

Opportunities for the Development of Agrotourism Infrastructure in the Republic of Uzbekistan (in the Case of Bukhara Region)

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Abstract: At the current stage of human development, the rapid growth of the level of socio-economic development leads to an increase in the standard of living and well-being of the population, an increase in the level of urbanization (urbanization), an increase in the share of free time, a radical increase in social values and personal living characteristics. led to change. These, in turn, serve as an important basis for the adaptation of the population's lifestyle to these changes, a significant increase in demand and needs for recreation and tourism. Accordingly, travel, active recreation in the heart of nature has become a component of modern people's life and an important form of strengthening health and effective use of free time.

At the same time, while earlier tourism had the dominant goal of just having a good time without thinking about anything, now such goals have changed radically: idleness has been replaced by the pursuit of active recreation; the active recreation of one person was replaced by the pursuit of leisure in the majority or at least two people. Other goals of the tourism trip have also changed: in the past, secluded individuality, but now it is fun; precise planning in the past, and free satisfaction of desired needs now; in the past, full consumption of the benefits of civilization, and now living in the bosom of nature came to the fore. In the article, various measures should be considered in order to develop the field of agrotourism in rural areas in the country and implement it by studying the possibilities of agrotourism and developing the field of agrotourism in Uzbekistan. The development of agrotourism facilities in Uzbekistan and at the same time reducing the level of migration will lead to the development of the tourism industry.

Key words: tourism, domestic tourism, inbound and outbound tourism, sports tourism, recreational tourism, extreme tourism, ethnographic tourism, religious tourism, fishing tourism, water tourism, agrotourism, , PFF model.

The Republic of Uzbekistan has a number of historical monuments characteristic of its historical cities, and its deserts and sands are an excellent destination that can be used for tourism in combination with tourism of the sun, nature and cultural heritage.

From this point of view, there are state and private farms, agricultural enterprises, agroclusters with enough tourist attractions, and they provide economic and social benefits to the population living in the villages. If we take Bukhara region as an example, Bukhara region is a favorite destination for tourists, where almost all types of tourist services are developing. If we look at the collected data and information analysis, Bukhara is developing new agrotourism services based on its climatic conditions, despite its location in the desert zone.

If we analyze SWOT of agrotourism in the region, then

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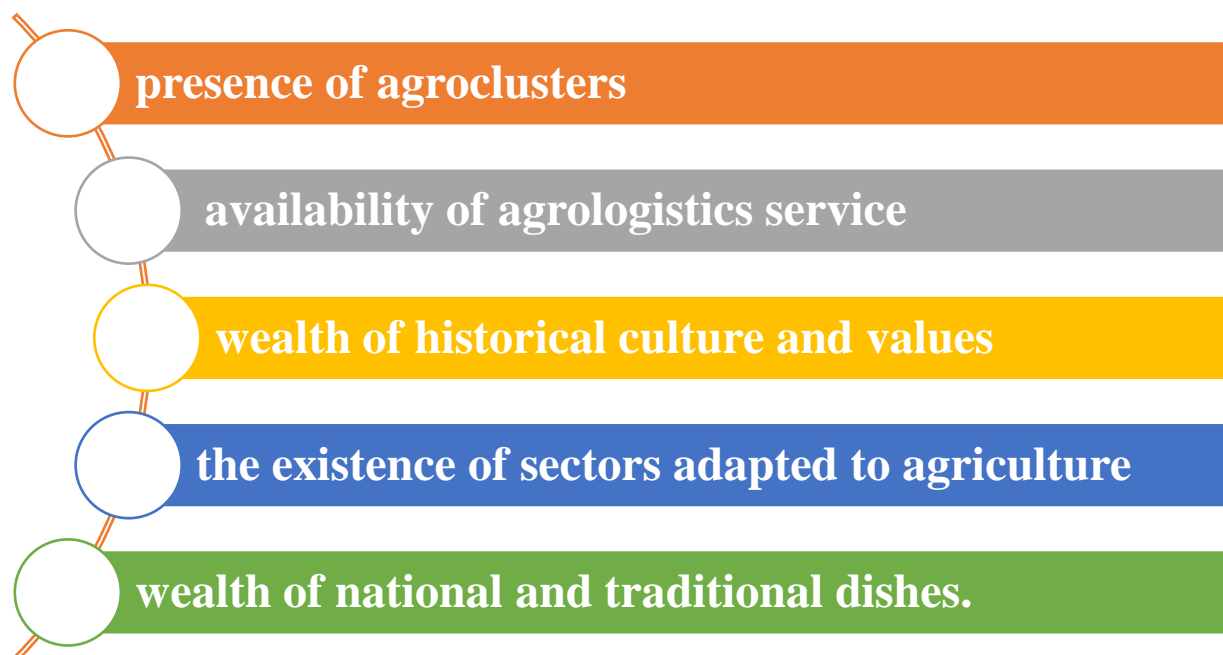
Strengths	Weaknesses
<p>Rich cultural heritage Diversification of agriculture One of the cities of the Great Silk Road Rich in ancient and historical traditions Availability of services related to agrotourism.</p>	<p>Water shortage Lack of personnel in the development of agrotourism Slowness of transport and means of communication Lack of standards and regulations applied in the field of rural tourism as a special branch of industry; Lack of favorable conditions.</p>
Opportunities	Threats
<p>Agriculture is developed and poverty is prevented in this place. Migration will decrease. Foreign tourists will increase.</p>	<p>Increase in the price of agricultural and agrotourism services It leads to a decrease in domestic and foreign tourists.</p>

Table 1 SWOT analysis of agrotourism development in Bukhara region

If we look at the SWOT analysis in the development of agrotourism in Bukhara region, there are many disadvantages compared to the opportunities, but they can be overcome.

For this, first of all, we need to determine the strengths of agrotourism in the Bukhara region, and accordingly we can increase the potential of agrotourism. If we put the agrotourism of Bukhara region in the PFF (Porter's five forces model) model, if we study only the strong threats affecting the business in this model, we can see this model in a different way, that is, the 5 strong forces of agrotourism let's go

The strength of agrotourism in Bukhara region is that.



Graph 2 based on the PFF model of agrotourism in Bukhara region

It is by developing these strengths that we can develop agrotourism, and by eliminating these shortcomings, we will achieve our goal. Agrocluster is one of the most sophisticated and complex methods of agrotourism development, which is formed based on social farming.

Social farming An increasingly popular approach to agritourism and agriculture is the introduction of social services based on the resources and activities of the farm.



The essence of social agriculture is multifunctionality, which seeks to meet both production-market and non-agricultural (ecological, cultural, economic and general social) needs. The development of agroclusters is not only the development of agriculture, but also social tourism, educational homes, care farms, themed villages, commercialization of local cultural potential, and agro-stores within short supply chains. We can see a clear example of this in the case of the Bukhara Varnet enterprise.

Bukhara region has a historical and cultural heritage, and it attracts people with its unusual customs and traditions. Programs and festivals held in Bukhara region are a clear example of this. In addition, in the Bukhara region, it is possible to show our traditions and customs based on the experiences of Spain and apply them to foreign tourists.

A total of 2.2 million tourists visited Bukhara region in 2021. This. It is noted that the number of foreign tourists has exceeded 48,900. Compared to 2020, the indicator has increased by almost 8 times in domestic tourism, and by 3.5 times compared to the number of foreign tourists.

Also, in 2021, 78 new large and small hotels (724 rooms, 1,919 beds) will be launched, bringing their total number to 415 (4,463 rooms, 10,323 beds). The number of tour operators was 121, tour guides 252, restaurants for tourists 90, tourist buses and minibuses 281.

Earlier, the governor of Bukhara region, Botir Zaripov, said that the number of tourists in the region will exceed 5 million by 2026. It is noted that 27 foreign flights will be organized in the region in order to further increase the flow of tourists.

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Although the Republic of Uzbekistan is actively developing and investing in the tourism sector, it is significantly lagging behind in terms of this indicator. At the moment, Uzbekistan is paying special attention to the modernization of the tourism sector, the development and improvement of the regulatory framework for the sustainable development of this sector, and the organization of services to foreign guests based on international standards.

One of the most important strategic goals of the state policy is to create conditions for the sustainable development of rural areas, to preserve the existing rural settlements of all types of rural settlements. The development of tourism infrastructure in villages, in particular, agrotourism, can become one of the factors that serve to diversify the rural economy, increase the employment and income of the rural population; development of small business, including in alternative areas of employment, as a result of which the quality of life in rural areas will be improved.

We have seen above that agrotourism is of great importance in the socio-economic development of the rural population. As a new, but very promising way of recreation for Uzbekistan, agricultural tourism is added to the traditional types of tourism, which has its own advantages.

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