

## Improving the Organizational and Economic Mechanism of Agrotourism Development in Uzbekistan (In the Case of Bukhara Region)

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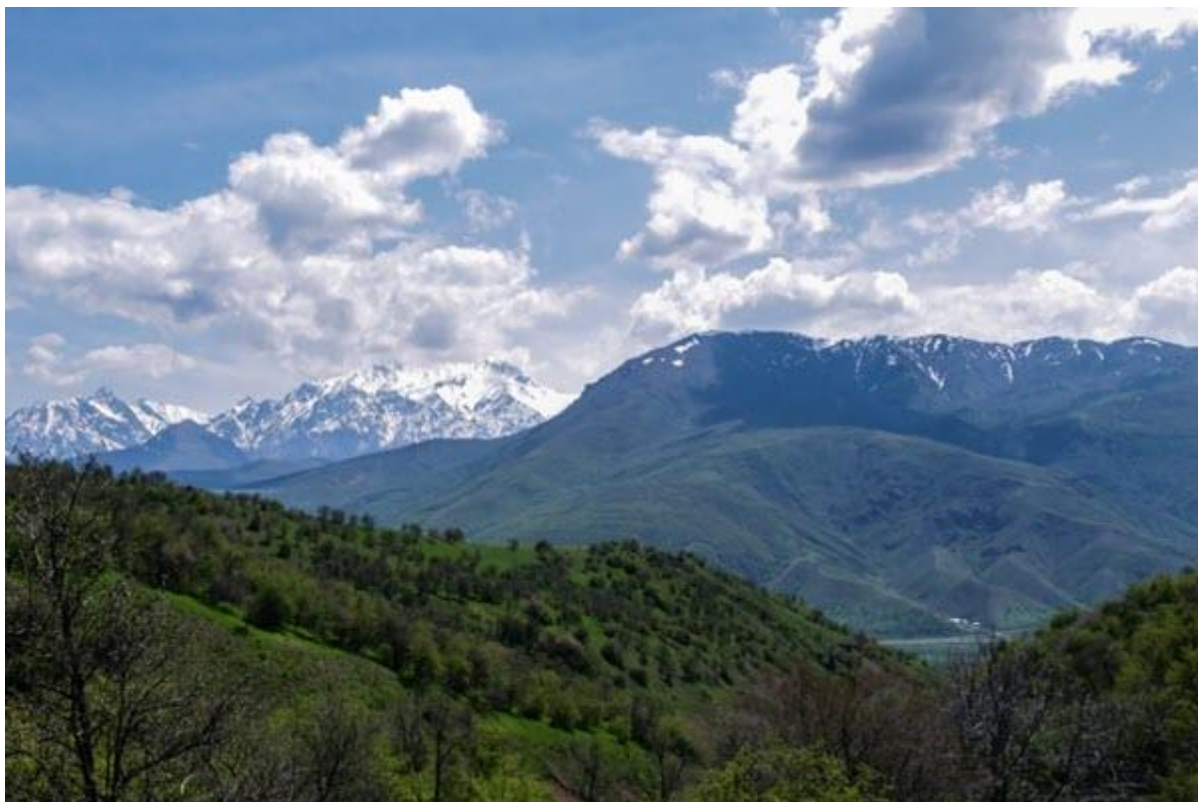
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**Abstract:** This study is devoted to the development of agrotourism in Bukhara region, and it is based on several scientific studies and statistical data.

**Keywords:** agriculture, rural area, farms, tourism, agro-tourism, infrastructure.

Enter. Since the early years of the 20th century, great changes have been manifested in the life of all mankind. Such great changes are reflected in the development of science and technology, in the creation of modern technologies, and in the fields of management. In recent years, the flow of international tourists has been growing at an average of 7-10% per year, making the tourism industry one of the largest and fastest growing economic sectors, accounting for more than 10% of the world's gross domestic product. indicates that the number exceeds 900 million people. Globally, the tourism industry is seen as a means of increasing employment opportunities, bringing in foreign exchange, providing balance of payments benefits and developing infrastructure, and it accounts for approximately 35% of the world's services exports and more than 70% in the least developed countries.

Literature analysis and methodology. Agritourism is an emerging field of tourism that includes any operation or activity based on agriculture that brings visitors to a farm or field. They participate in their local customs, way of life and traditional village work. Since the importance of agriculture in our motherland is unlimited, there are enough opportunities to develop this type of tourism.



If we define agrotourism based on the oriental point of view and the traditions of Uzbekistan, it is a type of tourism in which tourists visit farms, peasant farms and households (households with special plots) located in rural areas in agricultural production. reflects his visit in order to participate. The main difference from other approaches is that households are not registered as farms and do not operate as legal entities, but as entrepreneurs who bring family income, they can independently engage in agrotourism and organize excursion services. are farms that receive Also, their main activity is doing existing work in agriculture, and they get additional income by providing agro-tourism services. Recently, most of the tourists spend their weekends living in rural houses for a while, participating in production, harvesting, eating environmentally friendly products, getting to know the culture of farms, participating in the traditional way of life and work of the village. they want to celebrate their holidays and spend a few days in the village. This type of travel is preferred by tourists who have seen a lot and like diversity. Most of them are people who live in large industrial cities, who want to be free from conflicts and stresses, and who are tired of hard work. They want to relax in quiet villages away from the noise of the city.

**Theory.** For this purpose, in order to extend the travel time of foreign tourists visiting Uzbekistan, to introduce new types of recreation for local tourists, the State Committee for Tourism Development is working on the development of agrotourism.

In the last decade, the economy of Uzbekistan has experienced structural changes in terms of sector balance. Uzbekistan was a country with an economy based mainly on agriculture, but today it is important to implement structural reforms and modernize and diversify the agricultural sector in order to ensure the rapid development of our country's economy. In the results of the conducted research, the general characteristics of non-agricultural farms in the Samarkand region, general choices for the development of agrotourism in the research direction, prospects of agrotourism and problems of sustainable development of agrotourism among farmers in the region were considered.

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To improve the organizational and economic mechanism of agrotourism development in Uzbekistan, the example of Bukhara region can be given. This is one of the places in the region with wide opportunities in the field of agricultural production and tourism. Agrotourism activities can make an important contribution to the economic growth of this region and to the improvement of the standard of living of the local population.

**The result.** To improve the organizational and economic mechanism of agrotourism development, it is recommended to implement the following procedures:

1. Additional investments: Funds financed in the form of additional investments should be created for the development of the agrotourism sector. These funds, tourism facilities, infrastructure, marketing and advertising should help allocate large amounts of funds.
2. Development of infrastructure: It is necessary to create the necessary infrastructure for the development of agrotourism activities. This includes further development of road transport networks, electricity, water supply and telecommunications.
3. Raising awareness: In the field of agrotourism, measures should be taken to increase the level of awareness of the community, which consists of local employees and businessmen. These activities included training local staff to assist tourists, providing quality tourist services, and creating a database of tourist attractions.
4. Marketing and advertising: Information-selection, marketing and advertising are of great importance for the development of the agrotourism industry. Through these processes, it is possible to establish relations with potential customers and attract them to the agrotourism facilities of Bukhara region.
5. Improvement of tourist facilities: Bukhara region should introduce innovations to facilities in the field of agrotourism, improve them and provide quality service. This includes applying diligence, improving service quality, and focusing on providing a unique experience to tourists.

If the above procedures are implemented in the process of improving the organizational and economic mechanism of agrotourism development, the Bukhara region can create important opportunities for development and economic growth in the field of agrotourism. The place of Bukhara is very important in the agrotourism of Uzbekistan. The city of Bukhara is a medieval modern village with historic buildings, mosques and madrasahs. These many historic sites create interesting scenery and experiential opportunities for agritourism.

**Summary.** Bukhara region is an ideal place for plant-related tourism. Here, there are firewood trees, fruit crops and animal husbandry facilities in orchards. Agro-tourists will get to know the village life in these institutions and have the opportunity to provide national food and buy products. Agrotourism is also widely used by the administration of the population in Bukhara. Cooperatives and public organizations operate in this area and make it possible to purchase their products.

Bukhara region is especially famous in the field of cotton production. In this area, tourists can visit cotton mills and get a chance to see limited cotton yarns and cotton materials. Bukhara's agrotourism creates an interesting and acceptable landscape for tourists of all ages. Here you have the opportunity to get acquainted with the original feelings, food and plants of the Uzbek people.

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