



## Importance of Rural Tourism Development in Uzbekistan

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**Abstract:** In the article, the long-term rich experiences of developed countries in rural tourism, their achievements in this field were studied from the point of view of the development of this field in our republic. Based on the relationship between theory and practice, analysis, comparison, and statistical methods were used in the article.

**Key words:** rural tourism, ecological tourism, ecological culture, tourist infrastructure, tourist competition, tourist culture.

**Introduction.** Today, rural tourism is increasingly becoming one of the main income-generating sectors in the economy of developed countries. The economy of developed countries shows that a part of the country's economy is being stabilized by establishing industries that are not directly related to production. One of the special aspects of the field is that the development of tourism ensures the creation of a new alternative source of income that is not related to types of production in regions that are not industrialized or do not have such an opportunity, with few natural and productive resources. For this reason, the importance of paying attention to this area remains one of the urgent issues of today. It can be seen from the experience of the countries where the industry has not been systematically established that the establishment of the activity of any industry in the economy requires the creation of industries directly adjacent to it.

Tourism is an opportunity for people to enjoy cultural recreation, spiritual recovery, learning various customs and traditions, the culture of countries, history and their unique features, nature, and climate and is a special form of recreation that helps to restore working ability. Tourism, which is organized for a certain period, is also considered a type of multi-sectoral economic activity, and there are other related field and sectors in a complex manner. In countries where this field is of particular importance in the country's economy, tourism types known to all have been established and have become popular among participants in this process. Rural tourism is one of such special sectors.

**The main part.** This activity field of tourism is also a broad concept, in which various programs are implemented, mainly with the active use of natural resource reserves available in many countries. Rural tourism is a trip which providing visitors with the opportunity to relax in rural areas, learn about the lifestyle of the population, experience rich culture and become a participant in the fields related to agriculture, as well as the consumption of pure, natural products. In the conditions of the development of

urbanization in the countries of the world, the need of people to rest and relax in the rural areas is also increasing. The concept of rural tourism is defined by Russian scientist A.B Zdorov as follows: "rural tourism is a complementary branch of agriculture, providing employment to rural residents by organizing recreation and increasing the income of citizens and the volume of primary production by attracting contingents." [3, 12 c].

Based on some conclusions from the results of field research, it can be said that the main time of the population working in rural areas is seasonal. In rural areas, the majority of the working population earns income from agriculture. This industry, which has a seasonal nature, shows the importance of creating additional industries as an alternative source of income. It is known from international experience that the creation of jobs in rural areas does not affect the income of the population who can be employed in the same field.

The tourism potential of our country has enough resources, like developed countries in this field. In order to effectively use the available opportunities, it is necessary to better study the tourist resources of the regions.

But the social situations in the regions where the resources are available make it possible to study the important issues facing the industry and need to be solved. In this situation, it should not be forgotten that each region has preserved different traditions based on the nature of its regional formation and development of civilization. And rural tourism wants tourists participating in it to be presented with this unique culture. If rural tourism is seen as a separate field, it is possible to achieve the preservation and improvement of this rich culture that has been going on for thousands of years. By introducing these processes to the visitor, it allows them to increase their traffic.

International experience shows that it was considered as a way to prevent these issues. Village life and being busy with farm work does not appeal to every resident. The fact that the period of seasonal work is limited also leads to the acquisition of income. So, in these processes, tourism, as a method used by developed countries, is a way to effectively use the rich resources of our country, and tourism has a positive effect.

The next issue is the issue of funding for the establishment and development of the directions of this network, and this issue will obviously occupy the second side. At the international level, in this process, there is also a private sector in the development of rural tourism. The implementation of this system will clarify many issues. As an example, it can be said that in the conditions of a developed market economy, every aspect of the industry develops through the formation of an environment of free competition and the creation of opportunities for it. That is, tourism facilities established in rural areas try to use all forms of meeting the needs of tourists and achieve high income. If individual enterprises and companies operate in these industries, the maximum efforts to improve and improve the first form of activity may not be realized. If the characteristic of rural areas to attract tourists is formed by nature, now it is necessary to create a healthy competitive environment to present them to tourists in new and unique ways. It is well known from today's state policy that this competition is implemented both in the network of tourist facilities in the villages located in the same region, and also between all these activity systems in the country.

In another way, an important aspect that can be said is the developing process of internationalization. That is, international integration relations, which are developing in this process, are giving good results. It is known that this aspect of the conclusions of the international experience also led to positive results in the development of the system. It is considered that we should also consider the method of attracting investments as a measure of effective use of international experiences in rural tourism, which we are considering as another way to develop rural areas. Entities operating or planning to create investment projects in this area can become a source of financing for their activities. It is necessary to invite the

strata of the population in the areas where the process of urbanization has developed to sponsor the type of industry that allows the organization of recreation in ecologically clean areas and to the system that provides the opportunity to earn. The system of touristic clusters is also functioning in this international system. To think about the importance of the cluster system, which includes optimization and complex processes in economic entities in this field in rural areas, to analyze its negative and positive results, to study its importance in the field we are covering. Is being given as a suggestion.

**Material and methods.** The World Tourism Organization (UNWTO) is an organization in the field of tourism that coordinates international tourism worldwide and provides information about them and the best to tourists. This organization evaluates all types of tourism.

In this case, the existence of separate sections for rural tourism shows that it has international importance. According to Zurab Pololikashvili, UNWTO Secretary General, *“tourism can be a leader of social cohesion and inclusion by distributing benefits equitably across the region and empowering local communities”* [3]. *“This initiative recognizes villages that are committed to making tourism a powerful driver of development and prosperity.”* UNWTO Top Tourist Villages: recognize villages that have outstanding cultural and natural assets, preserve and promote rural and community values, products and lifestyles, and are outstanding examples of rural tourism with a clear commitment to innovation and sustainability takes all its aspects – economic, social and ecological – have been studied.

The UNWTO Tourism Network’s Top Tourist Villages: Focuses on networking experiences and good practices, learning and sharing opportunities. It will be attended by representatives of villages recognized by UNWTO as “the best tourism village”, villages participating in the modernization program, as well as experts engaged in the development of tourism for rural development, public and private sector partners [4]. In the same assessment conducted in 2021, a total of 174 villages were proposed by 75 member states of the organization (each member state can submit a maximum of three villages). 44 of them were recognized as the best tourist villages by UNWTO. Among them are Bekhovo, (Russian Federation) Bkassine, (Lebanon) Castelo Rodrigo, (Portugal) Quetzalan del Progreso, (Mexico) Hidi, (China) Yunan, (China). Another 20 villages will be part of the initiative’s renewal program [5].

Rural tourism is the leader in development in the countries of Italy, Spain, Ireland, France, Switzerland, Scandinavia and China. The income from rural tourism is 10-20% of the income from tourism. We will get acquainted with the experiences of the People’s Republic of China, which is also active in these systems. Today, China is a country that is actively developing in all spheres of development. The country is a well-established country in various industries: manufacturing, light and heavy industry, food industry, mining, construction, urban planning and many related sectors.

The tourism sector, which is one of the leading sectors of the service sector, has also been systematically developed, and in 2020 it accounted for 4.5% of the country’s GDP. This year, China’s travel and tourism industry’s contribution to GDP growth was -59.9 percent, which was lower than last year’s 9.3 percent [4]. About 88 percent of total travel and tourism spending came from domestic travelers. At the same time, rural tourism is well developed in China, and its importance in general tourism is increasing [5]. Especially after the COVID-19 pandemic, it can be seen that the need for recreation in ecologically clean areas has significantly increased among the population. Ecological tourism is well developed in Chinese tourism. It can be seen from the presence of tourism in the name of the years for several years that the government of the country has achieved by raising the attention to this sector to the state importance. In addition, as the reasons for the development of rural tourism, the need for ecological tourism has led to significant changes in the field. At the same time, a system of farms engaged in rural tourism has been formed in rural areas of the country. The Chinese government also emphasizes that the development of rural tourism is an alternative option for the development of rural areas. In China, a system of country

houses has been established, and electronic systems used in international standards for booking them are also developed.

The population resorts involved in current Chinese rural tourism have undergone an evolution from country to city and back again. In the background of rural revitalization, the government has identified a number of “rural +” areas for tourism development, for example, the Yellow River Suji Village and Jijiadun Ideal Village are among the results of these projects. Statistics show that bookings for rural hotels in 2021 have doubled compared to the previous year, attracting mostly visitors born between the 1980s and 1970s.

**Summary.** Rural tourism, which is one of the leading sectors in the economy of developing countries, is also one of the future sectors. Rural tourism is also important for the country’s current economy as well as for future alternative income sectors. Today, rural tourism remains an internationally recognized field of development of rural areas. In addition, it is necessary to ensure the employment of the able-bodied population, create jobs, preserve rich customs and traditions, support a unique way of life, improve the social and household infrastructure of rural areas, and provide quality services. It is also an alternative solution for organizing and diversifying income. Also, rural tourism is an effective way to create new types of services and to shape people’s spiritual outlook, to promote ideas such as ecological and touristic culture in them. In order to achieve sustainable development in these aspects, effective use of international experiences will bring positive results.

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