

PROSPECTS OF AGRICULTURAL DEVELOPMENT THROUGH AGRO-TOURISM

Yusupov Ne'matillo Saidturaevich

Andijan Institute of Economics and Construction, assistant teacher of the Department of Network Economics.

Sharobiddinov Ahrorbek Qosimjon ugli

3rd grade student of the Faculty of Economics of the Andijan Institute of Economics and Construction

Abstract. Tourism is the most profitable industry in the international industry. According to the World Tourism Organization of the United Nations, the number of tourists traveling with touristic purposes has reached 1.5 billion (1). These data clearly indicate that the tourism sector is rapidly developing. The development of tourism was caused by the development of all types of tourism. One of such developing types of tourism is agrotourism. Agrotourism is not a new type of tourism. It has been used in Europe for about 100 years. Agricultural areas meet the needs of urban residents with their natural and cultural attractions. One type of tourism formed by this desire is agrotourism. In this study, what is agrotourism, where is it needed, the necessary conditions for the formation of agrotourism, the available opportunities, as well as the advantages of agrotourism, the topic of success in the field of agrotourism of Uzbekistan is discussed.

Key words: Agrotourism, farmer, natural resources, non-agricultural activities, population income.

INTRODUCTION

Agrotourism refers to travel organized around farming, small-scale food production, or animal husbandry. (2). Agrotourism is the idea of bringing urban residents to rural areas for recreation and spending (3).

The concept of agrotourism is a direct extension of ecotourism, which introduces visitors to agricultural life and provides an opportunity to relax in the midst of nature. Rural communities support sustainable development through people's trips to nature.

Agrotourism is also known as a lightweight and versatile form of sustainable tourism development, which offers visitors

provides an opportunity to get acquainted with agricultural areas, agricultural professions, local products, traditional cuisine and daily life of the people, as well as cultural elements and peculiarities of the region, environmental traditions. (4). Also, the field of agrotourism creates an opportunity for the rural population to engage in non-agricultural activities. (5)

There are three elements of agrotourism: farmer, village and farming.

The farmer is an important factor contributing to the success of agriculture and agritourism. In most cases, farmers are less educated and less influential.

And without any commercial purpose, it entertains visitors, serving them in the process. (6).

Village: Far from the city, the village has no urban conditions, but nature is rich in resources. Investments are natural resources themselves. Investments are naturally made in the form of water bodies, fields, forests, mountains, deserts and islands. (6).

Agriculture: It is a sector that attracts city residents with its attractiveness. This is the encouraging wealth of the villagers. Abundant resources in agriculture, i.e. land; water and plants are unique in each place, creating diversity and interest. Peasant, village and agriculture create a wonderful combination, especially for tourists from cities, which provides endless satisfaction.(6). These three factors are the elements that make agritourism possible. The presence of these factors can adapt the region to agrotourism. If agrotourism is to be developed in the region, these elements should be managed and evaluated.

MATERIALS AND METHODS USED

Agrotourism has four important basic principles. These principles ensure the development of agrotourism. These principles also include features necessary for tourists. Activities that attract tourists and activities for tourists are included in these principles.

✓ The presence of something for visitors to see: animals, birds, farms and nature, agrotourism places that can offer a visit to any tourist. Apart from these, culture, clothes, festivals and village games can arouse enough interest in agrotourism.

✓ Something for visitors to do: farm activities, swimming, horse-drawn carriage rides, horse riding, camel riding, fruit picking, bee keeping, milking cows, wine making, cheese making, cooking and village o to participate in the games. (6).

✓ Opportunity to buy something for guests: rural crafts, clothing materials, local clothes, agricultural products (organic eggs, natural honey, milk and dairy products, natural fruits and vegetables), processed food, tourist souvenirs are some of the products they can buy as (8).

✓ Local food is the most important and best food for tourists. Such practices attract the attention of tourists and at the same time bring income to the local people. This is the advantage of agritourism. On the other hand, these practices should not become commercialized, otherwise the relationship between tourists and locals may become hostile.

RESULTS AND THEIR ANALYSIS

Agritourism is a type of tourism that provides outdoor activities, educational experiences, direct sales of agricultural products, lodging and entertainment. These

opportunities are important for both tourists and farmers. These opportunities include activities undertaken by tourists. It is important to note that as agrotourism develops in rural areas, transport, infrastructure, industry, service sectors, and trade sectors also develop in rural areas (12).

Advantages of agrotourism

Agrotourism has many advantages for the region where it operates.

These benefits include: (8):

- Agrotourism strengthens the local economy and contributes to the country's economy;
- Ensures the development of the local area;
- Agrotourism provides employment in agriculture;
- Helps to diversify the local economy and preserve rural life;
- Natural, historical and cultural resources are used;
- Opportunities to diversify products and marketing for additional income are established in the farm(11);
- It will be possible to provide employment to family members;
- Increase the flow of customers to existing farm outlets by adding on-farm recreation and entertainment;
- An agri-cultural tourism experience allows guests to purchase farm-grown food products;
- Cultural changes between urban and rural populations, including social and moral values.
- Farmers can improve their standard of living through connections with urban residents.

The benefits listed above provide social, economic, cultural and ecological conditions to the local population. Thus, these advantages reveal the importance of agrotourism.

CONCLUSION

Agrotourism allows the people living in the village to earn income and develop the rural area. In agrotourism, tourists visit many different facilities, bring additional income to the people living in this area, help the development of the area and the economy of the country. If Uzbekistan wants to develop agrotourism, it should be trained

It is necessary to provide information about tourism to the people living in rural areas and raise their awareness.

Agrotourism enriches rural areas and protects recreational resources in rural areas from extinction.

From this point of view, the country is rich in natural cultural, historical, authentic and exotic places. These places are perfect for agrotourism. If these places are to be

shown to other people, they should be advertised and the media should focus on them.

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