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The Need for Training for Agrotourism Prospects

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

Key words: tourism, agritourism, innovation, tourism, investment, domestic tourism, employment, human resources, tourism services.

The tourism industry is one of the largest industries in the world. Tourism stimulates economic growth, provides employment, creates new jobs and promotes the development of the social sphere. The tourism industry plays a significant role in the economies of countries. In the pre-pandemic period (2019), according to the World Tourism Organization, the tourism industry was the 3rd largest industry after the chemical and fuel industries, with the tourism industry accounting for 7% of world trade. The export turnover of tourism services in the XXI century has exceeded the turnover of the automotive and food industries. In Cambodia, Belize, St. Lucia, Croatia, Cape Verde, Fiji, Vanuatu and the Seychelles, exports of tourism services range from 14% to 30% of the country's gross domestic product (GDP), compared to 30.40 in the Maldives. % (using data from the World Council for Travel and Tourism (WTTC): <https://www.atorus.ru/news/press-center/new/42788.html>).

In recent years, agro-tourism has been recognized around the world as one of the most promising areas of the tourism industry. Agrotourism is well developed in Europe. Uzbekistan is also working to develop this sector. The main goal of developing this type of tourism is to strengthen the socio-economic status of villages. The rapid development of agro-tourism is due to the growing demand for this type of recreation by foreign tourists and locals. Studies show that a large part of the urban population prefers to rest in the countryside. The development of agro-tourism will create new jobs in agriculture, raise the cultural and intellectual level of the population, as well as help to revive and develop national crafts, traditions and

ceremonies. However, the work being done is not enough to reveal the potential of the agro-tourism sector. The industry is waiting for innovative steps and has a number of problems to be solved.

MAIN PART

Agrotourism is a branch of the tourism industry that focuses on the use of natural, cultural, historical and other resources of rural areas and the creation of a comprehensive tourism product. This can be done in rural areas or in small towns and villages without industrial and multi-storey buildings. The main features of agritourism are:

- Meeting the needs of people in the process of agricultural production, in the life of the rural family, as well as in practical participation in rural society;
- Meeting the needs of people for recreation;
- Restoration of mental and physical condition of people;
- Satisfaction of human emotional needs based on the desire to interact with animals and nature;

Although agritourism is recognized as a new trend in tourism, it has not been seen for decades. The state of Austria is mentioned in Europe as the homeland of agritourism. This is due to the developed agriculture and scenic Alpine system. Agrotourism began to develop in Europe almost 200 years ago. During this period, the 1st Association of Agrotourism was established in France. In the 1950s, the economic, political, and social potential of this field began to emerge in France (<http://www.orient-tracking.com/Ecology/Agroturism.html>). In Europe today, agritourism is seen as a factor in rural development, preservation of folk traditions, development of rural infrastructure and employment of the rural population. In the developed countries of Europe, rural tourism is very popular among tourists. In terms of tourist attraction, it lags behind only coastal resorts and accounts for 20-30% of the tourism industry's total revenue. The economic basis of agro-tourism is small and medium-sized businesses. There are currently several models of agro-tourism in Europe. They are:

- British model of agrotourism;

This model is primarily interested in the unique system of tourist accommodation. 3 types of tourist accommodation are relatively popular:

- ✓ At the farmhouse, along with breakfast (farm B

According to the Presidential Decree "On measures to further develop the tourism sector in the Republic of Uzbekistan", the State Committee for Tourism Development from 2019 began to compile a list of citizens' assemblies (towns, villages, auls) with tourism potential. If at least 20 family guest houses are created in the territory of citizens' assemblies and at least 5 types of services (excluding accommodation and catering services) are provided for tourists, they are called "tourist neighborhood", "tourist village" or "tourist village". tourist village "status. With this status, they can get a number of benefits. In particular, from 2020 they will be included in the state program "Prosperous neighborhood".

In 2019, the international agro-tourism festival "Pomegranate" was held in the village of Varganza, Kitob district of Kashkadarya region. As part of the festival, Varganza was given the status of the 1st agro-tourism village. It is known that this village is famous for its delicious pomegranates. That's the way it is in the region. The festival included a number of interesting events related to the pomegranate fruit. In Uzbekistan, agritourism is also relatively developed in Jizzakh and Navoi regions, on the northern slopes of the Nurata mountain range. Guest houses have been set up in villages such as Eski-forish, Ukhum and Hayot. The Kyzylkum Desert and the Nurata Range, as well as the Aydar-Arnasay Ashes, also display high potential in the region with their unique nature, unique fauna and flora. There are many villages and mahallas in Uzbekistan with such uniqueness. Almost all regions have the necessary resources for the

development of agritourism. Tourists can be attracted to everything from mountain and foothill landscapes to desert areas and adjacent rural areas, fields, hills, parks and meadows. These villages can be used as additional ecological and cultural sites for visitors to the nearby architectural and archeological monuments. In agriculture, the interaction between agriculture and tourism will only benefit.

Despite the systematic work being done, there are a number of problems in Uzbekistan that hinder the development of agritourism. Here are some suggestions on how to look or get an appointment for hair extensions:

- ✓ Poorly developed infrastructure in rural areas;

Tourism infrastructure includes roads, transportation services, cafes and restaurants, utilities, and facilities that generally meet the basic needs of tourists. In the initial stage, agro-tourism facilities can be built in villages with relatively developed infrastructure. Then it is possible to gradually select potential areas for the development of agro-tourism and to form the infrastructure of these areas. It is also worth noting the activities of sanitary facilities, which seem to be a minor problem, but cause a lot of protests from tourists. In this regard, there has been an acceleration in the movement in recent years. But there are still enough problems.

- ✓ There is no economic mechanism to support investors in agro-tourism;

Recognizing the high socio-economic importance of the development of agro-tourism in rural life, it is necessary to create a mechanism for subsidizing investors in this area. Granting these funds on a non-refundable basis will allow the investor to recoup part of the cost and ensure the investment attractiveness of the industry. In this case, the state bears a certain amount of investor risk. Grants to investors from the state budget or special funds can take many forms:

- Interest-free loans. The principle of interest is one of the main principles of credit. In this case, the bank provides loans at normal or preferential interest rates. For interest payments is subsidized by the state;
- Subsidies in the amount of a certain part of the investment;
- The agro-tourism complex is exempted from all types of utility bills for a certain period of time (usually in the early stages);
- The role of wage costs in the agro-tourism complex; is exempt from part payment for a certain period of time;
- Investors will be subsidized for infrastructure costs;
- Marketing and advertising costs of the agro-tourism complex will be reimbursed.

If the government implements at least one of the above forms, it will significantly increase the volume of investment in agritourism. As a result of the development of the agro-tourism complex, these subsidies will be returned to the state budget in the form of taxes.

- ✓ Unreasonably high prices for tourist services;

In Uzbekistan, agro-tourism complexes serve 80-90% of domestic tourism. And we have a perception that travel is only for people with high economic potential. The high cost of tourism services also contributes to this. Investors want to get their money back quickly. They choose income that comes quickly but does not last long. Investors set an average payback period of 3-5 years. This is also the case with pricing policy spends According to international practice, the payback period for 3-star hotels is 7-10 years, and for 5-star hotels - 15-20 years. Entrepreneurs need to develop innovative solutions to reduce

the cost of services. They should offer economically viable tariffs, taking into account the income level of the population.

✓ Existence of personnel problems;

Another problem that needs to be addressed is the lack of qualified personnel to organize and conduct agro-tourism activities. The emphasis of higher education on theoretical knowledge is due to the fact that students do not develop enough practical knowledge and skills. In addition, there are the following problems in the system of training for the field:

- Lack of qualified pedagogical staff with sufficient experience in the field of agro-tourism;
- Educational and methodological support in the educational process does not fully meet the real needs of the tourism industry;
- There is a significant difference between the needs of industry and the proposals submitted by educational institutions;
- Lack of a system for monitoring the staffing needs of tourism and other related businesses in the training of specialists on the basis of orders in the field;
- The practical skills and competencies developed in the educational process of graduates do not correspond to the academic level provided by higher education;
- Demand for graduates in the field of agro-tourism in the labor market, while the lack of qualified personnel in the field of agro-tourism. This is due to the fact that graduates do not have enough practical skills for certain training requirements;
- Lack of interaction between enterprises operating in the field of agro-tourism and higher education institutions on the organization and conduct of training, production and undergraduate internships on the basis of these enterprises. This does not allow graduates to compete in real competition and apply existing theoretical knowledge;

Also, the activity of specialized secondary schools that train personnel for this area is unsatisfactory. Admittedly, there are only a handful of companies in Uzbekistan today that are engaged in agro-tourism and can offer jobs to highly qualified personnel. The solution to this problem is a system of training qualified personnel for agro-tourism complexes and an increase in the number of entrepreneurs engaged in this activity. Agrotourism complexes have matured if they are an internship base for students qualified personnel will serve for the development of agritourism. There is a two-pronged need for this activity.

Another solution to the problems associated with the training system is the development of joint educational programs by universities. Agro-tourism is a field that requires personnel not only in the field of tourism, but also in the field of agriculture. Therefore, it is important for tourism training institutions to cooperate with agricultural training institutions [3-30].

✓ The socio-economic significance of agritourism is not fully understood.

Despite the large-scale work being carried out, agritourism is perceived not as a global sector of the economy, but as a branch of tourism. As of January 1, 2021, the rural population of Uzbekistan is 17,690.7 thousand people. That means 50 percent of the total population. Agrotourism can become an effective tool for rural development. Ensuring economic and demographic stability in rural areas is an important factor in the future development of these areas. It should be noted that in this case, the tasks of the state will be to identify priorities for the development of agritourism, to focus on the most valuable resources of the country, to support growth points. It is also important to study the market situation in depth and identify opportunities and risks that businesses may face.

- At present, Uzbekistan has not adopted a clear policy on the development of agro-tourism, normative and legal documents on the development of the sector.

The state normative and legal acts regulating the activities in the field of tourism and the documents of the state program in the field of tourism do not yet provide a clear definition of the concepts of "agrotourism" and "rural tourism".

There are no standards or regulations in place for agritourism as a specific area of the tourism industry. The opposite is true

It should be noted that the standards and rules in force in the field of hotel and recreational business in Uzbekistan do not fully comply with the activities of entrepreneurs who want to run a small family hotel business in rural areas.

The development of an appropriate regulatory framework for agro-tourism is a prerequisite for the successful development of this sector of the tourism industry in Uzbekistan.

CONCLUSION

Agrotourism brings significant potential benefits to the country's rural areas. The economic and social benefits are as follows:

"People living here can be an important source of employment, especially in economically underdeveloped areas." Locals can work in agro-tourism complexes as waiters, retailers, gardeners, farmers, cooks and other areas related to agro-tourism activities;

- Agrotourism opens new business opportunities for the rural population;
- Agrotourism increases revenues of local budgets;
- Promotes the preservation of local culture and traditions as a result of agro-tourism activities;

"As the agro-tourism sector is more environmentally friendly than other types of business, it will have a positive impact on the implementation of environmental measures."

The development of agritourism in Uzbekistan is at an early stage. Despite the existing real examples of the organization of agritourism, the system of measures for the development of agritourism in Uzbekistan is not clearly defined. It should also be noted that in practice there is no regulatory framework specifically regulating agritourism. Also, the interest of investors in this area is very low or the investment attractiveness of the industry has not been sufficiently studied. However, it is difficult to explain these cases by the lack of demand in the industry. Research shows that the urban population of Uzbekistan has a huge unmet demand for recreation in rural areas. It is these factors that show that Agrotourism has great potential both as a business and as a tool for regional development.

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