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USE OF EUROPEAN MODELS FOR THE DEVELOPMENT OF RURAL TOURISM IN
UZBEKISTAN

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Annotation: *This article analyzes the development of rural tourism in Uzbekistan and the need to use European models of rural tourism development. At present, the World crisis, climate change, population growth, the problem of poverty and hunger form the modern system of views on the surrounding world. One of the important elements of society's response to changes in nature has become the global adoption of the concept of sustainable development. The article shows the present development in rural tourism in Uzbekistan and the definition of future goals.*

The need to address the issues of modernisation and improvement of rural tourism in Uzbekistan without harming the environment.

Keywords: *rural, agrotourism, tourists, potential, infrastructure, culture, hospitality, traditions.*

The modern tourism industry is changing due to global economic changes, changes in public mood and the trends that arise as a consequence. Uzbekistan is one of the most attractive tourist countries in Central Asia due to its rich history, culture and natural attractions. In recent years, the government of Uzbekistan has been actively working on the development of tourism in the country, creating conditions for attracting foreign tourists and improving the quality of tourism services. In recent years, the so-called rural tourism has gained rapid development in world tourism. Almost all regions of Uzbekistan have great potential for rural tourism. Uzbekistan is mostly an agrarian country.

Purpose of the study: To investigate rural tourism in Uzbekistan and use the European models of rural tourism development.

Rural tourism, as a new type of holiday, can play a major role in the tourism segment of Uzbekistan, utilising both inbound and domestic tourist flow. Favourable environmental and climatic conditions, necessary infrastructure, unique ethnographic culture with traditional hospitality - all this is present in our country and can be used for agro-tourism. (Fig.1)

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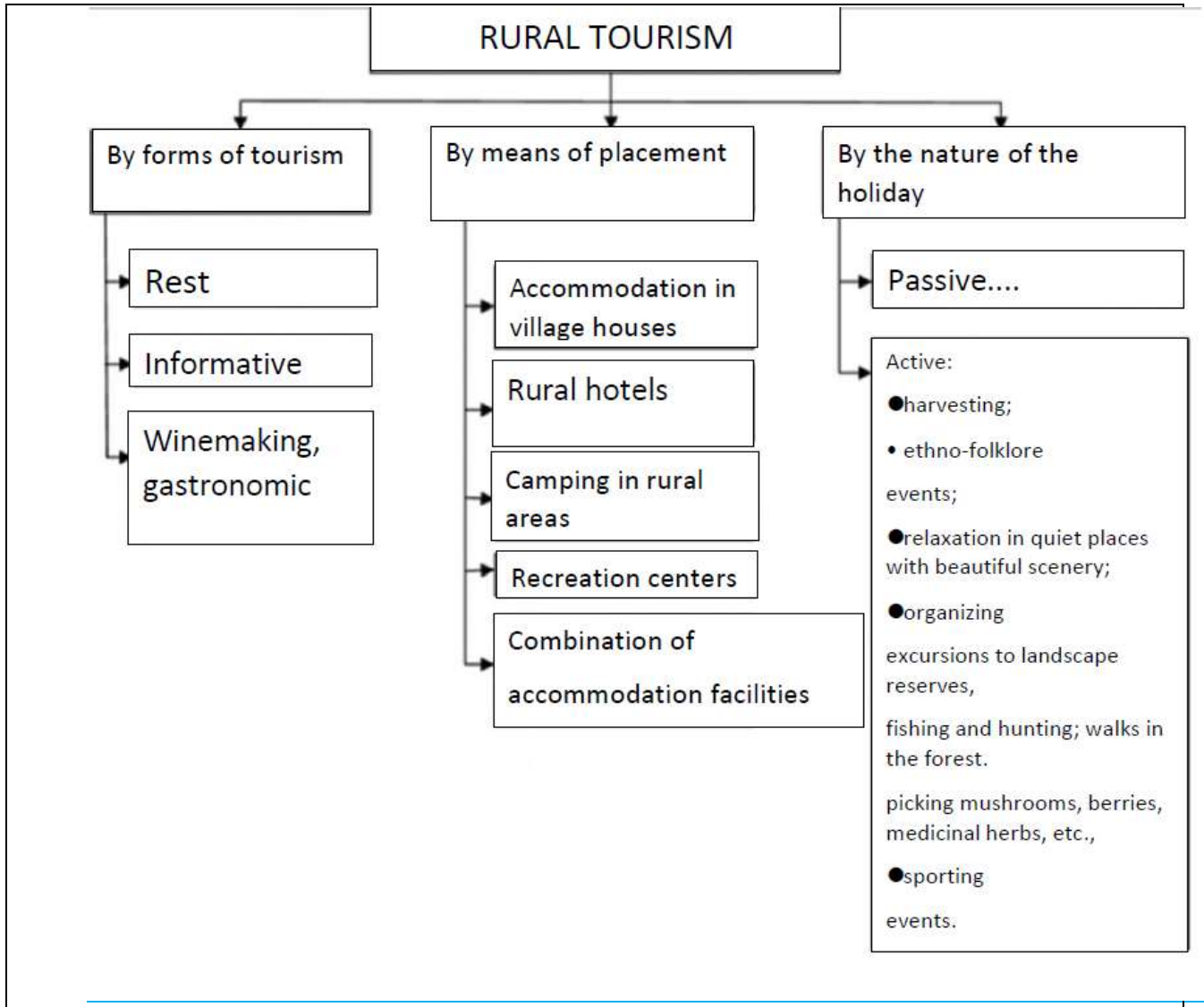


Figure 1. Types of rural tourism

Improving the welfare of the population in the country will contribute to the development of tourism based on the principles of sustainability, as tourism creates many jobs due to the demand for manual labour. At the same time, many jobs are provided for young people, women and labour migrants. According to experts, the tourism sector employs the population both directly and indirectly.

Today, rural tourism is one of the most promising types of tourism, which has a positive impact on the sustainable development of the territory and economic benefits. Thus, in France every third tourist is a rural tourist, in Great

Britain 10% of entrepreneurs doing business in rural areas offer services in the sphere of rural tourism, in Germany 4%.

Currently, there are several national European models of rural tourism organisation: British, French, German, Italian, Czech, Spanish, Polish and Latvian models. Characteristic features of the British model are accommodation systems that provide both contact with the farmer's family and the possibility of self-service, as well as, due to the developed culture of horse riding, frequent practice of communicating with animals, trips. The British model includes elements of cognitive and ecological tourism.

The French model includes various forms of classic rural tourism, varying depending on proximity to the sea. Also the model assumes a greater bias towards gastronomic and wine tourism. (Fig.2)

Forms of tourist accommodation are less likely to involve living with a farmer; tourists are accommodated in cottages.

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Fig.2. Wine gastronomic tourism in France

For the German model, compared to the French model, it is very characterised by living and eating in a farmer's house. Also rural tourism gravitates towards farm tourism, towards direct work in the fields or in the vegetable garden. Event tourism should also be attributed, within this model, to rural tourism, the type of frequent trips of residents to the countryside during festivals.

The Italian model is divided into three main areas according to the specificity of service provision. These are combinations of typical rural

holidays with health restoration (ecotourism), the study of gastronomy and local products, which are different due to their territorial location, as well as sports activities. Tourists are accommodated in apartments and rooms. Sometimes there are tent camps.(Fig.3.Ecotourism in Italy).

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Fig.3.Ecotourism in Italy

The main idea of rural tourism is a personalised approach to providing services of accommodation, lodging, catering in rural areas, acquaintance with the way of life, culture, everyday life.(Fig.4).



Fig.4.Vineyards in Tascona

Rural tourism has been widely developed in the European Union and is one of the most attractive types of holidays. However, farmers in less developed EU countries use tourism as a tool to diversify their agribusiness rather than as a main source of income.

Agriculture in Uzbekistan is a sector of the Uzbek economy. It occupies 44 per cent of the country's labour force and covers 17.6 per cent of the country's GDP. Arable land comprises 4.4 million hectares of land, or about 10 per cent of Uzbekistan's total land area.

During festivals and holidays (especially Navruz), tourists can see various competitions and participate in various cultural events.

The most interesting for rural tourism are old settlements with unpretentious architecture using the traditions of the past, whose inhabitants observe some traditions from folk folklore. At the same time, clean rural food, clean air, the opportunity to participate in some small rural work, contribute to the strengthening of both physical and mental health. From the educational point of view, agritourism gives the opportunity to learn many types of village activities: riding a horse or donkey, harvesting fruit and vegetables, haying, milking a cow or goat, cooking, learning national crafts and handicrafts (embroidery, weaving, modelling and pottery). On the cognitive side, the tourist learns much of the customs and manners of a particular region, gets acquainted with unique folklore and culture (musical performances, **customs**).(Fig.5).

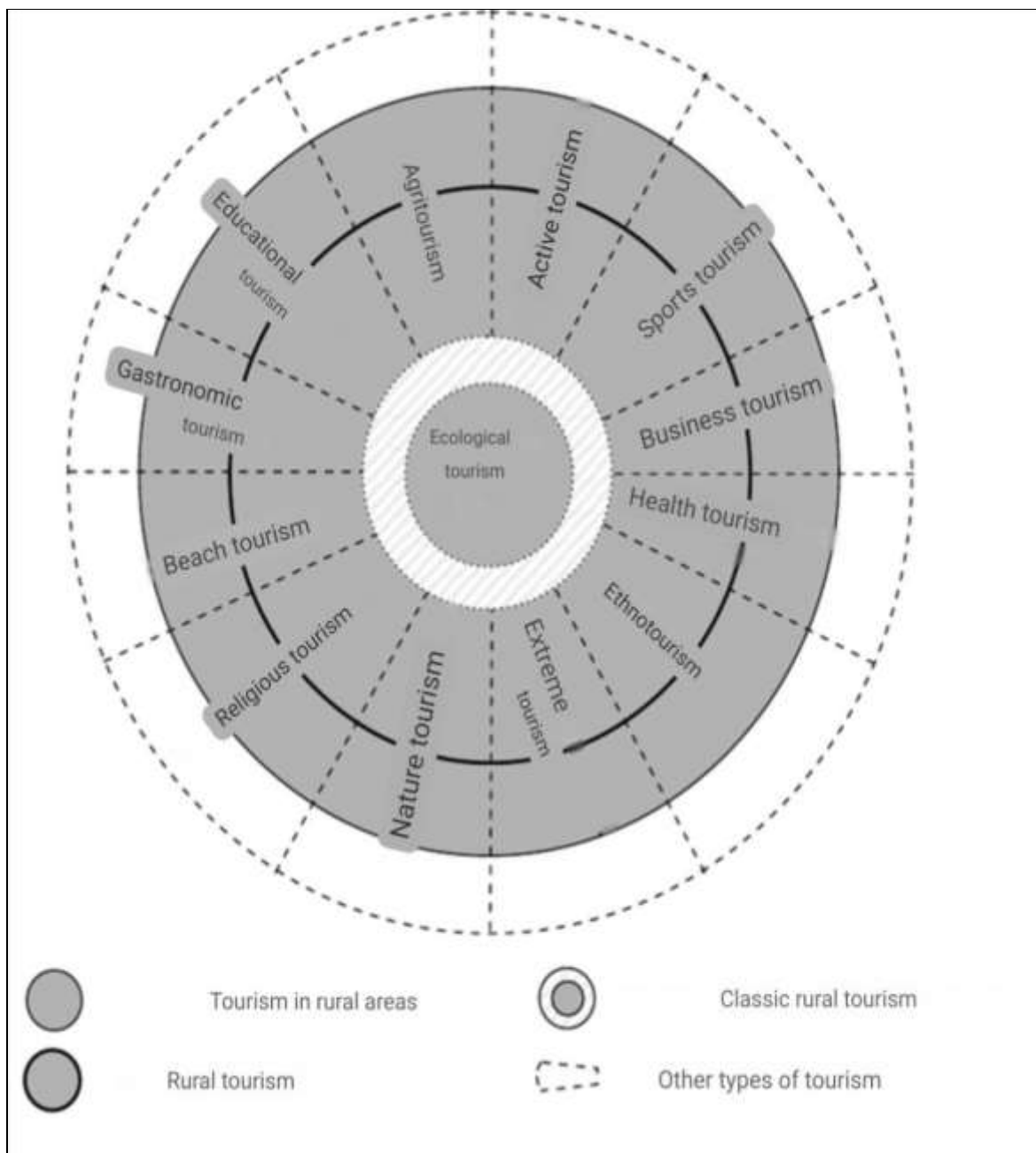


Fig.5. Formation of rural tourism

Almost all regions of Uzbekistan have great potential for rural tourism. Uzbekistan is mostly an agrarian country. Rural tourism, as a new type of recreation, can play a major role in the tourism segment of Uzbekistan, using both inbound and domestic tourist flow. Favourable environmental and climatic conditions, necessary infrastructure, unique ethnographic culture with traditional hospitality - all this is present in our country and can be used for agro-tourism.

As a result of the organisation of rural tourism the average villager will get profit, the possibility of providing jobs for fellow villagers, intellectual development associated with new creative work, raising the educational

level, mastering new professions related to service. Forgotten crafts, rituals and traditions are revived and given a new impetus.

In return, tourists for a moderate fee receive a full-fledged rest, strengthen mental and physical health, improve their knowledge in the field of rural life, practising on concrete examples. New impressions and communication with rural labourers develop the personality, its aspiration for self-improvement.

In foreign agritourism is also practised a kind of exchange between the tourist and the landowner, when the tourist in return for free accommodation and food part of the day participates in agricultural work. Many people would like to participate in the harvesting of melons or cotton. In fact, with two or three harvests a year, this kind of activity can be practised all year round. In the mountains it is not bad to attract these tourists in autumn to collect walnuts, almonds, berries, cherries, alycha, hawthorns, where the participants also get acquainted with the mountain nature and learn a lot from the life of mountain villagers.

Here, of course, it is possible to combine such tours with purely ecological or natural history tours. In the case of collecting medicinal herbs, the tour participants get acquainted with folk (and partly traditional) medicine. During the haymaking season, many of the tourists would like to take part in it as well. Overnight stay in warm weather can be offered in the hayloft. (Fig.6.Rural farmstead)



Fig.6.Homestead in rural areas

Practically all regions of Uzbekistan have the necessary resources for the development of rural tourism. These are diverse natural conditions, from foothill and mountain landscapes to steppe and desert territories, where rural settlements with adjacent rural lands - fields, orchards, vineyards, pastures - are present everywhere. And all kinds of natural monuments, memorial places of worship, architectural and archaeological monuments located in close proximity to these villages can be used as additional ecological and cultural-cognitive objects for visiting and getting acquainted with them. Very often rural tourism is mixed together with ecological tourism and it is sometimes difficult to separate one type of tourism from the other. From such intertwining and interaction, rural and eco-tourism only benefit.

One can ask what attracts visitors to our country?

What looks so extraordinary in the eyes of foreign tourists?

First of all, these are peculiar tourist brands of Uzbekistan: peculiar multi-storey nature, unique oriental architecture, picturesque villages surrounded by poplars and rows of mulberry trees, adobe and stone dwellings, donkeys, camels, oriental meals, hospitality, dastarkhan, tea drinking, fruits and vegetables and many other things....

In Uzbekistan rural tourism is well developed in Jizzak and Navoi regions, in the area of the northern slopes of the Nurata Range. Guest houses are organised in such villages as Eski Farish, Ukhum, Khayat, Majrum, Sentyab. Guests of these houses make fascinating walks to mountain tracts, get acquainted with flora and fauna of Nurata biorezervat. Horses and donkeys can be hired. Among the sights of this region one can mention some petroglyphs, the high-mountainous lake Fazilman, as well as a huge specimen of eastern biota in Mejrum village. Usually after visiting guest houses in the villages on the northern slopes of the Nurata Range, tourists go to yurt camps located in the immediate vicinity of Lake Aidarkul. Here they can familiarise themselves with the nature of the Aidar-Arnasai lake system, as well as get in touch with the sands of the Kyzylkum desert, which closely approaches the camp. A camel ride along the dunes of these territories towards the village of Dungelek will pleasantly add to the general impressions. Getting acquainted with the life of desert dwellers and their traditional way of life can also be included in the programme of these tours.

Developing rural tourism in Nuratau-Aidar-Kyzylkum region it is possible to create a kind of ethnographic cultural centre.

And with sufficient funding on the basis of any village to organise a special "aul-town" to receive tourists. To plant gardens around the town, where in the future tourists could plant seedlings, take care of beds, and collect fruits. In such an ethnographic centre, tourists can get acquainted and learn how to bake flatbread in tandyr, participate in the preparation of dairy products (butter, suzma, kurt).

Locals can also organise musical performances. And if any of the villagers are having a wedding, why not invite their dear guests to it? Revival of local handicrafts not only enriches the whole tourist product, but also stimulates their development.

If the villages where it is possible to organise agritourism are in close proximity to traditional tourist routes along the Great Silk Road, it plays only to the advantage. Although there are many lines of this route on the territory of modern Uzbekistan, it is necessary to develop the accompanying infrastructure for the complex implementation of the new route. Special tasting tours can be offered in Samarkand and Tashkent regions, which are rich in vineyards and processing facilities.

In Samarkand, such a tasting tour to a winery is already being organised. In the mountainous areas of these regions, the tasting tour programme can include a visit to apiaries and tasting of honeycomb honey and other bee products. And local shepherds can tell a lot of their work, offer a cup of milk and tell about the technology of making kurt or suzma. (



Fig.7).

Fig.7. Gastronomy in Uzbekistan

In terms of combining natural and agrotourism components, it is possible to mention the development of tourism in Zaamin district of Jizzak region. In addition to traditional health resort tourism, to some extent developed in the vicinity of the Zaamin sanatorium, the region is currently being actively promoted in other areas of tourism, including ecotourism and active recreation with elements of rural tourism. Already now in such villages as Duoba, Peshagar, Khatap, Beshbulak, Urikli guest houses are created, where tourists are offered a variety of programmes: "kelin-salom", "honey festival", "kumys-show", "beshbarmak", "dombra-show", joint preparation of national dishes (kuzon-patyr, kurt-davo, kuzon-kobob, kuzon-non) and others. Besides, you can get acquainted with the sights of Zaamin National Park (unique juniper forests, waterfall, Sherbulak spring, centuries-old nut tree "Bobo-Yongok", Peshagar caves).

Summing up, I would like to add that rural tourism, based on the principles of sustainable development, together with competent marketing and wide co-operation will allow to obtain long-term economic and social effect within a given territory. European models of rural tourism development can be used in rural areas of Uzbekistan..

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