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ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>

2026



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Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

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Muassis: "Ma'rifat-print-media" MChJ

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rayosatining
2023-yil 1-apreldagi
336/3-sonli qarori bilan
ro'yxatdan o'tkazilgan.



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ENHANCING THE METHODOLOGICAL FRAMEWORK FOR THE SUSTAINABLE DEVELOPMENT OF TOURISM VILLAGES IN UZBEKISTAN

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Abstract. This article examines the methodological foundations for the sustainable development of tourism villages in Uzbekistan. The study aims to systematize conceptual, managerial, infrastructural, and evaluative approaches to tourism village development and to propose an integrated methodological framework applicable to Uzbekistan. The research is based on a systems approach, comparative analysis, document analysis, and conceptual synthesis. The findings show that tourism villages should be interpreted not merely as rural locations with tourism potential, but as integrated destination systems combining local resources, accommodation facilities, service chains, community participation, destination governance, and sustainability indicators.

Key words: tourism villages, sustainable tourism, rural tourism, destination management, family guest houses, rural development.

Annotatsiya. Ushbu maqolada O'zbekistondagi turizm qishloqlarini barqaror rivojlantirishning metodologik asoslari tadqiq etiladi. Tadqiqotning maqsadi turizm qishloqlarini rivojlantirishga doir konseptual, boshqaruv, infratuzilmaviy va baholash yondashuvlarini tizimlashtirish hamda O'zbekiston sharoitida qo'llash mumkin bo'lgan yaxlit metodologik bazani taklif etishdan iborat. Tadqiqot tizimli yondashuv, qiyosiy tahlil, hujjatlarni tahlil qilish va konseptual sintezga asoslanadi. Olingan natijalar shuni ko'rsatadiki, turizm qishloqlarini shunchaki sayyohlik salohiyatiga ega hudud sifatida emas, balki mahalliy resurslar, joylashtirish vositalari, xizmat ko'rsatish zanjirlari, jamoatchilik ishtiroki, destinatsiyani boshqarish va barqarorlik ko'rsatkichlarini o'zida mujassam etgan integratsiyalashgan manzil tizimlari sifatida talqin qilish lozim.

Kalit so'zlar: turizm qishloqlari, barqaror turizm, qishloq turizmi, destinatsiyalarni boshqarish, oilaviy mehmon uylari, qishloq taraqqiyoti.

Аннотация. В данной статье рассматриваются методологические основы устойчивого развития туристических деревень в Узбекистане. Цель исследования заключается в систематизации концептуальных, управленческих, инфраструктурных и оценочных подходов к развитию туристических деревень, а также в разработке интегрированной методологической основы, применимой к условиям Узбекистана. Исследование основано на системном подходе, сравнительном анализе, анализе документов и концептуальном синтезе. Полученные результаты показывают, что туристические деревни следует интерпретировать не просто как сельские территории с туристическим потенциалом, а как интегрированные системы дестинаций, объединяющие местные ресурсы, средства размещения, цепочки услуг, участие сообщества, управление дестинацией и показатели устойчивости.

Ключевые слова: туристические деревни, устойчивый туризм, сельский туризм, управление дестинацией, семейные гостевые дома, развитие сельских территорий.

INTRODUCTION

In recent years, rural tourism has become one of the most important directions in global tourism development. This trend is driven by growing demand for authentic experiences, the search for environmentally



and culturally responsible travel formats, and the need to diversify rural economies. International tourism policy increasingly interprets tourism in rural areas as an instrument for inclusive local development, preservation of cultural landscapes, and strengthening of community resilience. UN Tourism explicitly frames tourism for rural development as a mechanism that can generate jobs, sustain local identities, and support balanced territorial growth [1].

Within this broader context, the concept of the tourism village has acquired particular relevance. A tourism village is not simply a village that receives visitors. It is a territorially embedded tourism system in which rural resources, accommodation facilities, local services, community participation, and destination management are combined into a coherent visitor experience. This distinction is important because many rural areas possess heritage, landscapes, and traditional lifestyles, yet fail to transform these assets into a sustainable tourism product due to weak infrastructure, fragmented governance, or the absence of methodological planning tools. The article structure, which moves from introduction through literature review, methodology, analysis, discussion, and recommendations, provides an effective framework for presenting such an applied methodological study.

For Uzbekistan, the issue is especially timely. The country has already formalized the category of tourism village in national policy. Presidential Decree PF-5781 states that a citizens' assembly area may receive the status of "Tourism Mahalla," "Tourism Village," or "Tourism Aul" if it has at least 20 family guest houses and offers at least five tourism-related services beyond accommodation and food [9]. In addition, Cabinet of Ministers Resolution No. 433 simplified the certification and registry procedures for family guest houses, hostels, yurts, and tent camps, while Presidential Decree PF-102 introduced additional measures aimed at improving tourism infrastructure and increasing foreign tourist flows [10,11].

The practical relevance of this topic is reinforced by recent tourism statistics. According to the National Statistics Committee of Uzbekistan, in 2024 the number of trips made by foreign citizens arriving in Uzbekistan for tourism purposes reached 7,957.2 thousand. In the same year, 2,383 hotels and similar accommodation establishments operated in the country, with 38,075 rooms and 79,469 beds, while 566 individual and other accommodation facilities offered 4,564 rooms and 12,511 beds. These figures indicate that Uzbekistan already has a growing tourism demand base and a measurable accommodation infrastructure that can serve as a foundation for tourism village development [12].

The purpose of this article is to improve the methodological framework for the sustainable development of tourism villages in Uzbekistan. To achieve this objective, the article synthesizes the main theoretical approaches in rural and sustainable tourism, identifies the methodological gaps in current practice, proposes an integrated framework, and discusses how this framework can be operationalized under Uzbekistan's current institutional conditions.

LITERATURE REVIEW

The literature on rural tourism shows that there is no single universally accepted definition of the field. However, systematic reviews demonstrate that four features consistently recur in scholarly interpretations: location, sustainable development, community-based characteristics, and experience-oriented consumption. Rosalina, Dupre, and Wang show that rural tourism is best understood not merely as tourism in a rural space, but as a multifaceted system in which place, local participation, and tourist experience intersect [3].

Sustainable tourism literature adds another important dimension. The Global Sustainable Tourism Council Destination Criteria define sustainable destinations through four major dimensions: sustainable management, socio-economic sustainability, cultural sustainability, and environmental sustainability [2]. This means that tourism villages cannot be methodologically assessed only in terms of attraction supply or visitor numbers. They require a broader framework that captures governance quality, benefit distribution, heritage preservation, and environmental pressures.

A further strand of literature is especially relevant for tourism villages: small-scale accommodation and territorially embedded hospitality. The Albergo Diffuso model is often cited as a powerful example of sustainable tourism rooted in local architecture, dispersed accommodation, and strong territorial identity. The literature stresses that this model is effective not simply because it provides accommodation capacity, but because it transforms the village itself into a coordinated hospitality system [5].

Another important body of work concerns community-based and community-led tourism. Recent reviews and empirical studies show that sustainable rural tourism performs better when local communities participate not only as labor providers, but also as co-owners, co-managers, and beneficiaries. This is particularly important in tourism villages, where the authenticity of the tourism product depends heavily on local knowledge, local culture, and everyday social practices [4].

Despite these advances, three methodological gaps remain visible. First, many studies treat tourism villages descriptively, focusing on resources and attractions rather than on integrated territorial systems.



Second, sustainability is often discussed in normative terms, but not translated into operational indicators. Third, hospitality infrastructure, especially family guest houses and other small accommodation forms, is frequently treated as a secondary element rather than as a central methodological component of tourism village development [1].

RESEARCH METHODOLOGY

This study uses a qualitative methodological design based on systems analysis, comparative review, document analysis, and conceptual synthesis. The systems approach is applied because tourism villages function as multi-actor territorial systems rather than isolated tourism facilities. Comparative analysis makes it possible to identify transferable international practices, while document analysis supports the interpretation of the current policy framework in Uzbekistan.

The methodological logic of the study proceeds in four stages. First, the major international conceptual frameworks in rural and sustainable tourism are reviewed. Second, key operational principles from destination management and small-scale hospitality models are extracted. Third, these principles are compared with the institutional conditions of Uzbekistan. Fourth, an integrated methodological framework is proposed.

The framework is designed around six interdependent analytical blocks:

- resource identification;
- accommodation and service integration;
- community participation;
- sustainability assessment;
- destination governance;
- digital positioning.

The rationale is that tourism villages become sustainable only when these blocks are aligned rather than treated separately.

ANALYSIS AND RESULTS

The central result of the study is the proposal of an integrated methodological framework for tourism village development in Uzbekistan (Table 1).

Table 1. Integrated methodological framework for the sustainable development of tourism villages in Uzbekistan

Methodological block	Core question	Main variables	Expected output
Resource identification	What territorial assets form the basis of the tourism product	Landscape, heritage, crafts, gastronomy, agriculture, local culture	Resource map and destination profile
Accommodation and service integration	How can rural assets be converted into a stay-based tourism product	Family guest houses, small accommodation facilities, food, tours, workshops, mobility	Integrated service package
Community participation	Who participates and who benefits	Local households, artisans, farmers, youth, women, local associations	Inclusive governance and local income generation
Sustainability assessment	What limits and standards should guide development	Environmental pressure, cultural authenticity, employment, seasonality, waste, water use	Sustainability indicator system
Destination governance	How should coordination be organized	Village level coordination, local government, tourism committee, private actors	Coordinated destination management
Digital positioning and monitoring	How should the tourism village be presented and evaluated	Branding, online visibility, booking access, reviews, KPI monitoring	Market presence and feedback-based adaptation

Source: developed by the author based on the synthesis of rural tourism, sustainable tourism, and destination management literature.

The first block, resource identification, is foundational. A tourism village must begin with a clear inventory not only of physical attractions, but also of experience-producing assets. These include cuisine, seasonal



agricultural activities, local rituals, crafts, vernacular architecture, and landscape-based mobility opportunities. Without this first diagnostic step, tourism village planning risks becoming generic and detached from the specific identity of place.

The second block, accommodation and service integration, is central to the framework. Rural tourism resources do not automatically generate overnight stays. The methodological turning point occurs when a village develops a service chain that links accommodation, food, local mobility, guided activities, and small-scale purchases. In this respect, family guest houses are not an auxiliary feature, but the infrastructural core of a tourism village. Uzbekistan's regulatory framework already reflects this logic by linking tourism village status to a minimum number of family guest houses and additional tourism-related services.

The third block, community participation, addresses ownership and social legitimacy. Tourism villages cannot be methodologically reduced to top-down branding exercises. When local communities are not active participants, tourism growth may generate leakage, excessive commercialization, and social tension. Therefore, participation should be operationalized through local service contracts, household involvement in accommodation, community-led events, and transparent benefit-sharing mechanisms.

The fourth block, sustainability assessment, translates abstract sustainability into operational criteria. The framework proposes that each tourism village be evaluated using a balanced set of indicators covering economic, social, cultural, and environmental dimensions. Examples include occupancy rates of family guest houses, local employment share, number of local suppliers in the tourism value chain, waste management capacity, visitor pressure during peak periods, and preservation of vernacular architecture.

The fifth block, destination governance, is concerned with coordination. International experience shows that dispersed village-based tourism can remain fragmented if there is no coordinating structure. For Uzbekistan, a practical solution would be a village-level or cluster-level coordination body that links family guest houses, guides, artisans, transport providers, local government, and tourism authorities. The task of this body would be to standardize quality, coordinate promotion, and maintain destination-level data.

The sixth block, digital positioning and monitoring, reflects contemporary market realities. A tourism village cannot be sustainable if it is invisible. Visibility now depends on digital discoverability, platform access, coherent branding, multilingual content, and reputation signals such as reviews. Methodologically, this means that digital indicators must be treated as development variables rather than as secondary considerations.

The proposed framework is particularly relevant for Uzbekistan because the policy preconditions already exist, while methodological integration remains incomplete. The legal basis defines tourism village status through accommodation and service thresholds, while national tourism policy continues to prioritize infrastructure expansion and increased tourist flows. However, these instruments still require a unified methodological platform that connects territorial resources, hospitality infrastructure, sustainability metrics, and destination governance.

From a practical standpoint, four implications follow:

- tourism village development in Uzbekistan should move from object-based planning to system-based planning;
- family guest houses should be clustered through shared booking interfaces, quality standards, and common branding;
- tourism village evaluation should include measurable indicators rather than relying only on formal status criteria;
- local coordination mechanisms should be institutionalized to reduce fragmentation between households, local authorities, and tourism administrators.

The statistics on tourism and accommodation support this shift. With nearly 8 million inbound tourism trips recorded in 2024 and a rapidly expanding accommodation sector, the country has both the demand and supply conditions necessary for scaling rural overnight destinations. The key issue is no longer whether Uzbekistan can develop tourism villages, but whether it can do so through a rigorous, sustainable, and measurable methodology.

The proposed framework contributes to the literature in three ways. First, it repositions tourism villages as integrated territorial systems rather than descriptive rural attractions. Second, it places hospitality infrastructure, especially family guest houses, at the center of the methodological model. Third, it translates sustainable tourism from a normative principle into an operational planning structure.

This is important because fragmented development often produces limited results. Villages may receive visitors, yet fail to retain them overnight. In other cases, they may develop accommodation facilities without coherent service integration. Similarly, they may promote cultural identity while lacking monitoring tools to preserve authenticity and environmental capacity. An integrated methodology addresses these contradictions by aligning planning, infrastructure, community participation, and evaluation.

For Uzbekistan, the methodological challenge is therefore not a lack of potential. Rather, it is the need to move from the formal recognition of tourism villages toward evidence-based governance of tourism villages.



Such a shift would also improve comparability across regions and provide a foundation for future index-based or scorecard-based assessment models.

CONCLUSION AND RECOMMENDATIONS

This article argues that the sustainable development of tourism villages in Uzbekistan requires a stronger methodological foundation than currently exists in policy and practice. A tourism village should be understood not as a simple rural tourism site, but as an integrated destination system in which resources, accommodation, local services, community participation, sustainability controls, and governance mechanisms are aligned.

The study proposes a six-block methodological framework that can serve as a basis for planning, evaluation, and policy design. Its practical value lies in its adaptability to Uzbekistan's current institutional context, where legal provisions already recognize tourism villages and family guest houses, while tourism demand and accommodation supply continue to expand.

The main practical recommendations are as follows:

- tourism village planning in Uzbekistan should begin with territorial resource audits;
- family guest houses should be developed as clusters rather than isolated units;
- sustainability criteria should be operationalized through a standardized indicator system;
- village-level destination management mechanisms should be introduced;
- digital branding and platform visibility should be integrated into development policy from the beginning.

In this sense, improving the methodological framework is not a purely academic exercise. It is a necessary condition for transforming tourism villages into effective instruments of sustainable rural development in Uzbekistan.

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IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

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Sahifalovchi va dizayner: Oloviddin Sobir o'g'li

2026. № 4

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Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



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