



## **CONCEPTUAL FRAMEWORKS FOR SHAPING AND ADVANCING AGROTOURISM VENTURES**

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<b>A B S T R A C T</b>	<b>KEY WORDS</b>
<p>This study delves into the foundational underpinnings driving the inception and growth of agrotourism endeavours. Exploring theoretical frameworks and conceptual models, it investigates the fundamental principles shaping the evolution and sustenance of agrotourism activities. By examining theoretical bases, this research illuminates the conceptual landscape underpinning the formation and dynamic progression of agrotourism ventures. It navigates through diverse theoretical perspectives, elucidating the core principles that drive the development and evolution of agrotourism within socio-economic contexts. This exploration seeks to provide a comprehensive understanding of the theoretical foundations instrumental in shaping and propelling the growth of agrotourism initiatives, contributing to the strategic development and management of these ventures.</p>	<p>Agrotourism, Theoretical Frameworks, Tourism, Agriculture, Conceptual Models, Socio-economic Contexts, Sustainability, Rural Development.</p>

### **Introduction**

At the current stage of development, the changes taking place in the social and economic systems of the world show that the development of individual industries is undergoing structural changes in the direct production (service) process simultaneously with the service. One such sector is the agro-industrial sector which produces agricultural products and, based on them, necessary products (food, clothing, etc.) that satisfy the basic needs of the population [1,2]. The changes taking place, on the one hand, are aimed at ensuring the economically efficient operation of agro-industrial sectors, and on the other hand, they are aimed at ensuring the social development of rural areas (the level of urbanization, infrastructure development, the standard of living of the population, the stability of the demographic situation, etc.).

### **Methodology**

The main part of structural changes occurring in socio-economic systems is interpreted as a new form of integration processes related to demand and need in these systems, and as a result of these changes, social and economic needs will be fully and effectively met. The trend of "migration" of the

population in the rural areas of developing countries to large cities also requires the transfer of social relations related to the agrarian sector and rural areas to a new basis. The economic activity within the agro-industrial complex carried out in the rural areas plays an important role in the social development of the regions along with the production of the enterprises.

Integration requiring structural changes is followed by diversification processes in the field. Diversification comes from the Latin word “diversification”, which means change, diversity, or branching. This process occurs by increasing the volume of production (service) of the accumulated capital, creating new types of products (services), and at the same time directing the activities to ensure penetration into other industries or sectors.

Diversification processes are divided into internal and external diversification according to the scope and pace of implementation. Internal diversification of activity means changing the existing conflicts in the system in connection with new goals in the direction of increasing the volume and type of production (service) and changing the capacity of enterprises and types of products based on internal changes. Examples of internal diversification include changes in processing, processing and storage of raw materials.

External diversification means the creation of new types of production or entry into the activities of other industries and sectors. As a result of external diversification, cooperation of enterprises related to the main type of activity turns into multifaceted complex complexes. For the economic systems of developed countries, diversification is a qualitatively new situation arising in connection with the internal instability of the market economy. Because the allocation of capital for different products (services) leads to a certain decrease in the amount of profit received from one type of activity.

External diversification is nothing more than the separation of new sources of resultant change, elements that played a subordinate role in the old structure, but when formed in the form of a new structure, they become the main elements, integrators of production. For example, agro-tourism activity in the system of the agro-industrial complex has traditionally been a subordinate industry or trade activity, but when combining the agro-industrial complex and tourism complex, which includes many types of activities (culture, health, ecology, transport, sports, etc.), a new structural system appears. , and its integrator is agro-tourism.

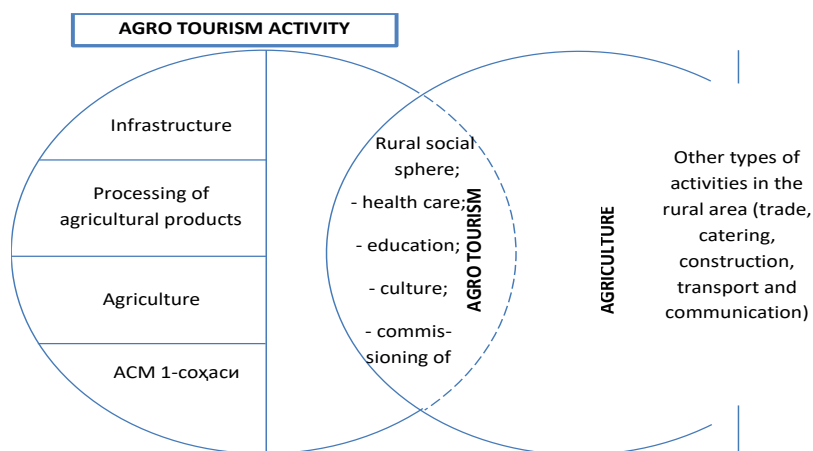


Figure 1. The role of agrotourism activity in the external diversification process<sup>1</sup>

<sup>1</sup> Developed based on the author's research.

The theoretical research on determining the main limits of agro-tourism activity within the complex related to agricultural production shows that the main limits of the activity are located between the agricultural production link of the complex and the rural social sphere. That is, agro-tourism activities provide tourists with recreation through direct participation in the agricultural production process, as well as activities in the social infrastructure system related to the stay of tourists in places (Fig. 1).

As one of the main reasons for the formation of agro-tourism activity, in some studies, it is interpreted as the reduction of jobs as a result of the innovative development of agricultural sectors and industries in connection with the development of science, and the involvement of labour resources freed from the network in the activity of agro-tourism, which is considered an adjacent field of the network [2]. In several other studies, one of the main factors in the formation of agro-tourism is the low level of profitability, which represents the efficiency of the production activity in agricultural enterprises (farms), and the increase of the overall efficiency of the activity by the means of agro-tourism activity, which is considered a related field, are shown [3-7].

If we take into account that both reasons discussed above are directly related to the social development of rural areas, it is correct to point out that the stability of population migration is ensured by establishing a new form of income-generating entrepreneurship in rural areas as a reason for the formation of agro-tourism activity [8-11].

Based on the above points, it can be said that the term "agro-tourism" did not appear without reason, but has traditionally been an integral part of the household in rural areas. Agro-tourism activity provides employment to the local population living in the area and also constitutes a certain share of the profit of agricultural enterprises.

The concept of agro-tourism in today's foreign practice is interpreted in the form of various definitions, which are wide and sometimes contradictory, and this reflects the complexity of studying and comparative analysis of data on this type of tourism (Table 1) [12-19].

Table 1. The approach of different organizations and authors to the concept of "agro-tourism".<sup>2</sup>

no.	Authors	Definitions of the concept of "agro-tourism".
1	World Tourism Organization	Agro-tourism – is a part of the market of tourist services, which is characterized by recreational activities in nature in rural areas, and protected natural areas, which attract tourists. This segment includes a range of activities such as scientific tourism, wildlife observation and photography, consumer activities (fishing and hunting), as well as sports and adventure tourism.
2	Agro-tourism Development Association	Agro-tourism is the formation and provision of complex services for accommodation, recreation, food, attractions, organization of leisure and sports activities, fishing and hunting, acquisition of knowledge and skills related to natural conditions and agriculture, as well as a type of activity organized in rural areas, including opportunities to engage in active types of tourism.

<sup>2</sup> Developed based on the author's research.

3	A. Kuskov, Yu. Djaladyan	Agro-tourism is recreation in rural areas in guest houses created by rural families based on their own residence and housing plot, as well as on a plot of land allocated for farming. The main entity that provides accommodation, meals and introduction to the sights of the village is the village family.
4	L. Efremov	Agro-tourism is tourism organized in an area outside the city limits with a low population density.
5	A. Ioshchenko	Agro-tourism is a diverse set of services related to homestays, eco-tours, adventure tours and direct participation in the lives of local villagers.
6	A. Zdorov	Agrotourism is purposeful travel to rural areas with relatively intact ecosystems and ethno-cultural complexes that directly contribute to solving the problems of the rural population and are subject to an adequate management regime based on sustainable development.

Based on the studies of several researchers related to the determination of the nature of agro-tourism activity, directions for solving the main problems in rural areas were determined during the formation and development of this activity in our country at present.

### Conclusions

By forming and developing agro-tourism activities in rural areas of our country, the following main problems existing in rural areas today will be solved to a certain extent:

1. The process of rapid urbanization in rural areas will slow down to a certain extent.
2. The process of agricultural production is diversified with the creation of new, efficient production (service) processes.
3. Regional ecological problems and environmental protection issues will be solved to a certain extent.
4. Organic tillage will expand.
5. Social problems such as poverty and unemployment will decrease to a certain extent.
6. Rural social infrastructure will be improved.
7. National culture and traditions will be restored.

Based on the above considerations, several important conclusions were reached during the study of approaches to the concept of "Agrotourism":

- firstly, agro tourism is a type of tourism, in which the main motive is recreation in rural areas, familiarization with traditional culture existing in natural rural areas;
- secondly, agro-tourism refers to the accommodation of tourists in farms, families based on private plots or hotel complexes in rural areas, where the influence of "popular culture" is not strong, and the regions that have preserved their national identity;
- thirdly, agro-tourism brings economic benefits to host entities by creating jobs and income opportunities for the local population;

- fourthly, agro-tourism supports environmental protection activities and includes aspects of minimizing the negative impact of tourism on people and the natural environment, which is usually called "sustainable tourism", and at the same time ensuring economic benefits;
- fifth, agro-tourism increases the awareness of tourists and residents about the need to preserve cultural, national, natural and other resources in the area.

Thus, based on the analysis, agro-tourism includes the formation and presentation of a complex tourist product (accommodation, food, attractions, and recreation services) to tourists, as well as direct participation in the production of agricultural products. This means activities related to the organization of destination travel that reflects the natural and national identity of the region preserves it and brings economic benefits to the recipients by creating jobs and income opportunities for the local population.

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