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Research Article

AGROTOURISM: NURTURING TRADITION, PRESERVING HERITAGE, AND FOSTERING LOCAL DEVELOPMENT

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ABSTRACT

Agrotourism, beyond its economic scope, embodies an inherent ideological weight in global practice. Its evolution intertwines with the imperative of safeguarding national and ethnocultural legacies, preserving natural and historical habitats, and revitalizing traditional values and lifestyles. The recent emphasis, notably in several European nations, on the societal impact of tourism development has underlined the necessity to integrate local community welfare into the agrotourism agenda. This paper recommends a comprehensive consideration of various agrotourism development models while devising regional strategies. Recognizing the unique attributes of our country, primarily the diverse regional and local conditions, becomes pivotal in optimizing agrotourism management and growth. Two primary models converge to shape the landscape of "Agritourism" models. Initially, small agricultural entities—private auxiliary farms, peasant (farm) farms, and agricultural consumer cooperatives—embark on entrepreneurial endeavours within their domain, catalyzing agrotourism organically without external investments.

KEYWORDS

Tourism sector, domestic tourism, agrotourism activity, rural tourism, investment mechanism, economic levers, organizational-economic mechanism.

INTRODUCTION

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Today, the development of agrotourism activities in the tourism industry of the developed countries of the world, including in developing countries, whose share in the total indicators is steadily increasing, is largely carried out based on the management of the agrotourism resource components of the country's regions and the positive and negative factors affecting the development of the activity [1-4].

METHODOLOGY

The agrotourism activity initially became a separate type of activity in the developed countries of the European agricultural network, and as an important factor in the rapid development of this touristic activity, it is shown that residential buildings in rural areas have a high level of comfort. The primary concept of agritourism in Europe is aimed at the development of small family businesses in rural areas. In the development of agrotourism activity, it is necessary to take into account the following necessary conditions [5-9]:

- availability of free or relatively cheap housing stock in rural areas (including small towns);
- good condition of the housing fund with a sufficiently high level of comfort to accommodate tourists:
- availability of state support for agrotourism activities:
- creation of special structures that provide systematic support and are engaged in the organization of agrotourism activities, as well the introduction of information as

- technologies that allow the provision of services provided in agrotourism activities in electronic form:
- organization of associations of agrotourism entities. their classification and standardization in terms of tasks, assessment of the quality of services in agrotourism, advertising and information provision, etc.;
- development of a system of activity regulation (adoption of relevant laws and state programs), introduction and promotion of national and regional agrotourism products with information and services advertising;
- financial support for agro-tourism facilities (formation of preferential lending systems, direct subsidies, preferential taxation), as well as quality provision of roads, sewage, water, gas, energy supply, communication, etc.

The model for the development of agrotourism activities has been adopted as a model in countries with relatively European agricultural sectors. These countries do not have such comfortable housing facilities in rural areas as in Western Europe, but they have state programs for the development of agritourism activities on the European Union model. Decisions and relevant programs have been adopted by the government to support agrotourism, a preferential lending system for agrotourism accommodation has been created, national associations of business entities engaged in agrotourism activities have been established to increase their comfort, and information and

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advertising portals have been introduced. is supported [9-11].

In less developed countries where it is not possible to use private houses as tourist accommodation, but at the same time there is significant tourism potential (climatic, natural, landscape, historical and cultural, etc.), a different approach is used: large-scale private tourism in rural areas focused on the use of rural tourism resources centres are being created.

In several countries, the concept of agrotourism is primarily aimed at the creation of agricultural parks, which are mainly state organizations that promote national agriculture and generate income from tourism. This model is usually overseen by the agency responsible agricultural development [12].

RESULTS AND DISCUSSION

In addition to the availability of tourist and recreational resources in the regions, it is important to develop settlements in rural areas for the implementation of any model of agrotourism development. In this case, the means of accommodation of agrotourism activity can be formed in two ways:

- 1. Conversion of houses, palaces, and cottages, which are not created as hotels, which are permanently or conditionally available in rural areas, into tourist accommodation.
- 2. Construction of special accommodation facilities - in which tourist accommodations ("national villages", "hunter/fishermen's houses",

"cultural centres", "agricultural parks", camps, etc.) function as a means of accommodation for agrotourism activities.

Based on the study of foreign experiences in the development of agrotourism activities, it can be noted that currently there are practical experiences in the implementation of several models of agrotourism development agriculturally developed regions of the world, which can be classified as follows:

1. Development of small family hotel business and agrotourism activities based on existing tourist resources of the region without significant changes in the socio-cultural environment of the region.

The implementation of this model implies the implementation of the state policy on the transfer of the rural population from the agricultural production sector to the service sector, that is, the adoption of a comprehensive socio-economic strategy at the national level aimed at supporting the development of rural areas. This strategy involves the development of a network of accommodation facilities (private small hotels) and specialized entertainment facilities (sports centres, boat stations, stables, hunting societies, etc.) based on existing rural housing and agriculture (farms, beekeeping, fishing farms, etc.)., includes support.

2. Construction of large and medium-sized private tourist facilities in rural areas: specialized private hotels in the form of "historical or national villages", cultural and ethnographic centres, centres for demonstration production processes,

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etc. This model is used more by countries with low availability of housing stock in rural areas, but with high tourism potential. For the successful implementation of the considered model, a large amount of investment, the development of special projects, extensive research and marketing activities are required.

3. Creation of public or private agricultural parks. In addition to the development of the tourism industry, the concept based on such a model is aimed at popularizing and promoting agricultural achievements in a given country, preserving practical skills and demonstrating national (traditional) agricultural production technology. In world practice, the program for the implementation of such a model is usually supervised by the agency responsible for agricultural development. These are multifunctional centres where state agricultural parks can conduct research and breeding at the same time. This model includes large state or private investments, the development of serious largescale projects for the development of agrotourism activities, the existence of a scientifictechnical and scientific-research base, and professional personnel.

Concepts of agrotourism formed in world practice, usually, in addition to economic (commercial) aspects, also bear a certain The ideological burden. development agrotourism activities is also related to the preservation of national and ethno-cultural heritage, natural and historical-cultural habitats, architectural and historical space, restoration and promotion of traditional values and lifestyle, and

solving other socio-cultural tasks. Recently, in several European countries, a lot of attention has been paid to the impact of tourism development on the life of the local population when developing tasks for the development of agrotourism activities.

It is recommended to take into account different models of agrotourism development in the development of regional directions for the optimization of agrotourism development and management processes, taking into account the specific characteristics of our country, first of all, the diversity of regional and local conditions.

There are two main concepts for the formation of "Agritourism" models. First, small agricultural enterprises - private auxiliary farms, peasant (farm) farms, and agricultural consumer cooperatives begin to engage in business activities based on a touristic approach within the framework of their activities. In this case, agrotourism develops at the expense of these enterprises' funds without attracting the necessary investments from outside.

The second concept includes the comprehensive development of tourism in rural areas. In this concept, agrotourism is not considered as a subsidiary production, but as a main business that provides maximum recreation services aimed at exploiting all aspects of rural life that are attractive to tourists. Such aspects include, for example, the availability of favourable ecological and aesthetic conditions, the opportunity to participate in the rural lifestyle and its entertainment (horse riding, mushroom and

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berry gathering, fishing, etc.), and the use of locally produced cheap food products, with ethnographic characteristics. dating can be listed. These conditions lead to the development of tourist villages, real estate complexes, and agrotourism centres with accommodation facilities.

It is no coincidence that the policy of supporting agritourism activities in Europe is still focused on economically less developed regions, the basis of such policy was the need to develop agriculture to increase the market competitiveness and efficiency of local agricultural products. This led to a decrease in the number of people employed in primary production and created the problem of a lack of jobs in rural areas. Therefore, agrotourism is considered as an alternative economic activity that increases the income of less developed regions [13].

World experience shows that the development of agrotourism activity, which is considered a special direction of the tourism industry in our country, can be effective from both a social and economic point of view. At the same time, if agrotourism does not develop on its own, it is impossible to achieve high efficiency within any program of territorial or regional importance, otherwise, in the absence of financial resources. local projects in the field of agrotourism are forced to develop independently slowly and with difficulty.

In addition, it is necessary to take into account the specific characteristics of the development of agro-tourism activities in our country. The development of agritourism in Western Europe is

mainly explained by the overproduction of agricultural products. Therefore, the concept aimed at the development of the sector for our country is more logical and strategic, within which the development of agricultural production and agro-tourism is combined. If we combine the provision of tourism services in rural areas with the sale of food products at producer prices, this creates an affordable and competitive market product. As a result, the joint organization of food and tourism services can turn out to be very profitable, even if each of these activities is unprofitable by itself.

Conclusions

Based on foreign experience, it can be assumed that agrotourism in our country goes through two main stages in its development: the stage of establishing a small family agrotourism business and the stage of forming medium-sized agrotourism business facilities. In addition, taking into account the specific characteristics of the sector in our country (low volume of agricultural production, negative level of migration), it is necessary to plan the development of national agrotourism activities, that is, to create a single agrotourism complex "using the results of a common assessment for both sectors (agriculture and agrotourism) also helps to choose an effective model for the development of agrotourism activities in Uzbekistan.

In our opinion, the following directions (models) of agrotourism development in our country may be promising:

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creation of regional rural tourism networks by developing small, family and private agrotourism entrepreneurship (residential buildings - small family hotels and rural tourism infrastructure) based on existing tourist resources of rural areas.

The following issues can be resolved at the initial with model of agrotourism stage this development:

- creation of associations of agrotourism business entities in the field of organizational support;
- registration of agrotourism entities. establishment of credit lines for rural tourist objects, provision of basic information to agrotourism entities;
- organization and certification of advertising and marketing activities for agrotourism activities);
- information support aimed at the development of industry activities, large-scale interactive formation of databases, creation of an effective system of delivery of local tourist products in the form of information;
- supplementing the legal framework in the field of legal support with the necessary documents and laws, taking into account regional characteristics;
- the field of financial support, organization of preferential lending system for rural entrepreneurs, financing professional necessary training and financing rural programs, infrastructure as a strategic task.

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