

RECOMMENDATIONS ON THE IMPLEMENTATION OF INTERNATIONAL MODELS OF RURAL TOURISM DEVELOPMENT IN UZBEKISTAN AND PUBLIC-PRIVATE PARTNERSHIPS

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Abstract:

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This article describes the directions of implementation of the experience of international models of rural tourism development in Uzbekistan and the development trends of recommendations on state partnership.

partnership. <http://www.gospodarkainnowacje.pl/> © 2024 LWAB.

Introduction: The results of our research show that rural tourism is a new phenomenon that has been known in Europe since the 1970s. For example, it is the fastest growing and most experienced tourist destination in France, Italy, Austria, Germany and Spain.¹ Italy is the leader in rural tourism in Europe, generating an average of 287 million euros per year. In modern times, agricultural production, which requires productivity and knowledge, is leading to a decline in jobs, which leads to unemployment in rural areas.² Today, the European Union, citing Italy as an example, considers rural tourism to be an important element of exploiting the potential of agriculture in Western Europe.³

In the era of globalization, consumer behavior is changing - rural tourism is a means of bridging the gap between developed urbanized regions and less developed agricultural regions. The main idea of rural tourism is an individual approach to familiarizing oneself with accommodation, food, lifestyle, culture and everyday life in rural areas.

Rural tourism is widely developed in the European Union and is one of the most attractive types of recreation. However, rural tourism is used by farmers in the European Union not as a main source of income from tourism, but as a means of diversifying their agribusiness. Our research shows that rural tourism, based on the principles of sustainable tourism, in conjunction with marketing, is a phenomenon

¹ https://tourlib.net/statti_tourism/zarichnaya.htm

² <http://penisola.org/turista/riposo/agroturizm-v-italii.html>

³ <https://sbtsue.uz>

with long-term economic and social effectiveness in European countries.⁴

Analysis of the literature on the topic. Before analyzing the institutional possibilities of state regulation of rural tourism and its development, we found it appropriate to dwell on the definitions of rural tourism given by foreign scholars. In modern international practice, rural tourism is often combined with other types of tourism and includes ecotourism. Foreign studies also use concepts such as “green rural tourism” or agrotourism, popular in the USA and Western Europe. The term “rural tourism” (“rural + tourism”) first appeared in European sociological literature. The French sociologist and economist F. Moane gave a comprehensive definition of rural tourism in his monograph “Rural Tourism”. According to the concept created by him, “rural tourism is a special form of tourist recreation in rural areas associated with the active participation of tourists not only in rural life, but also in agricultural production”. This definition corresponds to the nature of rural tourism and embodies generality and is of great importance for understanding the European model of rural tourism. [2].

Foreign authors, in their monographs “Development of rural tourism: localization and cultural transformation” by Ye. Vanda George, H. Mair, D.G. Reid, tried to explain on the basis of solid evidence that rural tourism is becoming localized among the main types of activities of the rural population outside the city [3].

In modern specialized local literature, there are various definitions of the term “rural tourism”. More precisely, as A. D. Chudnovsky and M. A. Zhukova noted, rural tourism is classified in a broader sense by the localization of tourist recreational activities in rural areas. The authors define rural tourism as “a type of activity related to the organization of targeted trips to rural areas, including the formation and provision of tourist products (accommodation, catering, attractions, recreation) for tourists, reflecting the natural and national identity of these regions, creating jobs and income for the local population, and bringing economic benefits” [4].

Approaches to the problem of the terminology “rural and agrarian tourism” are also reflected in the scientific research of T. Ye. Gvarliani and A. N. Borodin. In particular, they state that “rural tourism is a type of tourist activity of a group of citizens traveling in rural areas and outside their usual environment, for recreation and other purposes, in this area”. It has been argued that agrarian tourism is a functional type of tourism activity that reflects the activities of citizens outside their usual environment, traveling for recreation and other purposes, and participating in the country's agriculture for other purposes, as well as acquiring new knowledge and skills[5].

Research methodology. The methods of analysis and synthesis, induction and deduction, multifactorial and dynamic comparison, periodization, economic and mathematical modeling were used.

Analysis and results: Thanks to the unique programs of wine tours to France, any traveler can discover the secrets of the best winemaking in Europe. It is very interesting to conduct wine tours in France. The main goal is to visit wineries with luxurious tasting rooms where you can taste unique varieties of wine. Usually, in wine shops you can buy a few bottles of your favorite wine and have it with dinner at a local restaurant.⁵

If you are lucky, you can take part in the creation of wine - pick grapes from the vines, help with the wine in the wine cellar.

Along with a gastronomic tour of France, it is worth thinking about the type of wine in advance: each of the most famous wine-growing regions has its own characteristics.

⁴ https://tourlib.net/statti_tourism/zarichnaya.htm

⁵ <https://studbooks.net/65654/turizm/frantsiya>

- The Bordeaux region is primarily the village of Burdigala (the first vine was grown there!). The most famous wines are produced in Leognan and Pessac. Local winemakers are very friendly and try to increase the variety of Bordeaux wines.

- A champagne wine tour is a must for any champagne lover. This place is truly a place of worship, its uniqueness lies in the ideal climate. The center of wine tourism is the city of Reims.

“Wine” Burgundy attracts with the opportunity to live in a real medieval castle. The region is divided into 5 districts, and each region has its own secrets of winemaking⁶.

- The Loire Valley is home to the world's most expensive white wines. Many wineries operate in ancient monasteries, so the tour program is very interesting.

- Provence also offers unique opportunities for wine connoisseurs. The mild and warm climate allows the grapes to fully "ripen", which gives the drink its unique taste.

Rural tourism in France has become part of a state policy aimed at preventing the exodus of rural residents to the cities. At the expense of state funds, 50 abandoned houses were restored, which now house farms, cheese factories and wineries. The owners for them were selected from among young couples. Later it turned out that if you turn these sites into objects of rural tourism, they will become a profitable business. This type of vacation has become very popular. Now in France, about 45 thousand rural settlements receive tourists⁷.

There are thousands of interesting villages in France, where you can relax with the hustle and bustle of the local population. In France, there is a special association of rural tourism, which helps to develop a promising recreation area. The program works: 25% of the French choose a vacation in the province, thereby occupying 80% of the territory of France! What does a vacation in the French countryside look like, or is it just rural tourism?

The distinctive features of rural tourism in France are living not in private houses, but in equipped houses located in good places with a wonderful view from the window. These houses look old, but at the same time they are very comfortable, you can rent them from several days to several months. There is a division into 4 categories (depending on the convenience and "success" of the place). Usually there are no problems with entertainment and food. Products can be purchased at the local market or from farmers - all this is tasty and natural. You can spend your vacation at your own discretion: you can go for a walk, fish, hike, help on the farm, do research, take photos. The choice of region is important. For example, rural tourism in the south of France also implies a beach holiday, the central regions are great for those who want to participate in the creation of legendary French wines, for this you should visit a wine tour in France. Rural tourism in France is always interesting in the northern regions, that is, there are no noisy tourist centers, but their own spirit and way of life have still been preserved.⁸

Nowadays, France is recognized as the world center of the best cuisine, wine, cheese and seafood. By visiting traditional French villages, beautifully preserved medieval castles and churches, tourists can get the opportunity to see these best “world sights”.

There is no doubt that the mass development of rural tourism in Germany, as in all of Europe, began in the 1970s with weekend trips to the countryside. However, rural tourism in Germany existed only in its western part until the mid-1990s. After the reunification of eastern and western Germany, rural tourism began to develop in the former GDR. In Germany, the development of rural tourism is supported at all levels, namely at the federal, state and municipal levels. For example, within the framework of the

⁶ <https://studbooks.net/65654/turizm/frantsiya>

⁷ <https://studbooks.net/65654/turizm/frantsiya>

⁸ https://tourlib.net/statti_tourism/nuriahmetova2.htm

“Modernization of Villages” program, local authorities and residents have the financial opportunity to restore the appearance of villages, roads and farms. Germans are the most traveled nation in Europe, with 34% of them traveling to Germany. 66% of tourists spend their holidays in rural areas, on farms, in country houses and in rural guesthouses. Depending on the location of the tourist destination in Germany, rural tourism can be divided into the following types: farm holidays; farm holidays; winery holidays⁹.

In fact, this country, which is the "heart of Europe", has farms with a long history, where the secrets of craftsmanship, covering both agricultural and artisanal activities, have been passed down from generation to generation. If you visit Germany, you can relax on one of these farms, which we highlight, as part of rural tourism and agrotourism programs.¹⁰

Traditions are highly respected in Germany, so objects associated with the real life of a village with an impressive history are almost always offered as places for tourists. Rural tourism in Germany is a regular participant in many festivals and fairs. Here, national flavor: beer and local wine are as good as water, the highest quality and handmade goods are sold there, unknown but very talented groups take part in village festivities.

It is difficult to choose something specific - almost every week some events take place in some German village. You can, for example, plan a trip for October and go to Bavaria to combine a holiday in the village with a visit to the world's largest beer festival - Oktoberfest.

Poor peasants, and many of them in Poland, have minimal conditions for tourists. Wealthy farmers, as a rule, invest in developing their own business and offer full city comfort. The main requirement for all farm owners is strict adherence to international sanitary and hygienic standards and ensuring the safety of guests.

The attractiveness of this type of tourism lies in its wide range of possibilities. Urban residents are offered to relax in simple hotels and typical resort rooms in the countryside. This is beneficial for a rural family, which, for a fee, gladly receives tourists, comfortably accommodates them, feeds them, and provides various services.

This type of tourism is not expensive: the closer to nature, the cheaper. Bulgaria has a long tradition and the opportunity to develop rural tourism based on a country house is available all year round. Rural tourism in Cyprus has been developing under the close supervision of the Cyprus Tourism Organization for the past 15 years, but it still remains exotic for world travelers. Rural tourists in Cyprus are offered walks through the forest, trips to ancient monasteries, archaeological sites. Cyprus is one of the richest places in Europe in terms of flora, there are 1,800 different plant species. You will have to ride horses or donkeys and go to a neighboring village for a very specific purpose - for example, to try its special wine. Tourists will get a lot of impressions about nature, local cuisine, traditions and crafts.¹¹

It should be noted that, although rural tourism is developing rapidly, it does not turn the villages of Cyprus into tourist centers with crowds of tourists, noisy companies and the usual beach holiday.

The Spanish provinces are distinguished by their beauty and charm of nature. So beautiful that even the Spaniards themselves leave the cities crowded with tourists on weekends and go to remote villages. Today, rural tourism (in Spanish - Turismo Rural) is especially developing in Spain.

Such villages are located far from all the “unbeaten” hiking trails. But only there you can fully appreciate the “flavor” of Spanish life, sitting in a comfortable armchair in the backyard of a real farmer, lost somewhere in the Pyrenees, admiring the sunlight shining through the thin rows of olive groves.

⁹ <https://lifekostroma.ru/turizm/turizm-v-germanii-osnovnye-osobennosti-selskogo-turizma.html>

¹⁰ <https://lifekostroma.ru/turizm/turizm-v-germanii-osnovnye-osobennosti-selskogo-turizma.html>

¹¹ <https://www.actualidadviajes.com/ru/turismo-rural-en-espana/>

One of the unique features of rural tourism in Spain is the life of the hinterlands, where the patriarchal way of life still reigns. By getting a little closer to the friendly inhabitants of the Spanish countryside, you can learn about many wonderful crafts and traditions. An unforgettable trip will leave you amazed¹².

Traveling through the Italian provinces is more interesting than walking through the narrow streets of legendary medieval cities. The nature of Italy is magnificent, the villages are incredibly beautiful, and the locals love delicious food. Accommodation is organized in comfortable houses (or specially built for tourists) or in real farmers' houses. In recent years, Italy has been gaining popularity for rural tourism, three tourist directions are distinguished: "Health", "Sports" and "Gastronomic tourism". Everyone will find an option according to their preferences¹³.

For health and natural beauty, it is worth going to the provinces of Umbria, Chianti and Sicily. In addition to the excellent ecological situation, in these places you can learn a lot about the simple life of ordinary Italians who still adhere to the traditions of the past century. It is impossible to imagine rural tourism in Italy without gastronomic experiences. Tuscany, Veneto, Calabria and Puglia have no competitors in this direction - all of them are considered the main wine-growing regions. In addition to wine, local farms produce fragrant cheeses and olive oils. You should definitely have dinner at least once in one of the seaside taverns, where you will probably try the best seafood in the world. In Italy, "sports" rural tourism is widespread almost everywhere. The main ones consist of walking, cycling, horseback riding (you can learn the art of riding on the spot), tennis. Finland, with its excellent ecological situation, has managed to develop both ecotourism and rural tourism. Today, Finland has many family and farm houses where you can relax with the whole family (including children). What can you do in Finland "in the countryside"? Rural tourism in Finland is interesting for its unique combinations. You are offered a high level of comfort and do not have to pay a lot for a vacation based on a unique program - everything is cheap.

Usually, all the estates have their own direction: growing berries and making jam from them according to old recipes, horse breeding, sheep and cattle breeding, and wool production.

Traditional rural tourism in Finland means active participation in the work of the farm, but you can also learn the secrets of crafts and just watch. Food is prepared from local agricultural products: milk, berries, fish from nearby lakes, meat, local sweets.

The experience of close neighboring countries is useful for Russia, as there is a commonality in conditions and problems. One of Russia's neighboring countries has great potential for the development of rural tourism: 20,000 rivers, 10,000 lakes, 36% of the territory is forest, 7% is national parks, and there are many villages that have practically not changed since the 19th century.¹⁴

What was needed for this was a starting point that would unite people and make it possible to implement this wonderful idea. For this, on November 20, 2002, the public association "Agro- and Ecotourism" was created. Among the initiators were people who worked on the "topic of rural tourism". These are employees of the "Dudutki" Museum of Rural Culture, specialists in the field of tourism and patriots.

Currently, more than 500 people work in the associations. These are mainly people living in rural areas of Belarus who want to learn a new profession and organize their own bed and breakfast - hotels. These are people of different ages (senior citizens, young people) and professions (teachers, farmers,

¹² <https://www.actualidadviajes.com/ru/turismo-rural-en-espana/>

¹³ <https://vasha-italia.ru/italia-ecotourism-agro.shtml>

¹⁴ https://tourlib.net/statti_tourism/volkov.htm

economists). They want to start their own business, provide a decent life for themselves and their families. A unique example of rural tourism in Belarus is the excursion activity of the “Dudutki” Museum of Rural Culture. It embodies an activity that is fully consistent with entertainment, nature, and history.¹⁵

You will immerse yourself in the atmosphere of the Belarusian region of the 19th century, get acquainted with rural life, understand the secrets of folk customs and ancient crafts.

This model has been successfully operating for 10 years. In the system proposed by Dudutki, the concept of “museum exhibits” is expanded, including territory, buildings, technologies, landscapes, traditions, holidays.

The economic and economic function of the activity is very successful. Each department of the museum: pottery workshop, knife, bakery, cheese factory, machine shop, farm, hotel has income. All services and products in the museum are sold to tourists who very actively visit the museum.

On June 2, 2006, the President of the Republic of Belarus adopted Decree No. 372 “On measures to develop agro-ecotourism in the Republic of Belarus”. With the adoption of this decree, activities in the field of agro-ecotourism in the Republic of Belarus received a legal basis and began to develop rapidly.

On July 25, 2007, Open Joint-Stock Company "Belagroprombank" launched a program of participation in the development of agro-ecotourism in the Republic of Belarus by OJSC "Belagroprombank"¹⁶.

In particular, this program provides for the allocation of loans to rural and ecotourism entities (village owners) and peasant farms for purposes related to the implementation of agricultural and ecotourism development projects, including the modernization, restoration and reconstruction of villages. etc. Loans are provided for up to 7 years, at 5% per annum, without collateral, without guarantors. The loan amount can reach 2000 basic units.

Rural tourism in Ukraine is also of particular importance. To coordinate its development, a representative office of the Ukrainian Rural Tourism Federation has been opened in Zakarpattia. Currently, the tourism sector of the Zakarpattia region is reflected in the concept of sustainable development of Zakarpattia. The profit of this sector in the regional budget annually makes up 10 percent.¹⁷ Currently, rural tourism in the region is represented by more than 400 private property owners. The Federation acts as an intermediary between property owners and tourists wishing to visit the Transcarpathian region in the domestic and foreign markets. In recent years, rural tourism has been successfully developing in Crimea.

More and more tourists prefer to move from the seaside to a rural area. The traditions of rural tourism in Crimea are strong.¹⁸ Residents of large cities are increasingly moving to the quiet villages of the coast, the foothills of the peninsula or the mountain-forest zones. Vacationers appreciate the friendliness, hospitality, cleanliness, the opportunity for children to drink fresh milk and eat cherries right from the tree. Hiking in beautiful surroundings, picking mushrooms and berries, hunting and fishing - all this at very affordable prices allows guests to fully relax, improve their health and get new, unusual impressions of their vacation in Crimea. Over the past fifteen years, much attention has been paid to the development of agrotourism in Latvia. In 2004, the SAPARD Fund began financing projects for the development of agrotourism, including. The Fund provided loans for the construction of guest houses, "fishermen's houses" and recreation centers. As the projects were implemented, subsidies of up to 50%

¹⁵ <https://www.belarus.by/ru/travel/agritourism-in-belarus>

¹⁶ <https://www.belarus.by/ru/travel/agritourism-in-belarus>

¹⁷ <https://core.ac.uk/download/pdf/214881742.pdf>

¹⁸ <https://core.ac.uk/download/pdf/214881742.pdf>

of the funds were provided.¹⁹ Employees of the Latvian Rural Advisory and Training Center LLC actively participated in attracting rural residents to agritourism and developing business plans for its development. The Center organized the international conference "Rural Development and the Synergistic Impact of Rural Advisers on Rural Development Processes" in Saulkrasti, Riga District, Latvia, in April 2005.

The conference participants visited several farms and had the opportunity to see the results of developing rural tourism and crafts on their basis. Based on the experience of foreign countries, we have developed and recommended a model of public-private partnership in Uzbekistan, which combines the capabilities of the public and private sectors in the development of rural tourism, which will result in high synergistic efficiency. This proposal was recommended in recent years by the Law of the Republic of Uzbekistan "On Public-Private Partnership", which aims to regulate relations between the state and private business sectors²⁰.

In the model, social organizations, public organizations can cooperate with the private sector. Based on the results of the analysis, we proposed a model of public-private partnership for the development of rural tourism (Figure 1).

According to our approach, the implementation of the public-private partnership model for the development of rural tourism will help the tourism sector to increase its efficiency, introduce new competitive products, accelerate the investment activities of enterprises in the sector, increase their investment potential, and develop tourism infrastructure.

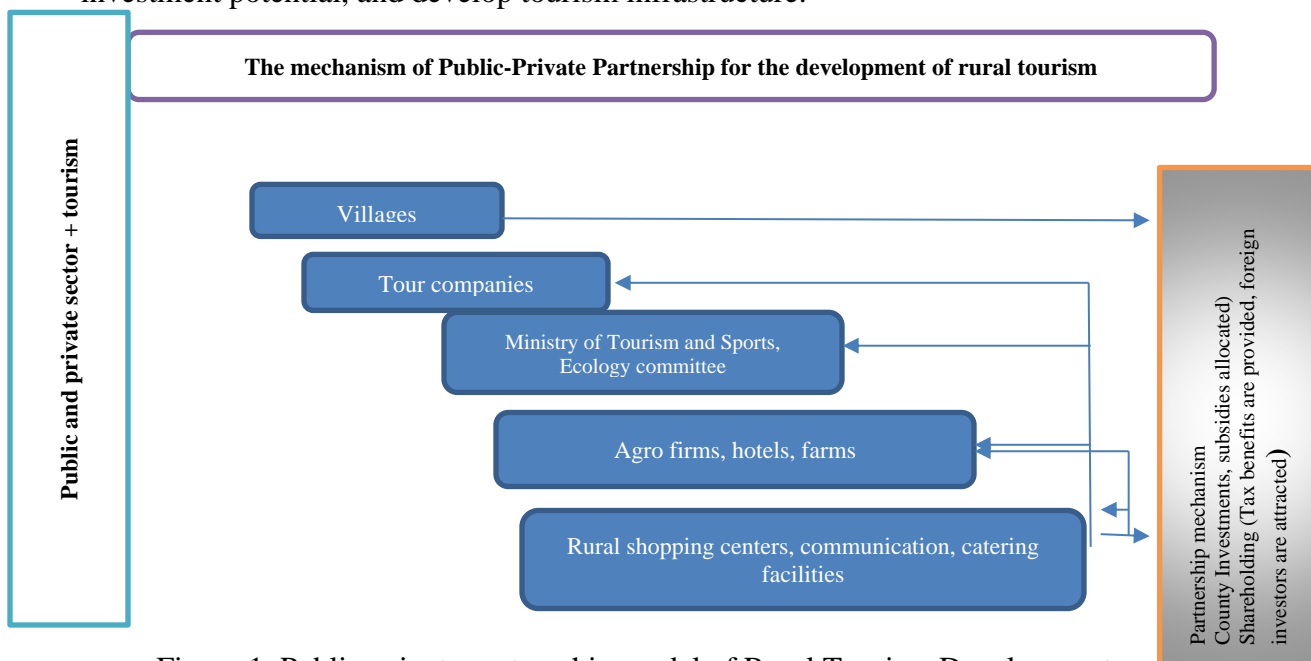


Figure 1. Public-private partnership model of Rural Tourism Development

Conclusions and suggestions. In conclusion, in order for the public-private partnership model of rural tourism development to give effective results, the service infrastructure in rural areas of our country must be improved, which is influenced by factors such as the emergence of new types of services on the market, such as credit card payments, internet commerce, new rural shopping centers, rural catering enterprises, the organization of

¹⁹ <http://www.meeting.lv/regions/lauku.php>

²⁰ Ўзбекистон Республикасининг "Давлат-хусусий шериклик тўғрисида"ги Қонуни. – Т.: 2019 йил 10 май. йўли: <http://lex.uz/docs/4329270>

[Электрон ресурс]. – Кириш

Based on the public-private partnership model of Rural Tourism Development, the following can be proposed:

- implementation of structural changes in tourist services as a result of the development of rural tourism in our country, the public-private partnership model of the development of rural tourism;
- to give motivation to the formation of entrepreneurial activity in the rural population;
- to ensure that the additional income of the rural population increases ;
- increase the social importance of tourist services in rural areas, etc.

The public-private partnership model for the development of rural tourism in Uzbekistan is considered to depend on the implementation of measures of a pragmatic nature.

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