

The State of Agrotourism in Uzbekistan and the Organizational and Economic Foundations of its Development (in the Case of Bukhara Region)

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Abstract: The essay discusses the variables that influence the development of agrotourism as a strategy for diversifying agricultural lands, overcoming decline, conserving national traditions, folk crafts, and sustaining zones for the production of ecologically friendly food. The authors discuss the theoretical underpinnings of organizational, managerial, and economic methods for developing agrotourism in rural communities. The objective of this article is to identify the characteristics of the operation of agrotourism objects in the region and to make recommendations for agrotourism development. The Republic of Uzbekistan, namely the Bukhara area, is being compared to various international countries.

Keywords: Ecotourism, Sitorai Mohi Khosa, Located in Romitan district new thematic tourist facility "Bukhara Desert Oasis & Spa" innovative ecotourism cluster, Varakhsha massif, "Borontepa" archaeological monument.

Introduction

As you are aware, tourism is an entrepreneurial trend that generates significant earnings for the country's economy each year. In this context, tourism has emerged as an interesting sector for farmers. Given the current state of the country's economy, the development and promotion of agrotourism are critical for developing strategies for the revitalization and diversification of rural areas, overcoming their decline, preserving the Republic of Uzbekistan's national rural landscapes, and maintaining ecological zones and territorial boundaries. Agricultural tourism refers to both rural and ecological tourism. The responsibilities of ecological tourism include studying nature, preserving natural equilibrium, and preserving environmental integrity.

Agricultural tourism is the outcome of the efforts of travel company entrepreneurs and rural residents to lure visitors to rural regions for relaxation, the study of folk crafts, involvement in rural activities, and the consumption of locally produced products [1]. Agricultural tourism began to expand initially in foreign nations, which attempted to pique the population's interest in handicraft production, national customs, and cultural values. Attracting visitors to rural regions began to increase demand for agricultural goods and raise the level of living in rural areas, which began to benefit the country's economy as a whole.

In our country, in addition to establishing traditional tourism structures in historical monuments and settlements, there are opportunities to develop ecotourism in the regions with other tourism sectors. In this regard, it is natural that foreign tourists are interested in natural monuments such as caves, waterfalls, springs, streams, gorges, rocky landforms, exposed deposits as ecotourism destinations. For this, the adoption of decrees and decisions of the President of the Republic of Uzbekistan in order to further improve work in the field serves as a legal basis for tourism to become the main branch of the economy. In particular, on the basis of the Decree No. PF-5611 dated January 5, 2019, "Development of the tourism sector in the Republic of Uzbekistan", we can see that many sectors of tourism are developing in the regions of the development of the concept of the development of the tourism sector in the Republic of Uzbekistan in 2019-2025.

It is well recognized that the tourist sector is one of the fastest growing areas of the country's economy; so, many nations are now attempting to expand tourism revenue as a component of the national economy. The tourism industry has grown to become one of the world's largest and fastest expanding economic sectors, accounting for more than 10% of global GDP, with an estimated 900 million foreign visitors visiting in 2020. This demonstrates how important the tourist industry is to countries' economic systems. It is important to note that as a result of the development of tourism, agriculture, industry, transport, market infrastructure, trade, food industries, construction, crafts, rural areas and other service industries will also develop. Agriculture and tourism have an important place in the growth of Uzbekistan's economy and gross domestic product from year to year.

Therefore, the share of the tourism sector in the sustainable development of agriculture and rural areas is proven today in the experience of foreign countries [2]. Currently, there are various forms of tourism and the most rapidly developing field of tourism is agrotourism. Although many countries are located in a favorable geographical area, the development of agrotourism is slow. There are a number of reasons for this, first of all, investment in this field, favorable geographical area, level of comfort of travel, infrastructure and personnel problems affect the development of tourism in one way or another.

Today, in our country, based on the concept of developing the tourism industry in the Republic of Uzbekistan in the medium-term perspective, which leads to the rapid development of the tourism industry, increasing its role and share in the economy, diversifying and improving the quality of tourist services, and expanding the tourism infrastructure, as well as the implementation of the Concept in 2017-2021 It is planned to develop a program of specific measures. Implementation of this task will lead to the rapid development of the tourism sector, increase of its share in the economy, and increase in the quality of tourist services.

Literature analysis and methodology

To date, a number of scientific and research works related to the country's tourism industry and its various branches have been carried out in various fields of social sciences, including history, law, philosophy, and political sciences. It is important to analyze the root causes and develop proposals and recommendations aimed at solving them. The development of ecotourism as an independent tourist destination corresponds to the end of the 20th century and the beginning of the 21st century. The first views on the recognition of ecotourism as a new direction go back to the countries of Western Europe. In particular, in this regard, experts such as David Fennel (David Fennel), Goodwin (Goodwin), Ceballos-Lascurin (Ceballos Lasscurin) can be singled out. Scientific and theoretical foundations of ecotourism in Uzbekistan were studied by A.N. Nigmatov, Sh.Muhamedov, N.T.Shamuratova and B.H.Kamolov.

In the development of ecotourism, it is necessary to maintain the stability of ecosystems, organize the preservation of biodiversity and natural monuments on a scientific basis, and develop a strategy for its sustainable development. Ecotourism stands out among the types of tourism due to its development and profitability. After all, the development trends of ecotourism have been identified by the World Tourism Organization (WTO), and according to its prediction, ecotourism will be among the five main strategic directions by 2020. Currently, ecotourism is one of the rapidly developing tourism industries according to the information of the World Tourism and Excursion Council and the World Tourism Organization. That is, the share of ecotourism in the world tourism industry is from 10% to 20%, the income from ecotourism services is 55 billion dollars and its annual growth is 30% [3].

Analysis and results

Russian scientist A.B. The concept of agrotourism and rural tourism is defined by Zdorov as follows, i.e. agrotourism and rural tourism is a branch supporting agriculture, providing employment to rural residents by organizing recreation and increasing the income of citizens and the volume of basic production by attracting contingents [4]. Although the agrotourism activity in

Bukhara is not yet developed, the country has favorable conditions for using the advantages of agrotourism. Bukhara is mainly an agricultural country, on the other hand, tourism is currently one of the fastest growing industries in the country.

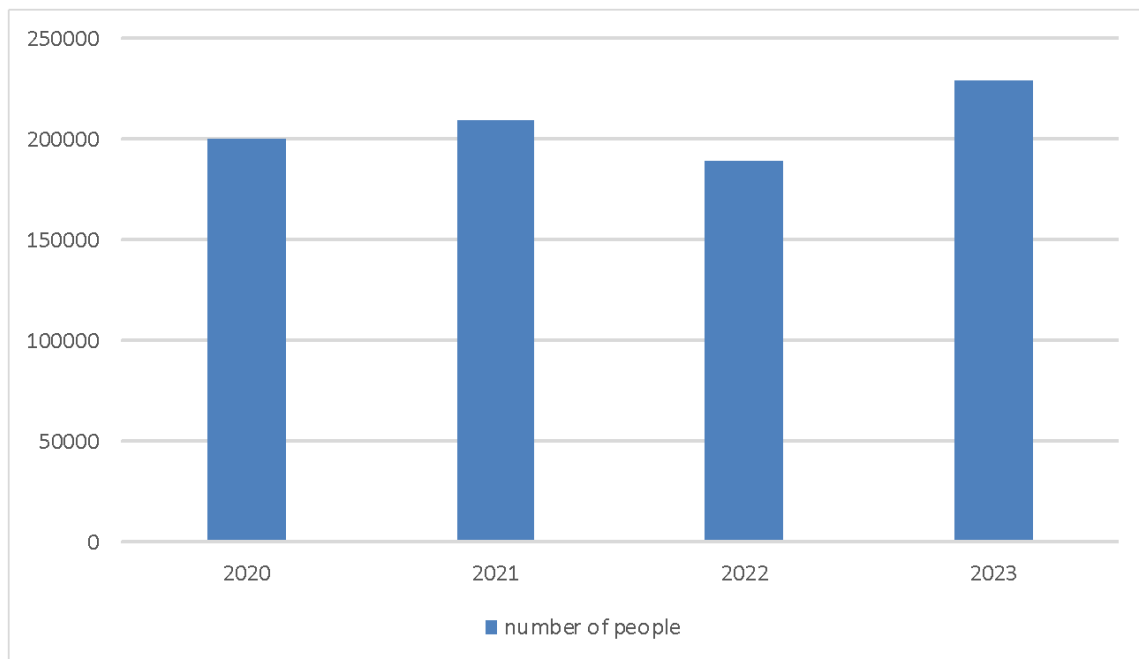


Table 1. The number of tourists who come for recreation and leisure

Agrotourism is of great importance as one of the types of tourism that involves participation in recreation and entertainment events. In recent times, most of the tourists spend their weekends living in rural houses for a while, participating in production, harvesting, eating environmentally friendly products, getting to know the culture of farms, participating in the traditional way of life and work of the village. They want to celebrate their holidays and spend a few days in the countryside. Most of them are people who live in large industrial cities, who want to be free from conflicts and stresses, and who are tired of hard work. They want to relax in quiet villages away from the noise of the city. Therefore, rural tourism is a general concept in relation to agrotourism, and agrotourism appears as a part of rural tourism.

In the Republic of Uzbekistan today, the urban population is 17,487,000 people (50.6%), the rural population is 17,071,400 people (49.4%) [4]. It can be seen that rural areas are the leaders in the regional distribution of working-age population within the population of the country. This factor itself is important for ensuring employment of the population in rural areas. Also, ensuring the employment of the economically active population, increasing their income from non-agricultural activities, or their employment in such activities contributes to the well-being of the family [5]. In particular, the formation of agrotourism or rural tourism in rural areas has a positive effect on ensuring the employment of rural residents and increasing family income [6].

The ecological center "Jayron" located in the Bukhara region is also important because it attracts the attention of foreign tourists engaged in ecotourism with its world of fauna and flora. "Jayron" eco-center is a world-wide unique facility specializing in the preservation and breeding of rare and endangered animal species. When it was founded in 1976, the eco-center was called "Bukhara gazelle breeding nursery". The nursery was assigned the task of breeding gazelles, studying their biology and rational use of population resources. After receiving positive results, the kennel started breeding other rare species - kulon, Przewalsky's horse, yorga-tulovak, there was also a herd of saigas.

Due to the success in expanding the activities of the "Jayron" eco-center and in the field of animal breeding, by the order of the Cabinet of Ministers of the Republic of Uzbekistan on December 26, 1998, the kennel was transformed into the "Jayron" eco-center. The area of the ecocenter is 7153

ha, of which 5145 ha is fenced with a metal fence to protect against poachers and predators. In the kennel, a system of volers was built, which allows to study animals in captivity and to feed the baby animals by hand when necessary. Gazelle, Przhivalsky's horse, kulon, yorga-tuvaloq and other animals, included in the "Red Book" of Uzbekistan and MSOP "Red Book" live in its territory. Bukhara sheep breeding is being carried out at the "Jayron" eco-center.

A working group led by the Chairman of the State Committee for Tourism Development A. Abduhakimov, which operated in 2017-2021, visited the "Jayron" eco-center [7]. By looking at the preparations for the tourist season in the "Jayron" eco-center, the tourist potential of the center is discussed, the scientific research conducted in the center in order to create comfort for the guests, detailed information about its history, the special souvenir line related to the gazelle and its brand are given. the establishment of mines, at the same time, the creation of several observation towers and a special route for them in the territory of the reserve, the establishment of a modern visitor center museum in accordance with international standards, students of schools, academic lyceums and colleges in all regions of the country and a special program is being developed to organize an excursion for students of higher educational institutions.

Agricultural tourism is the outcome of the efforts of travel industry entrepreneurs and the rural people to lure visitors to rural regions for recreational purposes, folk craft study, involvement in rural activities, and consumption of locally produced products. Agricultural tourism began to expand initially in foreign nations, which attempted to pique the population's interest in handicraft production, national customs, and cultural values. Attracting visitors to rural regions began to increase demand for agricultural goods and raise the level of living in rural areas, which began to benefit the country's economy as a whole.

The origins of agrotourism may be traced back to the development of the European crisis in the early 1970s; at the time, few individuals were interested in the rural population, and a large outflow of people from villages to cities began. At the time, the departure was offered as a means of allowing the villager to reorient to other activities that would contribute to the growth of the economy. One of these solutions was agrotourism, which decreased unemployment, allowed for effective infrastructure development, and enhanced the population's income. Since then, agrotourism has been actively developing and spreading to other nations, consequently alleviating a variety of difficulties (Fig. 1).

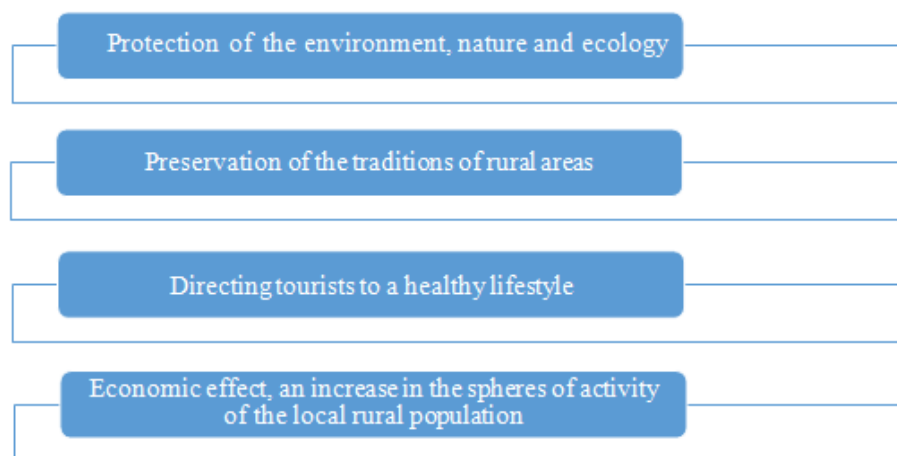


Fig. 1. Tasks solved by agrotourism

Conclusion

The article explores the state of agrotourism in Uzbekistan, focusing on the Bukhara region, and discusses its potential for diversifying agricultural lands, preserving national traditions, and promoting ecological sustainability. It highlights the theoretical foundations and economic strategies for developing agrotourism, comparing the situation in Uzbekistan with international examples. The article emphasizes the importance of agrotourism in rural revitalization and

economic development, pointing out opportunities and challenges for its implementation. Additionally, it examines specific initiatives and attractions in the Bukhara region, such as the "Jayron" eco-center, and outlines efforts to promote agrotourism through government programs and infrastructure development.

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