



Leading Experiences of Development of Agrotourism

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Abstract: Agrotourism is considered as an economic sector that has a positive impact on the economy of few countries of the world in the 21st century. According to the International Tourism Organization, a large part of the world's production and economic turnover falls on the field of agrotourism. In the coming years, it is expected to have a great influence on the economy of the whole world and provide employment to the unemployed population. This article talks about the origin of agrotourism, countries with developed agrotourism and future prospects.

Keywords: Uzbekistan, tourism, agrotourism, agriculture, ecotourism, pilgrimage tourism, guesthouses.

The Republic of Uzbekistan is an important country in Central Asia. Among the neighboring countries, it is among the countries that have the opportunity to further develop agrotourism, ecotourism, and pilgrimage tourism and can easily compete in this regard.

The presence of our high culture, ancient cities that have witnessed the development of humanity, healing nature, high mountains, green valleys, and clear spring water opens a great way for our country to develop these areas.

In agrotourism, it would be appropriate to effectively use the opportunities of the rich and fertile land resources of our country, to use the water resources wisely, and to use the possibilities of water conservation, thereby becoming an example to the world community. In addition, the development of various programs and special strategies for employing the local population is a significant contribution to the income of the population. Today, international scientific and popular magazines are putting forward many opinions aimed at showing the place and importance of agrotourism in various media.

Today, agrotourism has become one of the most profitable industries in the world. According to experts, the further development of this network is important not only for the effective solution of socio-economic issues, but also for the elimination of environmental problems. According to the World Tourism Organization, more than 210 million workers are currently employed in the tourism industry, and the annual income from it is 770 billion US dollars. At the same time, tourism is also developing in developing countries. The countries in the Asia-Pacific, Middle and Middle East and Europe regions, which cover almost half of the tourist market, are leading in this place. Experts say that the natural and adventure tourism network, which is part of the agrotourism network, is developing rapidly in the tourism industry.

According to the UN data, even relatively small countries receive income from ecotourism in the amount of 1.4 million USD, 1.4 million USD in Ecuador, 1.18 million USD in Costa Rica, 1.14 million USD in Nepal and 1.55 million USD in Nepal. It is worth saying that the income of these countries from agrotourism and ecotourism is 70-80% of the country's gross domestic product.

Currently, in the world tourism industry, the income from international tourism ranks third after the automobile, oil, and gas production industries.

In our country, there are not only world-famous ancient cities such as Samarkand, Bukhara, Khiva, Termiz, which attract foreign tourists, historical monuments, but also unique beautiful nature related to agrotourism, landscapes (desert, desert hills, mountains, lowlands), a variety of unique flora and fauna, rare, world-important archaeological findings, paleontological remains, rare geological sections in the world and the presence of more than 8000 similar natural monuments in the development of agrotourism is important.

In addition, Uzbekistan is located in the middle of Central Asia in a convenient transport-geographical area for the development of agrotourism, connected by various developed communication routes, and is a leader in the world in terms of its international tourism potential. owns the ruins.

There are problems such as lack of routes, lack of infrastructure in certain areas, and low level of environmental knowledge that hinder the full development of agro-tourism in the country.

Agrotourism is natural tourism, which includes creation and understanding of the natural environment, direct acquaintance with the production process of agricultural products. Its management is carried out in such a way that the resulting activity is ecologically, socially and culturally sustainable, and includes the "natural environment", cultural contents, "ecological sustainability" adequate income for the local population and the long-term protection of the resources used. Agrotourism, like any other type of tourism, should be ecologically sustainable, give pleasure to tourists and bring income to local residents. In addition, it should "fit in" with the natural and cultural environment. The meaning of the word "fit" is that the style, size and variety of this activity must correspond to the scale and character of the landscape and the customs of the local population.

According to the definition of the International Union for Conservation of Nature, "Ecological tourism or agrotourism is an approach to nature conservation in order to travel responsibly with respect to the natural environment, study without harming natural areas, and enjoy the unique attractions of nature." it has a "soft" effect on the environment, activates the socio-economic conditions of the local people and ensures that they receive benefits from this activity."

The tourism society believes that "agritourism provides nature protection as a result of responsible travel to natural areas and improves the living standards of local people."

The World Wildlife Fund - "Ecotourism is a trip to relatively unspoiled areas, in order to get an idea of the cultural and ethnographic characteristics, without violating the integrity of agrotourism, it creates such economic conditions in which the protection of nature and natural resources benefit the local people." defines.

In another definition, "Agrotourism is not only a trip to exotic natural areas, their fauna and flora, with educational and spiritual goals in mind, but also a set of interrelated complexes with the solution of socio-economic issues." is understood as.

Although these definitions differ from each other only partially, their main conclusion is to preserve nature, preserve and increase the flora and fauna, establish protected areas, national natural parks for this purpose, and encourage the local population to implies the goal of improving their living conditions as a result of providing jobs, enriching the state budget by attracting local and foreign investors.

1. Analyzing different definitions of the concept of "ecological tourism" and summarizing it, it shows that it is necessary to distinguish the following signs:
2. indirect use of wildlife as an environment visited by tourists;
3. minimal damage to the environment;

4. have a recreational and positive educational effect on a person;
5. getting to know new landscapes, studying flora and fauna samples for protection;
6. use of funds received from tourism to protect and restore the flora and fauna of all regions of the world;
7. all tourists and service providers to living nature and
8. compliance with the code of respect for local residents, etc.

Summarizing the concept of "ecological tourism" can be the basis for the following conclusions: The principles formed in the above-mentioned signs of tourism organization are not local, but global in nature. Therefore, these principles should apply not only to certain parts of the world or to certain parts of the land, water and air space, but to the field of tourist activity in the whole world.

Also, the theoretical justification of the concept of "ecological tourism" allows to adapt the minds of the majority of the population living in the region to the requirements of agrotourism. This, in turn, gradually forms the optimal technology for the development of tourist activities without harming natural resources.

Thus, the agrotourism system is based on the principles that can be used in various types of tourist activity. These are: educational or adventure trips (walking, horseback riding, water, mountain, hiking, etc.), student vacations, scientific expeditions, weekend excursions, summer children's camps, etc.

Interest in agrotourism has emerged due to growing demand for authentic tourist experiences and growing interest in nature conservation. It includes types of tourism that adapt to natural, cultural and social values and promote the harmony of culture and nature in the natural environment.

According to the information of international organizations, the importance of agrotourism compared to other types of tourism is increasing year by year. According to experts, despite the fact that agrotourism is a new field, its popularity is accelerating.

Agrotourism is one of the developing industries today. This type of tourism appeared in Western Europe in the 60s of the 20th century and developed mainly in countries such as Spain, Italy and France.

The reasons for the emergence and growth of agrotourism are the aspiration of city residents to rest in the heart of nature and get to know the life of a peasant family. It allows the tourist to relax and enjoy natural dairy and meat products, well-grown vegetables and fruits. Resting in the heart of nature, enjoying various fruits in the gardens, preparing food under the open sky from vegetables from cultivated fields, fishing from lakes, staying in field and mehon houses give people a special pleasure.

With the development of agrotourism, the economy of some countries is developing rapidly. Another advantage of agrotourism is that it increases the ecological knowledge and general cultural level of the visiting population and the local population.

Currently, agrotourism is not a purely commercial field, agrotourism does not require large investments like other types of tourism. On the contrary, it is considered sufficient to use all the opportunities in the districts and villages. Another feature of agrotourism is that it does not require the establishment of large hospitality or tour companies in this area. As agrotourism penetrates into the countries of the world, in some countries, the income from this field of tourism has been able to equalize with other fields of tourism. And as a result, attention is paid to the development of agrotourism.

If we look at the international experience of the development of agrotourism, now this branch of tourism, the field of agrotourism, is highly developing in Spain. The number of hotels, villas, home hotels and companies related to agrotourism is increasing day by day. In Spain, agrotourism provides an opportunity to taste wine regions together with travel. And vacationing in farmhouses is a good

reason to get to know the Spanish culture and lifestyle. Farmers in Spain are trying to make full use of these opportunities, realizing that agritourism is a new way to increase their capital.

The uniqueness of agrotourism in Germany is that tourists who go to the villages have the opportunity to participate in the festivals and holidays held in the villages, in addition to living and eating in farm houses. In Germany, there is no need for new accommodation for tourists in rural areas, because the rural population prefers to accommodate tourists in their own homes. Villagers have long-term experience in creating opportunities for vacationers. Here, agrotourism is directly connected with holidays and festivals. Village fairs are held regularly. For example, the beer festival is very popular and is held in Munich. This place is visited by tourists from all over the world. Many villages try to attract tourists with entertaining holidays.

Agrotourism is an additional source of income for farmers in the United States. Autumn is the season for the people of Amireka to travel to the countryside. Because all fruits and vegetables are ripe. Residents of the city often want to have fun here, such as picking fruits, walking in the cornfields, and picking pumpkins with their children. Farmers manage it very well because 30% of the income of farmers comes from this sector. It is said that this income will increase by 60% in the future. Opportunities have been created to hold wedding ceremonies in some farms, which in itself increases the flow of tourists.

The development of agrotourism is the development of handicrafts and trade, new professions appear in the field of tourism, the development of infrastructure and services in districts and villages. In particular, jobs are created in villages through agrotourism. Eco-friendly products are produced. As a result of the development of agrotourism, the volume and quality of the products grown increases, which in itself increases the export potential of our country and ensures its entry into the world market, and the country increases its prestige in the world. It will increase the circulation of money in the country and improve the living conditions of its inhabitants. After the improvement of the way of living of the population, the outlook and opinions will change.

There will be an exchange of culture and ideas between tourists from abroad and local residents. At the same time, it provides opportunities for local residents to earn additional income. Because they can offer agro-tourism services and products using their capabilities.

In short, the development of agrotourism allows the population to create jobs, use the experience of new personnel, and thereby attract tourists. It also causes positive changes such as keeping tourists in the country for a longer period of time, increasing the income of the population, improving the living environment, improving the social infrastructure in the villages, improving the quality of tourist services and agro-tourism products. Ecologically clean areas and the use of new ideas in nature protection also attract tourists. In a word, the development of agrotourism stabilizes the country's economy and increases the well-being of rural residents.

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