

## Agro-Tourism as a Source of Additional Income in Agriculture

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### ABSTRACT

The article highlights issues such as agrotourism, places for overnight stays and recreation related to agriculture and its surroundings, positive features of agrotourism are directly related to all the values that the rural environment brings.

### Keywords:

rural population, quality of life, rural entrepreneurship, proportional development of territories, agrotourism.

### Introduction.

Agrotourism is a type of recreation where rural tourism is implemented as an additional source of income in rural areas as a type of non-agricultural production, and includes various forms of recreation related to nature, travel, health, etc., such as local history or ethnographic tourism. In addition, it is considered as a source of income, adapted to rural conditions. Peace, tranquility and relaxation in a healthy environment of natural resources is one of the important factors of rural recreation, which is actively sought by city dwellers.

The objects of sale of rural tourism are natural world, rural culture, farms. One of the forms of rural tourism is agrotourism, that is, the well-defined location of guests in the farm economy. It is a form of recreation held in rural areas where agricultural work is carried out. Agrotourism is based on a base of places for overnight stays and recreation related to agriculture and its surroundings. A positive feature of agrotourism is direct contact with all the values that the rural environment brings:

- accommodation in a household;
- participation in the life of owners;
- getting to know the surroundings;

- temporary rejection of some forms of usual life and its comforts;

- physical activity of the consumer according to his desire. Agrotourism is an important element in the development of both rural and specific farms. It performs a number of important tasks listed below:

- obtaining additional sources of income for farmers (part of these incomes can be directed to the repair or construction of new facilities);

- obtaining additional income by local self-government bodies at all levels;

- development of local infrastructure: water, sewerage, roads, public transport, which leads to the improvement of rural life, living standards and conditions;

- to expand the base of places for overnight stays, maintain the existing volumes of agricultural products and improve the quality of service due to the sale of agricultural products from the farm

- development of local industries - tailoring, blacksmithing, weaving, etc.;

- reducing the level of unemployment, creating additional and often single jobs;

- acquisition of new skills, experience, profession - new skills and knowledge in the

field of tourist services, getting to know the area in depth;

- the possibility of bringing new life to rural areas and reassessing the rural environment;

- to support the socio-economic development of regions located in unfavorable conditions for agriculture (mountains, poor soils);

- fight against mass exodus of the population, especially young people and educated population, reduction of the rural population;

- improving the aesthetics of houses, farms, taking care of the aesthetics of the village, streets and other public places;

- use of old buildings (mostly unused) or their parts, auxiliary rooms, tents, memorial sites, which help to preserve the cultural heritage of the village;

- the opportunity to restore village traditions, to cultivate respect for them, to return to folk traditions and culture;

- forming a careful attitude to the environment, nature protection;

- establishing new contacts, friendship, cooperation and exchange of experience.

The purpose of agrotourism, like any type of economic activity, is to offer products or provide services. The product must meet a need, be repeatable and affordable, and also meet established standards. The basis of the agrotourism product is recreation in the village, traditions, culture, fresh air, contact with animals, silence, peace. The real product is the overnight stay with the hosts, the food, the regional culture.

As an advanced product of agrotourism, the possibility of bringing pets, the possibility of reserving seats, and participation in village festivals can be used to differentiate from others. The catalog of agrotourism products is very wide, in particular, accommodation in a village house, provision of homemade food, familiarization with the production process and active participation in it, direct contact with animals, direct sale of farm products, weekend rest, plant and covers medicinal therapies using animal products.

It also includes museums of folk art and agriculture, village festivals and folklore.

Today, it can be said that despite all the problems and insufficient targeted support from the state, rural tourism has taken place in the Republic of Uzbekistan as a type of tourism and economic activity and is developing rapidly from year to year, not only to earn money, but also to preserve the beauty of the nature of our country, the national tradition. -attracts many people who want to preserve their customs, unique natural, historical and cultural attractions, popularize the country's attractiveness in domestic and international markets.

In the development of tourism in villages, self-governing non-profit organizations, which take on the tasks of popularizing and increasing the tourist attractiveness of regions and individual settlements, creating a database of rural areas with information on individual farms, and publishing printed publications, play an important role. In this regard, these organizations provide materials (maps, catalogs, bulletins, booklets, etc.), informational, methodological, legal support to the owners of agricultural objects and persons who want to open their own tourism business, as well as the introduction of a system of voluntary classification of agricultural objects.

Currently, extensive work is being done in the field of comprehensive development of rural areas in the Republic of Uzbekistan, in particular, on diversification of the rural economy and development of alternative fields of activity, expanding the scope of employment of rural residents, environmental protection, and strengthening the financial base of villages.

In particular, according to the decree of the President of the Republic of Uzbekistan "On additional measures for the rapid development of tourism in the Republic of Uzbekistan" [1], on the implementation of the Concept of the development of the tourism sector in the Republic of Uzbekistan in 2019-2025, the diverse and attractive and competitive regions of the Republic of Uzbekistan in different seasons of the year tourism products, including by creating thematic tourist zones and clusters

in the regions of the country, and taking into account promising types of tourism (pilgrimage, educational, ecological, ethnographic, gastronomic, sports, healing-healing, rural, industrial, business, etc.) development is set. There are enough villages and neighborhoods with such uniqueness in Uzbekistan. Almost all regions have the necessary resources for the development of agrotourism. Tourists can be attracted by mountain and sub-mountain landscapes, desert areas and adjacent rural areas, fields, hills, gardens, meadows. These villages can be used as an additional ecological and cultural object for visitors to the architectural and archaeological monuments located near them. As a result of interaction in agrotourism, the village and the tourism sector will only benefit.

Despite the large-scale work being done, agrotourism is not considered as a global sector of the economy, but as a branch of tourism. As of July 1, 2020, the number of rural residents in Uzbekistan is 16,890.7 thousand. This means 49.6 percent of the total population. Establishing agrotourism can become an effective tool for the development of rural areas. Ensuring the economic and demographic stability of agrotourism in rural areas is an important factor in the prospective development of these areas.

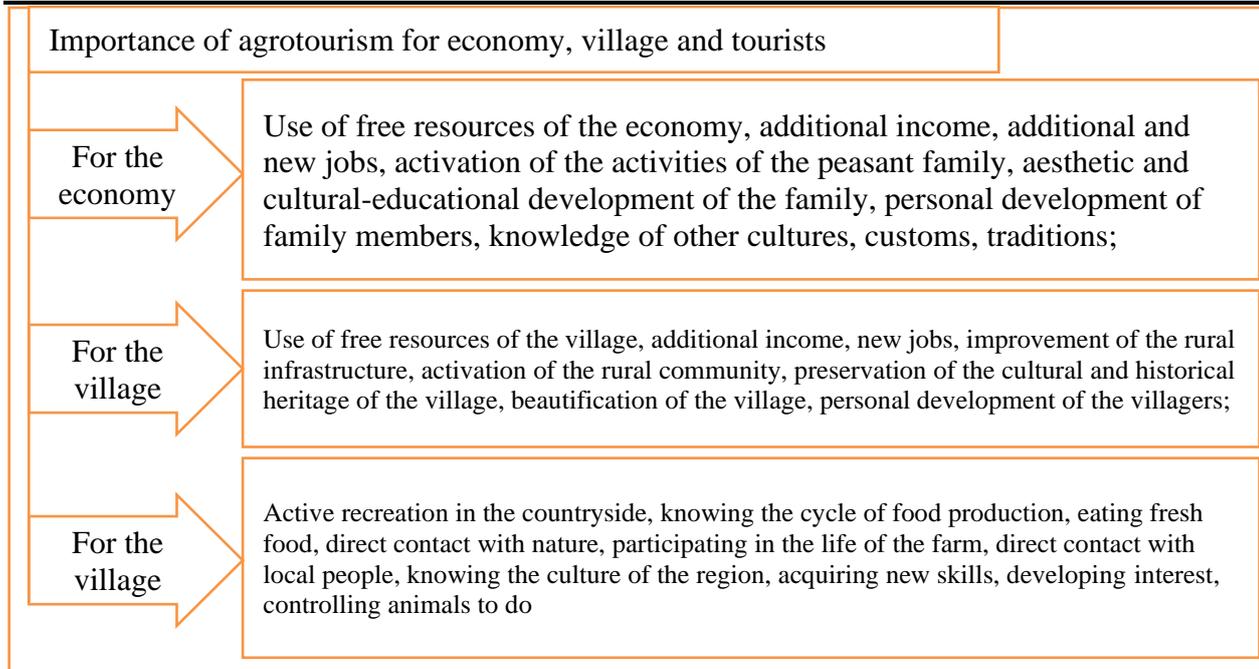
As mentioned above, today in the Republic of Uzbekistan there is no single

procedure for registration and accounting of rural tourism objects, so it is impossible to get accurate information on how many hosts provide tourist services in this field today.

France and Switzerland are consistent with the priority of establishing agritourism as a component of international tourism. In fact, since the beginning of the 18th century, the first guesthouses in the French and Swiss Alps (Mont Blanc and other highest mountain peaks in Europe) served the expeditions of British tourists-nature lovers. Rural green tourism has achieved great development in the world since the second half of the 20th century. It was at that time that the concept of "Bed & Breakfast" ("B&B") was spread in the United States and Great Britain [2] - temporary accommodation in the empty rooms of houses, regardless of their location.

Currently, the volume of agritourism services in post-industrial countries is almost 2-4 times higher than the growth of hotel base and resort services in these countries [3].

The income from agrotourism activities is mainly reinvested in the development of the farm (buying horses, goats, cows, sheep and necessary household items) and expanding the range of services. Agritourism, which offers tourists a peaceful and relaxing holiday in a natural environment and rural landscape, is also an opportunity to improve rural livelihoods (Figure 1).



**Figure 1. Importance of agrotourism for private farms, villages and tourists**

Agrotourism is seen as a strategy for vertical diversification of agricultural holdings, where agricultural products are added value and meet a wider range of consumer needs and demands. The conducted research allows us to emphasize that agrotourism, according to our understanding, is a type of auxiliary activity of a peasant (private or farm) holding to provide tourist services in rural conditions using its own capabilities, primarily from its own accommodation base, and this is a farmer who provides agrotourism services. farm.

In conclusion, the success of an agritourism property depends primarily on the host. His entrepreneurial ability, imagination and creative approach are not only different from traditional types of activities (rental of premises, direct sale of own food products, catering to guests, rental of sports equipment and sale of traditional products, sale of environmentally friendly food products, participation in folk entertainments of tourists entertainment, etc.) will allow you to earn income. It should be understood that the profit from agritourism activities belongs not only to the host. In addition, owners of retail stores, gas stations, craft and art communities, etc. that directly or indirectly serve tourists will also benefit. In addition, such activity advertises this area, develops its cultural potential,

restores partially forgotten traditions of a certain region.

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