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**Journal of Environmental Management and Tourism** is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

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## State Policy Regulations of Agriculture for Sustainable Development of Rural Tourism

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### Abstract:

In order to ensure the high efficiency of the functioning of the actors of the rural tourism sector, it is necessary to conduct a comprehensive study, taking into account its sustainable development. This research paper underlines that the particular features of state regulation of the domestic agro-industrial complex need the expansion of state support tools through the development of rural tourism, conducting in same time at diversification factors helping its development.

The paper explores state policy regulations underling the positive effects of rural tourism upon economy as a whole, factors that influences development of tourism, the integration of agriculture activities with those of tourism which implies constant inter-sectoral interaction; last but not least is analyzed the data on the share of agriculture and rural tourism in the structure of Kazakhstan's GDP, the level of the average monthly nominal wage of one employee by type of economic activity which is unappealing due the fact the structure peasants' farms could be a mean rural tourism in which economy is enhanced.

**Keywords:** state policy regulation; agriculture; rural areas; rural tourism; tourism industry.

**JEL Classification:** Z32; Q56; R11.

### Introduction

The current stage of development of Kazakhstan is characterized by some unfavorable factors as the low level of solvency of the population, high imports, uncompetitive agricultural products, lower incomes of the population, etc. In order to ensure sustainable economic growth, solving the issues concerning the developing rural tourism could be a way of boost.



In this regard, the implementation of policies for the development of rural tourism become one of the most effective methods for improving the welfare of the population and increasing the income of business entities. The relevance of this specific issues involves scientific and applied research in the development of rural tourism leads to the need for further research on a comprehensive effective policy for managing the agro-industrial complex, taking into account their competitiveness in Kazakhstan.

Rural areas have a powerful resource potential, and its productive use can be a significant factor in import substitution of tourism services and increasing domestic tourism flows. The presence of natural and organizational and economic resources of the region in agriculture involves the development of the supply of tourist services on the existing material and technical base of business entities, such as peasant farms (peasant farms) and individual entrepreneurs (households of the population).

Foreign practice shows the successful experience of using the resources of rural areas not only for the production of agricultural products, but also for the successful promotion of rural tourism services. However, until recently, the issues of tourism development in rural areas did not attract the attention of local executive authorities in the context of the growing budget deficit at various levels. After all, the productive use of regional resources in order to replenish regional budgets is a very important direction in the management activities of local governments. It is necessary to consider the possibilities of stimulating the development of business entities in agriculture as elements of the regional economy by offering tourism services.

There are no comprehensive studies of the possibilities of involving peasant and private farms in the development of the tourism industry. They require the development of a mechanism for state regulation of rural tourism, management of the integrated development of tourism in rural areas.

The integration of the agricultural sector and tourism in rural areas reflects a promising direction for the development of agriculture and related industries, the social sphere of the village and the tourism industry itself. The important practical significance and insufficient knowledge of this problem determines the relevance of the research topic debates in this paper.

## 1. Literature Review

The development of agricultural production is essential for providing people with livelihoods and economic and social stability. At present, the issue of the integration development of the tourism industry in rural areas is acute, which will become a new way for the development of the rural economy.

For the sustainable development of agricultural production, it is necessary to expand the tourism industry by developing policies to integrate agriculture and tourism. Agricultural production integrated with tourism will contribute to the realization of rural revitalization, as the tourism resource-based tourism industry provides comprehensive transportation, travel, accommodation, food, shopping and entertainment services and is a powerful driving force.

The emergence and development of rural tourism (leisure agriculture) reflects the level of the economy to a certain extent, so the study of agriculture in conjunction with tourism attracts the attention of many scientists. Recreational farming can increase farmers' incomes and provide employment opportunities. The policy of the state in the field of rural tourism is usually aimed at the predominance of agricultural activities over tourism. The main criteria decisive in determining the complementarity of agricultural and tourism activities are factors related to workload, housing, income and the way farmers and visitors interact.

Recently, agritourism has been actively used as a tool for rural development, and the study of the determinants that increase its effectiveness is of paramount importance for the development of public policy. They require research into the impact of rural tourism on the efficiency of the agricultural economy.

Research on aspects of rural tourism development has increased significantly over the past decade. Despite numerous studies, there is still no common understanding of agritourism, which creates problems, reducing its attractiveness for consumers, making communication and cooperation between stakeholders difficult. Agritourism activities can be carried out in rural areas by families and agricultural workers, or on a large scale by hotels, restaurants and catering establishments. However, despite the increased research interest in this issue, the development of rural tourism is still not included in the agricultural development strategy of many countries.

The definition of rural tourism remains unclear, and only a few writings reflect the current state of knowledge in this area, exploring the definitions of rural tourism and the problems faced by countries. The research aims to find a local economic development strategy based on agro-industry to increase the sustainability of rural tourism and the regional economy. The main advantage of agritourism is its very strategic geographical position. The weakness is the lack of planning and business development activities that could have potential

economic value, the low interest of the population in business development. The rural tourism development strategy can only be implemented with the support of the state government.

Rural tourism is generally designed to attract new farming clients, provide information about agriculture and improve the quality of life of the farming family, which represents both economic and non-economic benefits. Agritourism can also be perceived as a marketing tool for the market to make a profit. Research has not yet provided a clear and basic understanding of the characteristics that underlie and define rural tourism. In this regard, it is necessary to study the theoretical and methodological foundations of the essence of rural tourism in order to identify the key characteristics currently used to define agritourism in modern literature and organize them into a transparent and structured structure.

Sustainable rural tourism is measured by two indicators: income from rural tourism and the number of rural tourists. All this will lead to the development and construction of rural infrastructure, the preservation of the ecological environment in rural areas, increased funding for agriculture, technological progress in the agricultural sector and the quality of human capital in rural areas. Studies show that crisis phenomena affect urban and rural tourism in different ways. In the wake of the global pandemic (COVID-19), research into the sustainability of rural tourism is becoming a topic that deserves attention, especially during periods of peak tourism when economic activity can help stimulate the economy. The key points are to deepen the theory of crisis management in the field of rural tourism and develop recommendations for the sustainable development of rural tourism.

As a basis for research, the theoretical, methodological and practical aspects of the development of agrarian tourism activities are considered in the works of various foreign and research studies, such as: Qiu, Zhou and Kim (2021), Shuai, Liu, Ahmed and Wang (2022), Fullana, Tello, Murray and Jover-Avellà, López (2021), Streifeneder (2021), Domi and Belletti (2022), Elshaer, Azazz and Ameen (2022), Rosalina, Karine Dupre and Wang (2021) and others (Mahanani *et al.* 2021; Belliggiano *et al.* 2020; Adamov *et al.* 2020; Tew and Barbieri 2021; Galluzzo 2022, Sharon *et al.* 2020; Li *et al.* 2021).

The study of the foundations of tourism development in the real sector of the economy is reflected in the works of domestic scientists as: Uspambayeva *et al.* (2020), Taipov, Khan, Kurmanova, Kantarbayeva, and Alpysova (2019), Omarova, Nurumov, and Karipova (2021), Aidarova, Maulenkulova and Daurbaeva (2022), Rakhimberdinova *et al.* (2022), Kashakova *et al.* (2022). At the same time, issues related to the organizational and economic conditions for the development of rural areas have been studied quite deeply, which cannot be said about the development of sustainable tourism in rural areas.

The purpose of the study is to deepen scientific approaches and improve the mechanism for managing the integrated development of agro-tourism in rural areas. To achieve these, the following tasks have to be considered:

- generalize the theoretical foundations of structural transformations in the agrarian sector of the Kazakh economy;
- to develop a methodological approach to the development strategy of small businesses based on rural tourism;
- to analyze the activities of small businesses in the field of agricultural tourism, to identify factors affecting the development of agriculture and tourism;
- to substantiate the strategy for the development of rural areas for the organization of rural tourism, to propose a mechanism for managing the integrated development of agro-tourism in rural areas.

## 2. Research Methodology

Measures of state regulation of the agro-industrial complex should be taken in a timely manner, which is associated with the peculiarity of agriculture as seasonality, which is not typical for any industry and service sector. Therefore, State support for agricultural production should be aimed at increasing the level and pace of economic development of the country, regions and the welfare of the population.

The most important function of state support in the economic mechanism of the agricultural sector should be considered the optimal combination of market instruments and mechanisms for regulating reproduction processes. A significant role is played by the complexity of making managerial decisions on the application of state support measures for small and medium-sized businesses, which is reflected in the standard of living of the population and rising food prices. Improving the welfare of the rural population, the competitiveness of the agricultural and processing industries, maintaining the rural lifestyle and reconciling the interests and goals of society, business and the state through the development of agro-tourism is a hot topic.

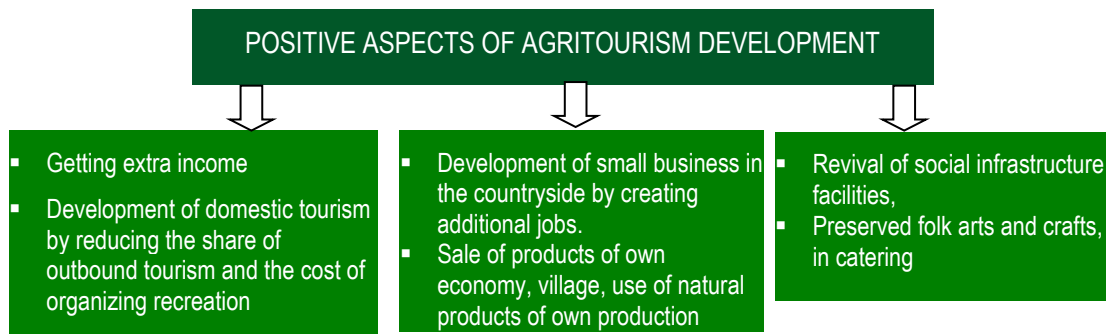
The development algorithm for the sustainable development of rural tourism, in our opinion, should include the following steps:

- Generalization of the theoretical foundations of structural transformations in the agricultural sector of the Kazakh economy.
- Formation of the theoretical and methodological basis for ensuring the processes of managing the development of rural tourism in the framework of the integration of state and regional policies.
- Substantiation of recommendations and a conceptual approach to building a system of measures for the development of rural tourism at the regional level, taking into account differences in the intensity of intersectoral integration processes in rural areas, which determine the specifics of the tools for implementing the state policy for the development of rural tourism, mechanisms for regulating rural tourism.

A significant factor in the import substitution of tourism services and increasing the flow of domestic tourism are rural areas that have a powerful resource potential and involve the development of the supply of tourism services on the existing material and technical base of peasant farms (PFH) and household households (HH).

Rural tourism as a sector of the tourism industry, focused on the use of resources of rural areas (economic, natural, cultural, historical and others) and its features to create an integrated tourism product, located in rural areas or urban-type settlements without industrial and multi-stores buildings of tourist accommodation (individual or specialized). The main objective of the development of rural tourism is the use of the natural tourist resources of the territory, the resources of peasant farms and households for the knowledge of various aspects of rural life, satisfying the needs of a tourist in a separate type of recreation, through the active use of the results (products) of agricultural production in various forms, infrastructure and resources a rural tourist site or a rural area in general, primarily natural, active fishing activities, incl. in wild and cultivated rural areas (Figure 1).

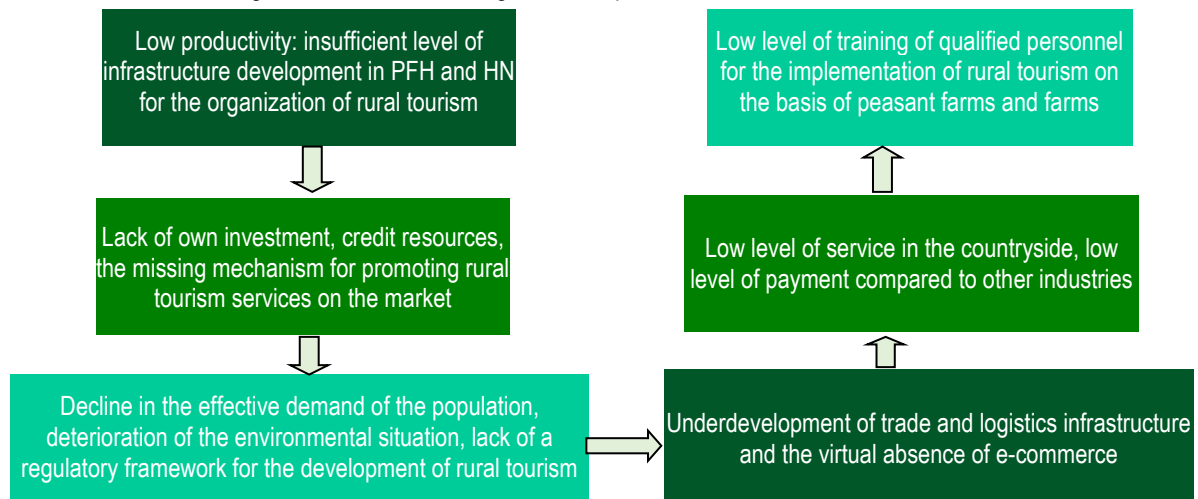
Figure 1. Development rural tourism development. Positive aspects



Source: compiled by authors

The integration of tourism, agricultural, socio-cultural activities through the creation of a tourist product requires constant intersectoral interactions between the subjects of the tourism industry and agricultural activities. But, as the situation shows, a number of problems that affect the development of rural tourism still remain unresolved (Figure 2).

Figure 2. Factors influencing the development of rural tourism in Kazakhstan

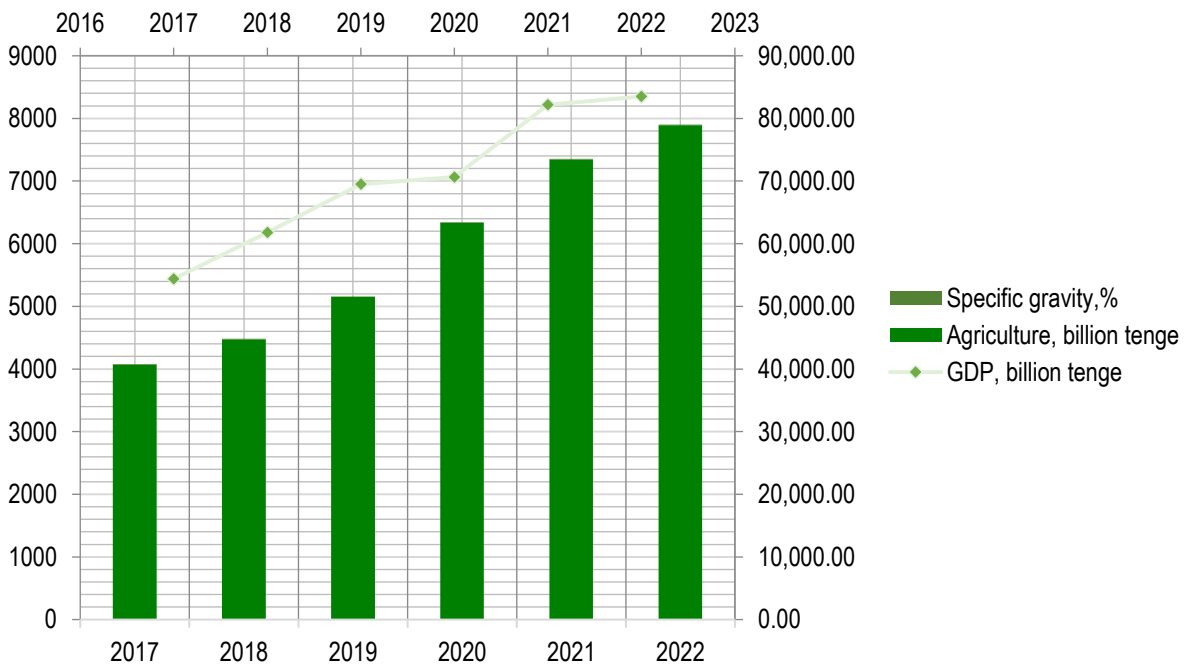


Source: compiled by authors



The trend in the development of the agro-industrial complex shows that in recent years this industry has shown steady growth and there are all the necessary conditions for its positive dynamics. All this confirms the need to develop scientifically based emphasis on the strategic development of the industry through the development of agritourism in rural areas, which will become a mechanism to support domestic producers and improve the welfare of the population. In 2022, the share of agricultural products in total GDP amounted to 9.4%, while the volume of livestock production increased by 17.9% (3.1 trillion tenge) and crop production by 15.0% (4.2 trillion tenge). The data in Figure 3 show the share of agricultural products in the overall structure of Kazakhstan's Gross Domestic Product (GDP).

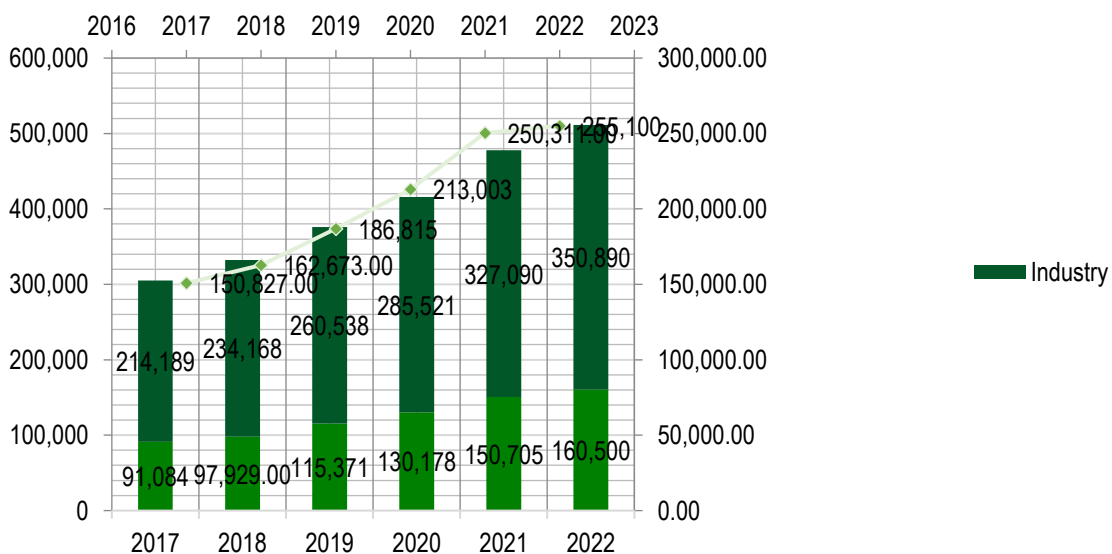
Figure 3. Agriculture in the structure of Kazakhstan's GDP, billion tenge



Source: compiled by authors

As of 2022, 43.0% in the structure of gross output falls on livestock (3112.6 billion tenge), 57.4% - on crop production (4734.5 billion tenge) and 0.6% - other sub-sectors (10.7 billion tenge). The growth in the volume of livestock production in 2022 is due to an increase in the volume of slaughter of livestock and poultry in live weight and the yield of raw cow's milk in agricultural enterprises by 9.9%.

Figure 4. Average monthly nominal wages of one employee by type of economic activity, tenge

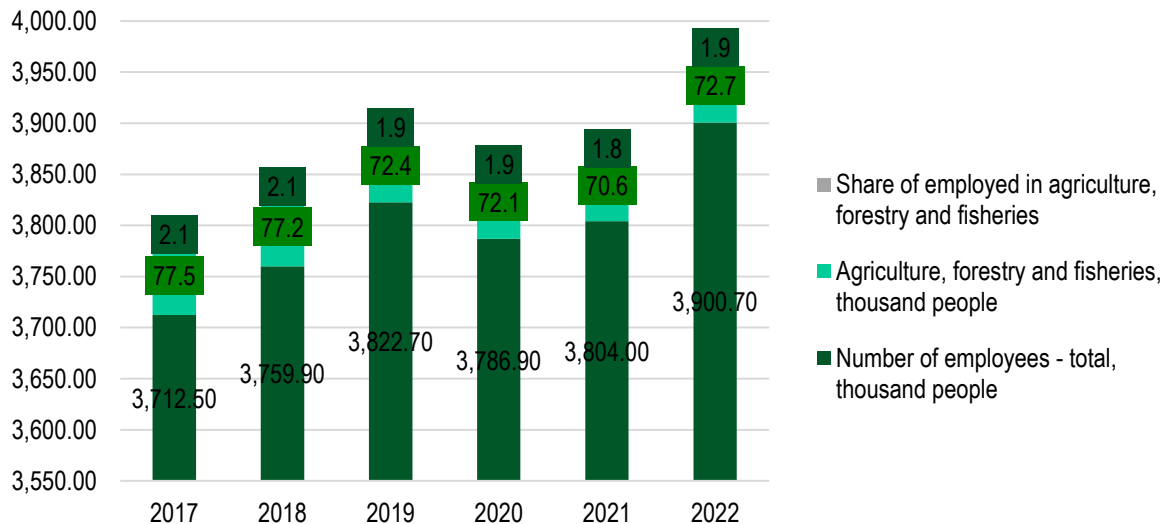


Source: compiled by authors

There are many issues in the agricultural sector, including low wages. The data in Figure 4 show, for example, that in comparison with industry, wages in 2022 are almost 2 times lower, which once again confirms the low efficiency of the sectors of the agro-industrial complex. In this regard, the issue of improving the wage policy in the agricultural sector through the development of agro-tourism as one of the most important socio-economic problems affecting the competitiveness of the industry in the whole industry should also be given great attention.

There is also a decrease in the indicator characterizing the employment of the hired population in agriculture from 2.1% in 2017 (77.5 thousand people) to 1.8% in 2022 (72.7 thousand people), which indicates about the unattractiveness of the industry, a decrease in the number of jobs and a decrease in interest in the agricultural sector (Figure 5).

Figure 5. Share of employed in agriculture, %



Source: compiled by authors

The use of regional resources in rural areas within the framework of small and medium-sized businesses is carried out by peasant farms and individual entrepreneurs, which make a significant contribution to the production of agricultural products and the implementation of the production program. Peasant farms are more susceptible to rural tourism than households because they have entrepreneurial skills, are officially registered farms, and it is more profitable for tour operators to conclude contracts with them. The assessment of the contribution of peasant farms to the GDP of the country averaged 5.8% for the period from 2015 to 2022. Since 2017, there has been a growth trend for operating peasant farms by 18.5% or 34.8 thousand units, individual entrepreneurs by 6.1% or 1,440 units. The interdependence between agricultural and tourist activities of peasant farms and individual entrepreneurs will allow the integrated development of the economy, solving issues of product sales and receiving additional income, overcoming seasonal recessions.

An analysis of the provisions of the regulatory framework relating to tourism shows that there are no strategic documents for the development of rural tourism, which leads to uncertainty regarding the priorities of its development (regions, directions, etc.). Therefore, it requires the development of a state policy for the development of rural tourism through the formation of appropriate decisions and projects at various levels, where the priority is the level of local government (rural areas, small towns).

The most successful projects in the field of rural tourism should be initiated by entrepreneurs and local authorities, and this practice gives basis to talk about the priority role of local governments in the efficient use of rural tourism resources and their priority responsibility for the development of rural tourism under the current legal and regulatory restrictions. From Table 1 it is noticeable that since 2017, the leaders in terms of the number of people employed in peasant farms are East Kazakhstan, Almaty, Zhambyl, Karaganda regions and the city of Astana. In 2022, 70.0% of the country's peasant farms operate in these regions. The smallest shares in total in terms of the number of peasant farms fall on: Mangistau, Atyrau, North Kazakhstan, Turkestan and Aktobe regions.

Table 2 reflects the specially protected natural areas from the regions with increased tourism potential, which is a great opportunity for the development of rural tourism. Thus, Almaty region has 12 natural parks and reserves. Karaganda and East Kazakhstan regions, 11 specially protected natural areas, etc.

Table 1. People employed in peasant farms as basis for increased tourism potential, by regions, in %

Region	2017	2018	2019	2020	2021	2022
Republic of Kazakhstan	100,0	100,0	100,0	100,0	100,0	100,0
Akmola	2,5	2,8	2,9	3,1	3,2	3,5
Aktuibinsk	3,9	3,2	3,5	3,5	3,7	3,9
Almaty	22,6	23,0	21,8	21,4	21,0	21,1
Atyrau	1,3	1,3	1,4	1,6	1,6	1,6
West Kazakhstan	3,5	3,7	3,9	4,0	4,0	4,1
Zhambyl	11,2	8,4	8,4	8,1	7,9	8,0
Karaganda	4,6	4,3	4,9	5,0	5,2	5,3
Kostanay	3,8	4,0	3,9	3,9	3,7	3,8
Kyzylorda	3,1	3,5	4,0	5,0	5,6	5,9
Mangistau	0,9	1,0	1,1	1,1	1,2	1,1
Pavlodar	29,0	-	-	-	-	-
North Kazakhstan	2,6	2,5	2,4	2,6	2,7	2,8
Turkestan	2,1	2,5	2,8	2,8	2,6	2,7
East Kazakhstan	-	29,5	28,4	27,3	27,0	27,1
Astana city	8,7	9,1	8,8	8,8	8,9	8,8
Almaty city	0,0	0,1	0,2	0,2	0,2	0,2
Shymkent city	0,2	0,3	0,4	0,4	0,4	0,4

Source: compiled by authors

Table 2. Specially protected natural areas of the regions

Almaty	Zhambyl	Karaganda	East Kazakhstan	Kyzylorda
Charyn State National Natural Park	Zhusandaly state protected area	State national natural Park "Buiratau"	West Altai State Nature Reserve	Barsakelmes State Nature Reserve
State National Natural Park "Altyn-Emel"	Andasai State Reserve (zoological)	Karkaraly State National Natural Park	Markakol State Nature Reserve	Kargaly State Nature Reserve (zoological)
Zhongar-Alatau State National Natural Park	"Tract Berikkara" state reserve (complex)	Belagash State natural reserve (zoological)	Katon-Karagai State National Natural Park	Torangylsay State Nature Reserve
Ile-Balkhash State Natural Reserve	"Tract Karakunuz" state natural reserve (botanical)	Kuvsky state nature reserve (zoological)	State forest nature reserve "Family Ormans"	
Alakol State Nature Reserve		Bektauata State Nature Reserve (zoological)	Kuludzhun state natural reserve (zoological)	
Ile-Alatau State National Natural Park		Karaagash state natural reserve (zoological)	State National Natural Park "Tarbagatai"	
Lepsinsky State Nature Reserve (zoological)		Kyzylarai State Nature Reserve (zoological)	State natural reserve "Karatal sands" (botanical)	
Tokta State Nature Reserve (zoological)		State National Natural Park "Ulytau"	Nizhe-Turgusun State Nature Reserve (botanical)	
Kukansky State Nature Reserve (zoological)		Turangovy State Nature Reserve (botanical)	State natural reserve "Ontustik Altai" (complex)	
Verkhnekoksusky State Nature Reserve (zoological)		Kogashik State Nature Reserve (botanical)	State natural monument "Sinegorskaya fir grove"	
"State Issyk Dendrological Park" RSE		Zhezkazgan Botanical Garden	Altaic Botanical Garden	
Ili Botanical Garden				
State national natural park "Kölsay kölderi"				

Source: compiled by authors

Trends in the choice of rural tourism models should be determined by the specifics of the development of the tourism industry, culture, traditions of the rural population, the level of agricultural development and the level of socio-economic development of the regions.

### 3. Medium-Term Predictions for Rural Tourism

Based on the identified factors for the development of rural tourism, as well as taking into account the proposed socio-economic model, we will make a medium-term forecast for the development of rural tourism based on regression analysis. To reflect the statistical relationship between the factors and the possibility of developing a forecast for the dynamics of the tourist flow, we construct a multifactorial linear regression equation:

The multiple linear regression model has the form:

$$Y = \beta_0 + \beta_1 * X_1 + \beta_2 * X_2 + \dots + \beta_k * X_k + \varepsilon$$

In this case, the variable  $Y$  depends on  $k$  explanatory variables  $X$ , *i.e.*, regressors.  $\varepsilon$  is random error. The model is linear with respect to the unknown parameters  $\beta$ .

$$Y = 222.499,760 - 0,222 * x_1 + 0,027 * x_2$$

where:  $x_1$  is the number of people employed in peasant farms, people;  $x_2$  = gross agricultural output of peasant farms, million tenge;  $Y$  = number of domestic arrivals of rural tourism, units; unaccounted factors (8%).

Variables:

n	25	number of observations (sample size)
p	3	number of estimated model parameters (regression coefficients)
k	2	number of independent variables
n-p	22	number of degrees of freedom of model residuals (for SSE)

Table 3. Multiple regression forecast results

Period	x <sub>1</sub> -number of employees in farms, people	x <sub>2</sub> -gross output of agricultural products of farms, mln. tenge	y	Forecast	Remain
2012	375.836	548.298,1	164.856	153.998,707	10.857,29298
2013	346.915	752.363	158.583	165.946,305	-7.363,30498
2014	309.377	810.163,3	152.697	175.839,8518	-23.142,8518
2015	286.541	904.542,9	181.154	183.463,9854	-2.309,98539
2016	276.401	1.043.755,3	180.799	189.487,4308	-8.688,43077
2017	286.038	1.152.498,7	187.527	190.297,9793	-2.770,97927
2018	280.525	1.317.352,9	198.268	195.990,2697	2.277,730346
2019	297.786	1.607.788,5	213.457	200.035,6225	1.3421,37748
2020	300.505	2.033.585,4	216.715	210.976,443	5.738,556996
2021	304.555	2.420.164,4	221.434	220.558,7765	875,2235336
2022	312.865	2.692.747,15	233.358,5	226191,7653	7.166,734693
2023 forecast	320.061,747	3.074.476,99	240.093,9	234958,6076	5.135,29236
2024	323.840,284	3.438.014,11	245.986,87	243982,6243	2.004,245742
2025	330.850,216	3.768.548,61	254.678,746	251402,8628	3.275,88317
2026	337.400,344	4.112.500,86	262.845,762	259287,7024	3.558,059589
2027	343.008,899	4.481.731,26	269.460,566	268064,3546	1.396,211382
2028	348.845,346	4.821.752,96	277.290,836	275999,308	1.291,527989
2029	355.420,912	5.168.707,66	285.269,482	283959,9431	1.309,53894
2030	361.274,508	5.523.519,33	292.597,042	292292,0025	305,0395168
2032	364.655,487	5.874.346,41	300.086,181	301058,7851	-972,604147
2033	370.618,767	6.220.110,53	307.908,052	309121,5431	-1.213,49113
2034	376.606,977	6.572.393,55	315.445,658	317355,5187	-1.909,86066
2035	382.383,443	6.923.004,39	322.960,291	325590,6474	-2.630,35645
2036	388.319,482	7.271.780,02	330.625,237	333741,0092	-3.115,77218
2037	394.244,632	7.621.655,3	338.244,19	341923,5661	-3.679,3761
Average value (Y)			246.093,6525	246.093,6525	

Source: compiled and calculated by authors

Table 4. Analysis of variance

Source of variability	df	SS	MS	F	p-value
Regression	2	77.427.105.765,5	38.713.552.882,7	741,53	6,50983E-21
Remain	22	1.148.571.663,8	52.207.802,9		
Total	24	78.575.677.429,3			

Note: Number of domestic arrivals of rural tourism = 222.499,760-0,222; \* number of people employed in peasant farms +0,027; \* gross agricultural output of peasant farms

Source: compiled by authors

In the process of forecasting, taking into account the risk factor and uncertainty, forecasts were made for the dynamics of the tourist flow in rural areas (Table 5). According to the forecast, by 2025 the number of domestic arrivals will be 251.649,8 units, by 2030 with 292.646,5 units, by 2037 with 341.683,7 units, which in general will increase the total volume of domestic tourist flow. At the same time, the coefficient  $R = 0,996$  is the equation for the trend of the tourist flow in rural areas.

Table 5. Predictive factors

Predictive factor	Assessment	Standard error	t-Statistic	p-value
<i>Displacement</i>	222.499,760	19.450,329	11,44	0,000
number of people employed in peasant farms, people	-0,2218	0,0665	-3,34	0,000
gross agricultural output of peasant farms, million tenge	0,027111	0,001040	26,07	0,000
Regression std error	7.225,49672			
$R_2$	98,5%			
Normal $R_2$	98,4%			

Foreign experience in the development and application of conceptual approaches to the activities of rural tourism subjects shows the high importance of integration with other types of tourism, sports, entertainment and other activities; geographical location and number of entities that form the product of rural tourism. In this regard, the main tasks and mechanisms of the state policy for the development of rural tourism have been determined (Table 6).

Table 6. Objectives of the state policy for the development of rural tourism

Tools	Actions of state policy
Economic tasks	<ul style="list-style-type: none"> <li>▪ the share of the contribution of rural tourism to Gross National Product by supporting certain types of rural tourism;</li> <li>▪ increasing the economic efficiency of the use of tourism resources, attracting domestic and foreign investment;</li> <li>▪ financial, organizational and information and methodological support of social and engineering infrastructure, improvement of sanitary condition and improvement;</li> <li>▪ stimulating the involvement of the population in the rural tourism industry.</li> </ul>
Sociocultural tasks	<ul style="list-style-type: none"> <li>▪ increasing the employment of the rural population and creating new jobs; ensuring social stability in rural areas;</li> <li>▪ training of qualified specialists in the field of rural tourism;</li> <li>▪ provision of consulting and information support for those wishing to engage in rural tourism;</li> <li>▪ preservation and revival of tangible and intangible cultural heritage in rural areas;</li> <li>▪ improving the service of tourists in rural areas.</li> </ul>
Marketing tasks	<ul style="list-style-type: none"> <li>▪ introduction of an integrated system of information support for rural tourism;</li> <li>▪ support for the marketing of rural tourism products through the formation of the image of the rural tourism industry.</li> </ul>
Environmental issues	<ul style="list-style-type: none"> <li>▪ effective use, protection and restoration of natural recreational resources in rural areas;</li> <li>▪ ensuring the environmental safety of the created objects of rural tourism;</li> <li>▪ the use of energy-saving and green technologies at display facilities and the tourism industry in rural areas.</li> </ul>

## Conclusion

While the government has made significant progress in promoting sustainable agriculture and rural tourism, there are still some challenges that need to be addressed. One of the key challenges is the lack of awareness and understanding of sustainable practices among farmers and rural communities. This can be addressed through



targeted education and training programs, which can help to build the capacity of farmers and rural communities to adopt sustainable practices.

In conclusion, agriculture provides a source of income and employment for local communities, which is important for the success of rural tourism. By supporting sustainable agricultural practices, the government can help to create stable and diversified rural economies, which are more resilient to economic and environmental shocks. These measures not only support the long-term sustainability of agricultural practices but also help to create a more attractive destination for tourists seeking authentic experiences and sustainable practices.

The purpose of developing a state policy for the development of rural tourism is to form mechanisms and tools (economic, organizational and complex (mixed)) to support and stimulate priority areas for the formation of a competitive rural tourism product that effectively uses the tourism and recreational potential of rural areas and positively affects the development of the socio-economic rural situations. Scientific foreign literature and modern experience of developed countries show that the type of tourism under consideration will contribute to the stabilization of socio-economic development through the diversification of implemented activities and the corresponding effects. The development of rural tourism will affect the regional tourism industry through the mechanism of diversification of the tourism product, the possibility of increasing competitiveness and equitization of the regional tourism product.

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