



Ways To Develop Active Tourism In Uzbekistan **AKTIV TURIZMNI O'ZBEKISTONDA RIVOJLANTIRISH YO'LLARI** **ПУТИ РАЗВИТИЯ АКТИВНОГО ТУРИЗМА В УЗБЕКИСТАНЕ**

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Abstract. Active tourism is a rapidly growing segment of the global travel industry, offering numerous health, social, and economic benefits. Uzbekistan, with its diverse geography and rich natural resources, possesses considerable potential for the development of active tourism, particularly in its mountainous and rural regions. However, despite recent governmental interest in tourism development, active tourism remains an underutilized resource due to infrastructural deficiencies, low public awareness, and lack of specialized services. This theoretical study analyzes the current state of active tourism in Uzbekistan based on secondary data and international best practices. The paper identifies key barriers to development and proposes strategic recommendations focused on infrastructure investment, capacity building, community involvement, and sustainability. The findings suggest that active tourism can serve as a catalyst for regional development and public health improvement, provided that an integrated and well-supported policy framework is implemented.

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Keywords. Active tourism, Uzbekistan, sustainable development, health tourism, infrastructure, eco-tourism, adventure travel.

Annotatsiya. Faol turizm jahon sayyohlik iqtisodiyotining jadal rivojlanayotgan yo'nalishlaridan biri bo'lib, u salomatlikni mustahkamlash, ijtimoiy faollikni oshirish va iqtisodiy foyda keltirishda muhim o'rin egallaydi. O'zbekistonning boy tabiiy resurslari va xilma-xil geografik zonalarini ayniqsa tog'li va qishloq hududlarida faol turizmni rivojlantirish uchun katta imkoniyatlarga ega. Biroq, so'nggi yillarda davlat tomonidan e'tibor qaratilayotganiga qaramay, faol turizm hali to'laqonli yo'lga qo'yilmagan. Bunga infratuzilmaning yetarli emasligi, aholining xabardorlik darajasi pastligi va maxsus xizmatlar yetishmasligi sabab bo'lmoqda. Ushbu maqolada mavjud holat tahlil qilinib, xalqaro tajribalar asosida infratuzilma, kadrlar tayyorlash, mahalliy ishtirok va barqarorlikni rivojlantirish bo'yicha takliflar ilgari surilgan. Tadqiqot natijalari faol turizm hududiy rivojlanish va sog'lom turmush tarzini targ'ib etishda muhim vosita bo'lishi mumkinligini ko'rsatadi.

Kalit so'zlar. Faol turizm, O'zbekiston, barqaror rivojlanish, sog'lomlashtirish turizmi, infratuzilma, ekoturizm, sarguzashtli sayohatlar.

Аннотация. Активный туризм — одно из наиболее динамично развивающихся направлений мировой туристической индустрии, приносящее

значительные преимущества в сферах здоровья, социальной активности и экономики. Узбекистан, обладая разнообразными природными условиями и богатыми ресурсами, имеет значительный потенциал для развития активного туризма, особенно в горных и сельских регионах. Однако, несмотря на растущий интерес со стороны государства, активный туризм остаётся недостаточно реализованным из-за нехватки инфраструктуры, низкой осведомлённости населения и отсутствия специализированных услуг. Данная теоретическая статья анализирует текущее состояние активного туризма в Узбекистане на основе вторичных данных и международного опыта. В работе выделяются ключевые барьеры и предлагаются стратегические рекомендации, направленные на развитие инфраструктуры, обучение кадров, вовлечение местного населения и обеспечение устойчивости. Результаты показывают, что активный туризм может стать катализатором регионального развития и улучшения общественного здоровья при наличии системного подхода и поддержки на уровне политики.

Ключевые слова. Активный туризм, Узбекистан, устойчивое развитие, оздоровительный туризм, инфраструктура, экотуризм, приключенческий туризм.

INTRODUCTION

Tourism is increasingly being recognized as a strategic sector in Uzbekistan's economic and social development. Among its various forms, active tourism—which involves physical activity as a core part of the travel experience—is gaining momentum worldwide due to growing interest in health, wellness, and nature. Activities such as hiking, mountaineering, cycling, and skiing not only contribute to individual well-being but also promote sustainable regional economies, particularly in remote or mountainous areas.

Uzbekistan, with its diverse topography including the Tyan Shan and Pamir-Alay mountain ranges, the Kyzylkum desert, and numerous river valleys, holds significant potential for the development of active tourism. The country's favorable climate, rich cultural heritage, and relatively untapped natural landscapes can serve as strong foundations for a vibrant active tourism sector. However, despite these advantages, the development of active tourism in Uzbekistan is still in its early stages and faces a range of infrastructural, organizational, and perceptual barriers.

This paper aims to explore the theoretical basis and practical pathways for developing active tourism in Uzbekistan. It draws on international best practices, national development strategies, and existing academic research to provide a comprehensive analysis of the opportunities and challenges facing the sector.

METHODS

This is a theoretical, qualitative study based on secondary data sources. The research methodology involves content analysis of national strategies, government reports, and legislative documents related to tourism development. Comparative analysis of international case studies from countries with successful active tourism sectors (e.g., Switzerland, Austria, New Zealand). Review of academic literature on active tourism, sustainable tourism development, and physical wellness tourism.

The information was synthesized to identify common trends, effective policy mechanisms, and practical solutions that can be adapted to the Uzbek context. The research does not include primary data (e.g., surveys or interviews) but is aimed at offering a conceptual framework to guide future practical studies or policy-making.

RESULTS

To realize the full potential of active tourism in Uzbekistan, a strategic and multi-dimensional approach is needed. Key areas for intervention include:

Infrastructure Development. Priority should be given to developing eco-friendly tourism infrastructure such as:

- Well-marked hiking and biking trails.
- Mountain shelters, eco-lodges, and campsites.

Climbing walls and safety checkpoints. Public-private partnerships (PPPs) can play a crucial role in funding and managing these projects.

Capacity Building. A specialized workforce must be trained to manage and deliver active tourism services. This includes:

- Certifying mountain guides, tour leaders, and rescue personnel.
- Offering educational programs in universities and vocational colleges on adventure tourism management.

• Encouraging local entrepreneurship through micro-loans or grants for tourism startups.

Promotion and Marketing. Domestic tourism campaigns should be launched to reframe tourism as an active, healthy lifestyle choice. Marketing strategies could include:

- Social media campaigns targeting youth.
- National competitions (e.g., cycling tours, hiking festivals).

International collaborations to host outdoor sporting events.

Active tourism must be developed with ecological sustainability in mind. Strict guidelines should be implemented to preserve biodiversity, reduce waste in tourist areas, and involve communities in conservation efforts. Eco-certification for service providers can be an effective incentive.

Digital Solutions. Mobile applications and websites that provide real-time maps, safety updates, trail ratings, and booking options will enhance user experience and safety. Integration with platforms like Google Maps or local equivalents can make remote destinations more accessible.

An often-overlooked aspect of active tourism is its potential to strengthen local identities and promote cultural exchange. In Uzbekistan, particularly in mountainous and rural areas, integrating traditional practices—such as local crafts, cuisine, and storytelling—into active tourism experiences can add unique value. This not only enhances tourists' experiences but also creates supplementary income sources for local communities. Establishing homestay programs, community-led eco tours, and cultural immersion packages can bridge the gap between physical activity and cultural tourism.

Effective development of active tourism requires coordination across multiple sectors, including tourism, environment, education, transportation, and emergency services. Currently, inter-ministerial collaboration in Uzbekistan is limited and often fragmented. Establishing a dedicated “National Council for Active and Eco-Tourism” under the Cabinet of Ministers could ensure integrated planning, streamlined funding mechanisms, and timely policy responses to emerging challenges. Furthermore, legislative support in the form of tax incentives, land-use policies, and environmental regulations is essential to foster growth in this sector.

Uzbekistan’s diverse climate provides opportunities for all-season active tourism, yet this potential remains underutilized. While summer activities such as hiking and biking are increasingly common, winter tourism—like skiing, snowshoeing, and ice climbing—requires further development. Investments in year-round infrastructure (e.g., heated shelters, ski lifts, seasonal guides) and targeted promotions can help diversify offerings and extend the tourism calendar, particularly in regions such as Tashkent Province, Surkhandarya, and the Fergana Valley.

Encouraging youth participation in active tourism is essential for long-term sector growth. Schools and universities can introduce elective modules, hiking clubs, or eco-camps that promote outdoor activities and environmental awareness. Government-backed youth tourism programs or competitions could serve as both educational tools and promotional platforms. Furthermore, collaboration with NGOs and international organizations can facilitate student exchanges or joint expeditions, enhancing global exposure and soft skills.

To ensure the sustainability and effectiveness of active tourism initiatives, a system for continuous monitoring and evaluation must be established. This includes collecting data on tourist flows, environmental impacts, and community feedback. Creating an open-access national dashboard for active tourism indicators can support transparency and evidence-based decision-making. Involvement of academic institutions in data analysis and reporting can foster research and innovation within the sector.

Special attention should be given to promoting gender inclusion in the development and delivery of active tourism services. Training programs and micro-loans targeted at women entrepreneurs in rural areas can empower them to lead in guiding, hosting, or organizing adventure activities. Moreover, ensuring

safety and comfort for female tourists by designing gender-sensitive infrastructure and offering family-friendly experiences will broaden the target audience for active tourism in Uzbekistan.

CONCLUSION

Active tourism represents a powerful tool for promoting sustainable economic development, improving public health, and enhancing Uzbekistan’s international tourism image. While the country is rich in natural and cultural resources suitable for adventure and wellness travel, the sector remains underdeveloped due to infrastructural, educational, and institutional constraints.

Through comprehensive policy reform, investment in infrastructure, community engagement, and effective marketing, Uzbekistan can position itself as a regional leader in active tourism. Future efforts should aim at integrating health, nature, and tourism into a cohesive development model aligned with global best practices.

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