

THE ROLE OF INTERNATIONAL EXPERIENCES IN THE DEVELOPMENT OF ENO(WINE) TOURISM IN TASHKENT REGION

Jalilov Shokhjahan Kholbozor oglu

Independent researcher of Tashkent State Agrarian University

E-mail: shokhjahan.jalilov@mail.ru, Tel: +998942919339

Annotation:

The article analyzes the concept of eno (wine) tourism, its global development paths and successful experience of leading countries. The possibilities of creating eno tourism based on the existing potential of viticulture, wine production enterprises and tourism infrastructure in the Tashkent region are studied. The ways and recommendations for adapting international experience to local conditions are presented.

Keywords: Socio-economic, eno tourism, brand, tasting, sommelier, black sugar, gastronomic, agrotourism, viticulture, infrastructure, hospitality, wine route, guest houses.

Nowadays, tourism is one of the fastest growing sectors of the world economy, and related sectors (hospitality, transport, gastronomy, agriculture) are also developing. In this context, eno (wine) tourism is of particular importance as a sector at the intersection of agrarian tourism, gastronomic tourism and cultural heritage promotion. The word vinotourism is derived from the English phrase "wine tourism" and includes activities such as traveling to wine-producing regions, observing winemaking processes, getting acquainted with vineyards and tasting wines of different tastes. 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 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 and requires cluster-based work between winemakers, farmers, restaurants, artisans and tour operators. Therefore, it requires multi-level planning and cooperation. Wine tourism is, by its very nature, a complex form of tourism. It is not limited to just showing the wine production

process or tasting the product, but operates in an integrated manner with many other types of tourism. These aspects expand the scope of wine tourism and make it an important link in the modern tourism industry.

Uzbekistan, and in particular the Tashkent region, is distinguished by its ancient viticulture traditions and favorable climate. Although wine-producing enterprises operate in this region today, their use in tourism is insufficient. Therefore, it is necessary to study world experience and integrate it into local opportunities.

Eno tourism – essence and advantages. Eno tourism (wine tourism) is a tourist activity carried out by visiting wine-producing regions, getting acquainted with wineries, vineyards and wine culture. This tourism includes:

- Wine tasting (degustation);
- Walking through vineyards, photo tours;
- Watching the winemaking process;
- Participation in cultural events and wine festivals;
- Getting acquainted with local agricultural products.

International experience. For example, France (Bordeaux, Burgundy). Special “wine routes” (Route des Vins) have been established. Tourism infrastructure is integrated with wineries. Wineries provide museum, hotel, and restaurant services.

Italy (Tuscany, Piedmont). There are wine-related recreation opportunities in rural homes. Local wine associations work with tourists. Visits have increased through wine festivals.

Spain (Rioja). The Rioja region is famous for its eno routes and tourist brand. Wineries operate on the principle of “open to tourists”. Tasting and vinotherapy (wine therapy) services are available.

California (Napa Valley, USA). Wineries have been transformed into tourist centers. The history of wine is demonstrated through innovative technologies (VR, AR). The state provides tax breaks and marketing support.

Enotourism potential of Tashkent region. Climate and agresources. Tashkent region, especially Parkent, Bostanlyk, Qibray and Ahangaran districts, have favorable natural and climatic conditions for viticulture. Local varieties (for example, “Toyfi”, “Khusayni”, “Qara kand”) can be high-quality raw materials for winemaking. In Parkent district, there is “Hamkor Agro” - vineyards, a wine production line. Local farms also have the opportunity to become small wine producers.

Tourism infrastructure. There are recreation areas in Bostanlyk and Parkent districts (Chorvak, Kumushkon). Guest houses and agrotourism bases are starting to operate to serve tourists.

Ways to adapt international experience to local conditions. Organization of eno (wine) routes under the brand "Tashkent Wine Road". Training of guides, sommeliers and hotel staff in the direction of wine tourism. Wine production, museum, restaurant, hotel, souvenir shop in one

complex. Demonstration of winemaking for tourists through mobile applications, interactive maps, AR. It is necessary to conclude cooperation agreements in the wine direction with countries such as France, Italy, Spain and study their experience.

Socio-economic impacts. New jobs – especially for women and youth. Increased farm income – additional source of income through tourism. Promotion of cultural heritage – wine production, folk arts, culinary culture. Expanded export opportunities – the market for local wine products will expand through international tourists.

Conclusions

The potential of wine tourism in the Tashkent region is great, and the following are important for its development:

- The relationship between the development of wine tourism in the Tashkent region, the current state of wine tourism and ways to analyze it, the agrotourism resources of the region, their effective use and factors for the development of the industry have hardly been studied, respectively, no special theoretical or methodological literature has been published on the development of wine tourism in this region. The routes of wine tourism implemented in the region have not been sufficiently developed, they do not cover all agrotourism facilities and are not scientifically substantiated.
- The concept, content and essence of wine tourism and various definitions given to it were studied on the basis of monographic studies, and the specific features of wine tourism were scientifically studied. As a result, it was concluded that wine tourism is a journey of people in rural areas with recreation and participation in activities related to agriculture during the trip.
- the importance of wine tourism in the socio-cultural life of rural areas and the development of the agricultural sector, the current problems in its development and their solutions, and the development processes of wine tourism activities were scientifically substantiated.

References

1. Marco-Lajara, B., Ceva-Larrosa, P., Ruiz-Fernández, L., & Martínez-Falcó, J. (2021). The Effect of COVID-19 on the Spanish Wine Industry. In Impact of Global Issues on International Trade (pp. 211-232).
2. Canovi, M., & Pucciarelli, F. Social media marketing in wine tourism: winery owners' perceptions. Journal of Travel & Tourism Marketing, 36(6), (2019).
3. Hu, S., Barbieri, C., Anderson, D., Leung, Y. F., & Rozier-Rich, S. (2016). Residents' perceptions of wine tourism development. Tourism Management, 55.
4. Hall, C. M., Sharples, L. Food and Wine Tourism: Integrating Food, Travel and Territory. (2008).
5. UNWTO Wine Tourism Handbook. (2020).

6. French Department of Tourism. Enotourism Strategy Plan 2022–2027.
7. Information from the Tourism Committee of the Republic of Uzbekistan (2024).
8. Official website of the Tashkent regional administration (www.toshvil.uz).

