

ESTABLISHMENT OF AGRITOURISM CLUSTERS IN UZBEKISTAN BASED ON THE PRINCIPLES OF SUSTAINABLE TOURISM

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Abstract. Today, scientific and practical work is being done on the areas of tourism that are not only economically beneficial, but also beneficial to the nature. Tourism has become a network that covers all sectors. Also in agriculture.

For many years, the tourism industry has played a significant role in the economies of various developed countries. At the same time, improperly organized tourism has had serious consequences for the nature of these developed countries. The predominance of economic benefits has led to a gradual loss of balance and stability.

In the near future, it will be the dream of many to travel only to fresh air and spectacular landscapes. The value of such destinations may increase, and not everyone can afford them. Mostly citizens of developed countries suffer from the contaminated nature of their country and are bored, so these green places will become an ideal place for them to relax and unwind. This will create a more favorable opportunity for developing countries. This is because the resources of developing countries are now being used for tourism purposes. This is a good time for them to develop tourism on the basis of sustainability.

Our country is also very rich in such green places, especially in the field of agriculture. The establishment of somewhat new tourism clusters in this area could also put the industry at some risk. However, agritourism clusters based on sustainable tourism criteria maintain a balance between environmental and economical aspects.

This thesis proposes a potential methodology on establishment of agritourism clusters in Uzbekistan based on the principles of sustainable tourism. The thesis consists of three parts, in which the principles of sustainable tourism, relationship between agritourism and sustainable rural development. and conclusion.

Keywords: Sustainable tourism, Agritourism, cluster, rural areas

The development of sustainable tourism not only meets the needs of tourists, but also benefits the host communities, optimizing the use of resources for their future generation.

According to Richards, “Sustainable tourism is a type of tourism which its infrastructure based on environmental opportunities, population, and natural conditions. At the same time, all services must be integrated with the environment”.

The Tourism Concern and the World Wide Fund for Nature (WWF) have jointly developed 10 guidelines for sustainable tourism. These are:

1. **Using resources sustainably.** Rational use of resources ensures long-term business and economic stability.
2. **Reducing over-consumption and waste.** Reducing over-consumption reduces the cost of environmental damage and affects the quality of services.
3. **Maintaining biodiversity.** Preserving and promoting natural, social and cultural diversity is essential for long-term sustainable tourism and provides a solid foundation for industry.
4. **Integrating tourism into planning.** The development of tourism, which works in conjunction with the national and local strategic planning system, as well as the implementation of environmental impact evaluation, will increase the long-term sustainability of tourism.

5. **Supporting local economies.** Tourism that supports local economy and which takes environmental costs into account, both preserves these economies and avoids environmental damage.

6. **Involving local communities.** The involvement of locals in the tourism sector not only brings them long-term benefit but also improves the quality of the tourism experience.

7. **Consulting stakeholders and the public.** Consulting between the tourism industry and local communities, organizations and institutions are essential if they are to work alongside each other and resolve potential conflicts of interest.

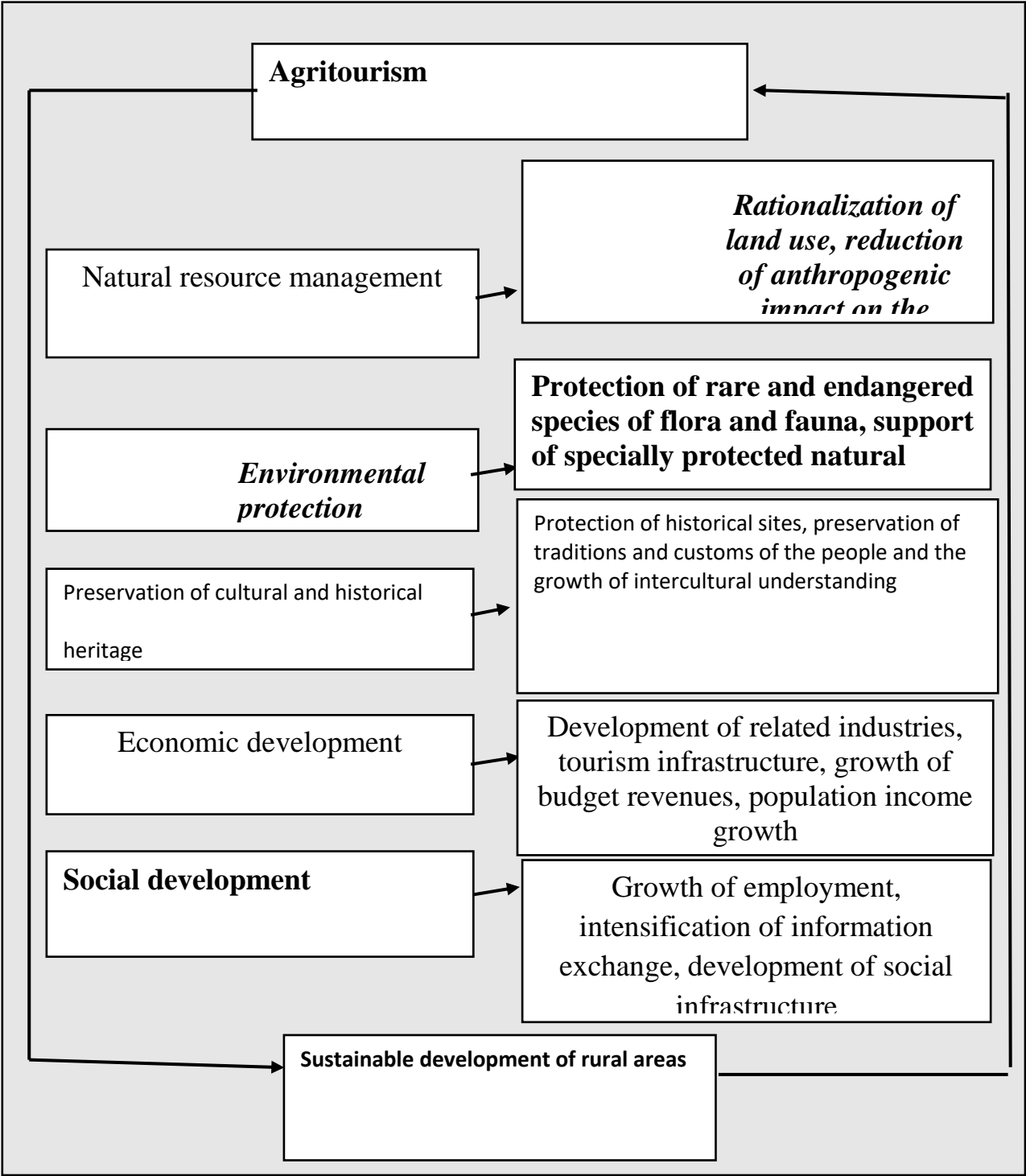
8. **Training staff.** Staff training and recruitment of professionals in their area, ensure the quality of the tourism product.

9. **Marketing tourism responsibly.** Marketing, which provides tourists with clear information, increases customer satisfaction and helps them to get knowledge while giving them the sense of responsibility.

10. **Undertaking research.** Ongoing research and studies are very important in this area. Research is also important in effective forecasting of the industry.

The development of agritourism is associated with changes in environmental management models. The protection of nature and culture serves the development of socio-economic fields. These elements interact with each other.

Figure 1 –The relationship between agritourism and sustainable rural development.



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ZIYORAT TURIZMIDA HALOL OVQATLANISHNI TASHKIL ETISH

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Annotatsiya: Mazkur maqolada ziyorat turizmida halol ovqatlanishni tashkil etish haqida soʻz yuritiladi. Turistni halol ovqatlanishini tashkil qilish va halol ovqatlanishi tushunchasini toʻlaonli anglagan holda, faoliyati tashkil qilingan umumiy ovqatlanish korxonalarini tahlil qilib, Oʻzbekistonda ziyorat turizm sohasini yanada rivojlantirish maqsadida, sayyohlarning ehtiyojlarini qondirishga moslashgan turistik taklif tizimini shakllantirish boʻyicha ilmiy-amaliy taklif va tavsiyalarni ishlab chiqish. Bu orqali ziyorat turizm potensialini oshirish yoʻllarini taklif qilish.

Kalit soʻzlari. Halol ovqatlanish, gastronomiya, turistik hudud, Xalqaro ziyorat turizmi forumi.

Halol ovqatlantirish–maʼlumki bugungi kunda turizm sayohatga boʻlgan ehtiyoj oshganligi sezildi. Butun jahon turizm tashkiloti maʼlumotlariga koʻra yurtimizda va jahonda sayyohlik saʼnoati yildan yilga oshib boryapti.