



## FORMATION OF INSTITUTIONAL INFRASTRUCTURE FOR PROMOTION OF AGROTOURISM ENTREPRENEURSHIP AND SUPPORT ACTIVITIES.

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**Abstract:** The article provides agrotourism services for private owners of villages by encouraging and supporting agrotourism business activities, issues related to solving problems such as expansion of focused economic activity, reduction of unemployment, creation of new jobs, additional income and improvement of socio-economic conditions. illuminated.

**Key words:** agrotourism entrepreneurship, infrastructure, standard of living of the population, employment, service sector.

The institutional infrastructure for the promotion and support of agrotourism entrepreneurship is formed by a complex of industries and spheres of activity that implements macroeconomic regulation of the regional economy and supports the most optimal macroeconomic ratios for the development of agrotourism entrepreneurship. in the region.

The main principles of agrotourism entrepreneurship are determined by the following, cooperation between state authorities, local self-government bodies and the private sector is determined by a number of basic legislation and regulatory legal documents. If we determine the main forms of interaction between the state and business, developed to one degree or another in the field of agrotourism entrepreneurship in the regions of Namangan region, they are as follows.- cooperation in the development of tourist clusters;

- cooperation of state and local authorities with self-regulating organizations;
- cooperation at the local level on the development of the social infrastructure of villages and the support of initiatives of rural communities to start their own business in the field of agrotourism entrepreneurship.

From the point of view of entrepreneurship, the expansion of economic activities aimed at providing agrotourism services for private owners of villages will reduce the unemployment rate, create new jobs, get additional income and socio-economic related to solving the problems of improving conditions. will lead to the improvement of the economic situation of the rural population.

This is confirmed by the fact that agrotourism entrepreneurship has long been considered as an alternative to agriculture in world practice. Amount of profit received. Also, the development of rural tourism infrastructure does not require large capital investments like other types of tourism, and can be carried out at the expense of rural residents themselves without additional investments. The study of the processes of promotion of entrepreneurial activity in the field of agrotourism entrepreneurship should be carried out

with the help of the analysis of the existing internal aspects of the regulation of the specified process and the study of foreign experience on this issue.

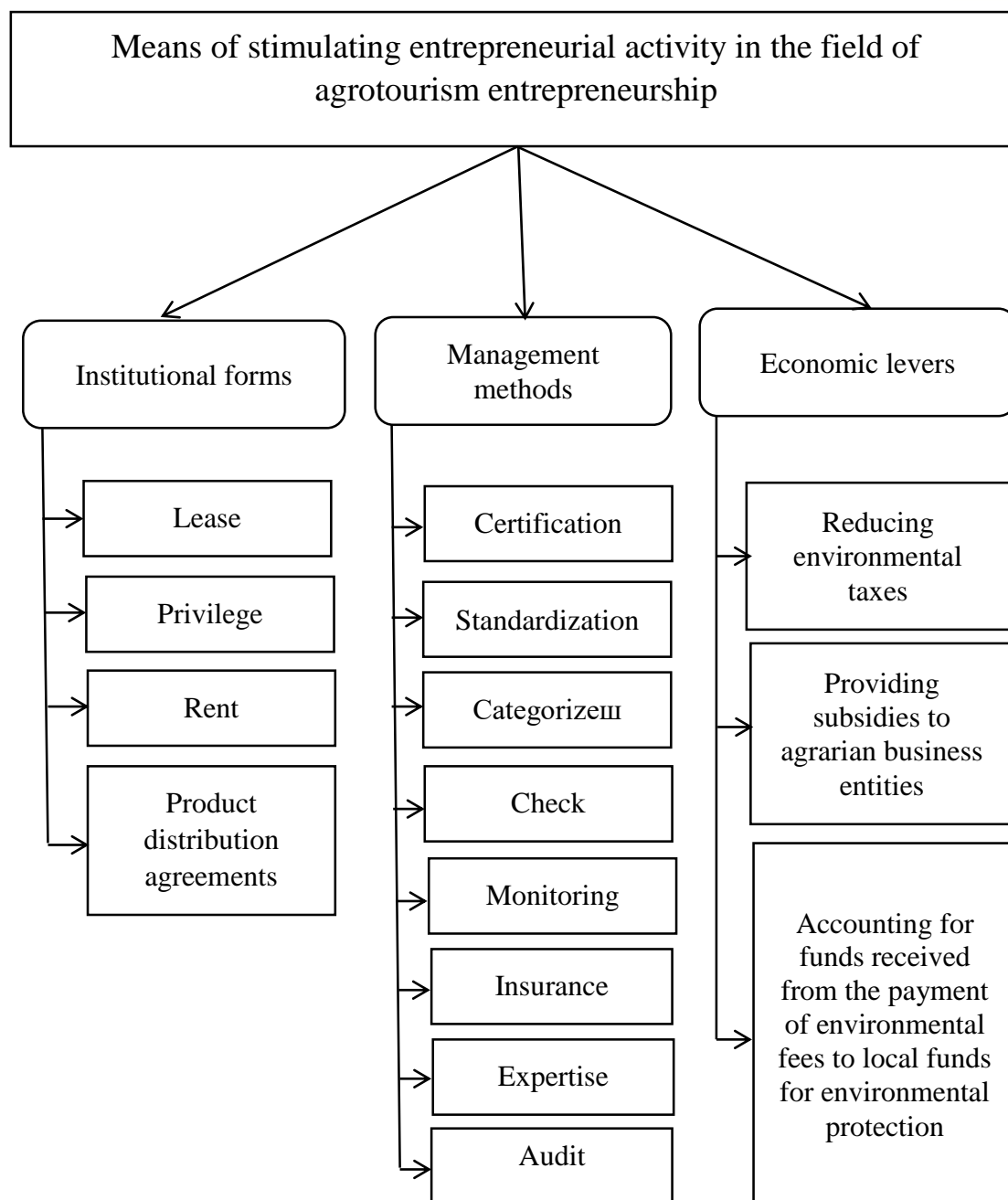
It is necessary to analyze the types and forms of entrepreneurial activity in the field of agrotourism entrepreneurship and the influence of the state on their development. Thus, the state has a strong influence on the development of agritourism business entities, as it determines the conditions in the tourist services market, finances or encourages the attraction of investments for the implementation of agritourism business projects, and supports the entities. protects the activities of the tourism business and their interests, affects the level of income of the population, determines the conditions of operation of the agrotourism business facilities.

Therefore, the state's encouragement of the development of agrotourism entrepreneurship and the level of support for this sector determine the scope of tourist flows in the territory of the Republic of Uzbekistan, especially in the regions of the Namangan region.

Summarizing the work of scientists and the results of their own research made it possible to clarify the means of state regulation of agrotourism business entities.

To date, scientists have not come to a single opinion about the main goal of state regulation of tourism development, stressing the need to "create a modern highly efficient and competitive tourist complex" "Ensuring a significant increase in the economic, social and ecological standard of living of the population" "Socially effective for the development of territories" , a convenient market that is economically viable and environmentally sound formation of the environment. and "creating favorable conditions for entry and development of domestic tourism" to the tourism business

The current mechanism for encouraging entrepreneurial activity in the field of agrotourism entrepreneurship is a system of institutional forms, management methods and economic tools implemented at the regional level to ensure effective entrepreneurial activity and the development of agrotourism entrepreneurship in the regions of the Republic of Uzbekistan.



**Picture-1. Tools of the mechanism for stimulating entrepreneurship in the field of agrotourism entrepreneurship at the regional level.<sup>1</sup>**

The effectiveness of the introduction of this mechanism will depend on its gradual implementation.

The main stages of the implementation of the mechanism for encouraging entrepreneurship in the field of agrotourism entrepreneurship are as follows:– analysis of the level of provision of natural resource potential of the region;

- Determination of criteria for promoting entrepreneurial activities in the field of agrotourism entrepreneurship;
- Control over promotion of entrepreneurial activity in the field of agrotourism entrepreneurship;

<sup>1</sup> О внесенні змін до Закону України "Про туризм". No. 1282-IV horse 18

November 2003 Electronic resource. The regime is available at: <http://www.rada.gov.ua/cgi-bin/laws/main.cgi>

- Measures to increase the efficiency of the mechanism of stimulating entrepreneurial activity in the field of agrotourism entrepreneurship. In accordance with the proposed stages of stimulation of entrepreneurial activity in the field of agrotourism entrepreneurship, we determine the criteria for such stimulation. In our opinion, such criteria are the level of safety of using the existing natural resource potential, the level of activity of rural green tourism entities, the level of influence of their activities on the development of the region, etc.

In conclusion, an important aspect of encouraging entrepreneurial activity in the field of agrotourism entrepreneurship is the selection and implementation of methods and means of stimulation. Taking into account the uniqueness of our research, the mechanism of entrepreneurial activity in the field of agribusiness can achieve positive results by introducing organizational and economic methods of stimulating entrepreneurial activity in the agricultural sector. We consider it appropriate to consider the main means of such stimulation in more detail. Research shows that one of the main economic aspects is the financial support of entrepreneurial activities in the field of agrotourism entrepreneurship.

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