
IDENTIFYING RESEARCH METHODS FOR ETHNOCULTURAL TOURISM BASED ON LITERATURE ANALYSIS

(Level of Study of the Topic and Methodological Foundations)

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Abstract

This article analyzes the level of scientific study of ethnocultural tourism based on the research of foreign, CIS, and Uzbek scholars. It also examines methodological approaches used in studying ethnocultural tourism through the case of Bakhmal and Gallaaral regions. As a result of the study, the opportunities for the development of ethnocultural tourism in these regions and scientific research methods are identified.

Keywords: ethnocultural tourism, cultural heritage, tourism resources, Bakhmal, Gallaaral, regional development

Introduction

In the context of modern globalization processes, the tourism sector is becoming one of the key branches of the economy. In particular, cultural and ethnocultural tourism play an important role in studying and preserving the historical and cultural heritage of different countries [1].

Ethnocultural tourism is a type of tourism based on exploring the lifestyle, traditions, customs, and national culture of local populations, and it also positively impacts regional economic development [2]. Therefore, the scientific study of ethnocultural tourism and identifying its development factors is an important research task.

Uzbekistan is one of the countries rich in tourism potential, with numerous ethnocultural heritage sites across its regions. In particular, the Bakhmal and Gallaaral districts of Jizzakh region have significant potential for the development of ethnocultural tourism due to their natural landscapes, ancient traditions, and cultural heritage [3].

E- Global Congress

Hosted online from Dubai, U. A. E., E - Conference.

Date: 30th March 2026

Website: <https://eglobalcongress.com/index.php/egc>

ISSN (E): 2836-3612

Literature Review

In recent years, ethnocultural tourism has emerged as an important scientific direction in tourism economics, cultural studies, and regional development research. In global academic literature, issues of ethnic and cultural tourism have been widely studied by foreign scholars who have analyzed theoretical foundations, economic efficiency, and the role of tourism in preserving cultural heritage.

Among them, **Greg Richards, Robert Sharpley, David J. Timothy, Melanie Smith, Larry Dwyer** and others have studied the theoretical aspects of cultural tourism, its impact on regional economies, and mechanisms for transforming cultural heritage into tourism products. For instance, G. Richards highlights the importance of tourism in creating cultural experiences, while R. Sharpley analyzes the socio-economic relationships between tourism and society [4].

Furthermore, D. J. Timothy has examined tourism and cultural heritage management, emphasizing the role of local communities in tourism development [5].

Reports of international organizations, particularly the **World Tourism Organization (UNWTO)**, also identify cultural tourism as one of the fastest-growing segments of the global tourism market [6].

Scholars from CIS countries have also extensively studied issues related to ethnic and cultural tourism. For example, **A. V. Barlukova, V. M. Zhirmunsky, A. V. Drozdov** have analyzed the organization of ethnotourism, evaluation of ethnographic heritage as a tourism resource, and its role in regional tourism systems. Their works focus on methodological approaches to tourism management and increasing the attractiveness of cultural heritage sites [7].

Uzbek scholars have also contributed significantly to the study of tourism and cultural heritage. In particular, **M. Amonboyev, S. Khalilov, O. Umarov, D. Hakimov, F. Qutlimurotov** have examined tourism economics, sustainable tourism development, and ethnographic tourism. Their research focuses on tourism diversification, effective management of regional tourism resources, and development of tourism products [8].

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ISSN (E): 2836-3612

For example, O. Umarov highlights that historical heritage sites and national traditions are key factors in the development of cultural tourism in Uzbekistan [9].

Similarly, D. Hakimov analyzes the use of ethnographic resources to enhance tourism efficiency and proposes mechanisms for transforming cultural heritage into tourism products [10].

There are also studies focusing on regional tourism potential. Some research on Namangan, Khorezm, and other regions demonstrates prospects for developing ethno-folklore tourism [11].

Studies on Jizzakh Region

The tourism potential, historical-cultural heritage, and development factors of Jizzakh region have been studied by several local researchers.

In particular, studies by **Furqat Toshboyev and Sirojiddin Uzakov** analyze the historical-cultural and pilgrimage tourism potential of the Jizzakh oasis. They highlight archaeological sites, sacred places, and historical monuments as important tourism resources and scientifically justify tourism routes based on sites such as Dizak, Sabat, Boboyakka, and Kaliyatepa [12]. (erus.uz)

Similarly, **Ozodbek Ne'matov** examines the historical and cultural factors influencing tourism development in the region [13]. (supportscience.uz)

Norpulat Akramovich Axmedjonov analyzes the role of Jizzakh region in the tourism system and prospects for development based on the Silk Road brand [14]. (interscience.uz)

Research by **Lola Sanaeva and Karimjon Safarov** emphasizes that the region's natural and cultural heritage is a key factor in ecotourism development, noting the presence of more than 400 cultural heritage sites [15]. (InLibrary)

They also analyze opportunities for creating an ecotourism cluster in the Sangzor–Molguzar area and highlight the importance of infrastructure development [16]. (Academia Open)

Additionally, **Shahzod Abduhakimov** studies tourism potential in Yangiabad district, focusing on natural landscapes and cultural resources [17]. (eipublication.com)

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Dilshod Najmiddinov highlights the importance of vocational education in enhancing tourism potential and preparing qualified personnel [18]. (academicpublishers.org)

Although these studies provide valuable insights, most focus on specific tourism types such as ecotourism or pilgrimage tourism. Comprehensive research on ethnocultural tourism as an economic resource remains limited.

Ethnocultural Tourism Potential of Bakhmal and Gallaaral

The Bakhmal and Gallaaral districts of Jizzakh region possess significant resources for ethnocultural tourism development.

Bakhmal is distinguished by its mountainous landscapes, traditional crafts, and local lifestyle. Activities such as livestock breeding, traditional cuisine, folklore, and oral traditions serve as key resources for ethnocultural tourism. Gallaaral, on the other hand, is notable for its historical monuments, preserved rural culture, and traditional customs. Developing tourism routes in this area can promote local culture more widely.

Improving tourism infrastructure, transportation, and service systems is essential for regional tourism development [19].

Conclusion

The literature review shows that significant scientific research on ethnocultural tourism has been conducted by foreign, CIS, and Uzbek scholars. However, the ethnocultural tourism potential of Jizzakh region, particularly Bakhmal and Gallaaral districts, has not been sufficiently studied.

Therefore, it is necessary to expand research aimed at identifying ethnocultural tourism resources, developing tourism routes, and improving tourism infrastructure in these areas.

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