

DIVERSIFICATION OF SMALL BUSINESSES: AGROTOURISM

A.M. Amirov

Doctoral student of SamSU

Sh.R. Nizamov

Researcher

Abstract

The study of world practice shows that small business occupies one of the first places in the ranking of economic priorities, in connection with which there is a harmonious system of its investment support aimed at stimulating innovative content, both of the business itself and entrepreneurs. Noting the advantages of small businesses, such as flexibility, low operating costs, and high capital turnover, the most important thing should be highlighted - the formation of innovative thinking and behavior. A free, creative person is allowed to embody his ideas.

Keywords: tourism, small business, agriculture, employment, welfare

Small businesses have broad development prospects in rural areas, where their formation contributes to the creation of a stable base for the preservation of settlements, the formation of a middle class, and an improvement in the financial situation of residents. For city dwellers interested in creating conditions comfortable for living and doing business, today the most urgent is the search for solutions to the problems of housing and communal services, civil, transport and garage construction, and territorial development. And in general, the townspeople need to protect their rights as consumers of goods and services.

In the countryside, the range of problems is wider, since, over the years of market reforms in Uzbekistan, the standard of living of the rural population has significantly decreased. The gap with the city also increased in the general social conditions of life in rural areas. The facts testify to the systemic degradation of the rural social sphere. The bulk of the rural population lives in a limited information field or is in information isolation. Most villages lack a satisfactory system for the provision of medical, cultural, trade and marketing services, and there are no modern educational institutions. The intensity of the outflow of the population, especially young people, from rural areas remains significant. This determines the general backwardness, low efficiency, and competitiveness of agriculture, its actual inability to ensure the country's food security.

In developed countries, an attitude has developed towards the rural population as an equal social class. Its priority government support, taking into account the functioning in conditions of high risk and providing the population with vital products, decisively contributes to the prosperity of agriculture and the general progress of these countries. In recent years, the world has intensified activities to establish the system of agritourism. Most of the economic entities employed in this tourism sector belong to small enterprises (peasant (farm) farms, cooperatives, etc.), which opens up significant prospects for unlocking the potential of small businesses in trade, hotel and restaurant business, transport and other services.

The Association of Guest Houses of France, created in 1954, is the first European network for the reception and accommodation of tourists in the countryside. A guest house is a traditional rural house with all amenities, rented for a week or weekend. In such guesthouses, tourists are completely independent. Guesthouses in France have allowed farmers and other individuals, often not associated with agriculture, to generate additional income. Guest rooms are also rented out. That is the room at the place of residence of the owner himself. As a rule, this is no more than 5 rooms, or in terms of number - no more than 15 people. The owners should offer traditional and regional cuisine.

A prerequisite is that accommodation facilities for tourists are located in rural areas or small towns without industrial and multi-story buildings. Agritourism clients are:

- Urban dwellers, especially those living in large cities. This trend can be seen all over the world. For example, on average, every Parisian spends 10 days a year in the countryside, while residents of other regions spend only 2-4 days in the countryside.
- The economically active part of the population aged 25 to 44. At the same time, budget vacations are not the main motivation for choosing a vacation in the countryside.
- Families and groups with children. The countryside is good for children.
- Foreign tourists. Research by French expert's shows that almost one in three foreign tourists who have been in the countryside during their summer vacation become an adherent of this holiday, and the number of nights spent in the countryside by foreigners has doubled. Tourists travel to the countryside for peace of mind, a friendly atmosphere, family gatherings, scenic surroundings, and freedom.

A prerequisite is that accommodation facilities for tourists are located in rural areas or small towns without industrial and multi-story buildings. Agritourism clients are:

- Urban dwellers, especially those living in large cities. This trend can be seen all over the world. For example, on average, every Parisian spends 10 days a year in the countryside, while residents of other regions spend only 2-4 days in the countryside.
- The economically active part of the population aged 25 to 44. At the same time, budget vacations are not the main motivation for choosing a vacation in the countryside.
- Families and groups with children. The countryside is good for children.

It should be noted that in China, the majority of the population spend their holidays with their families. In the minds of the Chinese, the family is the most important part of life. If it is normal for us Uzbeks to have a dacha, then for the huge population of China, this is a problem. Since in the urban suburbs there is arable land on which crops and vegetables are grown. Therefore, recently more and more villages on the outskirts of Beijing and other large cities are opening up places for recreation and entertainment. These villages are usually found in the mountains or near lakes, where people can enjoy clean air and landscapes. Vacationers can pick fresh fruits and vegetables, get acquainted with the domestic animals that live in the village. Traveling with children has become a necessary part of the lives of many parents. 65 48% of those surveyed would like to travel 1-2 times a year. 40% of respondents wish to travel 3-4 times a year. 11% - more than five times a year.

But tourists are more interested in getting to know the farm, the opportunity to go around cultural pastures, and delve into the components of ecologically clean technology of beef cattle breeding. This is precisely the "highlight" of agritourism. Guests can indulge in farm labor and then relax - swim, fish, ride bicycles, admiring the countryside, and the sleek, prosperous Hereford gobies feeding "marble meat" for the consumer.

Small businesses differ from large farms in terms of their social status, labor organization and degree of employment during the year, level and sources of income, and many other features. Such a business connects the freedom of entrepreneurship with the real freedom of a person, providing equal access to the resources of self-affirmation of the individual. It allows for a new reading of such humanitarian categories as interest, justice, responsibility, which ultimately ensures public consent. Analysis of the growth rates of production in the agro-industrial complex of our country shows that they are completely insufficient in any of the categories of farms. The question now lies in the degree of survivability of different forms and types of farms.

Large-scale agricultural production is especially sensitive to changes in price, financial, credit, production, and other relations, which impose increased demands on them. At the same time, it

is distinguished by certain inertia in an activity. The households of the population and private farms (peasant) have serious advantages in this respect. The first place should be given to the ability to perceive everything new and to be active in its implementation in economic practice. On a small scale, modern technologies, management systems, and risky infrastructure solutions can be tested, which, if proven effective, can be widely replicated at the level of small businesses and implemented by large enterprises. The second place is taken by the ability to diversify entrepreneurial activity, which is especially significant for ensuring the comprehensive development of rural areas.

The question is not raised about what the state should support: small forms of business or large companies. Only mutually beneficial cooperation between small and large enterprises can increase the potential for joint development and fulfill tasks. The answer to any external challenges should be an increase in the innovative development of territories, the preservation of the cultural identity of the population, as well as comprehensive support for responsible, efficient owners who intelligently and highly efficiently use modern technologies and develop diversified economies.

REFERENCES

1. Abalkin, L.I. Agrarian tragedy of Russia [Text] // Economic Issues. - 2009. - No. 10 22.
2. Abchuk, V.A. Management [Text]. Textbook. - SPb. : "Soyuz", 2002.23.
3. Agrarian policy [Text]: Uch. manual. / IN AND. Nazarenko, V.V. Shaikin and others; ed. A.P. Zinchenko. - M. : Kolos, 2004. -- 304 p. : ill.
4. Bautin, VM, Kozlov, VV, Merzlov, AV Sustainable development of rural areas: issues of strategy and tactics [Text]. - M. : FGNU "Rosinformagrotech". - 2004. -- 312 p.
5. Vorontsov, M.V. Some problems of education at the beginning of the XXI century [Text] // Izvestiya MAN VSh. - 2008. - No. 2. - S. 12-13.
6. Zytkova, N.V., Ikonnikova, OV, Kononov, O.D. Diversification of the Rural Economy: Problems and Prospects [Text] // Russian Journal of Entrepreneurship. - No. 11 Issue. 2 (196). - 2011.
7. Krutikov, V.K. Legostov, V.V. Small business, and social and economic growth. Analysis of domestic and foreign experience [Text]. - M. : Publishing house "Noosphere", 2006.
8. Pankov, B.P., Fedotova, O.V. The system of social protection of the rural population in the labor market [Text]. - M. : Company "Sputnik +", 2008. - 136 p.

9. Seagull, V.P., Isaev, A.G. Rural tourism in the sustainable development of rural areas [Text] // Agricultural Economics. - 2007. - No. 11.
10. Chayanov, A.V. The main ideas and forms of organizing agricultural cooperation [Text]. - M.: Nauka, 1991. -- 456 p.