



DEVELOPMENT OF TOURISM IN AGRICULTURE AND USE OF INTERNATIONAL EXPERIENCES: ECONOMIC EFFICIENCY

**Dosent, Dexkanova Nilufar Sagdullayevna,
Student., Abduraximova Madinabonu Abdukamil qizi,
Tashkent State Agrarian University, TSAU, Uzbekistan**

Article history:

Received: October 10th 2023
Accepted: November 8th 2023
Published: December 14th 2023

Abstract:

The article emphasizes the use of international experience in the development of tourism in agriculture, and the methodological basis of the study was formed as a result of the study of theoretical and practical data, scientific sources and publications. The research is based on connections between theory and practice and uses methods such as analysis, comparison, analogy and synthesis.

Keywords: rural tourism, international experience, rural houses, tourist quarter, tourist village, tourist farm, income of the population.

INTRODUCTION. The tourism sector, which is increasingly becoming a leading branch of the country's economy, is a separate branch of the service market. Tourism activity is a developing branch today and is expected to be the field of the future. At the same time, tourism is seen as an effective way to maintain a stable state of the economy in the conditions of limited resources. Year by year, the need to travel is increasing not only in our country, but also in other developing countries of the world due to the increase in income of the population. It can be seen that the demand for tourism is developing at the expense of several natural conditions for its development.

Tourism is a field that provides people with the opportunity to have spiritual rest, physical recovery, get to know new destinations, and enjoy their unique features. Tourism has a multifaceted effect, and it creates a basis for the economic development of a number of regional destinations, the growth of population employment, and the fuller satisfaction of citizens' needs for recreation.

As a steadily developing republic in Central Asia, the tourist destination of Uzbekistan has been determined to have all the opportunities for the further development of tourist destinations. In order for rural tourism to have a place among these destinations, it is worth noting that the territory of Uzbekistan is also a country with a unique geographical location. Several inland regions are also distinguished by their unique nature. Especially in rural areas, you can see ecologically clean environment. The existence of mountainous regions and the fact that most of them are considered rural areas today serve as a source and sufficient resource for the development of rural tourism in these regions. Effective use of these natural resources and the improvement of the social situation of rural areas is the establishment of tourism.[10]

LITERATURE ANALYSIS. The concept of a tourist destination was also defined by Russian scientists, for example, M.A. Morozov - an area that meets the needs of a tourist and offers a set of services that meet his requirements for transportation, food, entertainment, and so on. In this, the author first separates the main purpose of the trip as the primary destination and the stops on the way to the primary destination as secondary destinations. [5] The tourism villages we are considering should become such destinations. Changes are taking place in the system as a result of the attention paid to the field of tourism in our country. In order to activate this process, the action plans being included in our national legislation are also noteworthy. During the study, information is collected about the shortcomings of the methods that did not bring good results in the country. Below, in order to make such conclusions, rural tourism in the Russian Federation and its different aspects will be highlighted.

The Russian Federation is the country with the largest territory in the world in terms of territory. A large area provides the country with adequate resources, but also requires that the climate varies in a regional manner. This location of the country's territory is the basis for the emergence of ecological tourism in this area. The fact that it has vast forests and its amount is 67% of the total territory of the country indicates that the area is of great importance in the ecosystem of our planet and gives a share of 10% in the world. The benefits of a large number of green areas to nature are also significant and indicate global importance. [4] Today, rural tourism, which makes up 2 percent of total Russian tourism, began to form in the 90s of the last century. About 10% of all agricultural land on the planet is concentrated in Russia. Rural areas occupy two-thirds of the country. With the increase in the population of rural areas and the creation of surplus labor resources, an active shift of the population to cities was observed, and the same reason caused the



need to create new jobs in rural areas. Rural tourism has become an industry that has been established as an alternative solution to these problems. In recent years, rural tourism in Russia has gained popularity and thus attracted tourists. Russian rural areas also have a unique atmosphere.[8]

This is because villages located in wonderful natural landscapes form the basis of this process. Almost three-quarters of Russian regions are developing this type of tourism, and some of them have already established agriculture, farms and ethnic villages for tourism. At the same time, the industry, which is organized in regions that have preserved unique Russian culture, attracts many tourists.[7] The natural scenery that can be found in the village, ecologically clean climate, environment without city noise are also of primary importance. In addition, experience living in villages that have preserved the subtleties of Russian culture, eating regional cuisine, arts and crafts, active recreation, hunting and fishing, horseback riding, sleigh rides, horse farm tours, water treatments, river or swimming in the lake, hiking and cycling, spa treatments, picnics, and unique wooden houses in the villages also attract travelers.[8]

Another situation that has arisen for the development of rural tourism in modern Russia is the COVID-19 pandemic. The pandemic has had a negative impact on tourism as well as on the global economy. At the same time, the global pandemic has become an economic locomotive in the development of rural tourism. That is, it can be said that this pandemic created the need of people to rest in ecological natural areas. But the pandemic situation has minimized people's incomes as well as their expenses. [6] As a result of this, spending on tourism could be minimized or completely absent. In the post-pandemic situation, the Russian government aimed to increase the income of the regions and develop rural tourism by directing these tourism expenses to the villages.[6]

There are regions in the country that organize rural tourism, in other words, have become an integral part of this industry, and they are used for the same purpose. Each village region participating in the process reflects its own form. One of the regions participating in Russian rural tourism is the Krasnodar region, which presents agriculture in its own way.[7] Tourists can participate in the harvesting process of the agricultural products grown in this area or present them using the traditional methods of making wine from the grown grapes, as well as seeing the farm of ostriches raised in the heart of nature. Another area is the village of Bekhova, which was recognized as the best tourism village in 2021 by the World Tourism Organization, an international coordinating organization of tourism activities.[9]

The village of Bogorodsk, located in the Nizhny Novgorod region, which has preserved the traditional

methods of horse riding, milking goats, making cheese products, and making products from felt wool, was also included among the example regions. Stavropol Territory, one of the strongest agro-regions of Russia, welcomes tourists to resorts, private estates, guest houses, country hotels, cone farms, fishing lodges and hunting farms. Excursions to the area's wineries, watermelon groves, quail farms and apiaries are popular.

Many come to see the best racehorses in the country bred at Terek Stables.[8] The system established in these regions prevents the aforementioned population migration in the villages. It is true that rural tourism in Russia cannot be compared with other sectors, such as energy and oil refining, when considered on a national scale, but the same work is being done for the development of this sector, which has been established as a new direction. That is, he planned to achieve the development of the industry step by step. For this reason, we will analyze the work carried out in them according to this aspect. Of course, there are a number of problems facing the industry in this country as well. It is noteworthy that these problems also exist in the rural tourism of our country. Below is an attempt to compare the same problems.

Problems related to this are observed in the same field in our country under study. In the country, it is envisaged that the government will cover part of these costs for this problem. We try to analyze it without linking it to economic stability. For the good development of all sectors of a region, even for a certain period of time, if there are many users of that place, the attention gradually increases.[11]

Let's say that 20 or 10 years ago there was little talk about general tourism in our country, but today we have passed it and started covering rural tourism in our legislation. So, as the problem is related to road construction, it is natural to pay attention to this issue within the tourism village and tourism neighborhood projects announced in our country.[2] However, while analyzing international experiences, attention is also paid to prevent the observation of such shortcomings. In Russia, in this regard, the regions where rural tourism will be organized are being prepared in advance.

Problems related to this can also be observed in our country. The analyzes revealed that the Russian government supports business entities more in these and other problems. To prove our point with just one example, more than 520 billion rubles were invested in this sector in 2021.[3]

There is a legal basis for this in our country, and now it is necessary to control the results of the work on promoting it in practice. In addition, there is also the issue of qualified personnel. In the Russian Federation, on this issue, the same specializations were opened in higher educational institutions, and the work on



increasing the number of state grandees was discussed at the Federal Assembly. In the decision on additional measures to diversify domestic tourism services in our country, it is envisaged to train 200 young people living in the territories of citizens' gatherings with the status of Tourism neighborhood, Tourism village or Tourism farm in technical schools of the Ministry of Tourism and Cultural Heritage on the basis of a state grant.[1] Another aspect is food security, which is an integral part of international tourism.

CONCLUSIONS AND SUGGESTIONS. As we actively study the processes, the availability of opportunities for the development of the field increases our attention. The location of our country, climatic features, and natural geographical relief is a natural factor for the establishment of the same industry. In countries with developed tourism and developed agriculture, attention to this field has increased, and as a result, it has already had its share in general tourism. Rural tourism is also an effective way for sustainable development of rural areas. In addition, it encourages tourists and locals to respect national traditions; increase the cultural and educational level of the population; development of local crafts; expanding the production of environmentally friendly products; conservation of natural resources; mastering new professions related to tourism services; allows to reduce the burden on large tourist centers.

LIST OF USED LITERATURE:

1. Decision of the President of the Republic of Uzbekistan dated 04/30/2022 on additional measures to diversify domestic tourism services www.lex.uz.
2. Decision of the President of the Republic of Uzbekistan dated February 7, 2018 No. PQ-3514 "On measures to ensure rapid development of domestic tourism". www.lex.uz.
3. Russian Federation Federal Law on the Fundamentals of Tourism Activities in the Russian Federation by the State Duma on October 4, 1996.
4. T.G. Sergeeva Ecological tourism: textbook - Moscow, Finance and Statistics| 2014. 189-190-l.
5. Usmanov M.R. Geography of tourism: a study guide. Samarkand, SamDU, 2020. Pages 52-53.
6. The Concept of Sustainable Rural Tourism Development in the Face of COVID-19 Crisis: Evidence from Russia J. Risk Financial Manag. 2021, 14, 38. <https://doi.org/10.3390/jrfm14010038>.

7. Rural tourism in Russia 2023 Rural tourism in Russia 2023: development program, law, projects, recreation areas (kp.ru).
8. Rural tourism in Russia, where to relax? Rural tourism in Russia, where to relax? (class-tour.com).
9. Unwto Announces List Of Best Tourism Villages' 2021 <https://www.unwto.org/news/unwto-announces-list-of-best-tourism-villages-2021>
10. Usmonov, S. (2023). O'zbekistonda qishloq turizmini rivojlantirishning ahamiyati. Xalqaro konferentlar, 1 (2), 832– 837. [Http://erus.uz/index.php/cf/article/view/1652](http://erus.uz/index.php/cf/article/view/1652).
11. Conferences, J. (2023, March 1). Importance of Rural Tourism Development in Uzbekistan. <https://doi.org/10.17605/OSF.IO/64ZYD>.