

## Analysis of Privileges and Preferences Created to Support Agritourism Investments in Uzbekistan

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**Abstract:** This article analyzes a number of additional important legislative acts and legal norms aimed at organizing and conducting the activities of business entities in the field of agrotourism in Uzbekistan, ensuring the inflow of investments into the field of activity and further increasing investment attractiveness. Having analyzed from the point of view of the impact of the benefits and preferences provided on attracting investments in agrotourism, they were divided into 3 levels. The author's explanation of the importance of each benefit and preference to attract investment. For this purpose, a SWOT analysis of the agrotourism segment in Uzbekistan was conducted as part of the study.

**Keywords:** Tourism, agrotourism, investments, income, benefits, preferences, management, regulations, tourist village, agriculture, entrepreneurship.

### INTRODUCTION

Today, it is a priority to improve and ensure a favorable investment environment for investors in Uzbekistan. In this case, the main task of the state is to create a favorable investment environment for capital attraction. Also, it is necessary to increase the attractiveness of the investment environment.

For this purpose, the legislation of the Republic of Uzbekistan has strengthened state support for investments and investment activities, creation of a favorable investment environment. It is also defined as promotion of investments in the organization of new competitive and innovative, export-oriented and (or) import-substituting productions, expansion of existing production using modern technologies and modern management experience and renewal. [2].

In accordance with the laws of the Republic of Uzbekistan, the granting of privileges and preferences is defined as follows:

Firstly, to the size of investments, secondly, to the conditions of the place where the investment project will be implemented, thirdly, to the expected socio-economic effect and creation of new jobs, fourthly, it is determined by the spheres and branches of the investment project implementation [2].

### MAIN PART

The modern state of state management of attracting investments in the field of agro-tourism in Uzbekistan is remarkable. If we analyze it, one of its main problems is that it has not been well researched and it is possible to observe that individual investment policy for investors has not been formed. It can also be

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noted that today the system of measures for the development of agrotourism in Uzbekistan has not been clearly formed.

In addition, it is important to understand who and how they are engaged in agrotourism activities. It can be seen that the list of those who can engage in agrotourism in the legislation of the Republic of Uzbekistan has not yet been published. The research results show that the following can engage in agrotourism in the Republic of Uzbekistan:

- individuals who live in rural areas and have a personal plot of land;
- farms engaged in the cultivation of agricultural products;
- processing, storage and sale of agricultural products along with growing agricultural products, multi-branch farms engaged in industrial production, performance of works, provision of services;
- joint production by producers of agricultural goods or agricultural cooperatives, which are voluntarily established for conducting other economic activities;
- agro-industry clusters;
- production, processing, storage and sale of agricultural products, industrial production, execution of works, other legal entities engaged in providing services and whose activities are not prohibited by law.

Today, the establishment and operation of these business entities in Uzbekistan is being strengthened on the basis of important legislation and legal norms aimed at ensuring the flow of investments in the field of activity and further improving their investment attractiveness.

According to its form and essence, agrotourism is multifaceted and multifunctional. Because agrotourism can be approached as an investment object, a service sector, tourism and a form of entrepreneurship at the same time. It is worth noting that the mechanism for supporting tourism activities and encouraging investments in the sector has been formed in Uzbekistan.

In the Republic, it is possible to use the privileges and preferences created to support investments in both areas in the implementation of agrotourism activities, which are organized on the basis of an optimal combination of agriculture and tourism. In particular, these privileges and preferences are expressed in various normative legal documents of the Republic of Uzbekistan. As a result of our research, it is appropriate to analyze benefits and preferences in terms of their impact on attracting investments to agrotourism and divide them into 3 levels:

- Level 1 - privileges and preferences that have a high influence on attracting investments in agrotourism (Table 2.1);
- Level 2 - privileges and preferences of medium influence in attracting investments in agrotourism (Table 2.2);
- Level 3 - privileges and preferences that have a partial impact on attracting investments in agrotourism (Table 2.3).

**Table 2.1. Privileges and preferences that have a high impact on attracting investments in agrotourism<sup>1</sup>**

T/r.	Privileges and preferences granted	Author's note
1.	<p>The construction of thematic avenues, hotel and other means of accommodation, equipment, machinery, raw materials, components and spare parts for renovation and equipment, construction and other materials (including furniture and inventory) are exempted from paying customs duty. Manufactured not more than 5 years, used for passenger transportation and vehicles with eight and more than eight seats except for the driver and quadricycles are exempted from customs duty according to the lists to be approved in accordance with the established procedure [5]. <i>(Deadline: until January 1, 2024).</i></p> <p>It is equipped for overnight stay as a means of accommodation brought into the territory of the Republic of Uzbekistan (houses on wheels) or surface vehicles converted into cafe-vans ("food trucks") are exempted from customs duty [6]. <i>Deadline: until January 1, 2024.</i></p> <p>For the production of greenhouses and home-greenhouse complexes imported from abroad, materials that are not manufactured in the Republic of Uzbekistan, raw materials and components are exempted from customs duties [8]. <i>Deadline: until December 31, 2024.</i></p>	<p>Customs benefits are one of the most important types of benefits provided in accordance with the current customs and tax legislation. In our opinion, customs benefits of any kind make a significant contribution to increasing the investment attractiveness of agrotourism. Exemption from the customs duty of these basic tools purchased in the construction of agrotourism complexes and their equipment will significantly reduce the financial costs of investors.</p>
2.	<p>A part of the costs of business entities for the construction of means of accommodation with quick-build constructions (herbs, containers, sandwich panels) according to the model projects of the State Committee for Tourism Development of the Republic of Uzbekistan and the Ministry of Construction in the territory of tourist zones and rural areas according to the relevant standards up to 5 million soums for each place will be covered from the funds allocated from the</p>	<p>For the investors who want to invest in agrotourism, the reimbursement from the state budget of up to 5 million soums per place for the construction of accommodation facilities according to model projects in rural areas is of great importance and has a high impact on the flow of direct investment.</p>

<sup>1</sup>Summarized by the author.

	State budget of the Republic of Uzbekistan until the number of places of this type of accommodation facilities reaches 50 thousand. <i>Deadline: until December 31, 2023.</i>	
3.	The single social tax rate for business entities providing hotel (accommodation) services is set at 1 percent. In this case, this tax benefit is applied if the income received by business entities from hotel (accommodation) services is at least 60% of the total income at the end of the current reporting (tax) period. [11]. <i>Duration: April 1, 2022 to January 1, 2025.</i>	The employer's expenses related to the payment of wages for the labor of employees are the object of taxation of the social tax [16]. The determination of the single social tax rate for business entities at 1 percent means that significant funds will remain at the disposal of the entrepreneur. However, it should be taken into account that this privilege is applied if the income from hotel (accommodation) services makes up at least 60 percent of the total income at the end of the current reporting (tax) period.
4.	Business entities are given the right to deduct the value of buildings as depreciation expenses for two years when calculating profit tax on hotels (accommodation facilities) [3]. <i>Duration: January 1, 2022 to January 1, 2027.</i>	Depreciation expenses for buildings are determined as a maximum of 5% of the value of the building when carried out using the straight-line method [3]. Allowing business entities to deduct the value of buildings as depreciation expenses for two years when calculating profit tax on hotels (accommodation facilities) leads to a significant reduction in the taxable base. This means that the entrepreneur will have additional financial resources. In our opinion, this privilege has a high influence in supporting the activities of agrotourism complexes in the first years.
5.	For business entities that are registered in tourism areas defined in districts and cities and provide catering, hotel (accommodation), trade, entertainment, tour operator and travel agent services in this area: turnover tax rate - 1 percent; property tax of legal entities and land tax collected from legal entities for objects in these areas and the land plot occupied by them - is determined in the amount of 1 percent of the amount calculated for these taxes [11]. <i>Duration: April 1, 2022 to January 1, 2025.</i>	Annex 1 of the Decree of the President of the Republic of Uzbekistan No. PQ-104 of January 27, 2022 approved the list of districts and cities where a special tax regime will be introduced for business entities providing hotel (accommodation), trade, catering, entertainment, tour operator and travel agency services. 4 from Samarkand and Tashkent regions, 3 from the Republic of Karakalpakstan, Jizzakh, Kashkadarya, Navoi, Khorezm regions, 2 from Bukhara, Namangan regions, 1 from other regions, districts and cities hotel (accommodation), trade, public catering, entertainment, included in the list of districts and cities where a special tax regime will be introduced for business entities providing tour operator and travel agent services [11]. In our opinion, the special tax regime used in these

		districts and cities can give a unique impetus to business entities that want to invest in agrotourism.
6.	<p>Entrepreneurs who have established family guest houses are given the right to use the privileges granted to subjects of tourism activity in accordance with the procedure established by legislation [13].</p> <p><i>The deadline is not fixed.</i></p>	<p>Residents living in rural areas and owning private plots of land can engage in agrotourism activities by organizing family guest houses. In the rural areas, there are households with several tens of hectares of land. In most of them, farm work is carried out, which arouses the interest of tourists, various domestic animals are raised, fruit trees are harvested, and beekeeping and fishing farms are established. In some households, several of these activities are launched simultaneously. In many households, the income from the homestead is the main part of the family's income. In these apartments, it is possible to successfully organize family guest houses that reflect rural life and culture. In these processes, it is important to give the right to use the privileges granted to the subjects of tourism activity to the entrepreneurs who have established family guest houses in the manner established by the legislation.</p>
7.	<p>At the expense of the Winery Development Fund and the Horticulture and Greenhouse Development Fund:</p> <ul style="list-style-type: none"> <li>- introduction of drip irrigation technologies in new intensive gardens and vineyards, drilled well, as well as up to 10 million soums for each project in order to cover a part of the design costs of construction of a pumping station to draw water from rivers, canals and other water bodies;</li> <li>renewable for the establishment of grape and fruit orchard plantations on dry and disused land of no less than 10 hectares located in areas far from residential areas, up to 50% of the cost of purchasing equipment for providing alternative electricity (solar, water, wind), but not more than 100 million soums;</li> <li>- in the amount of no more than 15,000 soums per piece of trellis in order to cover part of the costs of raising grape seedlings to the trellis (except for wooden and other fragile poles);</li> <li>- 20% of the costs of purchasing raisin</li> </ul>	<p>If we pay attention to the French model of organizing agrotourism, it is dominated by horticulture and fruit farms. These experiences can be used in the conditions of Uzbekistan. If we analyze the system of privileges and preferences provided by this decision, it is possible to provide agrotourism services for tourists by establishing a farm specializing in viticulture. Today, in Uzbekistan, many farms specializing in viticulture are operating effectively. If we look at the data, in 2022, the grape harvest on the existing 181 thousand hectares of vineyards in Uzbekistan (129 thousand hectares on farms, 52 thousand hectares on the population) amounted to 1.9 million tons. 244,000 tons of fresh grapes were exported from the harvested crop (+6 percent compared to 2021). 256,000 tons of grapes were dried, 64,000 tons of raisins were extracted from it and sent for export (1.9 times more than in 2021). The export geography has been expanded through 11 new markets, and their number has reached 51 [18]. In our opinion, these figures show the hidden potential of agrotourism</p>
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drying and packaging lines and winemaking equipment, but not more than 300 million soums, will be subsidized [9]. <i>The deadline is not fixed.</i>	activities in the field of viticulture.
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In our opinion, these benefits and preferences mean that investments in the field of agrotourism today are directed, on the importance of high impact in making investment decisions and significant financial resources remain at the disposal of the investor. In addition, based on the analysis of regulatory legal documents, we have also summarized the privileges and preferences that have a medium impact on attracting investments to agrotourism.

**Table 2.2. Privileges and preferences of medium influence in attracting investments in agrotourism<sup>2</sup>**

T/r.	Privileges and preferences granted	Author's note
1.	Business entities will be reduced by 90 percent of the land tax levied on hotels (accommodation facilities) from legal entities and the tax rates levied on the property of legal entities. In this case, this privilege will be applied for the period of 5 years from the month of their commissioning in relation to objects that will be newly built until January 1, 2027 (including the land plot occupied by them). [11]. <i>Duration: January 1, 2022 to January 1, 2027.</i>	The rates of land tax collected from legal entities for the use of land plots located in rural areas of the Republic of Uzbekistan for 1 year per hectare are determined in the following manner: the highest rate for irrigated and populated areas in the region is 11,926,180 soums for Surkhandarya region, the lowest rate is 8,176,434 soums for the northern regions of the Republic of Karakalpakstan; the highest rate for irrigated and non-populated areas in the region is 10,779,485 soums in the Surkhandarya region, and the lowest rate is 7,591,397 soums in the northern regions of the Republic of Karakalpakstan;
2.	Land tax rates for greenhouses and home-greenhouse complexes and property tax rates for residences within greenhouse complexes are set at 50 percent for three years from the date of their commissioning. [8]. <i>The deadline is not fixed.</i>	the highest rate for arable and pasture lands in regions is 596,372 soums in Surkhandarya region, and the lowest rate is 370,655 soums in the northern regions of the Republic of Karakalpakstan [1].
3.	For business entities whose main type of activity is poultry farming, profit tax on their main type of activity (except for interest received from funds placed in commercial banks), property tax, land tax and water resource use tax rate is 50 percent. [7]. <i>Duration: July 1, 2021 to July 1, 2024.</i>	The property tax of legal entities is calculated in relation to the average annual residual value of the objects. In Uzbekistan, the tax base cannot be less than 2,500,000 soums per 1 square meter in Uzbekistan, in the city of Nukus and in the regional centers - from 1,500,000 soums, and 1,000,000 soums in other cities and rural areas. The tax rate is set at 1.5 percent, unless otherwise specified [16]. The land tax concession will have a significant amount as the amount of land on which the agro-tourism complex is located increases. We

<sup>2</sup> Summarized by the author.

		can observe the same situation regarding the property tax. Although these benefits do not have a significant impact on the construction of relatively compact agrotourism complexes, it means that a considerable amount of financial resources will remain at the investor's disposal for the construction of relatively large agrotourism complexes.
4.	From the account of the Horticulture and Greenhouse Development Fund (hereinafter - Agency) under the Horticulture and Greenhouse Development Agency under the Ministry of Agriculture of the Republic of Uzbekistan (hereinafter - the Fund): 8,000 soums for intensive fruit seedling; 2,500 soums for intensive fruit grafting; 5,000 soums per vine seedling; a subsidy of 5,000 soums will be given for the base of the vine [15]. <i>The deadline is not fixed.</i>	In recent years, great progress has been made in the field of agriculture and animal husbandry in Uzbekistan in terms of increasing efficiency using intensive methods. The natural conditions of Uzbekistan, increasing water scarcity, desertification, and the rapid increase in the amount of land suitable for agriculture require the use of intensive methods in agriculture. As a result of proper organization of work, establishment of scientific-research and innovation activities in agriculture, the result obtained from several hectares of land can be obtained from several hectares of land. Compact, multi-disciplinary, intensively organized modern farms are also a reason for the interest of tourists. In this case, the subsidies provided for the establishment of these farms (taking into account the fact that a large number of fruit seedlings are required in an intensive method) provide a number of reliefs for investors. In the decision, the issue of water supply in orchards and grape plantations with an area of more than 10 hectares was also considered. Because it is important to provide gardens with water on time. Gardens are not provided with irrigation networks or even if they are provided, lack of water at the right time is a big problem. Construction of irrigation networks for water supply requires a lot of expenses. Returning part of the costs to the investor in the form of a subsidy supports the activity.
5.	At the expense of the Horticulture and Greenhouse Development Fund: For projects that introduce water-saving technologies in new intensive orchards and vineyards; in orchards with an area of more than 10 hectares, and especially in grape plantations, a well drilled for water release based on the relevant permit issued by the competent authorities for special use of water or special consumption of water, as well as rivers, canals and for the construction of a pumping station for drawing water from other reservoirs, the amount of 600,000 soums per meter per 35 hectares, but not exceeding 120 million soums [14]. <i>Deadline: Indefinite from January 1, 2019.</i>	
6.	In the amount of 300 thousand soums for each square meter of expenses related to the establishment of new lemon groves in greenhouses and the purchase of lemon seedlings by agricultural organizations, as well as 30 percent of the cost of equipment purchased by agricultural organizations for	The types of lemons grown in Uzbekistan are considered popular abroad. In January-November 2022, 4.1 thousand tons of lemons were exported abroad, and the export of lemons amounted to 4.5 million US dollars. [17]. Lemon cultivation requires necessary conditions from agricultural organizations. In

	<p>the purpose of heating the greenhouse with alternative energy (compared to natural gas) for lemon cultivation. <i>Deadline: Indefinite from January 1, 2021.</i></p>	<p>addition to timely agrotechnical measures, it is also important to keep the air temperature in the greenhouses at a constant level. Entrepreneurs use alternative sources of energy, solar energy, electricity, and underground water temperature in order to maintain the air temperature at the same level. This activity is supported by reimbursement of a part of the expenses. In our opinion, lemon farms can also be an object of high demand for agrotourism. Greenhouses provide an opportunity to organize agrotourism services in non-seasonal periods.</p>
7.	<p>Up to 8 million soums per hectare of newly established orchards with the introduction of the drip irrigation system to cocooning and tufting organizations to cover part of the costs of introducing the drip irrigation system in mulberry gardens; A subsidy of up to 120 million soums will be provided for the construction of a well drilled to release water in fields with an area of more than 35 hectares, as well as a pumping station for drawing water from rivers, canals and other reservoirs. [10]. <i>Deadline: Indefinite from February 1, 2020.</i></p>	<p>In Uzbekistan, cocoon maxus is grown in specialized farms and households. Uzbek silk is popular in the world market. In addition to the subsidies for the introduction of drip irrigation and water extraction technologies, an additional subsidy of 5,000 soums will be allocated for each kilogram of cocoons grown by the relevant Resolution and Decree. In 2022, an average price of 25,000 soums for each kilogram of cocoon raw materials is set to be purchased. Considering that one box of larvae produces 50 kg of cocoons on average, you can earn 30,000 soums for 1 kg, and up to 1,500,000 soums per month for one box. In our opinion, through properly organized marketing activities, cocoon cultivation technology can arouse sufficient interest among local and foreign tourists.</p>
8.	<p>a subsidy of 5,000 soums per kilogram of cocoons (wet cocoons) produced annually is allocated from the budget of the republic to individuals who grow cocoons in their homes; 50 percent of the tax rate for using water resources is applied to the volume of water used for irrigation of mulberry gardens [9]. <i>Duration: January 1, 2022 to January 1, 2025.</i></p>	
9.	<p>For breeding entities, the profit tax (except for interest from funds placed in commercial banks), property tax, land tax, and the tax rate for the use of water resources is applied in the amount of 50 percent. <i>Duration: January 1, 2021 to January 1, 2024.</i> The VAT payer was: to livestock farms - grown on their own farms and cooperatively with households, 4,000 soums for each kilogram of live weight of large and small horned cattle sold for meat and 400 soums for each liter of milk sold; poultry farms - subsidies from the republic</p>	<p>Today, the rapid development of the livestock industry, the introduction of modern and innovative technologies in the field, the increase in the volume and productivity of products and the expansion of their types, also, a system of state support was created to continuously provide the population with high-quality and cheap livestock products, as well as enterprises specializing in livestock breeding and the population operating in this field. According to the legislation of the Republic of Uzbekistan, the income from the sale of goods (services) in the tax period exceeds one billion</p>



	<p>budget in the amount of 2,500 soums are allocated for each kilogram of poultry meat grown and sold on their farms.</p> <p>In this case, these subsidies are paid for the period of the temporary exemption from value added tax.</p> <p><i>Duration: January 1, 2022 to January 1, 2024.</i></p>	<p>soums or self-employed entrepreneurs who have voluntarily switched to paying value added tax are considered value added tax payers [16]. In Uzbekistan, the value added tax rate is set at 12% [16]. In our opinion, the livestock sector also has great potential for agrotourism. In addition to the main activity, the organization of agrotourism services provides additional income for livestock farms.</p>
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In our opinion, these benefits and preferences have a medium impact in attracting investments in the field of agrotourism in terms of their scale, scope of influence, and importance in making investment decisions. In addition, the privileges and preferences reflected in the regulatory legal documents that have a partial effect on attracting investments to agrotourism have been summarized.

**Table 2.3. Privileges and preferences that have a partial impact on attracting investments in agrotourism<sup>3</sup>**

T/r.	Privileges and preferences granted	Author's note
1.	<p>“Travel around Uzbekistan!” for citizens of the Republic of Uzbekistan within the framework of the program, a cashback procedure will be introduced for a part of the costs of internal travel across the republic. This includes:</p> <p>Reimbursement of travel expenses is made at the same time during the trip if the following are provided:</p> <ul style="list-style-type: none"> <li>- use of air, railway and bus;</li> <li>- use of placement tools services;</li> <li>- visiting cultural organizations.</li> </ul> <p>Reimbursement of travel expenses is made to each tourist in the following amounts:</p> <ul style="list-style-type: none"> <li>- 15 percent of the price of a round-trip air ticket, but not exceeding 150,000 soums;</li> <li>- 15 percent of the price of a round-trip ticket on the railway or bus, but not exceeding 80,000 soums;</li> <li>- 15 percent of the cost of an overnight stay in an accommodation facility, but not exceeding 80,000 soums;</li> <li>- 50 percent of the price of each ticket to the theater, museum, circus and art galleries, but not exceeding 20,000 soums.</li> </ul> <p>Travel expenses will be refunded to local tourists' bank cards at the end of the trip only</p>	<p>This decision is one of the most important decisions made in recent years for the development of domestic tourism in our country. However, we cannot overestimate the importance of the decision for the development of agrotourism. In our opinion, 1) use of air, railway and bus at the same time; 2) use of placement tools services; 3) the introduction of the conditions for visiting cultural organizations is the basis for including these benefits in the group of benefits that have a partial impact, taking into account the characteristics of agrotourism.</p>

<sup>3</sup>Summarized by the author.

	for domestic trips made through the platform [12]. <i>Deadline: Indefinite from September 1, 2022.</i>	
2.	<p>State Committee for Tourism Development of the Republic of Uzbekistan:</p> <ul style="list-style-type: none"> <li>- forms a list of citizen groups with the highest tourism potential (towns, villages, villages and neighborhoods of cities, towns, villages and villages);</li> <li>- if no less than 20 family guest houses are established in the territories of these citizens' gatherings and at least five types of services are provided for tourists, they will be granted the status of "Tourism Neighborhood", "Tourism Village" or "Tourism Park";</li> </ul> <p>Starting from 2020, citizens' gatherings that have been granted the status of "Tourism Village", "Tourism Village" or "Tourism Farm" will be included in the state programs "Prosperous Village" and "Prosperous Mahalla" in the first place. [6]. <i>Deadline: Indefinite from November 1, 2019.</i></p>	<p>In our opinion, the possibility of implementing these processes on the basis of free market principles is not high. Implementation of the requirement to establish at least 20 family guest houses in the village at the same time and to provide at least five types of services for tourists (except accommodation and/or catering services) is almost impossible without administrative support. In recent years, the "Prosperous Village" and "Prosperous Mahalla" programs implemented in our Republic make a great contribution to improving the infrastructure of our villages. Good infrastructure in villages is one of the primary requirements for agrotourism. In our opinion, the reverse process, that is, the development of agrotourism in villages where the programs "Prosperous Village" and "Prosperous Neighborhood" have been implemented, would be more effective.</p>
3.	<p>200 young people living in the territories of citizens' gatherings with the status of "Tourism Neighborhood", "Tourism Village" or "Tourism Park" will be educated in technical schools of the Ministry of Tourism and Cultural Heritage on the basis of a state grant. <i>Duration: from the academic year 2023/2024, without a deadline.</i></p> <p>residents and employees who provide free services to tourists are trained in accordance with modern methods of providing services to tourists;</p> <p>the territory of the citizens' assembly is promoted free of charge in mass media and social networks;</p> <p>materials (brochures, booklets, flyers, etc.) about the beautiful objects of the citizens' meeting are published free of charge and displayed at foreign and domestic tourist exhibitions;</p> <p>the citizens' group that has received the status of tourism neighborhood will be included in the tourist destinations of the region in the first place [12].</p>	<p>The activity of specialized secondary educational institutions that train agrotourism personnel is not satisfactory. It must be admitted that nowadays in Uzbekistan there are only a handful of farms that are engaged in agro-tourism activities and can offer jobs to highly qualified personnel. The solution to this problem can be found in the system of training qualified personnel for agrotourism complexes and the increase in the number of entrepreneurs engaged in this activity. If agrotourism complexes are considered as practice bases for students, trained qualified personnel will serve for the development of agrotourism. Within this activity, there is a need that arises from two sides. Another solution to solving the problems related to personnel training system is the development of joint educational programs of higher educational institutions based on cooperation. Agrotourism activity is such a direction that it requires personnel to have knowledge not only in the field of tourism, but also in the field of agriculture. For this reason, it is important to cooperate with</p>

	<i>The deadline is not fixed.</i>	training centers for the tourism sector and training centers for the agriculture sector.
4.	<p>Commercial banks are recommended to allocate preferential loans for a period of five years in the amount of up to 300 times the base calculation amount according to the orders of private entrepreneurs and family business subjects included in the single register of family guest houses and hostels. Including, it is recommended to allocate preferential loans with a 2-year grace period at a rate not higher than the refinancing rate of the Central Bank of the Republic of Uzbekistan. In this case, loans allocated by commercial banks to projects of small business subjects in national currency, with a total value of 5 billion soums and an interest rate of no more than 1.5 times the Central Bank's main rate, exceeded their main rate, however, to cover no more than 30 percent of the basic rate, compensation will be provided for up to three years from the funds of the Entrepreneurship Support Fund under the Ministry of Economic Development and Poverty Alleviation [13].</p> <p><i>The deadline is not fixed.</i></p>	<p>In our opinion, taking into account the fact that loans have a recommendation value and the presence of a certain investment risk in obtaining loans, we have included this privilege in the 3rd level group.</p>

Analyzing the regulatory legal documents, it can be noted that today programs for attracting investments in agrotourism - targeted development of tourism and programs for development of tourism-related industries have been developed. It should also be mentioned that it is supported through agricultural development programs. In addition, existing management mechanisms have been established to encourage agrotourism, develop tourist infrastructure in rural areas, and attract investments in the sector. In addition, there is a need to introduce a target program for the development of agrotourism or to improve the appropriate mechanism within the current tourism development program. For this purpose, a SWOT analysis of the segment of agrotourism in Uzbekistan was carried out as part of the research (Table 2.4).

**Table 2.4. SWOT analysis of the segment of agrotourism in Uzbekistan<sup>4</sup>**

<b>Strong aspects</b>	<b>The weak points</b>
<p>In Uzbekistan, tourism is given the status of a strategic sector of the economy [4]</p> <p>High agricultural potential of the regions</p> <p>Availability of agrotourism services in almost any season of the year</p> <p>The readiness of the state to provide comprehensive support to entrepreneurship</p>	<p>Lack of creation of organizational and legal foundations of agrotourism</p> <p>Inadequate mechanisms for creating a favorable investment environment in the field of agrotourism</p> <p>Absence of associations that provide support to agrotourism organizations in terms of</p>

<sup>4</sup> Created by the author.

<p>The possibility of organizing tourism services that are not far in terms of distance for the population in each region</p> <p>Offering services that are reasonable in terms of price</p> <p>Existence of great demand for domestic tourism services by the population</p>	<p>organizational, legal and educational services</p> <p>Failure to develop a unified system of accommodation standards and categories for tourists in rural areas</p> <p>Failure to develop a clear classification of types and services</p> <p>Underdevelopment of infrastructure in rural areas, including roads, transport network, household services, energy, etc.</p> <p>Inadequate information of the rural population about the available opportunities of agrotourism</p> <p>Lack of qualified personnel in the agrotourism sector</p>
<b>The possibilities</b>	<b>The threats</b>
<p>Creation of an additional source of income for farmers, farmers, farms processing agricultural products</p> <p>Preservation of material, spiritual, cultural and historical heritage of villages</p> <p>Reducing the difference between the incomes of urban and rural residents, increasing the incomes and quality of life of rural residents</p> <p>Employment of rural residents</p> <p>The possibility of directing the flow of investments to the formation of infrastructure, service provision and nature protection in rural areas</p> <p>Reasonable use of nature and environmental protection</p> <p>The emergence of new tourist routes;</p> <p>An opportunity for the future generation to acquire new knowledge, skills and abilities related to rural life;</p> <p>Creation of an opportunity to improve physical health, increase productivity and eliminate psychological stress;</p> <p>Increase in tax revenues to the republican and local budgets;</p> <p>Due to the possible transition to a 5-day work week in the future, there will be a large demand for domestic tourism services</p> <p>Fields planned to be built by the population outside the city can be a suitable alternative to the courtyards</p>	<p>Occurrence of man-made, natural and ecological emergency situations</p> <p>Weak profitability of investments in the sector due to the difficult acceptance of new types of tourism services by consumers of traditional tourism products</p> <p>Strong competition with other forms of tourism (ecotourism, ethnotourism, sports tourism, health tourism, etc.)</p> <p>The possibility of losing the tourist market due to the low level of service in rural areas</p> <p>Socio-economic instability</p>

Today, on the basis of the assessment of the state of the agrotourism segment in Uzbekistan, opportunities and weaknesses, development opportunities and threats were identified in the formation of the strategy for the development of agro tourism. The SWOT analysis shows that Uzbekistan has rich natural and

recreational resources for the development of rural tourism. However, it is clear that there are complex problems of a systemic nature in the development of this form of tourism. New approaches and targeted programs are necessary to solve them. In the analysis carried out, weaknesses outweigh strengths, and opportunities outweigh threats. This, in turn, means having high capabilities while systematically eliminating weaknesses.

## CONCLUSION

Thus, comparing the weaknesses of the agrotourism segment and the opportunities available in the market of tourist services of Uzbekistan, some conclusions can be drawn. Today, taking into account the modern state of management of attracting investments in the field of agrotourism in Uzbekistan, it is difficult to believe in the active development of agrotourism. However, with the right approach to the organization and promotion of agritourism, it can lead to significant socio-economic positive changes for rural areas. In addition, it can become a self-organizing and self-developing system in the conditions of healthy competition, capable of solving the main socio-economic problems of the village. This, in turn, requires an in-depth analysis of the agrotourism market at the national and local level, identifying regions with high investment potential in agrotourism (in the region and districts) and creating a favorable investment environment in them. In addition, it is necessary to conduct various surveys among potential investors and customers, develop the necessary proposals, and support the establishment of agro-tourism complexes. In this regard, it is important to introduce market principles of development, create a healthy competitive environment, and provide them with the necessary information. Therefore, the organization of agrotourism associations for the implementation of promotional activities is an urgent issue.

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