

Rural Tourism as a Source of Growth of Population Income in Rural Areas of Uzbekistan

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Abstract: in the article, rural tourism is characterized as one of the sectors of the tourism industry, which is focused on the use of natural resources of the countryside to increase the income of the population in the countryside.

Keywords: tourism, rural tourism, infrastructure, tourism services, hospitality industry, economic growth.

In the modern world, tourism is the main type of economic activity that has a positive impact on the growth of incomes of the population in the country.

The development of the tourism industry is one of the priority economic tasks of our state. In the Decree "On the strategy of actions for the further development of the Republic of Uzbekistan for 2017-2021", adopted by the President of the Republic of Uzbekistan, one of the important directions for the development and liberalization of the economy is "... the accelerated development of the tourism industry, increasing its role and contribution to the economy, diversifying and improving the quality tourism services, expansion of tourism infrastructure. On this basis, the "Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025" was adopted, which considers the main goals, stages, directions and prospects for the development of tourism.

Uzbekistan has a huge tourist and recreational potential, which has 7.4 thousand cultural heritage sites. Rich resource and natural potential for the development of virtually all types of tourism. An analysis of statistical data indicates the following: at the end of 2018, about 5.3 million foreign tourists visited the Republic of Uzbekistan. Income from the export of tourism services amounted to 1,041 million US dollars. For comparison, in 2015 the number of tourist organizations was 398 units, in 2018 this figure was 950, the number of hotel facilities for this period increased from 661 to 900 units.

Agrotourism (rural tourism). Its essence lies in tourists visiting rural areas for the purpose of recreation or carrying out cultural and leisure activities in ecologically clean areas. The main driving forces in choosing agritourism are the following factors:

- the need to restore health;
- limited financial opportunities;
- eating "environmentally" clean products;
- "peculiar" way of life in the countryside.

The implementation of agro-tourism is ensured by the creation of special tourist villages, the formation of rural tours, including food and accommodation services, in rural settlements that are located in ecologically clean areas. In fact, this is tourism associated with visiting the countryside, living in rural houses, outdoor recreation, with picturesque beautiful landscapes, with participation in local folk traditions, holidays, and customs.

Studying the experience of development and features of this type of tourism, it can be noted that there is no single or universal model for the development of rural tourism. In each country and even region, in accordance with the characteristics of natural conditions and resources, traditions and way of life, pursued by economic policy, there is a concept for the development of rural tourism.

Based on the experience of developing this type of tourism and the impact on the rural economy, its benefits for the development of rural areas can be summarized as follows:

- the possibility of additional income;
- an incentive to bring your economy in order;
- the opportunity to engage in creative work able-bodied family members, in particular adults;
- raising the educational level of the whole family;
- incentive for active learning of foreign languages.

The possibility of additional earnings in rural areas leads to an increase in income, which subsequently affects the growth of living standards.

In general, examining the experience of developing rural tourism, the following conclusion can be drawn: the development of tourism in rural areas is a real opportunity to increase the income of the population in rural areas.

A feature of the Uzbek mentality is the goodwill and cordiality of people. Attracting tourists to rest in the homes of the local population aims to create good human relations between them, the exchange of cultures and traditions. When such relationships are established, the hearts of people open and make them ready for any creative creation, which is so necessary for all of us, in our difficult time.

In some regions of Uzbekistan, agro-tourism has already received a certain development. For example, rural tourism is well developed in the Jizzakh and Navoi regions, in the region of the northern slopes of the Nurata Range.

Thanks to this type of tourism, rural residents will receive an additional source of income, which will positively affect their well-being. These incomes can be directed to the reconstruction of old buildings and the creation of new tourist sites, the preservation and use of cultural, historical and natural heritage and traditions of rural life.

The development of this type of tourism has a progressive effect on the economy of the village. The economic structure of rural areas is being improved, the development of industries involved in the hospitality industry is being stimulated, those remote areas that were previously considered unpromising for the development of other types of activity are involved in the economy.

The existing way of life in the countryside is characterized by a relative “lagging behind” in development. The reason for this may be remoteness from cities, relatively less developed infrastructure, the predominance in the income structure of the population of income related to the direct development of agriculture (natural income in the form of agricultural products), the presence of a small number of industrial enterprises, etc. In general, the development of rural tourism in socio-economic terms solves a number of tasks:

- ensuring the socio-economic development of rural areas through relatively non-traditional activities;

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- creation and increase of jobs in the hospitality industry (ensuring employment in rural areas);
- a decrease in the outflow of young people from rural areas (in recent years, an outflow of the rural population to urban areas has been observed in Uzbekistan);
- preservation and popularization of the traditional rural way of life, crafts, methods of cultivating the land, etc.;
- revival of national traditions, customs, national culture;
- solution of environmental problems related to nature protection;
- rural infrastructure development;
- raises the cultural and intellectual level of the villagers;
- stimulates the production of environmentally friendly food products;
- mastering new professions related to service;
- creation and active functioning of tourism enterprises in remote and sparsely populated regions, etc.

Thus, the presented analysis showed that our country has a rich natural and agricultural potential. A systematic approach is also needed, which will increase and create serious competition for rural areas, will increase the demand for tourism services and thereby ensure their sustainable development.

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