Development of Agro Tourism Conceptual Areas: Foreign Experience

Pengembangan Wilayah Konseptual Agrowisata: Pengalaman Asing

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Abstract. This article describes the nature, causes, types and characteristics of agro-tourism in foreign countries. In addition, the basic concepts of agro-tourism development, as well as examples of national associations are provided. Along with countries that have positive experience in the field of agro tourism, many countries that are actively developing this experience have made suggestions and suggestions on its development.

Keywords- Agro Tourism; Rural Tourism; Eco-Tourism; Hotels; Hospitality Industry; Competitiveness

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INTRODUCTION

Nowadays the tourism industry is experiencing a period of active development. In many countries of the world, along with traditional (active and popular) forms of leisure, new and diverse directions are emerging and developing. In this regard, one of the most popular types of tourism is the agro tourism in travel industry.

Foreign practice presents a synthesis of different, broad, and sometimes contradictory definitions of the concept of agro tourism (Table 1).

Agro tourism depends on natural and geographical features in certain regions, and the development of the theory and methodological basis for its development requires the improvement of the concept of agro-tourism in accordance with regional and socio-economic conditions. In this regard, the conceptual definition of “agro tourism” differs by the different approaches of specialists in different countries (Table 2).

RESULTS AND DISCUSSION

Based on the existing set of definitions, agro tourism can be viewed as geodemographic from out-of-town tourism in low-density areas. From a recreational point of view, it is a wide range of services ranging from living in rural homes, leisure to nature, adventure trips, and direct participation of tourists in local communities.

Thus, different definitions of agro tourism (rural tourism, farmer tourism, green tourism, natural tourism) are considered equal in terms of socio-economic legitimacy [1]

The main function of agro tourism is to improve effectively the mental and physical state of the person. It is worth noting that the creation of a tourist market for the sale of available resources in rural areas generates financial resources for them as an economic function and stimulates economic growth in rural areas.

Agro tourism is a joint activity of several destinations, since it does not provide the full range of tourism services, therefore it is necessary to cooperate with other structures that provide services to rural tourists [2] .

Source: [3–6] by the authors

In each country, tourists stay in certain places. For example, in Spain, housing options are used on farms and

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Table 1. Basic definitions of the essence of agro tourism

| Name of tourism     | Definitions                                                                                                                                                                                                 |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ecotourism          | This is tourism that promotes the social and economic participation of local people and their enjoyment of this activity, while not harming the environment for learning and enjoying cultural sites in relatively intact natural areas. |
| Soft tourism        | Contrary to "solid tourism", the main purpose of which is to increase profits, while "soft" tourism priority is not only successful business, but also the cultural well-being of tourist destinations, the efficient use and reproduction of their resources, and environmental damage, tourism aimed at minimization. |
| Rural tourism       | This is rural tourism, which means the development of tourist routes, resorts, agricultural and folk museums, as well as tourist guides and tourist service centers.                                                |
| Agro tourism (farm tourism) | This is a tourism activity, which involves the use of agriculture in many ways and is always characterized by the lease of buildings. There are two main forms of agro tourism: the first is a vacation in the rented premises with the services of a rural courtyard, and the second is a vacation in the rented land on self-serve lands in the countryside. |

Table 2. Features of definitions of agro-tourism in foreign countries

| Countries    | Definitions of Agro tourism                                                                                                                                                                                                 |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| USA          | Green Tourism is a full-fledged rural resort where tourists have a long way of living, learning about local culture, traditions, crafts, and participating in traditional rural labor on farms. The most popular forms of agro tourism are ranching, riding and riding as a preferred form of activity. |
| Great Britain| Rural tourism is a rural-class hotel with a high-class and high-class hotel. Also, the most common form of rural tourism is to engage in organic farming (WWOOF- World Wide Opportunities on Organic Farms).          |
| India        | Any type of tourism that demonstrates rural life, art, culture and heritage in a rural area, providing economic and social benefits to the local community, as well as providing interaction between tourists and locals.                             |
| Cyprus       | Rural tourism means a close relationship with the local culture through the incorporation of unique landscape elements, historical and architectural sites, crafts and dietary foods into tourism products.                         |
| Switzerland  | Rural tourism is a rest on farms, in rural homes, in small rural hotels as well as in old castles, which are converted into high class hotels and provide comprehensive services.                                      |
| Poland       | Rural tourism is the maximum use of agricultural resources to meet all the needs of the tourist. The term "eco-village" is also used, that is, a socially oriented area that provides recreation in the natural environment using traditional livelihoods and meals. |
| Germany      | Rural (soft) tourism is a segment of the tourist market, which means recreation activities in attractive rural areas, protected natural areas. This segment includes a variety of destinations: scientific tourism, wildlife observation and acceleration (fishing and hunting), as well as sports and adventure tourism |
| Belarus      | Rural tourism is a purposeful journey to the countryside, which has a relatively well-developed ecosystem and ethnocultural complexes, which directly contribute to solving the rural population’s problems and is based on sustainable development. |
Table 3. Basic Concepts of Agro-Tourism Development [7]

| Concepts of agrotourism                                      | Description                                                                 | Example                                                                 |
|-------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------|
| 1. 1.                                                       | Private micro-hotels based on available housing in rural areas, agriculture and specialized facilities | Farm, Bee farming, Fishing, Sports Centers, Camping and more.          |
| 2. Construction of large and medium private agro-tourism facilities in rural areas | Specialized hotels and centers                                               | Cultural and ethnographic center. A specialized agrotourist village    |
| 3. Creation of agricultural parks in farms and agricultural cooperatives | Demonstration of National Agricultural Production                          | Agro-forestry A melioration Park                                       |

yards, in rural hotels, in private homes, and in historic buildings. Italian agro tourist households generally prefer to live in apartments, and sometimes it is also used for living in separate homes, apartments, and tents in the agro-tourist farms [9]. At the present stage, agro-tourism is gaining momentum in developed European countries, which is next to beach tourism, accounting for about 30% of the total tourism industry.

The state support of agro-tourism is widely used in developing countries. In agro-tourism countries, its perspectives are evaluated primarily by the regional authorities and support its development through the adoption of appropriate laws. Along with support at the state and regional levels, agro-tourism development associations are being established through consulting, marketing and information services. These organizations can unite business participants both at the regional and international levels [10]. Internationally, the European agro-tourism associations contribute greatly to the active development of agro-tourism (Figure 1). [11–13] - Compiled by the authors

At the national level, agro tourism development is supported by national rural tourism associations. These, in turn, are composed of many regional associations that consider the characteristics of a particular region (Table 4).

Source: Compiled by the authors [2, 9, 12]

CONCLUSION

In many countries of the world, one or another direction of agro-tourism development has already been identified. Those who want to rent a house in the countryside and get acquainted with famous cuisine and winemaking go to Italy, Spain, and France. There are thousands of farms in Tuscany, Bordeaux, and Andalusia. In Finland, agrotourism is more focused on outdoor lakes, fishing and cycling. They will have the opportunity to learn more about agro tourism, culture and customs in Poland and Germany, Slovakia, Hungary and Bulgaria, as well as live near natural attractions. There are many states that are actively developing this experience and are making great strides in this field, along with countries with a positive experience in agro-tourism. Such countries include India, China, Georgia, Belarus, Ukraine, Lithuania, Latvia, Estonia, Russia and many others.

In many foreign countries, agro tourism is to some extent advanced and has undergone stages of formation. Therefore, it is necessary to use the international experience necessary for the development of agro-tourism in Uzbekistan

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| Country      | Association name                          | Description of the association                                                                                                                                 |
|--------------|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Great Britain| Farm Stay (UK) Ltd. www.farmstayuk.co.uk  | The largest rural tourism association. It publishes guidelines on rural tourism                                                                        |
| France       | Federation Nationale des Gotes de France. | Founded in 1954, it is the first European chain of home hotels. It contributes to the economic, social and cultural development of rural tourism and is engaged in the creation and development of rural housing for tourism use. |
| Italy        | Terra Nostra.                             | The national association, which unites 18 regional and 96 regional associations, promotes the development of rural tourism, supports local initiatives, publishes travel guides, and conducts agro-tourism trainings and trainings. |
|              | Turismo Verde.                            | The Association also supports new agro-tourism activities. Provides information services for entrepreneurs wishing to start agro-tourism business                     |
|              | Agritourist.                              | Italy’s Oldest Rural Tourism Association, founded in 1965, is a member of EuroGites and supports more than 200 farms. The Association organizes various events, seminars, exhibitions, meetings and promotes agro-tourism |
| Spain        | ASETUR– Asociaciyn Espacola de Turismo Rural | Member of EuroGites (European Federation of Rural Tourism). A national organization established in 1994; unites regional rural tourism federations across the country. It publishes general official manuals on rural tourism |
| Germany      | The Landwirtschafts iit DLG               | German Agricultural Society. Rural certification, issuance of conformity marks and constant quality monitoring, supporting agro-tourism with information and advertising throughout Germany. |
|              | Urlaub Auf Dem Bauernhof                 | The organization publishes guidelines on organizing agritourism                                                                                         |
|              | ECEAT Germany                            | Promotes agro tourist organizations through an online resource and develops a catalog of organic farms throughout Germany. Member of the International ECEAT (European Center for Ecological and Agricultural Tourism) |
| Poland       | Federation for rural tourism «GOSPODARSTWA GOSCINNE» | Rural Tourism Federation, founded in 1996, is a member of EuroGites (European Federation of Rural Tourism). It unites about 45 communities and over 2,000 agritourist farms. Develops guidelines for Polish Aglasourism Atlas and issues quality certificates |
|              | ECEAT – Poland.                           | Established in 1993, the European Center for Environmental and Agricultural Tourism in Poland, a member of the International ECEAT (European Center for Environmental and Agricultural Tourism) |
|              | ECEAT Netherlands.                        | The Association develops rural tourism in the Netherlands, Belgium and Luxembourg                                                                        |
| Netherlands  | SVR (Stichting Vrije Recreatie).         | Founded in 1970, a campaigning organization on farms, it unites 1,200 farms                                                                             |
|              | Hoevelogies.                             | Founded in 1995, it is a commercial enterprise that assists farmers in PR, marketing and business management                                                   |
Figure 1. International Rural Tourism Associations

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