



## ANALYSIS OF THE CURRENT STATUS AND MAIN INDICATORS OF TOURISM VILLAGE DEVELOPMENT

<https://doi.org/10.5281/zenodo.19821558>

PhD, Associate Professor **Khudaynazarova Dilorom**

Oriental University

ORCID: 0009-0004-9551-6188

[dilorom2019@list.ru](mailto:dilorom2019@list.ru)

**Abstract:** *This article provides a comprehensive analysis of the current state and key indicators of tourism village development in Uzbekistan within the broader transformation of the national tourism system during 2020–2024. It examines the post-pandemic recovery of the sector, the expansion of the geography of tourism services, and the emergence of new territorial forms, including rural and ethnocultural destinations. Particular attention is given to the dynamics of tourist flows, institutional development of the market, growth in tourism organizations, and the expansion of accommodation infrastructure. The study substantiates that tourism villages should not be viewed as isolated phenomena, but rather as a result of tourism diversification, deepening regional economic linkages, and redistribution of tourist flows. Using the case of the Bukhara region, the paper highlights the specific features of integrating rural areas into the tourism system and identifies existing reserves and growth factors, including infrastructure, cultural and historical potential, and institutional conditions. The findings emphasize the strategic role of tourism villages in ensuring sustainable regional development, increasing the length of tourist stay, and expanding the participation of local communities in tourism activities.*

**Keywords:** *tourism villages, rural tourism, tourism infrastructure, regional development, tourist flows, Bukhara region, tourism diversification, accommodation facilities, institutional environment, local economy*

In 2020–2024, the tourism sector in Uzbekistan transitioned from a sharp post-pandemic decline to a recovery phase, followed by institutional, infrastructural, and territorial expansion. The main feature of this period was that tourism began to develop not only within large cities and historical centers, but also to encompass new destinations, including

rural areas, ethno-territories, pilgrimage sites, gastronomic venues, and experiential services. In this sense, it is appropriate to consider the issue of tourism villages not as a separate local phenomenon, but as a structural process associated with the territorial diversification of the national tourism system, the expansion of the geography



of services, and the deepening of local economic chains [1].

Official statistics show that in 2024, the number of trips by foreign citizens to Uzbekistan for tourist purposes amounted to 7,957.2 thousand trips, an increase of 5.3 times compared to 2020. At the same time, tourist trips by citizens of Uzbekistan abroad also reached 6,183.8 thousand trips. The growth of these indicators indicates not only the restoration of tourism, but also the structural activation of demand. In particular, the expansion of inbound tourism creates a direct market signal for regional destinations, accommodation facilities, excursion services, gastronomic and cultural products. Therefore, in the analysis of tourist villages, it is necessary, first of all, to interpret the growth rates of the inbound flow as a factor of external demand for the regional services market.

In 2024, the purpose of inbound trips was to visit relatives, 76.7 percent, leisure and recreation 14.9 percent, business trips 4.3 percent, and the rest was for study, treatment, and commercial purposes[2]. At first glance, this ratio suggests that the share of leisure tourism is relatively low. However, this situation is an important signal from a methodological point of view. Because even in conditions where visiting relatives predominates, the economic effect will deepen only if the duration of the tourist's stay in the area, the trajectory of movement, and local expenses are enriched with additional experiences, services, and routes. Therefore, formats

such as tourist villages can serve to increase the value of the trip by redirecting the existing flow to new places, turning it into a recreational, ethnographic, gastronomic, and pilgrimage-complex experience. This aspect is also seen in international experience as one of the main functions of rural tourism. UN Tourism interprets tourism in rural destinations as a factor connecting local opportunities, cultural heritage and inclusive development[3].

Institutional activation in the tourism market is also clearly reflected in the growth in the number of tourism firms and organizations. In 2020, there were 337 active tourism firms and organizations, while by 2024 their number had reached 743. During this period, the number of people served by tour operators increased from 212.3 thousand to 1,972.9 thousand people, and the volume of tours sold from 78.2 thousand to 601.5 thousand units[4]. These indicators indicate a significant deepening of mediation, packaging, routing and product commercialization. Although a tourist village is formed as an independent micro-destination, in practice it fully enters the market only if it is connected to travel agencies, tour operators, excursion services, transport, digital booking and advertising channels. Therefore, the growth in the activity of tourism organizations creates an institutional basis for connecting new service points in rural areas to the economic system.



**Table 1**

**Dynamics of key indicators of the tourism market in Uzbekistan, 2020–2024**

Indicator	2020	2021	2022	2023	2024	2020–2024 growth, %
Tourist trips of foreign citizens, thousand trips	1,504.1	1,881.3	5,232.8	6,626.3	7,957.2	429.0
Tourist trips abroad by citizens of Uzbekistan, thousand trips	2,001.5	2 194.8	5 163.2	4,787.4	6 183.8	208.9
Active tourist companies and organizations, units	337	288	348	593	743	120.5
Serviced by travel agencies, thousand people	212.3	577.8	673.7	1 157.1	1,972.9	829.3
Types sold, thousand pieces	78.2	147.7	95.3	262.4	601.5	669.2

The data in Table 1 show that the main indicators of the tourism market in Uzbekistan have grown consistently and rapidly in 2020–2024. In particular, the increase in the number of people served by tour operators by 829.3% and the number of tours sold by 669.2% indicates the strengthening of mechanisms for generating demand and entering the market through service packages. This creates a basis for viewing tourist villages not only as a resource complex, but also as a territorial unit that can be transformed into a tourist product.[4]

The trend observed in Uzbekistan seems logically consistent even when compared with the international context. As noted in the OECD 2024 review, the rapid recovery of tourism has also created new problems in many countries: excessive concentration of flows in some regions, labor shortages, pressure on service quality, and increased

environmental and social burdens. Therefore, modern tourism policy is increasingly faced with tasks such as redistributing demand to new and developing regions, spreading benefits to residents and businesses, and integrating small and medium-sized businesses deeper into the tourism chain.[5] This approach is especially important for Uzbekistan, since by transferring tourist interest concentrated in historical urban centers to rural areas, three results can be achieved at once: softening territorial differentiation, extending the average length of stay of tourists, and expanding sources of income for local residents. Thus, the issue of tourism villages is of strategic importance not only within the framework of tourism policy, but also from the point of view of regional development and diversification of the service economy.



Therefore, the national indicators in this paragraph do not serve as a simple background for further regional analysis, but rather as an analytical framework that explains the regulatory and market environment. They show the issue of tourist villages as a logical continuation of the overall tourism transformation, rather than a separate experimental direction.

The dynamics of accommodation infrastructure reflect the extent to which the material base of tourism has expanded. In 2024, 2,383 hotels and similar accommodation facilities operated in the republic, accommodating 2,864.3

thousand people. The number of hotels and similar facilities increased by 106.1% compared to 2020, and the number of accommodated persons by 307.6%. At the same time, the segment of individual and other accommodation facilities grew much faster, reaching 566 facilities and 605.0 thousand accommodated persons by 2024[6]. The particular importance of this segment for tourism villages is that family guest houses, small guest houses, cottages, ethno-houses and local accommodation formats in rural destinations will have an economic content close to this category.

**Table 2**

**Dynamics of key indicators of deployment infrastructure in Uzbekistan, 2020–2024**

Indicator	2020	2021	2022	2023	2024	2020–2024 growth, %
Hotel and similar accommodation facilities, unit	1 156	1,085	1 167	1,387	2 383	106.1
Rooms, units in hotels and similar establishments	25,584	21,814	29,218	34,316	38,075	48.8
Places in hotels and similar facilities, unit	50,408	43,504	59,327	69,705	79,469	57.7
Persons accommodated in hotels and similar facilities, thousand people	702.8	1 217.0	2,250.3	2,524.3	2,864.3	307.6
Specialized placement tools, unit	494	328	405	591	651	31.8
Persons accommodated in specialized facilities, thousand people	285.6	671.7	651.1	887.4	792.5	177.5
Individual and other placement tools, unit	292	240	305	418	566	93.8
Persons accommodated in individual and other means, thousand people	60.9	114.2	144.3	563.3	605.0	893.4



Table 2 shows that the number of people accommodated in individual and other accommodation facilities increased by 893.4% compared to 2020. This is not only a statistical increase, but also reflects a changing demand. That is, in addition to standard hotel services, tourists are also interested in small-format, flexible, local experience and often integrated accommodation formats.[7] International practice also highlights small-format accommodation facilities, authenticity, local food, heritage, digital visibility and community participation as important factors for the competitiveness of rural tourism[8].

This process cannot be limited to quantitative growth alone. As noted in OECD analyses, the rapid recovery of tourism flows is simultaneously a source of opportunity and pressure for many destinations. Therefore, redirecting flows to new and emerging destinations, alleviating seasonal and territorial pressures, and distributing benefits over a wider area are becoming one of the priorities of modern tourism policy. In the conditions of Uzbekistan, tourist villages can perform precisely this function: they transfer the excessive concentration of interest in historical centers to rural areas, enhance the spread of economic benefits across regions, and accelerate the integration of local residents into the service chain.

From a regulatory and legal perspective, the development of tourist villages is not a random or spontaneous process. Decree No. PF-5781 sets out

tasks such as organizing the preparation and training of local residents in the regions with the status of “tourist neighborhood”, “tourist village” and “tourist village” to provide quality services to tourists, and developing a procedure for granting such statuses[9]. Later, government resolutions clarified the procedure for granting these statuses, measures related to the development of infrastructure and services in the regions, diversification of domestic tourism services and the formation of new tourist products. This indicates that tourist villages are recognized at the state policy level as a separate territorial tourism format and that there are systematic incentive mechanisms for them.

Methodologically, it should be emphasized that the concept of a tourist village is not simply the sum of tourist facilities located in a rural area. It is formed only when the resource base of the territory, the quality of services, hospitality infrastructure, transport and route connections, digital identity, branding opportunities and the economic participation of the local community work together. Therefore, the growth of overall indicators at the national level does not automatically guarantee the successful formation of tourist villages. However, it creates favorable external demand, market intermediary networks, placement formats and an institutional environment for their formation.[10]

Thus, in 2020–2024, the development of the tourism sector in Uzbekistan took place in three



interrelated directions. First, there was a rapid expansion of inbound tourist flows and the market for tourist services. Second, the infrastructure of hotels and other accommodation facilities expanded significantly. Third, the growth of individual and small-format accommodation facilities created a real economic basis for the development of tourism services in rural areas. The third direction in particular is crucial in understanding the logic of the development of tourism villages. Since it forms the most suitable market space for integrating family guest houses, experimental programs, local catering formats, crafts and other microservices into the tourism value chain in rural areas.[12] In this regard, it is necessary to separately consider the place of the Bukhara region in the tourism system and the supporting capabilities for rural tourism against the background of nationwide trends.

The general trends noted for Uzbekistan are manifested in a unique way in the example of the Bukhara region. The special place of the region in the tourism system is determined, first of all, by its historical and cultural heritage, pilgrimage sites, developed hospitality traditions, crafts and gastronomic identity. Bukhara tourism is functionally connected not only with the historical heritage embodied in the city center, but also with pilgrimage sites, shrines, rural areas and local cultural spaces located around this center. Therefore, it is scientifically more correct to interpret the

region not as a territory created from scratch for the development of tourist villages, but as a region where flows, services and economic benefits can be transferred from an existing strong tourist node to peripheral regions.

According to official statistics for 2024, 44 active tourist firms and organizations operated in the Bukhara region, which served 66.1 thousand people and sold 48.7 thousand tours. Compared to the republican indicators, the region's share in active tourist firms and organizations was 5.9 percent, in terms of people served - 3.4 percent, and in terms of tours sold - 8.1 percent[13]. In particular, the relatively high share of tours sold indicates that the region has a strong potential for forming a tourist product in the form of routes, excursions, and service packages. The region's position as a historical center, a familiar market profile for tour operators, and stable demand for pilgrimage destinations play an important role in this.

However, statistical ratios themselves allow us to draw a number of scientific conclusions. For example, the discrepancy between the share of active tourist firms and the share of people served indicates that, although Bukhara has a high potential for productization, there are additional reserves for deepening the geography of services and tourist spending throughout the region. In other words, the region is already a visible destination in the market, but this visibility needs to be transformed into a multi-layered tourist space connected to



rural areas, not limited to the historical center. Tourist villages can perform exactly this function: they use the

Bukhara brand, but expand the radius of distribution of the regional effect.

**Table 3**

**Tourism indicators of Bukhara region and their share at the national level, 2024**

Indicator	Bukhara region	Republic of Uzbekistan	Share of Bukhara, %
Active tourist firms and organizations, units	44	743	5.9
Serviced by travel agencies, thousand people	66.1	1,972.9	3.4
Types sold, thousand pieces	48.7	601.5	8.1
Hotel and similar accommodation facilities, unit	250	2 383	10.5
Accommodation in hotels, thousand people	267.2	2,864.3	9.3
Hotel rooms, units	3 980	38,075	10.5
Hotel locations, unit	8,423	79,469	10.6
Specialized placement tools, unit	7	651	1.1
Those placed in specialized vehicles, thousand people	13.0	792.5	1.6
Individual and other placement tools, unit	62	566	11.0
Those accommodated in individual and other means, thousand people	18.9	605.0	3.1

The place of Bukhara region in the tourism system is even more clearly reflected in the indicators of accommodation infrastructure. In 2024, 250 hotels and similar accommodation facilities operated in the region, with 3,980 rooms and 8,423 beds, and 267.2 thousand people were accommodated during the year. -According to Table 2.3, this represents a share of about 10 percent in terms of the number of facilities and rooms at the republican level. Thus, Bukhara region forms a significant segment of the hospitality infrastructure of Uzbekistan. This result indicates that the tourist demand based on historical heritage is quite stable in the region.[13]

When analyzing Table 3, a two-sided profile of the region is visible. On the one hand, Bukhara, as a strong historical-urban destination, has a high share in the hotel segment. On the other hand, despite its 11.0 percent share in the number of facilities for individual and other accommodation, the share of those accommodated remains at around 3.1 percent. This means that although the rural or small-format accommodation base has been formed, it is not yet fully loaded, which means that there is a reserve in terms of market connectivity, route integration and content packaging. From the point of view of developing tourist villages, it is precisely this



discrepancy that is important: the facility exists, but its connection with market circulation and tourist flows is not deep enough.

The increase in the number of hotels and similar accommodation facilities from 193 in 2020 to 250 in 2024, an increase of 29.5%, indicates that the hospitality sector in the region has moved from a recovery to an expansion phase. According to Table 4, after a temporary

decline in 2021, stable positive dynamics were observed in 2022–2024. Such dynamics serve as an external support for the formation of rural destinations, since tourists often come to rural areas not as independent centers, but in functional connection with large tourism nodes of the region. That is, the hotel capacity of the city of Bukhara and its surrounding areas acts as a “base platform” for rural routes.

**Table 4**

**Dynamics of the number of hotels and similar accommodation facilities in Bukhara region, 2020–2024**

Year	Number of objects, units	Change compared to the previous year, %
2020	193	–
2021	180	-6.7
2022	204	13.3
2023	222	8.8
2024	250	12.6

The structural differentiation of the region's accommodation system is also methodologically important. In 2024, 62 individual and other accommodation facilities operated in Bukhara. Although this indicator may not seem large at first glance, it is this segment that is the closest institutional base for the development of family guest houses, ethno-houses, small hospitality initiatives, and microservices specific to rural areas. The inclusion of facilities such as the Poykent Bukhara hotel in the Khoja Orif area of the Tourism Committee in the register of accommodation facilities indicates that a practical hospitality base

is also emerging in the rural and pilgrimage areas of the Shafirkon direction[14]. This softens the view that “the infrastructure starts from scratch” for rural tourism.

The relatively low share of specialized accommodation facilities for the Bukhara region also leads to a specific conclusion. In 2024, only 7 specialized accommodation facilities operated in the region, and the share in this segment remained around 1–2 percent in the republic. Thus, the main tourism model of the region is based not on classic sanatoriums, resorts or large holiday complexes, but on a combination



of historical-heritage, pilgrimage, city break and small-format hospitality. This situation makes it appropriate for Bukhara to develop tourist villages based on this mixed model. That is, a rural destination here is not just a recreation base, but a flexible regional product combining elements of pilgrimage, local cuisine, crafts, ethnographic experience and short-term accommodation.

The regional position of Bukhara region in the tourism system is also strengthened by pilgrimage routes. Open official sources indicate the Bahouddin Naqshband complex in the village of Qasri Orifon as one of the main pilgrimage points of the region[15]. This means that Bukhara tourism is not only based on historical monuments in the city center, but also maintains tourist flows through pilgrimage areas located outside the center. This situation is especially favorable for the development of tourist villages, since rural areas can be connected to existing religious, cultural and historical routes.

From a strategic point of view, the main advantage of developing tourist villages in the Bukhara region is that there is already a base demand, a base infrastructure and a base brand. Therefore, the main task is not to create demand, but to deepen the existing flow, redistribute it within the territory, increase the duration of tourist stay and spending, and increase the layer of local services[16]. OECD recommendations emphasize the importance of directing the flow of visitors to new and emerging

areas for destinations, and to distribute the benefits more widely between residents and businesses. In the Bukhara region, tourist villages appear as a territorial instrument that fulfills this task.

Thus, the Bukhara region has three types of supporting conditions for the development of tourist villages. The first is an external demand base in the form of a stable historical and pilgrimage flow. The second is an infrastructural base in the form of hotels, individual accommodation facilities and routes. The third is an identity base in the form of the Bukhara brand, crafts, cuisine and local culture. Therefore, the following analysis will examine in more depth the current state, profile characteristics and comparative potential of selected tourist villages in the region.[17]

The role of the Bukhara region as a base area for tourist villages is also reflected in its spatial structure. Historical monuments, hotel facilities and excursion services concentrated in the regional center practically form the “first contour”, and rural areas form the “second contour”. The first contour attracts tourists, while the second contour extends their stay, increases their spending and enriches their experience. This is where the economic logic of developing tourist villages is manifested: they do not replace urban tourism, but complement it. Therefore, in the case of the Bukhara region, it is appropriate to view tourist villages not as independent, isolated objects, but as territorial modules functionally integrated with a large



historical destination. Such an approach is also more effective in building routes, making transport and logistics decisions, developing an advertising strategy and supporting local entrepreneurship in a cluster manner.[18]

Another institutional advantage of the formation of tourist villages in the Bukhara region is that the region has already accumulated experience in tourism management. Since the region has been receiving international and domestic tourist flows for many years, practical experience has been formed in the areas of hotels, guide services, excursion organization, handicraft trade and pilgrimage routes. When this experience is transferred to rural areas, they do not build a completely new system, but use a simplified, adapted version of existing experience and standards. It is this factor that increases the likelihood of success of rural tourism projects. Because the region will have not only resources and demand, but also institutional memory on “how to receive”, “how to show” and “how to sell”.

The tourism village policy in Bukhara region became more practical in 2024–2025. In the practice of tourism management in the region, a number of villages began to be promoted as tourism hotspots in order to create services, experiences and local economic activity in areas outside the historical city core.

An important aspect of this process is that the selected areas do not belong to the same typology. Some of them are based on pilgrimage, others on ethnographic and gastronomic experiences, and still others are based on crafts, local lifestyles or strong biographical-cultural identity. Therefore, when comparing the selected villages, not only their status was taken into account, but also their functional profile, transport accessibility, digital visibility and level of market connectivity.

The villages of Shirin, Qasri Orifon, Ushot, Uba, Khoja Orif and Afshona were selected as the objects of selection. The first criterion for selection was whether the area is actually forming as a tourist village or has the resources and institutional capacity to justify such a status in the near future. The second criterion was functional differentiation. That is, the selected areas had to represent various combinations of pilgrimage, ethnotourism, gastronomy, community-based services, experiential tourism, handicrafts and thematic-biographical tourism. Such a selection is important for differential assessment and model building in the following paragraphs, since it is much more difficult and scientifically valuable to place villages of different profiles in a single methodological area than to compare villages of the same type.

## REFERENCES:



1. Rosalina P.D., Dupre K., Wang Y. Rural tourism: A systematic literature review on definitions and challenges // Journal of Hospitality and Tourism Management. 2021. Vol. 47. P. 134–149.;
2. Miller G., Torres-Delgado A. Measuring sustainable tourism: a state of the art review of sustainable tourism indicators // Journal of Sustainable Tourism. 2023. Vol. 31. No. 7. P. 1483–1496.
3. OECD. OECD Tourism Trends and Policies 2024. Paris: OECD Publishing, 2024.
4. UN Tourism. Best Tourism Villages by UN Tourism. Areas of Evaluation. 2026 Edition. Madrid, 2026.
5. O‘zbekiston Respublikasi Prezidenti. O‘zbekiston Respublikasida turizm sohasini yanada rivojlantirish chora-tadbirlari to‘g‘risida. PF-5781-son Farmon. 13.08.2019.; O‘zbekiston Respublikasi Vazirlar Mahkamasi. Fuqarolar yig‘inlariga “Turizm mahallasi”, “Turizm qishlog‘i” va “Turizm ovuli” maqomini berish tartibi to‘g‘risidagi nizom. 433-son qaror. 10.07.2020.
6. Худайназарова Д. МЕТОДЫ ОЦЕНКИ РИСКОВ ВНЕДРЕНИЯ ЦИФРОВЫХ ТЕНДЕНЦИЙ В ТУРИСТИЧЕСКОМ БИЗНЕСЕ //Экономическое развитие и анализ. – 2024. – Т. 2. – №. 11. – С. 682-687.
7. Худайназарова Д. ТЕОРЕТИЧЕСКИЕ ОСНОВЫ РИСКА И МЕХАНИЗМЫ УПРАВЛЕНИЯ ПРЕДПРИЯТИЯМИ ТЕКСТИЛЬНОЙ ПРОМЫШЛЕННОСТИ //Экономическое развитие и анализ. – 2023. – Т. 1. – №. 2. – С. 317-322.
8. Xudaynazarova D. Assessment of the dynamic capabilities of osborn textile and alchemy textile LLC //Journal of Management Value & Ethics, ISSN-2249-9512, SJIF. – 2023. – Т. 8. – С. 139-145.
9. Xudaynazarova D. Digital transformation status analysis of textile industry enterprises in the country //Journal of Management Value & Ethics, ISSN-2249-9512, SJIF. – 2023. – Т. 8. – С. 131-138.
10. Худайназарова Д. Х. “ПЕРЕУТОМЛЕНИЕ” ТУРИСТОВ И ПРОБЛЕМА OVERTOURISM ДЛЯ ТУРИСТИЧЕСКИХ ДЕРЕВЕНЬ УЗБЕКИСТАНА //O'ZBEKISTONDA FANLARARO INNOVATSIYALAR VA ILMIY TADQIQOTLAR JURNALI. – 2025. – Т. 3. – №. 36. – С. 97-107.
11. Худайназарова Д. Зарубежный Опыт Развития Туристических Деревень //Economic Development and Analysis. – Т. 3. – №. 9. – С. 290-305.
12. Xayrullaevna X. D. TURIZM QISHLOG‘I KONSEPSIYASINING QISHLOQ TURIZMI VAMEHMONXONA FAOLIYATI INTEGRATSIYASI NUQTAYI NAZARIDANNAZARIY YONDASHUVLARI //Marketing Jurnali. – 2026. – №. 3.



13. Xayrullaevna X. D. TURIZM QISHLOQLARINI RIVOJLANTIRISHNING XORIJIY TAJRIBASIVA UNI O‘ZBEKISTON SHAROITIDA QO‘LLASH IMKONIYATLARI //Marketing Jurnalı. – 2026. – №. 3.
14. Худайназарова Д. ТЎҚИМАЧИЛИК САНОАТИ КОРХОНАЛАРИНИ БОШҚАРИШДАГИ РИСК ВА МЕХАНИЗМЛАРНИНГ НАЗАРИЙ АСОСЛАРИ. Iqtisodiy taraqqiyot va tahlil, 1 (2), 317–322
15. Худайназарова Д.Х. “ВНЕДРЕНИЕ СОВРЕМЕННЫХ ТЕХНОЛОГИЙ ДЛЯ РАЗВИТИЯ СЕЛЬСКОГО ТУРИЗМА” экономическое развитие и анализ 3 (10), 223-231
16. Худайназарова Д. Зарубежный Опыт Развития Туристических Деревень //Economic Development and Analysis. – Т. 3. – №. 9. – С. 290-305.
17. Худайназарова Д. Х. “ПЕРЕУТОМЛЕНИЕ” ТУРИСТОВ И ПРОБЛЕМА OVERTOURISM ДЛЯ ТУРИСТИЧЕСКИХ ДЕРЕВЕНЬ УЗБЕКИСТАНА //O'ZBEKISTONDA FANLARARO INNOVATSIYALAR VA ILMIY TADQIQOTLAR JURNALI. – 2025. – Т. 3. – №. 36. – С. 97-107.