

AGRO AND ECOTOURISM IN SAMARKAND

SATTAROVA ZUKHRA ILKHAMOVNA

*Senior Lecturer of The Department of Real economics,
at the Samarkand Institute of Economics and Service, Uzbekistan*

E-mail: zsattarova220@gmail.com

Author's contacts: +998915245115

MIRZAEVA SHIRIN NODIROVNA

*Independent researcher (PhD), Assistant-teacher of The Department of Real economics,
Samarkand institute of economics and service, Uzbekistan*

E-mail: mirzayeva.shirin.nodirovna@gmail.com

Author's contacts: +998905020271

TULANOVA MALIKA

*Student majoring in "Economics (by industries and sectors)", in-group IK-220,
at the Samarkand Institute of Economics and Service, Uzbekistan*

E-mail: mlktulanova@gmail.com

Abstract: *The article discusses the main problems of agro ecotourism development, ways and directions of their solution, various models of agro ecotourism development are proposed.*

Keywords: *ecotourism, tourism, regional development, tourist services, analysis, economy, analytics, country, tourism sector.*

INTRODUCTION. Ecotourism is not a new phenomenon, it has been known, at least in Europe, since the 1970s. It has received the greatest development in France, Italy and Spain. This type of holiday is widespread in Cyprus, Croatia, Poland, Canada, Israel, the Dominican Republic and Cuba.

The high demand for rural tourism services stimulates the supply. For example, in Poland the number of rural estates reaches 20,000, in Italy — 16,000, in Lithuania today there are about 700 estates, in Estonia — 400.

The main reason for the emergence and development of agro ecotourism is the need of citizens with average incomes to relax alone with nature, get acquainted with the life of a peasant family. Moreover, not only to try fresh vegetables and fruits, meat and dairy products, but also to take a direct part in agricultural work, as they say, to stand by the plow yourself.

In the whole of Western Europe, agro ecotourism was preferred to resorts by about 40 million citizens. The main clients of peasants are families with children. Children like to play with pets, collect vegetables, fruits, berries.

ANALYSIS AND RESULTS. Almost every country where guest rural tourism is developed has its own classifications of guest houses.

For example, in Ireland, the classification of guest houses is divided into categories from one to four stars, which is the highest category of guest houses, where half or more of the rooms belong to the "luxury" class. In the UK, guest houses are assigned "diamonds" ("diamonds").

The Lithuanian Association of Rural Tourism manages the quality of services in rural tourism. Since 2013, the owners of the estates have received signs of the appropriate level for placement on the outside of the house. Each estate is qualified in accordance with the quality requirements established by the association. In Lithuania, the symbol of the guest house category is "stork" and the guest house, depending on the accepted criteria, can receive from one to four "storks. In the USA there is a system of "Bed and Breakfast" or abbreviated B&B, which translates from English as "Bed and Breakfast".

This is a common form of tourist accommodation in private houses or small hotels all over the world. Carries out certification of placements in rural areas, issues conformity marks (walnut leaf) and conducts constant quality monitoring, as well as engaged in information and advertising support for agro ecotourism in Germany - German Agricultural Society. In Spain, "two stars".

In Grenada ("two olives") in a rural hotel. In Austria, "two flowers" in a hotel. In the Scandinavian countries, the ecological labeling of hotels with the sign "Swan" already has the status of official. In Canada, HAC Green Leaf "Green Leaves" Since 2003 in Europe can also qualify for the European eco label — the blue-green "flower of the EU".

In France, it is a prerequisite that members of the Association must place a sign "Gates de France" at the entrance to each accommodation unit in rural areas. In Russia, rural tourism facilities are certified for compliance with the standards developed by the foundation's specialists, taking into account the requirements for agricultural estates adopted in Europe. Only they don't get the traditional "stars", but "horseshoes" - from one to four. In Ukraine there is a voluntary categorization program "Ukrainian hospitable estate".

Certificate: basic (lowest) level, first, second, third (highest) - 21. In Estonia, the awarding of quality degrees to enterprises is based on standards developed by the non-profit association "Estonian Rural Tourism". For rural estates, a pan-European classification by category has been adopted, where the symbol is "cockerel". The number of "cockerels" increases in accordance with the increase in the level and quality of service and the number of services. Rural estates are classified into four categories. The highest category of a rural estate is designated by four "cockerels", the lowest — one.

Based on foreign experience, we propose to establish certification by specialized departments of local in accordance with the standards developed by specialists of the association "Tourist Agro eco cluster", which will be compiled taking into account the requirements for agricultural estates adopted in Europe and assigning them a system of labels "nut leaf".

The factor of transformation of this direction into the tourism industry sector is the political support of regional and central authorities, which is proved by international experience.

So, in the world there is practical experience in the implementation of several models related to agro touristic (eco-agro touristic). They can be grouped as follows:

I. Development of agro-tourism business on the basis of a small family hotel business. This model is being successfully implemented within the framework of several concepts that involve the official implementation of the state policy of transferring the rural population from the agricultural production sector to the service sector - that is, subject to the adoption at the national level of a comprehensive socio-economic strategy aimed at supporting rural regions. One of the components of this strategy includes support for the development of a network of accommodation

facilities (private micro-hotels) based on the existing rural housing stock and agricultural (farms, apiaries, fishing farms, etc.) and specialized facilities (sports centers, boat stations, stables, etc.).

II. Construction of large and medium-sized private agro touristic facilities in rural areas: specialized private hotels in the form of stylized "agro touristic villages", cultural and ethnographic centers, etc. (Typical for countries with a low level of comfort of housing stock in rural areas, but with good tourist potential). This model for successful implementation requires, first of all, investment resources - both local and external, as well as support for relevant projects at the regional and local levels.

III. Creation of state (or, less often, private) agricultural parks. In addition to the development of the tourism industry as such, the concept based on such a model focuses on popularization, socialization and promotion of agricultural achievements of a particular country, the preservation of practical skills and demonstration of techniques of national (traditional) agricultural production. In world practice, the program for the implementation of such a model is usually supervised by the agency responsible for the development of agriculture (and not the tourism industry as such).

Being multifunctional centers, state agricultural parks can simultaneously conduct research and breeding work, while remaining entertainment tourist facilities and permanent exhibition and exposition centers.

It should be noted that at the moment in our country there is no clearly formulated policy regarding the development of agro tourism? if it is understood as the purposeful activity of state, public and private structures for the development and implementation of methods, mechanisms and instruments of legal, economic, social and other impact in order to ensure sustainable effective development of the agro-tourism sector, meeting domestic and external demand for travel services and goods with the rational use of the existing tourism potential.

The movement goes "from below" - at the level of private initiative and the initiative of local and, less often, regional authorities - in the absence of coordination "from above" (national concept and state policy), as it was in those countries where the agro-tourism sector is successfully developing.

Unfortunately, despite the real examples of organizing agro-tourism activities available in Uzbekistan, it should be noted that there is a practical absence in Uzbekistan of a regulatory framework specifically regulating agro-tourism activities as such:

- There is not even a mention of the concept of "agro tourism" (rural tourism, "green" tourism, "eco-agro tourism", "farm tourism" or other terms used in our country and international practice) in the existing state regulatory legal acts regulating activities in the field of tourism and state program documents in the field of tourism to indicate the type of tourist activity in question).

- There is no special state legislation regulating activities in the field of agro tourism in Uzbekistan yet

- There are no standards and regulations applicable in the field of agro tourism as a specific sector of the tourism industry and at the same time - income-generating additional (non-agricultural, non-productive, alternative) forms of activity of the rural population. It should be emphasized that the standards and regulations in force in Uzbekistan in the field of hotel and recreational business cannot be mechanically transferred to the sector of small family hotel business in rural areas due to the specifics of the latter.

- There are no targeted programs for the development of non-agricultural activities in rural areas, unfortunately, has not yet been developed in the form of a developed system of concepts and norms.

In the absence of special regulatory legal acts, it is necessary to be guided by legal norms established by higher-level legislation and applicable to agro-tourism activities, and regulatory legal acts regulating certain aspects of agro-tourism activities.

The development of an appropriate regulatory framework for agro-tourism activities is a prerequisite for the successful development of this sector of the tourism industry in Uzbekistan.

Speaking about the support of agro tourism, it should be remembered that it is a derivative element of state social policy, closely linked with such areas as local self-government, the development of self-regulating public organizations, systemic support for small and medium-sized businesses, etc.

It is also important to take this into account in the conditions of Uzbekistan, when developing concepts of specific tourist products (not focusing on purely "rural" occupations and rural specifics), concepts of the total tourist product of a particular destination and complex concepts of tourism development in a particular territory, as well as when developing strategic programs of inter-municipal cooperation aimed at creating agro-tourist routes and tour regions, etc.

CONCLUSIONS AND SUGGESTIONS. Thus, agro tourism should be considered as a promising direction of tourism development for Uzbekistan, as well as enjoy its picturesque landscapes. Consumers of agro ecotourism services:

- a. Urban families with children who do not want to burden themselves with the maintenance of a country house outside the city;
- b. Elderly citizens interested in privacy or in spending free time with their grandchildren;
- c. Youth companies, other interest groups that want to spend the weekend outside the city;
- d. People who are passionate about certain sports, have hobbies;
- e. Foreign citizens visiting Uzbekistan on a guest visit;
- f. Other groups of tourists villages.

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