



OPPORTUNITIES FOR THE DEVELOPMENT OF AGROTURISM ON THE BASIS OF ATTRACTING FOREIGN INVESTMENT

Siddikov Askar Akhrorovich

Assistant Department of Management

Samarkand Institute of Economics and Services Samarkand, Uzbekistan

oo_bek94@mail.ru

Annotation

The article describes in detail the opportunities and stages of development of agritourism in Uzbekistan and its components. The analysis is based on the possibility of introducing an agricultural and tourism cluster. At the same time, proposals and recommendations have been developed on the need to attract investment in the development of agritourism and the priorities for its further improvement.

Keywords: tourist cluster, agrotourism, tourist hotels, ecotourism, pilgrimage tourism, educational tourism, medical tourism, ethnotourism.

Introduction

The use of the experience of several foreign countries in the development of the Uzbek economy remains one of the most pressing issues today. Therefore, the study of foreign experience in attracting capital inflows and investments to our country, in particular, the use of the experience of rapidly developing countries will be more effective for our country [1]. Demand and supply of free investment resources in world markets is growing significantly, so countries are trying to create the most favorable conditions for attracting foreign and domestic investment.

Therefore, the tax system of many countries is considering benefits and conveniences for investors, including low-income taxation, stratification of tax benefits according to the volume of investment, reduction of tax rates depending on the area of investment, in the early years of foreign investment. tax exemptions, reduction of tax rates and the application of other tax incentives are important in the development of agritourism in special free economic zones [2].

It is known that the investment environment is complex and multi-stage. This complexity, as noted above, is formed as a result of the influence of many factors that create the conditions for investment activity. The multifaceted nature of the investment climate means its assessment at the level of the country, the region, the sectors of the economy. But if the country rating is important for a foreign investor, the regional and industry rating is important for both foreign and domestic investors.

Therefore, the investment policy pursued in our country requires the introduction of new innovations in every industry and sector. Therefore, there are many opportunities for sustainable development of tourism in our country, and we can take agrotourism as one of them. Through the organization and development of agro-tourism in the regions will be achieved employment of the rural population and



their additional income, high profitability of agricultural and tourism enterprises, improvement of rural infrastructure. Indeed, the fact that tourism is a lucrative industry has been proven in world practice.

Analysis of the Literature

The researchers emphasized that tourism acquires a regional and periodic character. This is because they have done research on how natural conditions serve the social environment, which in turn serves to diversify the history, current status, and tourist opportunities of agriculture. In particular, the views on tourism in Uzbekistan are reflected in the works of such scientists as N.Tukhliev, T.Abdullaeva, A.Nigmatov, N.Shamuratova, O.Hamidov, M.Alimova. They proposed the formation of rural tourism as an independent type based on the nature of the region. These studies provide certain opportunities to improve the scientific basis of agritourism and its socio-economic aspects.

The lack of comprehensive research on the development of agritourism in Uzbekistan has led us to choose this topic as an object of study. First of all, let us analyze the definitions of the concept of agrotourism given by scientists and experts in this field. The concept of agrotourism is clarified differently by scientists. Experts of the Agro tourism association define the concept of agrotourism as follows [5].

Russian scientist A.B. Zdorov defines the concept of agritourism as follows: agrotourism is a satellite of agriculture, which aims to increase the income of citizens and the main production through the organization of recreation, employment of the rural population and the involvement of the contingent [3].

O.A. From a geodemographic point of view, Nikitina called agritourism tourism in a sparsely populated area outside the city. From a recreational point of view, agrotourism is a set of various services, ranging from living in rural houses to relaxing in nature, adventure travel and direct participation of local people in training [4].

Some literature suggests that agrotourism is an integral part of rural tourism. The earlier form of rural tourism was closely linked to the concept of accommodation (accommodation) and had existed for hundreds of years. The concept of agritourism has been used since the 1980s. Gradually, the term rural tourism came into circulation and agrotourism was considered as part of rural tourism [5].

In our opinion, emphasizing the above definitions, we would also like to state our own view on this issue. Agrotourism is one of the branches of tourism, a complex of effective use of natural, cultural, historical and other rural resources, specific tourist products and available opportunities.

Research Methodology

As a result of our research, innovative models of tourism organization in the region based on the tourist cluster approach, including the organizational and economic basis for attracting investment in the development of agritourism, developed scientific conclusions and proposals for future development in agriculture. The methodological basis of the research was formed as a result of the study of theoretical and practical information, literary sources and publications. The study was based on the connections



between theory and practice, but also used methods such as analysis, comparison, analogy, and synthesis.

Analysis and Results

Today, as a result of the rapid development of agritourism, it is attracting the attention of foreign tourists. Agrotourism is a leader in development in Italy, Spain, Ireland, France, Switzerland and Scandinavia. Their income is \$ 100 million a year. dollars. Revenues from agro-tourism account for 10-20% of revenues from tourism. Activation of investment processes in the field of agritourism is carried out in accordance with the law on liberal depreciation, in particular, through the use of accelerated depreciation methods, which have long been used in the US, UK, Germany, Japan, Italy, France, Sweden, Switzerland and other countries. In particular, according to British labor inspectors, the overall efficiency of American and Japanese industry increased by 15%, due to changes in the nature of labor use, capital investment - 25%, changes in technology - 60% [6].

In particular, our country has ample opportunities for the development of agritourism. Especially during the years of independence, Uzbekistan has been recognized by the world, international friendship, cultural and economic ties have been expanding. attracting foreign tourists.

In particular, the Concept of Tourism Development in the Republic of Uzbekistan for 2019-2025 through the financing of promising investment projects in Samarkand region from the European Bank for Reconstruction and Development to increase the effectiveness of reforms to create favorable economic conditions and factors. , aimed at improving the tourism infrastructure to increase its role and share in the economy, diversify services and improve their quality, Table 1.

Table 1. Prospective investment projects in Samarkand region financed by the European Bank for Reconstruction and Development [7]

	Project initiator	Project name	Project capacity (location)	Total cost (million soums)	Including:			Jobs	Dead-line
					own funds (million soums)	bank loans (thousand US dollars)	Other sources (million soums)		
Total proposals (79 projects)			9 466	1 036 181	112 823	98 680	700	2 595	2020-2021
I. Hotel projects (51 projects)			5 988	842 038	107 663	78 500	400	1 587	2020-2021
Establishment of new hotels, increase the capacity of accommodation facilities in cities and districts			4 252	698 310	56 313	68 620	400	1 181	2020-2021
II. Ecotourism and recreation areas			1 550	128 040	2 600	13 400	150	715	2020-2021
III. Transport and logistics			1 458	29 512,5	60	3 150	-	78	2020-2021
IV. Themed parks and other recreational areas			470	36 590,5	2 500	3 630	150	215	2020-2021



The table shows that the rapid introduction of promising investment projects in Samarkand region, financed by the European Bank for Reconstruction and Development, will contribute to the rapid development of leading sectors of tourism and significant social and economic importance, as tourism: increases local income and creates new jobs; develops all areas related to the production of tourist services; develops social, industrial and market infrastructure in tourist centers; accelerates the development of folk craft centers; provides an increase in the living standards of the local population; contributes to the growth of foreign exchange earnings.

The human lifestyle takes on a happy look with three things: "love, an interesting profession, an opportunity to travel," said Ivan Bunin. Indeed, travel is the most exciting, fun and most valuable form of recreation. At the same time, the fact that revenues from tourism compete with the oil and automotive industries is proof of our opinion. That is, in countries with tourism potential, many sectors of the economy are developing in parallel. It is estimated that in some countries, tourism revenues account for 15–35% of GDP [10].

Introduction of visa-free travel, temporary stay and exit of citizens of 101 countries in transit through the territory of Uzbekistan through checkpoints; simplification of the procedure for temporary registration of foreign citizens in the territory of the republic, the transfer of this procedure to a fully electronic form through the system "E-MENMON"; the abolition of the procedure for certification of guest houses; The introduction of a new mechanism for certification of tourist vehicles for the transportation of 8 and more passengers, which resulted in an increase in the fleet of tourist vehicles by 128 units in 2018 [9] indicates the expansion of opportunities for tourists.

According to the data, in 2019, there were 449 tourist organizations and 816 hotels in the country. In 2017, foreign tourists visited about 2.7 million. and the number of local tourists reached 2.1 million, an increase of 33.3% and 16.6%, respectively, over the previous year. In this regard, a number of higher and secondary special education institutions of the country train specialists in the field of tourism, and it is expedient to increase the number of tourist facilities for their future employment. At the same time, it is possible to attract foreign tourists by adding agro-tourism services to the list of services of existing tourism enterprises. Therefore, agritourism can provide high profits to agricultural enterprises and the rural population. This is because they can offer agro-tourism services and products using the available opportunities [11].

According to our surveys and observations, the interest of the local population in agritourism is also high. Accordingly, depending on the nature of the regions, agro-tourism services and products can be offered to them [12]. In particular, several hotels will be built in the center of Samarkand district of Samarkand region, around Uzbekistan mahalla, Bandi Kushod shrine, Ispandi village, Ad-Daromi shrine, Talliota village, Talliota shrine, and in a special hall for tourists Siyob Shavkat Orzu farm is grown in a modern livestock complex, where more than 30 exhibitions of processed dairy products, intensive gardens of Siyob Sakhovati and Big Pet Plast joint ventures are grown and processed for domestic and export purposes. can get acquainted with the dried fruit, jam juice products shipped.

Kunduzak, located in the Zarafshan river area, In the villages of Kurgan, Kotirbulak, Dehkanabad, Zarafshan, Tukay, Tojikravot, tourists spend their leisure time in the nature, witnessing the cultivation



and fishing of fish. The construction of similar agro-tourism facilities in Samarkand, Jambay, Bulungur, Pastdargom, Urgut and other districts of the region will further increase the flow of tourists to the region. groups create opportunities to build guest rooms that combine oriental and modern design for both family travelers.

Giving a few examples in this regard clarifies our opinion, for example: Turakurgan, Kuva, Denau, Kitab and Bakhmal - fruit growing; Urgut, Kattakurgan, Altariq and Margilan - viticulture; Rishtan, Samarkand, Tashkent and Karshi - ceramics; Margilan, Namangan, Shahrisabz - silkworm breeding; Professions such as Chust knife-making, Shahrikhan handicrafts, Bukhara goldsmithing can be enumerated one by one on the example of all our regions. So what's the point of listing advanced networks by name? The fact is that in the organization of the "class center" to pay attention to these factors - plays an important role in determining and implementing the main goal, the direction of tourism. This example was the basis for showing one aspect of our people's social activity. There are many such examples.

For example, at the Amirkhan Noz-Nematlari viticulture farm in Samarkand district, 36 foreign and 198 local tourists will be able to see the living and working conditions, customs, beauty of the environment and national weddings and other ceremonies. and the attractiveness and prospects of this type of tourism. Since the beginning of 2018, 52 foreign and 223 local tourists have visited the farm. We can say that the tourists had an interesting rest in the process of growing fruits and vegetables, processing products and in the beautiful nature.

Since the beginning of the year, 151 foreign and 767 local agricultural tourists have visited Samarkand region, which is certainly rare.

To this end, the process of receiving foreign and domestic tourists will create all the conditions for meaningful travel by increasing the attractiveness of agritourism, on this basis to develop specific measures for the development of agritourism in Samarkand region, improve their quality and build accommodation for foreign and local tourists. It is important to create more jobs by attracting investors.

Conclusions

New jobs will be created in rural areas through the organization of agro-tourism in the country; efforts are made to produce environmentally friendly products; cash inflows to the countryside, as well as foreign exchange inflows will increase; the well-being of the village increases; modern social infrastructure in rural areas will be improved and new ones will be created; new service-related occupations will be created; crafts develop. The seasonal nature of agro-tourism, the ability of the created tourism and agro-tourism products to compete with imported products, the lack of highly qualified personnel, the damage to the cultural environment in the regions can negatively affect its rapid growth and development. Therefore, for the development of agritourism in our country it is necessary to take the following measures:

First, to study the demand for agritourism services and what kind of resorts tourists prefer. For example, according to foreign researchers, agrotourism is intertwined with the appearance of



ecotourism and ethnotourism. The need to study buyers of agritourism services and how to set prices for agritourism services. Market research-identification of the movement of agro-tourism products. Second, the necessary material and technical base of family entrepreneurs and farms wishing to engage in agritourism will be studied. The infrastructure of the village will be studied and deficiencies will be remedied.

Third, cooperative relations between tourism firms and farms will be established, the organizational and legal form of cooperation will be chosen, and the mechanism of the cooperative will be developed. Fourth, the responsibilities of the participants in the organization of agritourism will be identified and a program for the development of agritourism will be developed.

Fifth, the legal and economic framework for ensuring the interests of the parties for the development of agritourism in the regions will be formed.

Sixth, it is necessary to create a financial and legal source of agritourism, develop domestic tourism and introduce a mechanism for economic cooperation.

Literature

1. Decree of the President of the Republic of Uzbekistan No. PF-4947 of February 7, 2017 "On the Action Strategy for further development of the Republic of Uzbekistan in 2017-2021", www.lex.uz
2. Resolution of the President of the Republic of Uzbekistan dated August 16, 2017 No PP-3217 "On measures to develop the tourism industry in 2018-2019." www.lex.uz
3. Azizkulov B.X., Siddiqov A.A. Assessment of the features of investment in the development of agrotourism based on a cluster approach. *Journal of innovations in economy*. 2021. Vol. 4, Issue 1. (40-48) pp. DOI 10.26739/2181-9491-2021-1-6.
4. Busby G., Rendle S. (2000). The transition from tourism on farms to farm tourism. *Tourism Management*, 21(6): 635-642. DOI:10.1016/S0261-5177(00)00011-X.
5. Здоров А.Б. Организационно-экономические основы развития аграрного туризма. Автореферат диссертации на соискание ученой степени доктора экономических наук. Москва – 2011.
6. Mirzayev K.Zh., Azizkulov B.X. Priorities for improving software efficiency in the digital economy. *Psychology and education* (2021) 58(2): 5866-5873 ISSN: 00333077 5866 www.psychologyandeducation.net.
7. Mirzaev K.Zh., Azizkulov B.X. Issues of increasing the quality of goods and services based on the development of the digital economy. *Journal of innovations in economy*. 2021. Vol. 2. Issue 4. pp: 31-35.
8. Mirzaev K. Approaches and issues for developing livestock services in Uzbekistan. *Perspectives of Innovations, Economics and Business*, PIEB 8 (2), 23-25.
9. Mirzaev K, Janzakov B. The ways of ensuring competitiveness in tourism. Book. LAP LAMBERT Academic Publishing (August 19, 2020). ISBN-10: 6202795982 88 pages.
10. Бойжигитов, С. К. у. Практика использования мобильного маркетинга на предприятиях в цифровой экономике / С. К. у. Бойжигитов // Российская экономика: взгляд в будущее :



Academica Globe: Inderscience Research

ISSN: 2776-1010 Volume 2, Issue 5, May, 2021

Материалы VI Международной научно-практической конференции (очно-заочной), Тамбов, 20 февраля 2020 года / Отв. редактор Я.Ю. Радюкова. – Тамбов: Тамбовский государственный университет имени Г.Р. Державина, 2020. – С. 43-48.

11. Filippo Fiume Fagioli, Francesco Diotallevi, Adriano Ciani. Strengthening the sustainability of rural areas: the role of rural tourism and agritourism// *Rivista di Economia Agraria*, Anno LXIX, n. 2-3, 2014: 155-169.
12. Бойжигитов, С. К. Совершенствование использования технологии бенчмаркинга в условиях цифровой экономики / С. К. Бойжигитов // *Экономика и социум.* – 2020. – № 11(78). – С. 527-533.