

INFLUENCE OF KEY FACTORS ON CONTEMPORARY AGROTOURISM EFFICIENCY: A COMPREHENSIVE ANALYSIS

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Abstract

This study assesses pivotal factors influencing contemporary agrotourism development's efficiency. Through a survey encompassing 120 agrotourism entities in the Fergana, Tashkent, and Jizzakh regions, this research delves into the organizational and managerial aspects shaping the agrotourism industry. The survey, designed to gauge the impact of these factors on industry efficiency, reflects opinions obtained from participants. Factors were meticulously selected based on industry analysis, developmental characteristics, and expert insights. Additionally, the study outlines a second model, proposing the expansion of agrotourism businesses in terms of scale, envisioning the establishment of substantial infrastructure within rural areas. This model entails the creation of specialized private hotels, cultural centres, and demonstration production hubs. Furthermore, it explores the potential of forming integrated agrotourism complexes through public-private partnerships, aiming for rapid industry development. The study concludes by recommending priority directions to enhance agrotourism processes, management strategies, and coordination among influencing factors. Implementation of these recommendations is poised to mitigate risks and foster the effective organization and management of agrotourism activities in the future.

Keywords: Agrotourism Development, Efficiency Factors, Survey Analysis, Regional Assessment, Organizational Management, Rural Tourism, Infrastructure Expansion, Integrated Complexes, Public-Private Partnerships, Risk Mitigation Strategies.

Introduction

Agrotourism stands as a burgeoning sector, intertwining agricultural landscapes with tourism, wielding the potential for economic vitality and cultural preservation. This study embarks on a comprehensive evaluation of the factors influencing the efficiency of contemporary agrotourism activities in the Fergana, Tashkent, and Jizzakh regions of Uzbekistan [1,2,3]. The significance of understanding these factors lies in their pivotal role in shaping the organizational structure and managerial processes within the agrotourism industry. To comprehend their impact, a survey was conducted among 120 agrotourism entities, fostering insights into the opinions and perspectives of industry stakeholders. Additionally, this study explores a novel model focusing on the expansion of agrotourism endeavours. Envisaging

substantial infrastructure developments within rural domains, this model proposes the establishment of specialized accommodations, cultural hubs, and demonstration centres. Furthermore, it examines the potential of fostering integrated agrotourism complexes through collaborative efforts between public and private entities, aiming for rapid industry growth [4,5,6,7].

This research aims to not only evaluate the current factors influencing agrotourism efficiency but also to delineate priority directions for future agrotourism endeavours. By shedding light on these facets, this study endeavours to mitigate potential risks and optimize the organization, management, and effectiveness of agrotourism activities in the specified regions.

To determine the importance of the factors that affect the organization of the agrotourism industry and its management processes, a survey was conducted among 120 business entities engaged in agrotourism activities in Fergana, Tashkent and Jizzakh regions, based on a questionnaire created in the direction of the influence of factors on the organization and management of this activity [8,9].

Based on the opinion of the respondents who participated in the survey, the level of influence of the important factors affecting the development of agrotourism activities on the effectiveness of the activity was evaluated [10,11]. These factors were selected based on the above analysis, characteristics of industry development and opinions of experts related to industry activity (Table 1).

Table 1. Assessment of the influence of factors on the efficiency of organization and management of agrotourism activities¹

No	Evaluation criteria Factors	Rating range				
		Very low	Low	Average	High	Very high
1.	Existing conditions for the development of a competitive environment in agrotourism activities	16	20	28	39	17
2.	Changes in state regulation of agrotourism activities	11	15	21	52	21
3.	Creation of a complex system of management of agrotourism activities	9	17	15	31	48
4.	The level of real income of the population of the region	16	18	42	27	17
5.	Introduction of innovations and innovations in agrotourism activities and non-availability of targeted financing of activities	9	13	15	26	57
6.	Insufficient information base in the field of agrotourism	18	12	11	33	46
7.	Non-standard status of the infrastructure system that ensures the efficiency of agrotourism activity	10	16	17	14	63
8.	Tax rates and benefits set for industry activities	9	11	27	43	30
9.	Low coverage of investments in agrotourism activities	12	18	26	38	26
10.	Changes in the level of ecological "purity" of the area and the availability of the eco-area	15	14	13	31	47

¹The questionnaire was developed by the author based on the analysis of the survey results.

According to the results of the analysis of the questionnaire, the existing conditions for the development of the competitive environment in agrotourism activities by the respondents (13.3% - very low, 14.2% - low, 16.7% - average, 23.3% - high and 32.5% very high), changes in state regulation of agrotourism activities (9.2% - very low, 12.5% - low, 17.5% - average, 17.5% - average and 43.3% - very high), the creation of a complex management system (7.5% - very low, 12.5% - low, 14.2% - average, 25.8% - high and 40.0% very high), the level of real income of the population of the region (13, 3% - very low, 14.2% - low, 15.0% - average, 22.5% - high and 35.0% very high), the introduction of innovations and innovations in agrotourism activities and the lack of targeted financing of activities (7.5% - very low, 10.8% - low, 12.5% - average, 21.7% - high and 47.5% very high), insufficient information base in the field of agrotourism (9.2% - very low, 10.0% - low, 15.0% - average, 27.5% - high and 38.3% very high), non-standard status of the infrastructure system ensuring the efficiency of agrotourism activity (8.3% - very low, 11, 7% - low, 13.3% - average, 14.2% - high, and 52.5% very high), tax rates and benefits set for industry activities (7.5% - very low, 9.2% - low, 22.5% - average, 25.0% - high and 35.8% very high), low coverage of investments in agrotourism activities (10.0% - very low, 15.0% - low, 21.7% - average, 21.7% - average and 31.7% very high), changes in the level of ecological "purity" of the area and the existence of the ecoregion (10.8% - very low, 11.7% - low, 12.5% - average, 25.8% - moderate and 39.2% very high) are shown.

The most important indicators of the factors formed based on the recommendations of experts for conducting the questionnaire survey are the creation of a complex system of activity management, the level of investment in the industry, the existing conditions for the development of a competitive environment in the industry, changes in the level of environmental "purity" of the area and the existence of the ecoregion, the adequate formation of the infrastructure system it is recommended to set indicators such as

Based on the PESTLE analysis of the above factors and the analysis of the results of the survey conducted among the business entities operating in the field, we believe that in the future, it is appropriate to carry out the activities in the direction of the development of agrotourism activities in our country and the improvement of the efficiency of the management processes of the industry in the following areas [12,13,14]:

- step-by-step development of necessary infrastructure systems for the development of agro-tourism activities based on the factor analysis of the tourist potential of the regions;
- training of personnel in the field of new types of services, in which the demand for agrotourism services is formed based on programmatic changes;
- by coordinating the processes of creation and management of agrotourism services, effective provision of interaction between internal and external environmental elements of management;
- development of effective mechanisms for attracting investments to finance agrotourism

activities;

– improvement of the necessary legal and regulatory framework to ensure legal regulation of agrotourism activity organization and management processes.

Based on the results of the conducted analyses and questionnaires, it is possible to choose the models of formation and development of agrotourism activities in the rural areas of our country based on the characteristics of the regions [15,16,17,18].

Since the formation of this direction of tourism activity is still in the initial stage in the regions of our country with a high potential for the development of agrotourism activities, the first model of activity development is currently being used, that is, a small family hotel business without significant changes in the socio-cultural environment of the area and the model of agrotourism development based on the existing tourist resources of the area. fit for purpose.

The second model, based on the expansion of this business in terms of volume, after the necessary conditions and infrastructure for agrotourism activities are formed in the regions within a certain period, that is large and medium-sized private tourist facilities in rural areas: specialized private hotels in the form of "historical or national villages", cultural and ethnographic centres, the implementation of the model of building centres for demonstration production processes, etc., will have good results.

At the stage after the expansion of agrotourism activities, it is possible to form large horizontal and vertical integrated complexes focused on a single goal in the regions through the model of creating state (mixed) or private agrotourism parks in private or public partnerships, and rapidly develop agrotourism activities.

The full implementation of these recommended priority directions in the future activity of agrotourism will allow the development of the processes of organization and management of agrotourism activities, as well as the management and coordination of factors affecting the effectiveness of activities, to reduce the level of possible risks.

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