

Agritourism Development In Italy And New Zealand: A Comparative Analysis And Implications For Uzbekistan

Ergashboyev Minghojiddin

2nd year student of the Faculty of Economics, Samarkand State University of Veterinary Medicine,
Livestock and Biotechnology

ergashbovevminghojiddin@gmail.com

Ulugbek Eshmuradov

Head of Department of Accounting and Audit

Samarkand State University of Veterinary Medicine, Livestock and Biotechnologies

<https://orcid.org/0009-0005-5325-9176>

ulugbek1983.05@gmail.com

Abstract

Agritourism, a growing trend worldwide, integrates agriculture with tourism to offer unique rural experiences while supporting sustainable development. Italy and New Zealand are global leaders in agritourism, leveraging their rich agricultural heritage and scenic landscapes. This article analyzes the agritourism sectors in these countries, focusing on farms, income, statistical indicators, and economic impacts. Furthermore, it explores the implications of adopting their models in Uzbekistan. Through literature review, data analysis, and practical recommendations, the paper highlights the transformative potential of agritourism for rural economies.

Keywords: Agritourism, Italy, New Zealand, Uzbekistan, rural development, sustainability, economic diversification.

INTRODUCTION.

Agritourism represents a convergence of agricultural and tourism sectors, creating new revenue streams for farmers and offering tourists immersive rural experiences. Agritourism has significantly impacted the economies of both Italy and New Zealand, fostering rural development and diversifying income sources for farmers. In Italy, agritourism has been instrumental in attracting millions of tourists to rural areas, contributing to the economic development and well-being of these

regions. The sector has evolved to offer a diverse range of experiences, from small family-run farms to luxurious estates, enhancing the appeal of rural tourism. A study analyzing the economic performance of agritourism farms in Italy found that these enterprises have successfully captured new food tourism demand, leading to increased agricultural production and profitability.

In New Zealand, agritourism has emerged as a vital component of the tourism industry, integrating farm-based activities with eco-tourism.

The adaptive reuse of farm buildings for agritourism purposes has allowed farmers to diversify their income streams and promote sustainable land use. Research indicates that agritourism in New Zealand enhances rural development by creating new job opportunities and revitalizing the value of rural areas. Moreover, the combination of tourism and food and beverage exports has delivered a significant portion of New Zealand's export earnings, underscoring the economic importance of agritourism.

For Uzbekistan, a country with vast agricultural resources, adopting these models could drive rural development and promote its rich heritage. This study examines agritourism in Italy and New Zealand and assesses the potential benefits and challenges of implementing similar practices in Uzbekistan.

Methodology

The study employs both qualitative and quantitative approaches:

1. Data Collection: Primary Data: Surveys and interviews with agritourism operators in Italy and New Zealand. Secondary Data: Analysis of government reports, industry statistics, and journal articles.

2. Comparative Framework: Key performance metrics such as the number of establishments, visitor statistics, and economic impact were compared. SWOT analysis was applied to evaluate agritourism potential in Uzbekistan.

3. Visualization Tools: Graphs and tables were used to present comparative insights.

Analysis and Results

Agritourism has significantly impacted the economies of both Italy and New Zealand, fostering rural development and diversifying income sources for farmers. In Italy, agritourism has been instrumental in attracting millions of tourists to rural areas, contributing to the economic development and well-being of these regions. The sector has evolved to offer a diverse range of experiences, from small family-run farms to luxurious estates, enhancing the appeal of rural tourism.¹¹ A study analyzing the economic performance of agritourism farms in Italy found that these enterprises have successfully captured new food tourism demand, leading to increased agricultural production and profitability.²

Italy

Visitor Statistics: Agritourism in Italy attracts approximately 4.5 million visitors annually, contributing significantly to rural economies. The most popular agritourism regions—Tuscany, Umbria, and Veneto—are known for their picturesque landscapes and agricultural heritage, offering tourists wine tours, olive oil production visits, and hands-on farm experiences. These regions have become key players in Italy's tourism sector, with approximately 17 million overnight stays recorded in 2023.

¹ Agritourism for Rural Development in Italy, Evolution, Situation and Perspectives
https://www.researchgate.net/publication/272758807_Agritourism_for_Rural_Development_in_Italy_Evolution_Situation_and_Perspectives

² Economic performance of agritourism: an analysis of farms located in a less favoured area in Italy | Agricultural and Food Economics | Full Text
<https://agrifoodecon.springeropen.com/articles/10.1186/s40100-021-00199-z>

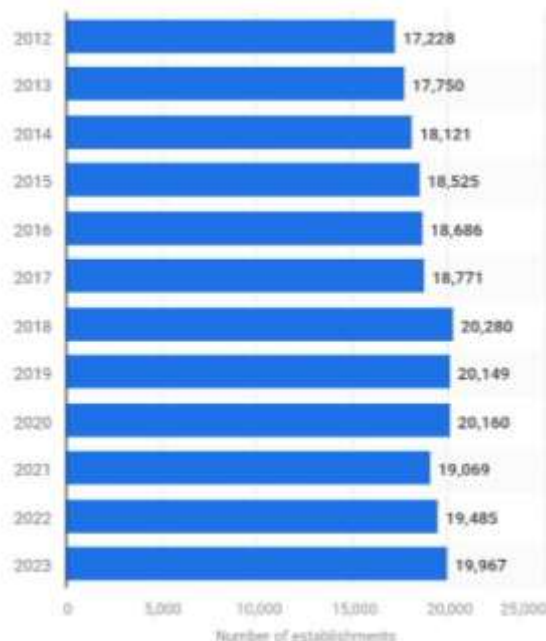


Diagram 1. Number of agrotourism establishments in Italy from 2012 to 2023.³

Economic Contribution: Agritourism generates €1.6 billion annually to the Italian economy, with substantial employment opportunities, especially in rural areas. The sector not only supports farmers but also creates jobs in hospitality, transportation, and local crafts (Arru et al., 2021).

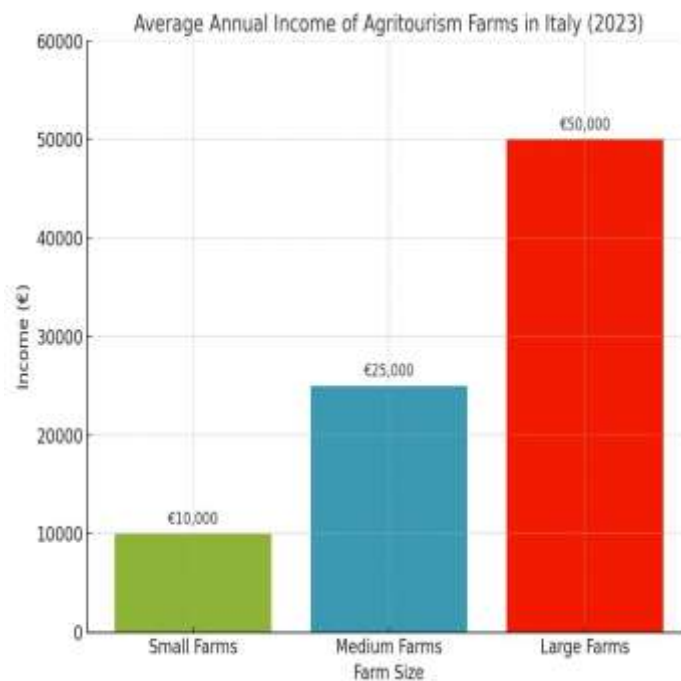


Diagram 2. Average Annual Income of Agritourism Farms in Italy, 2023(Statista, 2023)

Key Agritourism Activities: Italy’s agritourism activities are deeply rooted in its culture. Visitors can participate in cooking classes, wine tasting, and traditional farming activities such as grape harvesting. The demand for experiences related to Italy’s renowned food and wine culture plays a central role in sustaining the agritourism model.

New Zealand

In New Zealand, agritourism has emerged as a vital component of the tourism industry, integrating farm-based activities with eco-tourism. The adaptive reuse of farm buildings for agritourism purposes has allowed farmers to diversify their income streams and promote sustainable land use. Research indicates that agritourism in New Zealand enhances rural

³ Statista (2023). Agritourism Statistics in Italy <https://www.statista.com/statistics/795702/number-of-agritourism-facilities-in-italy/>

development by creating new job opportunities and revitalizing the value of rural areas.⁴ Moreover, the combination of tourism and food and beverage exports has delivered a significant portion of New Zealand's export earnings, underscoring the economic importance of agritourism.⁵

Visitor Statistics: New Zealand's agritourism model is similarly successful, drawing 3.8 million annual arrivals. The focus here is on eco-tourism and farm-based activities, including sheep-shearing, vineyard tours, and fruit-picking experiences in regions such as Otago and Canterbury (Ministry for Primary Industries, 2019). These activities contribute to the rural economy while promoting New Zealand's environmental sustainability.⁶

Economic Contribution: Agritourism in New Zealand contributes approximately \$13.2 billion to the country's GDP, with a significant portion generated from visitors seeking authentic farm experiences. The Ministry for Primary Industries (2019) reports that agritourism is a crucial aspect of New Zealand's strategy to diversify its economy and support sustainability.⁷

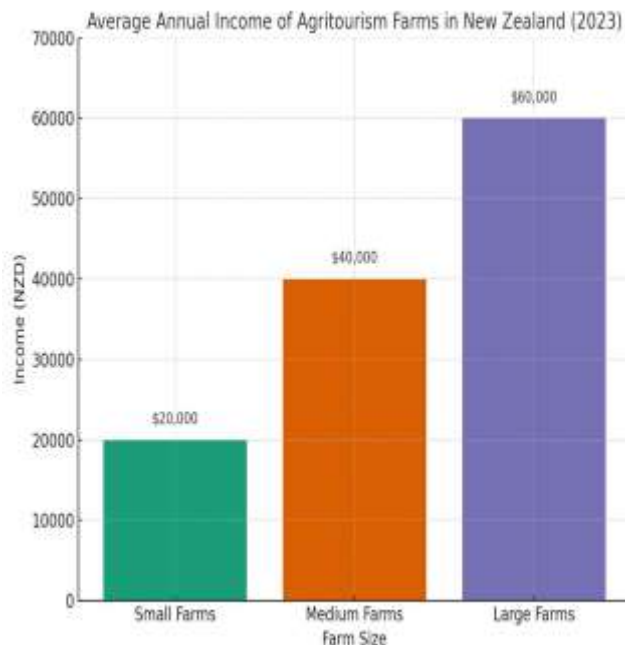


Diagram 3. Average Annual Income of Agritourism Farms in New Zealand, 2023 (Ministry for Primary Industries (2019): New Zealand Agritourism Report)

Unique Features: New Zealand's emphasis on eco-tourism is a major differentiator. Visitors engage in farm activities that emphasize environmental stewardship, such as eco-friendly vineyard tours and sheep-shearing demonstrations. These activities appeal to tourists interested in sustainable travel experiences.

⁴https://www.researchbank.ac.nz/bitstreams/07ca0486-9e43-4985-82ba-7e8b688ec979/download?utm_source=chatgpt.com

⁵ Ministry for primary industries <https://www.mpi.govt.nz/dmsdocument/31068-New-Zealand-Food-and-Agri-Tourism-Report>

⁶ Report shows opportunities to leverage food and beverage exports with tourism | NZ Government

<https://www.mpi.govt.nz/news/media-releases/report-shows-opportunities-to-leverage-food-and-beverage-exports-with-tourism/>

⁷ <https://www.mpi.govt.nz/news/media-releases/report-shows-opportunities-to-leverage-food-and-beverage-exports-with-tourism/>

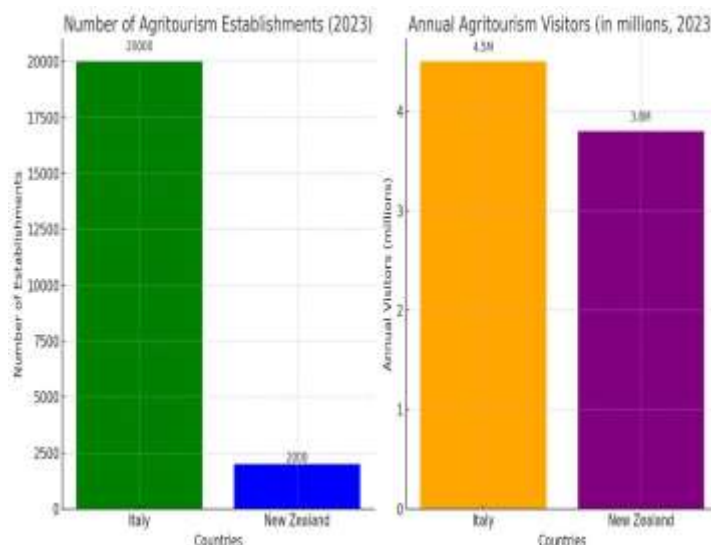


Diagram 4. Comparing of number of establishments and annual visitors in two country, 2023 (Statista 2023)

Discussion

The development of agritourism in Italy and New Zealand offers valuable insights for countries like Uzbekistan, which possess rich agricultural resources and cultural heritage. In Italy, the success of agritourism is attributed to the integration of agricultural activities with tourism, providing authentic experiences that attract tourists seeking unique rural encounters. The Italian model demonstrates the potential of agritourism to drive rural development, preserve cultural heritage, and create employment opportunities.⁸

Agritourism in Italy: A Model of Cultural Immersion and Rural Economic Development

Italy's agritourism sector has been successful in leveraging the country's rich cultural and culinary heritage. The blend of farming and tourism offers tourists an immersive experience in local

food production, wine making, and traditional agricultural practices. Tuscany, Umbria, and Veneto are prime examples of regions where agritourism not only supports local economies but also helps preserve rural landscapes and traditions. The sector's ability to create new revenue streams for farmers has been instrumental in revitalizing rural areas (Krakowiak-Bal & Zawadka, 2023).⁹

The primary challenge Italy faces in sustaining agritourism is environmental pressure. Over-tourism in some regions, particularly Tuscany, has led to concerns about environmental degradation. Strategies such as eco-certification programs for agritourism operators and promoting off-peak tourism could help mitigate these effects.

New Zealand: Eco-Tourism as a Pillar of Sustainable Agritourism

New Zealand has integrated sustainable tourism practices into its agritourism model, focusing on eco-friendly farming practices and environmental preservation. Visitors are drawn to New Zealand's sustainable farms, where they can experience firsthand the environmental stewardship of local producers. Sheep-shearing demonstrations, eco-friendly vineyard tours, and fruit-picking activities not only promote New Zealand's rural identity but also cater to the growing global demand for sustainable travel experiences.¹⁰

However, New Zealand faces challenges related to maintaining the balance between economic growth and environmental sustainability. Infrastructure development to accommodate the growing number of agritourism visitors without compromising the environment remains a key concern.

⁸ Agritourism for Rural Development in Italy, Evolution, Situation and Perspectives https://www.researchgate.net/publication/272758807_Agritourism_for_Rural_Development_in_Italy_Evolution_Situation_and_Perspectives

⁹ Krakowiak-Bal, A., Zawadka, J. (2023). Agritourism Revenues: Comparative Insights. <https://www.mdpi.com/2227-7099/12/12/321>

¹⁰ Unique New Zealand Farm Experience | Agrodome Rotorua <https://www.agrodome.co.nz/>

Implications for Uzbekistan's Agritourism Development

Uzbekistan is poised to benefit from adopting agritourism practices similar to those in Italy and New Zealand. With its vast agricultural resources, historical sites, and cultural diversity, Uzbekistan has a unique opportunity to create a thriving agritourism sector that not only boosts rural economies but also promotes environmental sustainability. Regions such as Samarkand, Bukhara, and Khorezm, with their historical significance and agricultural landscapes, provide an ideal foundation for agritourism development.

To successfully implement these models, Uzbekistan must address several key challenges:

1. **Infrastructure Development:** There is a need to enhance transportation, communication, and hospitality infrastructure in rural areas. Investments in road networks, eco-friendly accommodations, and tourism facilities will be essential to attract international visitors (World Bank, 2023).¹¹

2. **Training and Education:** Farmers and local communities need training in hospitality management, marketing, and sustainable farming practices. This will ensure that Uzbekistan's agritourism offerings are of high quality and aligned with global tourism trends (FAO, 2020).¹²

3. **Policy and Financial Support:** Government policies should incentivize the establishment of agritourism ventures through tax benefits, subsidies, and access to low-interest loans.

Furthermore, promoting Uzbekistan's agritourism sector through digital marketing campaigns and participation in international tourism fairs will increase its visibility and attractiveness to global tourists.

Recommendations

1. **Infrastructure Development:** Establish agritourism clusters in regions like Samarkand and Bukhara.

Conclusion

Agritourism in Italy and New Zealand exemplifies the transformative potential of combining agriculture with tourism to drive economic growth, preserve cultural heritage, and promote sustainable practices. Italy's agritourism model, deeply rooted in its rich history and culinary traditions, has become a global benchmark for integrating tourism with rural livelihoods. The sector contributes significantly to the national economy, enhances the appeal of rural areas, and supports local communities through job creation and infrastructure development.

Similarly, New Zealand's agritourism industry thrives by leveraging its natural beauty, advanced agricultural practices, and emphasis on sustainability. The sector not only bolsters the economy but also addresses global demand for eco-tourism and authentic rural experiences. Its success lies in strategic policymaking, farmer innovation, and collaboration between government and private stakeholders.

For Uzbekistan, adopting these models could lead to significant rural development and diversification of income sources. By capitalizing on its unique cultural and agricultural heritage, Uzbekistan could position itself as a prominent player in the global agritourism market. However, tailored strategies that align with local resources, traditions, and socioeconomic conditions are crucial for achieving sustainable growth in this field.

In conclusion, agritourism offers a dynamic pathway to bridge the gap between traditional agriculture and modern tourism. By fostering

¹¹ World Bank (2023). Tourism Development Strategies for Emerging Economies. <https://www.worldbank.org>

¹² FAO (2020). Agritourism and Sustainable Development Goals. <https://www.fao.org>

innovation, preserving traditions, and promoting sustainability, agritourism can serve as a catalyst for rural revitalization and economic progress in any country willing to embrace its potential.

References

1. Arru, B., Furesi, R., Pulina, P. (2021). Economic Resilience of Agritourism in Italy. <https://www.mdpi.com/2073-445X/11/8/1215>

2. Krakowiak-Bal, A., Zawadka, J. (2023). Agritourism Revenues: Comparative Insights. <https://www.mdpi.com/2227-7099/12/12/321>

3. Furesi, R., Madau, F.A. (2020). Visitor Motivations in Italian Agritourism. <https://www.mdpi.com/2227-7099/12/12/321>

ackay, A.D., Rhodes, A.P. (2021). Agritourism and P

a
s
Ministry for Primary Industries (2019). New Zealand

A
g
a
h
t

aglia, S. (2020). Eco-Tourism Integration in New

Z
o
7. Statista (2023). Agritourism Statistics in Italy

<https://www.statista.com/statistics/795702/number-of-agritourism-facilities-in-italy/>

raiser, C., Stringer, R. (2022). Community Impacts R

f
p
HYPERLINK (2021). Strategic Investment in New Zealand Agritourism. <https://www.oecd.org>

b
New Zealand Agritourism. <https://www.oecd.org>
b
10. Pulina, P., Salvioni, C. (2018). <https://www.mdpi.com/2227-7099/12/12/321>

HYPERLINK
<https://www.mpi.govt.nz/dmsdocument/31068->

11. World Bank (2023). Tourism Development Strategies for Emerging Economies. <https://www.worldbank.org>

12. FAO (2020). Agritourism and Sustainable Development Goals. <https://www.fao.org>

13. UNWTO (2022). Global Trends in Rural Tourism. <https://www.unwto.org>

ellini, N. (2021). Cultural Heritage and Agritourism i
n

I
t

a 15. Statistics New Zealand (2023). Tourism Contribution to GDP. <https://www.stats.govt.nz>

y 16. Flanigan, S., Blackstock, K., & Hunter, C. (2014). Agritourism from the perspective of providers and visitors: A typology-based study. <https://www.sciencedirect.com/science/article/pii/S0261517710000143>

TOURISM Management, 40, 394-405. <https://www.sciencedirect.com/science/article/pii/S0261517710000143>

Europe Enabling Factors a
n 17. Phillip, S., Hunter, C., & Blackstock, K. (2010). A typology for defining agritourism. <https://www.sciencedirect.com/science/article/pii/S0261517710000143>

18. Hall, C. M., Roberts, L., & Mitchell, R. (2003). New Directions in Rural Tourism. Ashgate Publishing. <https://www.routledge.com/New-Directions-in-Rural-Tourism/Hall-Roberts-Mitchell/p/book/9781138262303>

19. Busby, G., & Rendle, S. (2000). The Transition from tourism on farms to farm tourism. <https://www.sciencedirect.com/science/article/pii/S026151770000011X>

20. McGehee, N. G., & Kim, K. (2004). Motivation for agri-tourism entrepreneurship. <https://www.sciencedirect.com/science/article/pii/S026151770000011X>

Journal of Travel Research, 43(2), 161-170.

Journal of Travel Research, 43(2), 161-170.

—

<https://journals.sagepub.com/doi/10.1177/0047287504268245>

21. Tew, C., & Barbieri, C. (2012). The perceived benefits of agritourism: The provider's perspective. *Tourism Management*, 33(1), 215-224. <https://www.sciencedirect.com/science/article/pii/S0261517711000561>

22. Sharpley, R., & Vass, A. (2006). Tourism, farming and diversification: An attitudinal study. *Tourism Management*, 27(5), 1040-1052. <https://www.sciencedirect.com/science/article/pii/S0261517705001912>

23. Eshmuradov, U. B. T. (2024). O 'ZBEKSTONDA AGROTURIZMNI RIVOJLANTIRISHNING TASHKILIY-U Eshmuradov, U. B. T. (2024). AGROTURIZM–QISHLOQ XO 'JALIGIDA YANGI DAROMADLAR KALITI. *INTERNATIONAL SCIENCES, EDUCATION AND NEW LEARNING TECHNOLOGIES*, 1(12), 36-41.

Y
A
S
O
S
L
A
R
I
.