



INTERNATIONAL EXPERIENCES OF AGRO-ECOTOURISM DEVELOPMENT

Oybek Zoirovich Khaydarov

Doctoral Student of the Samarkand Institute of Economics and Service

Abstract

Tourism activities in rural areas are diversified and this process continues. The interest shown by people in the rural way of life is permanent. The world experience of agritourism is quite diverse and instructive. Agricultural tourism exists now in most countries of the world. An analysis of many years of experience in the development of rural tourism in developed countries gives grounds to assert that there is a positive trend in this area. The conceptual approach plays an important role in the development of agricultural tourism. In this regard, there are serious differences in the national concepts of tourism development, including agrarian tourism, in different countries. The article explores the experience of countries with different levels of development in the field of organization and development of agritourism.

Keywords: organization of agrotourism, foreign experience, countries of Eastern Europe, multifunctional agrotourism, innovations in agrotourism.

Formulation of the Problem

Evaluation of excellence, determining the possibilities and prospects for its application in the field of communication is a key issue in determining and making tactical decisions in any sphere. Tourism activities require direct contact with people and necessitates a choice in a variety of approaches to service. From this point view study and evaluation of best practices in the field of tourism is particularly relevant.

Analysis of Recent Research and Publications

Since tourism is one of the fastest developing sectors of the world economy, it is natural that the attention of researchers to theoretical and applied aspects of the problem. Moreover, the range of scientific disciplines that consider development issues world tourism, covers both social and humanitarian sciences. The issues of development of domestic tourism, its economic and socio-cultural aspects are being especially actively developed [5].

At the same time, tourism has long become global in terms of interaction between countries and distribution. The attention of researchers is drawn to countries having the most successful experience in working with various areas of tourism services [1].





Also important is the growing attention to environmental aspects of tourism associated with modern global environmental problems [3].

The analysis shows that the questions of studying the history and theory of the latter are still waiting for their solution in the direction indicated above this is agro-tourism as the most promising branch of modern tourism.

Formulation of the objectives of the article. In this article set the goal of reviewing the main directions development of agritourism in the world, their conceptual assessment, determination of prospects for further formation this promising area of world tourism.

Presentation of the main material. Western European experience in the organization of agro-tourism. According to the European Federation of Agricultural Tourism, rural tourism is an important branch of the global tourism industry and covers 12-30% of the world's tourist flows. Studies by research scientists show that “the average annual growth rate of the rural tourism segment (excluding sightseeing activities) over the past 10–15 years was 10–15%, which is generally higher than the growth of European tourism as a whole (4–5%). About 20% of places of residence are concentrated in the segment of rural tourism” [1].

Despite the significant diversity, the concept of agricultural tourism development can be grouped in three directions, namely:

- a small family hotel, homestead, farm, sports center, camping, etc., organization of agricultural tourism in the database;
- construction of large and medium-sized private agricultural institutions in rural areas, specialized private hotels, cultural and ethnographic centers and stylized agricultural tourist villages;
- creation of agricultural parks in farms and agricultural cooperatives. Demonstration of national technologies of agricultural production [2].

It is known that the diversity of interests, needs, as well as the physical and financial capabilities of tourists require a creative approach in creating a variety of services offered by the agricultural tourism. This requirement is relevant because all resources that meet the interests and needs tourists coming to the village must be received from the village. Otherwise, the role of agritourism in the socio-economic development of the region will fall, and the profitability of tourism activities will also decrease. The accommodation of tourists in the agritourism sector is one of the main and most important issues of the tourism industry.





From this point of view, different countries are testing different variants. “In each country, certain types of tourists are preferred. For example, in Spain, tourists accommodated on farms and in hotels, detached houses, and historical buildings.

In Italy, agricultural tourists are offered accommodation in apartments, but they also have experience in providing accommodation in individual houses, rooms and tents on the territory of the agricultural sector” [4].

The development of agritourism in Italy connected with not only favorable natural and climatic conditions and developed infrastructure. In a cyclical economic environment, the experience gained in this ancient country with a focus on alternative rural employment has a positive impact to the agricultural sector. It is no coincidence, which tourists in Italy stay in historical buildings as well as in rural houses in private houses and yards. Local and foreign citizens who come to the village as tourists receive a wide range of services. In Italy, as in France that the services provided in the field of education science health, labor and sports in rural tourism are widely widespread and evolving. In Italy, agricultural services characterized by three main areas: recreation and health in rural areas; sports; learning about local products and cuisine. Accommodation of tourists in rural areas depends on the type of their service.

The growing interest in agriculture and agritourism allows the countries of the European Union continuously improve the financial performance of this type of tourism and in some cases not to overload the state budget. Statistical studies show that 35% of urban residents in the European

Union prefer to spend their holidays in the countryside. Their share in the Netherlands is even higher - 49%. Rural tourism creates new jobs in the regions and brings real income. Italy ranks first in Europe for rural tourism and its average annual profit is 350 million dollars” [5].

Agrotourism promotion associations in Italy, France, Spain, and Denmark play an important role in the organization of consulting, information, marketing services. Figuration National des Gotes de France is the largest French rural tourism management company, it is the first European network home hotels Terra Nostra, which helped create complex (economic, social, cultural) [6].

Asociación Española de Turismo Rural (ASETUR) – German Agricultural Society (DLG) [7], Austria, was founded in the early 90s of the past century and accommodated up to 3 thousand farmers ECEAT (Netherlands) and a number of other organizations play a crucial role in the organization of agritourism in Western Europe, including its member Urlaub am Bauernhof, Control Service quality, the Netherlands, Luxembourg and Belgium.





According to rural tourism associations, “rural tourism today is one of the most promising types of tourism that has a positive impact on the sustainable development of the region and economic benefits. Every third tourist France - tourist in rural areas, 10% rural entrepreneurs in the UK and 4% in Germany offer rural tourism services” [10].

Every third German is connected to domestic tourism; Germans are considered the most traveled in Europe. There is potential for development here agritourism, and its use is systemic character. The German experience of agritourism is described as a positive and effective cooperation with local authorities and other public organizations in relation to registration (hereinafter referred to as like any other activity before the start of agricultural institutional service). Public in the country associations and associations, as well as federal and local authorities are actively involved in the regulation and intensification of agro-tourism development. These organizations are mainly way, the German Agricultural Association (The Landwirtschafts) ECEAT Germany, responsible for methodology and information support agro-tourists.

“The modern approach to rural tourism in Germany is characterized by the following features: rural tourism is carried out at three levels: federal, land, municipal and combines includes forms of direct and indirect financing entrepreneurial projects, agriculture, infrastructure development; interdepartmental interactive interaction and cooperation between all stakeholders: ministry economy and labor, consumer protection, ministries of agriculture, forestry and fisheries economy, federal and state levels, individual programs” [1]. Agritourism in Germany has developed well in recent years and is one of the most important forms of tourism. Currently, the turnover in this area is about 1.1 billion Euro. This is 6% of domestic tourism in Germany. This kind tourism is highly valued”.

Farm Stay (UK) Ltd is an integrated provider of agritourism development in the UK [4]. In the British model of agritourism, when placing tourists are dominated by farmhouses. In this case options for joint or separate living with a farmer's family. Horseback riding - this is the type of activity that the farm is interested in most tourists [2].

“Agritourism is actively developing in the UK, as it offers various discounts and inexpensive services for vacationers with children. Abandoned farms have been renovated in the south of the country, where part of the everything necessary for a full and comfortable rest has been preserved: TV, heating system, household appliances, and old furniture. These farms enjoy in great demand among vacationers” [6].





Experience of Eastern European countries in the organization agritourism. The development of rural tourism in Eastern Europe began in the 1990s. In Poland, Hungary and the Czech Republic, serious steps have been taken to develop agritourism. In addition, the unions and federations created here play an important role in the regulation and development of tourism in the countryside. To them include Federation of Agricultural Tourism Hungary (Center for Rural Tourism), established in 1994, Czech Republic (ECEAT, Czech Republic) [4], European Center for Ecological and Rural Tourism [5], established in Poland in 1993, and the Federation of Agriculture tourism. Organizations such as the Federation of Agriculture tourism (GOSPODARSTWA GOSGINNE) play an important role in the development of agritourism [6].

Tourism in Hungary is now a source of pride for many owners. It should be noted that along with the personal efforts of individual homeowners, the state also plays an important role in organizing quality services. The Hungarian government actively promotes the development of rural tourism. The consulting service of the Hungarian government, along with various subsidies and payments, also provides consulting services [7].

In the Czech Republic, territories favorable for rural tourism began to develop [1]. Experience gained in the organization of tourism in general and wine tourism in particular is highly valued among tourists from the developed countries of Northern Europe. Attempts to imitate the original form of rural lifestyle are largely considered successful.

The development of agritourism in Poland, as a rule, takes place within the framework of European trends. However, there are differences. In Poland, farms are the only areas where there is agritourism as an additional source of income. Difference between the level of services and the rules for receiving tourists have great importance. The current level of agritourism in Poland is highly valued by tourists from Western countries Europe. For this reason, agritourism, along with many countries of Western and Eastern Europe, is also intensively developing in Poland. "Millions of Europeans with a stable income prefer to relax in European rural areas. Austria, Slovakia, Germany, the Czech Republic and Poland are intensively developing their agrarian forces in recent years" [2].

US experience. Although experience gained in various US states in the development of agritourism, is unique, there are also moments that allow some generalizations. First, this is a valuable experience for tourist accommodation, cost adjustment services, taking into account the country from which tourists come, and so on [8]. Participation in development livestock industry through tourism, matching dairy





products with local regulations, healthy lifestyles and environmentally friendly clean food are the main trends in the development of agritourism in a number of US states. The country is also constantly studying excellence in this area, including advocacy agritourism. Sustainable development of rural tourism in South and North America put forward for the first plan for the problem of studying its incentives and regulation practices [9]. Exotic tourism experience in the United States is in its infancy.

Turkey experience that is more accessible to Azerbaijan. “According to the UN International Tourism Organization (UNWTO), by 2017, Turkey has become one of the 10 most attractive countries in the world” [10]. It also supports the development of domestic tourism. In modern Turkey, rural tourism develops in the context of a rural lifestyle, rich traditions of the local population and very interesting folklore.

The country has great potential for the development of agro-tourism (rural tourism), especially in the coastal areas of the Black Sea and in Anadolu. To use this potential more efficiently and effectively, farms are implementing joint measures with state and municipal authorities. Turkey's experience in the field of agricultural technology is at the development stage, but it is quite interesting and valuable for Azerbaijan.

Japanese and Chinese experience in organizing agritourism. The experience of Japan and China in the development of agritourism is exotic and attractive for foreign tourists against the backdrop of the peculiarities of the rural lifestyle in these countries. An exotically creative approach requires a creative approach, and from this point of view, interesting approaches are encouraged in Japan. For example, there is now a widespread experience of foreign tourists participating in strawberry picking on farms: “In Japan, participation in strawberry picking in agriculture is especially popular among foreign tourists. The cost of a 40-minute tour is 1,900 yen (\$17), which is an estimate that tourists can also eat strawberries in the same period” [11].

Of course, systematic measures are being taken in Japan to develop such an important area of activity as agritourism. The development of agro-tourism implemented through additional funds received because of changes in the tax mechanism to support the development of rural areas, especially remote ones: “The government improves tourism in remote villages of Japan through taxes levied on people leaving the country” [4].

Along with the relevant natural, climatic and economic conditions as factors determining the vector of development of agritourism, the pace and scale of the influx of the rural population into large cities noticeable. In the development of agro-tourism, the latter is of particular importance both in developing and post-Soviet countries. In this regard, it is advisable to agree with the idea that the experience of





the above countries and the organic acquisition of best practices expand the spectrum of intensive development of agritourism. “Besides the countries with positive agronomic experience, there are many countries that are actively applying this experience and have already made significant progress in this activity. Such countries include India, China, Georgia, Belarus, Ukraine, Lithuania, Latvia, Estonia, Russia and many other countries” [3].

The development of agritourism has historically developed in China as well. In the modern sense, China is considered the basis of Asian agritourism. Here we can say that an integrated system of all types of rural tourism has been formed. The experience gained in this country with huge economic potential was new and useful for the region. “China has been a pioneer in the development of agritourism in East Asia and has the potential for continuous development. In China, agritourism has proven its economic viability. In recent years, this type of tourism has developed dynamically, but this development is uneven. Agritourism is more outstanding and promising, which allows to preserve the cultural heritage of the East Asian countries as a whole, solves the issues of material support for rural areas, supports the traditions and ancient art of the peoples” [5].

Innovative approaches to the development of agritourism are used both in China and in Japan. Over the past decade, these countries have implemented the “one village, one product” policy. It was based on the policy that a network of villages consisting of one industry was created and valuable experience was gained in harnessing the potential of agro-industrial cooperation and integration.

Experience of post-Soviet countries. In the post-Soviet countries, the opportunities for the formation and development of agro-tourism are quite large. As noted above, there are certain achievements in such countries as Georgia, Belarus, Ukraine, Lithuania, Latvia and Russia. A concept for rural tourism in Russia for 2016–2030 was prepared. As shown in this paper, the share of rural tourism in total tourism services in Russia remains relatively low. According to 2015 data, the structure of domestic tourism is estimated at 2%. The development of rural tourism is constrained by a number of restrictions, which include: the lack of a systematic approach to the development of rural tourism and its state support; inadequacy and incompleteness of the existing legislative framework; the quality of service in rural tourism, which does not meet the expectations of Russian tourists” [4].

Agritourism and environmentally friendly agriculture economy. Speaking about the world experience of agritourism, we consider it necessary to support an international program that implements its connection with organic (environmentally friendly) agriculture and which requires that special attention be paid to it. In the last





decade, "volunteers with organic farms" (World Wide, opportunities on organic farms, WWOOF) have been shaping international agro-industrial programs on an increasingly large scale. These programs carried out with the aim of developing organic farming and agro-tourism. More than 30 of these countries are involved here, where the essence of this program is the exchange of labor for the production of food at home [2]. Participants in this program are included in the category of tourism workers, they work 4-6 hours a day in the garden or on the farm. In return, the farm provides accommodation for business travelers and food that meets environmental requirements. In other words, there is no mutual payment in this process [7].

Along with the general requirements of the WWOOF program, there are different points in different countries.

Conclusions

Agritourism is an additional source of income for relatively low-income villagers in rural areas: agritourism can increase the competitiveness of a small farmer; the multiplicity of agro-tourism expands its possibilities; the support of agro-tourism by the central government and local governments is expedient for increasing the level of employment in rural areas and improving its structure. Factors that slow down the development of agritourism in the post-Soviet countries are, first, the state of infrastructure, lack of staff and lack of awareness among potential customers, including the rural population.

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