

**O‘ZBEKISTON RESPUBLIKASI
OLIV TA‘LIM, FAN VA INNOVATSIYALAR VAZIRLIGI**

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**“TARIXIY OBYEKTAR VA TABIIY MASKANLAR UYG‘UNLIGI
ASOSIDA O‘ZBEKISTONNING TURISTIK SALOHİYATINI
RIVOJLANTIRISHNING ASOSIY YO‘NALISHLARI VA
ISTIQBOLLARI”**

**MAVZUSIDAGI XALQARO ILMIY-AMALIY KONFERENSIYASI
MAQOLALARI TO‘PLAMI**

**СБОРНИК СТАТЕЙ МЕЖДУНАРОДНОЙ
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**«ОСНОВНЫЕ НАПРАВЛЕНИЯ И ПЕРСПЕКТИВЫ РАЗВИТИЯ
ТУРИСТИЧЕСКОЙ ОРГАНИЗАЦИИ УЗБЕКИСТАНА НА ОСНОВЕ
ГАРМОНИИ ИСТОРИЧЕСКИХ ОБЪЕКТОВ И ПРИРОДНЫХ
ОБЪЕКТОВ»**

**COLLECTION OF ARTICLES OF THE INTERNATIONAL SCIENTIFIC
AND PRACTICAL CONFERENCE**

**"MAIN DIRECTIONS AND PROSPECTS OF DEVELOPMENT OF THE
TOURIST ORGANIZATION OF UZBEKISTAN BASED ON THE
HARMONY OF HISTORICAL AND NATURAL OBJECTS"**



Toshkent – 2024-yil, 17-aprel

UO‘K: 725.94(09)(575.1)

Tarixiy obyektlar va tabiiy maskanlar uyg‘unligi asosida O‘zbekistonning turistik salohiyatini rivojlantirishning asosiy yo‘nalishlari va istiqbollari [Matn]: xalqaro ilmiy-amaliy konferensiyasidagi maqolalar to‘plami. – Toshkent: Universitet, 2024. – 515 b.

Mazkur to‘plamda 2024-yil 17-aprelda o‘tkazilgan “Tarixiy obyektlar va tabiiy maskanlar uyg‘unligi asosida O‘zbekistonning turistik salohiyatini rivojlantirishning asosiy yo‘nalishlari va istiqbollari” mavzusidagi xalqaro ilmiy-amaliy konferensiyasidagi maqolalar o‘rin olgan.

Ushbu xalqaro ilmiy-amaliy konferensiya O‘zbekiston Respublikasi Oliy ta‘lim, fan va innovatsiyalar vazirining 2024-yil 18-yanvardagi 16-son buyrug‘i bilan ro‘yxatga olingan hamda Mirzo Ulug‘bek nomidagi O‘zbekiston Milliy universiteti rektorining 2024-yil 8-fevraldagi 01-43-son buyrug‘i asosida o‘tkazilgan.

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Maqolada keltirilgan ma‘lumotlar va mulohazalar uchun mualliflar shaxsan javobgar hisoblanadi.

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SUSTAINABLE AGRITOURISM SERVICES: ENHANCED QUALITY CONTROL IN UZBEKISTAN

Abstract. In recent years, Uzbekistan has gained recognition as a unique agritourism destination, attracting visitors from around the world with its traditional farming practices, rich cultural heritage, and serene natural landscapes. To ensure the delivery of high-quality agritourism services, a heightened focus on quality control is imperative. This article explores the essential components of sustainable agritourism services and the significance of enhanced quality control in Uzbekistan's evolving agritourism sector with the experience of European countries.

Key words: *agritourism, quality labelling, sustainability criteria.*

In recent years, agritourism has emerged as a popular and sustainable form of tourism that connects visitors with rural agricultural areas. This unique travel experience allows tourists to engage in farm activities, learn about sustainable food production, and immerse themselves in the natural beauty of rural landscapes. As the demand for agritourism continues to grow, it is essential for service providers to prioritize enhanced quality control measures to ensure a memorable and sustainable experience for visitors [1]. In 2023, the global agritourism market was valued at US\$65.6 billion. The market is expected to grow at a rate of 11.45% between 2024 and 2032, reaching a valuation of US\$ 176.6 billion, according to predictions made by IMARC Group.

One of the key factors in delivering high-quality agritourism services is maintaining a strong focus on sustainability. Sustainable agritourism practices encompass a wide range of environmentally friendly and socially responsible approaches that minimize the impact on the natural environment and support local communities [2]. Through the implementation of sustainable farming methods, resource conservation, and eco-friendly accommodation options, agritourism service providers can contribute to the preservation of the environment while offering an authentic and enriching experience for visitors [3].

In addition to environmental sustainability, ensuring the quality and authenticity of the agritourism experience is vital. Visitors are drawn to agritourism to gain an insight into agricultural practices, connect with local farmers, and savor fresh, locally produced food. Therefore, it is essential for agritourism services to maintain transparent and genuine interactions between visitors and the agricultural community [4]. By offering educational farm tours, hands-on agricultural activities, and opportunities to participate in traditional harvesting or food preparation, agritourism service providers can offer an authentic and immersive experience that fosters a deep appreciation for the agricultural way of life [5].

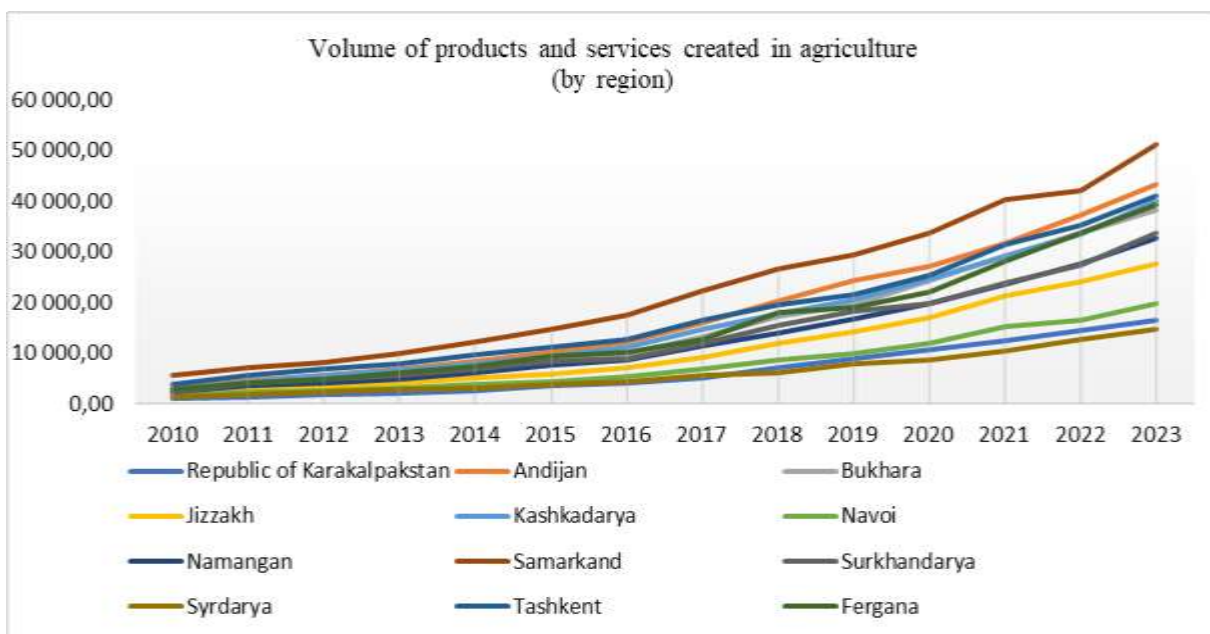
Enhanced quality control in agritourism also involves creating a safe and enjoyable environment for visitors. Implementing strict quality and safety standards for accommodations, facilities, and activities is crucial in ensuring the well-being of guests. Whether visitors are staying on a working farm, participating in outdoor activities, or dining on farm-fresh meals, maintaining high standards of cleanliness, safety, and comfort is paramount [6].

Moreover, effective customer service and clear communication are essential components of quality control in agritourism. Service providers should prioritize providing accurate and detailed information about their offerings, including the types of experiences available, accommodation options, and expectations for visitor participation. Clear communication helps to manage visitor expectations

and ensures that guests have a comprehensive understanding of the agritourism experience they will enjoy [7].

Uzbekistan's rural regions offer a captivating blend of age-old farming traditions, warm hospitality, and picturesque countryside, making it an ideal setting for agritourism experiences. As interest in agritourism continues to grow, it is critical for service providers to implement stringent quality control measures to uphold authenticity, sustainability, and visitor satisfaction.

Opportunities and challenges associated with agritourism in Uzbekistan: Following independence, the country started focusing on other industries in addition to agriculture, and tourism emerged as a popular trend among them [8]. Nearly all of these travellers came to Uzbekistan on vacation [9].



Given the enormous potential of the country in this sector as a competitive destination, the Uzbek government, along with all other economic sectors, has worked to create an environment that is particularly friendly and supportive to the tourism industry's long-term growth [10]. In recent years, agritourism in rural regions has also drawn more attention from the government. For example, the Ministry of Agriculture and the Ministry of Tourism and Sports of Uzbekistan have been collaborating closely to develop agritourism projects. As a result, over the preceding five years, Uzbekistan has seen a notable rise in the number of

foreign visitors. Around 6.6 million foreign visitors visited Uzbekistan in 2023, according to data from the World Bank.

Supporting the growth of vertically integrated clusters—of which 633 were registered as of 2022—and cooperative systems that provide a full production chain "from the field to consumer" in order to boost productivity is one of the main objectives of ongoing agricultural reforms. Figure 1 illustrates how the quantity of agricultural goods and services has increased over time in all areas. To facilitate this expansion, the government is developing many incentives. Grants and loans totaling \$600 million will be directed at digital agriculture, improving land fertility, and implementing modern agricultural technologies.

In conclusion, sustainable agritourism services with enhanced quality control are instrumental in offering memorable and meaningful experiences for visitors in Uzbekistan. By upholding sustainable practices, providing authentic agricultural experiences, prioritizing safety and comfort, and maintaining clear communication with guests, agritourism service providers contribute to the promotion and preservation of rural landscapes while providing visitors with a truly enriching and sustainable travel experience.

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TURIZMNI RIVOJLANTIRISHDA KOREYA RESPUBLIKASI TAJRIBASI

Annotatsiya. Ushbu maqolada Koreya Respublikasining yillar davomida turizm siyosatini rivojlanib borish sabablar va omillari haqida so‘z yuritiladi. Bu strategiyalarni amalga oshirish va mamlakatning ma‘daniy-tarixiy tomonlariga e‘tibor qaratish orqali o‘zining eng yaxshi sayyohlik yo‘nalishi sifatidagi mavqeyini yanada yaxshilashi va butun dunyodan tobora ko‘proq tashrif buyuruvchilarni jalb qilinishiga erishdi. Shuningdek, mamlakat aholisining aksariyat qismi chet davlatlariga sayohatlardan ko‘ra ichki turizmni afzal ko‘rishining sabablari ham ko‘rib chiqildi.

Kalit so‘zlar: infratuzilma, hanok, hanji, hallyu, atribut, destinatsiya, rekreatsion o‘rmon.

Аннотация. В данной статье говорится о причинах и факторах развития туристической политики Республики Корея на протяжении многих лет. Реализуя эти стратегии и сосредоточив внимание на культурных и исторических аспектах страны, она смогла еще больше улучшить свои позиции в качестве ведущего туристического направления и привлечь все больше и больше посетителей со всего мира.

Также были рассмотрены причины, по которым большая часть населения страны предпочитает внутренний туризм поездкам в зарубежные страны.