

Preconditions for the development of agricultural tourism in Uzbekistan

¹Dekhkanova Nilufar Sagdullaevna, ²Galimova Firyuza Rafikovna, ³Tukhtamishev Shodimurod Kurbonboyevich, ⁴Isakhanov Muslimjon Marifjonovich

¹ Senior Lecturer, ² Assistant professor, (PhD), ³ Assistant, ⁴ Assistant,
^{1, 2, 3, 4} Department of Agribusiness and Investment Activities,

^{1, 2, 3, 4} Tashkent State Agrarian University, Tashkent city, Uzbekistan
Email - ¹dexkanova17@mail.ru, ²firuzaza@mail.ru

Abstract: *This paper examines the specificity of agricultural tourism. Tourism development has a significant positive effect on the economic and social development of rural areas, therefore the development of the tourism industry is becoming a priority economic task. The article presents data that are a prerequisite for the development of agricultural tourism in Uzbekistan, identifies the main impact of tourism on the economy.*

Key Words: *agrarian tourism, tourist, countryside, agriculture, travel, service, program, region.*

1. INTRODUCTION:

Today, there are many types of tourism that are completely unusual in their form and focus. So, among the many types and forms of tourism, such a phenomenon as agricultural tourism stands out today. Absolutely extraordinary and outlandish for the domestic consumer, agricultural tourism is gaining more and more adherents, which necessitates a more detailed consideration of this phenomenon.

Agrarian tourism is one of the forms of tourism aimed at providing services to move consumers from urban to rural areas. Also, agrarian tourism can be defined as rural hospitality tourism. Agrarian tourism, or as it is also called rural tourism, is designed for the fact that tired of the big city and all the bustle that accompanies it, a person strives to get a well-deserved rest, even for a short period of time.

Uzbekistan is unique in its nature and landscapes, combining such geographic zones as: deserts (Kyzyl Kum desert), steppes (Hungry steppe) and mountains (Gissar ridge), the cities around which the life of the people is concentrated are located in river valleys (Amu Darya and Syrdarya). There is everything that meets the interests and requirements of tourists, the directions of the tourism sector are developing more and more. The country is consistently developing such types of tourism as ecotourism, sports, archaeological, ethnographic tourism, health, cultural, educational and rural tourism, or agritourism.

Rural tourism in Uzbekistan has deep historical roots, and the development of its types and subspecies is quite promising. For example, in Turkey, tours are quite active and, I must say, successfully promoted, during which foreign tourists get acquainted with the peculiarities of growing cotton and its processing, they themselves participate in the collection of snow-white fiber in cotton fields. In our country, a tourist product may have even greater prospects based on the history and development of silk production, which was the main commodity on the ancient Silk Road.

For Uzbekistan, where the bulk of the population lives in rural areas, and places of tourist interest in the main tourist centers of the country are in close proximity to dekhkan farms with a relatively developed tourist infrastructure, this tourist product can become a stimulus for the economic development of a number of agricultural regions.

2. MATERIALS AND ANALYSIS:

Green rural tourism, or agrotourism (agrotourism, farm tourism), especially popular in the United States and Western Europe, - recreation in the countryside (in villages, farmsteads, in comfortable peasant houses). For some time tourists lead a rural lifestyle among nature, get acquainted with the values of folk culture, applied arts, national songs and dances, local customs, take part in traditional rural work, folk holidays and festivals.

To attract tourists, the population of the regions developing this industry must acquire the necessary skills. Like any type of tourism, agritourism requires special knowledge and skills in the provision of tourism services and tour products, especially for those who do not yet have experience in this area of business.

In this regard, UNDP (United Nations Development Program), in cooperation with regional khokimiyats and with the support of the Republican Scientific and Educational Consulting Center of the National Company

"Uzbektourism", organizes training programs for local residents who have expressed their willingness to learn the basic skills and knowledge necessary for organizing and managing guest houses. In particular, the training program includes such narrow specialization topics as:

- introduction to tourism;
- international standards of sanitary and hygienic conditions in guest houses;
- creation and management of a guest house;
- etiquette of receiving and serving tourists;
- catering organization;
- organization of cultural and leisure programs (demonstration of various national traditions, excursions to sights and places of natural and historical heritage, etc.);
- psychological aspects of tourist service;
- the basics of marketing and pricing for travel services.

It should be noted that the decisions taken on the organization of scientific and educational programs related to agritourism in rural areas will have a positive impact, both on the level of literacy of the population, and on the tourism potential of these regions of our country.

In some regions of Uzbekistan, agritourism has already received a certain development. For example, rural tourism is well developed in the Jizzakh and Navoi regions, in the area of the northern slopes of the Nurata ridge. Guest houses are organized in such villages as Eski Farish, Ukhum, Hayat, Mejrum (Majrum), Sentyab. The guests of these houses make fascinating walks in the mountain tracts, get acquainted with the flora and fauna of the Nurata Biological Reserve. There is a possibility to rent horses and donkeys. Of the sights of this region, one can note individual petroglyphs, the alpine lake Fazilman. Usually, after visiting guest houses in the villages of the northern slopes of the Nurata ridge, tourists go to yurt camps located in the immediate vicinity of Lake Aydarkul. Here they can get acquainted with the nature of the Aydar-Arnasay lake system, as well as come into contact with the sands of the Kyzyl Kum desert, which are close to the camp. A camel ride along the dunes of these territories towards the village of Dunglek will pleasantly add to the overall experience. Acquaintance with the life of desert dwellers and their traditional way of life can also be included in the program of these tours.

By developing rural tourism in the Nuratau-Aydar-Kyzylkum region, it is possible to create a kind of ethnographic cultural center. And with sufficient funding, on the basis of some village, organize a special "aul-town" to receive tourists.

The tourism potential of the Republic of Uzbekistan is gaining momentum. The country is consistently implementing comprehensive measures to develop tourism as one of the strategic sectors of the national economy, which ensures its diversification and accelerated development, the creation of new jobs, an increase in income and the quality of life of the population, as well as an improvement in investment attractiveness.

In order to create favorable conditions for the development of the tourist potential of the republic and attracting more visitors, a number of important documents have been adopted since 2019 (Fig. 1).

The number of foreign citizens who visited the Republic of Uzbekistan in 2019 amounted to 8279.0 thousand people¹.

The largest flow of foreign citizens from non-CIS countries to our republic in 2019 was observed from Turkey - 108.0 thousand people (1.3%), China - 61.9 thousand people (0.7%), South Korea – 40.6 thousand people (0.5%), India - 32.1 thousand people (0.4%), Germany - 29.0 thousand people (0.3%), Japan - 25.2 thousand people (0.3%), France, Italy and Israel - 21.2, 20.8 and 13.9 thousand people, respectively (Fig. 2).

For the period January-December 2019, the purpose of the trip for 1,043.9 thousand people who arrived foreign citizens in the Republic of Uzbekistan (47.4% of men and 52.6% of women) was travel.

If we proceed from the analysis of the distribution of foreigners who entered the Republic of Uzbekistan in 2019 by age, then their main contingent was made up of persons aged 31-55 years - 52.3%, 19-30 years old - 21.1%, 56 years and older - 17.9%, 0 - 18 years old - 8.6%. Of these, 51.7% of foreigners aged 31-55 arrived for the purpose of travel, 21.4% - at the age of 19-30, 21.4% - at the age of 56 and older.

¹ State Committee of the Republic of Uzbekistan on Statistics, [Electronic resource], URL: <http://www.stat.uz>

In rural areas, government services remain undeveloped, as well as the level of transport and information and communication connectivity. The development of comprehensive strategies and programs is required based on a detailed assessment of regional needs and competitive advantages.

The overwhelming majority of state support measures implemented in the agricultural sector are directed directly to farmers and other agricultural producers.

Decree of the President of the Republic of Uzbekistan "On the establishment of a branch of the Federal State Budgetary Educational Institution of Higher Education" Russian State University of Physical Culture, Sports, Youth and Tourism "in the city of Samarkand" No. PP-4311 dated 05.08.2019.

Law of the Republic of Uzbekistan "On Tourism" No. LRU-549 dated July 18, 2019

Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On the establishment of the procedure for the provision of paid services on the basis of an agreement by subdivisions of the internal affairs bodies to ensure safe tourism" No. 669 of 13.08.2019

Decree of the President of the Republic of Uzbekistan "On measures for the further development of the tourism sector in the Republic of Uzbekistan" No.UP-5781 of 13.08.2019

Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures for the further development of roadside and tourist infrastructure" No. 793 dated September 21, 2019

Decree of the President of the Republic of Uzbekistan "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" No.UP-5611 dated 05.01.2019

Fig. 1. Normative legal documents in the field of tourism development

Analysis of data on foreign countries shows that success is possible with a direct link between the economic development of rural areas and the development of agriculture, and there is also an ineffectiveness of reforms based on the provision of subsidies to address important local socio-economic problems.

Existing programs for the development of rural areas, carried out under the coordination of the Ministry of Economy and Industry of the Republic of Uzbekistan, are usually aimed primarily at eliminating regional economic imbalances in favor of large urban centers, sectoral support is provided only to a small part of the rural population - farmers and other entrepreneurs involved in agricultural production however, the countryside is left out.

Sustainable development in the future of the agri-food sector of the Republic of Uzbekistan requires the implementation of state policy in the field based on new approaches. The agricultural development strategy of the Republic of Uzbekistan for 2020-2030 serves as the basis for the implementation of these tasks.

In accordance with the Decree of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev No.UP-5853 of 23.10.2019 "On approval of the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030", the main objective of the strategic priority of Chapter 2 "Priority Directions of

the Strategy" of paragraph VIII "Development of rural areas" is to ensure sustainable development of rural areas².



Fig. 2. The flow of foreign citizens from non-CIS countries to the Republic of Uzbekistan in 2019,%

To achieve these goals, the following tasks have been identified:

- reforming the public administration system in the field of rural development;
- Conducting a detailed assessment of the real needs for rural development;
- improvement of the regulatory framework in order to provide state support, ensure the protection of interests, as well as decentralize decision-making in rural communities;
- development and implementation, as an experiment, of transparent mechanisms for grant support and investment attraction for the creation and development of non-agricultural enterprises, mobilizing the opportunities of local gatherings of citizens and the development of public-private partnerships between local citizens, agribusiness, civil society institutions and government agencies;
- development of a national rural development program.

According to the Decree of the President of the Republic of Uzbekistan No.UP-5326 02/03/2018 "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan"³ in order to create the most favorable conditions for the development of the tourism potential of the republic, primarily through the active attraction of investments, innovative ideas and technologies in this area, as well as the comprehensive use of available opportunities and resources of the country's rich natural, cultural and historical heritage, from February 10, 2018, a visa-free regime has been established for a period of 30 days from the date of entry into the territory of the Republic of Uzbekistan for citizens of the State of Israel, the Republic Indonesia, the Republic of Korea, Malaysia, the Republic of Singapore, the Republic of Turkey and Japan, as well as members of the crews of aircraft of foreign airlines operating regular flights to the Republic of Uzbekistan. Currently, the visa-free regime is used by citizens of nine countries: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Moldova, Russia, Ukraine and Kyrgyzstan (up to 60 days).

Business entities for a period until January 1, 2022 - are exempt from paying customs duties (except for customs clearance fees) for tourist class vehicles imported into the territory of the Republic of Uzbekistan, intended for the transport of 8 or more people, including the driver.

² Decree of the President of the Republic of Uzbekistan "On approval of the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030" No.UP-5853 of 23.10.2019.

³ Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan" No.UP-5326 02.03.2018

Equipment, mechanisms and spare parts for the construction, reconstruction and equipping of ropeways, ski lifts, funiculars and other similar objects and structures, as well as balloons (balloons), motor boats and ATVs according to the lists approved in the prescribed manner.

It is allowed, as an exception, licensed tourist operators registered in the Republic of Karakalpakstan to pay customs duties in the amount of 25 percent of the current rate for imported off-road vehicles with an engine volume of at least 2.4 liters with an installment plan for 5 years for organizing extreme tours with assignment them of separate series of state registration plates for vehicles and use exclusively on the territory of the Republic of Karakalpakstan.

It was established that from January 1, 2018, the taxable base of economic entities that provide services for the sale of tourist products and / or online booking of tourist services is reduced by the amount of expenses allocated for the introduction of electronic services, including electronic payments, booking, acquiring and others, and also specialized Internet sites and portals offering modern types of tourist services.

3. CONCLUSION:

Tourism development will have a significant direct and indirect impact on the country's economy. As a direct impact of tourism on the economy, the influence of it on the following related sectors is noted:

- 1) on transport, which is an important component of a tourist's travel: quality, safety and travel time are important characteristics that affect the cost of travel, and sometimes the main ones;
- 2) the sphere of accommodation, which is also considered one of the most important sectors in the tourism system, which determines the real possibility of receiving tourists in a particular region;
- 3) catering and trade, which serve to meet the needs of tourists in food and in the acquisition of materialized elements of consumed experiences and trade services;
- 4) the entertainment and attraction industry, which forms the specific features and uniqueness of the tourist product;
- 5) for insurance that affects safety in tourism;
- 6) for banking and financial services that allow tourists to make additional purchases and ensure the safety of funds;
- 7) for communication and information services - the more tourists come to the region, the more demand for these types of services grows.

As an indirect impact of tourism on the economy of the region, the impact on the socio-cultural sphere is noted, which manifests itself in a negative and positive impact on it: the negative impact may be in the introduction of new "alien" elements by tourists into the existing national cultural environment of the region, which is dangerous identity and characteristics, and the positive impact is manifested in the fact that when the demand and interest of tourists in a certain socio-cultural environment as an attractive factor for the development of tourism, there is an increase in national and cultural characteristics; on the environment - the positive and negative impact of tourism; the impact on the regional and local budgets is to replenish them with income from tax collections and payments from some elements of the tourism sector; the impact on international trade and the balance of payments is manifested in the export and import of tourism services, that is, through international trade in tourism, which can also affect the change in the country's balance of payments; on the employment of the population - it is manifested in the fact that with the growth of the tourist flow there is an increase in the need for labor resources, which are necessary not only for the tourism sector, but also for related service sectors.

However, not only tourism affects the region, but the region itself, the environment in which it operates, affects tourism. The region influences tourism with the help of such factors as natural-geographical and cultural-historical, which form the basis, the reason for the demand of tourists, provide the uniqueness of the area; demographic - indicators characterizing the population of the region; socio-economic, reflecting the level of development of the social sphere and economy in a particular region; material and technical - the level of infrastructure development in the region; political - the influence of political stability and order in the region on the safety of tourism.

Thus, agritourism is a profitable direction for the development of the agricultural sector of the economy, focused on environmentally friendly goods and environmental services, which can make a sufficient contribution to the regional budget. This is a successful and independent direction, it is interesting in terms of

attracting investors to the development and expansion of existing ones and the creation in the future of modern agro-tourist areas. Agritourism, acting as an incentive for the formation of agricultural parks, eco-clusters, contributes to the preservation of the national identity of the regions of the country, is one of the factors in the development of rural areas: it helps to increase the employment of the rural population, reduce the migration of rural youth to megacities, increase the duration of the tourist season and is an affordable type of recreation at a cost.

REFERENCES:

1. Law of the Republic of Uzbekistan "On Tourism" No. LRU-549 dated July 18, 2019.
2. Decree of the President of the Republic of Uzbekistan "On measures for the further development of the tourism sector in the Republic of Uzbekistan" No.UP-5781 of 13.08.2019.
3. Decree of the President of the Republic of Uzbekistan "On the establishment of a branch of the Federal State Budgetary Educational Institution of Higher Education" Russian State University of Physical Culture, Sports, Youth and Tourism "in the city of Samarkand" No. PP-4311 dated 05.08.2019.
4. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On the establishment of the procedure for the provision of paid services on the basis of an agreement by subdivisions of the internal affairs bodies to ensure safe tourism" No. 669 of 13.08.2019.
5. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures for the further development of roadside and tourist infrastructure" No. 793 dated September 21, 2019.
6. Decree of the President of the Republic of Uzbekistan "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" No.UP-5611 dated 05.01.2019.
7. Decree of the President of the Republic of Uzbekistan "On approval of the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030" No.UP-5853 of 23.10.2019.
8. Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan" No.UP-5326 02.03.2018.
9. Decree of the President of the Republic of Uzbekistan "On the Strategy for the Further Development of the Republic of Uzbekistan" dated July 02, 2017 No. UP-4947.
10. Dekhkanova N.S. (2019): The current state of entrepreneurship in agriculture in Uzbekistan. *International Journal for Innovative Research in Multidisciplinary Field. Volume - 5, Issue – 11, 52-57.*
11. Galimova, F.R. (2020): Organizational and economic mechanism for the development of innovative processes in agriculture in Uzbekistan. *International Journal Of Research Culture Society. Volume - 4, Issue – 1, 121-127.*
12. Dekhkanova N.S., Rozikov J., Tonkix O., Yakubov F. (2020): The current state and development trends of the agricultural products and food market in Uzbekistan. *International Journal Of Research Culture Society. Volume - 4, Issue – 1, 128-135.*
13. Agritourism [Electronic resource]. - Access mode: <http://www.datscha-booking.com/173/agrotourismo.html>
14. Vakhitova Z.T., (2014): Development of rural tourism. *JSRP, 14(18), 10-15.*
15. Voytyuk M.M., (2006): Non-agricultural activities in rural areas. *Agro-industrial complex: economics, management, 8, 38-40.*
16. Gvarliani T.E., (2011): Rural and agrarian tourism as specific types of tourism types of tourism. *Space of Economics, 4-3, 61-65.*
17. History of Agrotourism [Electronic resource]. - Access mode: <http://agroturismo.ru/history.php>
18. On the question of the concept of agritourism and its functions [Electronic resource]. - Access mode: <http://www.mirp.kz/rus/articles/8/174>
19. Kaznacheeva S.N., Chelnokova E.A., Korovina E.A., (2017): Agritourism as one of the promising areas of the tourism industry. *International Journal of Applied and Fundamental Research, 3-2, 248-252.*
20. Fedorov V.A. (2014): Rural tourism as the main way of development of domestic and inbound tourism of the country. *Young scientist, 11, 236-238.*