



## Future Directions for Agro-Tourism Development in Agriculture

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**ABSTRACT:** Globalization has led to the tourism sector's spectacular rise, which has become one of the most important trends of the 20th century. This has a substantial impact on many countries' economic, political, and social development as well as the global regional structure. Currently, this industry's profitability in economically developed countries trails behind the oil and car industries. This can be observed in the case of Turkey, which went from being a backwater agrarian country to a highly developed tourism nation in just 30 years.

**KEYWORDS:** Agro-tourism, tourism, recreation.

### Introduction

The tourist industry's explosive growth has emerged as the most significant phenomena of the 20th century as a result of globalization. This has a significant influence on the global regional structure as well as the economic, political, and social growth of many nations. In economically developed nations, this industry currently ranks third after the oil and automobile industries in terms of profitability. This may be seen in the occurrence of Turkey, which transformed within 30 years from a backward agrarian nation into a highly developed tourism nation.

The importance of the tourist industry's contribution to the socioeconomic growth of our nation has grown in recent years. Consequently, our state is paying close attention to this industry, as well as its regulatory and legislative framework.

In particular, on December 2, 2016, Decree No. PF-4861 of the President of the Republic of Uzbekistan "On measures to ensure rapid development of the tourism sector of the Republic of Uzbekistan"<sup>1</sup> was announced.

Also, in order to improve management in the field, the State Committee for Tourism Development was established on the basis of the National Company "Uzbekturizm". On January 5, 2019, the Decree of

<sup>1</sup> <https://lex.uz/docs/3077025>

the President of the Republic of Uzbekistan No. PF-5611<sup>2</sup> "On Additional Measures for the Rapid Development of Tourism in the Republic of Uzbekistan" and in accordance with this decree "In 2019-2025 "Development of the tourism industry in Uzbekistan" concept was adopted.

The measures covered by this concept include "increasing the effectiveness of the reforms carried out to create favorable economic conditions and factors, setting priority goals and tasks for the rapid development of the tourism sector, increasing its role and share in the economy, diversifying services and improving their quality, and improving the tourism infrastructure." <sup>3</sup>

The Law of the Republic of Uzbekistan "On Tourism" No. ORQ-549 was updated on July 18, 2019<sup>4</sup>. World-class hotel complexes and resorts have been developed in a short period of time as a result of the implementation of these rules, and new forms and directions of tourism have also emerged. Additionally, the amount of foreign investment is rapidly rising.

During 2021, the number of foreign tourists who visited our country reached 1,881,345, and the export of tourist services amounted to 422.1 million. amounted to US dollars<sup>5</sup>.

Any country going through a market economy experiences a severe financial resource constraint during this time. Introducing sectors that provide the economy the fastest and most efficient returns is one method to get out of current crisis and grow the economy. One of these industries is agrotourism, which is seen as a new turn for the travel and hospitality sector.

Agrotourism has recently changed in focus, yet it has a long history of emergence and development. Tourists are drawn to our nation by its distinctive agriculture and natural features, which have a long history dating back many years. One of the first agricultural centers was in Uzbekistan, it should be highlighted. Cereals, fruits, and vegetables were cultivated here around 3,000 years ago, and they are still renowned for their great nutritional value. The foundation for the construction and growth of distinctive agricultural kinds and traditions, customs, and national holidays in our nation may be found in the heritage of the distant past and the contemporary agrarian culture.

The natural and recreational resources that are present in the rural parts of our nation enable us to plan a variety of travel itineraries and welcome domestic and international visitors all year long. The relevance of the chosen research is determined by the fact that the monographic plan does not specifically address the full utilization of the abundant opportunities currently available in the agricultural sector, particularly its development through the direction of agrotourism and the improvement of the lifestyle and well-being of the rural population.

It is of tremendous academic and practical value to research similar experiences from other countries and apply them to the growth of agrotourism in our nation.

In the latter part of the 20th century, agrotourism first emerged as a distinct branch of the tourism sector. This is explained by several scholars in relation to the development of environmental issues towards the end of the 20th century, the rise of man-made pressure in society, and the growing level of urbanization. It is well known that Western Europe saw the "first wave" of the growth of agrotourism. In the 1970s of the 20th century, agrotourism first emerged under the labels of village, peasant, and farmer tourism. In particular, the sector's organizational and legal papers were enacted for the first time in France. More

<sup>2</sup> <https://lex.uz/docs/4143188>

<sup>3</sup> <https://lex.uz/docs/4143188>

<sup>4</sup> <https://www.lex.uz/docs/4428097>

<sup>5</sup> [https://uzbektourism.uz/downloads/files/Turizm\\_va\\_sport\\_vazirligi\\_svod\\_2021.pdf](https://uzbektourism.uz/downloads/files/Turizm_va_sport_vazirligi_svod_2021.pdf)

specifically, as the sources attest, "In 1955, the Association of Agriculture and Tourism was established, and 10 years later, in 1965, a similar association was established in Italy."<sup>6</sup>.

Agrotourism was given a specific statute in Italy on December 5, 1985 (Maria Pia Radjoneri, Marco Valletta, 2006). The law offers tax breaks, preferred bank loans to farmers who engage in tourism, and chances to access free information. These promoted the quick growth of agrotourism routes and services. As a consequence, 550,000 agro-tourists visited Italian regions' farmers in 1985, and by 2017, the number of visitors had surpassed 12 million, with a net income of 750 billion lire. Such a satisfying encounter acted as a catalyst for the growth of agrotourism in nations like France, Germany, and Ireland. Such a trend has been going on in recent decades in nations including Poland, the Czech Republic, Bulgaria, Ukraine, and Russia<sup>7</sup>.

The protectionist policies of France and Italy included agritourism. The level of agricultural production fell precipitously with the introduction of the quota system for various agricultural goods in the European Union member states, and it became apparent that new jobs in rural regions were required. During this time, the establishment of agrotourism was seen to be essential for halting the huge emigration of the rural people and, with its aid, for averting major social crises<sup>8</sup>. The United States, Canada, France, England, Germany, Italy, and Spain, which are currently developing domestic tourism before moving on to develop international tourism and holding the "leading" positions in the global tourism industry, initially attained their current positions in the industry by developing agrotourism.

The expense of meals and lodging is kept to a minimum in agrotourism as opposed to other vacation spots. Naturally, food is 2-3 times less expensive in rural locations than in urban areas. The cost of lodging is reduced by half, especially during the summer months.

Agrotourism makes it feasible for residents of large cities to travel to a particular local region of the nation during their leisure time. In this context, agrotourism is referred to as a form of social tourism.

Other distinctive characteristics of agrotourism include the growth of niche industries, such as poultry, which breeds birds on an industrial scale, raises them in open cages, and then releases them into hunting areas. It is well known that this industry is very successful (the profitability rate is not less than 50% to 70%), that it was developed extensively in the former Yugoslavia, and that it is extensively utilized in Canada, Austria, and other nations.

Agrotourism is currently a very lucrative activity in the commercial tourism industry and has a position in the global tourist market. Wide-ranging prospects exist for the growth of this area of tourism in Uzbekistan as well. Because of their unique nature, our isolated villages' inhabitants' way of life, which draws both local and foreign tourists, and their cultural practices, many people find interest in them. Today, the following factors may be used to identify the primary reasons people choose this kind of recreation:

- some demographic groups don't have the resources to unwind at pricey, contemporary spas;
- the idea that, despite the lack of funding, certain groups of people have well-organized leisure in rural regions;
- a doctor's recommendation that you should enhance your health in a certain climate;

<sup>6</sup> Слинкова О. К., Агротуризм в системе мирового туристского рынка, Белгородский государственный национальный исследовательский университет (НИУ «БелГУ»), - 2017.

<sup>7</sup> <http://www.kaicc.ru/content/agroturizm-v-evrope>

<sup>8</sup> Агротуризм: опыт, проблемы, решения: материалы международной научно-практической конференции / под ред. И.Л. Воротникова; ФГБОУ ВПО «Саратовский ГАУ». – 2012. – 184 с.

- proximity to the outdoors and the chance to spend more time beside a lake, forest, or other natural setting;
- purchasing reasonably priced, ecologically friendly goods; having the chance to engage in recreational agricultural labor.
- the desire for solitude and peace in daily life
- a chance to interact with individuals from various social groups and learn about other cultures and customs, as well as to take part in local celebrations and holidays.

As a result, recreation in rural places is motivated by a desire to be one with nature, clean air, wholesome food, serene scenery, fewer people, a particular way of life and culture, the care of animals, and the gathering of nature's gifts. is the cost of participation and, obviously, entertainment. For young children in preschool and teens, this kind of activity is especially useful over the holidays.

The models of agrotourism used internationally are shown in Table 1.

**Table 1**

**International models of agrotourism development <sup>9</sup>**

Types of agrotourism model	Live	Eating	Types of recreation and tourism	Employment in agriculture
British model	In a house with a farmer	Breakfast only	Education, ecotourism	Not intended
	In a separate building	Self service	Horse riding, golf	Not intended
French model	In a separate cottage	Self service	Ecotourism	Not intended
	In summer houses	Self service	Water tourism, Fishing	Not intended
Italian model	Camping, Village hotels	Full board	Ecological, educational, skiing	Not intended
	In the same house with the farmer / in a separate building	According to the program of gastronomic	Excursion, fishing, beach	Harvesting
German model	In the same house as the farmer	With the owner	Field trips, fishing	To help the economy
Austrian model	In the same house as the farmer	Peasant food	Fishing, horse riding	Farm work
Cyprus model	National village	Peasant food / in the kitchen	On foot, on horseback, cycle	Harvesting
Finnish model	In a separate cottage	Self service	Water tourism, fishing	Not intended
Bulgarian model	At home with the host	With the owner	Cultural-educational, ecological, sports	By request

<sup>9</sup> Compiled by the author

Belarus and Russia model	Country houses, tourist villages, agro-tourist complexes	Full board	Hiking, water, ecotourism	Preparation, canning of fruits and vegetables
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Agrotourism is at its height of appeal right now in Europe. The money from leisure in rural regions contributes 10–20% of the overall income of the entire tourist business in European countries, say experts. According to statistics, 35% of city inhabitants in Europe prefer to spend their working vacations in rural regions. This metric is high and is 49% in the Netherlands.

Total tourist flow grew by 3.2 times in 2021 compared to 2020, domestic tourism by 3.3 times, and inbound tourism by 2.3 times. This thus suggests that the tourist sector will achieve growth dynamics by 2021 (Table 2).

**Table 2**

**Indicators of tourism development dynamics in Samarkand region <sup>10</sup>**

Indicators	Years					Growth rate, %			
	2017	2018	2019	2020	2021	to Compared 2018 / 2017	to Compared 2019 / 2018	to Compared 2020 / 2019	to Compared 2021 / 2020
Number of tourists served, total	1389000	2351086	2986114	633194	2062394	169,3	127,0	21,2	325,7
Including: domestic tourism, people	1140000	2000086	2408012	581224	1943382	175,4	120,4	24,1	334,4
Inbound tourism, man	249 000	351 000	548 102	51 970	119012	141,0	156,2	9,5	229,0
Volume of services provided to tourists, billion soums	338,1	503	688	112	230	148,8	136,8	16,3	205,4

<sup>10</sup> Samarqand viloyati turizm va madaniy meros bosh boshqarmasi ma'lumotlari asosida tuzilgan.

Foreign visitors were mostly affected negatively by the "Covid-19" pandemic; in 2019, they made up 18% of the entire tourist flow, and by 2021, they made up only 6%, a 3x decline.

A system of relationships between agrotourism service providers and customers of agrotourism goods is represented by agrotourism activity, which takes place in a niche agrotourism market. A distinctive characteristic of the development of agrotourism services is that they are the outcome of an organization's or an individual entrepreneur's activities in the agrotourism market and include services designed to plan a trip (or an excursion or each of its component parts) and cater to tourists' needs.

As a result, we performed a SWOT analysis to investigate the potential for tourist resources as well as the prerequisites for the growth of agrotourism in rural regions. Opportunities and threats, strengths and weaknesses, that impact and impede the development of agrotourism in the areas were examined during this research (Table 3).

**Table 3**

**SWOT analysis of agrotourism development conditions in Samarkand region**

Strenghts	Weakness
<ul style="list-style-type: none"> <li>the region's distinctive natural features, including as the Urgut, Ohalik, and Nurabad mountains as well as the Kattakurgan Reservoir and Zarafshan Reserve;</li> <li>the preservation of the customs, culture, and national celebrations of the Samarkandese people;</li> <li>the existence of revered landmarks like the Al-Bukhari Mausoleum and the Hazrat David Shrine;</li> <li>the region's highly developed agriculture (farming and livestock raising);</li> <li>When it comes to the combination of strong environmental protection activities and minimal influence on the environment, the Samarkand area leads all other regions.</li> </ul>	<ul style="list-style-type: none"> <li>the possibility of unauthorized tourists contaminating natural regions;</li> <li>the lack of a regulatory framework to support the growth of agrotourism in the area;</li> <li>failure to tell the locals of the potential for agrotourism development;</li> <li>Poor reputation of regions in the tourist industry;</li> <li>The state's inadequate assistance for the growth of agrotourism;</li> <li>the rural housing fund's substandard performance;</li> <li>obstacles to communication between locals and visitors.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>offering agro-tourists other services (excursions, fishing, hunting, horseback riding and hiking, among other things);</li> <li>the expansion of the agrotourism industry advances the idea of sustainable development;</li> <li>the potential for collaborating on international initiatives with nearby nations.</li> </ul>	<ul style="list-style-type: none"> <li>rivalry between agrotourism destinations in nearby regions;</li> <li>Exorbitant air and train transportation fees.</li> </ul>



In this sense, there are basic (lodging, food) and supplemental (other) agrotourism services. They, in turn, are developed as a component of general, or constantly accessible, and specialized (special) services in the tourism sector. In doing our research, we got to the conclusion that in order to advance agrotourism, the following has to be given more consideration:

1. The results of the conducted scientific research demonstrate the necessity for future development of agrotourism as well as the presence of scientific foundations for its creation. A specific definition of the word "agrotourism" has not yet been defined in scientific literature that is generally recognized. In conclusion, based on a few modifications and additions to the phrases already in use, we believe that agrotourism refers to the leisure, entertainment, and educational pursuits of individuals in agricultural or agro-industrial facilities. It is an activity that offers the chance to take part in the creation process as well as witness or experience historical, cultural, and interesting ecological activities and locations.

2. Although agrotourism is becoming more and more popular, its theoretical and scientific underpinnings have not been completely established. In order to create agrotourism, several guidelines and considerations must be followed. As a result, the fundamental ideas and components of agrotourism were identified using an interpretation and extrapolation of the information provided by scientists and professionals.

3. Different agrotourism models have been created in countries where the industry has grown, and these models were studied along with those from other nations with experience in the field, such as Great Britain, France, Italy, Germany, Austria, Cyprus, Finland, Bulgaria, and Belarus.

4. The socioeconomic growth of the Samarkand region is examined, and the study of the region's transition to sustainable development emphasizes the necessity of competitiveness. In this context, a competitiveness ranking based on the integrated assessment approach was established, taking into consideration the elements and features that indicate the socio-economic well-being and investment attractiveness of the areas.

5. A sociological survey was used as the foundation for research to examine the supply and demand for agrotourism services in the Samarkand region.

6. A scientific approach to agrotourism attractiveness evaluation was suggested in order to pinpoint places with agrotourism potential. The Samarkand region's areas with the greatest growth potential were identified using the integral technique.

7. Pure agrotourism routes (agrotours), routes intended to combine agrotourism and ecotourism (agro-ecotours), and routes combining agrotourism with other types of tourism were divided into routes (complex agrotours) intended for carrying out, according to classification signs of agrotourism routes (characteristics of tourist objects within the route). Four routes were established in order to make the most of the tourism potential in the agro-tourist districts of the Samarkand region.

## References

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