



Assessment of the Influence of Factors on Choosing a Model for the Development of Agrotourism Activities

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Abstract: The article examines the issue of assessing the influence of factors in choosing an effective model for the development of entrepreneurial activity in the field of agrotourism. It is based on a comparative analysis of the models used in the development of agrotourism activities and the application of their superior and effective aspects in the segment of local and national tourism services.

Keywords: tourism industry, agrotourism enterprises, models, territorial tourist potential, influencing factors, integral indicators, seasonal factor, cluster analysis.

Introduction

Today, the development of agrotourism activities in the tourism industry of developed countries of the world, including in developing countries with a steadily increasing share in volume and overall indicators, is largely carried out on the basis of the management of agrotourism resource components of the country's territories and factors of positive and negative impact on the development of activities.

The model for the development of the activities of agrotourism was adopted as a model in countries where the agrarian network of Europe has a relatively high place. These countries do not have residential facilities at such a level of comfort in rural areas as in Western Europe, but they have state programs for the development of agrotourism activities according to the EU model. Decisions and related programs to support agrotourism were adopted by the government, a system of preferential lending of agrotourism settlements was created, in order to increase their comfort, national associations of business entities engaged in agrotourism activities are created to receive tourists, information technologies are introduced and information and advertising portals are supported [1].

To implement any model of the development of agrotourism activities, in addition to the presence of tourist and recreational resources in the regions, it is important to develop residential areas in rural areas. In this case, the means of placement of agrotourism activities can be formed in two ways:

1. Transformation of housing, palaces, cottages into tourist residences, which are not created as a permanent or conditionally existing hotel in rural areas.
2. Special placement construction of objects-in this case, tourist accommodation ("national villages", "hunter/fisherman's houses", "cultural centers", "agricultural parks", camps, etc.) performs the function of a means of placement for agrotourism activities.

Materials and Methods

Based on the study of foreign experience in the development of agrotourism activities, it can be

noted that currently in the world there are practical experiments on the implementation of several models for the development of agrotourism in regions with developed agriculture, which can be classified as follows:

1. Development of agrotourism activities on the basis of a small family hotel business and the existing tourist resources of the territory without significant changes in the socio-cultural environment of the territory.

The implementation of this model implies the implementation of state policy on the transfer of the rural population from the agricultural production sector to the service sector, that is, the adoption at the national level of a comprehensive socio-economic strategy aimed at supporting the development of rural areas.

2. Large and medium-sized private tourist attractions in rural areas: construction of specialized private hotels in the form of "historical or national villages", cultural and ethnographic centers, Centers for visual production processes, etc. For the successful implementation of the model under consideration, a large amount of investments, the development of special projects, comprehensive research and marketing activities are required.
3. Creation of public or private agricultural parks. In addition to the development of the tourism industry, the concept based on such a model is aimed at popularizing and promoting agricultural achievements in a particular country, maintaining practical skills and demonstrating the technology of National (traditional) agricultural production. In world practice, the program for the implementation of such a model is usually supervised by the agency responsible for the development of agriculture. This model covers large public or private investments, the development of serious large projects for the development of agrotourism activities, the availability of a scientific, technical and research base and professional personnel.

When developing territorial directions for the development of agrotourism activities and optimization of management processes, taking into account the peculiarities of our country, primarily the diversity of regional and local conditions, it is recommended to take into account various models of the development of agrotourism activities.

Result and Discussion

There are two main concepts for the formation of "agrotourism" models. The first is that small agricultural enterprises - personal subsidiary farms, peasant (farm) farms, agricultural consumer cooperatives-begin to engage in entrepreneurial activities on the basis of a tourist approach within the framework of their activities. In this case, agrotourism develops at the expense of these enterprises themselves, not attracting the necessary investments from the outside.

The second concept involves the complex development of tourism in rural areas. In this concept, agrotourism is not seen as an auxiliary production, but as the main business that provides maximum recreational services aimed at using all aspects of rural life that are attractive to tourists. Such aspects can be attributed, for example, the presence of favorable environmental and aesthetic conditions, a rural lifestyle and the possibility of its inclusion in entertainment (horse riding, collecting mushrooms and berries, fishing, etc.), the use of cheap locally produced food, acquaintance with ethnographic features. These conditions lead to the development of tourist villages, real estate complexes, agrotouristic centers with residential means.

It is no coincidence that the policy of supporting the activities of agrotourism in Europe was still focused on economically low-developed regions, the basis of such a policy was the need to develop agriculture in order to increase the market competitiveness and efficiency of domestic agricultural products. This led to a decrease in the number of people employed in the main production and created the problem of lack of jobs in rural areas. Therefore, agrotourism began to be considered as an alternative type of economic activity, which led to an increase in the income of low-developed regions [1].

World experience shows that the development of the activities of agrotourism, which is considered a

special direction of the tourism industry in our country, can be effective both from a social and economic point of view. At the same time, if agrotourism does not develop on its own, it is impossible to achieve high efficiency within the framework of any program of territorial or regional significance, otherwise, in conditions of lack of financial resources, local projects in the field of agrotourism are obliged to independently develop slowly and difficult.

Based on foreign experience, it can be assumed that agrotourism in our country goes through two main stages in its development: the stage of organizing a small family agrotourism business and the stage of forming medium agrotouristic Business Objects.

In our opinion, the following areas (models) of development of agrotourism activities in our country may be promising:

- creation of regional rural tourist networks through the development of small, family and private agrotourism entrepreneurship (residential buildings – small family hotels and rural tourism infrastructure) based on the existing tourist resources of rural areas.

The prerequisites for the implementation of this model for the development of agrotourism activities are as follows:

- offering high-quality, modern and specialized tourist products in the field of agrotourism;
- formation of information supply channels for the client (information search networks, internet portals, cartographic assistance, advertising of the tourist area);

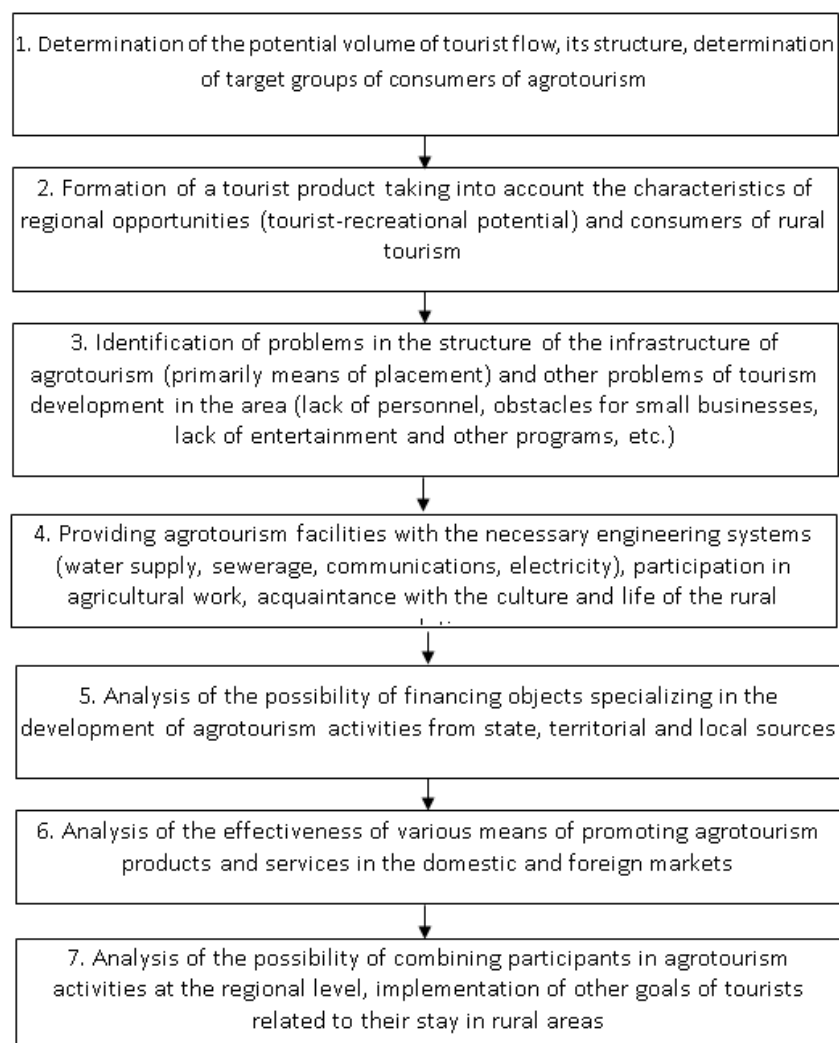


Figure 1. Methodology for choosing an effective model for the development of agrotourism activities in the regions of Uzbekistan¹

¹ Developed by the author.

- ✓ state concept for the development of agrotourism activities and the presence of a program to support it;
- ✓ the presence at the initial stage of the state or local system of preferential lending or subsidizing the objects of agrotourism;
- ✓ organization of associations/centers that unite the subjects of agrotourism;
- ✓ introduction of agrotourism product to market, advertising and promotion company.

The role of local government bodies in the development of agrotourism activities is also very important, since they transfer the local tourist and recreational potential to an active tourist resource; tourist resources of rural areas (natural ,cultural, historical, etc.); ensuring the environmental friendliness of the place; availability of a place (good access roads are the main factor); availability of modern means of; they perform specific and unique tasks, such as ensuring a level of comfort that meets the customer's demand [2].

The next model is based on the restoration of the socio-cultural environment of the historical settlement – “historical village”, “national village” or other types of settlements, the formation of villages formed in the style of historical objects.

If this model forms the basis of the concept for the development of agrotourism activities, the tasks associated with its implementation are solved at three levels of management (state, territorial and local). This path requires relevant regulatory support at the national, territorial and local levels, as well as foreign and domestic investments, the development of special complex projects and extensive research work.

At the national level, state support means the development of state policy in support of this model of agrotourism activity and at least an appropriate program for its implementation:

- regulation of agrotourism activities at the level of national legislation;
- financial support of agrotouristic farms by maintaining a system of preferential lending by the state;
- Assistance in the organization of information bases (creation and maintenance of an open national portal with a strong information base), expansion of the system of advertising and information support by the state for agrotourism activities.

The third model of the organization of agrotourism activities in our country implies the creation of large and medium – specialized agrotourism objects.

If this model forms the basis of the concept of the development of agrotourism, then the tasks associated with the implementation of this model are solved at the territorial level. This model includes the support of territorial authorities, a private (local, external or joint) initiative, the availability of large private investments and resources for the development of relevant large and medium-sized projects.

The next model for the development of agrotourism activities is considered to be a model for the creation of public or private, at the same time, agroparks based on mixed property, this model includes state and private agroparks as multifunctional tourism, exhibition, advertising and Exposition, cultural and Propaganda, Research, production, etc., the creation of residential buildings and complexes with the appropriate infrastructure in Methodically, such a direction in world practice is controlled by the State Department responsible for the agricultural sector, and, accordingly, it is its task to develop large public or private investments, relevant complex projects.

Conclusions

Each of the listed models of agrotourism has been tested to some extent in world practice. The analysis of these models shows that the concept of the development of agrotourism activities in the regions of our country should be comprehensive. Due to the variety of conditions on the territory of our country, various directions (models) of development can be included in it, and their practical

implementation depends on the choice of a model at the territorial level of management. When developing territorial integrative areas and choosing models, aspects of the implementation of the model by the initiative party (public, private entrepreneur or mixed) should be taken into account.

Since the formation of this direction of tourism activity is still at an early stage in regions of our country with a high chance of developing agrotourism activities, it is advisable to use the first model of activity development at the present time, that is, a small family hotel business without significant changes in the socio-cultural environment of the territory and a model for.

The second model, which is based on the volumetric approximation of this business after the formation of the conditions and infrastructure necessary for the activities of agrotourism in the regions within a certain period, namely the implementation of a model for the construction of specialized private hotels, cultural and ethnographic centers, Centers for visual production processes, etc. in rural areas in the form of large.

At the stage after the approximation of the subjects of agrotourism activity, through the model of creating State (mixed) or private agrotourism parks in private or state partnerships, it is possible to form large horizontal and vertical combined complexes aimed at a single goal in the regions, to intensively develop agrotourism activities.

The full implementation of these recommended priorities in the promising activities of agrotourism makes it possible to develop the processes of organization and management of agrotourism activities, as well as reduce the level of risks that may arise in the management and coordination of factors affecting the effectiveness of activities.

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