



CENTRAL ASIAN JOURNAL OF THEORETICAL AND APPLIED SCIENCES

Volume: 03 Issue: 08 | Aug 2022 ISSN: 2660-5317
<https://cajotas.centralasianstudies.org>

Assessment of the State of the Agro-Tourism Market

Amirov Akmal Merojovich

Samarkand State University, Doctoral Student
amirovakmal@gmail.com

Received 24th Jun 2022, Accepted 28th Jul 2022, Online 30th Aug 2022

Abstract: *One of the priority areas for the development of the economy of the agrarian regions of Uzbekistan is the diversification strategy, which involves the addition of traditional sectors of specialization (grain farming, cattle breeding, sheep breeding) with new industries. Tourism is currently one of the promising industries. Agritourism occupies a special place in the system of the modern world tourist market. Today it is considered to be one of the leading and actively developing sectors of the tourism market.*

The article presents the essence of the agro-tourism product, agro-tourism services, supply and demand of the agro-tourism market. The method of a sociological survey for assessing the conjuncture of the agro-tourism market and its state has been studied.

Keywords: *Agritourism, agrotourism product, agrotourism services, demand and supply of agrotourism services, a social survey of the agrotourism market assessment.*

Introduction

The need to solve urgent problems in the national market of tourist services is related to the state of its development: insufficient level of supply, on the one hand, and low solvent demand in the domestic market, on the other; relatively high prices and low quality for these services.

At the present stage of agrarian reforms in Uzbekistan, the territorial-sectoral concept of the development of agro-economy is being replaced by a new socially and innovation-oriented development model. The basis of this strategy is the establishment of integrated relationships between agriculture, the social sphere of the village, and other related industries, such as harvesting, processing of agricultural products, etc., which ensure the sustainable development of the region.

In this regard, the question is raised about the interaction of the agricultural and tourist markets, which would not only help to establish agricultural production, increase the income of the villagers, ensure their employment in rural areas, but also solve the problem of the ever-growing demand for new tourist services. Such interaction gives rise to a completely new kind of tourist service - agro-tourist service, and, as a result, a new agro-tourist market.

The developing agro-tourist market should be characterized by an optimal combination of “price-quality” parameters, and a tourist flow of vacationers while fully maintaining the volume of traditional tourist services. In addition, a new range of services is being formed in the agro-tourism business, such as health

and fitness programs, fishing and hunting tours, environmental services, sports and entertainment routes, etc. with its regional and intersectoral specificity.

In international practice, the agro-tourist market was formed, first of all, as a means of marketing agricultural products to tourists during the threatening crisis of overproduction. As a result, each national agritourism market has some unique features, which were later called models.

Currently, agrotourism is successfully developing in many countries of the world, including European ones. The most famous of them include Italy, Germany, Austria, Switzerland, France, Spain, and a number of others. In Europe, agricultural tourism received public recognition in the second half of the last century.

It is known that agrotourism abroad has gone through several stages in its development from a small family business in the countryside (stage I) to luxurious rural hotels with 5 stars (stage II) and specialized tourist villages (stage III) [9]. It is assumed that agrotourism in the next fifteen years will also develop in stages. However, along with the development of the first two stages, it is expedient to plan and the third is the creation of regional agro-tourist complexes. Then the investment in such projects should take place on a parity administrative basis, including through the creation of an appropriate state structure, similar to those that have already been created in several countries [3].

Today, the demand for tourism services has changed the very concept of rural tourism in Europe, which ceases to be a side activity for many entrepreneurs and becomes the main one. The World Tourism Organization has defined agro-tourism as one of the promising sectors of the leisure industry, which not only allows vacationers to spend time in picturesque and ecologically clean corners of the countryside but also offers agricultural formations and rural residents a real development alternative [1]. For most countries, the development of the tourism industry has become one of the priority areas of economic activity.

The global agritourism market is estimated to grow at an annualized rate of almost 2% to US\$4.33 billion during the forecast period 2022-2027. "YoY growth rate (YoY) in 2022 is estimated at 0.2%" by the end of 2027[11].

It is known that agrotourism is a new direction in Uzbekistan, and its initial stage of formation began with the attention of our state to the development of tourism in rural areas. The announcement of 2009 as the "Year of Rural Development and Prosperity", 2013 as the "Year of Prosperous Living" in our country, and the adoption of the "Prosperous Village" program in 2018 create great opportunities for the development of tourism in rural areas.

Using these opportunities, agrotourism is developing in the suburbs of Samarkand and the foothills. This, in turn, creates the basis for the increasing flow of tourists (domestic tourism), as well as the formation of an additional source of income for the local population. The advantage of this direction over other types of tourism is that it does not require large investments and, based on the available opportunities, encourages farmers - farms, small business entities, and families to actively engage in this business and create new jobs.

For agrotourism to become a rapidly developing, highly organized, and profitable branch of the modern tourism industry, it is necessary to study the available reserves in the regions. Therefore, it is appropriate to determine the state and level of development of rural areas. According to statistical data, there are more than 80 rural settlements within 14 municipal districts in the Samarkand region.

The existence of stratification between the living standards and incomes of urban and rural residents causes the rural population to migrate to urban areas. The fact that most of the rural population is engaged in agriculture does not allow them to expand economic relations and move from the production sector to the service sector. Despite this, the majority of rural citizens are engaged in the production and delivery of

ecologically clean food products such as dairy and meat products, vegetables, fruits, and berries, working in sectors such as agricultural production, farming, and animal husbandry.

In the modern world, the use of ecologically clean products in the diet is becoming more and more important. Because in the conditions of strong competition, enterprises are using more artificial and chemical agents, preservatives, and stabilizers in the production of food products, producing cheaper and more competitive products. This, in turn, harms the quality of food of the population. According to scientists, this factor has a greater impact on the population of the capital, metropolis, and large cities. And less for rural people, because the products they consume are environmentally friendly and safe.

In such conditions, the direction of agrotourism is considered one of the promising directions for the development of rural areas, it helps the development of tourist destinations and leads to the formation of a new type of activity in rural areas.

Based on the above points, we can emphasize that eco-friendly products are important for tourists vacationing in rural areas of Samarkand.

Therefore, we conducted a SWOT analysis to study the conditions for the development of agrotourism in rural areas and the potential of tourist resources. In the course of this analysis, opportunities and threats, strengths and weaknesses affecting and hindering the development of agrotourism in the regions were studied. The main results are presented in Table 3.

Table 1. SWOT analysis of agrotourism development conditions in the Samarkand region

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> ➤ presence of unique natural objects in the regions of the region (Kattakurgan reservoir, Zarafshan reserve, Urgut, Ohalik, Nurabad mountains); ➤ Preserved traditions and culture of the peoples of Samarkand (national ceremonies, holidays, traditions); ➤ presence of objects of religious significance, Al-Bukhari mausoleum, shrine of Hazrat David, etc.); ➤ highly developed agriculture in the region (cattle breeding, farming); ➤ The Samarkand region takes the leading place among the regions in terms of the combination of low level of impact on nature and high activity of environmental protection. | <ul style="list-style-type: none"> ➤ risk of contamination of natural areas by unorganized tourists; ➤ non-existence of a regulatory framework for the development of agro-tourism in the region; ➤ lack of information supply to the villagers about the prospects of agrotourism development; ➤ weak image of regions in the tourism market; ➤ Weakness of state support in the development of agrotourism ➤ poor quality of the rural housing fund; ➤ barriers to communication between local residents and tourists; |
| Opportunities | Threats |
| <ul style="list-style-type: none"> ➤ provision of additional services to agro-tourists (horseback riding and hiking, fishing, hunting, collecting wild plants, excursions, etc.); ➤ creation of agro-tourism sector contributes to the concept of sustainable development; ➤ the possibility of implementing international projects with neighboring regions; | <ul style="list-style-type: none"> ➤ competition of agrotourism centers in neighboring regions; ➤ higher tariffs in air and rail transport; |

A set of goods and services in terms of transport, accommodation, and catering services necessary to satisfy the needs of a tourist during his stay in rural areas is called an agro-tourism product. To describe the nature of the agro-tourist product more broadly, we present its structural structure (Figure 1).

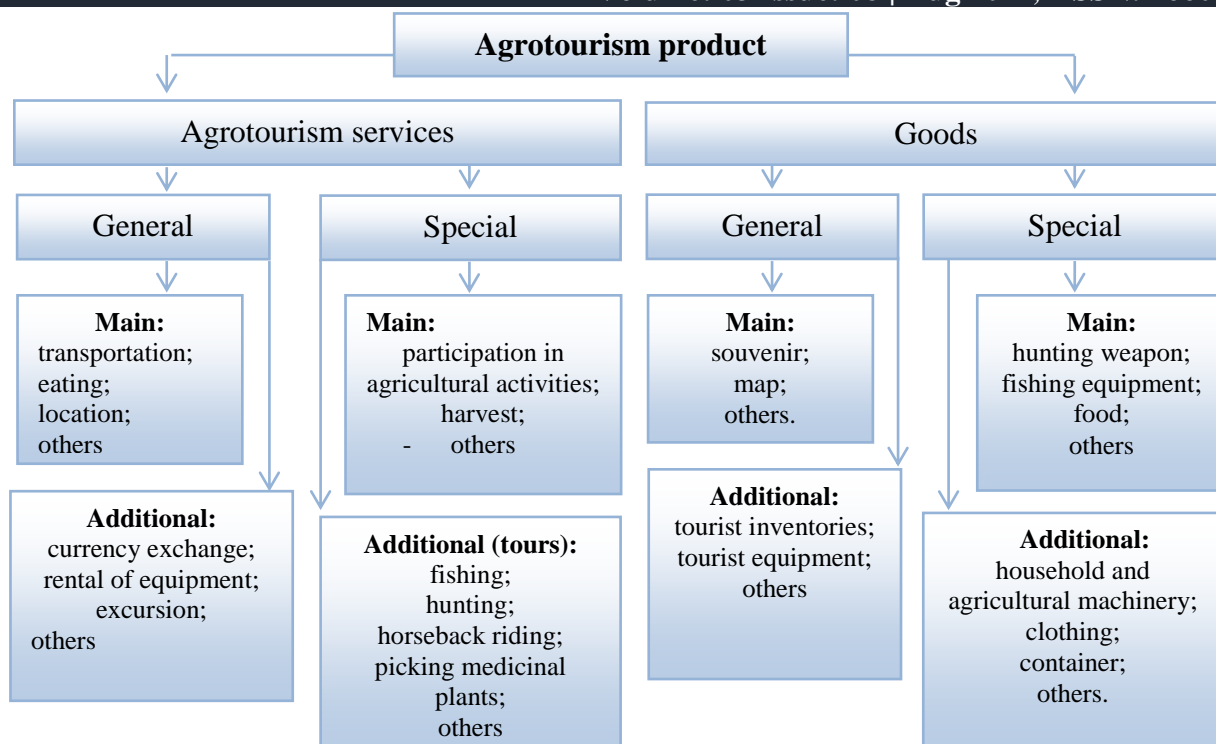


Figure 1. The structure of the constituent elements of the agrotourism product

The mechanism of the market conjuncture is formed based on the law of demand and supply, which ensures the market balance in the interaction between the following factors: price, demand, and supply.

Demand for agrotourism services is an ideal need and a real possibility of purchasing a certain amount of services by the buyer. Demand and consumption are not the same, they differ qualitatively and quantitatively and may not coincide with each other in terms of time and space. Demand functions as a stage of reproduction in the form of market category and exchange of services.

And the offer of agrotourism services is the ideal readiness and real possibility of providing certain services to the market by producers. Supply, like demand, is inconsistent across time and space. Because each agrotourism product must first be produced or processed, and only then put on the market.

We conducted an "online" sociological survey in the Samarkand city and regional districts in January-March 2022 in cooperation with the General Directorate of Tourism of the Samarkand region to study the demand for agrotourism services among its residents to determine the state of the agrotourism market situation in the Samarkand region.

I. Demand for agrotourism services

It is known that the main consumers of the demand for agro-tourism services are considered to be urban residents, including students, workers, intellectuals, pensioners, and other professionals. 300 respondents (208 of them men and 92 women) took part in the survey. 77% of the respondents who took part in the sociological survey noted that they have information about agrotourism and that this direction will occupy a significant place in the tourism industry of our republic in the future. According to the age structure of the respondents, 19-25-year-olds (29%) and 36-45-year-olds (28%) stated that it is desirable to develop agrotourism in rural areas. But respondents aged 26-35 (7%) had a passive attitude towards the need to develop agrotourism. The intelligent part of the population and those engaged in manual labor (80.0%) favored the desirability of agrotourism development in rural areas. According to the results of a

sociological survey, the majority of vacationers said that they like to spend their vacations in mountain areas (33% of respondents) and water bodies (38% of respondents).

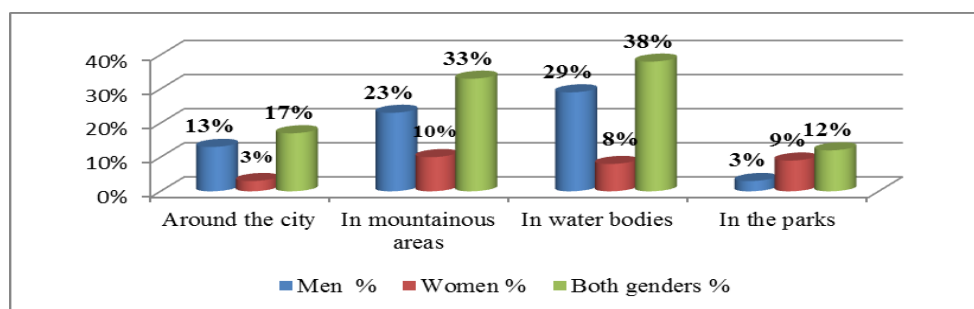


Figure 2. Places where the respondents expressed a desire to relax

Therefore, in our opinion, based on the demand of agrotourism consumers, it is appropriate to strengthen agrotourism services, namely "guest houses", camping, motels, accommodation, catering, and excursion services, near the mountainous regions and water bodies of the region. Such opportunities are available in Kushrabat, Urgut, and Akdarya regions. It is better in Jambay and Nurabad districts. It is important to consider these opportunities in the concepts of socio-economic development of district administrations.

The demand for agrotourism services is mainly formed in the form of "family" or "community". We can see this from the results of the conducted survey. 39.0% of the respondents admitted that they like to relax "with my family", and 61.0% liked to relax in a group "with friends, acquaintances" (Table 2). From this, we can conclude that touristic companies should take into account the above feature when organizing agrotourism services.

Table 2. Travel composition of respondents

| Answers | Respondents | | |
|------------------------------|-------------|-------|--------------|
| | Men | Women | Both genders |
| Alone | - | - | - |
| Me, with my child | - | - | - |
| with my family | 27% | 12% | 39% |
| with friends/acquaintances | 42% | 19% | 61% |
| With an organized tour group | - | - | - |

Respondents asked, "have you heard about the agrotourism direction of tourism?" - 77% of them said "yes", 23% said "no". This, in turn, means that the residents of the city are aware of this direction of tourism and that agrotourism occupies an important place in the economy of the region. The results of this question are shown in Figure 3 below.

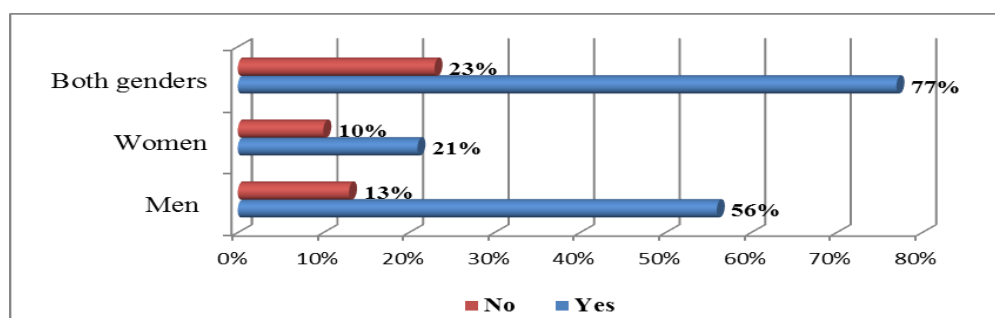


Figure 3. Answers to the question "Have you heard of agrotourism"?

In our opinion, agrotourism is not only a direction of tourism, but it serves to provide employment to rural residents, improve lifestyle and quality, continuously improve the professional skills and qualifications of labor resources, and restore people's mental and physical health. In the questionnaire, "How does agrotourism benefit people?" - the answer of the respondents to the question was as follows: 10.0% - "helps to improve human health", 16.0% "helps to increase working capacity", 27.0% "ensures closeness between man and nature", 31, 0% answered that it "allows consuming ecologically clean and cheap products", 13.0% answered that it "allows getting acquainted with another culture, tradition, and customs." The results of the question are presented in Table 3.

Table 3. Answers to the question "How does agrotourism benefit people?"

| Answers | Respondents | | |
|---|-------------|-------|--------------|
| | Men | Women | Both genders |
| helps improve human health | 7% | 3% | 10% |
| help to increase work ability | 10% | 6% | 16% |
| provides closeness between man and nature | 17% | 10% | 27% |
| provides an opportunity to consume environmentally friendly and cheap products | 26% | 5% | 31% |
| provides an opportunity to get acquainted with other cultures, traditions and customs | 7% | 6% | 13% |
| I don't think this field is very lucrative | 3% | - | 3% |

"Which of the agrotourism services do you like?" - to the question, their answers were as follows: 32.0% - "eat organically pure products", 33.0% - "poultry, animals, fishing", 23.0% - "ride a horse", 3.0% answered "participation in the cultivation and harvesting of agricultural products", 3.0% "participation in the process of caring for domestic animals" and 6.0% "participation in the process of processing agricultural products". This situation indicates that consumers of agrotourism services mainly focus on active recreation. So, based on the demand for agrotourism, it is appropriate for tourist companies to offer their services. The results of the question are presented in Table 4.

Table 4. Answers to the question "which of the agrotourism services do you like"?

| Answers | Respondents | | |
|---|-------------|-------|--------------|
| | Men | Women | Both genders |
| eating organically pure products | 23% | 9% | 32% |
| poultry, animal, fishing | 30% | 3% | 33% |
| riding a horse | 10% | 13% | 23% |
| participation in growing and harvesting agricultural products | - | 3% | 3% |
| participation in the process of caring for pets | 3% | - | 3% |
| participation in the processing of agricultural products (processing of poultry and livestock products, canning of fruits and vegetables, etc.) | 3% | 3% | 6% |

The price of the package of agrotourism services plays an important role in the formation of the demand for agrotourism services. "Which of the prices of agro-tourist services (1-day tour package) is best for you?" the answers to the question were as follows: those who said from 100 thousand to 150 thousand soums - 73.0%, those who said from 150 thousand to 200 thousand soums - 19.0%, and those who said more than 200 thousand soums - 8.0%. It can be concluded from the answers that it is appropriate to form and recommend tour packages that satisfy consumers. The response results are shown in Figure 4.

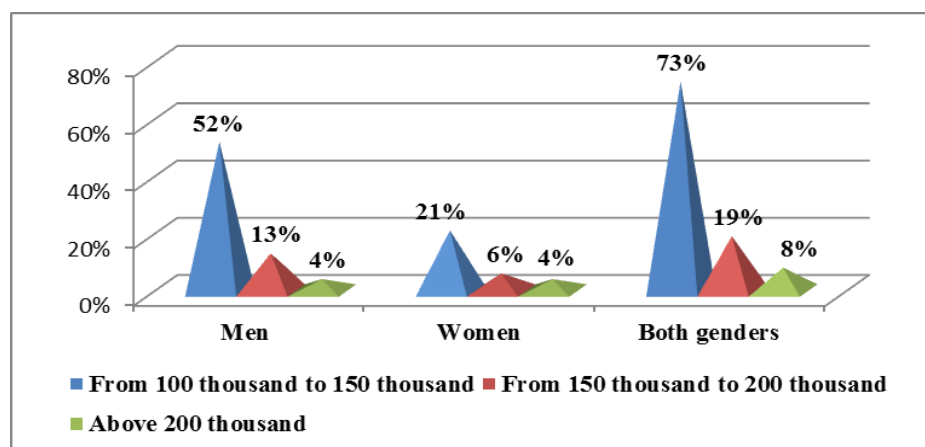


Figure 4. Answers to the question “which price of agrotourism services (1-day tour package) is best for you”

Offer of agrotourism services

Providers of agrotourism services are mainly residents of regional districts, and they include farmers, farmers (private farms), entrepreneurs, and other professionals. 390 respondents (337 of them men and 53 women) took part in the survey. According to the results of the sociological survey, we can see that the number of entities offering tourist services (153 respondents) is high (45%) in the Akdarya, Samarkand, Taylak, Urgut districts of the region. In Bulungur, Jambay, Pastdargam, Kattakurgan, Payarik, Kushrabat districts, the number of tourist service providers is relatively small (131 respondents), they make up 39% of tourist service providers at the regional level. In Ishtikhan, Nurabad, Narpay, and Pakhtachi districts, the participation of respondents in offering tourist services is low, it's 16% of the total indicator of the region or 53 people.

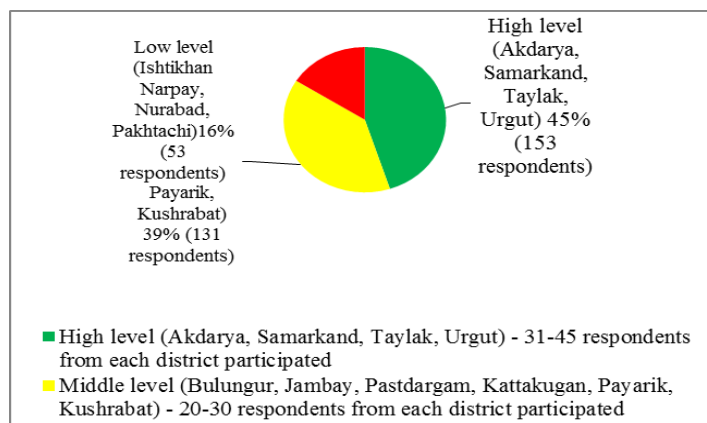


Figure 5. Participation weight of entities offering agrotourism services by region

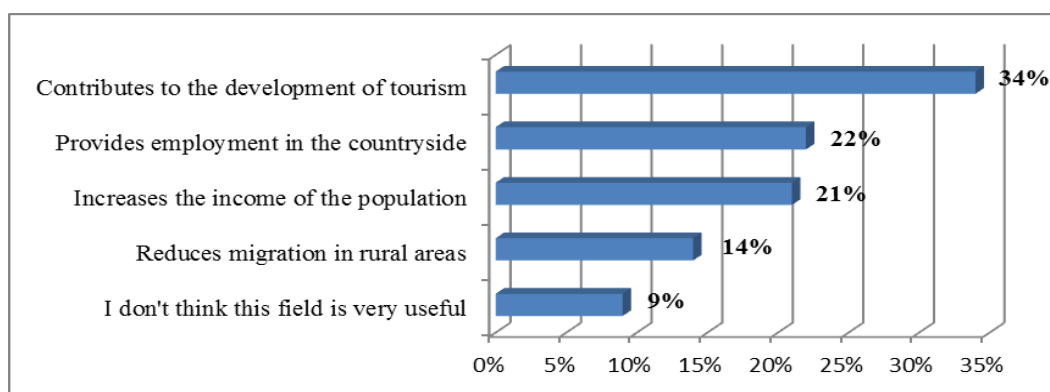
According to the results of the sociological survey, to increase the offer of agro-tourism services, it is necessary to develop and implement special programs for the expansion of agro-tourism services in the districts of Kushrabat, Ishtikhan, Nurabad, which have high agro-tourism potential of the region.

According to the age structure of the respondents, 18-30-year-olds (32%), 31-49-year-olds (51%), and 50-60-year-old respondents (17%) participated in the survey. According to the results of the sociological survey, 37% of the respondents are farmers, 9% are farmers (private auxiliary farms), 31% are entrepreneurs, and 23% are people from other professions was emphasized.

Table 5. Have you heard about agrotourism (or rural tourism, agrarian tourism), which is one of the directions of tourism?

| Answers | Respondents | | |
|---------|-------------|-------|--------------|
| | Men | Women | Both genders |
| | % | % | % |
| Yes | 69% | 10% | 79% |
| No | 17% | 3% | 21% |
| Total | 86% | 14% | 100% |

In the survey, "How do you think the development of agrotourism will benefit the economy of the region?" - the answer of the respondents to the question was as follows: 34.0% "Contributes to the development of tourism", 22.0% "Employs in the village", 21.0% - "Increases the income of the population", 14.0% "The village reduces migration in their territories", 9.0% answered, "I don't think this field is very useful". The results of the question are presented in Figure 6.

**Figure 6. How do you think the development of agrotourism will benefit the economy of the region?**

In our opinion, agrotourism contributes not only to the development of the tourism industry or to the increase of employment and income of the population, but it also serves to increase the efficiency of agricultural production, the formation of new innovative ideas, and experience in economic entities. 82% of the respondents who took part in the sociological survey expressed their desire to engage in agrotourism activities and said that they can offer the following types of agrotourism services: 39.0% - "provide a guest house", 17.0% - "arrange a meal with pure ecological products", 10.0% - "I will ensure participation in the process of growing agricultural products", 10.0% - "I will ensure participation in the process of home care", 8.0% - "I will participate in the process of processing agricultural products" provide", 7.0% answered "I organize horse riding" and 4.0% answered, "I organize fishing" (Table 6). This situation indicates that a large part of the offer of agro-tourism services is made up of basic services (56%), that is, accommodation and catering services. Therefore, based on the offer of agrotourism services, it is appropriate for regional (local) management bodies and official organizations to take appropriate measures for the effective organization of agrotourism.

Table 6. If you were engaged in this activity, which of the agritourism services would you provide?

| Answers | Respondents | | |
|---|-------------|-------|--------------|
| | Men | Women | Both genders |
| I provide a "guest house". | 37% | 2% | 39% |
| I will arrange meals with pure organic products | 14% | 3% | 17% |
| I organize fishing | 4% | | 4% |

| | | | |
|--|----|----|-----|
| I will organize a horse ride | 7% | | 7% |
| I provide participation in the process of growing agricultural products (during the harvest season). | 8% | 2% | 10% |
| I provide participation in the processing of agricultural products | 5% | 4% | 8% |
| I provide participation in the maintenance process of the house air | 7% | 3% | 10% |
| Other services | 4% | | 4% |

According to the results of the sociological survey conducted above, it can be concluded that there is a demand for agro-tourism services in the region. As a result, it should correspond to the conditions of the main directions that ensure the transition to the sustainable development trajectory of the Samarkand region, the conditions of economic processes that allow for improving the living standards and quality of the population, as well as to preserve and protect the ecology of the region.

Conclusion

In the long term, agritourism in Uzbekistan should turn into a full-fledged and developed sub-cluster, deeply integrated into both the regional tourism cluster and the international one. Most of the subjects of the region will come out of the shadows and will work legally, providing guests with a variety of tourism services, high-quality products at a reasonable price. Regional and local authorities will actively support rural tourism initiatives and create a favorable business climate (friendly legislation, support programs, and promotions).

The strategic goal of the socio-economic policy for the development of the territory is to ensure an increase in the level and quality of life of the people living on it. The achievement of this strategic goal is ensured by the main goal and objectives of the state policy in the field of agritourism. The main goal of the policy is to create a modern, highly efficient, competitive, and profitable agro-tourism subcluster in the region based on the effective use of available resources in rural areas, subject to their conservation, conservation, and reproduction, as well as attracting maximum additional resources from the environment external to the subcluster.

To improve the situation, rural tourism entities also need to provide the following support:

- to develop a brand and corporate identity for “Agritourism of the Region” and use it in all activities to promote the subcluster of agritourism outside the region and in the domestic market;
- organize public regional competitions aimed at popularizing rural tourism, in particular, holding new authentic event events;
- provide information support for the development of agritourism through the holding and financing of PR events (exhibitions, presentations, test tours, promotions, event events), the release of advertising printing products, the inclusion of information about rural guest houses and "green routes" in regional tourist catalogs, the creation specialized sites offering services in the field of rural tourism, etc.;
- to promote the competent dissemination of information about agritourism services via the Internet using regional, national and international tourism information resources.

REFERENCES

1. Adamova KZ Cluster policy as a tool to increase the competitiveness of the national economy / KZ Adamova // Bulletin of the Saratov State Technical University. - 2009. - No. 38. - S. 172-177.

2. Aleksandrova, A. Yu. Tourist clusters: content, boundaries, mechanism of functioning / A. Yu. Aleksandrova // Modern problems of service and tourism. 2007. No. 1.
3. Voronina M.A. On some alternative ways of managing rural areas in the EU countries (the experience of Austria) // Regional problems of sustainable development of rural areas: collection of articles of the IV International NPC. Penza: RIO PGSKhA, 2007.
4. Gulyaev V.G., Selivanov I.A. Tourism: Economics, Management, Sustainable Development / Textbook M: Soviet Sport 2008.
5. Durovich A.P. Fundamentals of marketing: a guide / A.P. Durovich. Minsk: Izdvo Grevtsova, - 2009 - 296 p.
6. Zdorov A.B. "Integrated Development of Tourism in Rural Areas". J. "Problems of Forecasting" 2009 No. 4.
7. Katsubo S.P. Some aspects of the development of agro-ecotourism in the Republic of Belarus // Organizational and legal aspects of reforming the agro-industrial complex: Materials of the international scientific and practical conference (Gorki, November 11-12, 2004) / Managing editor V.S. Obukhovich. - Gorkm Bel.state. Agricultural Academy, 2005. - Part 1. – C. 112-115
8. Kleiman A.A. Hotel business in an unstable economy: state and possible development prospects (article) // Bulletin of the National Academy of Tourism: Russian Scientific Journal. - No. 1(13) January-March 2010. P. 34-37.
9. Krivtsov N.V. Historical guide. Cyprus is the island of gods and saints. - M.: "Veche", 2001.
10. Panyukov, A.I. Agritourism: an introductory course / A. I. Panyukov, Yu. G. Panyukova. - M. : Prospect, 2012. - 152 p. - 9.5.
11. https://translated.turbopages.org/proxy_u/en-ru.ru.97fbeb8d-63070d1a-eab0a925-74722d776562/https/www.marketreportsworld.com/enquiry/request-sample/18246010