

Prospects for the Development of Agrotourism in Uzbekistan

Kudratov Azizjon Dehkanboyevich

Bukhara State University, senior teacher of the "Green economy" department

Annotation: In this article, information about the importance of developing the tourism sector of Uzbekistan, especially the advantages of developing agrotourism, the prospects of organizing agrotourism in the conditions of Uzbekistan, and the opportunities available in the regions are highlighted.

Keywords: tourism, agrotourism, foreign tourists, touristic resources, agrotourism objects.

Tourism business is developing year by year and its place in the world economy is increasing. It is an integral part of the market economy and makes up 1/10 of the world gross product. In terms of profitability, tourism takes the 3rd place in the world after the oil business and the automobile industry.

Currently, the development of the tourism industry in our country, attracting foreign tourists, improving the operation of hotels, and at the same time increasing the knowledge and potential of employees in this field are of great importance, and significant reforms are being carried out under the leadership of the head of our state. Resolution of the President of the Republic of Uzbekistan dated January 5, 2019 №. PQ-5611 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan", Resolution of the President of the Republic of Uzbekistan dated January 5, 2019 Decision №. PQ-4095 dated January "On measures for the rapid development of the tourism network", №. PF-5781 dated August 13, 2020 "Measures for the further development of the tourism sector in the Republic of Uzbekistan The decree "about" is a clear proof of this.

In our republic, the tourism industry has its proper place along with agriculture, industry, transport and other macroeconomic sectors, for this there are enough historical, archaeological, architectural, art and other touristic resources in the regions. In addition, our country is in the leading position among the Central Asian countries in terms of tourism development opportunities. Today, tourism has become one of the rapidly developing and profitable business sectors of the state economy.

The unique nature of our country, mountain plains, rivers, deserts and oases, various landscape areas are the main natural tourist resources. New types of tourism have appeared as a result of the day by day development of the tourism sector, which is considered a young industry in our country. New tourism directions such as rural tourism, gastronomic tourism, youth tourism, ethnographic tourism, extreme tourism and agrotourism are becoming popular. In particular, agrotourism is a new direction of tourism that is just developing. Provides visitors with an opportunity to experience rural life and agricultural practices in local areas.

In the world experience, Agrotourism as a separate field of tourism has been developing since 1972, including a special law on the formation and support of agrotourism in Italy was adopted in 1985. Today, this industry has become one of the fastest growing industries in the world. It appears as a form of recreation in rural areas and attracts the attention of foreign tourists more and more.

The concept of agrotourism has been defined by the Agrotourism Association, along with many scientists and specialists in this field, as follows: catering, excursion services, effective organization of leisure and sports activities, fishing and hunting, which are active forms of tourism, and acquiring knowledge and information.

Development of agrotourism in Uzbekistan has a number of advantages, including:

- Economic development: Agritourism is an additional source of income for rural residents, contributing to local economic growth and job creation.
- Cultural heritage preservation: visitors can learn about Uzbekistan's rich cultural heritage and traditional lifestyle, and promote the preservation of local culture and traditions.
- Protecting the environment: Agritourism can promote sustainable land use practices and environmental protection as visitors appreciate the natural beauty and resources of rural areas.

More than 46% of the population of our country lives in villages and works in agriculture. It is known that Uzbekistan is one of the ancient centers of agriculture, and products such as corn, melon, wheat, cotton, grapes were grown in the territories of our country three thousand years ago. The high culture of agriculture was formed in our country. It is through the development of agrotourism that it can attract the attention of not only foreign tourists, but also local residents.

The unique features of agrotourism are that - during the tourist's vacation, rural life and lifestyle, geography, culture, customs and ancient traditions of the local population, agricultural production, industries, agricultural livestock, farming, handicrafts, besides, available natural and touristic resources, as well as local flora and fauna. And this is the best tool that provides emotional rest to people who are tired of the city's busy streets and people, and who are mentally exhausted. The presence and compatibility of all conditions for the organization of agrotourism in rural areas will help its rapid development in the territory of Uzbekistan. For example:

1. Agrotourism does not require separate hotels with all the amenities to accommodate tourists, they can stay directly in farmers' houses or in open-air tents. These provide freedom of access to affordable and high-quality, convenient agro-tourism services to people belonging to different categories;
2. Agrotourism, unlike ecotourism, does not require large financial and economic costs for tourist companies, because it is possible to use the lifestyle and customs of rural residents as a tourist object;
3. Since historical, cultural, sports, ethnographic and similar tourism directions have been developed in rural areas since ancient times, it is more effective to combine agrotourism with them and form a whole tourism cluster;
4. Man-made pressure on nature and disregard for environmental requirements are creating a number of problems. From this point of view, agrotourism, like ecotourism, performs functions that directly and indirectly support the rational use of natural resources in agriculture, the protection of agro-landscapes, and the restoration of degraded lands in the direction of its development.

Including, the organization of agrotourism in rural areas will fundamentally improve the life of the population and increase the quality of life. At the same time, through agrotourism, new jobs will be created in the village and the population will be provided with work, efforts will be made to produce ecologically clean products, the inflow of funds and foreign currency will increase in the village, and modern social and household infrastructure will be improved in the village. and new ones will be created, new professions related to tourism services will appear, crafts and trade will develop.

The improvement of people's life and lifestyle increases their free time. Tourism can serve as a source of help in bringing foreign currency into the country and increasing production efficiency. In the following years, the speed of people's work and their trips and vacations increased in Uzbekistan. One of the main tasks of the socio-economic policy of Uzbekistan is to constantly

improve the employment, good living conditions and prosperous life of its citizens. However, despite the fact that the population of the region of Uzbekistan, which has great opportunities in terms of tourism, has a great demand for recreation, treatment, and services of tourist areas, agrotourism, a new direction of the tourism industry, has been little studied. At the same time, the level of use of its resources remains very low. Therefore, it is important to study foreign experience in the development of agrotourism. When we study this on an international scale, we can say that there are still a number of things that need to be done, that is, the tourism infrastructure is not so well established, and the types of services in tourism are not available. For example, lack of hotels or overnight accommodation, lack of travel agencies and similar tourism businesses, and lack of entertainment facilities.

Agrotourism facilities that attract tourists include agrocomplexes, i.e. crop fields, livestock, fishery, beekeeping, poultry complexes, including the collection, storage and sale of products, and ethnographic phenomena related to folk products, cultural manifestations, the vital activities of the villagers related to national characteristics (holidays: "Navruz", "Sumalak", "Mehrjon", "Harvest", traditions), agricultural companies, agricultural factories can be included. The following factors are important in the organization and development of agrotourism in agriculture in our country:

- to improve its infrastructure for the organization of agrotourism in villages;
- State support in the organization and development of agrotourism
- to create a tourism brand for this type and organize their advertising and develop new programs in this regard;
- creation of agrotourism tourist sites;
- formation of an information base on agrotourism, creation of tourist lines on agrotourism;
- expanding the scope of new types of agrotourism tourist routes, tourist programs and types of products;
- implementation of new innovative ideas and activities in agrotourism;
- concluding new contracts with tourist companies and agencies;
- study the experiences of foreign countries in the field of agrotourism and apply them to the regions accordingly.

In conclusion, our country has all the facilities for the development of agrotourism, and the development of this sector will help to diversify the country's tourism industry. Also, having a significant impact on the growth of the economy of our country, the improvement of the lifestyle of the population creates new opportunities for the creation of jobs.

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