

**SPECIFIC FEATURES OF THE MANAGEMENT SYSTEM OF  
ATTRACTING INVESTMENTS IN THE FIELD OF AGROTOURISM****Sayfulloev Oybek Olimovich<sup>1</sup>****Bukhara State University, Uzbekistan**

***Abstract:** In this article, the importance of attracting investments in the tourism sector, in particular, in the sphere of agrotourism, as the leading branch of the economy of Uzbekistan, is highlighted. The management mechanisms of attracting investments to the agrotourism sector have been analyzed. In the conditions of Uzbekistan, there are systems of influence in attracting investments in the sphere of agrotourism. The importance of agrotourism in ensuring sustainable development of rural areas has been highlighted. The importance of investment in the development of agrotourism sector has been analyzed.*

***Key words:** Tourism, agrotourism, investment, rural tourism, management, marketing, employment, control mechanism, tourism, agriculture, economic development, infrastructure.*

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### **I. Introduction**

Increasing levels of urbanization, deteriorating ecology and other negative factors of modern life are shaping the desire of urban residents to relax away from the hustle and bustle of the city. Currently, there is a high demand for outdoor recreation in the city. It can meet this demand through all forms of tourism. Outdoor tourism in rural areas has long been widespread in the world practice, and with competent public administration, it provides a clear economic benefit for both individual rural areas of the regions and the state as a whole [7].

According to the World Tourism Organization (UNWTO), agro-tourism is a type of tourism activity in which tourists are usually associated with a wide range of services such as environmental activities, agriculture, rural lifestyles, culture, fishing and travel. given. Also on the official website of the organization agrotourism:

- Low population density;
- Priority was given to agriculture and forestry;
- There are reports of implementation in rural areas with traditional social structures and lifestyles [3].

### **II. Literature review**

According to J.W. Chloe, rural tourism includes all tourism activities that are developing in rural areas [2].

P. Nistureanu uses a relatively broader definition. According to him, rural tourism is a tourist activity organized and managed by the local population in rural areas and based on the close relationship of man with the environment [4].

Today, the development of agro-tourism in Uzbekistan is at its starting point. Despite the existing real examples of the organization of agritourism, the system of measures for the development of agritourism in Uzbekistan is not clearly defined. There are no standards or rules for agrotourism as a specific branch of the tourism industry. It should be noted that the standards and regulations in force in Uzbekistan in the field of hotel and recreational business do not fully comply with the activities of entrepreneurs seeking to engage in tourism business in rural areas. It should also be noted that in practice there is no regulatory framework specifically regulating the activities of agritourism. Also, the interest of investors in this area is very low or the investment attractiveness of the industry has not been sufficiently studied.

However, this is not to say that there is no demand for the industry. Research shows that the urban population of Uzbekistan has a huge unmet demand for recreation in rural areas. It is these factors that show that agrotourism has great potential both as a business and as a tool for regional development.

### **III. Analysis**

In a market economy, the complexity of production processes, increased competition, and the

uneven distribution of investment in the country's economy require a more detailed study of the investment process and its management in a market economy. Management of investment attraction processes requires not only a market strategy for the development of the facility, but also an investment strategy and a management mechanism. The concept of control mechanism can also be defined as a set of tools used in management or a set of levers used. The management mechanism is formed in accordance with certain principles, goals, approaches and priorities. The uniqueness of the management mechanism is that it is a means of influencing the structure, proportions, importance, etc. of management processes. The management mechanism can also be changed and evaluated in terms of the formation and development of the management system and process, the effectiveness of management, social significance, etc.<sup>2</sup>

There are different views on the management of these investment processes in the economic literature today. For example, L. S. Valinurova and O.B. According to Kazakova, "the mechanism of investment process management is a set of organizational, managerial, informational, technical and psychological tools, relationships and interdependence that help to ensure the success of the investment process and the effectiveness of its results." The authors also highlight the following elements of the management mechanism:

1) organizational forms of investment relations; 2) forms of investment management; 3) investment methods; 4) methods of evaluating the effectiveness of investment results; 5) the order of formation and use of investment funds (centralized and decentralized, federal and regional); 6) investment legislation; 7) spiritual and psychological methods of influencing investment activities; 8) methods of information and technical support of the investment process [5].

The mechanism for managing investment in the field of agro-tourism is a key element and tool of the management system, through which the impact measures aimed at attracting investment in the sector. The mechanism for managing investment attraction in the field of agro-tourism is well-organized and optimally managed agro-tourism facilities in the tourism sector, investors who want to invest in the sector, the Cabinet of Ministers, the Ministry of Tourism and Sports, local authorities is one of the most effective mechanisms for establishing optimal communication and proportions between the authorities, the Republic of Karakalpakstan, the regions and the main departments of tourism and sports of the city of Tashkent. The control mechanism represents the adoption and implementation of certain management and organizational decisions that effectively influence the activities of attracting investment in the field of agritourism, as well as the impact on the management entity to achieve the expected development and planned results. It consists of a set of presentation methods. Management mechanisms are based on economic, normative-legal, administrative, managerial, technological, information, ideological-educational, psychological management methods.

The basis for the functioning of the agro-tourism complex as a whole system is the close and effective interaction between the following subsystems: 1) objects of agro-tourism; 2) investors; 3)

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<sup>2</sup>Tolchinskaya M.N. The content of the investment management mechanism in the region // Terra Economicus. - 2008. - T. 6. - No. 1-2. - 323 p.

organizational and management components; 3) tourism industry; 4) Consumers of agro-tourism services. This requires the establishment of an effective mechanism for managing the attraction of investments in the field of agro-tourism in enterprises and regions and the country.

#### **IV. Discussion**

Influence systems in attracting investments in the field of agritourism are implemented in Uzbekistan as an integrated system at the following hierarchical levels: 1) microeconomic (private households and farms, those engaged in production activities in the agricultural sector, various investors); 2) meso-economic (local, self-government bodies, districts, cities, regions, the Republic of Karakalpakstan, the executive authorities of the city of Tashkent); 3) macroeconomic (Cabinet of Ministers of the Republic of Uzbekistan, Ministry of Tourism and Sports of the Republic of Uzbekistan).

In this three-tier management system, the microeconomic level is the primary basis for the development of agro-tourism in our country. Considering the improvement of management mechanisms and activities at the level of individual households and farms, agricultural producers, various investors will provide an in-depth understanding of the principles of organization and management of agritourism in the regions and the country.

At the meso-economic level, there will be processes of regulation and coordination of investments in the field of agriculture within the regions, as well as the implementation of state policy in the field of tourism only at the regional level. Regional programs to attract investment in agro-tourism will be approved. At the meso-economic level, the management of investment in the field of agritourism is important in the creation of agritourism areas and products and ensuring its competitiveness.

At the macroeconomic level, the management of investment in agritourism at the state and regional levels is carried out primarily through public investment policy. Regulation and promotion of investment activities, secondly, the state policy on attracting investment in the field of agro-tourism through the regulation of direct tourism activities, the establishment of basic norms, rules and priorities for its development, various software development, standardization and classification of agro-tourism facilities, information support, tourist safety, etc. The Ministry of Tourism and Sports of the Republic of Uzbekistan is the authorized state body responsible for the development and implementation of a unified state policy in the field of tourism and cultural heritage. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 477 of July 31, 2021 stipulates that the Ministry of Tourism and Sports On the formation and implementation of the integrated concept:

participates in the definition of priorities and tasks of tourism development, taking into account the analysis of the main trends and forecasts of tourism development;

ensures the practical implementation of a unified state policy in the field of tourism by state and economic authorities, local government and other organizations, as well as tourism entities;

develops proposals for organizational and legal improvement of mechanisms and structure of state regulation and management in the field of tourism;

develops draft normative and legal acts on tourism development and submits them to the Cabinet of Ministers of the Republic of Uzbekistan in accordance with the established procedure [1].

At the microeconomic level, private households and farms, those engaged in production activities in the agricultural sector, various investors are involved in all activities related to the above two levels, ie in the formation of national and regional programs for the development of agritourism, domestic and foreign participates in the sale of tourism products in the tourism market, most importantly, creates new tourism products and services. These are the basis for the activity and development of agrotourism. The investment phase of corporate investment management begins with the study of supply and demand in the market of tourist services, on the basis of which the tourism product is formed. Then investment projects are developed, their effectiveness is analyzed and the most effective of them is selected [6].

At the microeconomic level, the management of investment in agritourism depends on external and internal factors:

1. External factors are realized at the macro and mesoeconomic levels, as well as by market mechanisms;

2. Internal influences include the decisions of private households and farms, those engaged in agricultural production, and various investors to invest in agritourism for profit.

At the microeconomic level, the investment management system depends on the organizational structure and financial resources of individual households and farms, those engaged in agricultural production activities, and various investors. In some cases, there is a separate structural unit, which oversees and manages the entire mechanism of investment management.

This is the level of entrepreneurial initiative, which has a positive impact on the living standards of the population. New enterprises and organizations will appear in the field of agrotourism, which will lead to the creation of additional jobs, which will create opportunities for economic growth.

## **V. Conclusion**

Adaptation of organizational and economic mechanisms for managing investment in agrotourism to the existing conditions, effective use of all management mechanisms, achieving the impact of management entities on the objects using the most effective methods are important for the development of the industry.

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