

FEATURES OF AGRO-TOURISM DEVELOPMENT

Alikulov Khumoyun Tokhir oglu

Assistant, Karshi University of Economics and Pedagogics

New tourism trends, including agritourism (rural tourism), have been rapidly developing recently. This type of tourism not only satisfies tourists' need for recreation in an ecologically clean environment but also contributes to economic and social stability in rural areas.

Agritourism is an integrated form of tourism and agricultural activity that allows tourists to experience rural life, work, and traditions firsthand, sample local produce, and participate in agricultural processes. Key agritourism activities include farm stays, culinary tourism, eco-farming programs, and trips to wineries and beekeeping complexes.

The economic and social significance of agritourism is highly valued today. The following ideas have emerged from the research and opinions of scientists. Agritourism:

- creates new jobs in rural areas;
- becomes an additional source of income for farmers;
- promotes local products and expands export opportunities;
- provides impetus for infrastructure development;
- enhances the social prestige of rural areas and generates interest among young people.

International experience shows that agritourism plays a vital role not only in generating economic benefits but also in preserving national culture and traditions. For example, in Italy, there are over 25,000 agritourism farms, welcoming over 14 million tourists annually. Wine tourism is widespread in France, and in Turkey, the practice of adapting rural homes for tourism is widespread. In Japan, experimental programs for rice paddy recreation have been developed.

According to the United Nations World Tourism Organization (UNWTO), the agritourism segment accounts for 10-12% of the total tourism market. In 2023, the agritourism market in Europe was worth over €20 billion. Italy, France, and Spain are the leaders in this sector. Table 1 below presents agritourism indicators in Europe and Italy for 2020-2023.

Table 1.

State of Agritourism in Europe and Italy

Year	European Market Size (EUR billion)	Italian Tourists (EUR million)
2020	15.0	10.0
2021	16.5	11.0
2022	18.2	12.5

2023	20.1	14.0
------	------	------

Uzbekistan has significant potential for developing agritourism. Specifically, the Samarkand, Bukhara, Fergana Valley, and Kashkadarya regions offer opportunities for tourism programs based on national cuisine, crafts, and agricultural technologies. The government has developed a number of programs to create eco- and agritourism clusters. As of 2024, there are over 200 agritourism facilities operating in the country.

Table 2 presents the indicators of agrotourism in Uzbekistan for 2020–2024.

Table 2.

Agritourism indicators in Uzbekistan

Year	Number of agritourism facilities	Number of agritourists (thousands)
2020	80	35
2021	110	50
2022	145	68
2023	180	92
2024	210	120

Table 2 shows that while the number of agritourism facilities in 2020 was 80, by 2024 it had reached 210, an increase of 130, representing a 162.5% increase. The number of agritourists increased from 35,000 in 2020 to 120,000 in 2024, an increase of 243%, or 85,000 people.

Agritourism is not only a source of economic income but also an important area contributing to the comprehensive development of rural areas. For Uzbekistan, developing this area will be particularly important for creating a new brand in the tourism industry, providing additional sources of income for the local population, and ensuring environmental sustainability. Furthermore, the development of agritourism in the region will help address a number of issues, including:

- prevents unemployment, creates a basis for increasing seasonal jobs;
- promotes the redistribution of the rural population in many areas;
- creates a basis for the emergence and expansion of agritourism complexes in the regions;
- positively addresses clean air and environmental issues, increases people's respect for the environment, and encourages them to protect nature;
- has a positive impact on economic development, increasing the share of agriculture in GDP, attracting investors to the industry, leading to increased investment, etc.

REFERENCES:

1. <https://cyberleninka.ru/article/n/sistemnyy-sintez-kategorii-agroturizma.pdf>
2. Kaluina M. Travel and Tourism in Eastern Europe // Euromonitor International, 2013. — 24 p.
3. А.Б. Здорова. Агротуризм: перспективи розвитку в Україні // Міжнар. наук. - практ. конф. “Наука, інновації та розвиток регіонів”.
4. Тажибаев, М. Б., Душанова, Ю. Ф., & Умиров, Ж. Т. (2020). The role of national tourism resources in the development of domestic tourism. *Economics*, (4), 41-43.
5. Файзиева, С. К., & Умиров, Ж. Т. (2021). Объекты культурного наследия для развития сельского туризма в Узбекистане. *Вопросы науки и образования*, (1 (126)), 7-14.
6. Temirkulovich, U. J. (2021). Importance of entrepreneurship development in tourism industry (Bukhara region). *Academicia: An International Multidisciplinary Research Journal*, 11(4), 700-704
7. Самиева Г. Т. РАЗВИТИЕ СОЦИАЛЬНОЙ ИНФРАСТРУКТУРЫ СЛУЖИТ ПОВЫШЕНИЮ БЛАГОСОСТОЯНИЯ НАСЕЛЕНИЯ //Экономика и социум. – 2024. – №. 5-1 (120). – С. 1597-1600.
8. Самиева Г. Т. ВОПРОСЫ РАЗВИТИЯ СОЦИАЛЬНОЙ ИНФРАСТРУКТУРЫ В ПОВЫШЕНИИ БЛАГОСОСТОЯНИЯ НАСЕЛЕНИЯ //Экономика и социум. – 2024. – №. 2-1 (117). – С. 1341-1345