



AGROTOURISM-AS A FACTOR IN THE DEVELOPMENT OF TERRITORIES

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Annotation: *Agro tourism - studied in this article as one of the main factors developing territories. From the agro touristic capabilities of Fergana region, opportunities for the creation of new jobs, the rapid development of territories, increasing foreign exchange revenues, increasing the income and living standards of the population are justified.*

Key words: *agro tourism, ecotourism, sports tourism, cultural tourism, agro-industry, recreation, National Tourism*

INTRODUCTION

One of the tourism sectors that are developing today in the world tourism industry is agro tourism. Agro tourism is a type of Travel organized using natural-cultural and local resources in rural areas. In developed countries, various manifestations of agro tourism are formed, the organization of which is carried out with such types of tourism as ecotourism, sports tourism, cultural tourism. According to Turkish Sadig Badak, chairman of the state committee for tourism development of the Republic of Uzbekistan, 4 billion people are tourists in the world. Many of them continue their journey from 4 to 14 days. If 15 million tourists will be attracted to Uzbekistan, the income will be \$ 15 billion per year.

Consistent measures are being implemented in our country to develop the tourism sector, which has a wide potential for solving the most important socio-economic tasks in the near future, such as creating jobs, diversifying the economy, rapid development of territories, increasing foreign exchange revenues, increasing incomes and living standards of the population.

MATERIAL AND METHODS

The decision of the president of the Republic of Uzbekistan "on the first regular measures for the development of the tourism sector in 2018-2019" is a logical continuation of the policy implemented by our state in the field of tourism, creating a favorable economic, administrative and legal environment for the rapid development of the tourism sector, introducing the most effective, it is aimed at actively and comprehensively promoting national tourism products on the world market.





RESULTS

Agro tourism is also considered one of the new areas for the Fergana region, with an estimated 6-7% of tourists coming to the region contributing to visitors to rural areas. The fact that in 2018 three districts were selected for experiment and test for the development of rural tourism in the Republic of Uzbekistan, and one of these districts is in Fergana region, shows the development and importance of this area. In addition to, According to the decree of the president of the Republic of Uzbekistan "on the first regular measures for the development of the tourism sector in 2018-2019" on the first regular measures for the development of tourism in 2018-2019, such tours as the organization of the agro-tourism complex on the basis of the agro-industrial firm "Mindonabad" in Fergana The possibility of organizing complexes is also higher than such districts of the region as Kuva, Sixtiariq, Rishton. The presence in the Rishton District of the National Center for crafts of international importance and objects of religious tourism of local importance makes it possible to jointly and effectively organize several types of tourism here.

DISCUSSION. Today, in agro tourism, there is a transition from the SSS ("Sea-Sun-Sand") model to the LLL ("Lore-Landscape-Leisure") model (N.Mozgunov, 2010). This necessitates the establishment of new routes on agro touristic routes. The development of agro tourism makes it possible to solve the following problems in rural areas: increasing the standard of living of rural areas through the creation of additional jobs, the development of service areas and transport infrastructure, creating an additional market for agricultural products, etc.

CONCLUSION. Raising the employment of the population in regions with developed agriculture in the Fergana region is one of the pressing problems. One of the ways to solve such problems is to establish the use of rural areas for recreational and tourism purposes, that is, agro tourism. Therefore, the importance of studying and assessing the possibility of widespread and developed agricultural areas in the development of agro tourism and ecotourism is great.

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