

MODERN CONCEPT OF RURAL TOURISM DEVELOPMENT

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Annotation:

The article is devoted to the modern concept of rural tourism development. Also, the article describes the development of rural tourism based on the experience of the developing countries of Europe.

Keywords: tourism, rural tourism, concept, recreation, classic rural tourism, diversification, agrotourism.

Currently, the contribution of tourism to the world economy is increasing every year, and it is developing among important macroeconomic sectors. This sector occupies a key place in the national economy of many countries of the world as a source of income. In this regard, it is one of the important issues to increase attention to this industry in Uzbekistan. Rural areas have a huge economic, natural, demographic, ecological and scientific-cultural potential, and occupy an important place in the socio-economic development of Uzbekistan. In this regard, sustainable development of rural areas, effective use of available opportunities here is one of the priorities of the state policy of the government of our republic [1].

One of the important directions of the reforms being carried out in our republic, the development of the tourism sector was identified as one of the most urgent tasks. In the Address of the President of the Republic of Uzbekistan to the Oliy Majlis about the most important priority tasks for 2019, "...we should take comprehensive measures to develop tourism, attract investments in the sector, and increase the potential of personnel" [2].

There are several concepts of rural tourism development and related options, the choice of which is determined by the specific characteristics of the historical development of the region and recreational systems, the socio-economic situation, and the state of the village [3]. The product of complex rural tourism can initially be formed in two forms: within the framework of classic rural tourism or based on other



types of recreational activities (natural, educational, sports tourism) with the accommodation of vacationers. Proportion of types of tourism related to rural areas "Classic rural tourism" aims to satisfy the needs of travelers and vacationers primarily for peace and tranquility through rural resources, and is fully included in the field of rural tourism and only other types of tourism will be in contact with. In practice, the popularity of classic rural tourism is lower than its more complex types, where recreation in the village is combined with other types of tourist activities, for example, agrotourism [6].

Special programs have been adopted to support rural employment in the primary sector of the economy, including the developed countries of the European Union, which are very popular in the United States of America, where recreational use of rural areas is a cheap alternative to city hotels. as filled with accommodation through local hotels. The interaction of rural tourism and other types of tourism takes place in different ways. For example, a nature tourism product that is deeply integrated into the rural settlement system makes natural objects more accessible to vacationers. The synthesis of ecological and rural tourism, which forms a tourist product based on rural resources, develops it based on the principles of maintaining an ecologically clean environment for human life.

For modern Russia, the development of rural tourism together with other types of recreational activities is the most urgent, since it has a wide range of target consumers, involves the creation of more jobs in rural areas, and also contributes to the preservation of rural areas. 'satisfied. In the conditions of modern Russia, the trajectory of the formation of rural tourism will undoubtedly be the closest to the Eastern European version, which is characterized by a significant state support in the initial stages of development. The analysis of foreign and domestic research allows to distinguish three evolutionary stages of the development of rural tourism and groups of countries related to it [5].

The development of this type of recreation in developed countries of rural tourism (France, Germany, Austria, Italy, later joined by the USA) was associated with a high level of urbanization, the desire to diversify the economy and the development of tourism, the labor market in rural areas. In the early stages, the main tourist flow there was made up of recently arrived villagers whose incomes were not enough to spend their holidays in traditional resort areas. However, family ties remaining in



rural areas allow them to return there, but for recreation. In these countries, the concept of Western European rural tourism was formed, in which the main focus is on spreading the flow of tourists in ecologically clean areas. The concept of Eastern Europe that arose from it is largely based on the main role of the state, which systematically supports the development of rural tourism as a segment of the service sector, and actively supports recreation in rural areas. Anglo-America is characterized by limited services and the use of rural areas mainly for cheap accommodation. The concept of Asia was formed based on the experience of the second group of countries (China, India, Latin American countries). There, thanks to the active participation of the relevant state bodies, the development of rural tourism was stimulated, and the goals of increasing the country's recreational attractiveness and the living standards of the rural population, and drawing attention to its civilizational importance were set.

In the European republics that were part of the former USSR, rural recreation began to develop actively from the second half of the 20th century. In the influence zones of large cities, "dacha" was mainly of a recreational nature. However, organized rural tourism has just begun to develop here, and a generally accepted concept is being developed. Authorities at various levels are interested in developing rural tourism as a potential additional non-agricultural employment in rural areas, which brings the emerging trajectory of rural tourism development closer to Eastern Europe.

According to information, rural tourism in Russia is also supported by the rich historical and cultural heritage and ethnic flavor of many rural areas. Among the factors affecting the uniqueness of domestic rural tourism are the slow growth of the population's income level and low territorial mobility, its inertness to recreation, the specific characteristics of the historical development of villages and rural settlements, the level of development of rural settlements. low, territorial dependence, as well as the nature of urbanization and suburbanization in Russia play a key role. Until now, the main active objects of rural tourism in Russia are large and medium-sized tourist enterprises formed due to the recreational diversification of their business (www.tour.uz).

In a number of countries, agrotourism is one of the leading directions of the tourism industry, which is reflected in the concepts of national tourism development. Thus,



rural tourism in France is organized by the National Holiday Homes and Green Tourism Organization. This organization provides certified vacations according to high national standards. Every year, the country is visited by 7 million tourists who prefer to relax in the countryside. In France, a children's recreation program has been developed and is being implemented in rural areas during school holidays. Children from 3 to 13 years old are placed in families, get to know rural areas (lambs, pigs, rabbits), play outdoor games with their peers in the village, and go to camp. They also have the opportunity to learn national dances, handicrafts, regional folklore, and foreign languages. It is monitored by Leisure Quality and approved by the Ministry of Health and Social Welfare and the Ministry of Youth and Sports. France competes seriously with Spain in the agritourism services market of Western Europe, where the number of foreign tourists using these services (about 1.2 million people per year) exceeds the flow of domestic agritourism.

There are more than 5,000 holiday options in the countryside in Spain. At the same time, the country can accommodate almost 27,000 agro-tourists. The approximate cost of living in the field of agrotourism is USD 25-120 per person per night.

Today, many scientists are conducting research on theoretical and practical aspects of tourism. Therefore, the theoretical development of various terms and concepts used in tourism, especially agrotourism, rural tourism, rural tourism, etc., is one of the important issues. A.B. Trukhachayev (2016), N.A. Mozgunov (2010), O.B. Vlasinko (2008), T.M. Kribosheeva (2013), Y. Mayevsiniy (2005), Mihai Bulai (2010), Corneliu Iatu (2000), among the geographers in the field of rural or agrotourism. It can be seen in the research of A. Nigmatov (2018), A. Soleev (2005), M. Usmonov (2003), Sh. Yakubjonova (2007) and others. In particular, in the scientific researches and researches of A. Nigmatov (2018), the theoretical foundations of agrotourism and rural tourism are interpreted based on a unique approach from a geographical point of view [8].

In the 60s and 70s of the 20th century, prior to the appearance of rural tourism, tourist bases began to be territorially organized in the form of pioneer camps based on recreational activities. The specific development of rural tourism, rural tourism, and agrotourism in developed foreign countries has accelerated very quickly. In particular, in countries such as Italy and France, it has developed as an important branch of tourism in large cities and suburbs [4]. 50% of the population of our



republic lives in rural areas. Therefore, if we develop rural tourism, opportunities for self-employment of rural residents will arise, domestic tourism will also develop well [7].

In the study of rural areas of Uzbekistan for the purpose of tourism, it can be proposed to divide them into mountain and sub-mountain villages and desert villages, as well as oases and valley villages according to their geographical location and typological characteristics. This, in turn, will play an important role in determining the prospects for territorial organization and development of tourism in the villages in the future. So, in our opinion, as a research object of rural tourism, tourist attractions, customs and traditions that attract people in all rural areas are considered. As an important branch of tourism geography, rural tourism studies the location, formation and development of the specific way of life, employment, traditions, customs and traditions of the population in rural areas as a territorial unit.

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