
The Impact of Agritourism on the Development of Rural Tourism and the Agricultural Sector

Navruz-Zoda Bakhtiyor Negmatovich

Professor, Faculty of Economy and Tourism, Bukhara State University, Bukhara Uzbekistan

Radjabov Rustam Bakhtiyorovich

Master student, Faculty of Economy and Tourism, Bukhara State University, Bukhara Uzbekistan

Abstract: the article focuses on the impact of agritourism on the development of rural tourism and the agricultural sector and its development. In addition, the development of the agro-tourism sector, using the existing tourism resources of the region, plays a major role in improving the economic performance of the region. Agritourism requires little additional capital and can make use of surplus labor, capital, land, and natural resources. Farmers may be able to expand if they have too many chances. Promoting on-farm or on-farm agritourism is a risk management strategy. Customers are drawn to farms and ranches by rural tourism. Families are drawn to businesses that allow them to select their own fruit or flowers, as well as kindergartens. Exercise, plenty of fresh air, fresh food, clean water, rest, and stuff to take home are among these activities.

Key words: agritourism, rural tourism, economy, agricultural, business activities, tourism resources.

Introduction

Rural tourism provides an opportunity to enhance agricultural awareness and promote new agricultural goods. Consumers will gain a better grasp of the horticultural business as well. Tourist involvement with garden or greenhouse activities or crops has a pedagogical value. Tourists are generally curious about items and processes in which they are not actively involved. A tour of a garden center or kindergarten will teach youngsters the fundamentals of plant growth and what a farmer's job entails. They will observe agricultural equipment, learn about farming and animal husbandry, and realize how critical it is to maintain agricultural land accessible in the future. These children and even adults are generally aware of where and how their veggies, meat, eggs, fruits, milk, grains, and other foods are produced. Then he begins to respect both the farmer and the farmer's labor. Agricultural tourism refers to the involvement of tourism firms and villagers in rural recreation, folk craft studies, and visitor participation in various rural activities and skills, as well as the selling of locally produced goods and services. It is necessary to comprehend commercial activity. Tourism has a huge impact on the economic and social development of rural areas; therefore, the industry's development is becoming a regional economic priority. Agritourism, according to experts, encompasses all sorts of rural enjoyment in its broadest definition.

Materials and methods

The farm's major activity in the primary enterprise will be rural tourism. For example, a farmer might desire to build a number of cottages on his farm, with hostel and breakfast facilities in one or two of them, and his main activity to be traveling to the farm for a fee. It also maintains a high-quality sample farm with all of the required components. Nevertheless, it does not expect much from the farm. Here, agritourism is a major component of the agricultural mix and will become a

major enterprise. Anyone considering starting an agritourism business should think of it as a business. First, the entrepreneur must decide on the type of rural tourism business plan he or she wants to pursue. Farmers, for example, can be offered to the market as agro-tourism enterprises if their main business is horticulture. The main source of revenue is farming, which is supplemented by agro-tourism.

Results and discussion

Currently, in the world experience, the form of agro-tourism is developing. The prospects for the development of agro-tourism in our country are bright. Because our country has an agro-industrial economy, and our main labor resources are engaged in agriculture. In addition, our country is rich in recreational resources, and it is possible to develop a network of recreational activities. Sources of financial resources are essential for countries in transition to a market economy. In this sense, agritourism is a high-income service sector. Experts distinguish five types of agritourism:

- ✓ Sport;
- ✓ Cultural
- ✓ Acquaintance;
- ✓ Farming;
- ✓ Business activities;
- ✓ Ecological.

In this case, the first two are of social importance; the next two are of production importance. The organization of agritourism based on farming is based on the production of agricultural products, while agritourism is formed based on scientific and technical cooperation, the establishment of joint ventures and other activities [1].

According to the object of agritourism, agro tours can be divided into the following classes:

1. Agro tours organized into agro-complexes. Agricultural lands (cotton, grain, rice fields), as well as orchards and vineyards, forests, livestock farms located in desert and mountainous areas (cattle breeding, karakul farming, horse breeding, fishing) , beekeeping, silkworm breeding, poultry farming, etc.). Through these agricultural tours, tourists are acquainted with the processes of production, storage and sale of agricultural products and their territorial and zonal differences.
2. Agro tours organized for seasonal nature holidays. Such agro-tours are organized to acquaint tourists with the seasonal festivities, which are held in accordance with the traditions of the local population. For example, the spring-summer ("Navruz", "Sumalak holiday"), spring-summer ("Water holiday", "Mulberry holiday", associated with the awakening of nature, the beginning or end of agricultural activities) , autumn ("Mehrjon", "Harvest") holidays, "Melon Festival", "Grape Festival", "Fig Festival", "Pomegranate Festival", etc.) festivals and events dedicated to the harvest.
3. Agricultural tours of rural traditions and ceremonies. For example, in Khorezm region, Boysun, Forish, Zaamin districts, which are devoted to atmospheric precipitation - "Sust Khotin", associated with spring and river waters - "Shohiardonda", "Kuli Qubbon", Namangan "Peshkiron", Boysunda "Bibi". Tuesday", ceremonies such as «WaterSprings «in Urgut belong to this class of agro tour. [1], [2].

Based on the foregoing research, it is feasible to comprehend the importance of rural tourism development in the growth of domestic tourism in Uzbekistan.

First, we must handle such significant issues as resolving serious unemployment in our villages, enhancing the quality of agricultural products, expanding the rural economy, commerce, local production, and developing international collaboration based on the growth of rural tourism in our country.

Second, to organize fun for the city dwellers, to connect the townspeople with the villages, to provide instructions on how to store agricultural products for the winter and to encourage urban children to spend their free time in the villages. We needed to gain a better grasp of nature.

Third, to assure a rise in tax revenues for the growth of rural tourism, as well as to reinforce rural area improvement based on these funds:

Fourth, we had to handle the protection, repair, improvement, and landscaping of historical monuments in rural areas, ensuring their free use by our people, based on the development of rural tourism.

Agro-tourism now plays a critical role in the effective development of family and small businesses in rural areas of the country. The role of farms in the development of our country's agricultural sector is rising and developing at the moment. They have established enormous natural areas, such as forests, fisheries, dairy farms, orchards and vineyards, and vegetable and melon-growing areas, where farmers are constructing field sheds and service entertainments. This is an important factor in the establishment and development of agro-tourism in rural areas.

In order to accelerate the development of tourism in the region, not only the recreational potential of the region, but also the potential of tourist infrastructure, such as modern hotels, restaurants, transportation services that meet international standards, and the training of highly qualified personnel, not only the recreational potential of the region, but also the potential of tourist infrastructure, such as modern hotels, restaurants, and transportation services that meet international standards, must be developed. Mining is also crucial. As a result, these will contribute to the socioeconomic development of rural areas by boosting infrastructural capacity, creating new jobs, and ultimately raising living standards [1].

Advantages. Agro-tourism businesses give farms the opportunity to hire family members and boost their income. One of the greatest advantages of agritourism, according to many farmers, is that it allows visitors to better appreciate what agriculture is all about. This is also an opportunity to boost the society's economic potential.

Disadvantages. On the other hand, it is vital to consider the rural tourism industry's potential weaknesses. If the farmer does not preserve labor stratification in his business, the farm will be able to compete for time and labor with the major farm activities, according to the tourism department. Other disadvantages include a loss of privacy for the farming family, increased duties, and a neglect of the core farming activities.

Rural tourism resources are the mainstay of domestic tourism objects. Therefore, the United States, Canada Countries like England, France, Germany, Spain initially (since the 1970s) domestic tourism in their countries developers, the whole population to a new socio-economic sphere - have been preparing for the tourism process for many years. Thus, entrepreneurship in tourism is especially important in rural tourism entrepreneurship has intensified. Nevertheless, unfortunately, we are still There are historical monuments of both domestic and international tourism we understand it as a trip to cities.

The need to develop rural tourism in the country the most important, topical issue - the population of the city should be understood as the organization of recreation in the villages. As we have noted, the development of rural tourism in the world developed domestic tourism and then international tourism The United States is a world leader in tourism. Canada, France, England, Germany, Italy, Australia and the current position of Spanish countries in world tourism initially achieved through the development of rural tourism. West All European countries are also accelerating rural tourism developing. Eastern European countries are many years old developing rural tourism under Soviet influence could not fix their programs [3].

According to a research of the growth prospects of supply and demand for rural tourism in European countries, 30% of urban people spend their vacations in rural areas, indicating a positive trend for rural tourist development. Many countries throughout the world are emulating European

methods, strategies, and strategic plans in the development of rural tourism. Because rural tourism is currently only growing consistently in European countries.

When we look at how worldwide models, recognized technologies, and strategic plans are being used to enhance rural tourism in our country, we come to the conclusion that none of these models, technologies, or strategic plans are admirable or surprising. We can easily organize and execute organizational features in the real world.

We must begin the process of formulating plans and programs for the organization and growth of this critical sector, which will have a good impact on our socioeconomic situation. Rural tourism has grown in popularity throughout Europe during the previous century.

In our country, first and foremost, a governmental program for the development of rural tourism is required, followed by the establishment of a strategic plan. Rural tourism development plan, state program, management structure, financing system, opportunities in villages, tourist resources in villages, attitudes of the rural population toward tourist visits to villages, impact on rural socio-economic life, impact on rural natural resources, experts, experts in the field of socioeconomics, experts in the field of socioeconomics will always be targeted to come up with popular scientific articles.

Second, the publication of simple, easy-to-understand textbooks on topics, problems, and solutions for the development of rural tourism in our country would provide the desired results, which will be distributed to the rural community at no cost.

The following research demonstrates the importance of developing rural tourism in Uzbekistan and its relevance to the country's economic policy in the implementation of current free market socio-economic reforms. Great strides have been made in our country's development of rural tourism in addressing issues such as unemployment in our villages, increasing the production and quality of agricultural products, boosting the rural economy, trade, national production organization, and strengthening the international community. We have the ability to succeed [3].

The phrase "agritourism" refers to a fresh approach to rural tourism and business. Agritourism is an open-to-the-public agriculture company. These specialist rural tourism routes are normally available to the public and offer things to see, do, and purchase. "A journey that combines agriculture or rural areas with the products of agricultural activities - all within the framework of the tourism experience," according to the definition of rural tourism. "Agritourism is an agricultural enterprise where people are encouraged to grow, collect, and process local products such as coconut when a local farmer or locals give tours to their farm," says Pandurang Tavare. Pineapple, sugar cane, corn, and other agricultural products are not available in one's own city or nation [4].

Agritourism is a type of diversified tourism in rural areas that allows visitors to learn about agricultural areas, agricultural jobs, local goods, traditional food, and the daily lives of the rural inhabitants. Furthermore, the event puts tourists closer to nature and rural events, allowing them to participate, have fun, and appreciate the adventure. Agritourism is a commercial initiative that takes place on a working farm, farm, or agricultural operation that provides tourists with a "experience" while also generating revenue for the owner. Visitors are frequently provided with educational or recreational discoveries and learning opportunities in a natural or agricultural setting. As a result, agritourism is sometimes known as "agro-entertainment."

The rural population, who has no other source of income, is growing increasingly interested in rural tourism. It is not difficult to create a business strategy for such a venture (at least in the first stage). However, there are still several conditions that must be met.

It is not just about having a great idea; it is also about having "start-up" money. Land, a residence suited for welcoming guests, transportation (vehicle, boat, etc.), pets, and a garden or garden It will be possible to assign a piece of your living area for the first time. There must be a separate entrance for it. Guests in the dining room must clean up after themselves. It should be relaxing, roomy, and inviting.

It is lovely to be close to a pool, a forest, and some meadows. That is, a location that will appeal to visitors. Desire and aptitude to work, communicate, and gain new abilities are also requirements (even professions). Keep in mind that visitors will require the same level of attention as family members, including cooking, cleaning, and entertaining. This is a difficult and time-consuming task.

The living arrangements are the key element of rural tourism: guests are lodged in old timber houses or antique-style houses in natural settings. Concrete multi-story buildings and industrial plants these rural hotels, with the exception of very historic renovated buildings, give visitors with amenities comparable to spa apartments: rooms include a bathroom, air conditioning, TV, and refrigerator.

Conclusion

In short, the impact of agritourism on the development of rural tourism and the agricultural sector today is significant. The impact of agritourism also plays an important role in the development of the region's economy. It will also lead to an increase in many vacancies in many sectors.

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