ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR THE SUSTAINABLE DEVELOPMENT OF AGROTOURISM IN UZBEKISTAN

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Abstract: This article examines the organizational and economic mechanisms for the sustainable development of agritourism in Uzbekistan. Particular attention is paid to the integration of agriculture and tourism, infrastructure development, improvement of the investment climate, and government support measures. The study also explores the use of innovative approaches, digital technologies, and marketing strategies in the development of agritourism. The results indicate that agritourism plays an

important role in enhancing rural economic development, increasing employment opportunities, and supporting Uzbekistan's green economy transition under SDG 11 and SDG 12.

Keywords: Agritourism, sustainable development, organizational mechanisms, economic mechanisms, agriculture, tourism, investments, infrastructure, innovations, marketing, green economy, Uzbekistan

1. Introduction

1.1 Background of the Study

The development of the tourism sector in Uzbekistan has been identified as one of the priority areas of state policy, and the introduction of new types of tourism, especially in rural areas, is of particular importance. One such direction is agrotourism, which is based on the integration of agriculture and tourism and serves to develop the regional economy, increase household incomes, and create new employment opportunities. Currently, the country possesses favorable natural and climatic conditions, a rich historical and cultural heritage, and substantial agricultural resources for the development of agrotourism.

1.2 Problem Statement

At the same time, insufficient development of agrotourism infrastructure, low quality of services, and challenges in attracting investment hinder the effective growth of this sector. Improving the organizational and economic mechanisms for the sustainable development of agrotourism is of great importance.

1.3 Research Gap

While the economic and social significance of agrotourism has been studied by Uzbek and foreign researchers, there is limited comprehensive analysis of the organizational and economic mechanisms specifically tailored to Uzbekistan's context, including the integration of government support, private sector participation, digital technologies, and sustainable practices under the national Green Economy Strategy.

1.4 Research Questions

1. What are the current organizational and economic mechanisms supporting agrotourism development in Uzbekistan?
2. What are the main challenges and barriers to the sustainable growth of agrotourism?
3. How can innovative approaches, infrastructure development, and marketing strategies enhance the sector's contribution to rural development and SDG targets?

1.5 Research Objectives

1. To analyse the existing organizational and economic mechanisms for agrotourism development.
2. To identify key challenges and opportunities in the sector.
3. To develop practical recommendations for improving sustainable agrotourism mechanisms in Uzbekistan.

1.6 Significance of the Study

This study contributes to Uzbekistan's green economy transition by providing evidence-based recommendations for agrotourism as a tool for rural economic diversification, job creation, and sustainable development. It aligns with national priorities (Decree PF-5611 and Development Strategy PF-60) and international goals (SDG 11 and SDG 12).

1.7 Scope of the Study

The study focuses on the organizational and economic mechanisms of agrotourism in Uzbekistan, drawing on national regulatory documents, statistical data (2020–2025), and international best practices.

1.8 Originality and Ethics of the Study

The research is original in its systematic analysis of organizational and economic mechanisms tailored to Uzbekistan's agrotourism sector. All sources are properly cited; the study adheres to ethical research standards.

1.9 Limitations of the Study

The analysis relies primarily on secondary data, official documents, and available statistical information. Primary field surveys with a larger sample of agrotourism operators could further strengthen the findings.

2. Literature review

Issues related to the sustainable development of agrotourism in Uzbekistan have been widely covered in both national and international scientific sources. The Decree of the President of the Republic of Uzbekistan No. PF-5611 (2019) "On measures for the accelerated development of the tourism sector" and No. PF-60 (2022) "On the Development Strategy of New Uzbekistan for 2022–2026" define priority directions for tourism, including rural and agrotourism, infrastructure improvement, and investment attraction.

Uzbek researchers such as Askarova et al. (2023), Yoriyeva (2022), Nosirov et al. (2022), and Khusanboev (2022) have analysed the role of agrotourism in agricultural economy development, rural sustainable development, and economic efficiency. International literature, including reports by the World Tourism Organization (UNWTO, 2020) and the Food and Agriculture Organization (FAO, 2023), highlights best practices in linking agriculture and tourism for sustainable rural development. Patterson (2024) emphasises agritourism as an emerging sustainable tourism industry that can raise living standards and reduce rural poverty in developing countries like Uzbekistan.

The reviewed sources confirm that while Uzbekistan has strong natural and cultural potential, challenges such as inadequate infrastructure, weak marketing, and limited private-sector involvement remain. This study builds on existing literature by focusing specifically on organizational and economic mechanisms for sustainable agrotourism growth.

3. Research methodology

In this study, the following scientific and methodological approaches are applied:

Analytical-methodological approach – analysis of the current state, key challenges, and development trends based on national regulatory documents, state programs, scientific research, and statistical data.

Comparative analysis – comparison of agrotourism organization and management practices in Uzbekistan with those in developed countries.

Empirical research – examination of statistical data on agrotourism facilities, farms, and service providers in rural areas.

Economic analysis – evaluation of investment efficiency, income and cost structures, and economic incentive mechanisms.

Expert evaluation – collection of opinions through surveys and interviews with specialists in tourism and agriculture, entrepreneurs, and farmers.

These methods enable the development of scientifically grounded recommendations for improving organizational and economic mechanisms for sustainable agrotourism in Uzbekistan.

4. Data analysis and interpretation

The analysis of statistical data and official reports shows steady growth in agrotourism interest.

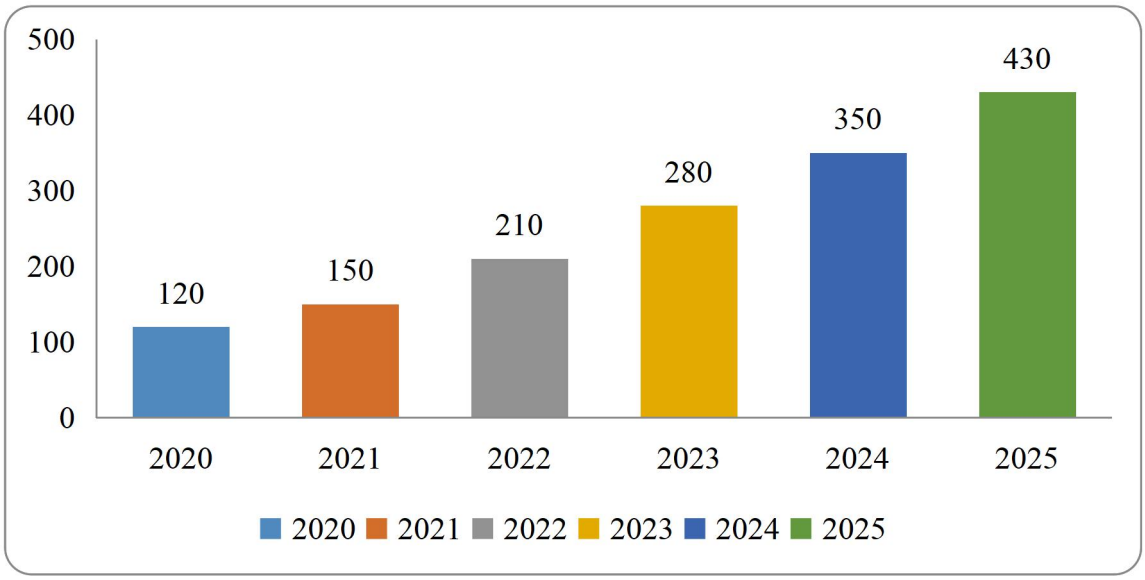

Figure 1. Dynamics of Agrotourism Development in Uzbekistan (2020–2025)

This diagram illustrates the growth in the number of visitors to the agrotourism sector. Since 2022, the growth rate has accelerated due to increased government support for the tourism sector.)

The increase in visitor numbers leads to expanded service volumes, new job creation, and higher local incomes, confirming agrotourism's role in rural economic development. Key indicators analysed include infrastructure availability, investment flows, service quality, and employment generation in rural areas.

5. Findings

The research reveals that agrotourism is a key factor in increasing economic activity in rural areas, ensuring employment, and diversifying income sources. Despite sufficient natural and economic potential, inadequate infrastructure, low service quality, and weak marketing hinder full development. Government attention and support measures have led to growing interest in agrotourism. Innovative approaches and digital technologies play a crucial role in service promotion and quality monitoring.

6. Conclusions

The sustainable development of agrotourism in Uzbekistan is an important factor in ensuring the socio-economic progress of rural areas. The country possesses the necessary natural resources, cultural heritage, and agricultural potential. However, insufficient infrastructure, low service quality, and weak marketing and investment activities limit the sector's full potential. A comprehensive approach integrating organizational, economic, and social factors is required.

7. Suggestions

1. Develop agrotourism infrastructure in rural areas, including roads, transport, communication systems, and service facilities.
2. Increase investment attractiveness by expanding tax incentives, subsidies, and preferential loans for agrotourism entities.
3. Encourage private sector participation and implement new projects based on public-private partnerships.
4. Promote the widespread use of digital technologies, including online booking systems and marketing platforms.
5. Improve the system of training and professional development for personnel working in agrotourism.
6. Develop regional brands and actively promote agrotourism products in international markets.
7. Ensure environmental sustainability by rational use of natural resources and implementation of "green tourism" principles.
8. The implementation of these recommendations will contribute to the sustainable development of agrotourism, creation of new rural jobs, and improvement of the population's well-being.

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