

Relevance of the development of wine tourism in Uzbekistan

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ABSTRACT

This article describes the current situation of world tourism market and its contribution to the world economy. Moreover, article highlights the concept of business tourism and its essential branch WINE tourism, the development of WINE tourism in regions, its significance and importance to develop in our country.

Key words: World Tourism and Tourism Council, World Tourism Organization, Travel Tourism, WINE TOURISM, WINE FACTORY.

In today's era of economic integration and globalization, tourism is a major source of enrichment for the world economy. According to the World Travel and Tourism Council, in 2018, tourism accounted for 10.4% of world GDP, 6.5% of services as a share of exports, and 4.5% of total investment. In addition, 1/10 of the employed population of the world (319 million) serves tourism, which is 10% of the employed population of the world [1, p.1].

According to the World Tourism Organization (UNWTO), tourism is one of the fastest-growing sectors of the economy, with the number of foreign tourists traveling around the world in 2018 up 5% from 2017 to 1 billion. 400 million people, with revenue up 4% to \$1 trillion. Equivalent to \$700 billion [2, p.2].

Foreign tourists travel for a specific purpose. According to statistics, in 2018, more than half of the tourists travel around the world -

56% - for rest, recreation and leisure; 27% rehabilitated, visited believers, friends and relatives; 13% traveled with business (work and professional) purposes, and 4% - with unspecified purposes [3, p.7]. Despite the fact that the share of business tourism is 13%, the economic effect of this type of economy is significant. According to the World Travel and Tourism Council, in 2016, business tourism revenues will reach \$1.150 trillion. Revenue is expected to reach \$1.658 trillion in 2026. The U.S. dollar is projected at [4, p.10].

Figures show that types of business play an important role in tourism, because today the life of modern professionals is impossible to imagine without negotiations and meetings in the field, participation in various master classes aimed at expanding their knowledge. That is why the number of business trips has been growing in recent years, and VINO-tourism, an important component of business tourism, is rapidly developing and becoming a promising and profitable segment of the world tourism market.

Today, great importance is given to the development of tourism, which has the status of a strategic sector of the economy, and a number of normative legal acts are adopted aimed at the development of the industry. According to the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated December 2, 2016 № PF-4861 "On measures to ensure the accelerated development of tourism in the

Republic of Uzbekistan": the development of permitted types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, medical, rural, industrial, business tourism, etc., tourism for children, teenagers and youth "strengthening the social significance of tourism through tourism development" was defined as one of the goals and priorities of the state policy in tourism for the medium term. [5]

It is known that Samarkand is famous for its historical monuments and museums, among which the Wine Museum occupies a special place. Its history is closely connected with the Hovrenko winery, which has been operating for more than

150 years. After the conquest of Central Asia by the Russian Empire, a number of merchants and businessmen began to invade major cities to take possession of the country's wealth. In turn, Samarkand grows an excellent grape variety with a high sugar content of 25 percent, while other grape varieties contain 16 percent. D. Filatov, a Russian Muslim and businessman, will open the first winery in Uzbekistan. In the 15 years of his activity he brought the plant to the world level - the variety of wine "Paradise" (I mean paradise) won a gold medal at the International exhibition of wines and cognacs in Paris. After that, collectors from all over the world began to come to Samarkand for this wonderful variety of wine.

With the advent of Soviet power, Filatov was forced to leave the factory, but managed to hide his best wines in secret warehouses that had been stored for decades. Until the factory was repaired and the hidden wines were found. The management of the renovated factory was entrusted to a talented winemaker, M. A. Hovrenko. He discovered and established new varieties of wines and made a significant contribution to the development of winemaking in Uzbekistan.

<https://www.advantour.com/uzbekistan/samarkand/museum-of-winemaking.htm>

Figure 1. The winery at the Khovrenko winery in Samarkand region.



Today, Hovrenko Winery continues to produce new varieties of wine, cognac and vodka. New wines are poured into the winery's cellar so that the wines are preserved for years to come. There are also "auctions" where you can buy Samarkand wines from the best crops. There is a

museum of the winery on the territory of the factory. Here you can learn about the history of the plant and Samarkand winemaking, see the international awards of the plant and, of course, taste Samarkand wines. In February 2014, Samarkand Winery held a "Best Product of 2014"

tasting within the framework of the 21st International Exhibition of Food, Beverages and Industrial Goods "Prodexpo 2014" in Moscow. Participated in the competition. Three products of

the plant won gold and silver medals at once: Samarkand balsam (gold medal), Samarkand cognac and Gul-Kandoz wine (silver medals).

The largest wine-producing countries in the world

Country	Wineproduction	Wineproductiongallons	Pop2021
Italy	4250000	1122731	60367.477
France	3641900	962088	65426.179
Spain	3248000	858030	46745.216
United States	2333900	616551	332915.073
Australia	1369000	361651	25788.215
Argentina	1182100	312277	45605.826
China	1163600	307390	1444216.107
South Africa	1080100	285332	60041.994
Chile	949200	250752	19212.361
Germany	746200	197125	83900.473
Portugal	673700	177972	10167.925
Russia	631200	166745	145912.025
Romania	431700	114043	19127.774
Brazil	355300	93860	213993.437
Hungary	318000	84006	9634.164
New Zealand	285100	75315	4860.643
Greece	255000	67363	10370.744
Austria	248600	65673	9043.07
Ukraine	187200	49453	43466.819
Moldova	180100	47577	4024.019
Bulgaria	108000	28530	6896.663
Serbia	99300	26232	8697.55
Georgia	85600	22613	3979.765
Japan	79600	21028	126050.804
Switzerland	79200	20922	8715.494
Peru	76500	20209	33359.418
Croatia	72600	19178	4081.651
Uruguay	67300	17778	3485.151
Czech Republic	64500	17039	10724.555
Turkey	64400	17012	85042.738
Canada	59100	15612	38067.903
Algeria	52000	13736	44616.624
Slovenia	47300	12495	2078.724

Turkmenistan	42600	11253	6117.924
Mexico	38700	10223	130262.216
Uzbekistan	38000	10038	33935.763
Macedonia	36900	9747	2082.658
Morocco	35900	9483	37344.795
Belarus	31000	8189	9442.862
Slovakia	29800	7872	5460.721
Tunisia	27300	7211	11935.766
Kazakhstan	22000	5811	18994.962
India	20400	5389	1393409.038
Israel	20000	5283	8789.774
Albania	17800	4702	2872.933
Montenegro	14800	3909	628.053
Estonia	12000	3170	1325.185
Cuba	11900	3143	11317.505
Cyprus	11000	2905	1215.584
Azerbaijan	10200	2694	10223.342

(<https://worldpopulationreview.com/country-rankings/wine-proroduction-countries>)

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The country is gradually implementing comprehensive measures to diversify the national economy, accelerate the development of regions, create new jobs, increase incomes and living standards, increase the investment attractiveness of the country as one of the strategic sectors [6]. Given the tourist potential of Samarkand region, it is possible to develop VINO-tourism in the region, for which further development of services in the region is certainly necessary. And it is necessary and important to attract foreign specialists.

In conclusion, it should be noted that the development of VINO-tourism will greatly benefit the economy of the country and have a significant positive impact on increasing the flow of tourists. Therefore, it is important to create conditions for the development of this type of tourism in our country, to improve the quality of services for business representatives and reputable foreign specialists.

1. World Travel & Tourism Council, Economic Impact 2019, page 1
2. UNWTO Tourism Highlights 2019 Edition, page 2
3. UNWTO Tourism Highlights 2019 Edition, page 7
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