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## ASSESSMENT OF ECOLOGICAL FACTORS OF AGROTOURISM

### Summary

Agrotourism has the ability to reduce negative environmental impacts while supporting socio-economic development. In recent years, this idea has attracted a lot of attention from academics who have tried to link it to sustainability. There are still few studies that reflect the current state of research and the main challenges in agrotourism. This bibliometric article fills this knowledge gap by providing a summary of the views researchers have taken in examining the relationship between agrotourism and sustainable development. The aim is to understand the current state of research and the main problems of the subject. How many articles on agrotourism and sustainability are in the article, how the authors and nations are related, and what topics dominate the articles most. The article presents an assessment of the state and possibilities of agrotourism development in the region as a factor of sustainable development of rural areas. The article discusses the concept of agrotourism, promising types of agricultural tourism, development factors and conditions of tourism in the regions. The authors conducted an assessment of the tourism infrastructure in the regions and found the existence of tourism potential, which allows to emphasize tourism. as one of the priority areas for the development of investment activities in the region. In addition, the reasons for the decrease in demand for agricultural tours in the regions are highlighted, and it is concluded that the joint development of agricultural production and agrotourism can be an important tool for increasing the level of socio-economic development of the rural areas of the region. When rural tourism and agricultural production are combined, it is possible to increase the resilience of rural farms to adverse conditions due to the promotion of natural products produced by farmers, as well as an alternative source of income that contributes to socio-economic development.

**Keywords:** agrotourism, region, agricultural production

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**JEL:** Q50

**UOT:** 338

**DOI:** <https://doi.org/10.54414/YDAM2882>

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### Introduction

Agrotourism is a dynamically developing segment of the global tourism industry in modern conditions. It is rightfully one of the most popular sectors of tourism business among consumers. Agrotourism is a type of activity that provides accommodation, food, leisure time and activities aimed at using the natural, agricultural, cultural and historical resources of rural areas.

Agrotourism will increase employment in rural areas, attract people from different social groups and contribute to the increase in production volume, increase in personal income with recreational elements [7]. Agrotourism is aimed at the production of various types of commercial products with the active

participation of agrotourism villages and agrotourism complexes. Agrotourism can operate in regions without polluting production, in villages, towns and small towns with traditional architecture, culture, nature parks and forests, recreation areas and natural phenomena, sacred places, open-air attractions.

The main purpose of the research is to determine and justify the development prospects of agrotourism in the region as a development factor of rural areas under the influence of environmental factors.

The type of recreation that involves participation in the work of an agricultural enterprise. The tourist also acts as a volunteer. In addition to changing the type of activity, place

of residence, eating habits, he gets the opportunity to learn some businesses (livestock (dairy farms), poultry, beekeeping, cheesemaking).

Consumers of this type of tourism are a small part of residents of big cities with higher education and income level above the average level. According to the calculations of the Federal Tourism Agency, currently the share of agrotourism in Russia does not exceed 2% of the entire tourism market, while in Europe, rural tourism brings 15-30% of the total income of the tourism industry. [6].

Agrotourism is intensively developing in the regions, which is related to favorable climate, favorable economic and geographical position; the presence of developed tourism infrastructure; as well as a large number of cultural and historical sites. This type of tourism is currently poorly developed in the regions. The presence of various tourism and recreation resources, developed infrastructure allows the development of almost all types of tourism in the region, including those listed above. The development of agrotourism can contribute to the development of the infrastructure of the regions [8].

The reasons for the decrease in demand for agro-tours by both domestic and foreign consumers in the regions are as follows:

- lack of a single national program and financial support for the development of rural tourism;
- incompleteness and inadequacy of the existing legislative framework;
- poor quality of roads, difficult access, expensive travel, very expensive logistics, high prices of services;
- lack of trained personnel;
- poorly developed infrastructure of rural settlements or its complete absence;
- insufficient housing;
- lack of comfortable conditions and service;
- lack of information, advertising, marketing and promotion.
- low resources of entrepreneurs who want to engage in the organization of rural tourism;
- lack of guarantees for the safety of tourists.

The region's water resources can potentially attract hunting and fishing enthusiasts,

ecotourism and recreation enthusiasts, as there are more than 700 lakes and ponds flowing through the region, as well as many rivers. The world's largest magnetic anomaly is also a world-famous natural resource of the region and can act as a tourist attraction in the region.

The joint development of agricultural production and agrotourism can become an important factor in raising the level of socio-economic development of the rural areas of the region.

Currently, an important task in the region is to realize the potential of culture and traditional hospitality from the perspective of rural tourism. By combining rural tourism with agricultural production, it is possible to achieve the sustainability of peasant (farm) households in unfavorable conditions (crop shortage) due to an alternative source of income that contributes to the promotion of natural products produced by farmers. as well as socio-economic development of rural areas [4].

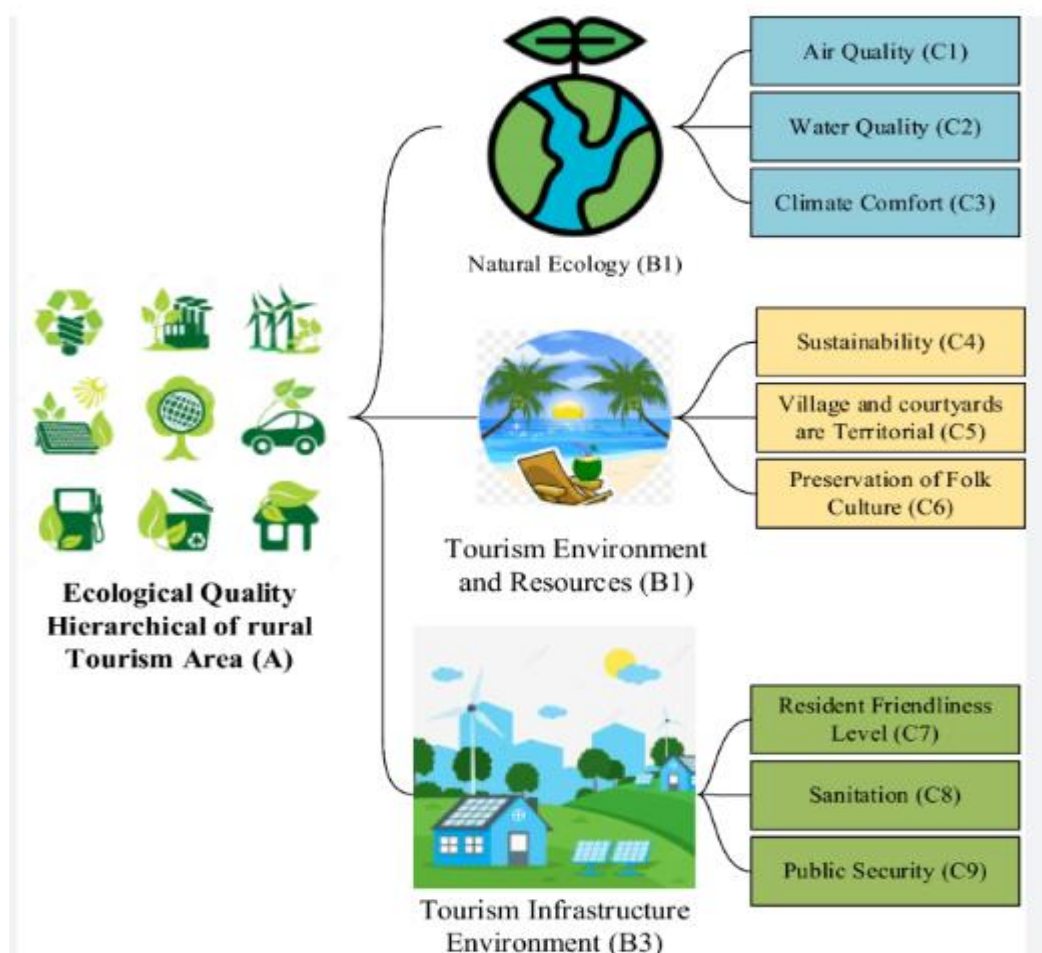
For this purpose, it is necessary at the regional level:

- develop a regional program for the development of agricultural tourism, taking into account the characteristics of the area;
- prepare a plan of actions for the development of the tourism potential of the region and ensure its implementation;
- conducting tourism events (concerts, forums, thematic events, etc.);
- to create an information provision system that will facilitate the dissemination of information about the tourism potential of the region;
- to organize the collection of information about the characteristics and possibilities of the region, tourism potential for the development of tourist information materials and the determination of the development vector of rural tourism in the region;
- implementation of specific measures aimed at the development of the tourism potential of the region, for example, development and improvement of hiking and tourist excursion routes, ensuring the joint work of regional authorities and private investors for the implementation of events;

- to carry out educational activities among farmers and entrepreneurs regarding state support measures for the development of rural tourism;
- to ensure the functioning of the feedback system with regional authorities on rural tourism issues;
- to disseminate information about the potential of the region in the field of rural tourism (signs, advertisements, information points/centers, etc.).

In general, it can be concluded that tourists all over the world are paying more and more attention to being environmentally friendly in all aspects of their travel's environmental impact, so investments in nature conservation and restoration initiatives are inevitable<sup>15</sup>. Analysts studying modern trends in tourism development believe that hotel business greening is no longer a trend, but a necessary condition for successful operation in a highly competitive market [2].

**Figure 1. Evaluating the ecological environmental quality of rural tourism using the analytical hierarchy [4].**



Environmental concerns of top management as a factor that increases the ecological purity of the tourism product. It can be argued that an increasingly important factor driving the transition to sustainable tourism principles is the environmental concerns of the owners and top management of hospitality industry enterprises,

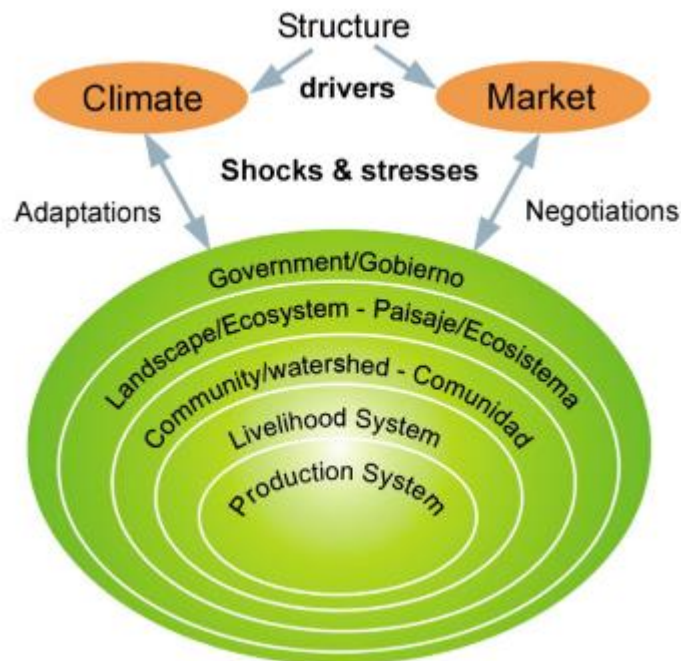
i.e. the intrinsic motivation of decision makers. We are talking about the so-called value-oriented greening [8]. From the point of view of behavioral economics, in this case, the rational behavior of market participants is limited or deviates from the standard model of rational choice by being included in the rules of V CHU

— they make decisions in the interests of the natural environment. Unlike the neoclassical model of human behavior, the model of eco-behavior involves people making choices to maximize their utility using all available information and not allowing their choices to be influenced by any concerns other than their individual benefits. utility for nature in its (individual, corporate) utility function.

Climate and global markets are placed at the highest scale because these represent the physical and socio-economic factors influencing household decision-making and livelihoods. In

the case of agriculture-dependent communities, this model helps to understand how farming and livelihood decisions impact on the environment, and in turn how the conditions of the environment impact on the outcomes of household activities and strategies. For example, while the participation of community members in product (e.g., non-bitter potatoes) and labor (e.g., temporary immigration) markets in the region may contribute to the increase of households' income, they can deplete the natural resources (e.g., reduction of soil fertility) they have access to.

**Fig. 1. The framework of change**



According to the authors' expert opinion, the increasing environmental awareness, both in society as a whole and among professionals working in the tourism sector, as well as the worsening problems of overtourism, clearly demonstrate that tourism depends on its success and existence. tourism activities related to the state of the natural environment of the destination, led to the transformation of the flagship of the greening of tourism enterprises into an industrial, corporate policy.

Guidelines and tools for increasing the competitive advantage of green hospitality industry enterprises.

1. Education - development of knowledge and understanding among travelers about the negative impact of "brown" technologies for the

provision of tourist services and possible ways and conditions for its minimization/neutralization by both tourists and tourism. industrial enterprises. Thus, in 2018, the share of Booking respondents who did not choose "green" accommodation options during their travels because they did not know about their availability was 31%. This is lower than in 2017 and 2016 (39% and 38% respectively). At the same time, 41% of respondents ask travel companies to share with them tips on how to travel environmentally friendly. At the same time, it is necessary to avoid the manipulation of environmental responsibility ("eco-shaming") [4].

2. Confirmation of the actual ecological cleanliness of the services of the tourist

enterprise (primarily accommodation facilities) in response to consumer distrust of information from manufacturers as a result of fairly widespread "greenwashing" (or "green camouflage") - the environmental compatibility of the enterprise's products or services situation in which he made exaggerated, misleading or simply false statements 2% prevent the purchase of eco-products, the possibility of "greenwashing" .

Traditional means to solve this problem are standardization, certification and eco-label based on them. More than a third of Booking respondents (37%) say that an international standard for identifying environmentally friendly accommodation would make them more likely to choose sustainable tourism; 62% of the respondents said that they would feel better if they knew that the place of residence has the appropriate eco-certification.

3. Effective information about the ecological cleanliness of the tourism product. In 2018, 40%, and in 2019, 45% wanted to see a filter that would allow finding environmentally friendly accommodation on booking sites, 32% noted the need for international standards for such facilities, 72%- Travelers around the world have admitted that they are unaware of the existence of specific eco-labels for holiday destinations.

Being "green" means taking action to achieve the Sustainable Development Goals (SDGs). In relation to the natural environment, the tourism industry directly or indirectly affects progress towards the following global goals:

- 1) ensure the availability and efficient use of water resources and sewage for all;
- 2) providing access to affordable, reliable, sustainable and modern energy for all;
- 3) provision of rational models of consumption and production;
- 4) taking urgent measures to combat climate change and its consequences;
- 5) protection and efficient use of oceans, seas and marine resources in the interests of sustainable development;
- 6) protection, restoration of terrestrial ecosystems and promotion of their efficient use sustainable forest management, combating desertification, halting and restoring land degradation and halting biodiversity loss. [10].

As we can see, the objectives listed under numbers 1 to 3 are completely consistent with the tourists' idea of a "green" accommodation object, so achieving them should be the main goal of efforts for objects trying to increase their sustainability - both ecological and economic.

The last three of the listed goals become especially relevant today in the context of the massive expansion of local resorts into adjacent natural areas.

The increasing concern of the society to the issues of ecological security of present and future generations, as well as to the exacerbated problems of overtourism, which clearly demonstrates the dependence of the success and existence of agrotourism activities on the state of the natural environment. The basis of its designation is the large hotel chains operating in accordance with corporate policies on sustainable tourism.

#### **The result**

The concept of agrotourism combines and includes all types of tourism in rural areas: cultural, ethnographic, educational, gastronomic, agricultural, event, ecological, active and other types of meaningful leisure in rural areas. Cultural heritage objects, natural and ethnographic objects and complexes, landscapes, handicrafts, crafts and trade, festivals, exhibitions and more - everything that can be studied and visited while traveling in rural areas is directly related to agrotourism.

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## AQROTURİZMİN EKOLOJİ AMİLLƏRİNİN QIYMƏTLƏNDİRİLMƏSİ

### Xülasə

Aqroturizm sosial-iqtisadi inkişafı dəstəkləyərək ətraf mühitə mənfi təsirləri azaltmaq qabiliyyətinə malikdir. Son illərdə bu ideya onu davamlılıqla əlaqələndirməyə çalışan tədqiqatçıların çox diqqətini cəkməkdədir. Aqroturizmdə tədqiqatların hazırkı vəziyyətini və əsas problemləri əks etdirən tədqiqatlar hələ də azdır. Bu bibliometrik məqalə tədqiqatçıların aqroturizm və davamlı inkişaf arasındakı əlaqəni araşdırarkən qəbul etdikləri fikirlərin xülasəsini təqdim etməklə bu bilik boşluğunu doldurur. Məqsəd tədqiqatın mövcud vəziyyətini və mövzunun əsas problemlərini başa düşməkdir. Məqalədə aqroturizm və ekoloji davamlılıq mövzusunda yazılan elmi işlər araşdırılmışdır əqalədə kənd yerlərinin davamlı inkişafı amili kimi regionda aqroturizmin inkişafının vəziyyəti və imkanlarının qiymətləndirilməsi təqdim olunur. Məqalədə aqroturizm anlayışı, kənd təsərrüfatı turizminin perspektivli növləri, regionlarda turizmin inkişaf amilləri və şəraiti müzakirə olunur. Müəllif regionlarda turizm infrastrukturunun qiymətləndirilməsini aparmış və regionda investisiya fəaliyyətinin inkişafı üçün prioritet sahələrdən biri kimi turizm potensialının mövcudluğunu aşkar etmişdir. Bundan əlavə, regionlarda kənd təsərrüfatı turlarına tələbatın azalmasının səbəbləri vurğulanır və belə qənaətə gəlinir ki, kənd təsərrüfatı istehsalının və aqroturizmin birgə inkişafı kənd yerlərinin sosial-iqtisadi inkişaf səviyyəsinin yüksəldilməsi üçün mühüm vasitə ola bilər. Kənd turizmi və kənd təsərrüfatı istehsalı birləşdirildikdə fermerlərin istehsal etdikləri təbii məhsulların

təşviqi hesabına kənd təsərrüfatlarının əlverişsiz şəraitə davamlılığını artırmaq, eləcə də sosial-iqtisadi inkişafa töhfə verən alternativ gəlir mənbəyi olmaq mümkündür.

*Açar sözlər: agroturizm, region, kənd təsərrüfatı istehsalı*

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#### **Резюме**

Агротуризм способен снизить негативное воздействие на окружающую среду, одновременно поддерживая социально-экономическое развитие. В последние годы эта идея привлекла большое внимание ученых, которые пытались связать ее с устойчивым развитием. До сих пор мало исследований, отражающих современное состояние исследований и основные проблемы агротуризма. Данная библиометрическая статья заполняет этот пробел в знаниях, предоставляя краткое изложение взглядов исследователей на изучение взаимосвязи между агротуризмом и устойчивым развитием. Цель – понять современное состояние исследований и основные проблемы предмета. Сколько статей об агротуризме и устойчивом развитии в статье, как связаны авторы и нации, и какие темы больше всего доминируют в статьях. В статье представлена оценка состояния и возможностей развития агротуризма в регионе как фактора устойчивого развития сельских территорий. В статье рассматриваются понятие агротуризма, перспективные виды агротуризма, факторы развития и условия туризма в регионах. Авторы провели оценку туристической инфраструктуры в регионах и выявили наличие туристического потенциала, позволяющего сделать акцент на туризме. как одно из приоритетных направлений развития инвестиционной деятельности в регионе. Кроме того, выделены причины снижения спроса на агротуризм в регионах и сделан вывод о том, что совместное развитие сельскохозяйственного производства и агротуризма может стать важным инструментом повышения уровня социально-экономического развития сельских территорий. При объединении сельского туризма и сельскохозяйственного производства можно повысить устойчивость сельских ферм к неблагоприятным условиям за счет продвижения натуральных продуктов, производимых фермерами, а также альтернативного источника дохода, способствующего социально-экономическому развитию. сельской местности.

*Ключевые слова: агротуризм, регион, сельскохозяйственное производство*