

INNOVATIVE AGROTOURISM IN UZBEKISTAN MECHANISMS OF DEVELOPMENT (ON THE EXAMPLE OF NAVOI REGION)

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Abstract; The article provides an in-depth analysis of the organizational and economic mechanisms for the innovative development of the agritourism sector in Uzbekistan. The article highlights the current state of agritourism infrastructure, its economic potential, existing problems and modern mechanisms for their elimination on the example of Navoi region. The article also proposes a model for the development of agritourism based on public-private partnership, digital marketing, a cluster system and innovative management solutions.

Keywords: agritourism, innovative development, Navoi region, economic mechanisms, cluster, digital marketing, public-private partnership, sustainable tourism.

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In the context of modern economic development, the priority areas in the tourism sector based on environmental sustainability, territorial equality and innovative approaches are of priority importance. In particular, agritourism is manifested as an effective mechanism for increasing the economic activity of rural areas, forming new sources of income and ensuring employment of the population by combining agricultural activities with the service sector. The introduction of digital technologies, the principles of "green economy" and innovative management solutions determine the trends of agritourism on a global scale.

These processes are closely linked to the long-term strategic development goals of Uzbekistan. The Strategy "Uzbekistan-2030" sets as important tasks - comprehensive development of regions, expansion of business and services sectors in rural areas, increasing the share of the private sector in the economy and transforming tourism into a factor of sustainable economic growth. The Strategy's emphasis on digital transformation, maintaining environmental balance and supporting innovative projects creates the need to take agritourism to a new quality level.

In this direction, the development of agritourism will make it possible to ensure the sustainability of the regional economy through the mutual integration of agriculture, transport, service and information and communication technologies. Especially in Navoi region, which is rich in agrarian potential, natural and ecological resources and cultural heritage, innovative development of agrotourism on an innovative basis is of great practical value for achieving the goals set out in the strategy of Uzbekistan-2030[1].

Agritourism is a complex economic system that is formed as a result of the integration of agricultural and tourism sectors. Its main task is to link agricultural resources not only with production, but also with services, cultural exchange, and recreation.

An innovative approach gives a central place in this system, because if traditional farming has an orientation only towards production, through agrotourism it is transformed into a product of experience, culture and service. For example, modern concepts such as "smart farm", "eco farm", "digital village" can be introduced for Navoi region. These technologies include digital management in agriculture, automated irrigation, online booking systems and guest reception platforms. As a result, agritourism farms will be able to bring their products to the global market not only in the field, but also via the Internet.

Navoi region is located in the central region of Uzbekistan and is a unique geographical zone in which steppe, mountain and steppe ecosystems are harmonious. Karmana, Navbahar, Kiziltepa,



Tomdi, Nurata districts are the most favorable places for the development of agrotourism in the region. In the villages at the foot of the Nurata mountains, the ancient peasant culture, beekeeping, Karakol and horticulture have been preserved. At the same time, objects such as Aydar-Arnasay lake system, Sarmishsoy petroglyphs, Sentob ecotourism zone attract tourists both naturally and culturally. But so far, the agrotourism infrastructure is underdeveloped — the number of guest houses is low, roads and transport system are not fully repaired, and marketing resources are not allocated. Therefore, it is necessary to improve economic mechanisms based on innovative approaches.

The following organizational and economic mechanisms are important for the sustainable development of agritourism [2]:

1. Public-Private Partnership (PPP): Establishing cooperation between farms, tourism companies and local authorities. For example, the state provides infrastructure (roads, water, electricity, Internet), while the private sector provides services (guest house, excursions, gastronomy).
2. Cluster system: Through creation of "Agro-Ecotourism Cluster" in Navoi region, it is possible to manage farming, handicrafts, food production, transport and hotel services in one region in a single system. This model increases cost-effectiveness and creates new jobs.
3. Tax and credit benefits: Mechanisms should be introduced to provide preferential loans, land tax exemption and subsidies to agritourism entities for up to 3–5 years. This, in turn, encourages small businesses.
4. Innovative system of services: Through the creation of online platforms such as "Smart booking", "AgroNavoi.uz", it is possible to manage booking, payment, route selection, transport and gid services for tourists in a single system. This digital management system will integrate the tourism system of the entire province.

The success of agritourism is directly related to its infrastructure. The infrastructure in the Navoi region will be developed in the following areas, the sector will be competitive [3]:

1. Creation of an ecological transport system (electric bicycles, eco-buses);
2. Guest houses network — Green House Navoi project
Construction of eco-hotels according to international criteria;
3. Brand of local products — organic under the brand "Made in Navoi"
Regulation of sales of products;
4. Regular holding of agrofestivals and fairs is a cultural and
will enhance economic integration.

The role of digital marketing in agritourism is invaluable. Today's tourist makes the selection from online sources. Therefore, it is necessary to create a website, social network pages, 3D video tours, Google Maps locations for each agrotourism object in the Navoi region [4].

In addition, tourism organizations in the province must register on international platforms such as TripAdvisor, Airbnb, Agrotourism.com. It provides not only advertising, but also trust and global integration [5]. The success of agritourism depends on knowledgeable personnel and service culture. In this regard, it is expedient to introduce such directions as "Agritourism Management", "Ecotourism Marketing", "Digital Tourism Economy" in higher education universities such as Navoi State University, Navoi University of Innovation.

Short-term trainings for the local population, seminars with foreign experts, and startup grants for young people should be established.

The success of agritourism largely depends on the innovation of its management mechanisms. In the current conditions, the simple administrative management model cannot ensure the rapid growth rate of the industry. Therefore, it is important to introduce an "innovative management model". In such a model, the following principles play a key role:



Integrated management: the integration of agricultural, transport, tourism and information technology industries into a single system.

Inter-sectoral coordination: cooperation between regional khokimiyat, tourism committee, Ministry of Agriculture, private sector and civil society.

Management based on innovative projects: creation of startup laboratories, agro-incubators and eco-farming centers in each district.

Monitoring and analysis system: constant monitoring of the number of visitors, financial flows, customer prices of each agritourism object through digital platforms.

This approach ensures on the one hand transparency in management, and on the other hand, strengthens the efficient use of resources, competitiveness and quality control.

One of the most important aspects of agritourism is the provision of environmental sustainability. The innovative approach requires that the process of using agricultural resources should not harm tourist activities. In this context, it is necessary to introduce environmental management mechanisms in the following areas:

Waste-free production based on the principle of circular economy

Discharge — e.g., using organic fertilizers, water processing.

Technologies of "green energy": solar panels, bio-gas installations, energy-saving irrigation systems.

Creating a local eco-brand: Certified agritourism facilities under names such as "EcoNavoi AgroTour" or "Green Desert Experience".

This approach not only protects the environment but also creates a trusted brand value for foreign tourists.

In the regional development strategy of Uzbekistan the tourism sector, especially the agrotourism sector, as a coherent form of the agrarian economy and the service sector, occupies a special place. In recent years, the issue of diversification of tourism, that is, not just limited to historical and cultural destinations, but its integration with agriculture, ecology and digital technologies has come to the agenda. Agrotourism is such a new economic model — it allows not only to show the process of production and sale of agricultural products, but also to show this process as an experience, to directly attract tourists to it, thereby bringing a new value chain to the rural economy.

The essence of the innovative approach is that agritourism now is not limited to a simple "show farm to tourists", but enriches this process with elements of digital management, marketing, ecological balance and social entrepreneurship. Especially, on the example of the Navoi region, the prospects for this direction are wide. The diversity of the natural landscape of the territory, the combination of a combination of steppe and mountain systems, the peculiar climate, as well as the peculiarity of agricultural activities with historical monuments make this region unique for agrotourism. Therefore, innovative management development of agritourism here will not only revive the local economy, but also increase the competitiveness of the regional tourism industry. One of the most important aspects in the innovative development of agritourism is to strengthen the link between scientific research and practice. At present, there are research institutes in the field of tourism in our country, but the issues of agrotourism have not yet been studied in sufficient depth.

Higher educational institutions located in the Navoi region — in particular, Navoi State Pedagogical Institute, Navoi University of Innovations — need to establish integrated training areas such as agriculture, ecology and tourism. As a result of this approach, domestic specialists gain in-depth knowledge not only in service technologies, but also in the field of resource management, marketing, economic analysis, and the study of foreign experience.



Methodology. In this study, a number of general, economical and applied research methods were systematically applied in order to study the mechanisms of innovative development of agrotourism.

First, agritourism was studied as an interconnected economic system of agricultural and tourism sectors using the analytical-system analysis method. This method made it possible to determine the functional relationship between the structural elements of agritourism (resources, infrastructure, services, management and marketing).

Secondly, by the method of comparative (comparati) analysis, the state of agrotourism development in Navoi region was compared with the agrotourism practice of countries such as Turkey, Italy and Kazakhstan. As a result, there was an opportunity to choose the more innovative mechanisms adapted to the regional development.

Thirdly, using the methods of statistical and dynamic analysis, the volume of agricultural production, tourist flows, employment and infrastructure indicators of Navoi region were studied. With the help of these methods, the economic potential and growth trends of agrotourism development were identified.

Fourthly, on the basis of the method of territorial and economic analysis, natural and climatic conditions, agrarian directions and tourist resources of Karmana, Navbahar, Kiziltepa, Tomdi and Nurata districts were assessed. This method served to identify priority zones for the development of agrotourism by regions.

Fifth, the Uzbekistan-2030 strategy, regulatory legal acts related to tourism and agriculture were studied using the method of institutional analysis, and their impact on the development of agrotourism was assessed. This method made it possible to determine the effectiveness of public-private partnership, clustering and tax incentives mechanisms.

Sixthly, using the SWOT analysis method, the strengths and weaknesses of agritourism development in the Navoi region, existing opportunities and external threats were systematically assessed. This method became the basis for strategic decision making.

Seventh, the views of agricultural experts, tourism managers and local entrepreneurs were summarized on the basis of an expert assessment method. This method made it possible to identify practical problems and real needs.

Eighth, the cost-effectiveness of promising models for innovative development of agrotourism based on public-private partnerships, clusters and digital platforms is assessed using the modeling and forecasting method.

The current set of methods served to ensure the scientific foundation, practical orientation and spatial conditions of the research results.

The results of the analysis show that the Navoi region has sufficient natural and climatic conditions, economic potential and rich cultural heritage for the development of agritourism. In particular, the Nurata mountain ranges, Aydar-Arnasay reservoirs, as well as traditional farming and pasture activities preserved in the territory create a favorable base for the formation of agrotourism areas and services.

At the same time, the study revealed that the infrastructure system supporting agritourism in the region is not adequately formed. In particular, the limited reception facilities, the underdeveloped transport and logistics networks, as well as the lack of digital marketing and modern management mechanisms remain a serious obstacle to the sustainable development of the industry.

SWOT analysis of agrotourism development in Navoi region

Strengths	Weaknesses	Options	Threats
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Availability of rich natural resources, such as Nurota Mountains and Aydar-Arnasay lake system	Insufficient development of guest houses and service infrastructure	Support for tourism sector in the framework of the strategy "Uzbekistan-2030"	Increased environmental load
Preservation of traditional farming and pasture activities	Weak state of transport and logistics networks	Opportunities to attract investment through public-private partnership	Climate Change and Water Resources Limitations
Tourism attraction of cultural heritage and local traditions	Poor digital marketing and online booking systems	Entering the international market through digital platforms	If the quality of service is low, the level of competitiveness decreases
Sufficiency of labor resources in rural areas	Lack of modern management and service skills	Strengthening inter-sectoral integration through clusters of agrotourism	Migration of skilled personnel

DISCUSSION.

The results of the analysis show that the Navoi region has important natural, cultural and economic resources for the development of agrotourism. Landscapes of the region, Aydar-Arnasay lake system, Nurata mountains and traditional farming and cattle breeding activities create great opportunities for the formation of agrotourism products. At the same time, the local cultural heritage and traditions serve as an additional source of attraction for tourists.

However, there are also weaknesses that can slow down the pace of development of the industry. The infrastructure of guest houses and service in the region is insufficiently developed, the transport and logistics system is slow, digital marketing and innovative management mechanisms are inadequate. These situations limit the cost-effectiveness and competitiveness of agritourism.

The analysis shows that the most effective development mechanisms are:

Infrastructure development through public-private partnerships

Formation of agritourism clusters;

introduction of tax and financial incentives;

Integrate services through digital platforms;

Establish a brand of local products and services.

When these mechanisms are implemented, the sustainable growth rate of the tourism sector of the region will increase, employment and incomes of the local population will increase, and the competitiveness of the area will increase.

CONCLUSION AND SUGGESTIONS

In conclusion, Navoi region has great potential for the development of agritourism. However, successful development will depend on the improvement of infrastructure, digital marketing and innovative management mechanisms. Sustainable development of agritourism in the region will be ensured through public-private partnership, clustering, tax and financial incentives, and the creation of local brands. In this way, the competitiveness of the regional tourism industry will increase, not only economically, but also ecologically and culturally.



Navoi region with its natural, economic and cultural potential is one of the ideal regions for innovative development of agritourism in Uzbekistan. At the same time, the following organizational and economic mechanisms are relevant for the effective launch of the sphere:

1. expansion of public-private partnerships;
2. creation of agritourism clusters;
3. introduction of digital technologies and an online marketing system;
4. development of infrastructure on the basis of environmental principles;
5. Establishment of a system of training qualified personnel.

If all these measures are implemented gradually, the Navoi region in the coming years will become an example of an innovative model of agrotourism not only in Uzbekistan, but also in Central Asia as a whole.

Based on the analysis, it is advisable to propose the following organizational and economic mechanisms that are considered the most effective for the development of agritourism: expansion and modernization of infrastructure based on the principles of public-private partnership; strengthening inter-sectoral cooperation through the formation of agritourism clusters; introduction of tax and financial incentives; integration of services into a single system using digital platforms; as well as creating a regional brand of local products and tourist services.

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