



## The Role of Agrotourism in the Sustainable Development of Rural Areas in Uzbekistan

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**Abstract:** This article talks about the role of agrotourism in the sustainable development of rural areas in Uzbekistan, a type of tourism that is currently becoming a leading industry in the world economy.

**Key words:** Tourism, agrotourism, rural tourism, characteristics of agrotourism, tourist, population, logistics, project, farmer.

**Enter.** Agrotourism is a part of rural tourism, which is a tourist destination that offers tourists the opportunity to engage in farm activities. At the same time, tourism and agriculture are increasingly developing in the world services market as a sector that provides additional income for farms in developed countries. This tourism refers to the agro-tourism areas organized in the farms of farmers, peasants and homesteads in the rural areas, and at the same time, it is aimed at the organization of services as an ancillary branch directly related to the production process in these economic forms. Today, according to the wishes of the participants in tourism, these network services require diversity, that is, branching of the route within the routes. These processes are also observed in visitors to our country. The goals of the project are also taking into account aspects such as the effective use of ecotourism opportunities of rural areas, the creation of additional jobs in the network, and the creation of new directions in tourism, along with obtaining additional income from seasonal economic activities. takes into account the extension of the length of stay of tourists in the country and thereby increasing the income of the tourism industry. In addition, national traditions in the development of fruits and vegetables specific to the regions include, in particular, the preparation of juices, dried fruits and wine mash, which are based on the reproduction of the viticulture network.



## Literature analysis and methodology.

The first manifestations of agrotourism began in the second half of the 19th century in South Tyrol (Italy), when aristocrats went to mountain farms to escape the heat in the summer. A similar migration has been documented in South Carolina, where wealthy plantation owners migrated from the lowlands to the high country in the summer. Over the past 35 years, this practice has been labeled, defined, legalized and spread around the world as the concept of agritourism. Agrotourism is used together with the concepts of farm tourism and rural tourism as synonyms. In some literature, it is also used as other words with similar signs but meaning. According to the World Tourism Organization, 70% of Europeans are interested in natural and rural tourism, of which 32% are interested in rural tourism, 28% in rural areas and recreation in nature, and 10% in natural tourism. It can be seen that among the types of tourism, the demand of tourists for rural tourism is high. However, the role of agrotourism in tourism destinations is expressed differently in different studies. For example, the Kazakh scientist S.R.Yerdavletov included agrotourism in the sport-health type of recreation.

If we define agrotourism from an oriental point of view and the traditions of Uzbekistan, it is a type of tourism in which tourists visit farms, peasant farms and households (households with a special garden) located in rural areas in agricultural production. reflects his visit in order to participate. The main difference from other approaches is that households are not registered as farms and do not operate as legal entities, but as family income-generating entrepreneurs, they can independently engage in agrotourism, organize excursion services. are receiving farms. Also, their main activity is doing existing work in agriculture, and they get additional income by providing agro-tourism services.

Studies have shown that the benefits of agrotourism development are more extensive.

✓ to further expand the activities of farms
✓ presentation of agricultural products in an innovative way;
✓ increase farm incomes;
✓ direct additional income from the farm to family members; - recreation centers;
✓ renovation of living and working places of farms;
✓ providing opportunities to achieve management skills and entrepreneurial spirit;
✓ ensuring long-term stability of farms

**Theory.** Currently, agro-tourists cannot be surprised by exhibits in nature museums. Agro-tourists seek to get close to nature, get acquainted with ecological resources, agrarian potential and opportunities, achievements, and get aesthetic pleasure from them. These needs can be met by forming and developing agrotourism. Because agrotourism allows people to relax in the heart of nature, get to know the rural way of life, and use ecologically clean products.

As a result of our research, it was found that agrotourism has a number of unique features. These are:

- 1) special hotels with all amenities are not required to accommodate tourists in agrotourism, they can be accommodated directly in farmers' houses or in open-air tents. People belonging to these different categories are given the freedom to use affordable and high-quality, convenient agro-tourism services.
- 2) financial-ethnographic, pilgrimage-historical, agro-tourism, cultural, sports tourism economic costs are not required for agro-tourism companies, because it is possible to use the lifestyle and customs of the villagers as a tourist object in its organization.
- 3) it is effective to carry out agrotourism together with historical, pilgrimage, sports, ethnographic and similar tourism directions. Because the listed types of tourism have been developed in rural areas since ancient times. It provides an opportunity to introduce tourists to the natural, historical, socio-cultural aspects of rural areas at the same time.
- 4) man-made pressure on nature and disregard of ecological requirements of people are creating a number of problems. From this point of view, agrotourism, like ecotourism, in the direction of its

development, performs tasks that directly and indirectly help in the rational use of health resources in agriculture, protection of agro-landscapes and restoration of degraded lands.

**The result.** The role of agrotourism in the sustainable development of rural areas in Uzbekistan is very important. Agrotourism is a form of business that expresses the concept of receiving tourists in agriculture and realizing their unique professional knowledge. Agrotourism allows tourists to get closer to rural life through the shown opportunities. Thanks to this, it will be possible to develop the tourism potential of the country and increase the financial interests of the rural population. Agrotourism introduces domestic and international tourists to the modern and centuries-old rural life of Uzbekistan and allows them to have a good rest.

Agrotourism and its components can be related to, for example, farms or orchards that produce organic produce in an environmentally friendly manner. In addition, the dams located in these areas allow for innovative technologies in the management of water resources, the development of water economy, and the implementation of innovations in the field of agriculture.

With the place of agrotourism, the products produced in the rural areas of Uzbekistan can also develop the food industry. This makes an important contribution to the economic development of the country and increases the country's food security and export potential.

Also, agritourism attracts tourist destinations to rural areas and, at the same time, increases the knowledge of local people about tourism. This will give tourists the opportunity to see historical, cultural, natural and journalistic objects located together with its main goals.

In addition, agritourism can create job opportunities for the youth of the rural population. Therefore, work experience courses can be organized to provide work experience for young people in the early stages. Thanks to agrotourism, it is possible to create paid vacancies for study, work or business development. Along with these, agrotourism should be considered as the main factor in sustainable development of rural areas of Uzbekistan.

As a result, new job opportunities and financial benefits are created for the villagers, and tourists learn about their country

**Summary.** The role of agrotourism in the sustainable development of rural areas in Uzbekistan is very important. Agrotourism offers an opportunity to attract tourists to rural areas and see their rustic life. This provides an opportunity to increase the income of the rural population as tourism and also present the products of our country to the world. Several activities can be carried out in the tourist areas to provide a sense of sensationalism to the tourists in the villages through agrotourism. For example, they organize rustic museums, organic farms, fresh produce markets and zoos. Here, tourists get close to the private crimes and traditions of our country and get information about the life of local people. For the creation of agrotourism institutions, legal and financial problems must be solved. At the same time, it will be necessary to develop new infrastructure projects, for example, the spread of road networks or the provision of vehicles to improve the auto-tourist route. If the role of agrotourism is developed sustainably, it will create new job opportunities and income for the population working in rural areas. Also, tourists will see the cultural and natural wealth of our country, and at the same time, as rural areas become tourist destinations, the funds invested in them will also increase.

In addition, agrotourism helps to improve the living standards of rural residents. With the arrival of tourists, facilities such as zoos or farms develop, improving infrastructure and services. This is due to the increase in knowledge and skills of the population living in the villages. The role of agrotourism is very important, because it provides an opportunity to attract tourists and present our local products to the world in the development of villages. Also, by developing this sector, it creates new job opportunities and income for the people working in the villages.

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