

ECONOMIC AND SOCIAL FACTORS OF RURAL TOURISM DEVELOPMENT**Abduakhatov Azizbek**

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Abstract: Village tourism new in the period developed from the fields one not counted. Village in places tourism development of the hour development with integral related Industry centralized cities and work various from difficulties a little Even though it's far away, in the village landscape, nature in the bosom Being and having fun since the 19th century slowness with developed. Village tourism this from the city far away located places (mainly to go to villages, to visit those places see, farmers with their family with close to be, farming activity to study and that activity with to engage in, in villages, outdoors sky under nature in the bosom It's a fun vacation.

Keywords: Tourism, rural tourism, environmentally friendly, guest houses, ecotourism, pure product, agrotourism.

Introduction. Today, the concept of the service sector is directly associated with the cultural recreation of people. Recreation, in turn, has become a process closely related to tourism. Tourism is a sector that provides people with the opportunity to relax spiritually, physically, get acquainted with new destinations, and enjoy their uniqueness. Tourism has a multifaceted effect, contributing to the economic development of a number of regions, increasing employment, and more fully satisfying the needs of citizens for recreation. People's demand for tourism enriches this sector.

In particular, rural tourism also has its own stages of development and trends. The development of tourism in rural areas not only increases employment, but also contributes to sustainable economic growth through the effective use of national culture, traditions and natural resources.

This study aims to analyze the development opportunities of rural tourism in Uzbekistan, existing problems and ways to solve them.

Introduction. Relevance of the topic:

The need to create new economic opportunities for the population living in rural areas. This will not only increase the income of the population, but also preserve the natural resources that are intertwined with history.

Development of "Tourism Villages" programs through the "Uzbekistan - New Tourism" initiative.

The purpose of the article:

To analyze the socio-economic significance of rural tourism, identify development factors and mechanisms.

Object and subject of research:

Object – rural tourism system

The subject is economic, infrastructural, and institutional factors influencing the process of rural tourism development.

Practical experience in developing a tourism village in the case of Angidon village, Khatirchi district, Navoi region

Rural tourism is not a new, modern concept. The desire to escape from industrialized cities and the various difficulties of work, to enjoy rural landscapes, nature, and a pleasant vacation has been developing gradually since the 19th century. Rural tourism is a journey to places (mainly villages) far from the city, to see them, to be close to farmers and their families, to learn about farming and engage in this activity, and to have a pleasant vacation in the countryside, under the open sky, surrounded by nature.

The development of rural tourism and its prospects are bright in our country, because our country has an agro-industrial economy, and our main labor resources are employed in agriculture.

How tourism activities are carried out in rural areas, or what factors lead to the emergence of tourism villages.



First of all, people choose rural areas to improve their health and prefer to relax there more, primarily because of the clean nature. Also, because they can eat ecologically clean and inexpensive products.

Another reason is that thousands of people visit remote villages far from cities every year to get acquainted with the diverse culture and traditions that have been preserved from ancient times to the present day, and to participate in their festivals and games.

While visitors to villages used to come for health reasons, now the number of people visiting for cultural recreation and consumption of ecologically clean products is increasing.

This is exactly how the village of Angidon, located in the most remote area of the Republic, is becoming one of the most beloved villages of the residents of Navoi region with its unique wildlife and natural products, and research will be conducted on the cultural monuments and clean air of this village.

The village of Angidon is a unique village located in one of the most remote valleys of the Khatirchi district of the Navoi region, in one of the magnificent valleys of the Oktov range.



The village is located approximately 100 km from the regional center and 45 km from the district center. The area is located among high mountains, and is famous for its streams flowing through the village, as well as its clean water springs.

Although there are fewer concrete documents about its historical antiquity, the article "Exotics in the Village" highlights old traditions related to the inner life of the region, such as a water mill, skilled crafts, and delicious qurut made from goat's milk.

This shows that Angidon is one of the areas that attracts people, not only geographically, but also as a social tourism destination.



To visit the village of Angidon, due to its location in a mountainous area, it is necessary to prepare for transportation - especially before traveling in simpler vehicles, it is necessary to check the weather and road conditions.

Spring and autumn months are recommended to enjoy nature and benefit from the cool weather.

A lot of work has been done to develop Angidon as a "Tourism Village", in particular, more than 20 business entities operate in the village, about 15 family guest houses, and about 12 recreation centers have been established.

Tourists can enjoy guided tours, ethnic animation, folklore performances, crafts, fishing, cooking national dishes, horseback riding, agrotourism (milking cows and goats), and the production and sale of local dairy products.



Angidon is also famous for its kurut, a natural product made from goat's milk. Once a traveler has tried this natural product, he will never forget that he has come to Angidon.

4. Issues and limitations

To make the village of Angidon a tourist village that will also become a great destination for international tourists, it is necessary to carry out comprehensive, consistent work in economic, infrastructural and social areas :

1. Infrastructure development

The mainstay of tourism is comfort. Therefore, it is necessary to implement the following in Angidon:

Improve road and transport infrastructure

- Complete asphaltting of the road from the Khatirchi center to Angidon.
- Installation of signs, barriers, and lighting systems for safe movement in mountainous areas. – Introduction of local transport (minibus, motorcycle) routes.

Improving communications

- Ensuring stable operation of electricity, water, gas, and internet networks. – Installing mobile communication and Wi-Fi points (especially in guest houses and recreation areas).

Infrastructure for ecotourism

- Establishment of “eco-lanes”, signs, and rest areas (trash cans, toilets) for tourists.

2. Local population participation reinforcement

Tourism of the village the most big wealth — his population

Family guest house network development

Local women national food, crafts, sewing according to trainings attraction to be

Internal tourism take to go for “ Angidon Travel” LLC such as small companies to compile.

To the population tourist with work culture (service) display, hygiene, hospitality) trainings organization to be

3. Rational use of natural and cultural resources

Angidon main advantage — its nature. Preserve it and promote tourism adaptation need :

Natural landscapes storage : in streams waste cleaning, ecological control installation.

“Eco- routes ”: on foot walk trails, bicycles and horses walk roads create

Cultural programs : folklore nights, national food festival, village life with introductory master classes organization to be

Local historical or legendary places (spring, ancient mill, old mosque or about the gorge tourism stories and legends create

4. Investment and marketing policy

Tourism develop for financial and propaganda help necessary :

government programs input (for example, " Village " tourism development program").

Small business projects support - loans, subsidies and grants.

Advertising and PR work :

- “ Angidon – a mountain resort” peace " place " like brand creates.
- Social on the networks content (photo, video, blog) management.
- Tourism agencies with cooperation their work integral take to go

5. Education and personnel preparation

Local to the youth guide, tourism management, English language according to courses organization to be

High education institutions (for example, Navoi state University of Samarkand, Samarkand tourism university) with in cooperation practice programs transfer

“ Tourism " ambassador " program on the road to put — every one young the village promote does.

6. Innovative approaches

Village digital map and website for create (location, services, routes, prices).

Through AR/VR technologies the trip online advertisement to do

Tourism statistics to conduct — guests number, arrival exit country, seasonality analysis.

Final goal. If the above measures consistent done If increased, Angidon :

“ Natural beauty, national value and hospitality harmonious ecotourism as " center " recognition possible.

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