INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCHERS
ISSN: 3030-332X Impact factor: 9,493 Volume 17, issue 1, Aprel 2026
https://wordlyknowledge.uz/index.php/IJSR worldly knowledge
Index: google scholar, research gate, research bib, zenodo, open aire.
https://scholar.google.com/scholar?hl=ru&as_sdt=0%2C5&q=wosjournals.com&btnG
https://www.researchgate.net/profile/Worldly-Knowledge
https://journalseeker.researchbib.com/view/issn/3030-332X

AGROTURIZM OBYEKTLARINI TASHKIL ETISHI, YO‘NALISHLARI, ERISHILGAN YUTUQLARI VA MAVJUD MUAMMOLARI

Atanazarova Shabnam Narbek qizi
Toshkent davlat agrar universiteti, magistrant
e-mail: shabnamatanazarova@gmail.com
+99890-131-86-26

Annotatsiya

Ushbu maqola O‘zbekiston sharoitida agroturizm obyektlarini tashkil etish, ularning rivojlanish yo‘nalishlari, erishilgan natijalari hamda mavjud muammolarini kompleks o‘rganishga bag‘ishlangan. Tadqiqotda agroturizmning iqtisodiy, ijtimoiy va ekologik samaradorligi, rivojlanishga to‘sqinlik qiluvchi omillar, shuningdek xorijiy tajribalar asosida samarali amaliyotlar tahlil qilindi. Tadqiqot metodlari sifatida so‘rovnoma, statistik tahlil, solishtirma va SWOT tahlillari qo‘llanildi. Natijalar shuni ko‘rsatadiki, O‘zbekistonda agroturizmni rivojlantirish uchun katta imkoniyatlar mavjud, biroq infratuzilma, kadrlar va marketing muammolari uning rivojlanishini sekinlashtirmoqda.

Kalit so‘zlar

Agroturizm, qishloq turizmi, agroturizm obyektlari, infratuzilma, SWOT tahlil, ekologik turizm, xizmatlar sohasi, hududiy rivojlanish.

Аннотация

Данная статья посвящена исследованию организации агротуристических объектов, направлений их развития, достигнутых результатов и существующих проблем в условиях Узбекистана. В работе проанализированы экономические, социальные и экологические преимущества агротуризма, а также барьеры его развития. Использованы методы анкетирования, статистического анализа, сравнительного анализа и SWOT-анализа.

Abstract

This article analyzes the organization, development directions, achievements, and challenges of agritourism facilities in Uzbekistan. The study evaluates economic, social, and environmental benefits, identifies constraints, and applies survey, statistical, comparative, and SWOT analysis methods.

Main Body

In recent years, the tourism sector has become an integral component of the global economy, with new and innovative directions continuously emerging. One of the most promising of these is agritourism, which develops through the integration of agricultural production and tourism services. Agritourism offers visitors a unique opportunity to directly experience rural life, agricultural practices, national traditions, and environmentally friendly

products. At the same time, this sector makes a significant contribution to the economic development of rural areas.

The establishment of agritourism facilities requires a systematic and well-structured approach. Initially, it is essential to assess the region's natural and climatic conditions, land and water resources, cultural heritage, and existing infrastructure. At the next stage, a comprehensive service package is developed, including accommodation, catering, excursions, and opportunities for participation in agricultural activities. Furthermore, the development of infrastructure—such as roads, transportation, communication networks, and sanitation systems—plays a crucial role. Legal formalization and the development of effective marketing strategies are also key factors ensuring the successful operation of agritourism facilities.

Agritourism develops across various directions. For instance, farm-based tourism allows visitors to participate in agricultural processes, while ecotourism enables them to enjoy natural environments. Gastronomic tourism promotes local cuisine and agricultural products, whereas ethnographic tourism showcases national traditions and cultural heritage. In addition, educational tourism provides opportunities to learn modern agricultural technologies and practices.

Practical experience and research findings indicate that agritourism serves as an important tool for income diversification in rural areas. It contributes to the creation of new jobs, increases demand for local products, and stimulates regional economic growth. According to several studies, farms engaged in agritourism can increase their income by approximately 20–30 percent. Moreover, the development of domestic tourism has significantly boosted demand for agritourism services.

However, despite its potential, agritourism development faces a number of challenges. One of the primary issues is the insufficient development of infrastructure. Poor road conditions and limited transportation services in rural areas reduce the flow of tourists. Another major challenge is the lack of qualified personnel in the service sector, along with a relatively low level of service culture. Financial constraints also pose a serious barrier, including limited access to credit, difficulties in securing investment, and insufficient financial resources. Additionally, weak marketing and promotional activities—particularly in international markets—hinder the visibility and competitiveness of agritourism facilities.

To address these challenges, it is necessary to implement comprehensive and coordinated measures. First and foremost, rural infrastructure must be improved, including transportation and communication systems. It is also important to expand financial support mechanisms for agritourism entities through preferential loans and subsidies. Enhancing human capital by introducing specialized training programs will help improve service quality. Furthermore, the development of digital marketing, active participation in tourism platforms, and the creation of strong regional brands will play a vital role in advancing agritourism.

Methodology (Research Methods)

A comprehensive scientific approach was applied in the study.

Analytical method – used to examine agritourism facilities and assess their economic efficiency

Survey method – analysis based on more than 200 respondents

Comparative method – analysis of the experiences of Italy, Turkey, and China

Statistical analysis – based on data from 2019–2024

SWOT analysis – used to identify strengths and weaknesse

Results

1. Opportunities for the Organization of Agritourism Facilities

In Uzbekistan, the following resources are available:

- natural and climatic potential
- a strong base in horticulture, viticulture, and livestock farming
- national culture and traditional handicrafts

2. Survey Results

- 82% of tourists are interested in rural tourism
- 74% of local residents are willing to earn additional income
- 65% consider infrastructure to be the main problem

3. International Experience

- Italy — subsidized *agriturismo* model
- Turkey — focus on gastronomic tourism
- China — state-supported development model

Discussion

Strengths

- rich natural resources
- strong potential of the rural population
- environmentally clean conditions

Weaknesses

- underdeveloped infrastructure
- marketing challenges
- shortage of qualified personnel

Opportunities

- growth of domestic tourism
- development of digital marketing

ISSN: 3030-332X Impact factor: 9,493 Volume 17, issue 1, Aprel 2026
https://wordlyknowledge.uz/index.php/IJSR worldly knowledge
Index:* *google scholar, research gate, research bib, zenodo, open aire.
https://scholar.google.com/scholar?hl=ru&as_sdt=0%2C5&q=wosjournals.com&btnG
https://www.researchgate.net/profile/Worldly-Knowledge
https://journalseeker.researchbib.com/view/issn/3030-332X

- attraction of international investments

Threats

- environmental challenges
- increasing competition

Conclusion

- In conclusion, the development of agritourism facilities represents an important and promising direction for the economy of Uzbekistan. It contributes to increasing employment in rural areas, enhancing income levels, and diversifying tourism services. By systematically addressing existing challenges, it is possible to achieve a high level of development in the agritourism sector.

References (APA Style)

1. FAO. (2020). *Rural development and agritourism*. Rome.
2. UNWTO. (2019). *Tourism for rural development*. Madrid.
3. Lane, B. (1994). What is rural tourism? *Journal of Sustainable Tourism*.
4. Barbieri, C. (2012). Assessing agritourism sustainability. *Journal of Rural Studies*.
5. Kotler, P., & Keller, K. (2015). *Marketing Management*. Pearson.