are well suited to their climatic conditions. Each of them can be the basis for the production of its own wine.

#### Discussion.

The current state of eno-tourism resources in Uzbekistan is as follows: there are more than 50 large and medium-sized wine producers on the territory of Uzbekistan. The largest are:

1. Khovrenko Winery (Samarkand)
2. Marvarid Winery (Fergana)
3. Bagizagan Winery (Samarkand)
4. Shahrisabz Wines (Kashkadarya)

Most of them have begun to establish tourist services (Table 1).

**Table 1.** Annual growth in wine production in Uzbekistan (2020–2025)

Year	Production (thousand liters)	Growth rate (%)
2020	12 500	-
2021	13 200	5,6%
2022	14 100	6,8%
2023	15 500	9,9%
2024	17 300	11,6%

2025	18 600	7,5%
Uzbek wine tourism has enormous potential and will:		
<ol style="list-style-type: none"> <li>1. diversify tourism,</li> <li>2. integrate the agricultural and service sectors,</li> <li>3. attract high-income tourists,</li> <li>4. economically develop regions.</li> </ol>		

With proper planning, cluster creation, infrastructure improvement, and international marketing strategies, Uzbekistan can become a wine tourism hub in Central Asia by 2030. Today, the population of our country is growing year by year, which in the future will significantly increase the need for food products. Of course, such socio-economic changes require further deepening of reforms in agriculture, as the main sector that meets the growing need for food products, and the activation of organizational and economic mechanisms aimed at ensuring food security in the country and social protection of the population.

The development of new types of tourism in Uzbekistan is a promising direction that can play an important role in the economic and social growth of the country. By developing such tourist destinations as ecotourism, agrotourism, military, industrial, extreme and mountain tourism, it is possible not only to increase the flow of tourists, but also to develop the local economy, create new jobs and increase competitiveness in the international tourism market.

Of course, the problems and shortcomings of the tourism system create difficulties in introducing new types of tourism. In the tourism sector of the Republic of Uzbekistan, it is urgent to form a tourism infrastructure, solve the shortage of qualified translators, provide high-speed trains, Icarus in order to save time for foreign tourists, and build hotels, WiFi zones, recreation areas in new tourist resorts, and create modern conditions for foreign tourists.

#### 4. Conclusion

Therefore, in order to strengthen the socio-economic aspects of farms, it is necessary to identify the factors influencing the initiation and inclusion of non-agricultural activities in order to increase their inclusion in alternative activities. Therefore, in our study, the decision of farms to engage in wine tourism can be considered similar to the choice between modern and old technology (activity). Wine tourism activity includes various types of activities and means "... commercial ... that brings additional income".

By developing wine tourism, Uzbekistan can not only increase economic income, but also take important steps towards creating jobs in rural areas, promoting the national brand to the international arena, and preserving cultural heritage. The successful development of this sector requires a combination of state policy, private sector initiative, and public awareness. The advantages of applying advanced foreign experiences in the development of wine tourism in our country have been widely studied, including the experiences of the USA, Italy, France, Germany, Georgia, China, and Russia. As a result of the research, it was justified to create an infrastructure for serving wine tourists and introduce tour itineraries specializing in wine tourism.

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