

FOREIGN EXPERIENCES OF AGROTURISM ACTIVITY DEVELOPMENT AND APPLICATION OF ACTIVITY DEVELOPMENT MODELS IN THEM

<https://doi.org/10.5281/zenodo.10057886>

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Abstract

In the article, the competitiveness of graduates in higher education institutions is studied from a theoretical and practical point of view. In the study, the concepts of competitiveness, competitiveness of higher education and competitiveness of a graduate of a higher education institution were systematized based on the approaches of foreign and local scientists. Factors affecting the level of competitiveness of graduates in the specialty of Fergana State University were evaluated through factors combined into 4 groups based on the main parameters that determine the prestige of universities.

Key words

tourism sector, domestic tourism, agrotourism activity, rural tourism, investment mechanism, economic levers, organizational-economic mechanism.

Introduction. In the course of large-scale structural reforms that are being carried out in the field of tourism development at the world level, the territorial organization of agrotourism activities, aspects related to its structure and development, and the management of agrotourism activities within regional structures, which create the basis for the formation of the initial conditions for the development of international tourism, in the development of the country's economy in a macroeconomic balance is important.

Over the past sixty years, the tourism sector has been constantly expanding and diversifying, and it has become one of the largest and fastest growing sectors of tourism in the world.

Today, the tourism sector is an important element of the macro-level tourism complex and a favorite activity for many. At the same time, beautiful landscapes, unique historical and cultural monuments, attractions, traditional rural settlements

and residences, national costumes and cuisine are considered as its development resources.

The distinctive features of modern agrotourism are the desire of residents of large cities to spend their vacations in nature, choosing to visit national parks, nature reserves, and rural areas. The beginning of agrotourism dates back to the end of the 19th century. People began to leave the city for a short time to visit their relatives, to escape from the noise of the city, to come to the village.

In the 1980s and 1990s, rural vacations, bed and breakfasts, and commercial farm tours became very popular. Recently, agrotourism has been developing more and more, and the demand for it among the city population is increasing. Agrotourism is very well developed in the USA, Canada, Australia and European countries, although in some developing countries this direction of tourism is in the early stages of development, agrotourism activities in our country are only theoretically formed today.

Agrotourism activities are related to participation in the process of growing agricultural products, living in the life of a rural family, as well as practical participation in rural society, based on the desire to directly participate in the field of agricultural production or ethnography, in the process of caring for livestock, a peaceful and quiet life for a certain period of time. It covers the main features such as meeting the needs related to living in the rural environment.

The world tourism industry is experiencing a period of active development. At the same time, in parallel with the traditional (active and public) forms of recreation, new, different "green" trips are being organized: instead of recreation according to the "three S" formula, the "three L" formula is offered. The spread of green living ideas is increasingly affecting the tourism industry.

"Green travel" is considered one of the most popular types of tourism in the world, and today it is also called "green rural tourism" or "agritourism" (agritourism, farm tourism).

In the research of foreign researchers, the concept of agrotourism consists of a synthesis of various definitions that are diverse, broad and sometimes conflicting with each other.

Agrotourism activities are geographically connected with certain regions with agricultural production or ethnographic values, therefore, the development of the concept of "agrotourism" related to the development of the theoretical and methodological foundations of its development is in accordance with regional conditions and socio-economic conditions.

Therefore, depending on the approach of experts to this type of activity, the concepts of agrotourism differ significantly in different countries

Based on the definitions given in the available foreign sources, agrotourism can be considered from a geographical and demographic point of view. According to this approach, agrotourism is tourism in areas with low population density, that is, outside the city limits. From a recreational point of view, the product of agrotourism activities is a set of different services, starting from living in a village house, ending with nature-oriented recreation activities, adventure walks, and direct participation of tourists in the activities of local people.

The main task of agrotourism is to effectively improve the mental and physical condition of a person, to relieve physical and mental stress. Among the economic functions, the creation of a market for the sale of specific resources of rural areas, the creation of financial factors for their activity, and the stimulation of the economic growth of rural areas took place.

Agrotourism is a joint activity, because the agrotourism activity alone cannot fully provide all types of tourist recreation, so it needs cooperation with other structures that serve rural tourists.

Each type of agrotourism has its own characteristics, each of them has specific goals and different forms of enterprises aimed at meeting specific needs.

The existence of various types of agrotourism helps to attract a large number of consumers with different interests and income levels, who differ in gender and age.

In a number of countries, agrotourism is one of the leading sectors of the tourism industry, which is reflected in the concepts of national tourism development. There are several important concepts of agrotourism, which have different goals and are oriented towards different tasks, developed according to specific conditions and used in different groups of countries. According to the literature analysis, the main concepts of agrotourism development in the world are divided into three groups.

Basic concepts of agrotourism development

Establishment of agrotourism enterprises on the basis of owners and small family hotels.	Existing rural housing fund, private small hotels based on agriculture and specialized facilities.	Farm. Beekeeping. Fishing industry. Sports center. Camping etc.
Construction of large	Specialized private	Cultural and

and medium-sized private agrotourism facilities in rural areas	hotels, centers	ethnographic centers. An agro-tourism village based on traditions
Creation of agricultural parks in farms and agricultural cooperatives	Demonstration of national agricultural production techniques	Agrofirma park

Apart from economic (commercial) aspects, the concepts of agrotourism implemented in world practice also carry an important ideological load. In particular, the development of agrotourism is directly related to the solution of socio-cultural tasks: preservation of national traditions and ethno-cultural heritage, natural and historical, cultural habitats, architectural and historical space, restoration and promotion of traditional values and lifestyle.

Model of agrotourism cluster activity as a mesoeconomic structure

In rural areas, the leading role in the practical solution of issues in this direction is given to local communities. Recently, in the development of national concepts of tourism development in a number of European countries, the high role of regional self-management and local communities in the development of various areas of ecological agrotourism was specially noted.

Geography of distribution of rural tourism in Anglo-American model countries with dominant types of rural tourism.

Geography of distribution of rural tourism regions.

Nowadays, rural tourism is becoming increasingly popular in developed European countries, it ranks second after beach tourism and accounts for 30% of the profits of the entire tourism industry.

Geography of distribution of rural tourism regions

Depending on the characteristics of development in countries, the development models of agrotourism in the world are divided into the following:

1. British model. In this model, agritourism is specialized in staying in the farmer's house or in separate buildings and is based on the expansion of knowledge and participation in horse riding and golf. The British model does not involve direct participation in the process of creating agricultural products.

2. French model. In this model, agrotourism is based on living in individual cottages or cottages, and ecotourism, water tourism and fishing. The French model also does not involve direct participation in the process of creating agricultural products.

3. Italian model. In this model, agrotourism is based on individual camping (village hotels) or staying in a farmer's house, and ecotourism, education, skiing, beach and fishing. The Italian model does not involve the creation of agricultural products, but direct participation in the harvesting process.

4. German model. In this model, agrotourism is based on living together in farmers' houses, picnics, and fishing. In the German model, direct participation in the process of creating agricultural products means only helping with farm work.

5. Austrian model. In this model, agrotourism is based on living in a farmer's house on the basis of peasant food, and includes fishing and horse riding. In the Austrian model, direct participation in the process of creating agricultural products involves working only on the farm.

6. Cyprus model. In this model, agrotourism is based on eating local food in national villages, hiking, horseback riding, cycling, and ethnic customs. In the Cypriot model, direct participation in the process of creating agricultural products implies only participation in the process of harvesting.

7. Finnish model. In this model, agrotourism refers to living in separate cottages and water tourism, fishing. The Finnish model does not involve direct participation in the process of creating agricultural products.

8. Bulgarian model. In this model, agritourism is based on coexistence in the farmers' house and cultural, educational, ecological and sports tourism. In the Bulgarian model, direct participation in the process of creating agricultural products is voluntary.

According to most Europeans, agritourism is not as profitable as sea and ski resorts, but it is a stable and reliable income generating activity. Today, agrotourism is considered one of the most popular types of tourist activity in Europe, and the total income received from tourist activity

It makes up to 20%.

The above-mentioned experiences of foreign countries in agrotourism activity and the models of agrotourism development used in the world countries can be used in the development of this type of tourism in our country, taking into account local conditions and natural and climatic conditions. However, setting up activities by "transferring" models and experiences that assume the specific characteristics of different countries cannot ensure its effectiveness.

By developing national aspects, including national traditions and specific aspects of regions, as the priority areas of agrotourism in our country, it expands the possibility of developing not only internal, but also inbound tourism focused on agrotourism.

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