



IQTISODIYOT & TARAQQIYOT

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DIGITALLY-ENABLED COMMUNITY AGRITOURISM AS A PATHWAY TO RURAL INCOME IN THE ARAL SEA REGION: A CONCEPTUAL APPROACH

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Abstract: Tourism in Uzbekistan is developing rapidly, and there are significant opportunities to further increase revenue generated per tourist. This paper argues that organizing agritourism as an interconnected community network and promoting it through a digital platform represents an effective way to realize these opportunities in the Aral Sea region (the Republic of Karakalpakstan), an area with unique ecological characteristics and strong potential for further tourism infrastructure development. Drawing on existing research demonstrating the significant impact of digital platforms on increasing the visibility of rural tourism services, the paper proposes a community-based digital agritourism model in which authentic rural experiences provided by local residents are integrated, booked, and promoted through a state-private partnership digital platform while also enabling tourists to connect with one another. The study is conceptual in nature and focuses on developing a new approach and directions for future research. The paper proposes a transferable model capable of transforming the existing tourism potential of peripheral regions in Central Asia into increased income for rural communities.

Keywords: agritourism; rural tourism; digital platform; community-based tourism; length of stay; economic diversification; Aral Sea region; Karakalpakstan; Uzbekistan.

Annotatsiya: O'zbekistonda turizm jadal sur'atlarda rivojlanayotgan bo'lib, har bir turistdan olinayotgan daromadni yanada oshirish uchun keng imkoniyatlar mavjud. Mazkur maqolada agriturizmni o'zaro bog'langan mahalliy hamjamiyat tarmog'i sifatida tashkil etish va uni raqamli platforma orqali ommalashtirish Orolbo'yi hududi (Qoraqalpog'iston Respublikasi) kabi ekologik jihatdan o'ziga xos va turizm infratuzilmasini yanada rivojlantirish salohiyatiga ega hududlarda ushbu imkoniyatlarni ro'yobga chiqarishning samarali vositasi sifatida asoslanadi. Qishloq turizmi xizmatlarining ko'rinuvchanligini oshirishda raqamli platformalarning muhim ta'sirini ko'rsatgan mavjud tadqiqotlarga tayangan holda, maqolada mahalliy aholi tomonidan taqdim etiladigan autentik qishloq tajribalarini davlat-xususiy sheriklik asosidagi raqamli platforma orqali birlashtirish, bron qilish va turistlarni o'zaro bog'lash imkonini beruvchi hamjamiyatga asoslangan raqamli agriturizm modeli taklif etiladi. Tadqiqot konseptual xususiyatga ega bo'lib, yangi yondashuv va kelgusidagi ilmiy izlanishlar yo'nalishini ishlab chiqishga qaratilgan. Maqola Markaziy Osiyoning chekka hududlarida mavjud turizm salohiyatini qishloq aholisi daromadiga aylantirishga xizmat qiluvchi universal modelni taklif etadi.

Kalit so'zlar: agriturizm; qishloq turizmi; raqamli platforma; hamjamiyatga asoslangan turizm; qolish davomiyligi; iqtisodiy diversifikatsiya; Orolbo'yi hududi; Qoraqalpog'iston; O'zbekiston.

Аннотация: Туризм в Узбекистане развивается высокими темпами, и существуют значительные возможности для дальнейшего увеличения дохода, приходящегося на одного туриста. В статье обосновывается, что организация агротуризма в виде взаимосвязанной сети местных сообществ и его продвижение посредством цифровой платформы являются эффективным инструментом реализации этих возможностей в регионе Приаралья (Республика Каракалпакстан) — территории с уникальными экологическими особенностями и высоким потенциалом дальнейшего развития туристической инфраструктуры. Опираясь на существующие исследования, подтверждающие значительное влияние цифровых платформ на повышение видимости услуг сельского туризма, автор предлагает модель цифрового агротуризма, основанного на местных сообществах. В рамках данной модели аутентичные



сельские туристические услуги, предоставляемые местными жителями, объединяются, бронируются и продвигаются через государственно-частную цифровую платформу, которая также обеспечивает взаимодействие туристов между собой. Исследование носит концептуальный характер и направлено на разработку нового подхода и определение направлений дальнейших научных исследований. В статье предлагается универсальная модель, позволяющая преобразовать существующий туристический потенциал периферийных регионов Центральной Азии в рост доходов сельского населения.

Ключевые слова: агротуризм; сельский туризм; цифровая платформа; туризм, основанный на местных сообществах; продолжительность пребывания; экономическая диверсификация; регион Приаралья; Каракалпакстан; Узбекистан.

INTRODUCTION

Tourism in Uzbekistan holds considerable economic potential. The number of tourists visiting the country rose dramatically from 217 thousand in 2000 to 6.63 million in 2023, while tourism revenue increased from USD 63 million to USD 2,103.7 million over the same period [Tourism committee, 2026]. At the same time, average revenue per tourist, at approximately USD 425 [Tourism Committee of Uzbekistan, 2026], indicates substantial opportunities to further enhance value creation within the sector. This trend — a growing flow of visitors with significant potential for increasing income per head — highlights promising prospects for strengthening the tourism sector's capacity to convert visitor presence into local income. Experience-based tourism offers one response, expanding the range of services on offer and opening the country to visitors who seek authentic, participatory experiences rather than sightseeing alone.

Uzbekistan is well positioned for such a shift. Located at the heart of Central Asia and benefiting from around 320 sunny days per year, the country is a major agricultural producer: it grows an estimated 15–18 million tonnes of fruit, vegetables, and grapes annually, of which roughly 2–2.5 million tonnes are exported and the remainder consumed domestically or processed [stat.uz]. Its agricultural products, and its fruit in particular, enjoy strong recognition, reinforcing the country's image as an agrarian destination and creating a natural foundation for agritourism.

This combination of agricultural strength and rising tourist demand makes agritourism a natural avenue for development. Agritourism links agricultural production with the tourism economy, enabling rural households to supplement their income through hospitality, food, craft, and recreational activities. Originating in the Italian agritourism tradition of the 1970s and 1980s, it has since spread well beyond Europe, and its diffusion into Central Asia has attracted growing scholarly attention. In Uzbekistan, where tourism is a designated strategic priority, agritourism is increasingly seen as a way to diversify rural economies and lengthen tourist stays.

This paper focuses on low conversion of visitor flows into local income proposing a digitally-linked, community-based agritourism model as a response to lengthen the touristic stay, formulating an approach and a research agenda to guide subsequent empirical work.

REVIEW OF LITERATURE ON THE SUBJECT

Agrotourism from theoretical part is viewed as a form of economic diversification, enabling rural businesses, households to use farming, planning not only as a source of sales, but as a source of tourist attraction. Empirical studies, particularly in Italy, show that diversification into recreational and direct-sale activities can raise farm profitability, though the remuneration of labour often remains difficult (Arru et al., 2021; Mastronardi et al., 2015). Broader reviews identify a wide range of socio-demographic, farm-level, and regional determinants of diversification (Grilli, Pagliacci & Gatto, 2024). This literature provides robust foundations but is largely rooted in European institutional settings. Research on agritourism in Central Asia is recent and sparse. Comparative work has drawn on the Italian experience to propose implementation strategies for Uzbekistan (Matyakubov & DeFrancesco, 2018). The most directly relevant contribution assesses agritourism potential in the Khorezm region through farmers' attitudes, using in-depth interviews and hierarchical cluster analysis to segment holdings, and finds that agritourism can diversify income while further opportunities exist to strengthen knowledge, infrastructure, internet accessibility, and public support for broader adoption (Ibadullaev, Pagliacci et al., 2025). That study also highlights the potential to encourage longer and more diverse tourist experiences beyond visits to major attractions and recommends expanding agritourism research across Uzbekistan and the wider region.

Zulmasyhur (2025) studied the role of digital platforms and websites in promoting agrotourism destinations. Using a qualitative research methodology, the study found that systematic website management by agrotourism



operators significantly enhances the visibility of destinations and increases public awareness. The findings further suggest that digital platforms improve communication between service providers and potential visitors, and that effective digital promotion should align with tourists' information-seeking behavior. Kumar, Pratyusha, Vardhan and Karki (2025) present Agrivventure, a digital agrotourism platform designed to connect urban tourists with rural communities through immersive farming experiences. Based on secondary data and a descriptive-analytical approach, the study outlines the platform's architecture and features, including farm listings, booking and payment management, review systems, and direct communication between hosts and guests. The authors highlight opportunities to further strengthen farmers' digital literacy, expand rural internet connectivity, enhance trust-building mechanisms, and optimize year-round platform engagement, while proposing training, telecom partnerships, and verification mechanisms to support these developments. Ammirato and Felicetti (2013, 2014) developed the concept of an "agritourism rural network," where agritourism farms act as a hub connecting rural actors — such as local firms and public administrations — with tourists, based on an exploratory survey of agritourism farms in Calabria.

Existing literature suggests that agrotourism has an impact on increasing tourist stay, which potentially leads to economic benefits. Besides that, we can see how previous works suggested connected network, a platform as a way to make agritourist services visible to tourists filling the problem of tourists' inability to find a proper information pull to search for the sightseeing. Nevertheless, a clear gap remains, as the works fully focus on tourist-host relationship, connection, overlooking the tourist-to-tourist connection, which warrants importance since tourists share same experience and potentially have more impact on one another in terms of decisions and influence. Traditional agrotourism supposes an active working agricultural base, visitors coming to observe and see farming, but what happens with the model, if the model is ecologically damaged area with salty soil, degrading cultivation? The paper suggests that agrotourism should go beyond farming for such cases, extending it beyond farming production to production of rural experience-hospitality, cuisine, artisans, crafting. This paper proposes solutions for both gaps through digitally-enabled, community-based model of rural tourism for the Aral Sea region.

RESEARCH METHODOLOGY

This study is conceptual in nature and draws on an analytical review of literature regarding agritourism, rural tourism, and digital platforms, with particular emphasis on examples from Italy compared against the experiences of Central Asia and Uzbekistan. The analysis revealed a research gap, leading to the development of a conceptual model for rural tourism that integrates local communities and digital technologies; this model is subsequently examined within the specific context of the Aral Sea region.

ANALYSIS AND RESULTS

The study in question has a number of limitations, primarily stemming from its conceptual nature and the absence of primary empirical data. The proposed model has not been tested in practice, nor has its actual impact on the duration of tourist stays been verified. Since the model was developed for a specific region—the Aral Sea area—with its own unique environmental challenges, its applicability in other contexts requires further justification; moreover, the implementation of the model is closely linked to the region's specific infrastructure and institutional characteristics.

The model can be described as a sequence of stages in the visitor journey, supported by a single digital platform:

1. Onboarding at arrival. At the point of entry — for example, at the airport after passport control — the state tourism agency, through information desks or digital kiosks, introduces arriving visitors to the platform and enables them to install it. This addresses the well-documented problem that tourists often cannot easily find information about available rural experiences.
2. Discovery. Within the platform, the visitor sees all local agritourism providers and experiences in one place — rural hosts, teahouses (chaikhanas), artisans, cooking experiences, and routes — each with descriptions, images, and reviews. This consolidates into a single accessible environment what is currently scattered across informal channels such as individual bloggers.
3. Booking and payment. The visitor selects an experience — for instance, an overnight stay in a village combined with a cooking activity — and books and pays through the platform. Payment reaches the local provider directly and transparently, with a clear commission structure.
4. Community and social connection. The platform allows visitors interested in the same place, route, or experience to see one another and, if they wish, to join together — for example, travellers interested in the



same teahouse or hike can coordinate and go together. This social dimension, consistent with community-based tourism research, can itself extend stays and enrich the experience.

5. Outcome. By making rural experiences visible, bookable, and socially connected, the model encourages visitors to stay longer, travel into rural areas, and spend more — raising revenue per tourist and channeling income to local residents. Providers register on the platform, gain a “verified host” status that signals trust, and obtain a stable income source.

The platform is envisaged as a state–private partnership. The state tourism authority provides the entry-point integration, official endorsement, and trust infrastructure (such as provider verification), while local residents and private actors supply and operate the experiences. This shared governance aligns the model with national tourism and digital-economy strategies while keeping provision and income local.

CONCLUSIONS AND SUGGESTIONS

This paper has proposed a digitally-enabled, community-based agritourism model as a means of converting the latent tourism potential of the Aral Sea region into local income. It shares its agritourism starting point with recent regional research but advances it by adding a digital-platform and community dimension, grounded in European evidence and in the author’s doctoral findings on the income effect of digitalization. The contribution is conceptual: an approach and a research agenda rather than empirical results. The clear next step is empirical implementation — collecting provider- and visitor-level data in the Aral region, operationalizing the model, and testing whether it extends stays and raises revenue per tourist. By specifying that agenda, the paper aims to provide a foundation for rigorous empirical research and for evidence-based tourism policy in one of Central Asia’s most vulnerable regions.

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