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Distinctive Features of The Agrotourism Development in The Region

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Abstract: The article analyzes the development of rural tourism in the country. The features of agrotourism, problems and ways of its development are considered. The experience of the regions where agrotourism is developing is analyzed. The most promising trends and directions of agrotourism development are highlighted.

Keywords: Agrotourism, rural tourism, agricultural tourism, tourism industry, cluster.

Introduction: Along with the steady development of science and technology, the problem of sustainable development of rural areas has arisen. In particular, excess labor resources have appeared in the countryside, which is becoming more and more acute every year due to the increase in labor productivity. These problems can be solved only by developing non-agricultural activities, involving more and more rural residents in them. Today, there are dozens of areas for the development of such activities in rural areas, primarily tourism, agriculture, trade, and the sale of fruit, berry and melon products.

In recent years, there has been some instability in the economic systems of all developed and developing countries. Almost all types of economic activity have encountered crisis situations, and tourism has proven to be the most resilient to them. Each year, the growth rate in this sector has increased by several percent compared to previous years, and in some regions the growth rate has exceeded double-digit values. Researchers note that currently, due to the development of technology, its widespread distribution, digitalization, and urbanization, consumers are seeking new types of

tourism. Depending on the nature of the organized tour, its theme, duration, methods of movement and other characteristics of the tour, tourism can be divided into such types as cultural-historical, pilgrimage, ecological, educational, ethnographic, gastronomic, business, social, sports, medical, youth tourism, agrotourism. Tour - a trip along a specified route, provided with a set of tourist services, including at least two types of tourist services, for a specific period of time [1]. Tourism - the departure (travel) of an individual from his/her permanent place of residence without engaging in activities related to earning income from sources in the country (place) of temporary stay. Tourist - an individual who visits the country (place) of temporary stay for a period of twenty-four hours to twelve consecutive months, or who stays at least one night in the country (place) of temporary stay without engaging in activities related to earning income from sources in the country (place) of temporary stay [1].

Most tourists are turning to extreme tourism, ecotourism and agrotourism. Vacationers choose agrotourism due to medical indications, relative cheapness, proximity to nature, the desire to spend time in the fresh air, and the consumption of environmentally friendly products, and visit rural areas. The main directions of state policy in the field of tourism include the organization and development of scientific research, the promotion of the development of tourist zones and tourist clusters [1,2,3] The purpose of our research is to identify the development trends of agrotourism in Uzbekistan, and to assess the existing internal opportunities.

METHODS

In our study, comparative analysis and modeling methods were used as the main research methods. With the help of these methods, it is possible to fully study, compare, identify the advantages and disadvantages of several research objects. As a result, several schemes were created that reveal the essence of agrotourism and its components.

RESULTS

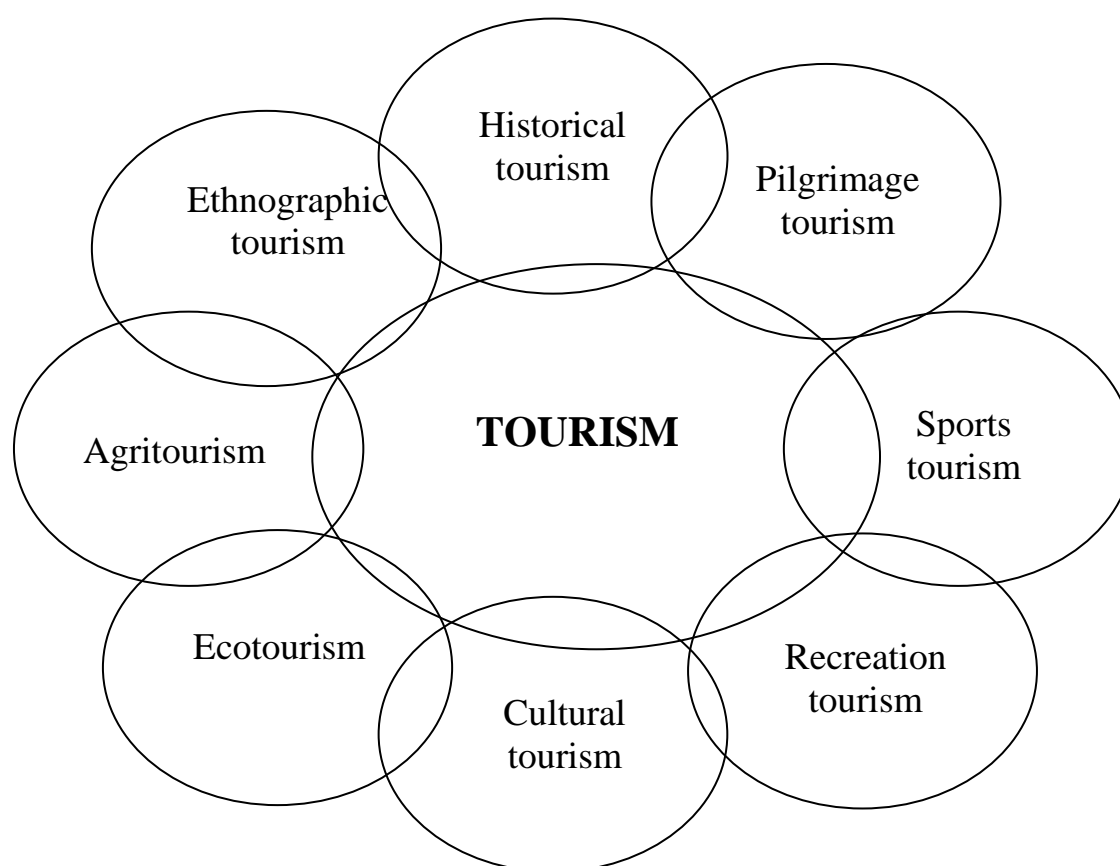
The concept of agrarian tourism (abbreviated as agrotourism) can be considered in different meanings. According to A.N. Bulgakova, rural tourism is a special type of tourism, a form of recreation for tourists in rural areas, including organized and unorganized forms, with the aim of getting acquainted with rural nature, lifestyle and agricultural traditions

(professional and non-professional). The increase in the flow of tourists to the countryside can be explained by the growing desire to spend their free time in agrolandscapes, to experience rural life and communicate with rural residents, and even to live and work in the countryside. A.N. Bulgakova emphasizes that it is necessary to adhere to a strict hierarchy in the system of tourism concepts. The concept of "tourism in rural areas" is general and differs from the concept of "rural tourism", that is, it is not a synonym for it. For example, in rural tourism, tourists can engage in activities such as raising livestock, tasting local cuisine, and walking around the countryside. It is also combined with historical, religious, archaeological, and ecological types [4].

According to O.A. Florova, rural (agrarian) tourism can be considered in a narrow and broad sense. First, agrotourism should be understood as the implementation of activities (sports, healthcare, culture, and entertainment) aimed at creating favorable social conditions in agriculture (primarily, increasing local employment), increasing production efficiency (due to capital inflows), and finally, ensuring an acceptable competitive environment in the tourism market. In a broad sense, rural tourism can be a major industrial sector in the region, which is adapted to the technologically appropriate natural and recreational environment of infrastructure, food supply, trade, folk crafts, and culture [5].

In our opinion, agrotourism is a form of organized travel by people from their permanent places of residence for a certain period of time to objects related to rural nature, lifestyle, agricultural production, preparation, processing, storage and sale of its products, with the aim of achieving such goals as recreation, sports, health improvement, and educational and spiritual goals [6].

A tourist product based on rural infrastructure should combine the capabilities of all tourism areas (agrotourism, sports tourism, gastronomy, ethnic tourism, ecotourism, natural geographical tourism). Modern agrotourism should be represented by all of the above-listed recreation areas (see Figure 1). It should be remembered that the basis of tourism in rural areas is nature, fresh air and ecology. Agrotourism should create opportunities for vacationers to get acquainted with rural life, and farms should receive additional income from this. Tourists should live in authentic conditions, in rural houses, and awaken new feelings and emotions in them [7].



1- picture Types of modern tourism.

At the same time, tourists are willing to pay not only for peace, quiet and nature, but also for special services that should be included in the basic set of agrotourism. Depending on the capabilities of tourists, they can be offered transport services, excursion routes, specially equipped accommodation for recreation on farms or directly in the private sector. These services are a promising development of the region through agrotourism [8]. As a result of our research, it was found that agrotourism has a number of distinctive features. These are: 1) agrotourism does not require separate hotels with all the amenities to accommodate tourists, they can be accommodated directly in farmers' houses or in quickly erected tents (tents) in the open air. This gives people of different categories the freedom to use inexpensive and high-quality, convenient agrotourism services. 2) agrotourism does not require large financial and economic costs for tourism companies, since in its organization it is possible to use the lifestyle and customs of the rural population as a tourist object. 3) it is effective to combine agrotourism with historical, pilgrimage, sports, ethnographic and other tourism directions. After all, the listed types of tourism have been developed in rural areas since ancient times. This creates an opportunity to simultaneously acquaint tourists with the natural, historical, socio-cultural aspects of rural areas. 4) the technogenic pressure of

people on nature and their disregard for environmental requirements are creating a number of problems. From this point of view, agrotourism, like ecotourism, in the direction of its development performs tasks that directly and indirectly contribute to the rational use of natural resources in agriculture, the protection of agricultural landscapes and the restoration of degraded lands.

In addition, it is cheaper to arrange infrastructure and normal living conditions in the village than in the city. In megacities, people began to get tired of industrialization and the rapid growth of city size, so agrotourism has developed widely in industrialized countries.

Since the beginning of the 21st century, rural tourism has changed its main vector. In developed countries, agritourism has now become a socio-economically effective business with all the necessary attributes. In Italy, which occupies a leading position in European agritourism, natural caves have been repurposed for small hotels and holiday homes. In France, schoolchildren are taken to farms during school holidays to get acquainted with real rural life and relax [9].

Two main reasons can be cited for the growing need for the active development of agritourism in our country. Firstly, it is an opportunity to open additional sources of financing for the region, develop social infrastructure, and secondly, to satisfy the needs of the population in recreation and leisure services. The Concept for the

Development of the Tourism Sector in the Republic of Uzbekistan for 2019-2025 made it possible to increase the effectiveness of reforms carried out to create favorable economic conditions and factors, to set priority goals and objectives for the accelerated development of the tourism sector, to increase its role and share in the economy, to diversify services and improve their quality, and to improve tourism infrastructure [2].

The Decree of the President of the Republic of Uzbekistan "On additional measures aimed at improving the tourism infrastructure in the Republic of Uzbekistan and further increasing the flow of foreign tourists" and the Decree "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan", as well as to ensure the implementation of a number of directions for the accelerated development of domestic tourism as one of the most important factors of sustainable socio-economic development of regions, and to familiarize citizens with the cultural and historical heritage and natural resources of our country [3].

The establishment of tourist villages in our country is of great interest to everyone, as it is aimed at creating favorable conditions for tourists, beautifying the territory in a new way, creating new jobs for rural residents, improving their living standards and further improving our economy.

Starting from November 1, 2019, the State Committee for Tourism Development of the Republic of Uzbekistan intends to grant the status of "Tourism Mahalla", "Tourism Village" or "Tourism Village" to citizens' assemblies with the highest tourism potential (towns, villages, auls and mahallas of cities, towns, villages and auls) if at least 20 family guest houses are established and at least 5 types of services are provided for tourists (except for accommodation and/or catering services).

Within the framework of this project, several villages located in the territories of our country have received this status. In particular, the first "Tourism Village" in Uzbekistan was established in the territory of the Kumushkon MFY of the Parkent district of the Tashkent region. According to the project, it is planned to create 50 guest houses, an ethno-village based on 20 households, a national cuisine village consisting of 20 households, a craftsman's village consisting of 15 households, an artists' village involving 10 households, and an agrotourism village consisting of 20 households in this area. According to the press service of the Tourism Committee, a total of 15 tourist villages have been established across the republic, including the

"Duoba" tourist village in Jizzakh region, Sentob in Navoi region, "Miraki" in Kashkadarya region, "Konigil" tourist village in Samarkand, "Boghibaland" tourist neighborhood, "Tersak" tourist village, "Sangardak" MFY, "Sina", "Omonkhona" in Surkhandarya region, "Ovjazsoy" tourist village, "Ertoshsoy" tourist village, "Chashma", "Kumushkon" tourist villages in Tashkent region, and "Nanai", "Chodak" tourist villages in Namangan region.

The village of Sentob won the Best Tourism Villages 2023 Awards at the 25th session of the UNWTO General Assembly in Samarkand. Sentob is located 30 km from Aydarkul and is a place where people tired of the city bustle can seek refuge. These places are rich in various animals, birds and insects, some of which are listed in the Red Book of Uzbekistan. Walking through the village, you will feel like you have fallen into a unique and carefully thought-out ancient city. Petroglyphs carved on rocks from the 5th-6th centuries, the remains of an ancient mound on the mountaintop, inscriptions carved on rocks from the 11th-18th centuries, and Lake Fazilmon at the highest point of the village have always attracted tourists. On the rocks of "Black Mountain", 12 km from the village of Sentob, you can find numerous Arabic inscriptions in the Kufic style, fragments of verses from the Quran, and ancient mounds. In the village of Sentob, the Sentob reservoir, the ancient caravanserais, the shrines of "Khoja Porsho", "Khoja Mahmad Savrato", the "Chashmai Ako" spring, ancient fortresses, Arabic inscriptions in the Kufic style in Arabic graphics, houses built of mountain stones, and the preservation of the unique architecture of the mountainous region are of great historical importance. Also, in order to ensure meaningful recreation for tourists in this area, handicraft centers and small museums have been organized in houses. In addition to public catering and accommodation for tourists, a service has been established to organize trips through the mountains on horseback and donkeys. The village of Nanai in the Namangan region is famous for its beautiful, charming nature. During the first 8 months of this year, about 20 thousand foreign and more than 220 thousand local tourists visited the village of Nanai. It is reported that in order to develop tourism and create conditions for tourists, more than 150 guest houses, 2 hostels, and 15 public catering establishments have been established in this village over the past 5 years.

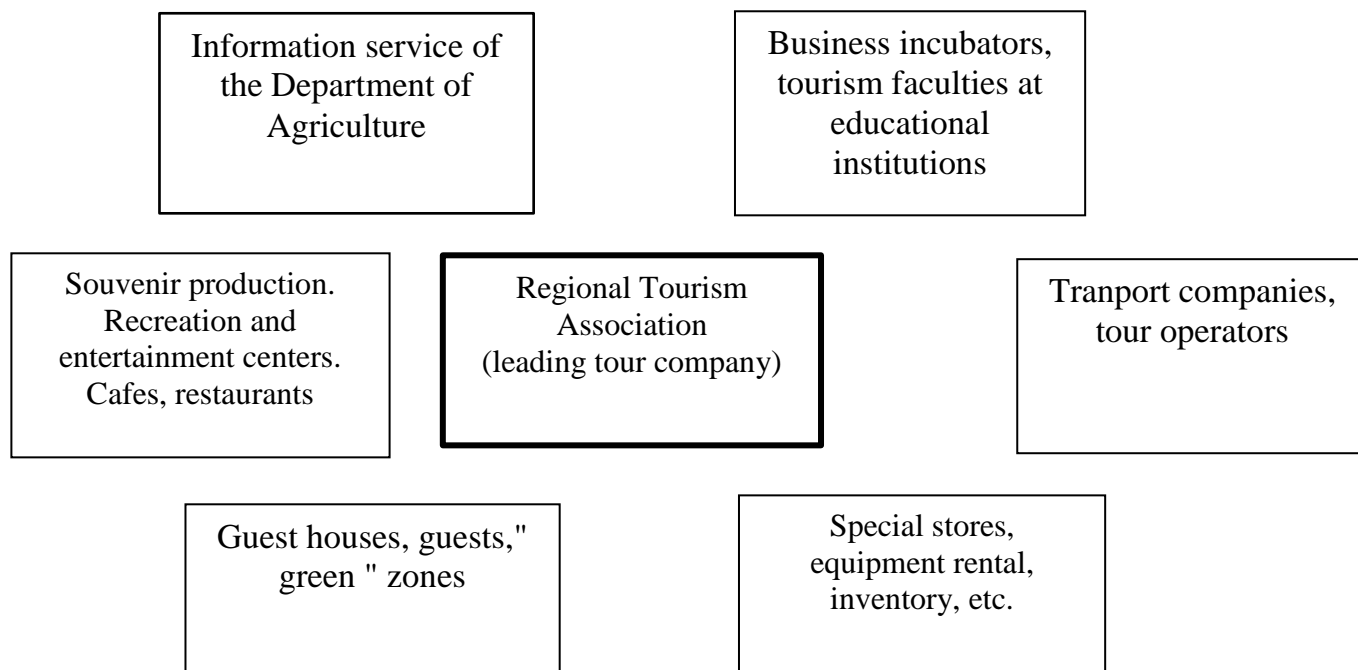
Practical measures have been taken to create 6 tourist villages in 2025: "Shirin" and "Kurgan" tourist villages in Bukhara region, "M. Topvoldiev" tourist village in Fergana region, "Shirmonbulak" tourist village in Andijan region, and "Novka" and "Uzunbulak" tourist villages in Jizzakh region.

According to researchers, the development of the rural

economy of the region will occur not in separate companies and private organizations, but in a system of clusters. The positive aspects of such an organizational structure are the presence of comprehensive experience in the formation and development of territorial and production associations, a high level of intellectual potential, a developed technological infrastructure, etc. The

universal scheme of an agrotourism cluster is presented in Figure 2.

A distinctive feature of a multifunctional cluster is the use of a company or organization that produces a tourist product as a core. The cluster combines private manufacturers, marketing companies, infrastructure facilities and other necessary elements [10].



2- image. Universal scheme of the agrotourism cluster in the region.

CONCLUSION

Today, in our country, all the conditions have been created to achieve effective results in the field of agrotourism. The activities of agrotourism are environmentally harmless, do not put pressure on nature, but the rating and competitiveness of the country's agro-industrial complex are effective and socially significant in terms of economic enhancement. The innovative changes in the field of tourism associated with the agro-industrial complex make it possible to solve a number of complex problems, satisfying the needs of the population for cultural development and creating all the conditions for the development of new forms of small business.

In particular, agrotourist travel is a highly effective way to promote the right lifestyle, which is the most important task in the context of demographic problems. Citizens are taught to treat nature, historical values and the customs of their ancestors with caution. All this causes an increase in significant social potential

with an effective economic income.

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