

## USING THE POTENTIAL OF AGROTOURISM IN WORLD PRACTICE

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*The superior development of the non-oil sector implies a comprehensive solution to the issues of forming a new structure of the national economy. For this purpose, innovative activity should be supported in the areas that form the sector in question, a new paradigm of resource use, especially human resources, should be formed, export-oriented activity should be promoted, public-private partnership should be supported in various types of multifunctional activity in rural areas, including in the development of tourism. The listed directions, of course, do not cover all the possibilities and priorities for their implementation. The scope of the problems to be solved is larger, the spectrum of issues on the agenda is wider. Increasing the labor income of the population in agrarian regions has accelerated the search for alternatives, increased attention to the possibilities of reviving agrotourism. Sustainable development of rural areas has made increasing economic activity here an objective necessity. The formation and development of agrotourism potential occurs under the influence of economic, social, environmental, institutional and a number of other factors. The issues of assessing the environmental capacity of these factors have not been sufficiently studied. The issues of identifying opportunities for increasing the efficiency of using agrotourism potential and determining ways to implement them are on the agenda. These and other factors are relevant for improving the use of agrotourism potential and require their comprehensive study. Agrotourism is an important factor in terms of increasing economic activity in rural areas. The efficiency of using agrotourism potential has a positive impact on sustainable development and improving the living standards of the population in those areas. Therefore, the study of the issues of forming agrotourism potential and improving its use is relevant. For the sustainable development of rural areas and increasing the income of the rural population, the formation of agrotourism potential and improving the system of its use are one of the important issues. The article substantiates the provisions on improving the use of agrotourism potential and makes suggestions.*

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**Introduction to the problem.** In areas at different levels of regional development, just as the development opportunities of the non-oil sector are different, the environmental capacity of the factors determining the efficiency of using agrotourism potential here is also different. Therefore, in order to assess the role of agritourism in the development of the non-oil sector, necessary analyses should be conducted for a comprehensive characterization of the potential discussed. In the current period, when the development of the "green economy" is a priority direction, supporting tourism activities in the superior and sustainable development of the non-oil sector is of great importance.

Researchers analyzing the economic efficiency of tourism, including agritourism, pay special attention to the impact of the development of the sector on the sustainable development of other sectors of the economy, including those related to the non-oil sector. As a result of this attention and research, the summarized provisions provide sufficient grounds to say that the role of agritourism in increasing economic activity in various sectors of the national economy, including its non-oil sector, is increasing. The promotion of business activity through the development of agritourism serves the sustainable activity of related sectors to one degree or another.

In recent decades, the relationship between the level of economic development of various countries and the

effectiveness of agritourism activities has been studied, and the real prospects of agritourism in shaping the business environment have been proven in the experience of advanced countries. Although the study of the role played by various types of rural tourism in the pace of economic growth in developing countries has yielded different results in some cases, there are not a few studies showing that this role leads to positive dynamics.

When considering the role of agrotourism in the socio-economic development of the country and the region, even at the initial approach, it is possible to see that the development of this sector creates new jobs, increases the income of people living in rural areas, causes a multiplier effect by promoting the development of tourism-related sectors, activates folk crafts, and increases foreign exchange earnings. The development of agrotourism plays an important role as a factor in combating poverty in rural areas. As noted in the cited source, in order for agrotourism service providers to receive a decent income from this activity, they must be covered by targeted support measures from central and local government bodies, at least initially.

The study of the interaction between the development of tourism activities and the level of employment in rural areas allows us to conclude that this relationship not only exists, but is also capable of having a significant positive impact on the structure of employment [9]. The bilateral nature of

the relationship between the indicators discussed is largely determined by the following factors.

The development of agrotourism accelerates the process of system formation of relevant infrastructure elements. This, in fact, not only increases the demand for the products and services of the participants in that process, but also promotes the formation of innovation infrastructure.

The impact of agritourism on economic activity in various areas of the non-oil sector of the national economy is manifested primarily in the following areas: promotion of demand for the results of various areas of activity, in other words, for products and services; improvement of the attitude towards the information system on facilitating access to financial resources in rural areas; increase in interest and investment of private investors in agricultural production entities as potential agritourism objects; increase in the level of sensitivity of entities that have so far been engaged only in the production of agricultural products to innovations in order to obtain multifunctional status, etc.

The impact of tourism on the socio-economic development of the country as a whole depends on the pace and proportions of development, the existence of a strategy for the superior development of this or that sector, and a number of other factors. The vector and nature of market research also have a certain importance in this regard. The point is that market research conducted to implement the criteria for stimulating demand for non-oil sector products and services through the development of agrotourism may involve targeted market formation. In practice, other cases are also observed aimed at identifying the opportunities for agrotourism to support economic activity in the territories.

Tourism, including agrotourism activity, as already mentioned, has a direct and indirect impact on the economic development of most countries and their individual regions. Studies show that this impact is most pronounced in such areas of the non-oil sector as transport, trade, public catering, entertainment industry, insurance, banking and financial services, communications, etc. It can be said with great probability that a favorable business and investment environment for the development of agrotourism can create a multiplier effect in the joint development of the listed and several other areas, especially in relation to human capital.

**The degree of development of the problem.** First of all, it should be noted that the assessment of the potential of agrotourism, the characteristics of the main factors determining demand, ensuring the flexibility of the processes of forming prices for tourist services in terms of customer satisfaction can increase the role of the sector in the non-oil sector. Determining tourist routes for the promotion of objects of important historical and cultural importance, ancient settlements considered national treasures, mausoleums of historical figures, house museums reflecting their life and creativity is a very important issue.

The point is that Azerbaijan, along with liberating its territories, must also protect its cultural and historical monuments from Armenian aggression, and eliminate the consequences of the enemy's information war built on lies for almost two centuries [1, p. 142]. The attitude to these

very relevant issues will be expressed in the next paragraph. Here, it should be noted that eliminating the consequences of the environmental terrorism committed by Armenians over three decades will take a long time. In this work, the role of rural tourism should be increased, and tourism facilities should be created based on the use of natural monuments, landscape elements, and hydrological facilities.

The experience of the post-Soviet space shows that measures aimed at expanding the areas covered by tourism activities and the superior development of rural tourism types can create favorable conditions for diversifying activities in rural areas and increasing demand for local agricultural and food products. As indicated in relevant sources, "rural tourism, as seen from world experience, is one of the most effective tools for introducing national agricultural products to domestic and foreign markets".

As in other areas, the human factor and the promotion of business activity play an important role in the development of agrotourism. For these and other reasons, the issues of intensifying measures to activate the local population for the development of agrotourism in the liberated territories, and improving information and advisory services among them should be on the agenda. In this regard, the conclusions of researchers that the improvement of information systems is of great economic and organizational importance are noteworthy. The organization of acquaintance with the lifestyle of people in rural areas, their customs and traditions, including their ceremonies, is no less important in itself as an element of organizing agrotourism.

The participation of tourists in agricultural work is of great importance in the development of the agrarian sector, as one of the leading areas of the non-oil sector. The organization of this work is accompanied by acquaintance with the local agricultural system, eating dishes prepared from traditional village products, participating in cultural events, etc. In particular, the prospect of cultural events, festivals, exhibitions, becoming an important tool and platform for finding business partners for the development of agrotourism in a wider area is real.

**Goals and objectives.** The main goal of this scientific research work is to analyze the development trends, application mechanisms and successful practice models of agrotourism on a global scale. To provide recommendations based on scientific foundations for the realization of the agrotourism potential of many countries. The agrotourism sector, formed from the synthesis of agriculture and tourism, contributes to the socio-economic development of rural areas, increases employment opportunities for the population and creates conditions for the sustainable development of regions. In this regard, it is extremely important to study and compare the experiences of countries around the world in the field of agrotourism. The following main tasks are set for the study:

1. To study the theoretical basis of the essence, functions and main characteristics of agrotourism.
2. To analyze the stages of formation and development of agrotourism in countries around the world.
3. To assess the economic and social impacts of agrotourism.

4. To present examples of successful international experience (for example, Italy, France, the USA, etc.) and to examine their implementation mechanisms.

5. To analyze the agrotourism potential and resources of many countries.

6. To assess the regulatory and legal framework, infrastructure and management mechanisms for the development of agrotourism in many countries.

7. To make proposals and recommendations for the development of agrotourism in many countries based on international experience.

These goals and tasks serve to conduct the study systematically and purposefully, as well as to obtain practical results.

**Research methods.** In this scientific work, scientific-theoretical analysis, comparative analysis and statistical analysis methods were used to study the development of agrotourism. The experiences of different countries were compared, statistical data from international sources were examined. Social and economic aspects were analyzed together, applying a systematic approach.

**Main part.** In order to organize the effective use of the potential of agrotourism in the development of the non-oil sector, the following issues should be on the agenda: improving the relevant regulatory and legal framework for the joint development of agrotourism and the recreational potential of the territory; accelerating measures to support the sector's access to finance; creating favorable conditions for the voluntary organization of agrotourism market participants; institutional support for the personnel training process; ensuring the result-orientation of the relevant information system.

Tourism activity, which has developed in interaction with all sectors of the economy, has historically played an important role in the socio-economic development of territories. The formation of tourism as a field of economic activity has the potential to have a multilateral impact as a factor promoting regional development [3, p. 373-374]. This effect, by strengthening the market orientation of various sectors of the national economy, primarily stimulates employment, consumer demand, and inter-sectoral and inter-country relations. Agrotourism has a multiplicative effect on the socio-economic development of regions by significantly strengthening the trends of integration and diversification of activities in rural areas.

Speaking about the directions of increasing the efficiency of using the potential of agrotourism, it should be noted that in this case, along with socio-economic and environmental efficiency, special attention should be paid to such directions as the establishment of the necessary infrastructure network for the protection of natural monuments. "The main directions of assessing the efficiency of agrotourism development directions are budget, socio-economic and environmental efficiency, stimulation of the protection of natural monuments, and infrastructure development."

Taking into account the above-mentioned place of the tourism factor in the socio-economic development of the country's regions, special attention should be paid to

the decisive role of this factor in ensuring the efficiency of using the existing potential. The development of rural areas, along with other factors, is directly related to the level of use of labor resources, as already mentioned. The intensification of agricultural activity has a serious impact on the development of rural areas on a global and national scale. The leading direction for eliminating the environmental consequences of this impact is that intensification in modern agricultural production meets the requirements of sustainable development. Naturally, at this time, the human health factor is in the focus of researchers. In studies devoted to assessing the process of modernization of the agricultural sector in achieving sustainable intensification in agriculture, the potential of agrotourism and the level of its realization are considered as an important factor, along with many other points. Intensive development of the agricultural sector, as can be seen from the results of the studies, requires an approach to any type of activity here with ecological criteria. Activities that meet these criteria, if they have the ability to create an environment, ultimately accelerate the approach to sustainable development goals.

We can talk about a close correlation between the development of agrotourism and the state of the environment. There are many who consider environmental problems a threat to the development of agrotourism.

Therefore, more attention is paid to the production of organic products in all areas of agricultural production, the use of alternative, especially "green" energy sources, the compliance of plant and animal health measures with environmental protection requirements, and the implementation of environmentally friendly regimes for the use of land and water resources are on the agenda [6].

It is known that the use of land resources in accordance with the criteria of sustainable development is a crucial issue. At the same time, these resources should be used sustainably and intensively, taking into account the requirements of a green economy, in order to ensure the existence of humanity. Recently, the issue of the economic feasibility of a compromise between the vectors of intensive use of land and environmental protection in ensuring food security has been widely studied. The practical solution of the issue under discussion is a complex process that requires a multi-criteria approach and takes into account the influence of numerous factors.

Finding a compromise option that meets the criterion of economic feasibility between the intensive use of agricultural lands and environmental protection is possible thanks to the assessment of the relationships between factors with quite different effects and optimal decision-making. In this regard, studies that show the necessity of a coordinated program of selection research with the application of modern agroecological methods are noteworthy, in our opinion. These studies cover a wide range of problems, from taking into account water and heat stresses of plants to the management of plant waste.

The increasing role of the integration of nature, people and technologies in solving agro-food problems has been investigated to some extent, and in this regard, the author's

attitude to the development opportunities of agrotourism has been expressed. The expertise of increasing technological capabilities in terms of sustainable development requirements is becoming increasingly relevant in terms of managing environmental protection processes [5]. This issue should always be on the agenda, especially for agrarian activities, especially in countries that regularly import equipment and technologies. Agrotourism subjects and tourists traveling to rural areas can be a real force that provides active public control over the ecological expertise of agrarian technological innovations and diagnostics of their results.

The positive role of agrotourism in the restoration of cultural values, the development of folk crafts, and the realization of the multifunctionality of agriculture is clearly manifested in the field of restoration of cultural values, the realization of the multifunctionality of agriculture. Agrotourism, which has a unique role in the sustainable development of agriculture and its closely related economic and technological sectors, as is known, develops in close contact with nature. Therefore, recent studies have focused on the importance of agritourism in adapting agriculture to global warming and other climate changes that threaten humanity. There are now also attempts to predict the response of agritourism and tourism in general to global warming and other anomalous events occurring on the planet.

In studies where the development of agrotourism is considered an innovative approach to agricultural management, the realities of the post-Soviet countries are especially taken into account [4, p. 369–393].

The role of agrotourism in the socio-economic development of regions can be expressed in the return of the rural population who previously lived in that area. Ensuring this flow can also increase the degree of openness to innovations by realizing the scale effect in agrotourism. Competitive agrotourism requires increased sensitivity to innovations, which in turn requires a flexible approach to the human factor in agrotourism entities. In this regard, the role of an effective information system for the rural population about agrotourism is increasing. For this purpose, an innovative information system should be established and regularly improved in accordance with the requirements of the changing economic and institutional environment. In terms of effective use of the potential of agrotourism, it is of great importance to ensure versatility and individuality in the selection of tours, the availability of the necessary opportunities for flexible program changes, the acquisition of new knowledge and experience, the diversity and richness of impressions, the increase in living activity, and the interesting presentation of the local lifestyle.

The agritourism business model can be considered as a policy tool for the sustainable development of rural communities. The possibilities of using this tool are expanding, and in this regard, the promotion of diversification and dynamism should be especially noted. In other words, we consider it acceptable to agree with the following idea. "Examples of the agrarian past are presented mainly in a conventional manner, but an asymmetrical interpretation of

the perceptions created by farmers within the framework of agritourism is also important. Performances, staging and organization also consciously and unconsciously make agriculture and rural life modern, dynamic and diverse" [2, p. 58–59]. Indeed, the promotional events intended for the joint diversification of agrarian and agritourism activities justify themselves in terms of visual support for sustainable development criteria.

Agrotourism has significant potential in terms of ensuring gender equality. In this type of rural tourism, creating home comfort for tourists, along with the necessary infrastructure and interior, also increases the requirements for the human factor. The participation of women in activities in accordance with the requirements discussed in all cases justifies itself in terms of ensuring customer satisfaction. As a result of the research, the active and leading participation of women in agrotourism, their sensitivity, neatness and family organization as a factor that encourages the interest of the urban population in the rural lifestyle have been revealed. It is highly likely that the interest of tourists living in a rural house that meets modern requirements in national cuisine and ancient family traditions will be higher precisely in the conditions of agrotourism activities in which women participate.

The effective development of agritourism is directly related to the level of its organization and the level of appropriate organizational support in general. According to the results of the conducted research, the promotion of the formation of agritourism clusters created with the aim of ensuring the sustainable development of rural areas creates a favorable institutional environment for the organization of activities carried out jointly on the criteria of economic and environmental efficiency [8, p. 201–203]. The improvement of the development-oriented institutional environment, the solution of organizational issues in an active cooperation environment, has a positive effect on the competitiveness of agritourism activities. The place and role of agritourism in the tourism cluster are related to the competitiveness of this activity. The role played by the tourism cluster in the development of rural areas is determined by the characteristics of the organization of the corresponding activity. In the environment of active cluster initiatives of modern agritourism activities, there are real opportunities for increasing the role of regions, especially rural areas, in the sustainable development of regions.

Quality and compliance with standards are necessary requirements in agritourism activities. Italian experience shows that if farms engaged in agritourism activities specialize in serving domestic customers, they give priority to the criteria of quality and compliance with standards. Entities specializing in serving foreign clients, along with the mentioned criteria, highlight the criteria of sustainable development and pay attention to environmental protection issues [7, p. 7–8]. In this case, it is not difficult to see that it would be more correct to talk about agro-ecotourism activities. Thus, as already mentioned, agro-ecotourism strengthens the relationship between tourism activities and agriculture based on the principles of sustainability. The issue of adapting the mentioned relationships to the requirements

of economic feasibility is of decisive importance in ensuring the profitability of agro-tourism activities.

One of the factors affecting the development of agro-tourism and of increasing importance in recent times is ensuring the safety of vacationers. It should also be noted that in all countries, increasing the effectiveness of systematic measures taken to ensure the unambiguous observance of existing standards for ensuring the safety of tourists' lives, health, and property during travel to rural areas remains relevant for all types of rural tourism. Even in our country, where religious intolerance, xenophobia, racism, and extremism have historically been categorically unacceptable, the issue of ensuring the safety of agrotourists should not be ignored.

**Conclusion.** The following can be noted as directions for increasing the role of agritourism in the socio-economic development of the country's regions:

- ensuring a favorable "quality-price" ratio of agritourism services in terms of increasing competitiveness;
- improving the quality of human resources;
- promoting creative thinking and openness to innovation;

- ensuring the quality and compliance of services in agritourism with standards, as well as taking into account the criteria of sustainable development;

- creating a system of effective measures for state support for the development of agritourism;

- finding a close perspective and optimal ratio between the diversification and integration of activities in the agricultural sector;

- taking advantage of the favorable investment climate created in the country for the development of agritourism;

- implementing sustainable economic and economic-institutional measures against the increase in the price of tourist services;

- attracting the interest of the mass media to ensure the permanence and efficiency of relations with the target audience;

- using progressive information technologies and other advantages of the digital environment;

- the establishment of a modern agritourism model that meets the needs of the majority of the local and foreign urban population and meets the criteria of family recreation.

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