
Ways to Develop Agro tourism in Uzbekistan

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Abstract: Tourism has a significant impact on the economic and social development of rural areas, so the development of the tourism industry is becoming an important economic opportunity for local governments. This work will be analyzed to determine the potential of the tourism industry of Uzbekistan in the field of agro-tourism. The experience of European countries is compared.

Key words: Uzbekistan, agritourism, farming, tourism infrastructure, rural tourism, ecotourism, European experience in agro tourism

Uzbekistan is the center of the Great Silk Road and the heart of Central Asia. Our country is a truly open-air museum: it has 8,200 cultural heritage sites, some of which are included in the UNESCO World Heritage List. The Uzbek tourism brand has been formed for thousands of years. Since the advent of the Great Silk Road, Uzbekistan has been a bridge between East and West, bordering all countries in the region and the shortest route from Europe to Asia and vice versa. Tashkent, Samarkand, Bukhara, Khiva, Shahrisabz, Termez - these cities are famous all over the world. Historical, educational, gastronomic, health, mountain, agro-, eco-, archeological - all types of tourism can be found in Uzbekistan.

And, of course, pilgrimage tourism: for this purpose, many Muslim pilgrims visit Uzbekistan every year. What an unforgettable impression our country has due to its gastronomic potential! We can say with confidence that the dishes of our national cuisine are worth tasting at least once in a lifetime.

The traditional handicrafts of Uzbekistan are bright and unique, formed over thousands of years and embodying the traditions and customs of the peoples who lived in the territory of modern Uzbekistan at different times. Finally, Uzbekistan is a country where the nature is untouched, there is no concept of seasonality of tourism in our country, and every tourist can find entertainment at any time of the year. Visit Uzbekistan and enjoy unforgettable moments of life!

The State Committee for Tourism Development is working to develop agro-tourism in order to extend the travel time of foreign tourists visiting Uzbekistan, to introduce new types of recreation for local tourists.

Currently, Uzbekistan has begun to study the objects that can receive tourists in the field of agro-tourism, on the basis of which a list will be formed. It should be noted that the official pages of tourism and social networks provide detailed information about the objects of agritourism for tour operators to develop programs and independent visits of tourists. Foreign and local tourists will be able to visit these facilities directly and enjoy a new approach to tourism.

Thanks to the efforts of the republic's leadership, the tourism infrastructure has grown significantly in recent years. In particular, 1176 tourist organizations, including 621 tour operators, 555 hotel facilities are successfully operating in the country. The wide network of hotels with more than 25,000 beds meets modern international standards.

During the years of independence, 11 airports have been granted the status of international ports due to the large-scale work carried out in Uzbekistan on the construction and reconstruction of infrastructure facilities. Uzbekistan Airways' modern comfortable aircraft, consisting of Boeing and Airbus aircraft, operates regular flights to more than 40 cities in Europe, Asia, the Middle East and the United States. Since 2016, the country's civil aviation fleet has been replenished with several modern Boeing Dream liners.

Tourists visiting Uzbekistan have the opportunity to visit the sights of the republic and by rail. Thus, in addition to regular and high-speed trains, high-speed Afrosiyob trains, manufactured by the Spanish company Talgo, run between Tashkent, Samarkand and Karshi every day, which has significantly improved the quality of service and reduced travel time. In addition, in June 2016, the world witnessed another achievement in the development of tourism and transport in Uzbekistan - the opening ceremony of the Angren-Pop electrified railway line, which connects the beautiful Fergana Valley with the whole country. Lib passed.

In recent years, Uzbekistan has been actively introducing new types of travel, including ecotourism. The existence of nature reserves, national parks, nurseries, reserves, natural monuments, biosphere reserves in the country makes ecotourism a very promising direction.

In addition, ecotourism, medical tourism, as well as mountaineering and rafting are developed in our country. Recreation areas and convenient infrastructure facilities are being built in the regions. For example, the Tashkent region's Chimyon, Beldersoy and Charvak sports and recreation centers have created the necessary conditions for skiing and other winter sports. Various types of mountain roads with a length of 300 to 3,000 meters have been built here. Vacationers can get to the cable car using a special elevator.

The gastronomic direction of tourism is also gaining popularity in Uzbekistan, the development of which has made pilaf and other national dishes a well-known brand of the country.

The current dynamics of growth in the tourism industry confirms the need to modernize the system of training, taking into account the existing realities and prospects.

Agro tourism is the organized stay of tourists in a peasant family engaged in agriculture and other activities. The basis of the agro tourism offer is accommodation, which can be eaten twice a day or you can buy fresh food on the spot and cook it yourself. The components of agro tourism are not new; most of them are used every day. In addition, some elements of participation and monitoring in the process of selling their products and agricultural production are related to agro tourism. It is often a source of additional income for businesses that offer agritourism services and products.

The idea of agritourism is to believe that agriculture is the main object that can provide tourism services. Having free labor and housing resources, they can combine it with their own cheap food products and supplement their income through entrepreneurial activities. However, practice shows that other interested economic entities, in particular, various commercial structures, primarily those located in areas that are suitable for tourism due to their natural and climatic characteristics are considered to be agro-tourism activities. There are clear examples of international capital's interest in agritourism in the most beautiful regions and the need to invest in such projects, which will ensure a quick return on investment. After a while, farmers may be left out of the market to get the most out of their tourist services and products, as well as being squeezed out of the most attractive places of a recreational nature.

Agro tourism is an intermediate form that belongs to the village and is close to the types of farms. Agro tourism refers to the management of the farm and its environment (natural, production, services) in typical agricultural farms, maintaining close ties with farmers or housing management can be described as a form of recreation based on the use of different types of recreation. The object of agro-tourism will be formed, including housing and communal facilities, as well as a wide range of food, off-farm and recreational activities.

Agro tourism can be defined as a type of cognitive and recreational rural tourism associated with the use of land by private households or agricultural enterprises that are temporarily unused in agriculture.

A rural family that provides shelter, food, and familiarity with the specifics of the village in the operation of these types of tourism, in the organization of recreation in the village.

In the world practice, in addition to the development of agriculture in rural areas, non-agricultural employment, especially rural tourism, remains an additional source of income. Since 1972, agro-tourism has emerged as a separate sector of the economy. Rural tourism in Western Europe has been developing steadily since the early 1960s. Currently, this activity is widespread, although regional models of operation of these types of routes differ significantly.

Today, rural tourism is developing very fast and in some countries a large number of foreign tourists are attracted. Examples include Italy, Ireland, France, Switzerland, the Scandinavian countries, and Spain, which are recognized leaders in rural tourism in Europe, generating hundreds of millions.

Agro tourism is well developed in Spain, Italy, the United Kingdom, Greece and France. Tourists visiting these countries spend some time living in rural areas, getting acquainted with the local culture, customs and lifestyle, and participating in traditional agricultural activities. In the UK, for example, 60 per cent of farmers have a systematic income from tourism, with an average annual income of between \$ 10,000 and \$ 50,000.

Historically, rural tourism in Europe began to develop rapidly in the 1950s and 1960s as a reaction to the rapid exodus of the rural population to cities. As a result, the number of agricultural workers has fallen sharply and living standards have deteriorated. Agro tourism is designed to create jobs and alternative forms of entrepreneurship in rural areas and to be a source of income for agricultural households.

In a number of countries, agritourism is one of the leading areas of the tourism industry, which is reflected in the concepts of national tourism development. Rural tourism in France is organized by the National Holiday Homes and Green Tourism Organization (Maison des Gites de France et du Tourisme Vert). This organization provides holidays that are certified to the highest national standards. Every year, the country is visited by 7 million tourists who prefer to spend their holidays in the countryside. In France, a children's holiday program has been developed and is being implemented in rural areas during school holidays. Children between the ages of 3 and 13 are placed in families to explore rural areas (lambs, cows, rabbits), play games with their peers in the village, and go camping. They also have the opportunity to learn national dances, crafts, regional folklore and foreign languages. The quality of recreation is monitored and approved by the Ministry of Health and Social Welfare and the Ministry of Youth and Sports.

France is in serious competition with Spain in the market of agritourism services in Western Europe, where the number of foreign tourists using these services (about 1.2 million people per year) exceeds the flow of domestic agritourism. There are more than 5,000 recreational opportunities in rural Spain. At the same time, the country can accommodate almost 27,000 agro-tourists. The estimated cost of living in Agro tourism is \$ 25-120 per person per night.

In Poland, there is a special training program "Green Schools", which provides urban children with a two-week stay in rural areas, on specialized agro-tourism farms. This holiday gives children the opportunity not only to relax, but also to get acquainted with rural life, to undergo special training. Specialized training courses are being developed on farms. One of them, "From frost to bread", involves the participation of children in the production of bread (grinding grain in a windmill, spreading dough and baking bread).

Agro tourism includes the following specific components.

The tourist wants to relax in ecologically clean and attractive places, communicate with the owners (participate in household chores), spend time actively, learn about the culture and traditions of the area;

Farmer - offers his house and food, can be a leader, organizer of leisure time, interesting interlocutor;

The farm is an orderly recreation area that retains its primary function, allowing vacationers to interact with pets and animals;

A village is an area that is integrated with traditions, plans, and forms an organizationally complementary (accessible to a variety of services) road, but at the same time has an infrastructure that meets the needs of tourists;

The natural environment - fresh air, lakes, rivers, proximity to the mountains, beautiful scenery attracts tourists.

Agritourism brings income not only to service farms, but also to shops, gas stations, artisans and other villagers. This will mobilize the local economic infrastructure. As a result, tourist revenues increase the demand for other services that may have nothing to do with tourism.

In general, rural tourism covers a wide range of activities related to people's rural life, culture, and religion, as well as demonstrating the production process of agricultural and livestock products and home-grown products. Without rural tourism, it is impossible to focus on agritourism, as much of the countryside is privately owned by farmers and ranchers.

In the EU, rural areas have many non-agricultural functions, and the difference between agritourism and rural tourism is significant. It is advisable to use the term "rural tourism" in areas where agricultural production is significantly spread or where well-organized rural communities are densely populated. With the development of urbanization processes, the importance of traditional rural community is declining as the role of cities is increasing. Therefore, the term "Agro tourism " can be used more in the future.

The greatest development of rural tourism took place in Western Europe. There is a wide range of such holidays. The turnover is estimated at hundreds of millions of dollars. The main consumers of the service are middle managers and other employees who do not and do not offer expensive types of recreation.

Agro tourism aims to meet the needs of tourists related to travel, education, recreation or sports. So the question is, are there any signs that distinguish agritourism from other types of tourism? If so, the separation of agritourism is justified. Tourism includes industries such as wine production (wine tourism), gastronomic tourism (food tourism), ecotourism, and so on. However, the main factor is to go to the farmers and farms.

Uzbekistan also has great potential for the development of agritourism. Currently, Uzbekistan has begun to study the objects that can receive tourists in the field of agro-tourism, on the basis of which a list will be formed. It should be noted that the official pages of tourism and social networks provide detailed information about the objects of agritourism for tour operators to develop programs and independent visits of tourists. Foreign and local tourists will be able to visit these facilities directly and enjoy a new approach to tourism.

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