

## Analysis of Gastronomy and Agro-Tourism Opportunities In Bukhara Region

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Agrotourism is a hybrid concept that combines two elements, which combines a complex industry - agriculture and travel. Agritourism combines activities such as creating new profitable markets for agricultural products and services and providing travel experiences for a larger regional market. A single definition of agrotourism is not widespread. Agrotourism plays an important role in the economy of Bukhara region, and the region has many opportunities. These opportunities can also be seen by analyzing the data in the table below (Table 1).

**Table 1.**

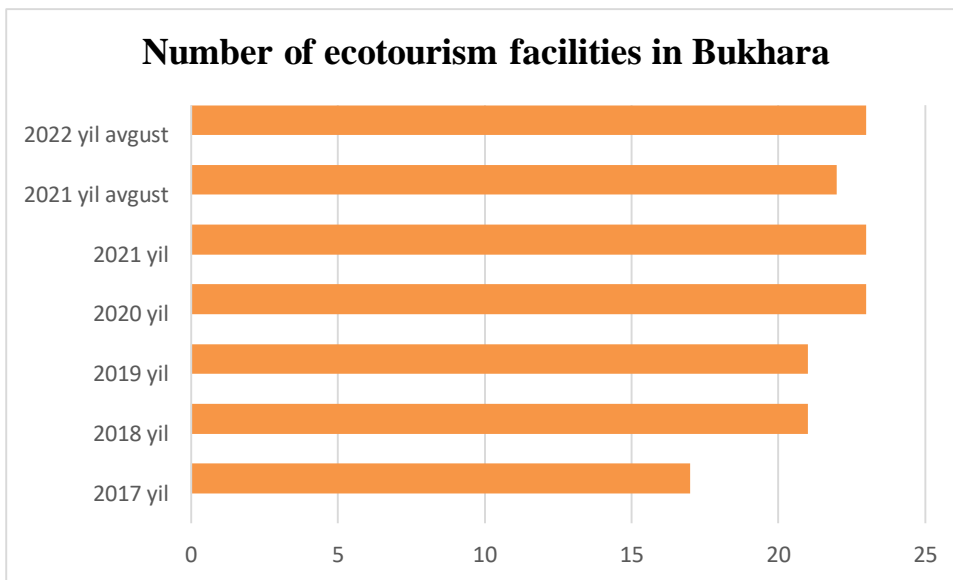
**Indicators of tourism in Bukhara region (2017-2022)**

Indicators	Unit of measure	2017 year	2018 year	2019 year	2020 year	2021 year	2021 year	2022 year
<b>Number of theme parks visited by tourists</b>	units	2	2	2	2	7	7	7
<i>In particular, in the city of Bukhara</i>	units	2	2	2	2	2	2	2
<b>Number of ecotourism facilities</b>	units	17	21	21	23	23	22	23
Number of zoos	units	2	2	2	2	2	2	2
The number of water basins and country complexes	units	11	13	14	15	15	14	15
The number of eco-gardens and other objects	units	6	6	6	6	6	6	6
Number of cultural heritage objects leased for use as catering facilities	units	9	8	10	10	14	10	14

**Source:** <https://www.buxstat.uz/uz/haqida/markaziy-apparat>

As can be seen from the table above, the gastronomic and agro-tourism possibilities of Bukhara region can be seen with the following number of objects. They include: theme parks visited by tourists, ecotourism facilities, animal parks (zoo), water basins and country complexes, ecoparks and other facilities, cultural heritage facilities leased for use as catering facilities.

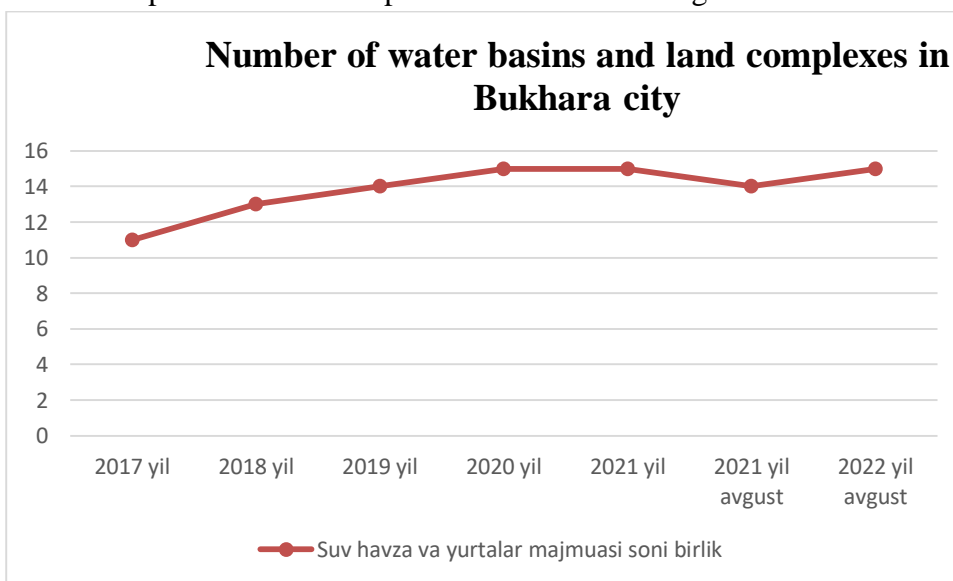
In particular, if we analyze the number of ecotourism facilities located in the city of Bukhara between 2017 and 2022, we can see that their number has increased from 17 to 23 (Fig. 1).



**Figure 1. Indicators of ecotourism facilities in Bukhara (2017-2022)**

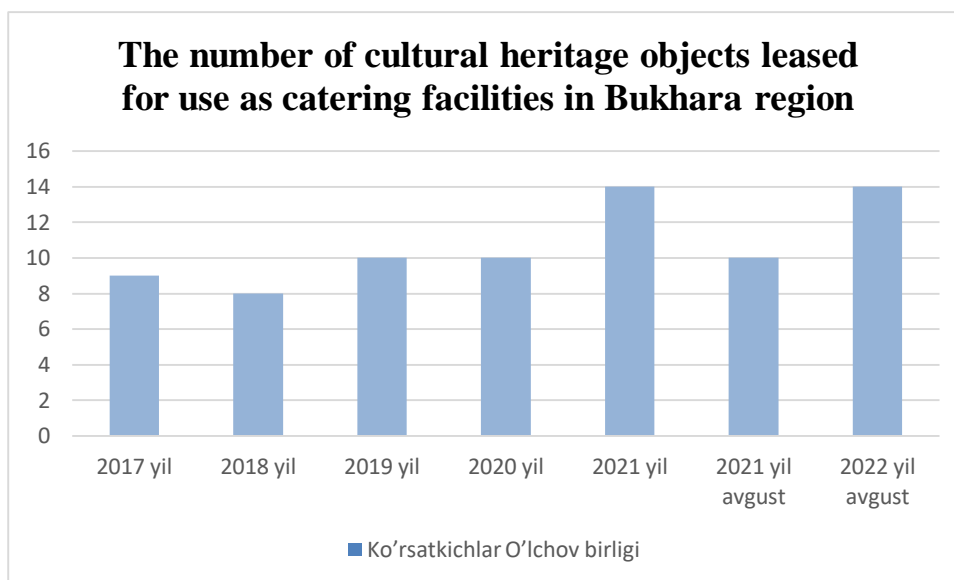
The city of Bukhara has been attracting foreign tourists with its history, culture, way of life, and construction objects. Although Bukhara is geographically located in a deep and desert zone, it has a number of water bodies. In order to attract more tourists, he has also established many country complexes. In 2017, the number of water basins and land complexes in the region increased from 11 to 15 by 2022, which indicates the high demand for these objects in the region (Fig. 2).

In Figure 2 below, we can see that the presence of a water basin and a complex of villages in the city of Bukhara expands the tourism potential of the entire region.



**Figure 2. Number of water basins and land complexes in Bukhara city**

The region attracts tourists not only with its agrotourism opportunities, but also with its gastronomic appeal. As a clear example of this, we can see that the number of cultural heritage objects leased for use as catering facilities in the Bukhara region increased from 9 to 14 between 2017 and 2022 (Figure 3).



**Figure 3. Indicators of cultural heritage objects leased for use as catering facilities in Bukhara region (2017-2022)**

Types of agrotourism and gastronomic tourism are an important means of diversifying the economy of the Bukhara region and providing quality travel and recreation experiences. The rich markets in the rural areas and farming centers of the city and suburbs of the region have huge untapped market potential that can attract many. Attracting investors to the region, it is necessary to take into account the growing demand for such agrotourism experience.

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