

CHOOSING THE DEVELOPMENT MODEL OF AGRO-TOURISM ACTIVITY IN THE REGIONS BASED ON ASSESSMENT OF THE EFFECTS OF FACTORS

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Abstract

The article examines the competitiveness of graduates in higher education institutions 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 domestic scientists.

Key words

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

Introduction. Today, the development of agrotourism activities in the tourism industry of the developed countries of the world, including in the developing countries, whose share in the total indicators is steadily increasing, is largely carried out on the basis of the management of the agrotourism resource components of the country's regions and the positive and negative factors affecting the development of the activity.

Agrotourism activity has initially become a separate type of activity in European countries with a developed agricultural network, and as an important factor in the rapid development of this tourist activity, it is shown that residential buildings in rural areas have a high level of comfort. The primary concept of agritourism in Europe is aimed at the development of small family businesses in rural areas.

In the development of agrotourism activity, it is necessary to take into account the following necessary conditions:

availability of free or relatively cheap housing stock in rural areas (including small towns);

- good condition of the housing fund with a sufficiently high level of comfort for accommodation of tourists;

- availability of state support for agrotourism activities;

- creation of special structures that provide systematic support and are engaged in the organization of agrotourism activities, as well as introduction of information technologies that allow providing services provided in agrotourism activities in electronic form;

organization of associations of agrotourism entities, their classification and standardization in terms of tasks, assessment of the quality of services in agrotourism, advertising and information provision, etc.;

- development of a system of activity regulation (adoption of relevant laws and state programs), introduction and promotion of national and regional agrotourism products and services with information and advertising;

- financial support of agro-tourism facilities (formation of preferential lending systems, direct subsidies, preferential taxation), as well as quality provision of roads, sewage, water, gas, energy supply, communication, etc.

The model for the development of agrotourism activities has been adopted as a model in European countries with relatively high agricultural sector. These countries do not have such comfortable housing facilities in rural areas as in Western Europe, but they have state programs for the development of agritourism activities on the European Union model.

Decisions and relevant programs have been adopted by the government to support agrotourism, a preferential lending system for agrotourism accommodation has been created, national associations of business entities engaged in agrotourism activities have been established in order to increase their comfort, and information and advertising portals have been introduced. is supported.

In less developed countries where it is not possible to use private houses as tourist accommodation, but at the same time there is significant tourism potential (climatic, natural, landscape, historical and cultural, etc.), a different approach is used: large-scale private tourism in rural areas focused on the use of rural tourism resources centers are being created.

In a number of countries, the concept of agrotourism is primarily aimed at the creation of agricultural parks, which are mainly state organizations that promote national agriculture and generate income from tourism. This model is usually overseen by the agency responsible for agricultural development.

In addition to the availability of tourist and recreational resources in the regions, it is important to develop settlements in rural areas for the implementation of any model of agrotourism development.

In this case, the means of accommodation of agrotourism activity can be formed in two ways:

1. Conversion of houses, palaces, cottages, which are not created as hotels, which are permanently or conditionally available in rural areas, into tourist accommodation.

2. Construction of special accommodation facilities - in which tourist accommodations ("national villages", "hunter/fishermen's houses", "cultural centers", "agricultural parks", camps, etc.) function as a means of accommodation for agrotourism activities.

Based on the study of foreign experiences in the development of agrotourism activities, it can be noted that currently there are practical experiences in the implementation of several models of agrotourism development in the agriculturally developed regions of the world, which can be classified as follows:

1. Development of small family hotel business and agrotourism activities based on existing tourist resources of the region without significant changes in the socio-cultural environment of the region.

The implementation of this model implies the implementation of the state policy on the transfer of the rural population from the agricultural production sector to the service sector, that is, the adoption of a comprehensive socio-economic strategy at the national level aimed at supporting the development of rural areas.

This strategy involves the development of a network of accommodation facilities (private small hotels) and specialized entertainment facilities (sports centers, boat stations, stables, hunting societies, etc.) based on existing rural housing and agriculture (farms, beekeeping, fishing farms, etc.). , includes support.

Construction of large and medium-sized private tourist facilities in rural areas: specialized private hotels in the form of "historical or national villages", cultural and ethnographic centers, centers for demonstration production processes, etc. This model is used more by countries with low availability of housing stock in rural areas, but with high tourism potential. For the successful implementation of the considered model, a large amount of investment, the development of special projects, extensive research and marketing activities are required.

Creation of public or private agricultural parks. In addition to the development of the tourism industry, the concept based on such a model is aimed at popularizing and promoting agricultural achievements in a given country,

preserving practical skills and demonstrating national (traditional) agricultural production technology. In world practice, the program for the implementation of such a model is usually supervised by the agency responsible for agricultural development.

These are multi-functional centers where state agricultural parks can conduct research and breeding at the same time. This model includes large state or private investments, the development of serious large-scale projects for the development of agrotourism activities, the existence of a scientific-technical and scientific-research base, and professional personnel.

Concepts of agrotourism formed in world practice usually, in addition to economic (commercial) aspects, also bear a certain ideological burden. The development of agrotourism activities is also related to the preservation of national and ethno-cultural heritage, natural and historical-cultural habitats, architectural and historical space, restoration and promotion of traditional values and lifestyle, and solving other socio-cultural tasks. Recently, in a number of European countries, a lot of attention has been paid to the impact of tourism development on the life of the local population when developing tasks for the development of agrotourism activities.

It is recommended to take into account different models of agrotourism development in the development of regional directions for the optimization of agrotourism development and management processes, taking into account the specific characteristics of our country, first of all, the diversity of regional and local conditions.

“There are two main concepts for the formation of "Agrotourism" models. First, small agricultural enterprises - private auxiliary farms, peasant (farm) farms, agricultural consumer cooperatives begin to engage in business activities based on a touristic approach within the framework of their activities. In this case, agrotourism develops at the expense of these enterprises' own funds without attracting the necessary investments from outside.

The second concept includes comprehensive development of tourism in rural areas. In this concept, agrotourism is not considered as a subsidiary production, but as a main business that provides maximum recreation services aimed at exploiting all aspects of rural life that are attractive to tourists.

Such aspects include, for example, the availability of favorable ecological and aesthetic conditions, the opportunity to participate in the rural lifestyle and its entertainment (riding horses, collecting mushrooms and berries, fishing, etc.), the use of locally produced cheap food products, with ethnographic features. dating

can be listed. These conditions lead to the development of tourist villages with accommodation facilities, real estate complexes, and agro-tourism centers.

It is no coincidence that the policy of supporting agritourism activities in Europe is still focused on economically less developed regions, the basis of such policy was the need to develop agriculture to increase the market competitiveness and efficiency of local agricultural products. This led to a decrease in the number of people employed in primary production and created the problem of a lack of jobs in rural areas. Therefore, agrotourism is considered as an alternative type of economic activity that increases the income of less developed regions.

World experience shows that the development of agrotourism activity, which is considered a special direction of the tourism industry in our country, can be effective from both a social and economic point of view. At the same time, if agrotourism does not develop on its own, it is impossible to achieve high efficiency within any program of territorial or regional importance, otherwise, in the absence of financial resources, local projects in the field of agrotourism are forced to develop independently slowly and with difficulty.

In addition, it is necessary to take into account the specific characteristics of the development of agro-tourism activities in our country. The development of agritourism in Western Europe is mainly explained by the overproduction of agricultural products. Therefore, the concept aimed at the development of the sector for our country is more logical and strategic, within which the development of agricultural production and agro-tourism are combined.

If we combine the provision of tourism services in rural areas with the sale of food products at producer prices, this creates an affordable and competitive market product. As a result, the joint organization of food and tourism services can turn out to be very profitable, even if each of these activities is unprofitable by itself.

Based on foreign experience, it can be assumed that agrotourism in our country goes through two main stages in its development: the stage of establishing a small family agrotourism business and the stage of forming medium-sized agrotourism business facilities.

In addition, taking into account the specific characteristics of the sector in our country (low volume of agricultural production, negative level of migration), it is necessary to plan the development of national agrotourism activities, that is, to create a single agrotourism complex "using the results of a common assessment for both sectors (agriculture and agrotourism) also helps to choose an effective model for the development of agrotourism activities in Uzbekistan.

In our opinion, the following directions (models) of agrotourism development in our country may be promising:

- creation of regional rural tourism networks by developing small, family and private agrotourism businesses (residential buildings - small family hotels and rural tourism infrastructure) based on existing tourist resources of rural areas.

The following issues can be resolved at the initial stage with this model of agrotourism development:

- creation of associations of agrotourism business entities in the field of organizational support;

- registration of agrotourism entities, establishment of credit lines for rural tourist objects, provision of basic information to agrotourism entities;

- organization and certification of advertising and marketing activities for agrotourism activities);

- information support aimed at the development of industry activities, formation of large-scale interactive databases, creation of an effective system of delivery of local tourist products in the form of information;

- supplementing the legal framework in the field of legal support with the necessary documents and laws, taking into account regional characteristics;

- organization of preferential lending system for rural entrepreneurs in the field of financial support, financing of necessary professional training programs, financing of rural infrastructure as a strategic task.

The necessary conditions for the implementation of this model of agrotourism development are as follows:

- offering high-quality, modern and specialized tourist products in the field of agrotourism;

- formation of information supply channels for the client (information search networks, internet portals, cartographic support, tourist area advertising);

Methodology for choosing an effective model for the development of agrotourism activities in the regions of Uzbekistan

- the existence of the state concept for the development of agrotourism activities and its support program;

- the existence of a state or local system of preferential lending or subsidization of agrotourism objects at the initial stage;

- organization of associations/associations (centers) uniting agrotourism entities;

- agrotourism product marketing, advertising and promotion company.

The creation of an effective network of private agrotourism farms in the regions includes the creation of a support system at the regional level.

The role of local governing bodies in the development of agrotourism activities is also very important, because they are responsible for the transfer of local tourism and recreational potential to an active tourist resource; tourist resources of rural areas (natural, cultural, historical, etc.); ensuring environmental cleanliness of the place; availability of space (good access roads are the main factor); availability of modern means of communication; ensuring the safety of local residents and tourists; ensuring compliance with sanitary and hygienic standards; perform specific and unique tasks, such as providing a level of comfort that meets the customer's requirements.

The next model is based on the restoration of the socio-cultural environment of the historical settlement - "historic village", "national village" or other types of settlements, the formation of villages formed in the style of historical objects.

If this model forms the basis of the concept of development of agrotourism activities, the tasks related to its implementation will be solved at three levels of management (state, regional and local). This path requires appropriate regulatory and legal support at the national, regional and local levels, as well as external and internal investments, the development of special complex projects and extensive research.

At the national level, state support means the development of a state policy to support this model of agritourism activity and at least an appropriate program for its implementation.

- regulation of agrotourism activities at the level of national legislation;
- financial support of agro-tourist farms by maintaining the preferential lending system by the state;
- to support the organization of information bases (creating and maintaining an open national portal with a strong information base), expanding the system of advertising and information supply by the state on agrotourism activities.

The third model of organizing agro-tourism activities in our country involves the creation of large and medium-sized specialized agro-tourism facilities.

These can be specialized centers (sports, cultural, culinary, etc.). "Agritourism villages", as well as "fishing", "hunting villages", etc., built in this style, are aimed at receiving tourists and organizing their complete rest.

If this model forms the basis of the concept of agrotourism development, then the tasks related to the implementation of this model will be solved at the regional level. This model includes the support of regional authorities, private (local, foreign

or joint) initiative, the availability of large private investments and resources for the development of relevant large and medium-sized projects.

The next model for the development of agrotourism activity is considered to be the model of creating agroparks based on public or private, and at the same time, mixed ownership. includes the creation of complexes with residential buildings and related infrastructure.

Methodologically, such a direction in world practice is controlled by the state department responsible for the agricultural sector and, accordingly, sets the task of developing large public or private investments and relevant complex projects.

Among the political factors, such factors as political stability of the area where agrotourism activities are implemented, the level of security of the area, and changes in the regulation of agrotourism activities by the state were selected.

As economic factors, the level of economic growth of the agro-region, the level of real incomes of the population of the region, the level of inflation, the number of agro-tourism enterprises, the share of the tourist services sector in the regional indicators, the level of formation of the agro-tourism infrastructure, the volume of investments directed to agro-tourism activities, the average amount of income from agro-tourism activities and the activity of the sector factors such as fixed tax rates and benefits were chosen.

Socio-demographic factors - the state of the educational system that supplies qualified specialists to the field of agrotourism, the level of unemployment, the gender and age composition of consumers of agrotourism services, the free time of the population, the level of the population's need for food products, the average life expectancy of the population, the level of mobility of consumers of agrotourism services factors such as

Factors such as the level of use of innovations in agrotourism enterprises, the cost of scientific research and development for the activities of agrotourism enterprises, the possibility of purchasing and introducing new technologies in the enterprises of the sector, and the level of use of software products in agrotourism activities were selected as technological factors.

The level of bureaucracy and corruption in state institutional structures, the level of implementation of legislation on agrotourism activities, and the level of protection of consumer rights were selected as legal factors.

As ecological factors, factors such as the level of impact of agrotourism activities on atmospheric pollution, the level of discharge of domestic and solid waste from the activity into nature, changes in the level of ecological "purity" of the area, and the existence of the ecoregion were selected.

The level of influence of factors expresses the following characteristics of each level:

1 - the level of influence of the factor is very low, any change of the factor does not affect the situation in the market of agrotourism services;

2 - the level of influence of the factor is low, any change of the factor has almost no effect on the situation in the market of agrotourism services;

3 - only a significant change in the factor affects the situation in the market of agrotourism services;

4 - the level of influence of the factor is high, any fluctuation of the factor indicator will affect the situation in the market of agrotourism services;

5 - the level of influence of the factor is very high, any fluctuation of the factor indicator will immediately affect the situation in the market of agrotourism services.

The influence of the factor is determined on the basis of the ratio of the factor's effect level to the average value obtained on the basis of experts' conclusions. If the result of this connection is less than 1, then the influence of the factor is below average, if it is greater than 1, then the influence of the factor is high.

In addition to existing methods of analysis, it is also possible to use questionnaires to assess the factors that determine the possibilities of agrotourism activities in individual regions and to determine the importance of the identified factors among business entities that implement agrotourism activities within a limited area.

In order to determine the importance of the factors affecting the organization of the agrotourism industry and its management processes, a survey was conducted among 120 business entities engaged in agrotourism activities in Fergana, Tashkent and Jizzakh regions, based on a questionnaire formed in the direction of the influence of factors on the organization and management of this activity.

Since the formation of this direction of tourism activity is still in the initial stage in the regions of our country with a high potential for the development of agrotourism activities, the first model of activity development is currently being used, that is, a small family hotel business without significant changes in the socio-cultural environment of the area and the model of agrotourism development based on the existing tourist resources of the area. fit for purpose.

The second model, based on the expansion of this business in terms of volume, after the necessary conditions and infrastructure for agrotourism activities are formed in the regions within a certain period of time, that is, large and medium-

sized private tourist facilities in rural areas: specialized private hotels in the form of "historical or national villages", cultural and ethnographic centers, the implementation of the model of building centers for demonstration production processes, etc., will have good results.

At the stage after the expansion of agrotourism activities, it is possible to form large horizontal and vertical integrated complexes focused on a single goal in the regions through the model of creating state (mixed) or private agrotourism parks in private or public partnership, and rapidly develop agrotourism activities.

The full implementation of these recommended priority directions in the future activity of agrotourism will allow the development of the processes of organization and management of agrotourism activities, as well as the management and coordination of factors affecting the effectiveness of activities, to reduce the level of possible risks.

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