

Exploring Agrotourism Models: Integrating Socio-Economic Diversity in Rural Development

Sadafbek Husanboev

PhD in Economics, Senior Lecturer, Department of German and French Languages, Fergana State University, Fergana, Uzbekistan

Email:sadafbekfergana@gmail.com

Abstract

Agrotourism, a multifaceted concept, demands a nuanced approach considering the varied models for its development. Regional strategies must meticulously incorporate these models, accounting for the unique characteristics of our country, particularly the diversity inherent in regional and local conditions. This article revealed the multifaceted nature of agrotourism. Its role as an economic and development catalyst in regions characterized by socio-economic diversity was studied. This analysis explores the development of agrotourism, emphasizing its pivotal role in addressing economic disparities within rural areas. It examines two distinct models: one where small agricultural entities independently engage in agrotourism activities and another where agrotourism is envisioned as a comprehensive rural enterprise. The study underscores Europe's targeted support for agrotourism in economically challenged regions, highlighting its potential to stimulate income growth and counter rural employment deficiencies.

Keywords: Agrotourism Development, Regional Directions, Diverse Models, Rural Tourism, Socio-Economic Diversity, Local Conditions, Agritourism Concepts, Rural Economy, Tourist Villages, Economic Alternatives.

Introduction

Agrotourism, as a multifaceted sector, plays a pivotal role in the economic and cultural landscape of rural areas. This study delves into the diverse models and approaches shaping the development of agrotourism, emphasizing their significance within regional strategies. Two primary concepts define these models: one involving independent engagement by small agricultural entities and the other presenting agrotourism as a comprehensive rural enterprise. Additionally, the study examines Europe's strategic focus on supporting agrotourism in economically challenged regions, addressing the associated employment and economic growth concerns within these areas [1,2].

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.



Methodology

There are two main concepts for the formation of "Agritourism" models. First, small agricultural enterprises - private auxiliary farms, peasant (farm) farms, and 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' funds without attracting the necessary investments from outside [3,4].

The second concept includes the 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 favourable ecological and aesthetic conditions, the opportunity to participate in the rural lifestyle and its entertainment (horse riding, mushroom and berry gathering, fishing, etc.), and the use of locally produced cheap food products, with ethnographic characteristics. dating can be listed. These conditions lead to the development of tourist villages, real estate complexes, and agro-tourism centres with accommodation facilities.

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 an alternative economic activity that increases the income of less developed regions [5-7].

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 is 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 [8,9].

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.

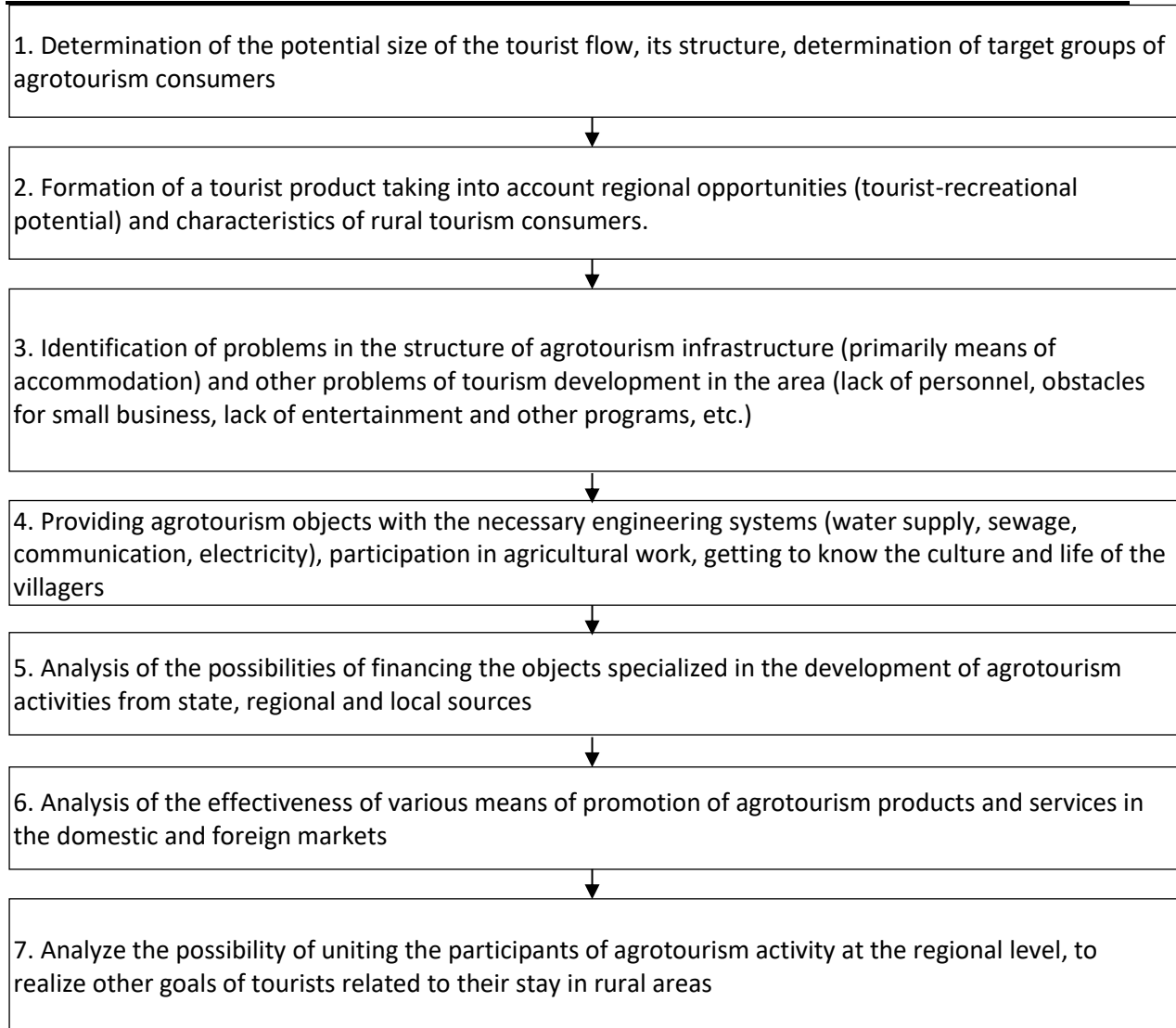
The following issues can be resolved at the initial stage with this model of agrotourism development:

- 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;
- in the field of financial support, organization of preferential lending system for rural entrepreneurs, financing of necessary professional training programs, and 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);





- the existence of a state concept for the development of agrotourism activities and a program to support it;
- the existence of a state or local system of preferential lending or subsidization of agrotourism facilities at the initial stage;
- organization of associations/associations (centres) 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 [10,11].

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 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 requirement [12].

The next model is based on the restoration of the sociocultural environment of the historical settlement - "historic village", "national village" or other types of settlements, the formation of villages 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 [13,14].

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 government's preferential lending system;
- assistance in the organization of information bases (creation and maintenance of an open national portal with a strong information base), expansion of 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 centres (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) initiatives, and 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 activities is considered to be the model of creating agro parks 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 [14,15].

Each of the listed models of agrotourism has been tested to a certain extent in world practice. The analysis of these models shows that the concept of development of agrotourism activities in the regions of our country should be comprehensive. Due to different conditions in the territory of our country, different directions (models) of development can be included in it, and their practical implementation depends on the choice of the model at the level of regional administration. When developing regional integrated directions and choosing models, the aspects of the initiating party (state, private entrepreneur or mixed) in the implementation of the model should be taken into account.



Results and Discussion

In order to choose the most effective model for the regions from among the considered models, the influencing factors for the development of activities in the regions where agrotourism activities are carried out, using the PESTLE (political, economic, socio-demographic, technological, legal and environmental) analysis, taking into account the optimal effect of the factors it is desirable to receive. Today, there are several scientifically based and effective methods of analyzing and studying the influence of factors on the effectiveness of various socio-economic systems. PESTLE analysis was used. To assess the level of impact of each factor group on agrotourism activity and the significance of this factor's impact, the conclusions of the leading experts of the regional departments of the Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan were relied upon (Table 1).

Table 1. Factors affecting agritourism activity and their level of influence obtained for PESTLE analysis¹

Factor group and type	Effect level of the factor*	Factor group and type	Effect level of the factor*
Group of political factors		A group of economic factors	
Political stability of the area where agrotourism activities are carried out	4	The level of economic growth of the agricultural area	5
Security level of the area	3	The level of real income of the population of the region	5
		Inflation rate	4
Changes in state regulation of agrotourism activities	4	Number of agrotourism enterprises	3
		The share of the tourist services sector in regional indicators	4
		Level of formation of agrotourism infrastructure	3
Group of socio-demographic factors		The volume of investments directed to agrotourism activities	
The state of the educational system that supplies qualified specialists in the field of agrotourism	4	The average amount of income from agrotourism activities	4
		Tax rates and benefits set for industry activities	3
		Group of technological factors	
		The level of use of innovations in agrotourism enterprises	
Unemployment rate	3	The level of use of innovations in agrotourism enterprises	3
Composition of consumers of agrotourism services by gender and age	2		

¹Developed by the author.



Free time of the population	3	Scientific research and development expenses for the activities of agrotourism enterprises	4
The level of the population's need for food products	4	Availability and level of implementation of new technologies in industrial enterprises	5
Average life expectancy of the population	2	Level of use of software products in agrotourism activities	4
Mobility level of consumers of agrotourism services	3	A group of environmental factors	
Group of legal factors		Level of impact of agrotourism activities on atmospheric pollution	4
Level of bureaucracy and corruption in state institutional structures	4		
The level of implementation of legislation on agrotourism activities	5	The rate of discharge of household and solid waste from the activity into nature	5
Level of protection of consumer rights	4	Changes in the level of ecological "purity" of the area and the availability of the eco-area	5

** Based on the PESTLE analysis methodology, the factor's influence level was determined in the range of 1-5 degrees.*

Among the political factors, such factors as the 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 selected.

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 household 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 the factors grouped into 6 groups by experts was determined based on the level from 1 to 5 based on the PESTLE analysis methodology. 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 based on the ratio of the factor's effect level to the average value obtained based on 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.

For PESTLE analysis, by evaluating the level of influence of each factor divided into groups, the factors determined by the experts to have the highest level of influence are isolated. The most optimal of the agrotourism organization models considered above will be selected, and scenarios for the formation of agrotourism in the region will be developed based on this model.

Conclusions

From among the developed scenarios, taking into account the resource components of the area and the influence of existing factors, the most effective scenario for the organization and development of agrotourism activities in the area is selected. Measures will be developed to implement activities according to the selected scenario, and it will be possible to organize agrotourism activities in the area.

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.

References

1. Ugli, X. S. Y. (2022, May). Evaluation of the effectiveness of agrotourism development directions in the Republic of Uzbekistan. In *International Conference on Research Identity, Value and Ethics* (pp. 268-272).
2. Xusanboyev, S., Qodirov, A., Baxromov, E., Ulmasova, N., & To'xtamboyeva, N. (2021).



- The effect of the covid-19 pandemic on student behavior and concepts: on the example of institution students in Uzbekistan. *Экономика и социум*, (5-1), 550-558.
3. Ugli, X. S. Y. (2022, May). Agrotourism as a factor in the development of agrotouristic facilities in the republic of Uzbekistan. In *International Conference on Research Identity, Value and Ethics* (pp. 265-267).
 4. Дехканов, Ш. (2023). Kafedralararo bitiruv malakaviy ishlarini tayyorlash–sifatli ta’limni ta’minlashning muhim omili sifatida. *Ижтимоий-гуманитар фанларнинг долзарб муаммолари/Актуальные проблемы социально-гуманитарных наук/Actual Problems of Humanities and Social Sciences.*, 3(3), 290-296.
 5. Здоров А.Б. Агротуристский комплекс: формирование и развитие. – М.: Логос, 2011. – 269 с.
 6. Zikirov, M. C., Qosimova, S. F., & Qosimov, L. M. (2021). Direction of modern design activities. *Asian Journal of Multidimensional Research (AJMR)*, 10(2), 11-18.
 7. Дехканов, Ш. А. (2022). Большие Данные (Big Data) Как Главный Ресурс Цифровой Экономики. *Periodica Journal of Modern Philosophy, Social Sciences and Humanities*, 13, 157-160.
 8. Dekhkanov, S. (2022). Human capital is a core value digital economy. *World Economics and Finance Bulletin*, 17, 109-112.
 9. Dekhkanov, S. A. (2020). Перспективы развития внешне экономической деятельности объединенных арабских эмиратов и республики узбекистан: современные реалии, инновации и стратегии развития. *Theoretical & Applied Science*, (4), 926-929.
 10. Хусанбоев, С. Е. (2022). Перспективные направления развития агротуризма в республике Узбекистане. *Бюллетень науки и практики*, 8(5), 476-482.
 11. A.D. Chudnovsky, M.A. Zhukova, O.A. Kurbakova. The method of selection of the model of the development of rural tourism in Russian regions. *Selskiy turizm v Rossii i za rubejom: problemy i perspektivy: kollektivnaya monografiya / otv. ed. O. S. Issers. - Omsk: Om. Mr. Un-ta, 2013. – 148 p.*
 12. Zdorov A.B. Agroturistsky complex: formirovanie i razvitie. - М.: Logos, 2011. - 269 p.
 13. Kholmurodova, D. K., & Khudoykulov, Z. I. (2023). Use of Waste in the National Economy. *Texas Journal of Multidisciplinary Studies*, 25, 160-162.
 14. Алимова М.Т. Худудий туризм бозорининг ривожланиш хусусиятлари ва тенденциялари (Самарқанд вилояти мисолида): Иқтисодиёт фанлари доктори илмий даражасини олиш учун ёзилган диссертация. – С.: СамИСИ, 2017. - 265 б.
 15. Zikirov, M. C., Qosimova, S. F., & Qosimov, L. M. (2021). Direction of modern design activities. *Asian Journal of Multidimensional Research (AJMR)*, 10(2), 11-18.