

THEORETICAL BASIS OF THE FORMATION AND DEVELOPMENT OF AGROTURISM ACTIVITY

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Abstract: *This article provides the competitiveness of graduates in higher education institutions is studied from a theoretical and practical point of view. In the study, the concepts of competitiveness, competitiveness of higher education and competitiveness of a graduate of a higher education institution were systematized based on the approaches of foreign and domestic scientists. At the same time, the main indicators of the higher education institutions of the Republic of Uzbekistan for 2012-2021 were analyzed and trends of change were evaluated.*

The factors influencing the level of competitiveness of the graduates of Fergana State University in the specialty they are studying were evaluated by factors combined into 4 groups based on the main parameters determining the prestige of universities.

Key words: *tourism sector, domestic tourism, agrotourism activity, rural tourism, investment mechanism, economic levers, organizational-economic mechanism.*

INRODUCTION

At the current stage of development, the changes taking place in the social and economic systems of the world show that the development of individual industries is undergoing structural changes in the direct production (service) process simultaneously with the service. One of such sectors is the agro-industrial sector that produces agricultural products and, based on them, necessary products (food, clothing, etc.) that satisfy the basic needs of the population.

The changes taking place, on the one hand, are aimed at ensuring the economically efficient operation of agro-industrial sectors, and on the other hand, they are aimed at ensuring the social development of rural areas (the level of urbanization, infrastructure development, the standard of living of the population, the stability of the demographic situation, etc.).

The main part of structural changes occurring in socio-economic systems is interpreted as a new form of integration processes related to demand and need in these systems, and as a result of these changes, social and economic needs will be fully and effectively satisfied.

The trend of "migration" of the population in the rural areas of the developing countries to large cities also requires the transfer of social relations related to the agrarian sector and rural areas to a new basis. The economic activity within the agro-industrial complex carried out in the rural areas plays an important role in the social development of the regions along with the production of the enterprises.

Integration requiring structural changes is followed by diversification processes in the field. Diversification comes from the Latin word *diversificatio*, which means change, diversity, branching. This process occurs by increasing the volume of production (service) of the accumulated capital, creating new types of products (services), and at the same time directing the activities to ensure penetration into other industries or sectors.

Diversification processes are divided into internal and external diversification according to the scope and space of implementation. Internal diversification of activity means changing the existing conflicts in the system in connection with new goals in the direction of increasing the volume and type of production (service), changing the capacity of enterprises and types of products based on internal changes. Examples of internal diversification include changes in processing, processing and storage of raw materials.

External diversification means the creation of new types of production or entry into the activities of other industries and sectors. As a result of external diversification, cooperation of enterprises related to the main type of activity turns into multifaceted complex complexes. For the economic systems of developed countries, diversification is a qualitatively new situation arising in connection with the internal instability of the market economy. Because the allocation of capital for different products (services) leads to a certain decrease in the amount of profit received from one type of activity.

External diversification is in fact nothing more than the separation of new sources of resultant change, elements that played a subordinate role in the old structure, but when formed in the form of a new structure, they become the main elements, integrators of production. For example, agro-tourism activity in the system of agro-industrial complex has traditionally been a subordinate industry or trade activity, but when combining agro-industrial complex and tourism complex, which includes many types of activities (culture, health, ecology, transport, sports, etc.), a new structural system appears, and its integrator is agrotourism.

The theoretical research on determining the main limits of agrotourism activity within the complex related to agricultural production shows that the main limits of the activity are located between the agricultural production link of the complex and the rural social sphere.

That is, agrotourism activities provide tourists with recreation through direct participation in the agricultural production process, as well as activities in the social infrastructure system related to the stay of tourists in places.

As one of the main reasons for the formation of agrotourism activity, in some studies, it is interpreted as the reduction of jobs as a result of the innovative development of

agricultural branches and fields in connection with the development of science, and the involvement of labor resources freed from the network in the activity of agrotourism, which is considered an adjacent field of the network.

In a number of studies, as one of the main factors in the formation of agrotourism, it is shown that the low level of profitability, which represents the efficiency of the production activity in agricultural enterprises (farms), and the increase of the overall efficiency of the activity by means of agrotourism activity, which is a related field, are shown.

If we take into account that both reasons discussed above are directly related to the social development of rural areas, it is correct to point out that the stability of population migration is ensured by establishing a new form of income-generating entrepreneurship in rural areas as a reason for the formation of agrotourism activity.

Based on the above points, it can be said that the term "agritourism" did not appear without reason, but has traditionally been an integral part of the household in rural areas. Agrotourism activity provides employment to the local population living in the area, and also constitutes a certain share of the profit of agricultural enterprises.

The concept of agrotourism in today's foreign practice is interpreted in the form of a wide and sometimes conflicting variety of definitions, and this reflects the complexity of studying and comparative analysis of information on this type of tourism

Based on the studies of a number of researchers related to the determination of the nature of agrotourism activity, directions for solving the main problems in rural areas were determined during the formation and development of this activity in our country at the present time.

By forming and developing agrotourism activities in rural areas of our country, the following main problems existing in rural areas today will be solved to a certain extent:

1. The process of rapid urbanization in rural areas will slow down to a certain extent.
2. The process of agricultural production is diversified with the creation of new, efficient production (service) processes.
3. Regional ecological problems and environmental protection issues will be solved to a certain extent.
4. Organic tillage will expand.
5. Social problems such as poverty and unemployment will decrease to a certain extent.
6. Rural social infrastructure will be improved.
7. National culture and traditions will be restored.

Based on the above considerations, a number of important conclusions were reached during the study of approaches to the concept of "Agrotourism":

- firstly, agrotourism is a type of tourism, in which the main motive is recreation in rural areas, familiarization with traditional culture existing in natural rural areas;

- secondly, agrotourism refers to the location of tourists in farms, families based on private plots, or hotel complexes in rural areas, where the influence of "popular culture" is not strong, and the national identity has been preserved;

- thirdly, agrotourism brings economic benefits to host entities by creating jobs and income opportunities for the local population;

- fourthly, agrotourism supports environmental protection activities and includes aspects of minimizing the negative impact of tourism on people and the natural environment, which is usually called "sustainable tourism", and at the same time ensuring economic benefits;

- fifth, agrotourism increases the awareness of tourists and local residents about the need to preserve cultural, national, natural and other resources in the area.

Thus, based on the analysis, agrotourism includes the formation and presentation of a complex tourist product (accommodation, food, attractions, recreation services) to tourists, as well as direct participation in the production of agricultural products. means activities related to the organization of destination travel that reflects the natural and national identity of the regions, preserves it, and brings economic benefits to the recipients by creating jobs and income opportunities for the local population.

In our opinion, the nature of agrotourism activity should be understood in a narrow and broad sense. In a narrow sense, agrotourism activities are various activities (sports, recreation, cultural and entertainment) should be understood as implementation.

In a broad sense, agrotourism activity can be considered as a regionally superior activity, adapted to the natural and recreational environment, technologically relevant for other sectors (roads and transport, food supply and trade, folk crafts and cultural events).

Agrotourism activity is a subsidiary branch of the agricultural sector, which provides employment to rural residents and engaged customers with elements of recreation to increase the volume of basic production and personal income of citizens. Recreation means restoration of the potential used by a person in the process of work through rest and health.

In the transition to a market economy, many developing countries, including our country, are experiencing a shortage of financial resources. One of the ways to alleviate these problems to a certain extent is the formation of relatively efficient and self-recovering industries in the national economy. From this point of view, the formation of agrotourism activity as a separate field within tourism can be considered as a field with a high possibility of cost recovery in rural areas with low resource input.

The activity of agrotourism is distinguished from other areas of tourism by the fact that it is based on the minimum costs. In rural areas, especially in the summer season, food and living costs are much cheaper than in cities, allowing you to reduce the price of agrotourism passes by up to two times.

Taking into account that agrotourism activity is an activity that connects separate sectors of the agro-industrial complex, it is recommended to form the composition of the

agro-tourism complex with the correct connection with the agro-industrial complex.

The proposed agro-tourism complex is considered a tourist complex within the agro-industrial complex, and agro-tourism activities from the point of view of dependence will pass from one sector (tourism) to another sector (agriculture) and as a result, the process of external diversification of tourist services will occur.

In recent years, as a result of the changes in the agricultural sector of our country, the release of excess labor resources in the sector and the tendency of migration require the implementation of the above-mentioned changes in the structure of agriculture and its related complex.

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