



Article

Methods For Assessing The Potential Of Agrotourism

Jurakulova Sarvinoz Baxtiyor qizi¹

1. PhD Student, Samarkand State University named after Sh.Rashidov

* Correspondence: 19jurakulova94@gmail.com

Abstract: The article defines the main indicators characterizing the development potential and the formation of assessment stages for determining the level of agrotourism potential of the region. It also provides a description of the indicators for assessing the agrotourism potential. The potential of agrotourism as a catalyst for rural economic diversification and sustainable land use continues to grow globally. To effectively harness this potential, systematic and context-specific assessment methods are required. This study presents an overview of key methodologies used to evaluate agrotourism potential, including land suitability analysis, stakeholder surveys, economic feasibility studies, and spatial planning tools. Emphasis is placed on integrating local natural, cultural, and infrastructural characteristics to determine viable agrotourism models. Moreover, the research highlights the role of institutional support and community engagement in ensuring long-term success. By applying both empirical and participatory assessment methods, policymakers and rural entrepreneurs can make informed decisions that align with local capacities and market demands. The findings contribute to the development of strategic frameworks for sustainable agrotourism planning and implementation.

Keywords: strategy, potential, agrotourism , tourism services, agrotourism resources, agrotourism infrastructure, technological assessment, physiological assessment, psychological assessment.

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1. Introduction

Many countries of the world , the socio-economic development of rural areas strategy is increasingly associated with the development of agrotourism. In this case, it serves as a real factor in the economic growth not only of specialized recreational and tourist areas, but also of multi-sectoral, as well as areas that are not favorable in natural, economic and socio-economic relations. A strategic approach to the territorial management of agrotourism development requires determining the value of its development potential and developing measures aimed at increasing the efficiency of its use [1].

Research by domestic and foreign authors devoted to the problems of developing theoretical, methodological and methodological approaches to assessing the volume of tourism potential has a multi-directional character and is being applied using one or another method. This, in turn, has led to the emergence of various approaches, such as quantitative and qualitative methods, value and point assessments[2].

2. Methodology

A common and appropriate method for a comprehensive recreational analysis of a territory is to assess the positive level of certain parameters. First of all, such parameters as functional suitability for a particular type of tourism (technological assessment), level

of comfort (physiological assessment), aesthetic qualities (psychological assessment) are considered[3].

The essence and content of the economic category “capability” is traditionally defined as follows: potential as sources, opportunities, means that can be activated or used; potential as an opportunity for development; potential as a resource; potential as a set of tools, opportunities, and conditions necessary for processes in certain areas in socio-economic systems at different levels[4].

3. Results and Discussion

Result

To determine the level of agrotourism potential of the region, it is necessary to formulate assessment stages and identify key indicators characterizing development potential.

Stage 1. Assessment of the attractiveness of the area from the perspective of tourism development.

Of course, it is wrong to say that tourism can be developed anywhere, in any corner of the world. First of all, it is necessary to assess the territory from the point of view of tourism development. This requires an analysis of a number of characteristics, such as the presence of unique historical sites in the territory, the degree of aggressiveness of natural and climatic conditions, the presence of transport networks, and the positive image of the territory[5].

Stage 2. Assessment of the general tourist infrastructure of the region.

This stage involves assessing the development of tourism infrastructure. For this, it is necessary to analyze the existing infrastructure. During the assessment, the level of services offered, the development of transport links, the level of the crime situation, the possibility of creating a tourist cluster in the area, etc. are analyzed[6].

Stage 3. Assessment of the agro- industrial infrastructure of the region. Assessment

Of the agrotourism infrastructure of the region includes an analysis of the following parameters: the number of guest houses for agrotourists, houses for rent; the quality and length of paved roads; the presence of traditional crafts; the level of well-being of the population; the level of knowledge of international languages by the population; the level of crime in the area[7].

Stage 4. Selection of the most attractive areas from the point of view of agrotourism.

At this stage, it is necessary to assess the attractiveness of the territory from the point of view of the development of agrotourism. To assess attractiveness, we propose to use the following indicators: the level of environmental pollution; the number of rural residents (population density); the number of enterprises engaged in the agricultural sector; distance from the regional center; the number of tourist visits;

Stage 5. Selection of unique (exclusive) agritourism resources specific to a specific region.

It is known that the factor of uniqueness or originality creates a competitive advantage. If there is a sufficient amount of tourism resources in the area, its integration creates a competitive agrotourism product and agrotourism can be developed in this area[8].

Stage 6. Formation and promotion of agrotourism products (advertising, PR).

This stage agrotourism product takes shape and tourism services in the market him/her done increase ways is determined.

This, in turn, means that there are offers of agrotourism services in the tourism product market. The development of programs to support and develop agrotourism in the region , the creation and formation of an agrotourism brand and image, and its promotion in the tourism services market are among the main tasks that need to be solved, see Figure 1 [9].

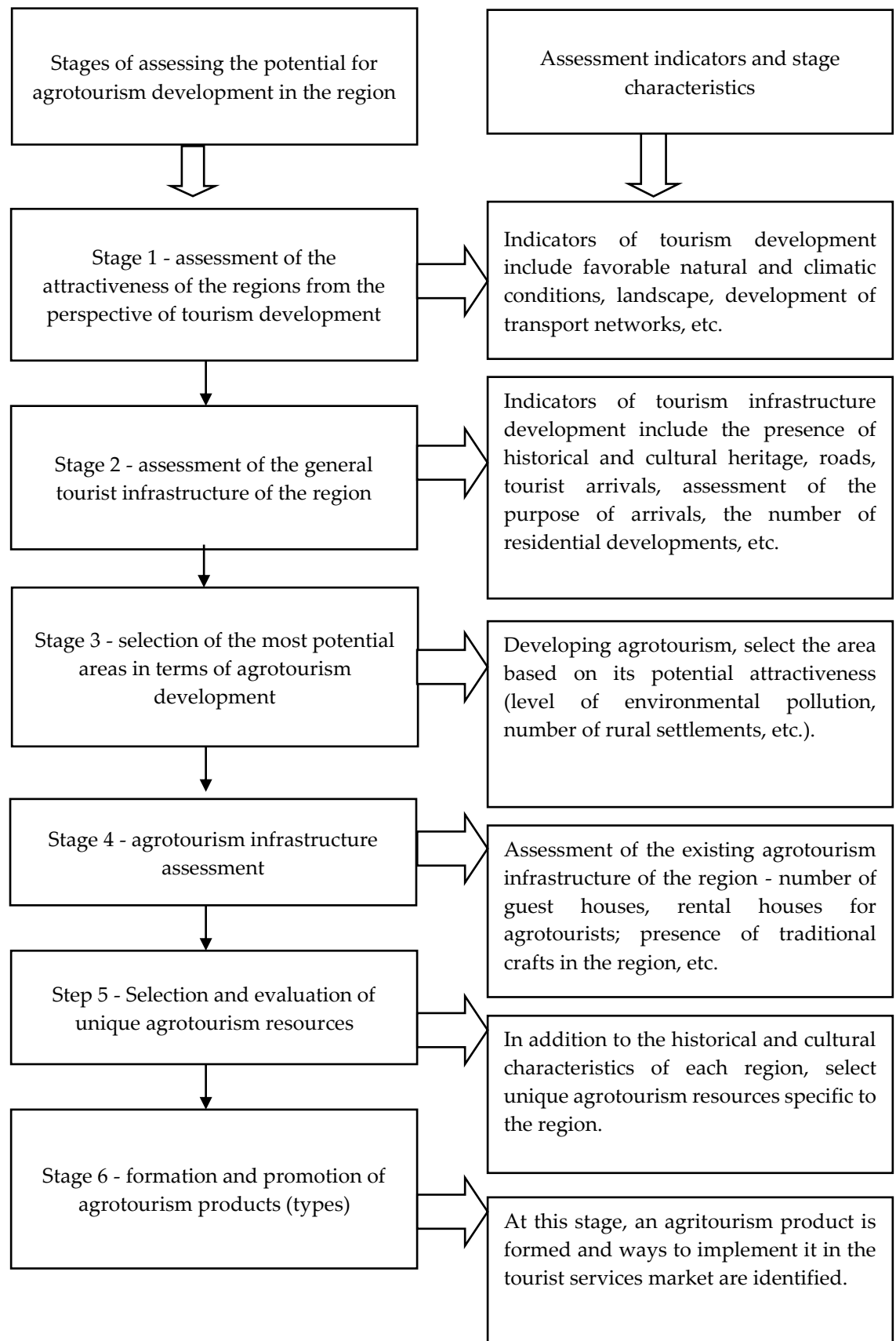


Figure 1. Scheme for assessing the agrotourism potential of the region

In our opinion, the agrotourism potential of a region is understood as a system of interrelated resources, opportunities and development conditions that characterize the ability of a region to create a regional agrotourism product while achieving economic, social, environmental and other benefits, and is defined as a factor in the sustainable development of the region[10].

Discussion

Research shows that the structure of the territorial potential of agrotourism can be presented in the form of a combination of six elements - specific potentials:

1. production (quantitative and qualitative characteristics of agrotourism facilities, agricultural organizations, including peasant farms, personal subsidiary farms, craft centers, hunting complexes, etc.))[11];
2. natural resources (water and forest resources, the presence of natural monuments, climatic conditions, etc.);
3. socio-economic (structure of the regional economy, population income, retail turnover per capita, unemployment rate, population density, etc.);
4. historical, cultural and ethnological (historical and cultural heritage sites, museum collections, local crafts, ethnographic sources)[12];
5. ecological (level of anthropogenic load on ecosystems, radiation pollution of the territory, the presence of specially protected natural areas, green routes, etc.);
6. infrastructure (remoteness of the region from large cities (agglomerations), sports and tourism facilities, catering establishments, resorts, density of highways, etc.))[13].

As noted above, in order to effectively plan the development of agrotourism in a market economy, it is necessary to comprehensively assess its potential[14]. This directly depends on local authorities, investors and tourism business owners in the development of regional tourism, and requires determining the size of the real tourism potential, trends in its change and effectiveness[15].

Table 1**Indicators for assessing the agro- tourism potential of regions**

№	K indicators	Unit of measurement
1.	Population soul per head consumption goods .	thousand soum
2.	Population soul per head village , forest and fishing farm products .	thousand soum
3.	Population soul per head services .	thousand soum
4.	Population soul per head retail trade goods turnover .	thousand soum
5.	Population soul per head main to capital mastered investments .	thousand soum
6.	The environment pollution level .	Tons
7.	Village population number .	thousand person
8.	Population with a house provision level .	(housing area per capita, sq.m.)
9.	Number of farms.	Unity
10.	Distance from the regional center.	Km
11.	Objects of material and cultural heritage.	Unity
12.	Arable land.	Ga
13.	Gardens.	Ga
14.	Vineyards.	Ga
15.	Forests.	Ga

4. Conclusion

The main purpose of this assessment is to identify the reserves for the development of agritourism in the region, assess its potential and the economic efficiency of reproducing its structural elements. The territorial assessment system allows us to identify the most favorable areas for the development of agritourism, taking into account the existing potential, which will justify the development of promising types of activities (business models) for its development.

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