

ANALYSIS OF OPPORTUNITIES FOR THE DEVELOPMENT OF WINE TOURISM IN UZBEKISTAN

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ABSTRACT

The article talks about wine tourism, which is one of the youngest types of tourism today that has reached the peak of its development in Western countries in the 21st century, and about the existing opportunities for its development in Uzbekistan.

Keywords: enotourism, wine tourism, vineyard, grape harvest, winery, Husayni, Soyaki, Kishmish.

АННОТАЦИЯ

В статье рассказывается о винном туризме, который на сегодняшний день является одним из самых молодых видов туризма, достигших пика своего развития в западных странах в 21 веке, и о существующих возможностях для его развития в Узбекистане.

Ключевые слова: энотуризм, винный туризм, виноградник, сбор винограда, винодельня, Хусайни, Сояки, Кишмиш.

ANNOTATSIYA

Maqolada 21-asrda G'arb mamlakatlarida rivojlanish cho'qqisiga chiqqan bugungi turizmning eng yosh turlaridan biri bo'lgan vino turizmi va uni rivojlantirish uchun O'zbekistonda mavjud imkoniyatlar haqida so'z boradi.

Kalit so'zlar: enoturizm, vino turizmi, uzumzor, uzum hosili, vinochilik, Husayni, Soyaki, Kishmish.

INTRODUCTION

By the 21st century, tourism, which has become one of the main sources of income for countries, today undoubtedly attracts the attention of the whole world. Year by year, new terms and new types of tourism are being formed in tourism, one of which can be specially recognized is wine tourism. Wine tourism is a form of tourism with a long history in parts of Europe and North America, and has developed as a distinct tourism product in Australia since the early 1980s, where visitors to this type of tourism have been an important source of additional income for wine producers. Formal links between tourism and winemaking, especially through the creation

of wine routes, have existed since the first half of the century and have expanded significantly in recent times [1]. Tourism can play an important role in the economic development of wine-growing regions, organize them as tourist destinations [2]. The wine producers of Australia, Canada, France, South Africa and the USA are the innovators of wine tourism. They recognized the potential and evolved from simple vineyards to connecting with restaurants and entertainment venues in the countryside.

Wine tourism or enotourism is a type of tourism that includes such processes as organizing a walk through the vineyards, participating in the grape harvest, direct participation in the process of making wine from grapes at the winery, buying and consuming the prepared wine. Wine is a unique product and differs from other products. Wine consumption has its own characteristics, such as association with food, symbolic value, and popularity as a gift. In addition, the consumption of wine, more than other types of food, is influenced by traditions and socio-cultural characteristics. Wine tourism practitioners seek a global tourism experience that offers multiple regional benefits. Regarding the relationship between consumer behavior and wine tourism, no research on this topic was found until 1995. Many studies published later focused on two areas of research: 1. understanding the socio-demographic characteristics of the wine tourist; and 2. understanding the psychology of the wine tourist [3]. Importantly, "Wine tourism is also a form of consumer behavior, a strategy for developing destinations and marketing wine-related attractions and images, as well as educating wineries about their products directly to consumers. and is a marketing opportunity to sell". Most studies of wine tourists focus only on vineyard visitors, not wine consumers. Among wine consumers, there is a limited understanding of the potential of wine tourism.

What is the profile of a wine tourism tourist? A comprehensive study conducted in 2011 provides interesting conclusions. There are gender differences among wine tourists. Thus, women are more attracted to bottle labels, share wines from wineries with others, and visit after purchase. Many studies support the hypothesis that wine tourists are young, highly educated and have high incomes. Other studies have shown that women are more likely to use more sources of information than men when making wine purchasing decisions. A study in British Columbia, Canada found that wine tourists in general (those who visit vineyards) are more active and engaged than other tourists. Thus, a group called "cultural wine tourists" was singled out, more interested in luxury [6].

The presence of wineries in a wine region is in itself a reason to visit the region. Attributes that define a region and indirectly a winery visit are the quality of services provided to tourists, the wine knowledge of the winery staff, and the diversity of the wine selection. As a result, wineries must continuously improve their operations to attract as many tourists as possible, as previous studies have shown that tourists visiting wine regions generate income for them. .

Depending on the influence of the wine landscape (region) on tourists, namely the organization / arrangement of the wine region, the quality of wine, the value / fame of the wine region, the winery employees, as well as depending on the motivation of experience and the motivation of rapprochement, tourists practicing wine tourism can be classified like [7]:

- Inspired tourists—the attraction towards wine tourism is influenced both by your own motivation to experiment and by the offerings of wineries;

- Self-motivated tourists—the attraction towards wine tourism is influenced both by one's own motivation to experiment and by the wineries' offers;
- Market-motivated tourists—the attraction to wine tourism is influenced more by the wineries' offers and less by their own motivation to experiment;
- Inert tourists—neither their own motivation to experiment nor the winery's offerings make them feel attracted to wine tourism.

Furthermore, wine tourists can be divided into active wine tourists and potential wine tourists. Thus, active wine tourists are distinguished by being wine consumers and have visited a winery at least once, while potential wine tourists are distinguished by being wine consumers but have never visited a winery. In addition, two other differences between these categories of wine tourists are that active wine tourists are more likely to visit vineyards where they can find their favorite wines and engage in other activities typical of wine tourism that the time and distance to the location of the vineyard are unimportant for wine tourists, as well as active wine tourists, and important elements for potential wine tourists.

1-table. The volume of grapes grown in the regions of Uzbekistan

The volume of grapes grown in the regions of Uzbekistan:			
No	The name of the region	2021 year (thousand tons)	2022 year january-september (thousand tons)
1	Karakalpakstan R.	10.2	5.9
2	Andijan	88,2	59.8
3	Bukhara	208.3	186
4	Jizzakh	28.0	22.3
5	Kashkadarya	93.8	78.2
6	Navoi	78,9	74.4
7	Namangan	130.9	95.2
8	Samarkand	555.0	507.5
9	Surkhandarya	95.5	88.2
10	Syrdarya	13.1	12.3
11	Tashkent	115.3	75.4
12	Fergana	177.0	122.6
13	Khorezm	45.0	35.6

From the table above, we can see that the indicator of the volume of grapes grown in Uzbekistan is not small, these results are a clear example of the possibility of wine production in Uzbekistan with a large resource and tourism in the farms where it is produced. More than 40 types of grapes are grown in Uzbekistan, among which there are not only local varieties, but also varieties imported from a number of Asian and European countries. There are all conditions for establishing wine tourism not only in a few regions of our country, but in all regions.

According to forecasts, more than two million tons of grapes are planned to be harvested in Uzbekistan this year (2022). This was reported by the Ministry of Agriculture of Uzbekistan.

According to the agency, as of 2022, there are 181,000 hectares of vineyards in all categories of farms. In total, Uzbekistan plans to collect 1.8 million tons of products. It is known that in order to increase the production and export of grapes in the republic, vineyards were additionally created on 41.3 thousand hectares of area in 2021 and on 21.6 thousand hectares in the spring of 2022. Also, the use of innovative resource-saving technologies in recent years has made it possible to significantly increase the yield.

This year, the ripening of grapes in the country will begin from the first decade of July, depending on the soil and climatic conditions of the regions.

Today, 12 table and five industrial varieties of grapes are grown in Uzbekistan. Of these, table varieties - "Husayni", "Rizamat Ota", "Toyfi", "Surhak", "Kelin Barmok", "Korazhanchal", "Ok Kishmish", "Kora Kishmish", "Kishmish Botir", "Kishmish Vir", "Kishmish Sagdiana".

Industrial grades include "Alevtina", "Bayan Giray", "Riesling", "Caberniy", "Muscat" [4].

Wine is not limited only to increasing the volume of exports in the country or meeting the needs of its consumers, but the grapes from which wine is made are beneficial for human health from a medical point of view. It is almost impossible to overestimate the usefulness of the properties of grapes, because it is a storehouse of vitamins. Grapes, especially red, contain vitamins that are directly related to the blood system and hematopoiesis. It also prevents the formation of cancer cells, boosts immunity, purifies the blood - just to name a few of its benefits. Grapes are very useful for diseases of the liver and gallbladder, heart disease and metabolic recovery, depression and insomnia, and many others. Grape juice, which in composition resembles breast milk, is almost instantly absorbed by the body. This is the purest natural glucose in its most useful and easily digestible form. Grape wine lowers blood cholesterol levels, normalizes blood pressure in moderate doses. Kishmish, especially grated with walnuts, perfectly increases hemoglobin. In medicine, there is even a whole direction - ampelotherapy (grape therapy), which was actively practiced by healers of the Ancient East, Rome and Greece [8].

Ancient growers noticed that dried grapes have slightly different properties than freshly picked ones. Avicenna also said: "Grapes left to lie for two or three days after harvest are better than freshly harvested. And plucked and left to hang until its peel turns yellow, it nourishes and strengthens the body well.

Viticulture and winemaking on the territory of modern Uzbekistan has been developed since ancient times. About sweet grapes and medicinal properties of wine, skillful masters of winemaking are mentioned in the "Avesta", in the travel notes of many travelers and conquerors. Archaeological and paleontological studies prove these written data with material finds (clay vessels for wine, fossilized imprints of fragments of a vineyard).

For centuries, viticulture in Uzbekistan either flourished, was praised and encouraged by the people, or was destroyed in the process of barbarian conquests, or was under the ban of the law. But Uzbek grapes were able to withstand all these obstacles and retain the fullness of the taste and aroma of grapes, the secrets of cultivation and winemaking, which were developed by distant ancestors. The long warm period of the year makes it possible to grow more than 37 varieties of grapes in Uzbekistan from the first months of spring until late autumn. Thanks to this, the Republic actively exports excellent wines, fresh and dried grapes (raisins, raisins), sweet juices. By the way, Uzbek grapes received the Golden Cup of the international exhibition "Golden Bunch of Grapes - 2013" ("Golden Bunch of Grapes - 2013").

"Soyaki", "Bakhtiori", "Husayni" are ancient varieties of Uzbek grapes that have been grown here since time immemorial. Many varieties of grapes were brought to the territory of Uzbekistan from other countries, for example, the variety "Pushti Taifi" was brought by the Arabs. In the second half of the 19th century, the first specialized factories for the production of Uzbek wines, Trading Houses, were built on the territory of Tashkent and Samarkand. At the beginning of the 20th century, "dry law" was introduced and the wine industry fell into decay. After the formation of Soviet power, special attention was paid to the Turkestan region - it was supposed to become a powerful resource base and provide the most fertile "income". Therefore, during this period, new European heat-loving grape varieties were brought here [8]. One of the unique grape varieties from which different types of wines can be made is the Rkatsiteli grape. In the early stages of ripeness, table wines are obtained from it, in the middle - strong wines, and already from grapes harvested when the sweetness concentrate has reached its limit, they make excellent dessert wines.

It should be noted that ripe grapes, especially raisin varieties, contain up to 28-30% sugars, glucose, fructose and sucrose, which are quickly absorbed by the body. Also, freshly harvested grapes contain malic, tartaric, citric, succinic, lactic, formic and a number of other organic acids necessary for human health, mineral salts such as potassium, calcium, phosphorus, sodium, coloring pigments in the fruit peel.

As noted by the Ministry of Agriculture, the advantage of grapes is a strong root system, due to which it is used for the development of mountainous and foothill lands, strengthening sand dunes and ravines. In addition, you can grow grapes on brackish, rocky ground close to groundwater, where other fruit trees are much more difficult to grow.

Today, the Russian market traditionally ranks first in the supply of fruits and vegetables from Uzbekistan. The trade turnover between Russia and Uzbekistan last year reached a record \$7 billion. A significant part of this volume falls on fruits and vegetables.

In the near future, Uzbekistan will improve the system for supplying agricultural products to the Russian market, reducing the transportation time. This goal will be achieved by launching an agro-logistic complex in the Jizzakh region, which is planned to be opened by the end of this summer, four contracts for \$7-8 million will be signed in the near future [5].

CONCLUSION

In conclusion, we can say that all conditions have been created for the formation and development of wine tourism in Uzbekistan, as well as for its conduct in accordance with world standards. The development of this type of tourism in our country is of great importance in the

formation of a new tourist flow by attracting tourists not only from the agro-tourism, but also from the gastronomic sphere. This type of tourism not only forms tourism in the country, but also serves as an excellent tool for introducing new types of wine in the country to the world, in example new tourism product.

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