

Possibilities of Improving Cooperation Relation by Developing Agritourism in Farming Industry Evidence from Uzbekistan

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Abstract :The article analyzes the reasons for the development of agro-tourism in Uzbekistan. The structure, stages and possibilities of agritourism development are revealed. The analysis is based on the possibilities of agriculture and the tourism industry. The article developed conclusions and proposals for the development and improvement of agro-tourism in the country. The subject of the research is the fact that the features and opportunities of the regions in Uzbekistan are not fully explored, and the ways of developing agro-tourism in the regions are not defined and their organizational and legal forms and economic mechanisms are not developed. In our country, we think it is necessary to develop effective mechanisms for the development of agro-tourism based on the peculiarities of the regions and to establish a mechanism for their functioning and to determine their effectiveness.

Keywords:agriculture, travel companies, hotels, agro-tourism, ecotourism, educational tourism, medical tourism, ethnic-tourism, gastro-tourism.

INTRODUCTION

In order to modernize and develop agricultural activities “Harakatlarstrategiyasi (actions strategy)” was signed in 2017 and it illustrates advancement in components and developing agricultural industry, enhancing grocery industry, producing ecological pure products, improving export of agrarian products. Farming industries should not only agrarian products but also they should modernize, develop and improve and rework that product. Serving farming industries should be encouraged and there are some demands to develop this sphere. We have so many possibilities in steadily developing agrarian section too, one of them is agrarian tourism. By organizing and developing of agrarian tourism we will achieve followings: providing local people with jobs in zones, increasing their additional incomes, high profitability level of agrarian and tourist companies and get prosperities in rural infrastructure. The fact that tourism is a profitable sphere has been proving in world practice (Elisseeff, 2000; World Travel & Tourism Council, 2011). In some foreign countries, tourism is

remaining as the primary source of developing rural areas and agriculture and prime additional income. From the beginning of 1972 agritourism was isolated as a particular field of economy. These days agritourism growing at a higher rate and attracting foreign tourists’ attention. Agritourism counted as the leader for these developed countries: Italy, Finland, Scandinavia, Sweden, and Spain. Annual revenue of these countries consists \$100 million. Agritourism income encircles 10-20% of profit coming from tourism(Bassolas, Lenormand, Tugores, Gonçalves, & Ramasco, 2016; Carter, Gartner, & Reynolds, 1996; Eastman & Burgess, 2009; Manhas, Kour, & Bhagata, 2014; News & 2017, n.d.; Stroud, 2003). We think that it is necessary to define the peculiarities of agro-tourism in Uzbekistan based on the characteristics of the regions, to establish its effective routes, to develop their organizational-legal forms and economic mechanisms, and to determine their effectiveness.

LITERATURE REVIEW

However, the fact that we have not conducted independent research on agro-tourism development in our country has caused us to choose this topic as a research object. First of all, let us analyze the definitions of agro-tourism by scientists and experts. Our understanding of agritourism is different. Specialists of Agritourism Association gave their definition to agritourism notion like this: Agrarian tourism is a process in rural areas organizes, it means providing tourists with multiple services like living accommodations, leisure, sports facilities in their free times, active tourism like fishing, engaging with hunting gaining knowledge and news. Russian scientist A. B. Zdorov gave his definition to the concept of agritourism like this: agritourism is a fellow sector to agriculture, increases people's income and main industry volume by engaging villagers with proper job and attracting staff by organizing leisure.

M. Turkovsky "clarifies agritourism conception like followings: Agritourism - is one of the chances of holiday, using available natural resources or empty buildings, carries out using farm apartments and living labour resources. Thus, from a geo-demographic point of view, rural tourism is tourism outside the city limits in an area with a low population density. From a recreational point of view (organizing the production of a tourist product), this is a set of diverse services, ranging from living in a rural house, nature-oriented forms of leisure, adventure trips to the direct participation of tourists in the activities of the local population. Therefore, the concepts of "agritourism" and "rural, rural, farm, green, natural tourism" will be considered synonymous. Rural tourism is a type of activity related to the organization of targeted trips to rural areas, which involves the formation and provision of a comprehensive tourism product for tourists (accommodation, meals, sightseeing, leisure activities), reflecting and preserving the natural and national identity of regions and providing economic benefits for host communities through job creation and income generation opportunities for local

people. The EU definition of rural tourism is a holiday that is primarily motivated by the desire to closely experience the countryside, its people, heritage and way of life. The holiday should be primarily based on a rural setting, as opposed to being general touring/sightseeing holiday (Gorman, 2005). There are many definitions of Agritourism in existence, and many types and terms of agriculture-related tourism that are similar to Agritourism. For example, Agritourism is seen as virtually identical to its European equivalent "farm tourism" (Busby & Rendle, 2000; Getz & Carlsen, 2000). Other authors report an evolution of more than 13 definition of Agritourism (Busby & Rendle, 2000). Previous Research on Farm Tourism have tended to focus on particular declinations of this phenomenon, such as bed and breakfast activities (Warnick & Klar, 1991) (Moscardo, 2009), while Maude & Res (1985) and Blaine et al. (1993), examined the wider context of farm tourism. Agritourism and Rural tourism are not the same but Agritourism may be seen as a segment within Rural Tourism (Wilson et al., 2001). In our opinion, Tourism Association definition closely approached to agritourism notion. By emphasizing characterizations above, we are going to tell our viewpoints about this subject. Agritourism is one of the parts of tourism consists of organisationspecific tourism products by adding, natural, cultural – historical and other rural resources.

RESEARCH METHDOLOGY

In the preparation of the article, economic analysis of the development indicators of the country in 2011-2017 and a monographical analysis of the activities of farms, which study the peculiarities of the organization of agro-tourism, and the correlation-regression analysis of factors influencing the development of agro-tourism. Expert analysis developed innovative models of agro-tourism in the region. Regression analysis is important for solving practical problems. It allows for the practical evaluation of the effectiveness of the symptoms affecting the result. However, using regression

analysis it is possible to estimate the forecast of future economic events and determine their probability limits. For this, regression equations or economic-statistical models are constructed. Such models must be based on the combination of regression analysis and correlation analysis in order to produce theoretically sound, practical results that are complementary and complementary. Thus, it is desirable to use correlation analysis and regression techniques for in-depth analysis of correlation links.

The selected factors may be involved in different forms in the regression equation. Preliminary analysis of the data revealed that the regression equation is linear, that is

$$Y_x = a_0 + \sum a_i x_i \quad (2.1)$$

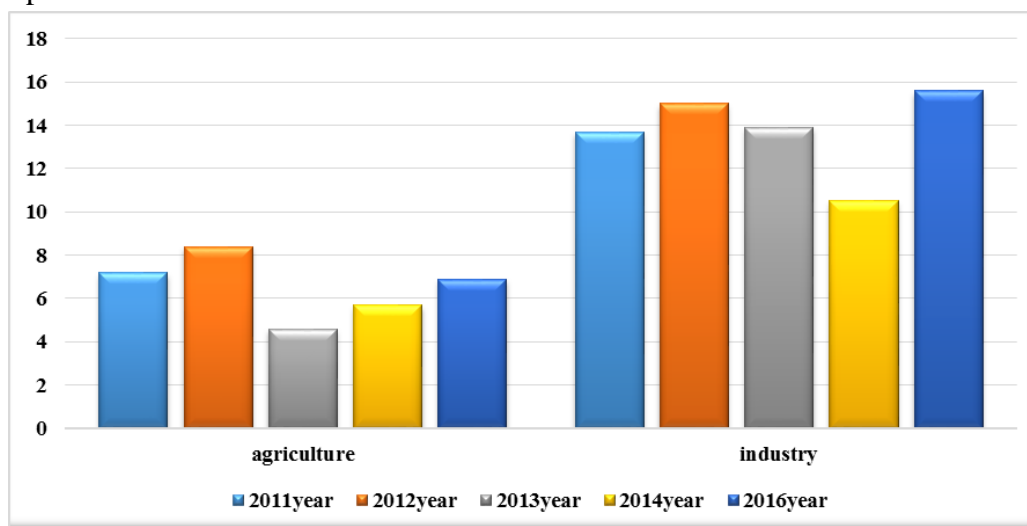
here Y_x - result character, a_0 - free factor, a_i - regression coefficients. Once the regression equation has been determined, the importance of the factors involved in the outcome designation and the degree of correlation characterization of this equation are assessed using specific indicators and criteria with a certain probability (confidence level). To determine its significance, the Student is the true value of the t-criterion and compares it with the critical value of

the t-distribution in the table. $T_{real} > t_{factor}$ should be accordingly. If the model and all the factors included in it are just as likely to be required, it is an adequate model. When the model is inadequate, its appearance changes. The new model can be defined either by removing previously unimportant factors or by appearing in a completely different way (Crook, 1996; Hyde & Olesen, 2011; Lal, Suleimenov, Stewart, & Hansen, 2007; Studies & 2009, n.d.; Turner & Freiermuth, 2017).

Analyses and results

It is important to note organizing and developing agritourism in agricultural companies' activity, in order to enhance productivity between agrarian and tour companies activity taking roots cooperation relations and determining effective spheres of organizing it.

Followings will be main causes for forming and developing agritourism in our country. First of all it is identified cosequences of investigations, profitability level of agricultural companies (look at picture-1).



Source: Tourism in Uzbekistan . T:2018y. Author work based on statistic collection.
1-picture. Profitability index of agriculture and industry.

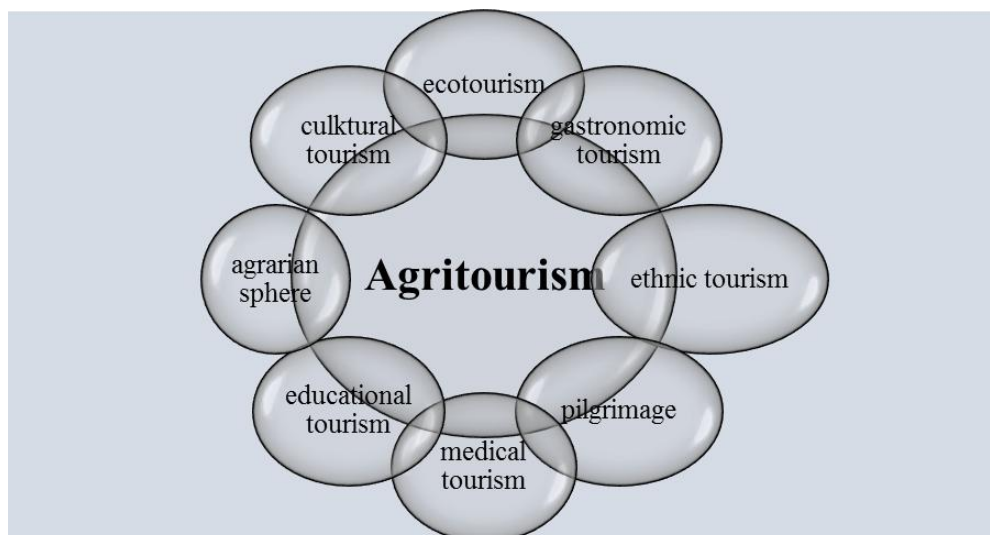
Tourism capability analyses in our republic. It is shown in picture 3.1 productivity of agricultural companies is too low rather than industry field. In order to enhance financial indicators of agricultural companies it is

significant to diversify their affairs. Agrarian tourism may provide agricultural companies and rural people with the chance of high rate salaries. Bcause of that they can offer agri tour services and products by leaning on their opportunities.

Second, since 2017, 449 tourist companies and 816 hotels have been running their business. According to informations, the number of foreign tourists in 2017 it was about 2,7 million and local tourists 2,1 million, it was higher than the previous year to 33,3% and 16,6% . We can deduce from these we can attract foreign tourists by adding agrarian tourism to the list of tour companies service list (Bobur, &, & 2017, n.d.; Radnor Zoe (School of Business and Economics, Loughborough University, Loughborough&O'Mahoney (Cardiff Business School, Cardiff University, Cardiff, 2013; Sobirov, 2018). Third, it is identified by the results of observations and questionnaires , local people have high interest to agrarian tourism. According to these coming from nation's properties, agrotour services and goods will be proposed to them. Fourth, in some high and middle educational establishments tourism specialists are being taught in our republic (look at 2-picture). We have a chance using their knowledge in organizing agrarian tourism. Fifth, some agrarian companies and tourist companies owe not only service and industry practise but also infrastructure objects based for organising agrarian tourism. We should use productively from chances in tourism sphere (service industry experience, hotels and other infrastructure objects) and agricultural companies (industry experience, field-camps, other existed infrastructure objects). Specific features of agrarian tourism is tourists will have a chance to have acquainted with agrarian animals , poultry and plants , village life and agricultural industry during their holiday. It

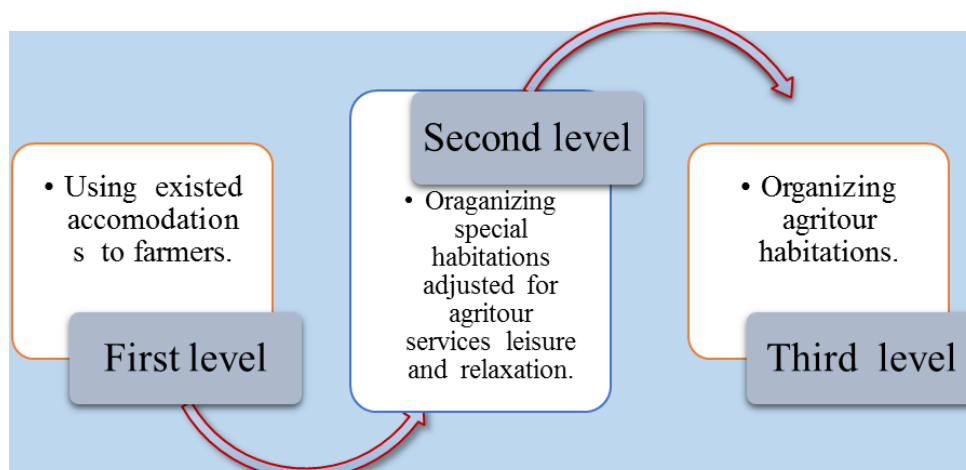
will give a chance to take emotional rest to the people who have mentally exhausted from cities' noisy streets and townsmen (Alikulova, 2014; Bassolas et al., 2016; Fauziah&Aryanto, 2012). In foreign countries actively developing rural tourism, state support is actively used. In the pioneer countries of agritourism, its prospects are first assessed by the regional authorities, while they provide support for its development by adopting relevant laws. Along with state and regional support, rural tourism associations are being created to promote its development through the provision of consulting, marketing, and information services. These organizations can unite business participants both at the regional and international levels. In many countries of the world one or another vector of agrotourism development has already been determined. Those who want to rent a house in the countryside and get acquainted with the famous cuisine and winemaking in these countries are seeking Italy, Spain, France. The regions of Tuscany, Bordeaux, Andalusia - have thousands of farmsteads. Agro-tourism in Finland has a greater bias towards outdoor activities, fishing and cycling along the shores of Finnish lakes. Agritourism in Poland and Germany, in Slovakia, Hungary and Bulgaria is an opportunity to better know the culture and customs, as well as live not far from natural attractions.

Specific features of Agritourism than other types is, it will give an opportunity to organize several types of tourism together. Agritourism has an opportunity to include several types of tourism (2-picture).



2-picture. Cluster encircle of agritourism

We can organize and develop agritourism in several steps.



3-picture. Steps and models of organising agritourism.

First level. Farmers or owners of village houses can use their home and constructed tents for organising this type of tourism. Food supply is provided half pansion or one time. Second level. We can organize accomodations all required amenities by creating, food places, rest houses and rest houses . In this type food supply will be provided one time or several times whole day. Ecologic, ethnic excursion programm's will be organised. Third level. Considers creatingagritourism habitations. It is required to build high quality and stsndardized buildings. These buildings include bedrooms, restrooms, dining rooms, medical treatment rooms, and

rooms for carrying out educational programm's. These services attract hundred people. Factors influencint to tourism development divides into two categories as outer and inner in our country. Inner factors: Financial position of agricultural companies, existence and conditions of infrastructure objects , provision with experts, economic activity, service quality and others.Outher factors : People's income, number of travellers and their income, degree of service industry, development of infrastructure, existence of legality measures, development of supporting mechanism by the country, degrees of placed international relationship and others.Development

of agritourism is directly connected with the development of excursion services we used expansion of tourist centres in our republic. In correlation – regression analyse We take people's order to determining factors which effect to the income and foreign tourist's number as a cause.

1-table: Social –economy indicators of republic for correlation –redression analyse.

| Years | Capacity of tourist excursion services, billion sum | People's income, thousand sum | Number of foreign tourists, thousand people. | Investments are directed to agriculture Billion .sum |
|-------|---|-------------------------------|--|--|
| 2004 | 11,1 | 316,6 | 261,6 | 113,7 |
| 2005 | 14,6 | 371,8 | 330,1 | 138,2 |
| 2006 | 14,5 | 489,1 | 272,6 | 164,4 |
| 2007 | 23,3 | 636,8 | 353,8 | 200,9 |
| 2008 | 27,4 | 864,1 | 370,2 | 261,2 |
| 2009 | 30,9 | 1470,2 | 431,1 | 385,9 |
| 2010 | 37,7 | 1765,8 | 1055,5 | 531,0 |
| 2011 | 50.2 | 2133,3 | 1394,8 | 942,5 |
| 2012 | 65.7 | 2601,9 | 1894,9 | 1089,2 |
| 2013 | 84.4 | 3166,5 | 1968,6 | 1335,6 |
| 2014 | 82.7 | 3583,3 | 1861,9 | 1448,5 |
| 2015 | 94.6 | 3928,8 | 1917,7 | 1375,4 |
| 2016 | 108.4 | 5211,8 | 2157,7 | 1646,4 |
| 2017 | 116.3 | 5649,6 | 2690,1 ¹ | 2379,3 |

According to the result of correlation regression analyses .

$$Y = 4.3668 + 0.0073X_1 + 0.00164x_2$$

We can conclude from this function lifting people's income to 1000 sum increases capacity of touristic and excursion 0,0073 billion sum, multiplying foreign tourists' number to thousand and the volume of tourist services to 0,0016 billion sum. Dependence prospective development of agritourist services links with economic position of farm companies and income levels of user people, in the following analysis we take investment directed to agriculture and Gross Domestic Product as a mark factor

We took this following model:

$$Y = 6.0628 + 0.00952X_1 + 0.00155X_2$$

Y-size of tourists and excursion services.

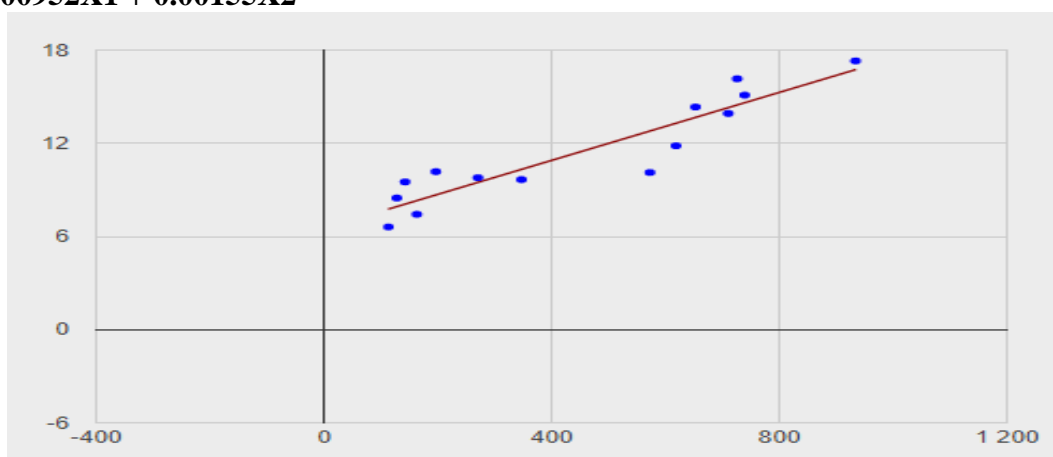
Y2- investments spent in prime capital to agriculture.

X2-people's income.

According to this model increasing the rate of investment to one billion surpasses excursion and tourist service capacity to 0,0095billion and increasing gross domestic product one thousand, advanced service rate to 0,0010 billion sum.

In order to increase exactness of analyses, we tried to study investments spent in agriculture.

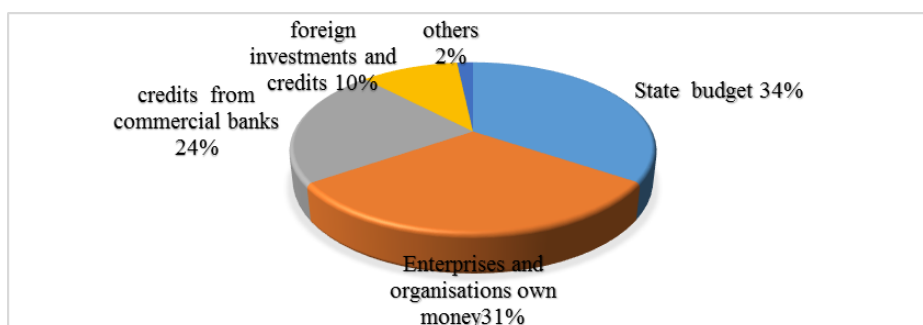
$$Y = 6.5166 + 0.01051x_1$$



4-picture.

Thus exceeding agricultural investments to 1 billion, will increase number of tourists and excursion services to 10 million sum. It is known to us, according to their financial source investments

directed to agriculture consists of (34%) state budget, enterprises from their own finance (31%), bank credits (24%), foreign investment and bank credits (10%) and others (2%). (look at picture 3.6).



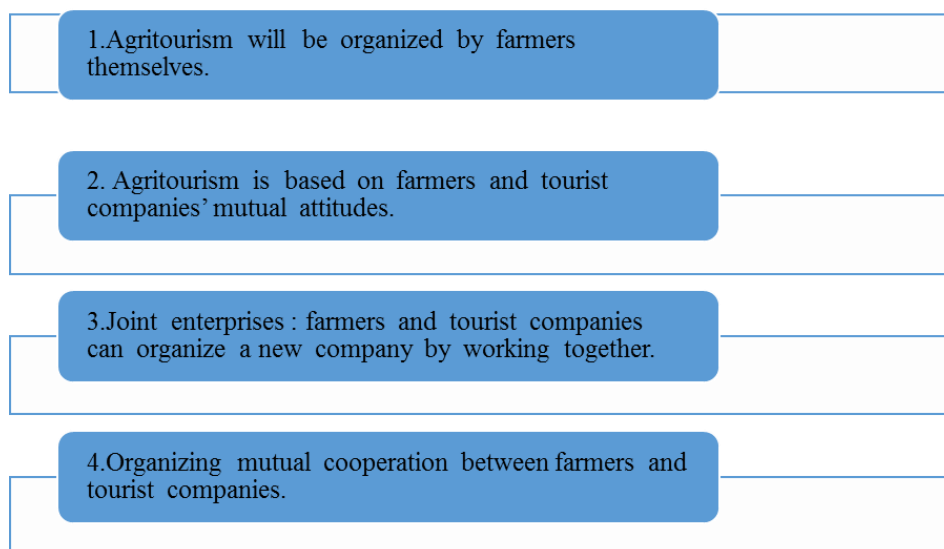
5-picture. Rates of financial sources of investments accepted as a prime capita to forest, agriculture and fishing industry in 2016 in whole country scale.

CONCLUSION

So any investment directed to agriculture will be a trigger to the development of agro-tourism. Especially projects operated by their own companies' pocket will be more productive. Enterprises held their independence. By leaning on the results from analyses economic status of farmers are diverse. That is why we will advise to low

productivity companies organizing 1-model (level) and high productivity farms 2 and 3 (models). (look at picture -4) Considering tourism well developed countries take 10-20% of their profit from agritourist, relying on existing capacity in our country we can say we can take 10% of whole tourism m revenue from agritourist .

Organizational - judicial forms of agritourism will be followings:



It is important to organize productive contact between farmers and tour companies by accounting high risk in sphere, lacking of financial investment, bad position of farmers and investing much money for tourist companies. If tourist companies and farmers organize their affairs separately, it requires a lot of money from them. In our opinion, in order to

increase profitability without spending extra money farmers and tour companies (F-TC) they should organize cooperation relationship by coming from region's peculiarities. We composed SWOT analysis of tour companies and farmers . (picture-6).

| 1. Strength | 2. Opportunities |
|--|--|
| <p>- Existence of the region high productive agricultural capacity;</p> <p>3. - Existence of high natural opportunities;</p> <p>4. - Existence of historical- cultural heritages significance valuable all around the world;</p> <p>5.</p> | <p>6. - Increasing region and rural people's income;</p> <p>- Creation of supplementary job vacancies;</p> <p>- Developing entrepreneur and craftsmen in village once more;</p> <p>- Improving social infrastructure;</p> <p>- Economizing expenditures in utilizing innovations .</p> |

| 7. Weakness | 8. Threats |
|---|---|
| <p>9.-Lack of the development in rural and tourist infrastructure;</p> <p>10. - Low compatibility in agro tour goods and tourist services;</p> <p>11. - Unorganized infrastructure base of rural tourist resources;</p> <p>12. -Unformed database in tourism and agritourism sphere;</p> <p>13. -Lack of experienced personnel in developing agriculture.</p> | <p>14. -Absence of legal data base targeted for organizing and developing agriculture.</p> <p>15. -Lack of legal documents in organizing cooperation.</p> <p>16. -Have possibilities in damaging ecology of our region.</p> |

6-picture. SWOT analysis of F-TC cooperation synergy module.

While running their prime business agricultural companies can be occupied with agritourist as an additional activity. Accounting economizing investment utilizing resources productively, it is important to organize cooperation with the runners of agritourism. According to following reasons cooperation relationships with tourist companies and farmers can give fruition .

- 1.Chance of utilizing money will increase.
- 2.Provision with personnel will be improved.
- 3.Chance of using innovations will elevate and economic expenditure in this sphere will decrease.
4. Level of service industry will blossom.
- 5.Ecological soft products will be produced.
6. Risk will decrease.
7. Compatibility will increase.

According to the results of cooperation relationships organized between tourist companies and farmers in developing agriculture in our republic will increase synergic productivity in future. Cooperation relation will be organized in two ways.

- 1.By organizing agritourism union single farmers or between tourist firms.

- 2.By forming contract relationship according to organizing and developing agritourism between farmers and tourist companies.

We can reach followings by the results of synergic activities.

- 1.Institutional design .
- 2.Standardized activity.
- 3.Incorporation ownership.
4. Partnership resources.
5. Documentative solidarity.

Work mechanism of agritourism union. In this union tourist companies and the companies who wanted to be engaged in agritourism , educational authorities, health establishments, and other entrepreneur establishments will be members. We can offer agritourism union (F-TC module)'s work mechanism like following. General meeting in the union appoint Union management. Members of union will be appointed . Their number consists of 4-5 people. They control director and departments' affairs in the union . Controller should be outside and objective. Members pay member's fee for membership. When the members wanted to stop their activity their fee will not be given back. Union cancan organize exhibitions and fairs. Union help its members to attract tourists from foreign countries and motherland. For their

assistance union members take 5-6% of the revenue (Japan experience). Tourist firms add agritour services inside their service. When they are required agritour services they will apply to the union. Union direct them to farmers. By this way it will be supported to set cooperation relationship between farmers and tourist companies. Union will help to provide with transportation to agritourism entrepreneurs for charge. Union can attend to organize some services when farmers can not do it by themselves. By increasing their revenue union they will improve their financial-technic base. It is of course for giving high services to agritourism subjects. Union will help to increase their skills. With the results of increasing profit in future it will participate to improve cooperative agritour base and improvement in high service.

There are the following reasons for the development of agro-tourism in the Bukhara region:

- There are 7416 farms in the region. 3738 of them are cotton and grain growing, 123 - vegetables and melons, 2847 - horticulture, 640 - livestock, 68 - beekeeping, fisheries facilities;
- There are agrarian services and products that are typical of the Bukhara region, attracting foreign tourists and even locals (for example, the charm of the karakul skin impresses the whole world);
- The geographical location of Bukhara, which is located in the desert and semi-desert regions, reflects the peculiarities of the plants and animals that grow in the area;
- The location of the JayranEcocenter in Bukhara region (hunting due to overgrazing is allowed);
- There are more than 400 historical monuments in Bukhara, about 200 of them are located in rural areas. This will allow to combine several types of tourism.
- Tourism, Hotel Management at Bukhara State University
- In Bukhara region, as of 2017, there were 38 tour firms, 124 hotels, and 15,431 foreign nationals were serviced, with a total revenue of \$ 104 million.

By utilizing these opportunities in Bukhara region, it is possible to increase the profits of agricultural enterprises and tourist firms. We offer the following agro-tourist services and products based on the possibilities of the Bukhara region.

Pomegranate festival. All pomegranate farms, dehkan farms, households, processing enterprises, bakeries and others can take part in this project. 2-4 billion sums can be paid to the regional economy at the expense of producers who participated in the festival. Given the proliferation and maturation of pomegranate species, this festival should be organized in late October or early November. Foreign entrepreneurs can also visit pomegranate farms and engage exporters in contracting and trading for pomegranate and pomegranate products.

The Karakul Miracle Project.

Karakul sheep farming and rural population can take part in this project. Karakul skin is one of the most demanded raw materials in the world market. This is why he is described as "a product of gold." According to the data, the products of karakul skin are not only environmentally friendly but also have a number of healing properties. In particular, karakul fur coats are unique in their beauty and elegance, and are widely used in the wool carpet and textile industry. Expert analysis has revealed that there are more than 70 types of karakul skins. The variety of natural ornaments still attracting attention with its dazzling glitter is still one of the most mysterious of the nature. Bukhara is not a global competitor of karakul leather products. In karakul farms or karakul leather farms can organize agro-products and services. demonstration and sale of karakul leather goods; woolen articles; learning about carpet technology and more. For foreign tourists it is necessary to create a museum and fair of leather and products made of Karakul. This will be a good opportunity for foreign tourists to present the wonders of the Bukhara Karakul. Woolen items can also be placed at the museum-fair.

From silkworm to silk garments. This project will consist of several stages:

1. Organization of an excursion on feeding the silkworm.
2. Involve the cocoon in the harvesting process.
3. Traveling to a silk or silk factory to learn about silk extraction technology.
4. Introduction to silk weaving technology.
5. Participation and hand-in-hand at a silk fair or festival.

This project will involve: students; school children; employees of the enterprise; families; foreign tourists. The purpose of this project is to introduce to the interested people, especially children, students and foreign tourists the technology of designing and creating the silk fabric, which is pleasant to all. Farms, silk factories, schools, businesses and tourism firms will participate in the project. It will be a good idea if it is set up in May. This project can be organized "from milk to ice cream", "from cotton to clothes", "from wheat to bread" or otherwise.

Health and Agrotourism (HAT). This program is intended for people of all ages, the main purpose of which is to cure various ailments with environmentally friendly agricultural products. In order to improve agritourism in region these actions should be done. We can do in some steps. First, requests for agritourism services and the will to preference rest place should be learned. For instance, according to foreign investigators' results, more people are interested in agritourism, ecotourism, and ethnotourism. Importance of defining customers of agriotour services and confirm prices for it. Determining agritour services characteristics. Second, study material- technical base of farmers who wanted to engage with agritourism. Village infrastructure will be studied and defects will be solved. Third, Tourist companies and farmers cooperation relationships will be organized. Formation of coexistence will be selected. Working mechanism of cooperation will be worked out. Fourth, participants duties who organize agritourism will be noted. Programs for

developing agritourism will be scrutinized. We can say by conclusion, new vacancies will be created by organizing agritourism; ecologic fresh products will be produced; money source in village as well foreign currency entrance will ascent; villages' abundance will increase; jobs related to service industry will emerge and craftsmen will develop. Seasonal character of agritourism, compatibility ability of agritourism services with import goods, lack of experienced personnel, possibility of damaging to region environment will put harmful effects to development and continuous ascent. In our opinion, in modernizing process of agriculture in our republic we should do the followings. First level, in order to organize agritourism improving infrastructure. Second, increasing support from government for developing and organizing agriculture. Third, forming information – tourist base.

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