



# FEATURES OF AGRO TOURISM AND DIRECTIONS OF ITS DEVELOPMENT

**Turobova Hulkar Rustamovna**

*Senior lecturer, Department of "Economics", Bukhara State University*

**Najmiddinov Shakhzod**

*Student of Bukhara State University*

## ABSTRACT

*This article describes the importance, objective necessity and peculiarities of agro tourism in the development of tourism. The goals of agro tourism development and tasks arising from these goals are presented. Also, opportunities and factors for the development of agro tourism in the Bukhara region are shown. The model, stages of agro tourism organization and SWOT analysis of agro-tourism development are presented. Based on the regional peculiarities of Bukhara region, there are suggested routes to be implemented in the field of agro tourism.*

**KEY WORDS:** *tourism, agro tourism, rural tourism, ecotourism, tourism products, competitiveness, agriculture, tourism, income, employment, infrastructure.*

## DISCUSSION

Today, tourism and its types are developing in the world economy and agro-tourism, ecotourism, medical tourism can be examples of those types. Tourism has become one of the most profitable business in the world. It is an integral part of the market economy, rapidly growing network in many countries of the world turned. Tourism, transport, communications, trade, construction of world economy industries, agriculture, consumer good are developing indispensably and has its own place in the world economy.

According to statistics provided by the United Nations World Tourism Organization (UNWTO): "... tourism is the third in terms of profitability, fourth in exports of goods and services, and its share in the gross domestic product is 10%"

Agrarian tourism or agro tourism, as a direction of tourist and recreational activities, is inextricably linked with such concepts as types of tourism such as ecological and rural tourism. Many scientists and practitioners disagree on these three definitions, and therefore there are several points of view on how rural, agrarian and ecological tourism relate to each other.

Agro tourism is a sector of the tourism industry, focused on the use of natural, sociocultural, cultural, historical and other resources of the countryside and its specifics to create an integrated tourism product.

"Agro tourism is a type of activity organized in rural areas, in which comprehensive services are formed and provided for visiting guests for accommodation, recreation, food, excursion services, organization of leisure and sporting events, active tourism, fishing, hunting, knowledge acquisition and skills".

With the establishment and development of agro tourism, rural population in the regions will be provided with jobs, their additional incomes will be increased, the profits of agrarian enterprises and tourist enterprises will be improved, and rural infrastructure will be improved. After all, tourism has proved to be a profitable industry. In some foreign countries, agro tourism remains a source of additional income for rural development and agriculture.

Consistent reforms to accelerate the development of tourism are being implemented in our country. As a result of the state support of tourism development as one of the strategic sectors of the economy, the country's tourism potential is growing. According to the address which was directed to the Parliament by the president of Republic of Uzbekistan, Shavkat Mirziyoyev, tourism should be a priority for the strategic sector of the economy, with a great potential for accelerated development of medical tourism and other important tasks shown. [1].

Our country has huge opportunities for the development of agro tourism. Particularly during the years of independence, Uzbekistan has been known worldwide, its international friendships, cultural and



economic relationships are expanding and developing along with the nature of our picturesque villages, the labor and way of life of our people, from generation to generation, Foreign tourists are attracted by the lifelong traditions and values that are respected and polished.

Today, rural tourism is rapidly developing and has become one of the areas of tourism that attracts the attention of foreign tourists. Italy, Ireland, France, Switzerland, Spain, and Scandinavia are leaders in the development of agro-tourism. In these countries agro-tourism revenues make up 10-20% of tourism revenues.

Agro tourism plays an important role as one of the main types of tourism. A distinctive feature of agro tourism is that a tourist gets acquainted with agricultural animals, birds, poultry and plants, rural life and agricultural production during their leisure time. It provides emotional rest for tired and mentally retarded people from the busy streets and people of the city.

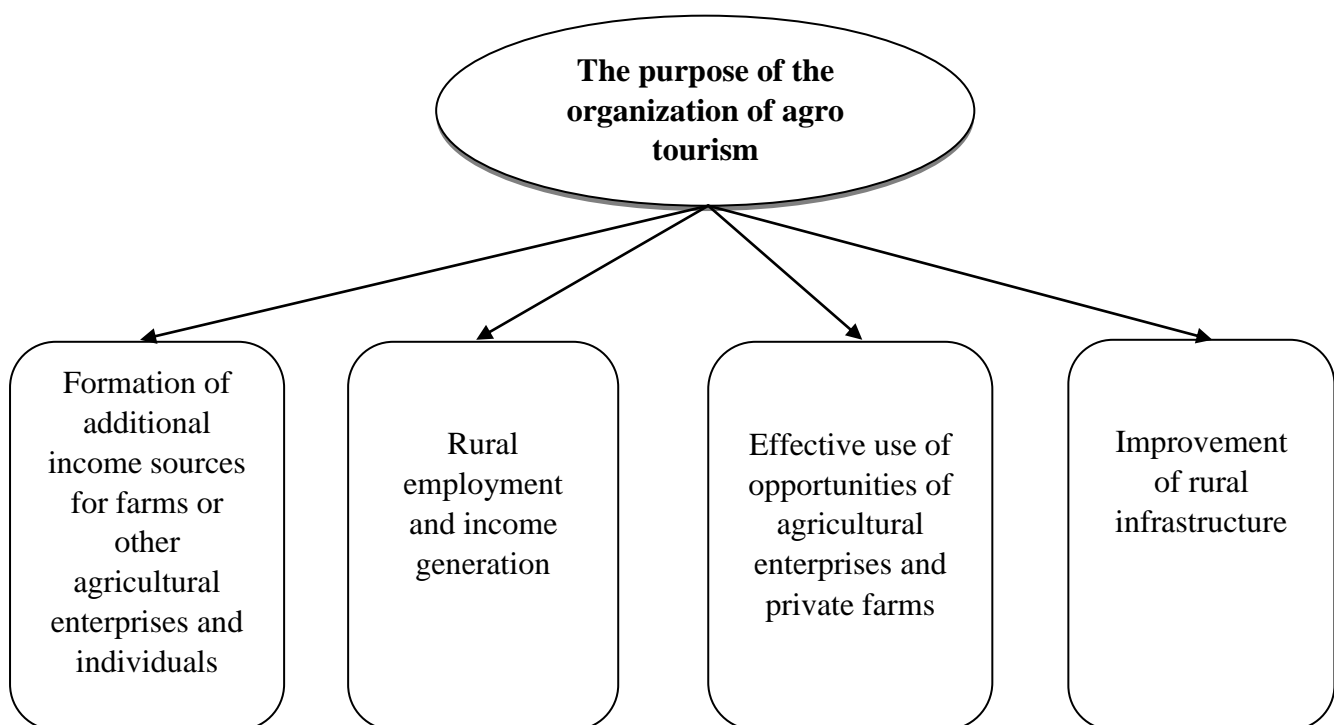
Lately, many tourists prefer to spend their holidays in the countryside, where they can live in rural homes for weeks, get acquainted with rural life, local culture and traditions, participate in traditional rural work. is possible. This type of tourism is preferred by many tourists who want to see the diversity. Most of the

tourists who choose agro tourism are residents of big cities, tired of constant stress and a sharp pace of life. They want to spend their vacations away from the noise of the city, in a peaceful environment. This type of leisure is characterized by the use of natural, agricultural and other resources in rural areas.

In the conditions of innovative economy, one of the most important factors of sustainable socio-economic development of the region is the need for accelerated development of domestic tourism, development of agro tourism to introduce citizens with the cultural and historical heritage and natural resources of rural areas of the country.

Development of agro-tourism has its own peculiarities. Followings can be examples of them:

- Rural accommodation and meals cost 2-2.5 times cheaper than in the city;
- Environmental cleanliness in rural areas;
- Availability of environmentally friendly food;
- as an ethnographic tourism destination, preserving the national identity in rural areas the rest and so on.



**Figure 1. The purpose of the organization of agro tourism**



For these purposes the following tasks should be implemented:

- Improvement of the rural tourism infrastructure, first of all;
- Second, to increase government support for the establishment and development of agro-tourism;
- Thirdly, to create a tourism brand and to promote their advertising;
- Fourth, the formation of an information and tourist base.

Among the regions of the Republic of Uzbekistan, Bukhara region is remarkable for its great tourism potential. There are more than 400 historical monuments in Bukhara, about 200 of which are located in rural areas. This will allow to combine several types of tourism.

There are a number of factors that contribute to the development of agro tourism in the Bukhara region. Including:

- There are agro services and goods that are typical of the Bukhara region, attracting

foreign tourists and even locals (for example, the beauty of the karakul's skin has impressed the whole world);

- The geographical location of Bukhara, that is, the desert and semi-desert areas, reflecting the peculiarities of the plants and animals that grow in the area;
- The location of the "Jayran" Eco-center in the territory of Bukhara region, etc.

Some agricultural enterprises and tourist firms in the region have manufacturing and service facilities and infrastructure facilities, which are the basis for the organization of agro tourism. That is, it is necessary to effectively use the opportunities of tourism (experience in the provision of services, hotels and other infrastructure facilities) and agricultural enterprises (manufacturing practices, field trips, and other existing infrastructure facilities).

The organization of agro tourism can be organized and developed in several stages. The table below shows the model and stages of agro-tourism development, and the steps to be taken at this stage.

**Table 1.**  
**Model and stages of agro tourism development**

Indicators	Stages of development		
	I	II	III
Model of agro tourism development	Farms, households	Tourist villages, residential complexes and agricultural centers	Regional agrarian complex
Accommodation	In the farmer's house	Specially designed buildings	Agrotourcomplex
Food	Semi-boardings	Semi-boardings, boardings	Only boardings
Recreational activities	Horse riding, fishing, etc.	Ecological excursion, ethnic tours	Health-therapy, scientific tours

In the first stage, the housing facilities available to farmers can be used. For example, one can build his own home or build tents and grounds. In the second stage, it will be possible to create specially designed buildings that will require a certain amount of funds, such as dormitories, dining facilities, recreational facilities, and other facilities. It is advisable to organize recreational ecologic tourist of ethnic types. The third stage envisages the creation of agro-tourist complexes.

It is necessary to build high quality and standardized buildings. It should include dormitories, restrooms, dining rooms, treatment rooms, rooms for training programs and more.

The picture below shows the SWOT analysis of agro tourism formation. In other words, the strengths, weaknesses, opportunities and threats of the organization of agro tourism are listed.



Strengths	Opportunities
<ul style="list-style-type: none"> <li>- High agricultural production potential of the regions;</li> <li>- High natural resources;</li> <li>- Availability of historical and cultural monuments of world importance;</li> </ul>	<ul style="list-style-type: none"> <li>- Increase of income of regions and rural population;</li> <li>- Creation of additional jobs;</li> <li>- Further development of entrepreneurship and craftsmanship in rural areas;</li> <li>- Improvement of social infrastructure;</li> <li>- Opportunity to save costs in using innovation.</li> </ul>
Weaknesses	Threats
<ul style="list-style-type: none"> <li>- underdeveloped rural and tourist infrastructure;</li> <li>- Low competitiveness of agricultural products and tourism services;</li> <li>- unexplored rural tourist resource base;</li> <li>- Lack of information base on tourism and agro-tourism;</li> <li>- Lack of qualified personnel for the development of agricultural tourism</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of legal framework for the establishment and development of agricultural tourism</li> <li>- Lack of normative documents on the establishment of cooperatives</li> <li>- Probability of environmental damage to the region</li> </ul>

**Figure 1. SWOT analysis of agro tourism formation**

According to the above analysis, the benefits, strengths and possibilities of agro tourism play an important role in the society's life. Because nowadays it has been essential to improve the life standards of the population and to create new jobs.

Based on the regional nature of the Bukhara region, the following tourist products and services can be offered:

1. Meet the Karakul Miracle;
2. Melon tour, flower tour;
3. Camel and horseriding;
4. Familiarity with desert and mountain flora and fauna;
5. Preparation and consumption of various national dishes;
6. Organization of holidays for school children in summer camps (winter, summer, spring and fall);
7. Arranging introductory lessons on rural life for urban children;
8. The organization of "Green nature" programs for children;
9. Creation of "Production and industry" programs for foreign tourists;
10. Creation and purchase of craft products;
11. Acquaintance with rural life;
12. Recognize and participate in national traditions;
13. Preparation of various finished products from livestock products. For example, wool carpets, camel's woolen articles, snowflake skin clothing, and so on.

In summary, agro-tourism is now a highly profitable field and holds a special place in the global tourism market. Although agro tourism may not compete with such large volumes as sea resorts, it does play a role in tourism. Agro tourism promotes domestic and international tourism, contributes to the living standards and welfare of the population.

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