Introduction

After proclamation of independence, Uzbekistan formed markets based economy, chose its own model of development and at present the country is following the chosen way. Transition to a market economy has obviously become an objective necessity. Market based economy is the phenomenon related to all possibilities and it is a path that should be stepped by all developing countries of the world during the civilization development. Hence, tourism has become one of the strategic direction of economy according to Actions Strategy for the years of 2017-2021. The strategic goal of transition to a tourism advancement is, above all, to create appropriate living standards for people, to maintain prosperous life for them and finally, to obtain worldwide mobility, exchange culture and knowledge as well. There is no other priority but to use properly all available resources and aim them to keep well pace of living of the population during the stage of transition to a new state of market relations.

As mentioned earlier, Uzbekistan is following the path of democratic reforms that are aimed to intensively progress national economy of the state. That is why, current policies are pointed to provide good living conditions of the people in the forthcoming and all measures to maintain expansion of their material and spiritual resources aimed at creating a strong economic base.

Abstract: This paper investigates agro tourism potential of Uzbekistan while learning possible touristic resources. Moreover, major advancements of tourism in agrarian sector are categorized as whole. Uzbekistan is one of several other countries that have transformed their economies by developing their tourism potential. On this case, agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get close awareness with agricultural areas, agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions of the local communities. This paper attempted to discuss the relationship between the environment, social benefits, and facilities as the relevant construct by observing their significant role in assessing agro tourism potential.

Keywords: Agro tourism, rural development, agrarian travel, Uzbekistan
Now, in all countries of the world, including Uzbekistan much attention is paid to the non-manufacturing economy, especially to tourism sector that has been on the rise. Individuals always had to change the scope of their action, discover new places, and they were seeking to gain practical knowledge. People spend their free time effectively; they usually have a rest in order to ensure their recreation, to see the world, to learn traditions and values of other cultures.

Tourism is standing in the leading positions in implementation of all aforementioned social activities and moves. Although tourism is an ancient event, people started to make frequent travels just in the twentieth century, people’s aspirations in the field of tourism grew and that prompted and triggered the development of tourism industry.

According to Shavkat Mirziyoyev, President of the Republic of Uzbekistan, tourism is has become as one of strategic sector of the economy. Tourism and travel industry is to become a powerful tool for diversification, transformation and sustainable development of the economy, which should become the driving force of this sector in the complex development of all regions and interconnected networks, accordingly. Moreover, Uzbekistan believes this sector as one of the target sector and this is included as a main task of the state policy in the field of tourism.

Uzbekistan as a major touristic destination in the region plays special role in socio-economic life of destinations. On this way, country has created special program to the modernization of the tourism industry, the development and improvement of the regulatory and legal framework for sustainable development of the sector.

Therefore, the efforts to develop tourism as a separate economic activity began in the second half of the twentieth century (Matthias, 2004). One of the fastest growing sectors of global market is tourism industry and global tourism flows and sustainable growth of the tourism income have been faced in recent years.

The service industry is considered as the most important resource and a factor for sustainable development of the economy of Uzbekistan. In this approach, there is a huge role of the service sector in the country's socio-economic development. The tourism sector in the country, furthermore, has more significant role in improvement of quality of life and living standards of the people. These industry sectors, including the development of tourism in the theoretical, methodological and practical aspects, require a thorough examination of the development of new routes. At the same time, the importance of tourism should be considered. This sector is different from other sectors for its quick process of developing. Because, Uzbekistan has been paying great attention to the development of tourism and trying to find potential ways of the effective use of the tourism in recent years.

XXI century, according to some experts, is estimated to be more effective to develop tourism. In this century, tourism will be regarded as one of the key elements of Uzbekistan’s national economy and will ensure its own contribution in terms of hard currency earnings of the budget. To realize this, our country has full capacity and sufficient grounds. The only thing to do would be to formulate and implement effective modern strategy for sustainable development of tourism in the country and the tourism industry should be raised into high positions. Tourism is not a new sector for Uzbekistan’s economy; it has existed since the ancient times. We have to just make calculations in the field of tourism, consider everything and our tourism strategy should be based on the development and prospects of the task ahead of all. Tourism industry is an industry, which covers several types of services involving all networks inclined to provide entertainment for
tourists. Cooperation in the field of tourism in the production of the agricultural and other types of products will lead to improvement of employability of partially employed and unemployed people; full and rational use of labor resources will create a foundation for solving the problem of unemployment. This is especially important for the least developed industrial regions. The cooperation in terms of tourism industry is the most suitable to better the financial state for those countries which do not have higher economic opportunities or could less effort to do other businesses.

Methodology

The concept of Agro Tourism is a direct expansion of ecotourism, which encourages visitors to experience the limelight of agricultural life at first hand. The success of Agro Tourism industry can be portrayed only if there is a strong support from rural communities. As rural people realized the benefits of sustainable development brought about by similar forms of nature travel then only agricultural tourism, farm tourism, and farm visits are able to accommodate agro tourism industry (Colton & Bissix, 2005). Moreover, agro tourism, as it is defined, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agro tourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays. Elsewhere, Agro Tourism includes activities such as buying a product direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a farm (Dennis and Richard, 2004).

Therefore, it also involves any income-generating activities conducted on a working farm or having fun for the enjoyment and education of visitors at the tourism sites. It includes the interpretation of the natural, cultural, historical and environmental assets of the land and people working on it (George, 2008).

A common characteristic of alternative and farm tourism, unlike most forms of conventional tourism, is that the visitors stay in or near the home of the host (Dernoi, 1981). Apart from that, rural tourism is based on a rural environment in general terms, whereas farm tourism depends on the farm or the farmer (Nilsson, 2002).

However, in Uzbekistan, agro tourism could be defined as an activity, which maximizes the use of farm settings and the environment, with hospitality in promoting tourism activities. In a more comprehensive approach Agro Tourism is also associated with cultural and heritage values that will further strengthen the uniqueness of the rural community. Uzbekistan has opened opportunities for farmers to expand and diversify agricultural products and their related industries, with the expectation that it will enhance Agro Tourism sectors.

Theoretical background

A term ‘Agro-Tourism’ is a new face of tourism. An agro-tourism is farm-based industry that is open to the community. Agro - tourism is defined as “Travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience”. Agro-Tourism is that Agro Business activity, when a native farmers or person of the area offers tours to their agriculture farm to allow a person to view them tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers. Uzbekistan is one of the major tourist centers in the Central Asian region and there is large scope and great potential to develop agro-tourism.
On this way, growing, harvesting, and processing locally grown foods, such as coconuts, pineapple, sugar cane, corn, or any agriculture produce the person would not encounter in their city or home country. Often the farmers would provide a home-stay opportunity and education”. Agro-Tourism and Ecotourism are closely related to each other.

Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get aware with agricultural areas, agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring.

Objectives of the study

- To look at the importance of agro-tourism development in Uzbekistan
- To illustrate a proper framework for the agro-tourism centers.
- To identify the problems and make suggestions to establishment agro-tourism.

**Potential of agro tourism development in Uzbekistan**

Location is playing an important role for success in the agro tourism. The location have a good natural background and easy to arrive. Tourists are interested into enjoying the nature and rural life. Therefore, farmers should develop their center in the rural areas only, which have a beautiful natural background to attract urban tourist in your farm. The place of agro-tourism Centre must need easy accessible by roads with having some historical and natural tourist places along with the agro-tourism. Hence, the center should be developed near of these tourist places. The places, which are already developed as a tourist centers those, are the better for the development of agro-tourism. Agro-Tourism has the potential to change the economic face of traditional agriculture. It would bring many direct and indirect benefits to the farmers and rural people. Some of those as follows:

1) Employment opportunities to the farmers.
2) Additional income source for the farmers.
3) Farmers can improve their standard of living due to the contacts with urban peoples
4) Urban peoples can understand about the rural life and know

The problems of development of tourism were discussed by Uzbek and foreign scientists involved in various aspects and dimensions. Tourism development characteristics, trends and companies engaged in tourism (Pardaev et al., 2007), theoretical issues of the service system of ensuring development of sustainable tourism, socio-cultural and tourist-based and historical tours’ descriptions of the main features and the issues and needs of the population were described in details (Fayziev, 2007).

Uzbekistan’s potential in tourism resources has been evaluated and possibilities in touristic activities were analyzed, the opportunities and prospects of the development of new tourism in some regions have been taken into consideration and perspectives of further development of tourism industry in our country have been formulated (Ibodullaev, 2008). On this way, demand of touristic resources in Samarkand region and the number of them could be categorized according to different categories (Table 1). On this case, it is obvious that ecological and agricultural touristic resources could be improved in various pace.
The development of tourism regions, in turn, creation of the opportunity to establish cooperation with other sectors of the economy and the basis of the development of tourism infrastructure (Mamatkulov, 2008), the structure and functions of the tourism market, the development of tourism products and services and theoretical and practical aspects of the tourism market specific features were revealed by scientific researchers and scientists (Tuxliev et al., 2010). Agro tourism sector is interconnected with environmental, social and economic point of view as whole. Rural and urban interaction makes interaction of the agro tourism advancement (Picture 2).

Some of the most important issues for the development of tourism are creating a vast variety types of tourist routes, principles and routing services, creating appropriate routes in accordance with the development of ecological tourism routes, route planning project design, tourism promotion and advertising of tour routes as well as mechanisms of ensuring the safety of the tourists are studied and expressed in details (Hayitboyev et al., 2009).

Rural and agricultural economic development of the tourism sector, tourism, agro and eco-tourism in rural areas can be explained by the means of touristic directions. A number of scientists
analyzed the main areas of agro and eco-tourism and the ways of developing it. The principles of ecological tourism, recreational tourism and their definitions, as well as the specifics of the development of eco-tourism development and ecotourism resources, estimation of potentiality and agricultural development in Uzbekistan are studied and analyzed and organizational as well as economic mechanisms of implementation of these proposals are formulated (Pardaev et al., 2015). Agricultural enterprises in rural areas and recreation facilities in agricultural factories, agricultural activities, participating in agricultural activities and helping them can result in practical knowledge (Miroslav et al., 2012). On this way, agritourist typology makes better development on the way of typology as completely (Picture 3).

From this point of view, Uzbekistan is a country, which has unique, beautiful seasons, natural-climatic conditions, natural resources as well as hospitable population. Uzbekistan overall territory is about 44413.3 thousands hectares, including 25 million hectares of land, which is used for production of a variety of agricultural products. Uzbekistan’s population is about 31.5 million people, and majority of our population (more than 51%) resides in rural areas. At present, there are more than 7 thousand touristic objects in Uzbekistan, which have historical-cultural, architectural and archeological value, and it has to be noted that majority of these objects are included into the UNESCO’s list of World Heritage and Uzbekistan is one of the top 10 countries of the world in terms of its touristic potential and historical monuments.

Basing on statistical information, 545 of these objects are architectural monuments, 578 have historical value, 1457 of objects of art and more than 5500 have archeological value.
Moreover, there are more than 300 museums in our country as well as about 1200 organizations of folk arts

**Conclusion**

Agro tourism potential of Uzbekistan may force better deployment of economics accordingly. According to actions strategy of state agro tourism may improve lifestyle of people, regions and interactions as whole. Hence, the agriculture departments of the district should try to give orientation about it and provide some innovative ideas regarding to the Agro-Tourism. The service providers should try to provide optimum facilities of agro-tourism activities to make better development of the sector.

**Reference**