

MANAGEMENT OF MASS EVENTS IN THE FIELD OF TOURISM (AGROTOURISM) IN RURAL AREAS.

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Abstract: *This abstract examines the challenges of managing mass events within the context of agrotourism in rural areas. While agrotourism offers significant economic opportunities for rural communities, the influx of large numbers of tourists can strain existing infrastructure, resources, and social fabric. The paper analyzes the key management issues, including infrastructure limitations, environmental sustainability concerns, and the potential for negative impacts on local communities. It proposes a framework for effective event management that considers the unique vulnerabilities and capacities of rural settings, emphasizing participatory approaches and sustainable tourism practices.*

Key words: *Agrotourism, Mass events, Rural tourism, Event management, Tourism planning, Sustainable tourism, Rural development*

Introduction.

Rural tourism mainly covers tourists who want to live in rural houses, in low-rise courtyards built very long ago and preserved to this day, eat biologically pure agricultural products, national dishes, get acquainted with national traditions, listen to national music and participate in festivals.

Thus, rural tourism is a general concept in relation to agrotourism, and agrotourism is a part of it.

Rural tourism is tourism in rural areas for recreation and various other purposes;

Agrotourism is travel to rural areas for recreation, direct participation in agricultural production, improving knowledge and skills related to production, physical labor and enjoyment.²⁸

Reforms in the field of environmental protection and sustainable development are increasing interest in rural tourism. At the same time, urbanization, noisy environments, and other negative effects of modern lifestyles are causing urban residents to seek out nature, away from the central areas.

²⁸ Bernard Lane (1994) What is rural tourism?, Journal of Sustainable Tourism, 2:1-2, 7-21

Today, agrotourism is a great way to increase the income of rural residents, improve their living standards, and preserve their national culture and natural environment.

ANALYSIS AND RESULTS:

Scientists who have conducted research on agrotourism

T/P	Authors	Name
1.	US and European	US and European scientists Barbieri, Flanigan, Sharpley, McGehee, Lamie, Nickerson, Mshenga
2.	Latvian scientists	Latvian scientists Lars Ryden and Ingrid Karlsson, Elena Kropinova, Iveta Dembovska, Inese Silicka, S. Šūmane
3.	Russian scientists	Russian scientists E. Kalafatov, V. Semiglazov, A. Zdorov, O. Vlasenko, V. Petushinova
4.	Uzbek scientists	Uzbek scientists R. Hayitboyev, Matyokubov, E. Togaymurodov, O. Tashpulatov, D. Aslanova, H. Turobova, Sh. Yakubzhanova

The first manifestations of agritourism were formed in the second half of the 19th century in South Tyrol, Italy, when nobles would escape the summer heat and go to farms in the mountainous regions. Over the past 35 years, this practice has been called the concept of agritourism.²⁹

Agrotourism is tourism directly related to the agricultural environment, agricultural products, or agriculture.³⁰

Agritourism - the activities of rural enterprises that include both a working farm environment and a commercial tourism component.³¹

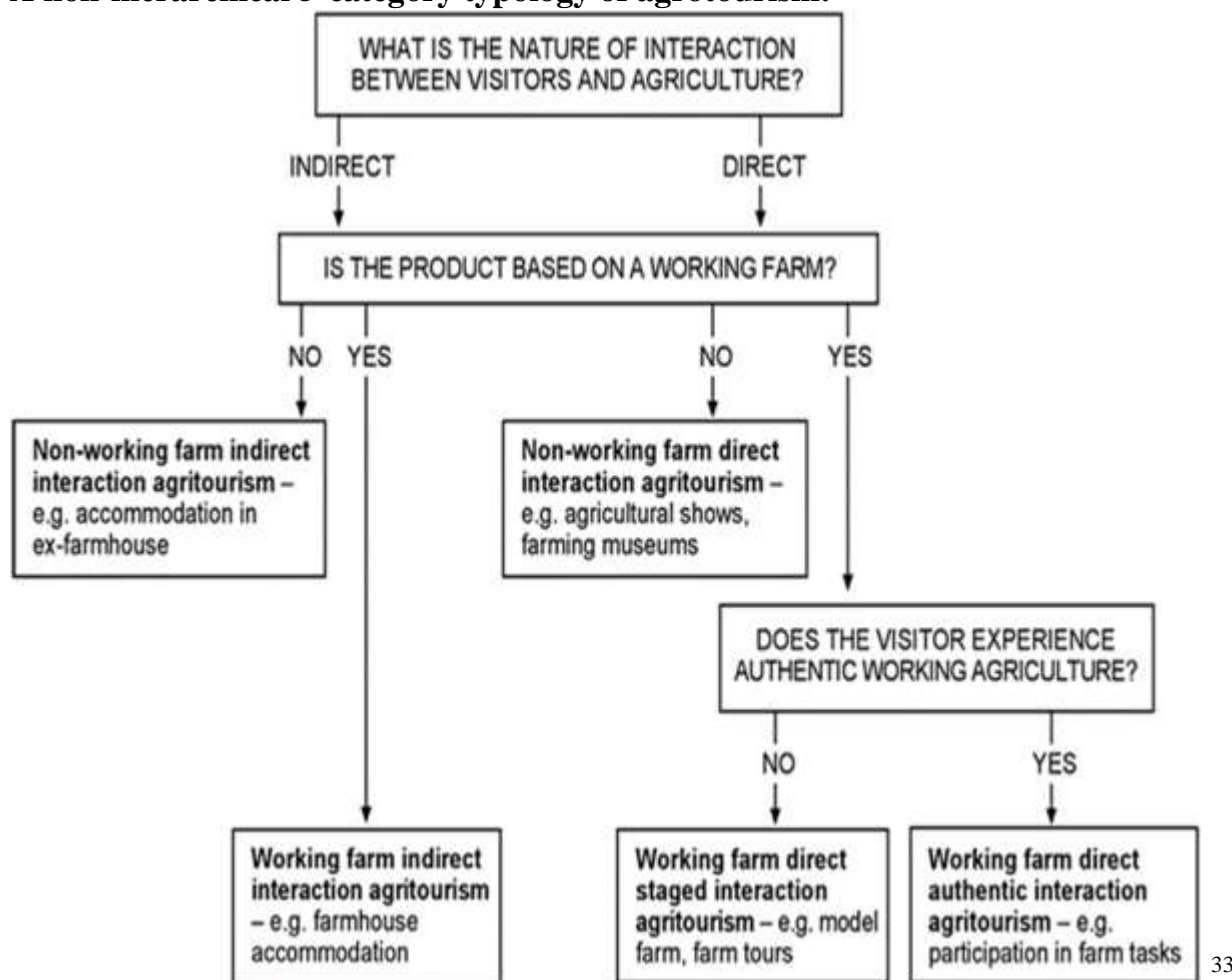
Agrotourism is an alternative way to diversify agriculture to achieve economic growth.³²

²⁹ Agritourism around the globe: Definitions, authenticity, and potential controversy March 2021 Journal of Agriculture Food Systems and Community Development 10(2):1-5

³⁰ Sharpley, R., & Sharpley, J. (1997). Rural Tourism: An Introduction. International Thompson Business Press.

³¹ An Agritourism Systems Model: A Weberian Perspective March 2007 Journal of Sustainable Tourism 15(2):111-124

³² Christine Tew, Carla Barbieri, Tourism Management, Volume 33, Issue 1, February 2012, Pages 215-224

A non-hierarchical 5-category typology of agrotourism:

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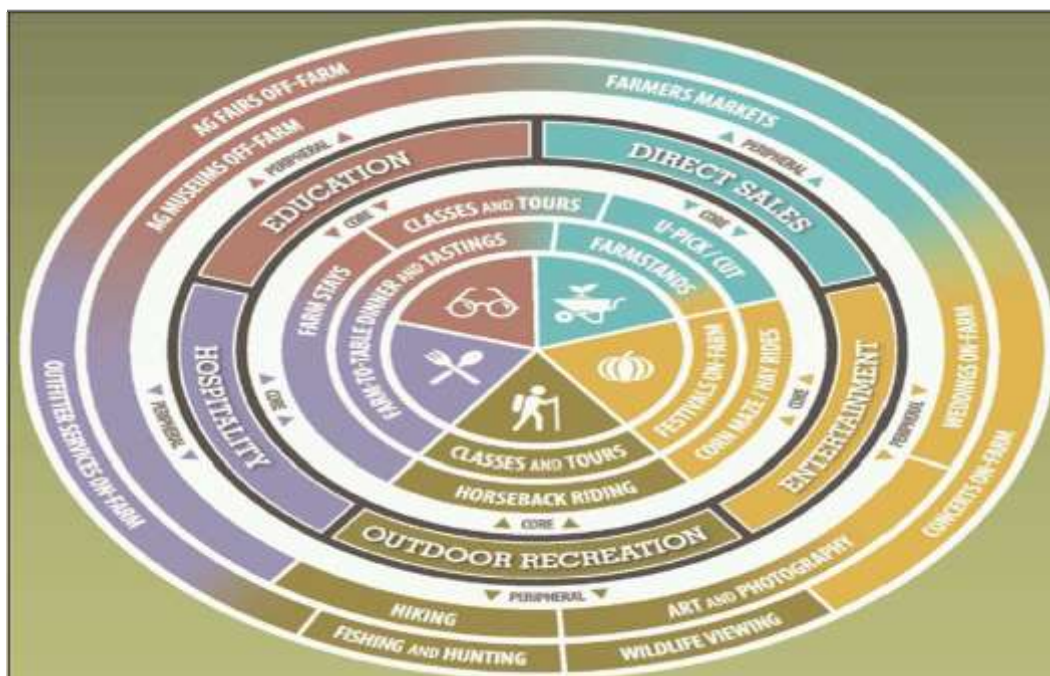
Reforms in the field of environmental protection and sustainable development are increasing interest in rural tourism. At the same time, urbanization, noisy environment and other negative effects of modern lifestyle are awakening in urban residents the desire to relax in nature, away from the central areas.

Today, agrotourism is an effective way to increase the income of rural residents, improve their living standards, and preserve national culture and the natural environment.

³³ Flanigan, S., Hunter, C., & Blackstock, K. (2014). Agritourism from the perspective of providers and visitors: a typology-based study, 40, 394-405

Conceptual basis of US agritourism:

Haqiqiy agroturistik xizmatlar	Periferik agroturistik xizmatlar
Turar joy: -ovqatlanish, tatib ko'rish; -mehmonxona xizmati; Ta'lim: -kurslar, seminarlar o'tkazish (pishirish, yetishtirish bo'yicha); -tur-marshrutlar uyushtirish; -bino xizmati (konferentsiyalar yoki degustatsiya uchun); Savdo (to'g'ridan-to'g'ri sotish): -turistning o'zi hosilni yig'ishi, terishi; -savdo ko'rgazmalari tashkil etish (xo'jalik ichida); Ochiq havoda dam olish: -darslar va ekskursiyalar; -otda yurish; O'yin – kulgu (madaniy hordiq): -xo'jalikda bo'ladigan festival, hosil bayramlari; makkajo'xori labirinti yoki pichan o'rini	Turar joy: -fermada jihozlash xizmatlari; Ta'lim: -ishlab chiqarish faoliyatidan tashqari agroturistik muzeylar (tarixiy, madaniy); -ishlab chiqarish faoliyatidan tashqari agroturistik yarmarkalari (texnikalar ko'rgazmasi) Savdo (to'g'ridan-to'g'ri sotish): -dehqon bozorlarida sotish; Ochiq havoda dam olish: -baliq ovlash (daryo, ko'llardagi tabiiy mavjud) va ov qilish; -piyoda yurish, otda yurish; -rasmga olish; -yovvoyi tabiatni tomosha qilish; O'yin – kulgu (madaniy hordiq): -xo'jalikda to'ylar nishonlash; xo'jalikda kontsertlar, bayramlar tashkil etish.



In response to the conflicting definitions, a multistate team in the U.S. created a conceptual framework for understanding agritourism: the core of agritourism consists of activities that are deeply connected to agriculture and take place on a working farm.

There seems to be general agreement about the core, but less agreement within the periphery, as some consider these activities to be included in agritourism while others do not.³⁴

Reasons for the development of agrotourism in Uzbekistan:

1. Low profitability of agricultural enterprises;

³⁴ Chase, Stewart, Schilling, Smith, & Walk, 2018; see Figure 4

2. Growth of revenues from tourism as a profitable sector;
3. As a result of the conducted research, it was found that local residents are interested in agrotourism;
4. Availability of business entities with production and service skills and infrastructural facilities that are the basis for organizing agrotourism in villages.³⁵

Regulatory legal documents:

1. Decree of the President of the Republic of Uzbekistan dated August 13, 2019 No. PF-5781 “On measures for the further development of the tourism sector in the Republic of Uzbekistan”
2. Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 “On additional measures for the accelerated development of tourism in the Republic of Uzbekistan”
3. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated September 30, 2019 No. 828 “On additional measures for the effective use and development of the tourism potential of Samarkand region”
4. Draft resolution of the Cabinet of Ministers “On additional measures for the accelerated development of agrotourism in rural areas” adopted by the Cabinet of Ministers in accordance with the Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611

Disadvantages of agritourism development in Uzbekistan:

1. Infrastructure deficiencies in rural areas;
2. Incomplete regulatory framework for agritourism;
3. Lack of tourism brands in rural areas;
4. Lack of information provision;
5. Weak system of advertising tourism products;
6. Lack of special programs supporting agritourism activities (investment, tax incentives);

Advantages of developing agrotourism:

1. Improving infrastructure in villages;
2. Creating new jobs;
3. Increasing incomes and improving living standards of the population;
4. Reducing the exodus of the population to cities;
5. Preserving nature and natural resources;
6. Reviving and developing national crafts, traditions, and rituals

³⁵ Х.Туробова - Агротуризмни ривожлантиришнинг ўзига хос хусусиятлари, Иқтисодиёт ва инновацион технологиялар Илмий электрон журнали, 2019й.

What public events will take place in the villages?

Business meetings;

1. Meetings for the exchange of scientific experience;
2. Seminars, master classes, conferences;
3. Excursion and educational meetings;
4. Exhibitions and fairs;
5. Corporate events (sports events, anniversaries);
6. Festivals and harvest festivals, folk festivals
7. Religious and pilgrimage events;
8. Cultural events, etc.

CONCLUSIONS AND SUGGESTIONS

The conclusions and suggestions section of your paper on managing mass events in rural agrotourism should synthesize your findings and propose actionable recommendations. Here's a possible structure:

I. Summary of Findings:

Begin by briefly summarizing the key findings of your research. This should reiterate the main challenges and opportunities identified in managing large-scale agrotourism events in rural areas. For example:

"This study has demonstrated that while mass agrotourism events offer significant economic potential for rural communities, their success hinges on effective planning and management to mitigate potential negative impacts."

"Our analysis reveals a critical need for improved infrastructure, particularly in transportation and waste management, to accommodate large tourist influxes without compromising environmental sustainability."

"Stakeholder engagement emerged as a crucial factor, with successful events characterized by strong collaboration between local communities, event organizers, and government agencies."

II. Conclusions:

Based on your findings, draw specific conclusions. These should be concise, impactful statements that directly address your research questions. Examples:

"Effective management of mass agrotourism events requires a holistic approach that integrates economic, social, and environmental considerations."

"Investing in sustainable infrastructure and adopting environmentally friendly practices are essential for ensuring the long-term viability of agrotourism in rural areas."

"Strong community participation and ownership are vital for creating successful and sustainable agrotourism events that benefit local residents."

III. Suggestions and Recommendations:

This is the most crucial part of your conclusions and suggestions section. Provide specific, actionable recommendations that policymakers, event organizers, and local communities can implement. Be clear and concise. Consider these examples:

Policy Recommendations:

"Governments should invest in developing robust infrastructure to support mass tourism events, including transportation networks, waste management systems, and accommodation facilities."

"Policies should incentivize sustainable tourism practices and provide financial support for community-based tourism initiatives."

"Regulations should be developed to manage visitor numbers and mitigate the potential for negative environmental impacts."

Event Organizer Recommendations:

"Event organizers should prioritize stakeholder engagement and involve local communities in the planning and implementation phases."

"Event organizers should incorporate sustainable practices throughout the event lifecycle, including waste reduction, energy efficiency, and responsible sourcing."

"Develop comprehensive risk management plans to address potential emergencies and disruptions."

Community Recommendations:

"Local communities should actively participate in the planning and management of agrotourism events to ensure their interests are represented."

"Communities should develop strategies to diversify income streams and reduce reliance on a single event."

"Training programs should be implemented to enhance the skills and capacity of local residents to manage and benefit from agrotourism."

IV. Future Research:

Suggest areas for future research. This demonstrates the wider implications of your work and encourages further investigation. For example:

"Further research is needed to explore the long-term social and economic impacts of mass agrotourism events on rural communities."

"Comparative studies across different regions could provide valuable insights into effective management strategies in diverse contexts."

"Research on the effectiveness of specific sustainable tourism practices in agrotourism settings would be beneficial."

Remember to maintain a consistent tone and style throughout your conclusions and suggestions section. The recommendations should be realistic, achievable, and contribute to the overall goal of sustainable and successful agrotourism event management in rural areas.

LITERATURE:

1. Bernard Lane (1994) What is rural tourism?, Journal of Sustainable Tourism, 2:1-2, 7-21
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