Personnel Training Prospects in Agro-Tourism: In Case of Uzbekistan

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Abstract. **In this paper investigated personnel training prospects in agro-tourism: in case of Uzbekistan. The article proposes a new AVIVA method for using new methods in training employees in agritourism, as well as integrating theory and practice. The possibility of using the AVIVA method in retraining specialists in agrotourism development and rational use of existing agricultural management capabilities in the Tashkent region is highlighted.**

Keywords: Tashkent region, agrotourism, qualified specialist, unemployment, additional income, AVIVA model, agrotourism cluster.

1. INTRODUCTION

In order to develop the tourism potential of the Tashkent region and increase the flow of tourists, a number of reforms are being carried out by our state. In accordance with the decision, it is planned to ensure the operation of Bostanliq district using the various tourism potentials in all seasons due to the complex socio-economic development, transport infrastructure, as well as seasonal activity of tourism infrastructure. According to the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 396 dated 29.06.2021, the decision "On comprehensive socio-economic development measures of Boka district of Tashkent region in 2021-2023" was also adopted.

2. LITERATURE REVIEW

Level of study of the problem. Dejan Basik, G. Assel, G. A. Churchill, T. J. Brown, Ph. Kotler, K. L. Keller, I. Setiawan, H. Karatajaya, N. K. Malhotra, D. Kennedy, V. D. Praet, J. Salenbacher, A. Traindl, J. Trout, P. Doyle, E. W. George, H. Miroslav, M. Milan, O. .Pavol, H.Martha, T.N.Songkhla, B.Somboonsuke were studied in the researches of scientists.

The problems related to the sustainable development, organization and marketing of agrotourism in their territories were discussed by the mature scientists of foreign and CIS countries M.T. Davletova, M.J. Tursumbayeva, Altinbekova, A. J, A. Prokhorova, V. Vladimirovna, Ye. Nikolayevna, O.V. Gonova, A.A. Maligin, V.A. Lukina paid special attention to the management of agrotourism, the development of afrotourism during the pandemic, their marketing research, and the development of the tourism industry of the regions.

It is covered in the researches of scientists and practitioners like Sayfutdinov Sh., O.Kh.Khamidov, A. N. Norchayev, A. M. Abduvohidov, N. T. Tukhliyev, T. Abdullayeva, I.C.Tukhliyev, I. Ivatov, M. Q. Pardayev, R. Atabayev, Usmanova D. K.

3. ANALYSIS AND RESULTS

Each district of Tashkent region has its own touristic potential. The natural ecosystem of the region, the favorable climate and the possibility of having fun in all seasons of the year mean that it is necessary to create favorable conditions for local tourists to enjoy their vacations. Today, large and modern projects are being implemented to increase the tourism and investment attractiveness of the region and attract tourists. The main tourist destinations in Tashkent region are Chervok, Chimyon, Amirsoy regions. The increase in the flow of tourists naturally creates a need for infrastructure improvement. The services of recreation zones and the proper use of the agro-tourism potential of the region provide the opportunity to increase the tourist attractiveness, employment and income of the population, and further reduce the level of unemployment of the general population in the Tashkent region.

Despite the fact that the number of agroclusters established in the Tashkent region, which is geographically and climatically favorable for agrotourism, is 18, agrotourism is not organized in them.

Table 1: Information on existing agroclusters in Tashkent region

№	Name of clusters	Located	Separated land area
1.	MED TORG INVEST LLC	place	131 ga
2.	AGRO STAR EXPO LLC	Parkent district	100 ga
3.	"EKO AGRO HROMS" LLC	Parkent district	601 ga
4.	"SARDORBEK SARKOR" F/X	Qibray district	151 ga
5.	BOSTON POTATO CENTER LLC	Parkent district	1735 ga
6.	EURO FOOD TRADE LLC	Bostanliq district	171 ga
7.	"KHUMOYUN CHORVA" LLC	Zangiota District	517 ga
8.	DAVR AGRO CLUSTER LLC	Zangiota District	531 ga
9.	"TAMARAKHONIM ZIYO NUR" LLC	Zangiota district	231 ga
10.	"FRUITS SEASON GROUP" LLC	Tashkent district	833 ga
11.	ALISHER FAIZ MURUVWAT F/X	Qibray district	864 ga
12.	MEKNAT AGROFIRMA LLC	Tashkent district	564 ga
13.	SARDORKOM LLC	Tashkent district	2878 ga
14.	BERAD AGRO LLC	Ohangaron district	683 ga
15.	"NEW TASHKENT CONSERVA" LLC	Yangiyol district	2467 ga
16.	"QIBRAY EXPORT CAMRON" LLC	Qibray district	288 ga
17.	NERO BARS LLC	Qibray district	286 ga
18.	"SOFT TEXTILE LUX" LLC	Qibray district	270 ga

Existing agroclusters in Tashkent region are located in Qibray district, Parkent district, Zangiota district. The largest clusters correspond to 2467 "YANGI TASHKENT CONSERVA" LLC in Qibray district, 2878 "SARDORKOM" LLC in Ohangaron district, and 1735 of BOSTONLIK KARTOSHKACHILIK CENTRAL LLC in Bostanliq district. Each agro cluster includes more than 10 farms. In addition to them, there are many peasant households and households, if agro-tourism opportunities are created in them, and if organizational and economic aspects are properly organized, it will create a wide opportunity to create a source of income and additional jobs.

In recent years, the population of Tashkent has been growing year by year, and the existing parks have been intensively transformed into amusement parks, which has led to an increase in the desire of the population to go out of the city. Therefore, it is appropriate for us to offer quality and convenient, affordable tourism services for local and foreign tourists. In this case, it is advisable to expand the types of home hotels, glamping, cottages and diversify services for accommodation facilities.

In the development of the tourism and services sector, the role of qualified specialists in infrastructure development, management, and organization is invaluable. Despite the best infrastructure, there will be many problems in the development of the agrotourism industry, if the proper selection of qualified specialists is not promoted, and the tourism potential of the region is not promoted.

The number of economically active population in the regions of Tashkent region is high in the cities of Angren, Almalyk, Chirchik, Bostonliq, Qibray, Yangiyol, Zangiota districts (table 2). The number of economically active population, employed and unemployed by regions of Tashkent region [10]

Table -2 Economic activist in the regions of Tashkent region population, number of employed and unemployed

	Total number of economically active population, thousand people	of which:		Unemployment rate, in percent
		employment in the economy	the unemployed	
2022				
Tashkent	**1 323,5**	**1 206,7**	**116,8**	**8,8**
Angren sh.	70,5	64,2	6,3	8,9

Almalik sh.	73,8	67,6	6,1	8,3
Bekobod sh.	46,4	42,5	4,0	8,5
Chirchik sh.	73,7	67,4	6,4	8,6
Yangyol sh.	27,4	25,1	2,4	8,6
Nurafshon sh.	35,7	32,7	3,0	8,3
Ahangaron sh.	20,1	18,3	1,8	8,7
Districts:				
Iron man	42,2	38,3	3,7	9,1
Akkurgan	48,6	44,1	4,5	9,2
Forever	66,6	60,7	6,0	8,9
Bostonian	80,0	72,9	7,1	8,8
Boka	55,2	50,1	5,2	9,3
Kibrai	83,8	76,5	7,2	8,6
Zangiota	83,5	76,2	7,3	8,7
Parkent	69,0	62,8	6,2	9,0
Pskent	45,6	41,4	4,2	9,2
Chinese	57,2	52,1	5,2	9,0
Scream	51,0	46,4	4,6	9,0
Intermediate	61,4	56,0	5,4	8,8
High pitched	57,3	52,2	5,1	8,9
Yangyol	93,1	84,9	8,1	8,7
Tashkent	81,4	74,3	7,0	8,6

According to the data of 2022, high unemployment areas have been identified in the territories of Tashkent region. If we analyze the districts with the highest percentage of unemployment in the table, Ohangaron 9.1%, Akkorgon 9.2%, Boka 9.3%, Parkent 9%, Pskent 9.2%, Chinoz and Kuyichirchik districts 9%.

There are certainly ample opportunities to reduce the unemployment rate, to train qualified specialists, to make effective use of existing opportunities in agriculture, and to increase incomes. It is possible to expand the existing capacity by improving the skills of the workers working in rural management.

The given figure mainly shows the ratio of the number of economically active population and the number of unemployed in the cities of Angren, Almalik, Bekabad, Chirchik, Yangiyol, Nurafshan and Ohangaron in the regions of Tashkent region. Angren has 64.2 thousand people, Almalyk has 67.6 thousand people, Chirchik city has 67.4% of economic sectors.

Each city and district of the Tashkent region has its own eco-system, which provides an opportunity for further economic and social development of the region from the wide opportunities related to agriculture.

The reforms carried out over the years certainly served to create new jobs in the Tashkent region. Most of the population is engaged in construction, industry, transport, services, recreation areas. However, we can say that the opportunities to attract innovations in agriculture, to promote agro-tourism such as animal husbandry, horticulture, fishing, and cocoon breeding, thereby increasing the incomes of the population and creating new jobs, and expanding the types of agricultural services have not been used (Fig.1).
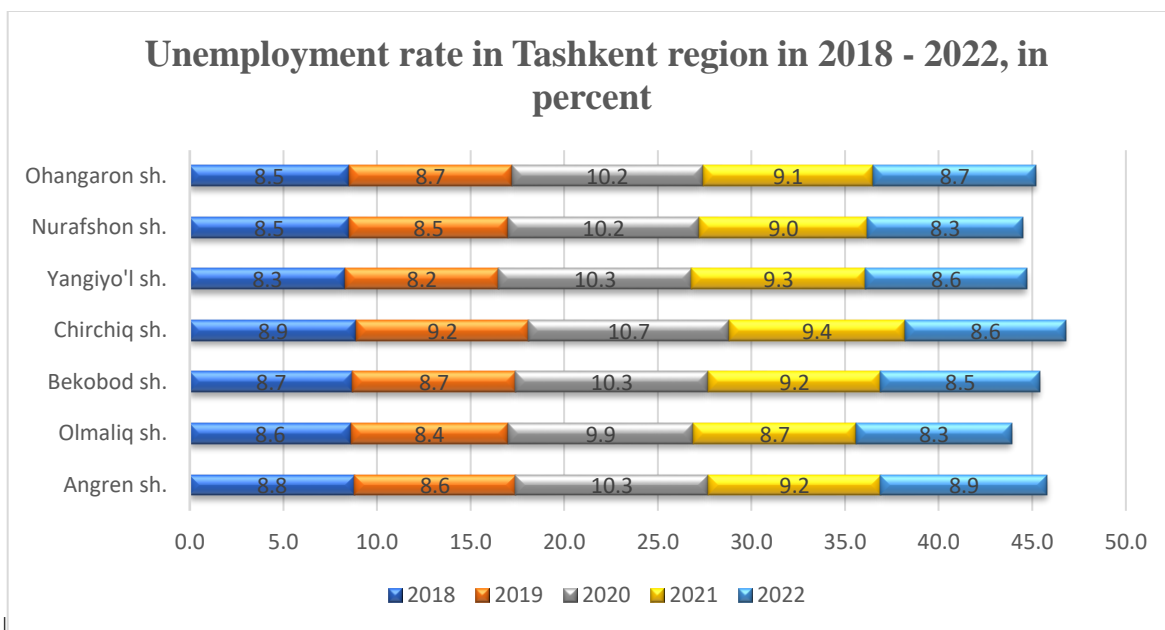
Fig.1. Dynamics of unemployment rate in Tashkent region in 2018-2022 (percentage)

The given picture shows the unemployment rate in Tashkent region in 2018-2012. According to him, the unemployment rate in 2018-2019 was 8.5% in Ohangaron, 8.5% in Nurafshan district, 8.9% in Chirchik district, 8.7% in Bekabad district, and 8.8% in Angren district. We can see that unemployment has increased by an average of 10.2 percent across regions in 2020 due to the COVID-19 pandemic. Due to the reforms carried out by the state, we can see that the unemployment rate in the regions decreased to an average of 1.2% in 2021, and an average of 2.2% in 2022 compared to 2020.

As a result of the survey and interviews conducted among the population of Tashkent region, it was found that the majority of the population does not have knowledge and skills regarding the possibilities of agrotourism and its organization and management. The local population of the region is engaged in agriculture, household farming, horticulture, animal husbandry, fishing, beekeeping and many other activities related to agriculture. More than 1,000 additional jobs can be created by establishing a single Agrotourism cluster. As an example, we briefly analyzed the activities of the Mehrigiyo agro-tourism cluster located in the Fergana region, operating in our republic, and obtained information through interviews. Analysis based on the obtained data showed that this agro-tourism cluster is famous for many local and foreign tourists with natural healing products, lavender plantations, greenhouses of "Mehrigiyo" LLC, which has been operating since 1992. Today, they deliver natural products and medicinal products made from medicinal plants to our people and to the neighboring countries of Russia, Kyrgyzstan, Kazakhstan, America, Saudi Arabia, Tajikistan and many other countries. The results of the research showed that the total number of domestic and foreign tourists visiting during the off-season is from 300 to 500 in one day. During the season, on average, up to 1,000 tourists visit the lavender plantation in one day to take photos and buy products from primary markets. Today, they grow lavender and other medicinal products, papaya, coffee, and other exotic products in greenhouses on 500 hectares. Visiting tourists can buy their favorite products from the primary market and get free medical consultation. Scientific laboratories have also been established in Mekhrigiyo agro-tourism cluster. Composition of products, their use, production process. Qualified specialists will show and provide information on how to get seeds, plant, grow seedlings. Today, Mekhrigiya agro-tourism cluster activities are focused on the creation of additional 300-bed guest houses. According to the 5-year analysis of their activity, we can know that today the number of tourists has increased by 50 percent. The most important thing is that they now include services related to health tourism through the clinic, and more than 500 local residents are employed in this network alone, and more than 800 workers are employed, including other branches of the Mehrigiya agro-tourism cluster, product delivery services. The activities of the agro-tourism cluster are constantly promoted through the website https://mehrigiyo.uz/ru/about/ and many natural teas, baths, lavender pillows, lavender oils, papaya products and other products are sold and exported under the Mehrigiyo brand.

A number of agro-tourism clusters have been created in our Republic. One of the main reasons for this is the

involvement of qualified specialists in the field.

It shows that there is a lack of qualified specialists in the field of agrotourism in order to properly use the wide opportunities in the Tashkent region. There are many specialists in the field of agriculture who have been engaged in viticulture, horticulture, animal husbandry, cocooning, and beekeeping for years. it is necessary to teach by doing.

There is a wide opportunity to increase the income of the population by teaching the methods of supporting business, promoting information, providing quality services to tourists, providing information about the products being produced, and showing the processes.
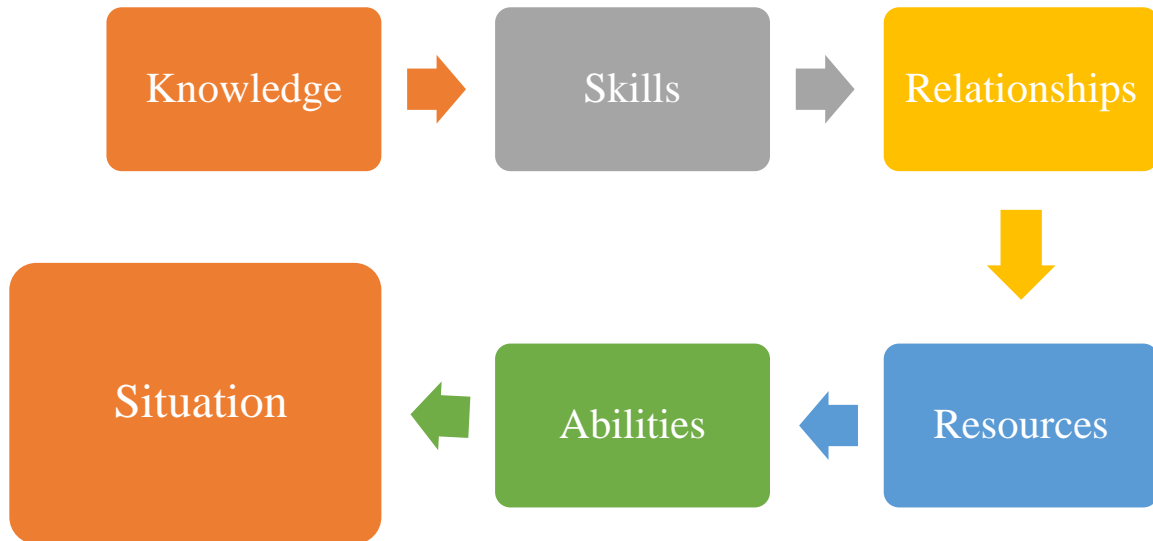

Fig.2. Competencies-resources model

As the field of education evolves, teaching models vary. Today's students are focused on the competencies they are expected to acquire in the course of their studies or during their studies. These include not only professional competencies, but also competencies used outside the professional sphere, including personal and social competencies. It is very important that the knowledge, skills and attitudes acquired by the students outside of the educational institutions are assimilated, used and reflected. The best, most effective way to teach must be something that the audience can understand, feel, and have the knowledge and skills to do with the process and connect with the students' experiences. This will have a positive effect on the effectiveness of learning.

What is the AVIVA model? In this case, it is a method of teaching by showing and using methods to explain the situation in the process of learning. In this, the learner is able to explain the situational purpose and content of the process through methods, and the learner can also use the knowledge and skills of the correct use of resources.

> **Arriving and engaging**
> **V- Activating prior knowledge** (In German "V" for "Vorwissen aktivieren") (giving information about knowledge)
> **Informing In German "I" for "Informieren"** ((I"activation of prior knowledge)
> **V- Processing In German "V" for "Vertiefen"** (V "processing")
> **A-Evaluating In German "A" for "Auswerten"** (A"evaluation")

Learning any field requires, first of all, a certain basic mood, a willingness to deal with new things (A "come and engage"). Real learning ("V imparting information") begins with and builds on what is already available (I "activating prior knowledge to acquire new information"). In order for new material to be assimilated (V "processing"), it must be possible to use it in practice. It is important to be able to use the acquired knowledge in practice. The learner is responsible for the path he chooses and must consider the situation (A's assessment) before taking the next step.

4. CONCLUSION

When the process of organizing tours for visiting tourists in the field of agrotourism is organized through the AVIVA model. Tourists will be able to learn from the excursion process, connect information with their previous knowledge, understand the process of agrotourism and participate in the process themselves. Organizing an excursion

for tourists through such a model allows them to get information about the agrotourism object, to be able to use it, as well as to increase their interest in the agricultural sector. Another important aspect of the development of the agrotourism sector is aimed at acquiring the knowledge and skills of the young generation related to agricultural industries and increasing the interest of young people in the sector.

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