



**JOURNAL OF ADVANCED
SCIENTIFIC RESEARCH**

ISSN: 0976-9595

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The future of sustainable agritourism in the world withing 10 years

Mirzaeva Dilzoda Ulugbek kizi

Teacher, Kimyo International University in Tashkent (KIUT)

dilzodamirzayevaa@gmail.com

Abstract: Sustainable agrotourism is a symbiosis of agriculture and tourism aimed at ensuring environmental, economic and social sustainability. In recent years, this type of tourism has gained popularity due to the increased interest in environmentally friendly products and the desire of travelers to immerse themselves in rural life and support local communities. The introduction of sustainable practices in agrotourism not only contributes to the preservation of the environment, but also provides long-term economic benefits for farmers and local communities. The current state of agrotourism in the world reflects the growing demand for sustainable travel, which underlines the need to analyze and predict its development for the next 10 years.

Keywords: agrotourism, agriculture, tourism, environment, economics, sustainability, locals, community, traveler.

Economic factors have a significant impact on the development of sustainable agrotourism, as financial support and investments serve as the foundation for the introduction of sustainable practices. An important aspect is the availability of financing for farmers and entrepreneurs engaged in agrotourism. Banks and financial institutions are increasingly offering specialized loans and grants for sustainable projects. For example, in Europe, European Union programs such as LEADER actively support sustainable initiatives in rural areas.

In countries with high levels of public and private investment in agriculture, agrotourism is developing more rapidly. According to a study conducted by the International Fund for Agricultural Development (IFAD), investments in sustainable agriculture increased by 15% in 2020 compared to the previous year. This indicates a

growing interest in sustainable practices and their potential for the economic development of rural regions.

Environmental factors form the basis of sustainable agrotourism, as they determine the opportunities and limitations for its development. The availability and quality of natural resources such as water, soil and biodiversity play a significant role. Agricultural practices aimed at the conservation of ecosystems and the rational use of resources are becoming increasingly popular among agrotourists seeking to minimize their ecological footprint.

Climate change is also having a significant impact on agrotourism. In some regions, rising temperatures and changing precipitation patterns can lead to lower yields and worse conditions for tourism. In response to these challenges, farmers are implementing adaptive measures such as planting climate-resilient crops and using technology to manage water resources. For example, in Italy, many agro-tourism farms have started using drip irrigation systems to save water and increase yields.

Social factors such as demographics, cultural values and education have a significant impact on the development of sustainable agrotourism. In rural areas with low population density, agrotourism can become an important source of employment and income, especially for young people. Young people are increasingly choosing a career in agrotourism, bringing new ideas and approaches, which contributes to the development of the industry.

Cultural values and traditions also play a significant role in attracting tourists. Many agrotourist farms offer unique cultural and gastronomic experiences that attract tourists looking for authentic experiences. For example, in Uzbekistan, agrotourism includes participation in traditional agricultural activities such as cotton picking or fruit growing, which allows tourists to gain a deeper understanding of the local culture and lifestyle.

Technological factors are becoming increasingly important for the development of sustainable agrotourism. Modern technologies make it possible to improve farm management, increase resource efficiency and offer new services to tourists. The use of digital platforms for booking and managing travel services is one

of the key technologies in agrotourism. Such platforms help farmers to effectively attract tourists and manage their stay.

Innovative technologies such as smart farms and automated management systems are also becoming an important element of sustainable agrotourism. The use of sensors to monitor the condition of soil and plants makes it possible to optimize the use of fertilizers and water, which reduces the negative impact on the environment and increases productivity. In some countries, such as the Netherlands and Germany, agrotourist farms are actively implementing such technologies, which contributes to their sustainable development.

According to the World Tourism Organization (UNWTO), by 2022, agrotourism accounted for about 5% of the total global tourism market, with annual growth of about 6-8%. In some countries, such as Italy and France, agrotourism occupies a significant part of the tourism industry. In Italy, for example, more than 23,000 agrotourist farms receive millions of tourists annually, generating revenue of about 1.2 billion euros.

Agrotourism is also gaining popularity in Russia and Uzbekistan. In Russia, the number of agrotourism farms has increased by 20% over the past five years, and in Uzbekistan, state programs are actively being developed to support agrotourism, which contributes to its development and attraction of tourists.

According to the United Nations Food and Agriculture Organization (FAO), sustainable agricultural practices such as organic farming and agroforestry contribute to reducing greenhouse gas emissions and increasing biodiversity. In 2020, the area of land used for organic agriculture increased by 9% compared to the previous year, reaching 72.3 million hectares globally.

Positive changes are also being observed in Uzbekistan. Sustainable farming methods, including tree planting and restoration of degraded lands, are being actively introduced within the framework of the national program "Green Belt of Uzbekistan". These measures contribute to improving the environmental situation and creating favorable conditions for the development of agrotourism.

According to research conducted by the Organization for Economic Cooperation and Development (OECD), the development of agrotourism contributes to increased employment in rural areas. In Europe, agrotourism provides about 15% of all jobs in rural areas, which is an important factor for retaining young people in rural areas and preventing migration to cities.

In Uzbekistan, agrotourism also plays an important role in socio-economic development. For example, in the Ferghana Valley, agro-tourism projects provide jobs for local residents, especially women and youth, which contributes to improving their living standards and social integration.

Forecasts and trends in sustainable agrotourism for the next 10 years

In the next ten years, technology will play an increasingly important role in the development of sustainable agrotourism. A key innovation will be the use of smart technologies in agriculture, such as data-based monitoring and management systems. Smart farms will use sensors to track the condition of soil, plants and animals, which will optimize the use of resources and minimize the impact on the environment.

Digital platforms for managing agrotouristic farms will become more and more widespread. These platforms will enable farmers to effectively manage booking, marketing and travel services. The use of blockchain technologies to ensure transparency of the food supply chain will be an important aspect to attract eco-conscious tourists.

The introduction and dissemination of sustainable farming methods will become one of the main trends in agrotourism. Active development of organic farming, agroforestry and other environmentally friendly methods is expected. These methods not only contribute to the preservation of the environment, but also attract tourists interested in eco-tourism.

According to a study by the International Federation of Organic Agriculture (IFOAM), in 2023 the area of land used for organic farming increased by 10% compared to the previous year and amounted to more than 80 million hectares worldwide. This growth is driven both by domestic demand for organic products and

an increase in the number of agro-tourism farms offering environmentally friendly products and sustainable tourism services.

Changes in consumer preferences will also have a significant impact on the development of sustainable agrotourism. Modern tourists increasingly value environmental friendliness, authenticity and sustainability, which leads to an increase in demand for agrotouristic services. Research shows that the younger generation of travelers, especially millennials and representatives of Generation Z, prefer environmentally friendly and socially responsible vacation options.

Many universities and educational institutions have already started offering specialized programs on agrotourism and sustainable development. For example, in Russia and Uzbekistan, leading agricultural universities are introducing courses on sustainable agrotourism, which contributes to the training of qualified personnel for the industry.

The development of infrastructure in rural areas will have a significant impact on agrotourism. Improving transport accessibility, developing communication networks and creating tourist infrastructure will help increase the number of tourists and improve the quality of services. The construction of new roads, improved transport links and increased Internet access in rural areas will make agro-tourism facilities more accessible to tourists.

In some countries, major infrastructure projects aimed at supporting agrotourism are already being implemented. In Uzbekistan, within the framework of the state program "Tourism Development 2022-2026", measures are envisaged to improve infrastructure in rural areas, including the construction of roads, the development of the hotel business and the creation of tourist routes.

Ecotourism will become an important component of sustainable agrotourism in the next ten years. Biodiversity conservation programs, such as the creation of nature reserves and national parks, will be actively developed. These measures will help attract tourists interested in environmentally friendly recreation and the preservation of natural heritage.

According to the World Wildlife Fund (WWF), ecotourism revenues in 2021 amounted to about \$ 77 billion, indicating a growing interest in this type of tourism. There is also a trend towards the development of ecotourism in Uzbekistan, including the creation of new natural parks and reserves, which contributes to the conservation of biodiversity and attract tourists.

Digital marketing will become an important tool for promoting agrotouristic services and attracting tourists. Using social media, websites and online booking platforms will allow farmers to effectively promote their services and attract new customers. The creation of interactive virtual tours and the use of augmented reality technologies will help tourists to familiarize themselves with the farm and its services before arrival.

According to a study conducted by Statista in 2023, 70% of tourists use the Internet to search and book travel services. This highlights the importance of digital marketing for agrotourist farms seeking to increase their audience and improve their marketing strategies.

Social and cultural changes will also have a significant impact on the development of agrotourism. Modern tourists increasingly appreciate cultural diversity and strive to immerse themselves in local traditions and customs. Agrotourism farms offering cultural activities such as cooking classes, craft classes and traditional agricultural work will be in high demand.

In Russia and Uzbekistan, agrotourist farms are actively developing programs that include the participation of tourists in traditional agricultural work, such as harvesting and cooking national dishes. This allows tourists to gain a deeper understanding of the culture and lifestyle of local communities, which facilitates their return and recommendations to friends and acquaintances.

Here are some recommendations for farmers and entrepreneurs:

1. Implementation of sustainable agricultural practices

For the development of sustainable agrotourism, it is important for farmers to introduce environmentally friendly and sustainable farming methods. The use of organic farming methods, agroforestry and other environmentally friendly

technologies contributes not only to environmental protection, but also attracts tourists interested in environmentally friendly recreation.

The introduction of water conservation methods, such as drip irrigation systems and rainwater harvesting, contributes to the rational use of resources. The use of renewable energy sources such as solar panels and wind turbines can significantly reduce the ecological footprint of a farm and increase its attractiveness to tourists.

2. Development of tourism infrastructure

In order to attract tourists and ensure their comfortable stay, it is important for farmers to develop a tourist infrastructure. This includes the construction and equipping of eco-houses, the creation of camping sites and the organization of hiking trails and trails. It is important to ensure access to clean water, sanitary facilities and other basic services necessary for a comfortable stay for tourists.

Additional services, such as farm tours, cooking classes, food tastings and participation in agricultural work, allow tourists to immerse themselves deeper into rural life and gain a unique experience, which contributes to their return and recommendations of the farm to other tourists.

3. Marketing and promotion

Effective marketing and promotion play an important role in attracting tourists and developing an agrotouristic business. It is important for farmers to use digital platforms such as websites, social media and online booking platforms to promote their services and attract new customers. Creating high-quality content, including photos, videos and tourist reviews, helps to attract attention and increase trust in the farm.

Participation in tourism exhibitions, conferences and networking events allows you to establish contacts with tour operators, agencies and other participants in the tourism industry. This helps to expand the network of partners and attract more tourists.

4. Education and training

For the successful development of agrotourism, it is important to provide education and training. It is useful for farmers to undergo trainings and educational

programs on sustainable agriculture, agro-tourism management and marketing. This helps to increase the level of knowledge and skills needed to effectively run a business and attract tourists.

Many universities and educational institutions offer specialized programs and courses on agrotourism and sustainable development. Participation in such programs allows farmers to gain relevant knowledge and learn about new trends and innovations in the industry.

5. Collaboration with local communities and organizations

Collaboration with local communities and organizations is an important aspect of sustainable agrotourism. It is useful for farmers to establish contacts with local schools, universities, non-profit organizations and government agencies. This allows you to organize joint projects, educational programs and events that promote the development of agrotourism and support the local community.

Participation in Sustainable Rural Development programs can provide farmers with access to financing, advice and other resources necessary for the development of sustainable agrotourism. Joint projects with local schools and universities may include educational tours, internships and volunteer programs, which facilitate the exchange of knowledge and experience.

Examples of successful projects such as Agriturismo Il Rigo in Italy, Domaine de Trevarez in France, Ecomechta Eco-farm in Uzbekistan and Hof Maiezyt in Switzerland demonstrate that sustainable agrotourism can be successful and benefit both farmers and tourists.

In the next ten years, sustainable agrotourism will continue to develop, integrating environmentally friendly practices, innovative technologies and strengthening cooperation with local communities. The success of this sector will depend on financial support, government initiatives and investments in education and infrastructure. Given the growing interest in environmentally responsible recreation, agrotourism will play an important role in preserving the environment and supporting rural communities. If implemented correctly, sustainable agrotourism projects can

bring long-term economic benefits, contributing to rural development and improving the quality of life of their residents.

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