

Agrotourism in the development of the agricultural economy of the Republic of Uzbekistan and its foreign experience

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Abstract. The article reveals the factors for the development of agrotourism as a tool for diversifying agricultural territories, overcoming their decline, preserving national traditions, folk crafts, maintaining zones for the production of environmentally friendly food. The authors describe the theoretical foundations of organizational, managerial and economic mechanisms for the development of agrotourism in rural areas. The development of agricultural tourism makes it possible to bring the population of rural areas to a new level, as well as the development of rural production by increasing the production of its services, environmentally friendly products oriented to the domestic and foreign markets of the Republic of Uzbekistan. The purpose of the article is to determine the features of the functioning of agrotourism objects in the area and to develop proposals for the development of agrotourism. The object is the Republic of Uzbekistan and comparison with other foreign countries. The main task is to create a systematic approach, taking into account the characteristics of the area. The analysis of the principles of development of agrotourism, and features in the country's economy. In conclusion, conclusions are drawn, the results of which can be practically useful in developing measures in priority areas of agricultural tourism.

1 Introduction

As you know, Tourism is an entrepreneurial streak, every year it brings numerous profits to the country's economy. In this regard, tourism has become an interesting industry for agriculture. Given the current state of the country's economy, the formation of agrotourism, the promotion of agrotourism, are important for the formation of strategies for the revitalization and diversification of rural areas, overcoming their decline, preserving the national rural landscapes characteristic of the Republic of Uzbekistan, maintaining ecological zones and territories. Agricultural tourism refers simultaneously to rural and ecological

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tourism. The tasks of ecological tourism are the study of nature, the preservation of balance in nature, the preservation of the integrity of the environment.

Agricultural tourism is the result of the activity of entrepreneurs of travel companies and the rural population to attract tourists to rural areas for the purpose of recreation, study of folk crafts, participation in rural activities, consumption of locally produced products [1]. Agricultural tourism began to spread first from foreign countries, which tried to intensify the interest of the population in handicraft production, national traditions and cultural values. Attracting tourists to rural areas began to create effective demand for agricultural products and began to improve the standard of living in rural areas, which began to positively affect the country's economy as a whole.

The creation of agrotourism is associated with the emergence of the European crisis in the early 70s of the last century, at that time few people were interested in the rural population, a massive outflow of the population from the village to the city began. At that moment, the exit was proposed to create measures that could allow the reorientation of the villager to other activities that would contribute to the development of the economy. One of these measures was agrotourism, with which unemployment was reduced, infrastructure began to develop effectively, and the income of the population increased. [2] Since then, agrotourism has begun to develop more actively and spread to other countries, thereby solving various problems (Fig. 1.)

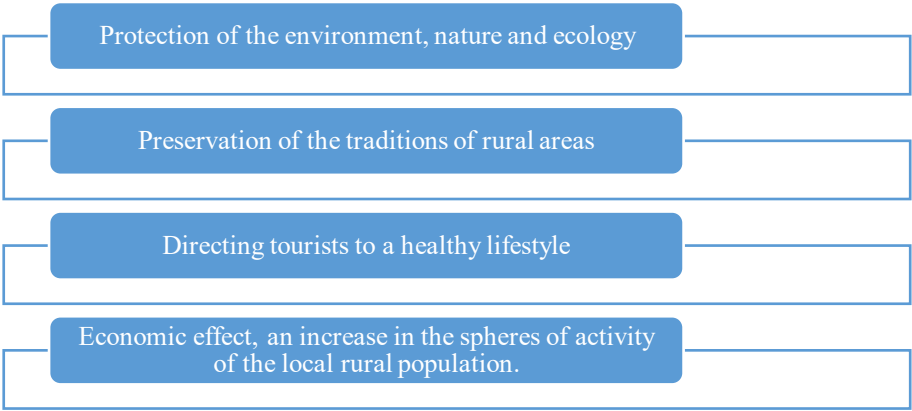


Fig. 1. Tasks solved by agrotourism

Agrotourism is understood as a special type of tourism, which includes elements of organized and unorganized tourists' recreation in the countryside, the goal is to form a new agrotourism product that takes into account the natural, historical and cultural specifics of a particular region, and adds variety to the traditional offer. The concept of agrotourism is interpreted in different ways, and there is no exact definition.

Agrotourism has a priority on the diversification of the economy and regional employment in rural areas. Agrotourism ensures satisfaction of the demand of tourists in entertainment, cultural and sporting events. The developed programs for the development of rural areas include the construction and reconstruction of sports facilities, building up the production and infrastructure potential of rural areas (Fig. 2.)

Agrotourism is an important strategy for helping people to stay in rural areas, creating jobs, and promoting the socio-economic development of disadvantaged areas. The development of agrotourism can solve various problems in the social, political, economic and educational spheres. [3] This helps rural areas to preserve the national flavor of local traditions and crafts.

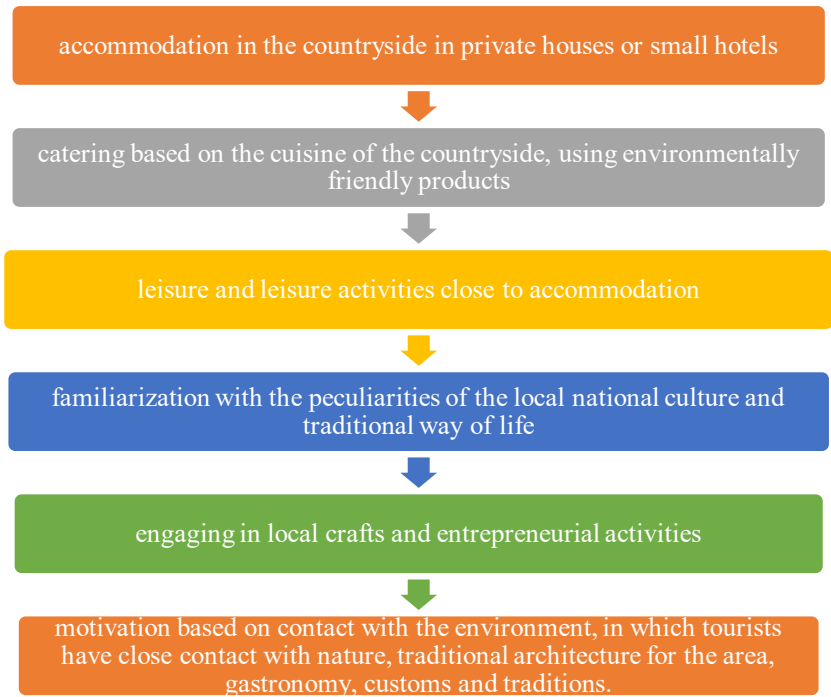


Fig. 2. Main components of agricultural tourism

2 Methods

Many different empirical and theoretical methods were used in the study. The authors decided to choose a comparative analysis as the main research method. Using this method, you can compare several objects of study at once, determine the pros and cons of each in the characteristics. For a deep study of objects, the modeling method was used to build schemes that reveal and define the essence of agrotourism and its elements.

3 Research

The world experience of agrotourism suggests that agrotourism has a positive effect on the economy and the social sphere. In areas where agrotourism is developing, the incomes of rural residents are increasing, the range of agricultural products is expanding, new jobs are being created, the development of the infrastructure network is beginning, and the internal flow of tourists is being revived. [4]

The European Union is rich in experience in the field of agrotourism. One of the countries with rich experience is Italy. In Italy, tourists traveling to the countryside are accommodated at will in apartments, separate houses, rooms, tents in rural areas. In a stable economic environment, the experience gained in Italy with a focus on alternative rural employment has a positive impact on the agricultural sector. In Italy, agricultural services are characterized by 3 main parts: recreation and health in the countryside, sports, study of local cuisine and products. Accommodation of tourists in rural areas depends on the type of their service. Thanks to the interest of tourists in agrotourism in the European Union, the financial indicators of tourism have improved and the state budget is not overloaded. According to

statistics, about 34% of the urban population of the European Union spend their holidays in the countryside. [5,6] And in the Netherlands, this figure is higher and reaches 49%. Italy leads among the countries of the European Union in terms of agrotourism, its average annual profit is approximately 350 million dollars.

All this was facilitated by the creation of agrotourism promotion organizations, which play an important role in the organization of consulting, information, and marketing services. In France, it was the largest agrotourism management company Fiduration Nationale des Gôtes de France, it was one of the first European home hotel chains Terra Nostra, which created a complex that includes an economic, social, cultural complex. In Spain, the organization Asociación Española de Turismo Rural (ASETUR), in Germany the German community DLG, in the Netherlands ECEAT, and many other organizations that play an important role in the organization of rural tourism in Western Europe. According to statistics, every 3rd tourist in France visits the countryside, 10% of entrepreneurs in the UK are engaged in agriculture, 4% in Germany offer agrotourism services. Among Europe, Germany has an established system of tourism. The German experience in the development of agrotourism is positive, it assumes effective cooperation with local authorities and other social organizations. Organizations involved in the regulation of the intensification of agro-tourism development are united by the agricultural association (The Landwirtschafts) ECEAT Germany, which creates a methodology and information support for agrotourists. A systematic approach to agrotourism in Germany is implemented at 3 levels: federal, state, municipal and includes forms of direct and indirect financing of business projects in agriculture, infrastructure development; interdepartmental interactive interaction and cooperation between ministries of various levels [7,8]. Agrotourism in Germany is developing rapidly, its turnover is approximately 1.1 billion euros.

In England, the agrotourism development provider is Farm Stay (UK) Ltd. The British model of agrotourism is distinguished by the fact that farm houses predominate in the accommodation of tourists, tourists are offered options for joint or separate accommodation with the farmer's family. Abandoned farms are being repaired and furnished for the comfort of tourists, horseback riding services are provided.

In the USA, experience in the field of agrotourism is very rich, it is both generalized from European, and at the same time different. In the United States, when placing tourists in rural areas, the country of arrival of tourists is taken into account, while adjusting the cost of services. They participate in the development of animal husbandry with the help of agrotourism, the production of dairy products is correlated with local regulations, a healthy lifestyle with the use of environmentally friendly products comes out on top. Agrotourism is being actively promoted. [9]

Turkey is one of the ten most attractive countries in the world. In Turkey, rural tourism is developing on the basis of the rich traditions of the population and interesting folklore. In Turkey, a more actively attractive area for tourists can be identified, these are the coastal areas of the Black Sea and Angola. The experience in Turkey in the field of agrotourism is developing, but very promising.

Japan's experience in the field of agrotourism is extremely interesting and different from many other countries. [10,11] One of the interesting approaches to agrotourism is the collection of strawberries by tourists together with farmers. On such days, the tour is about \$17 for 1 hour. Agrotourism in Japan is developing systematically, its development is carried out at the expense of funds received from changes in the tax mechanism.

China is the basis of Asian agrotourism. In this country, all types of rural tourism are integrated into one system. In China, agrotourism has shown its economic viability for the first time. [12,13]

Agrotourism is developing everywhere from developing countries to post-Soviet ones. The experience of all countries makes it possible to expand the range of intensive development of agrotourism.

4 Discussion

In the Republic of Uzbekistan, in accordance with the appeal of the President of Uzbekistan to the Oliy Majlis dated January 24, 2020, the work related to the creation of the “Tourist Mahalla” and “Tourist Village” in areas with high tourism potential is aimed at increasing the number of objects on various new routes. In this regard, it is highlighted that agricultural tourism is a way to increase the income of rural residents, but there is no specific regulatory document regulating agricultural tourism. The Republic of Uzbekistan has rich natural potential. Every year the number of people doing agrotourism increases, people go to places such as Parkent, Tashkent region, where there are orchards, Sukok, famous for animal husbandry, thus barbecue and many other places (Fig. 3).



Fig. 3. Agrotourism in Uzbekistan

The Republic of Uzbekistan has a tourist and recreational potential, which includes more than 7.4 thousand objects. More than 5 million tourists visit Uzbekistan every year. Every year the number of tourist organizations increases, and accordingly the number of tourist organizations annually increases by 200 organizations per year. But the level is not at what we would like. The economic mechanism should be developed.

It is worth noting that not all areas can be involved in agrotourism. To assess the development of agrotourism, the authors propose to use the following formula (1):

$$I_s = (K_1 + K_2) * K_3 \quad (1)$$

I_s - final assessment of potential opportunities for the development of agricultural tourism

K_1 - the presence of a unique ethnic group and folk crafts

K_2 - number of attractions in the area

K_3 - share of commodity producers in the area

When assessing the potential for the development of agrotourism, the authors propose to use the following formula (2):

$$I_p = P_1 + P_2 + P_3 + K_1 + K_2 \quad (2)$$

where, I_p - the final indicator of the potential development of agrotourism in the area

P_1 - the number of unique natural and geological objects in the area

P_2 - an indicator that determines the quality of the environment in the area

P_3 - the number of active agrotourism routes in the area.

5 Conclusion

Agrotourism refers to an additional source of income for rural areas with a declining standard of living, agrotourism can increase the competitiveness of a small farmer.

Agrotourism is one of the main economic instruments and promising areas for the development of rural areas. The main advantages of rural tourism:

- decrease in unemployment, creation of new jobs in rural areas. One of the reasons for the decline in the population in rural areas was the lack of jobs.
- increasing incomes and improving the living standards of the population in rural areas at low financial costs. Until now, the main source of income for the population of rural areas has been income from external migration.
- improvement of the improvement of rural areas, development of engineering and social infrastructure.
- development of entrepreneurship in rural areas, and environmental attractiveness of rural areas. Entrepreneurship is one of the main levers of a market economy.
- diversification of the range of agricultural products, in this case, the growth of incomes of the rural population will increase, and the factor "environmentally friendly production" will always be relevant.
- sale of finished food products produced locally
- stimulation, protection and preservation of sights, folklore, folk crafts, traditions. With high urbanization, all this depreciates; in the economic aspect, they are not economically profitable, due to the use of predominantly manual labor.
- raising the level of the rural population at the cultural and cognitive level. There is an interest among the rural population in learning foreign languages in order to improve the services they provide
- increasing the district budget through additional revenues
- use of private sources of financing without the use of long-term investments, and a quick payback
- removes a large burden from large tourist centers, reducing the negative environmental impacts of large tourist areas. For the Republic of Uzbekistan at this time, this is not a problem, due to the beginning stage of the formation and development of tourism.

In the Republic of Uzbekistan, there are problems of lack of qualified personnel, lack of knowledge about foreign experience and own recreational resources in rural areas. The effective development of agrotourism requires state support and a deep study of foreign experience.

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