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AGROTOURISM AS A FACTOR OF SUSTAINABLE RURAL DEVELOPMENT**АГРОТУРИЗМ КАК ФАКТОР УСТОЙЧИВОГО РАЗВИТИЯ СЕЛЬСКОЙ СРЕДЫ****АГРОТУРИЗМ QISHLOQNI BARQARAR RIVOJLANISH OMMILI OLIYDA****Abdug'aniev Olimjon Isomiddinovich¹** ¹Farg'ona davlat universiteti geografiya kafedrası dotsenti, g.f.d.**Abdullaeva Khamida²**²PhD student of Ferghana State University**Abstract**

The article examines new comprehensive approaches to the development of rural tourism and their impact on the sustainable development of rural areas. The main goal is to analyze the strengths and weaknesses, opportunities and threats of further development of agrotourism. Using the general indicator of the joint development of agriculture and rural tourism, the researcher proposed promising directions that help the sustainable development of rural areas in the field of agrotourism in Fergana region.

Annotatsiya

Maqolada qishloq turizmini rivojlantirishga yangi kompleks yondashuvlar va ularning qishloq joylarning barqaror rivojlanishiga ta'siri o'rganilgan. Bundan ko'zlangan asosiy maqsad agroturizmni yanada rivojlantirishning kuchli va zaif tomonlari, imkoniyat va tahdidlarni tahlil qilishdan iborat. Qishloq xo'jaligi va qishloq turizmini birgalikda rivojlantirishning umumiy ko'rsatkichidan foydalangan holda Farg'ona viloyatida agroturizm sohasining qishloq hududlarini barqaror rivojlantirishga yordam beruvchi istiqbolli yo'nalishlarini taklif qilgan.

Аннотация

В статье рассматриваются новые комплексные подходы к развитию сельского туризма и их влияние на устойчивое развитие сельских территорий. Основная цель – проанализировать сильные и слабые стороны, возможности и угрозы дальнейшего развития агротуризма. Используя общий показатель совместного развития сельского хозяйства и сельского туризма, исследователь предложил перспективные направления, способствующие устойчивому развитию сельских территорий в сфере агротуризма Ферганской области.

Key words: agrotourism, rural tourism, income, sustainable development, natural resources, recreational tourism, environmental friendliness.

Kalit so'zlar: agroturizm, qishloq turizmi, daromad, barqaror rivojlanish, tabiiy resurslar, rekreatsiya turizmi, ekologik tozalik.

Ключевые слова: агротуризм, сельский туризм, доход, устойчивое развитие, природные ресурсы, рекреационный туризм, экологичность.

INTRODUCTION

Agrotourism is a type of recreational tourism and an active form of recreation in rural areas, which is organized exclusively by local residents. There are five criteria agrotourism: the use of natural resources; no damage to the habitat, environmental friendliness; environmental education and awareness; preservation of the local socio-cultural sphere. Agrotourism is an important element of sustainable development and rural transformation. As a result of decline in profitability of agricultural production and deterioration of living standards of rural residents, these activities – as reported in many countries, conducted observations of the economic activity of farming families in the field of tourism – is mainly a consequence of seeking additional or alternative incomes in many areas related to agriculture.

Scientific methodical foundations and problems of geographic study and development of agrotourism were carried out by such scientists as Maria Pia Radjoneri and Marco Valletta, Francois Mounet, S.A.Luchenok, A.N.Degtyarev, M.Schneider, I.Yu.Usmanova, A.N.Bulgakova. In order to form

agrotourism as an independent type of tourism industry, they defined its object and subject, theoretical aspects of agrotourism development, and the requirements for agrotourism research.

The development and organization of agrotourism in Uzbekistan was reflected in the research works of N.Tukhliev, T.Abdullaeva, I.Hasanov, A.N.Nigmatov, N.T.Shamuratova, O.Kh.Hamidov, M.T.Alieva, M.Yakubova. They offered regional rural tourism as an independent tour based on opportunities. The scientific basis of this big agrotourism and geographical monitoring of its organization is analyzed.

Agritourism in Uzbekistan is a dynamically developing type of activity in the agricultural territories of the country. Currently, this type of vacation has not yet gained much popularity among Uzbek tourists, as, for example, in European countries, but every year it is becoming more and more popular. The purpose of agritourism in Uzbekistan is to form a new integrated tourism product that contributes to the sustainable development of rural areas. In turn, the sustainable development of rural areas can be understood as the optimization of development parameters, regarding for the limits of growth, objectively set by the internal characteristics of the system and external factors. The relevance of the development of agritourism in Uzbekistan is stipulated by:

- low level of socio-economic development in rural areas;
- ongoing outflow of residents from the village;
- lack of opportunities for small and medium-sized enterprises that are not capable of modernization or cooperation to engage in another type of activity;
- remoteness of inland rural territories from large centers;
- low level of development of organized domestic tourism;
- demand for inexpensive vacations.

Currently, the average stay of tourists in Uzbekistan is 4-5 days. This has increased by 1.5 times compared to 2019 (2-3 days). In 2017, each foreign tourist spent an average of 197 dollars in the republic. This indicator reached 400 dollars in 2023, and the amount of income received from the tourism sector during the 9 months of 2023 was 1.72 billion dollars.

In January-February 2024, a total of 974,200 foreign citizens visited the Republic of Uzbekistan for tourist purposes. This indicator has increased by 103.5 thousand people or 11.9% compared to the corresponding period of last year. [6]

In many European countries income from the tourism industry ranges from 15 to 30% of the total income. It should also be noted that different countries are building up completely different concepts of agritourism development (table 1).

Table 1

Countries	Varieties of Concept
European countries	Small family hotel development in local provinces
Tropical countries (Sri Lanka)	Large private tourist centers focused on the use of rural tourism resources operate within the tourism industry
Tropical countries (Malaysia)	Establishing agricultural parks, being mainly state organizations promoting national agriculture and generating tourism income

Agritourism development concepts in selected countries.

Agritourism, as a form of individual relaxation, satisfies the needs of various groups of the middle class. Agrotourism is one of the promising directions of tourism development, which has strengths and weaknesses, opportunities and threats of development (table 2). Each region of Uzbekistan has its own tourist potential. In addition, Fergana region is considered one of the greenest corners of the country with high potential for tourism development. The beautiful nature of the Fergana region, unique climate, unique relief forms, rivers and streams create a wide opportunity for the development of all directions of tourism, as well as providing all types of services for tourists in all forms of tourism. However, the level of use of these opportunities remains low.

Therefore, for the development of this field, it is necessary to conduct excellent research, to develop reasonable proposals and recommendations for the development of the field. When we think of Fergana, first of all, the beautiful land that is the jewel of Uzbekistan appears before our eyes. Fergana province is a unique place located in the southern part of the Fergana valley. During the years of independence, this place became more beautiful.

Table 2

Strengths	Weaknesses
Availability of natural resources High agricultural potential Diversified orientation of peasant and small holdings The potential of Uzbek culture and traditional Uzbek hospitality	Lack of regulatory support for this type of activity Lack of standards and regulations applicable in the field of rural tourism, as a special sector of industry Lack of qualified personnel Low living standards of the rural population, respectively, the lack of comfortable conditions for tourists' accommodation
Opportunities	Threats
Favorable investment climate for the implementation of agritourism development projects Creation of additional jobs Rural small business development Rising incomes and improving living standards of rural residents Revitalization of social infrastructure in rural areas Promoting the protection of local attractions Raising the cultural level of the rural population	Loss of market due to low level of service Growth of problems associated with environmental degradation Lack of synchronization of government support measures Increasing tax burden on tourism industry enterprises Significant risks are connected with a possible increase in the environmental burden on tourist areas, in which the tourist flow will grow rapidly.

SWOT analysis of the development of agritourism in Fergana region.

The celebration of the anniversaries of our scholars such as Ahmad Fargani, Burhoniddin Margilani and the city of Margilon on a world scale increases the interest of foreigners in this land and serves to increase the tourism potential. At the moment, tourist routes are being organized for guests visiting Fergana in the cities of Margilon, Kokan and Fergana, as well as in Kuva district. New tourist destinations - Burhoniddin Margiloni, Said Ahmad Eshon complexes in Margilon, Pirsiddiq Hazrat chillkhana and mausoleum, Uvaisi House Museum, craftsman's workshop, Orda Palace in Ko'kan and the museum of local studies located there, Jome and Komal Qori Mosques, Norbotabi Complex, Madalikhon Historical Monuments, Fergana City and Ahmad Fergani Complexes in Kuva, tours are making a great impression on tourists. The organization of the national exhibition of handicraft products also opens the way to new opportunities.

In January-September 2023, the total volume of agricultural, forestry and fishery products (services) of Fergana region is 27,210.5 billion soums or 103.3% compared to the corresponding period of the previous year. The share of this region in the total volume of products (services) of agriculture, forestry and fisheries of the republic was 9.3%. [7]

The natural conditions, flora and fauna, agrolandscapes of the Fergana region make it possible to organize this industry in several directions. Agrotourism is considered one of the new industries for Fergana region, and approximately 6-8% of the tourists coming to the valley are visitors to rural areas. Agricultural sectors such as cotton farming, grain growing, vegetable growing, horticulture, animal husbandry, cattle breeding, sheep breeding, poultry breeding, cocoon breeding, and beekeeping are well developed in the region.

Cereals, cotton, vegetables and sugarcane crops are planted in the fields. Apricots, pomegranates, figs, apples, dates, and high-quality grapes are grown in the gardens. The inhabitants of the region have been engaged in agriculture and animal husbandry for a long time. As a result, farming traditions, national customs and rituals related to them were formed. It is possible to organize tourism in the region from the eve of Nowruz to the autumn.

During this period, local residents organize seasonal elections. In addition, increasing the employment of the population in the agriculturally developed regions of the Fergana region is one of the urgent problems. One of the ways to solve such problems is to use rural areas for the purpose of tourism, that is, to establish agrotourism. As agrotourism centers of Fergana region, there are raspberry orchards in Fergana district, vineyards in Altiariq, farms and agricultural enterprises specializing in strawberry, cherry and pomegranate growing in Kuva and Kuvaso (Vadil, Arsif, Uzumchi, Soykeldi, etc.).

Growth rates of agricultural production in Fergana region (percent compared to last year)

table 3

	Farms of all categories	Including:			Farms of all categories	Including:			Farms Of all categories	Including:		
		Farms	Farmer (personal assistant) farms	Organizations implementing agricultural activities		Far m	Farmer (personal assistant) farms	Orga niza tions imple men ting agricultural activities		Far ms	Far mer (perso nal assis tant) farms	Organiza tions implemen ting agricultural activities
	Total				Agricultural products				Livestock products			
2010	106.1	105.1	107.1	97.7	105.0	104.1	107.1	86.0	108.2	125.0	107.0	128.8
2011	107.7	107.3	108.1	102.0	107.2	106.9	108.9	75.7	108.5	112.8	107.5	146.1
2012	106.0	102.0	108.3	107.3	105.4	102.1	109.4	109.2	107.1	101.4	107.4	105.6
2013	107.0	106.0	107.5	106.2	106.4	106.0	107.0	101.4	107.8	106.0	107.8	111.1
2014	106.1	97.0	110.7	112.4	105.5	96.4	116.3	114.1	107.0	107.2	106.9	110.7
2015	105.7	101.5	107.5	107.9	105.1	101.1	108.9	102.5	106.6	106.6	106.5	113.4
2016	105.7	100.4	108.4	93.7	105.3	99.8	111.2	81.6	106.3	110.2	106.1	106.3
2017	97.1	79.0	104.6	102.8	94.5	80.4	108.1	70.8	100.5	60.6	102.0	123.5
2018	109.7	116.8	105.2	178.5	108.4	115.3	102.3	173.3	111.6	149.9	107.9	181.0
2019	103.5	116.6	98.0	126.4	105.4	116.6	96.4	165.2	100.6	116.3	99.6	105.5
2020	104.9	119.8	98.0	108.1	106.9	120.2	93.3	109.0	102.3	114.8	101.3	107.5
2021	103.2	105.8	101.0	116.8	103.7	105.3	100.0	125.6	102.5	112.1	101.5	110.6
2022	104.9	110.4	101.0	114.1	107.2	110.6	101.0	123.2	101.6	107.5	101.0	105.6
2023	103.7	105.2	102.6	104.3	104.1	104.8	103.5	96.8	103.2	111.6	102.2	112.8

the table is compiled based on data from farstat.uz

GEOGRAFIYA

From the above data, we can analyze that the volume of growth of agricultural products in Fergana region is increasing year by year. This is due to the increase in the shares of farms and peasant (personal assistant) farms operating in the two important sectors of agriculture, agriculture and animal husbandry, as well as organizations that carry out agricultural activities. It can be seen that there are sufficient opportunities for the development of agrotourism in Fergana region. As a matter of fact, this branch of tourism is not new for us, because various holidays related to agriculture have been held in our country for many years. For example: melon harvest, honey holiday, and of course the autumn harvest festival. These are definitely a form of agrotourism.

CONCLUSION

The economic and social potential of the Fergana region, together with various unique natural landscapes, agrolandscapes, remarkable cultural and historical monuments, is an important basis for the development of recreation and tourism. Currently, the use of these opportunities for tourist purposes is one of the urgent issues. The following directions (models) could be promising in the conditions of Fergana:

I. Creation of regional agrotourism networks through the development of small, family and individual agrotourism businesses based on existing rural tourism resources: accommodation facilities (small family hotel facilities) and agro-tourism infrastructure (including various agrotourism facilities and types of business related to agrotourism). The organization of an efficiently operating network of private agritourism farms in the territory of the tourist region implies the creation of a state support system at the center or, at least, at the regional level .

II. Re-creating the socio-cultural environment of a historical settlement - a "historical village", a "national village" or another type of settlement (nomad camps, etc.), re-creating the socio-cultural environment of other historical objects (noble and merchant estates, etc.).

III. Creation of large and medium-sized specialized agritourism facilities focused on the reception of tourists and their good rest arrangement. These can be specialized centers (sports, cultural, culinary, etc.), stylized "agrotourism villages", as well as "fishing", "hunting villages", etc.

IV. Creation of state and private agricultural parks as large multifunctional tourist, exhibition, advertising and exhibition, cultural and propaganda, research and production, etc. complexes with accommodation facilities and appropriate infrastructure.

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