



THE ROLE OF INTERNATIONAL EXPERIENCES IN THE DEVELOPMENT OF AGROTURISM IN UZBEKISTAN

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Abstract

This article describes the tourism industry, its role in the economy of the country, as well as agritourism, which is one of the main directions of the tourism industry, its history, stages of development and international experience. The main features and models of agritourism are listed. Models of agritourism and their peculiarities are shown. The current state of the agro-tourism industry around the world has been analyzed. It describes the work being done and to be done for the development of agritourism around the world. The problems facing the development of agritourism in Uzbekistan and recommendations for their solutions are presented.

Keywords: Agritourism, rural tourism, domestic tourism, ecological tourism, eno-tourism (wine tourism), ethno-tourism, culinary tourism, geotourism, farming, tourism and tourist services on organic farms (WWOOF).

Introduction

Austria can be considered the ancestor of agritourism in Europe, thanks to its developed agriculture and beautiful alpine landscapes with small villages. It is believed that agritourism began its development in Europe in the first half of the 19th century, almost 200 years ago. This was marked by the opening of the 1st Agrotourists Association "Agriculture et tourisme" in France. Recently, some tourists prefer to spend their holidays in the countryside, where they live in rural houses for several weeks, get acquainted with the rural lifestyle, engage in local culture and local customs, and participate in traditional rural work. This type of



vacation is characterized by the use of the natural, agricultural and other resources of the countryside.

Agrotourism, depending on the motivation of the consumer, can be divided into types such as rural tourism, ecotourism, ethnotourism, culinary tourism, geotourism, and rest outside the city. Along with the concept of agrotourism, there are such types of tourism as rural, farm, soft, green, ecological. Often, agriculture, rural and agrotourism are interchangeable and synonymous terms. This is because this segment of rural culture is a defining part of the tourist product. Agrotourism and rural tourism today have several definitions:

Agrotourism is tourism that supports the development of agricultural regions, the preservation of cultural heritage, the restoration of local traditions and products. Regional identification defines this type of tourism and serves to meet the needs of tourists for accommodation, food, recreation, and everything that contributes to the sustainable development of the social sphere of the village (defined by experts from the European organization Evoter).

“Agritourism is a type of tourism that involves visiting an exploited agricultural farm (hotel), an agricultural enterprise or a private subsidiary farm located in a village.” The above definition of agritourism assumes that the farm is active and agricultural activities are the main activity for it, and the services provided by agritourism are secondary (complementary), allowing to gain sustainable competitive advantages based on available resources.

The main characteristics of agritourism:

- satisfaction of human needs associated with practical participation in the production process, in the life of a rural family, as well as in rural society;
- satisfaction of human needs in the field of agricultural production or ethnography;
- the desire to have direct contact with domestic animals, to satisfy emotional needs, to satisfy the need associated with the rural atmosphere.

In developed European countries, rural tourism is very popular, ranking second after beach tourism and accounting for approximately 25-35% of total revenue from the tourism industry. Currently, there are several main models of agritourism in the European Union:



The British agritourism model is based on the cohabitation of farm owners and tourists. The main services provided under this model include horse riding and hiking, which are typical for agritourism. Today, fishing has been added to the mandatory services. The novelty should be called the emergence of farms that provide historical tourism services of certain periods.

The German agritourism model - the main thing - mutual work in the fields and the joint participation of tourists and owners in everyday life and farm work. In fact, two types of rural tourism are popular in Germany: farm tourism itself - living together and working in the field - and ethno tourism. German ethno-tourism involves participation in all kinds of folk festivals and holidays, these are popular beer festivals and traditional events for celebrating the Day of the Village.

The French agritourism model - cooking and winemaking - is the main element. In this case, tourists are invited to a private house with a full menu of local dishes, including a wide variety of cheeses, cognacs and wine drinks, taking into account that each farmer has his own wine production and brand.

The Italian agritourism model - similar to the French model, but with its own unique flavor. In addition to the culinary course, it includes entertainment programs, sports exercises, visits to historical sites. Italian tourists are expected to work in the vineyards - harvesting and processing grapes and picking olives. Living conditions are different: it can be a luxurious villa or a simple country house.

According to statistics, more than 50% of Europeans prefer rural holidays. For example, in Austria, agrotourists make up 16% of the total number of rural tourists in the European Union, Italy - 13%, France - 15% and Spain - 8%.

Agrotourism has been developing for decades in Italy, Spain, France, Greece, and these countries are today the main trendsetters of the global agrotourism segment, where a huge network of private rural hotels has developed, thousands of tourist attractions have been created, hundreds of routes have been developed. Students regularly go to farms in the USA, developed countries of the European Union to earn extra money during their summer holidays. The conditions are relatively modest: living in a single or double room, meals with the hosts, and a very large cash bonus.



Forbes has selected some countries where it is especially pleasant to engage in agritourism. The table shows the cost of entertainment in different countries.
Cost of entertainment in different countries

Country	Entertainment	Price
Croatia	Olive harvesting, working in vineyards, searching for truffles with specially trained dogs	30-80 euros per person per day
Czech Republic	Milking a cow or shearing sheep, making cheese from goat's milk, the opportunity to participate in hunting	from 3 euros for accommodation in a camp
Sri Lanka	Wood and ivory carving, working on tea, rubber and coconut plantations, as well as learning the intricacies of Sri Lankan cuisine.	from 2000 dollars per person for 13 people
Poland	Making oscypek cheese from sheep's milk, the basics of blacksmithing	from 8 euros for accommodation in a camp
Cyprus	Taking care of goats and sheep, helping their owners bake bread, picking oranges and cherries	from 40 euros per person per day
Italy	Participating in pizza making, picking oranges	from 30 euros per person per day

National Geographic Traveler magazine held a competition for the best tourist destinations among the most popular types of recreation in 2016 - National Geographic Traveler Awards 2016. The places in the agritourism nomination were distributed as follows.

Voting results in the "Agritourism" nomination.

The first place was taken by Belarus (24 percent of the vote), the second place in the rating was taken by Italy (22 percent of the vote), the third place was taken by France (20 percent of the vote), the fourth place was taken by Russia (18 percent of the vote). In recent years, agritourism has become a very popular form of recreation. This trend has been adopted by many travel agencies and they have begun to organize farm tours. Long-term agricultural excursions are rare. Basically, tourists prefer vacation time or weekend trips. Companies support



visas, organize leisure and accommodation in favorable conditions, from a private villa to a country house.

The most common voluntary agritourism organization on organic farms (WWOOF) is the organization of organic farming. The tourist fills out a form on the organization's website, pays a fee of \$ 40-55, as a rule, no additional payment is required. After that, the tourist is entered into the database and several farms that are ready to accept him are selected. WWOOF operates in 53 countries. The activities of the organization Help Exchange around the world are similar to WWOOF, the main difference is that it offers not only farms for employment and recreation, but also schools, orphanages, churches and other organizations that need help and additional labor.

Agrotourism serves as a synthesis of special types of tourism:

Another area of agrotourism is ethnotourism, the purpose of which is to get acquainted with the culture, architecture, lifestyle and traditions of the population by visiting ethnographic sites. Currently, the share of Russian agrotourism in the world tourism turnover is only 1%, and only 20% of Russia's tourism potential is used, while in world practice the average growth of the agrotourism sector is 6% per year. It is worth noting the conditions that hinder the development of Russian agrotourism:

- the poor development of Russian infrastructure (this includes the poor condition of Russian roads and the lack of a wide range of leisure activities);
- lack of state support and legislation (incentives for owners of guest houses, tax reductions, bank loans on favorable terms; agritourism activities require clear regulation and legislative registration);
- lack of tourism brands and their promotion. Support is needed in their creation.

Formation of an information and tourist base, which includes an atlas of agricultural firms in the Russian market. Thus, agrotourism is a profitable direction for the development of the agrarian sector of the economy, oriented towards environmentally friendly goods and environmental services, capable of making a significant contribution to the regional budget. This is a successful and independent direction, interesting in terms of attracting investors to develop and expand existing ones and creating modern agrotourism destinations in the future. Agrotourism is an incentive for the formation of agricultural parks, ecological



clusters, contributes to the preservation of the national identity of the country's regions, is one of the factors of rural development, it is a type of recreation at affordable prices, increases employment of the rural population, reduces the migration of rural youth to megacities, increases the duration of the tourist season and provides a variety of recreation at affordable prices.

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