

POTENTIAL FOR THE DEVELOPMENT OF AGRITOURISM IN THE FOOD SUPPLY ZONE OF THE REPUBLIC OF KAZAKHSTAN, NUR-SULTAN CITY

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Abstract: One of the important situations is the agricultural production and sustainable development of the suburban zone of the city of Nur-Sultan, the organization of agritourism. In this regard, this study examines the development of agritourism in the food supply zone of the city Nur – Sultan. The object of the study is the suburban areas of Nur-Sultan. The purpose of the article is to identify the problem of formation and development of agrotourism in the agro-food complex of the metropolis suburban area and to propose a model for the development of the food supply zone of the city of Nur-Sultan. The main research method is a spatial analysis of the location of administrative regions in the food supply zone. In the course of the study, the article gives an integral assessment of the tourism potential of the regions of the food supply zone and identifies priority areas for the development of agricultural routes.

Key words: agritourism, agriculture, food supply zone, agricultural farms, agricultural products, Nur-Sultan city

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INTRODUCTION

Agritourism referred to the activities and practices of using farms to provide recreational and educational services to the population has become the basis of modern tourism literature (Barbieri, 2020). The potential benefits of sustainable rural agritourism growth are economic, socio-cultural, environmental and recreational compared to mass tourism development initiatives (Phillip et al., 2010; Flanigan et al., 2014; Korobova, 2019). With the global integration of agricultural markets, agritourism represents one of the few means available apart from innovative production facilities and tools, access to globalized funds and encouraging farming among younger generations for the long-term economic viability of many small to medium-sized agricultural enterprises (Sieczko et al., 2020; Stroeва et al., 2021a; Montefrio and Sin, 2021b). Agritourism indeed contributes to the creation of more sustainable multi-functional rural areas through farm diversification and conservation of natural and cultural resources. Given the significant implications for the future of the agrarian economy, it is necessary to better define what constitutes the conditions for its success (LaPan and Barbieri, 2014; Polukhina and Rukomoinikova, 2018). Agritourism is a small branch of agriculture. This is the direction of such an activity that allows to involve the masses of the population living in rural areas of the country and at the same time preserve the local, national color, customs, culture (Sergeyeva et al., 2021). The advantage of agritourism is that it is not focused on the simultaneous attraction of large loans. It is able to gradually relying on small investments attracting small financial influences from a variety of sources. Agritourism is a newly developed type of tourism that plays an important role in

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promoting the sustainable development of the rural economy and the ecological environment. The spatial distribution of agritourism consumption is an important basis for developing an agritourism development plan (Jiang and Wang, 2018). With the growth of the urban population urban living quarters are becoming more and more crowded every year, which leads to many problems such as traffic congestion and life stress. Agritourism has become a favorable choice for the "slow life". Agritourism includes any agricultural operation or activity that brings visitors to a farm or ranch. The existence of cities has led to the accumulation of a powerful reserve of consumer power for the development of agritourism. Agritourism has often been presented as a means of revitalizing a declining rural economy by raising and diversifying household incomes, preventing rural exodus and preserving an agrarian culture. We argue, however, that it may also have a different type of rural revitalization bias that emphasizes the production of spectacle, sometimes at the expense of food production. The key principles of agritourism are a rural hospitality (special atmosphere), traditional and home cooking (delicious food from natural products), new knowledge and skills (teaching tourists a craft), own subsidiary farm or production (livestock farm, fishing, etc.), authentic external and internal appearance of the object (architecture with the preservation of traditional culture) (Kline et al., 2016; Kim et al., 2019). Agritourism allows to cover several important socio-economic and environmental tasks at once, namely environmental protection, maintaining the traditional ways of life in the village, preserving nature and ecology, orienting tourists to proper nutrition and a healthy lifestyle, economic and multiplier effect, increasing the scope of activities of the rural population (Andéhn and Decosta, 2021).

Kazakhstan has the necessary natural and recreational potential to develop all types and forms of tourism, including agritourism. Favorable natural and recreational potential creates opportunities for the development of tourism, including agritourism, only if there is a number of certain socio-economic, environmental, political and other conditions and with an appropriate level of economic development (Seken et al., 2019; Plokhikh et al., 2022). Therefore, tourism as a special area of economic activity is an inseparable element of the country's development. The main reason that Kazakhstan does not use tourism with maximum efficiency is, in our opinion, in addition to objective economic, political, military and other conditions, is a poor understanding of the essence and significance of such a multifaceted concept as tourism and especially agritourism. The country entered into market relations when there were significant changes in the international tourism market. The acquired experience in the development of tourism (agritourism) in the "Soviet period" became clearly insufficient during the period of the market. Therefore, in order to raise the country's tourism industry and make it profitable it was necessary to analyze international experience in the field of tourism and agritourism and the possibility of its application in small towns and in rural regions of the country. The agritourism business is relatively new to Kazakhstan (Kenebayeva, 2014; Wendt et al., 2021). Therefore, the problems of forming the principles of functioning of the agritourism sector in the country in the economic literature are far from sufficiently developed ones. In addition, the legal documents adopted by the government (laws, state programs, decrees, orders, etc.) in the field of tourism, regional development, poverty reduction and economic development as well as the revival recorded in this industry give an additional impetus to the creation of the tourism and hospitality industry countries (Wendt, 2020a; Shaken et al., 2020b).

According to the Committee on Statistics of the Republic of Kazakhstan, today 57.6% of the country's population lives in cities and about 43% in rural areas, which indicates the existing huge potential for the development of agricultural tourism. For comparison, twenty years ago the share of the urban population was 55.8%. Over the past 10 years, the growth of the urban population in the country has exceeded the growth rate of the rural population by 8 times (Yegemberdiyeva et al., 2020). The current population of Nur-Sultan is 1239886 people (Development Plan of the Akmola region for 2021-2025). This figure reflects only the number of officially residing in the city. Real population figures are higher (people without registration and others). The city Nur-Sultan is the center of the pendulum migration of the region and the center of the agglomeration. Thus, in addition to the city itself, the agglomeration includes Arshaly, Tselinograd, Shortandy, Akkol districts (4 rural districts) of Akmola region. One of the most important principles for the formation of a regional agro-industrial complex is the focus on national and regional needs for food products, taking into account the natural and economic conditions for the development of agriculture in the region. It is worth noting that about 44.7 thousand people arrive in the capital and suburbs every year. The actual population growth has exceeded the projected parameters of the current master plan of the city of Nur-Sultan. According to the current master plan of Nur-Sultan, it was planned that the capital would become a millionaire by 2030, but this happened 10 years earlier. Rapid population growth has forced the development of a new master plan for the city with a population expected to reach two million by 2035. It is also necessary to take into account the population as a whole for the agglomeration, which will also increase. It is necessary to create a developed food supply zone around the city of Nur-Sultan in order to provide the predicted population with food products. In accordance with this principle, the purpose of the article is to determine the potential, specialization and combination of agriculture with tourism, which in turn affects the composition of a particular regional agro-industrial complex.

MATERIALS AND METHODS

The theoretical and methodological basis of the study is the methods and results of research by Kazakh and foreign scientists in the field of agritourism and food security. The data on expeditions to the settlements of the Akmola region in 2020-2021 were studied that had been obtained in the Kazakhstan Association of Agro and Rural Tourism. This study was carried out using the methods of comparative geographical analysis, cartographic method, processing of statistical data, official documents and literary sources. The food supply zone of Nur-Sultan includes 17 administrative districts of the Akmola region (1. Akkol, 2. Arshaly, 3. Atbasar, 4. Astrahan, 5. Burabay, 6. Bulandy, 7. Birzhan-sal, 8. Egindikol, 9 10. Esil, 11. Zhaksy, 12. Zharkain, 13. Zerendy, 14. Korgalzhyn, 15. Tselinograd, 16. Sandyktau, 17. Shortandy) and 4 administrative districts of the Karaganda region (18. Abay, 19. Bukhar-Zhyrau, 20. Nura, 21. Osakarov districts).

An expert assessment was made for the blocks of each of the 21 identified zones to determine the agritourism potential of the Nur-Sultan food supply zone. The Delphi method was used for this: a ten-point assessment of factors. Where 1 point is the lowest influence of the factor, 10 is the highest score (the greatest influence of the factor), 6 points is interpreted as an average score, 5 or less are below average scores indicating the need for improvement. We have proposed 3 groups of factors: tourism resources, institutional structure, block of related industries. Tourist and recreational potential include a large number of factors such as the availability of water resources, forest resources, mineral resources, tourist routes, natural and cultural monuments, etc. The institutional structure of the potential includes transport accessibility, accommodation, sanatorium and resort facilities. Related industries consider the presence of ethno-villages (ethno-aul) in the area as well as the opportunity to purchase souvenirs, the presence of handicrafts in the ethno-village, the production of environmentally friendly products.

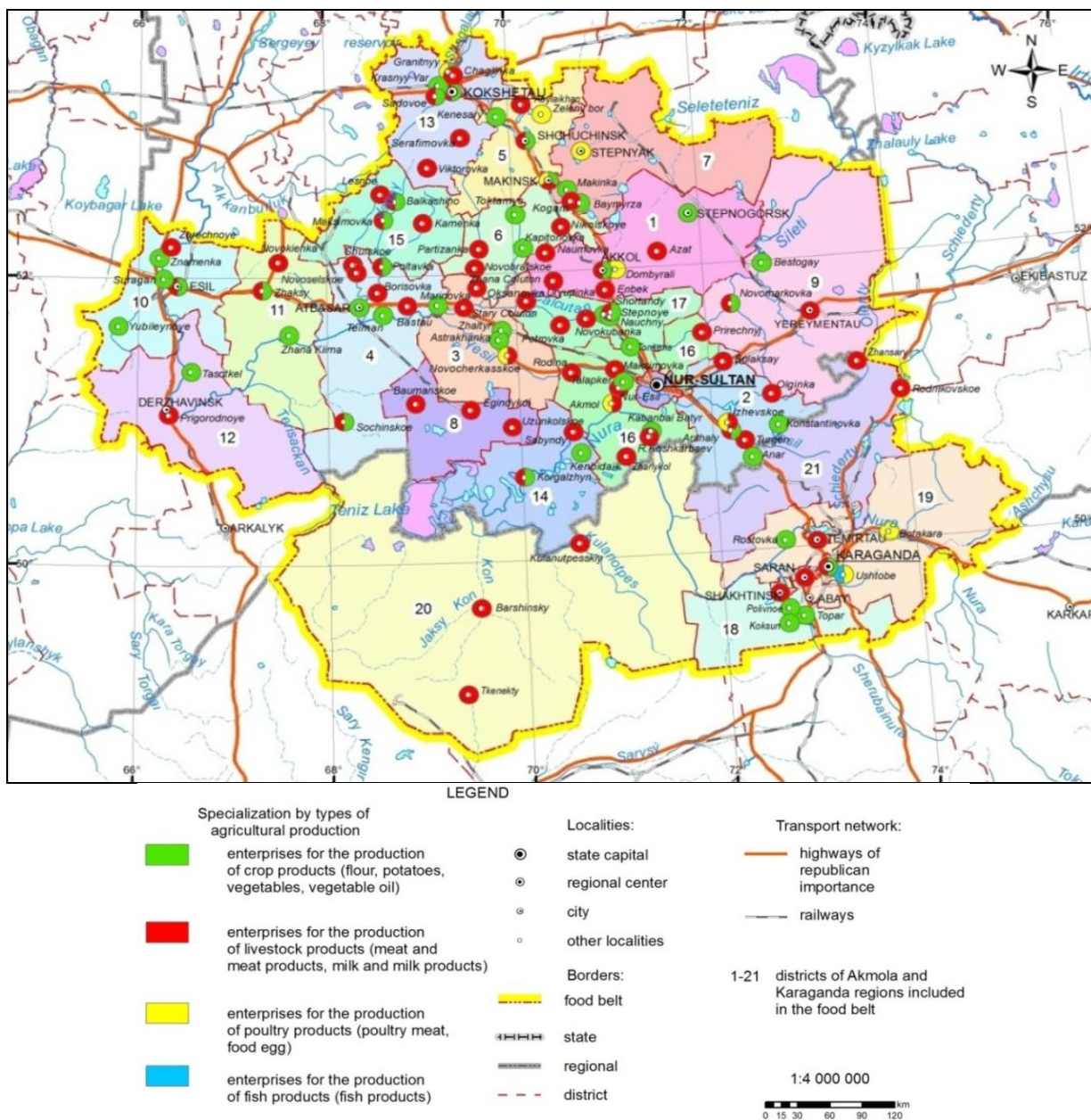


Figure 1. Map of the spatial and territorial distribution of enterprises for the production of agricultural products in the food supply zone of the city Nur-Sultan. (Source: author's development)

The application of this approach to the structure of agritourism potential provides an opportunity to consider both each component separately and the entire system as a whole. The territory of the food supply zone of the city Nur-Sultan is located in the north of the central part of the Republic of Kazakhstan between 53°41' and 48°37' N and 65°21' and 75°07'E. It borders on the North Kazakhstan region in the north, Kostanay region in the west, Pavlodar region in the east, Ulytau, Zhanaarkinsk, Shektinsk, Karkaralinsk districts of Karaganda region in the south. The territory stretches for 482 km from north to south and for 570 km from west to east (Figure 1). Currently more than 150 farms and peasant farms in Akmola and Karaganda regions are engaged in the supply of agricultural products to the city Nur-Sultan as a part of the food supply zone of the capital, including 81 livestock products (meat and meat products, milk and dairy products), 60 crop products (flour, potatoes, vegetables, vegetable oil), 8 poultry products (poultry meat, edible eggs) and one fish product.

RESULTS AND DISCUSSIONS

Agritourism activity is mainly manifested as purposeful spatial mutual movements of citizens between city centers and suburban spaces (Akay, 2019). Urban centers can be considered as a source of agritourism flow and suburbs can be considered as planes of distribution of this flow, as shown in Figure 2 on the example of the Nur-Sultan food supply zone. The interaction between urban centers and suburban spaces forms the field of agritourism. The concentration

Argritourist flow

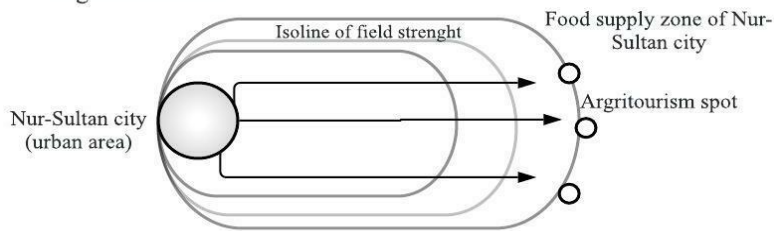


Figure 2. Scope of consumption of agritourism on the example of the food supply zone of Nur-Sultan (Source: author's development)

and distribution of tourist flows is influenced by the strength of the agritourism field reflecting the spatial interactions between city centers and suburban spaces. Characteristics of the consumption of agritourism by citizens in the suburban areas constitute the field of consumption of agritourism. Thus, the consumption field is an important concept in agritourism and the strength of the consumption field can usually be determined from agritourism spending per area of suburban space.

Table 1. Food supple zone enterprises supplying agricultural products in Nur-Sultan (Source: Result of the study)

№	Name of districts and cities	Name of food industry enterprises	The range of products supplied
1	Akkol district	Akkol delicacies LLP, Aimak trade LLP, farm Argo, SC Food LLP, Karanayza LLP, Enbek LLP, Hleborob LLP, Ush Bulak 2005 LLP, Uryupinsky LLP	Sausages, flour, potatoes, meat, milk, eggs
2	Arshaly district	Agrofirma Poisk LLP, Novo-Vladimirovka LLP, MMK Ayan LLP, Arshaly Tribal Farm LLP, Izhevskoye, Voskhod 2004 LLP, Shamalgan farm Bulturukova farm, Kozganbaev farm, Enbek-1 LLP	Meat, milk and dairy products, pasta, sausages, cabbage, potatoes, vegetable oil
3	Astrahan district	Nur-A APC, APP Astrakhan bird LLP, Ostrogorsky LLP, Koluton-95 CLP, Millhouse LLP, Koluton 04 LLP, Shishov E.I. farm, Oksanovka-1 LLP	Flour, meat, potatoes, cabbage, carrots, beets
4	Atbasar district	Inter Trade LLP, Yntymak LLP, Nan-Abroyy LLP, Klimenko 1 LLP, Agrarnoye LLP, Poltavka LLP, Shuyskoye XXI LLP, Sochinskoye LLP, Bastau LLP, LLP "Alkom Soyuz", Niva farm	Flour, meat, sausages, vegetable oil, potatoes
5	Burabay district	Ayna Dairy Plant, OSKO LLP, Shchuchinsky Meat Processing Plant LLP, Meat Products IP, Kaz Beef LTD LLP, Hottey LLP, Daryn LLP, BIS LLP, Agroinvest 2015 LLP, Omarov farm, Zhas farm	Milk and dairy products, meat, sausages, flour, eggs, kumys (national horse milk), potatoes
6	Bulandy district	Makinskaya poultry farm LLP, Sarytomar farm, Nikolskoye LLP, Partizanskoe-1 LLP, Novobratskoye LLP, Zhuravlevka LLP, Kazfarming LLP	Meat, flour, vegetables
7	Birzhansal district	KazGerKus LLP, Izmailovyyh farm, Izmailovyyh peasant farm, Sharipov farm, Mahanbet farm	Eggs, meat vegetables
8	Egindikol district	Baumanskoye 07 LLP, Ushakovo-Agro LLP, SHP Sharafutdinov and K LLP	Meat, milk
9	Yerrementau district	Ereymen sut CLP, Ereimen sut CLP, Zhana Bereke LLP, Huanysh IP, Yulyan farm, Gloria farm, Abas group	Meat, milk, dairy products, vegetables
10	Esil district	Esil Butter Plant LLP, Yesil Un LLP, Victoria farm, Surgan and K LLP, Zarechny LLP, Novo-Prirrechnoye LLP, Stimul farm	Milk and dairy products, flour, meat, potatoes, vegetable oil
11	Zhaksy district	Aibat LLP, Urozhay LLP, Zolotaya Niva LLP, Otan farm, Novokienka LLP	Milk and dairy products, sausages, canned meat, flour, vegetables
12	Zharkayn district	Molprozharkain CLP, Temirlan LLP	Meat, milk, potatoes, vegetables
13	Zerendy district	Milk Projest LLP, Agrotrade Kokshe LLP, Viktorovskoye LLP, Bekkozha Farm, Kumis Kokshe LLP, Blic Terminal LLP	Milk and dairy products, vegetable oil, poultry meat, potatoes, vegetables, kumys (national horse milk)
14	Korgalzhyn district	Astana Agro Product LLP, Bytygay Sut LLP, Baltabekov and K LLP, Akmol-2003 LLP	Meat, sausages, potatoes, vegetables, milk
15	Andyktau district	IP Gribov, Lakomka plus LLP, Sandyktau Astyk LLP, Maksimovskoye LLP, Svobodnoe LLP, Kamenka and D LLP, PZ Balkashinsky LLP	Meat and meat products, compotes, salads, flour, vegetable oil
16	Tselinograd district	Capital Project LTD LLP, Zerenda Breeding Farm LLP, Maksimovsky Dairy Plant LLP, AF Rodina LLP, Astana Onim JSC, Endala LLP, Aktyk LLP, Asyl Tukum LLP, Temirbulat farm, Green Star farm	Poultry meat, meat products, eggs, milk and dairy products, kumys, potatoes, vegetables
17	Shortandy district	Molochny 2 CLP, Akpan-17 LLP, Darzhan Group LLP, Astana Agro Group LLP, HPP Tonkeris LLP, Novokubanskoe LLP, Tselina Agro Trade LLP, Aizakhmetov IP, Tabigat TR LLP, Bakhytzhani IP	Milk and dairy products, meat and meat products, potatoes, vegetables
18	Abay district	Toparsky greenhouses LLP, Irrigation farm, Astana Agro LTD LLP, Chance farm	Cucumbers, tomatoes, sweet peppers, potatoes
19	Buhar-Zhyrau district	PK named after Kirov LLP, Karaganda Kus LLP, PTF named after K. Marx LLP, Karaganda-sturgeon LLP, Aknar PF LLP	Potatoes, eggs, fish products, poultry
20	Nura district	Mukhanaliev B.K. farm, A.K. Toleuov farm, Baibol farm, Kaiyrlly farm	Meat
21	Osakarov district	Saltanat farm, Kyzyltas farm, Zhanel farm, Nurtileu farm	Meat, grain

Agritourism provides the backbone of tourism spaces and this study explores the process of authenticating these places or the absence through product origin stories. This presents a puzzle in the context of tourism: the destination is invariably also a place, a symbolic assembly with a spatial-territorial relationship, although not always fully crystallized (Ahlawat et al., 2019).

A subsequent implication for agritourism is that the cultural effects of commercial practices in such a space transcend mere boundaries through the combined association of place and product image, thus evoking the notion of product geography. The agritourism space thus becomes a destination in a symbolic market space burdened with competing or complementary marketing activities from similar regions or countries with related products. The main role in the formation of the developed food supply zone of the capital is given to the Akmola region, the territory of which is adjacent to the city of Nur-Sultan from all sides, is one of the main agricultural regions of Kazakhstan, here more than 38% of the able-bodied population of the region is employed in the "agriculture" industry. Much attention is paid to the development of meat, dairy and poultry farming in the region. Akmola region supplies more than a third of dairy, meat products, vegetables to the city of Nur-Sultan, almost completely provides eggs and potatoes. The food supply zone of the capital also includes four administrative districts of the Karaganda region. All four districts have a pronounced agricultural orientation of the economy.

Osakarov district is one of the largest grain-sowing regions of the Karaganda region. In other regions, livestock breeding is mainly developed (Table 1). It follows from the data in the table that in most administrative regions located in the food supply zone, the main branch of agricultural specialization is animal husbandry. In the future there is a huge potential for the development of the agro-industrial complex of the region through the opening of small, medium and large enterprises for the processing of agricultural products, which will create a developed food belt around the capital. It follows from this those agricultural producers included in the food supply zone are potential objects for the development of agritourism. We proposed an assessment methodology in order to assess the agritourism potential of the food supply zone in Nur-Sultan. First of all, we selected 11 factors for each district. According to the results of the rating of the territory of the food supply zone, the areas that received the greatest weight were taken as the basis for further analysis. It should be noted that in some districts there are some empty evaluation data due to lack of resources. The evaluation results are shown in the Table 2.

Table 2. Methodology for expert assessment of the agritourism potential of the food supply zone in the city Nur-Sultan (Source: Result of the study)

Districts	Expert evaluation by blocks											Average score
	Tourism resources				Institutional structure			Related industries				
	Presence of historical and cultural monuments	Presence of reservoirs	Attraction availability	Availability of tourist routes	Transport accessibility	Locations	Objects of sanatorium destination	Presence of ethnovillages	Possibility to buy souvenirs	The presence of handicrafts in the ethnic village	Production of environmentally friendly products in the ethnovillage	
Akkol	8	8	4	4	5	5	1	8	8	8	8	6
Arshaly	3	10	3	3	5	4	1	8	8	8	8	5.5
Atbasar	10	7	7	7	5	4	1	-	-	-	-	3.7
Astrahan	5	4	2	2	-	-	1	-	-	-	-	1.3
Bulandy	9	6	3	3	5	3	1	-	-	-	-	2.7
Egindikol	1	3	4	4	5	-	1	-	-	-	-	1.6
Birzhansal	10	8	4	4	-	2	1	-	-	-	-	2.6
Yerementau	5	10	9	9	3	5	1	-	-	-	-	3.8
Esil	6	4	2	2	2	5	1	-	-	-	-	2
Zhaksy	7	4	4	4	2	5	1	-	-	-	-	2.4
Zharkayn	6	5	3	3	5	4	1	-	-	-	-	2.3
Zerendy	10	8	9	9	5	7	1	-	-	-	-	4.5
Korgalzhyn	4	7	10	10	10	3	1	10	10	10	10	7.7
Tselinograd	5	10	8	8	10	4	1	-	-	-	-	4.1
Sandyktau	8	5	4	4	-	4	1	-	-	-	-	2.4
Shortandy	4	8	1	1	5	2	1	-	-	-	-	2
Burabay	8	9	10	10	9	10	10	10	10	10	10	9.6
Abay	6	6	8	8	6	8	1	-	-	-	-	4
Bukhar-Zhyrau	8	10	4	4	6	4	5	-	-	-	-	4
Nura	10	8	5	5	6	2	1	-	-	-	-	3.3
Osakarov	10	5	9	9	4	2	1	-	-	-	-	4

Thus, the assessment confirmed that Burabay and Korgalzhyn districts have the highest potential for agritourism development. Akkol and Arshaly districts have a potential above average, Zerendy, Tselinograd, Abay, Bukhar-Zhyrau, Osakarov districts have an average development potential, the agritourism development of other zones of the food supply zone is characterized by low estimates. This indicates a high need to concentrate the development of agritourism in these regions (Figure 3). At present, agritourism in the food supply zone of Nur-Sultan is at the stage of formation and development. At the time of the survey weekend agricultural tours were operating in Nur-Sultan. One of the organizers of such tours was the tourist company "Agrotravel_kz". The tourist company organizes mainly tours to the countryside of the Akmola region, which is an important link in the formation of the food supply zone of the capital. At the time of the study, several agricultural areas were operating such as Borovoye (Burabay district), Rodina-Balkashino (Sandyktau district), Akunchuk tract (Akkol district), Seletinsky Canyon and Sokolinye Gory (Yerementau district), etc. Most tours are one-day tours, rest in pure nature is accompanied by healthy food and broadening one's horizons by acquiring useful knowledge on the production of agricultural products at local agro-industrial complexes and small agricultural enterprises.

The specificity of agritourism is its spatial dispersal. This along with the relative youth of this type of tourism is the reason that large travel companies have not yet been able to fully establish themselves in a new area. Until a certain time they preferred to take a wait-and-see position when the necessary conditions for their promising activity were created when the greatest centers of attraction to the countryside were determined. Therefore, tourist service has become an important area for the diversification of small and medium-sized entrepreneurs (Pashkov and Mazhitova, 2021).

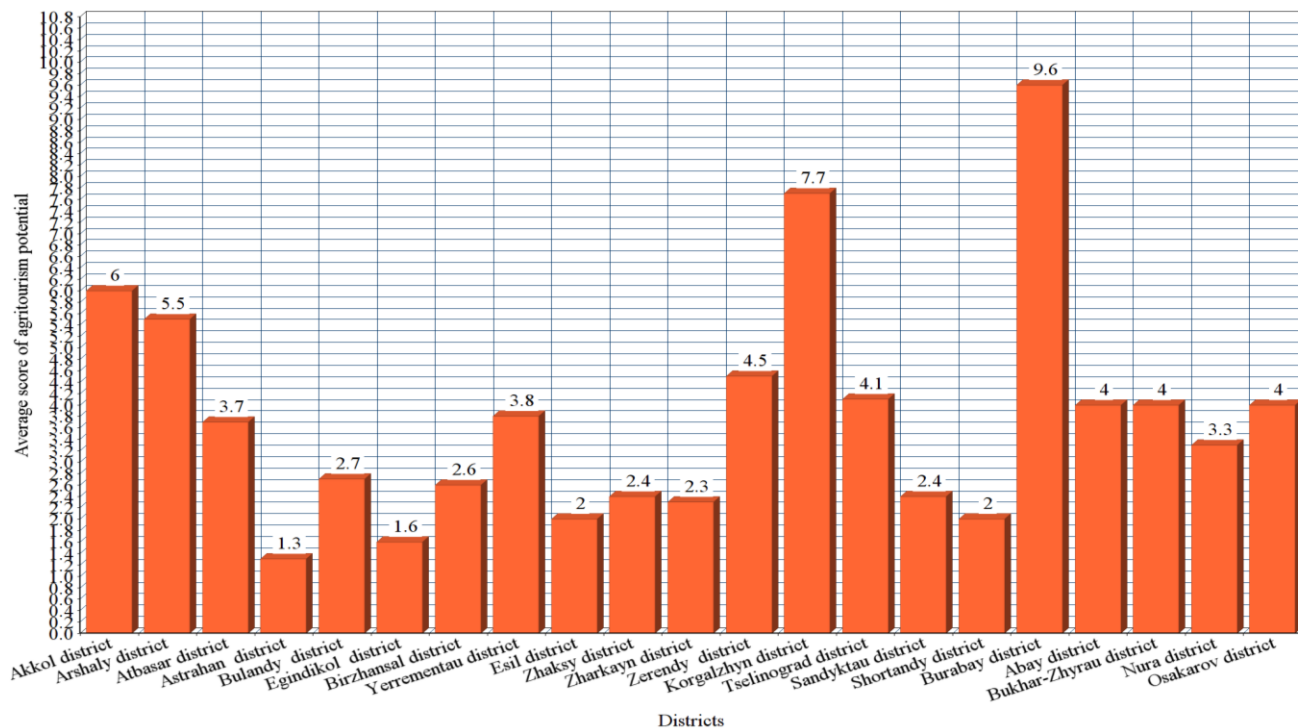


Figure 3. Agritourism potential of Nur-Sultan food supply zone based on the score (Source: author's development)

Another common problem associated with tourism is its seasonal nature. There are peak and off seasons for tourism activity. This means that hotels, transport, and other tourism infrastructure as well as staff remain unoccupied for a significant part of the year. In addition, in rural areas the peak tourist season often coincides with the peak of harvesting and other important activities. However, tourism can be a good addition to other local activities, especially if the peak periods for tourism and agricultural activities are different in time. This is especially true for rural areas where the problem of permanent employment throughout the year is not as acute as in cities. Despite all these problems, agritourism in the country is becoming more and more popular, especially among residents of large cities. A significant impetus to the development of this industry was a pandemic. During the pandemic the values and priorities of tourists were built to fit the new realities. The pandemic and closed borders have provided new opportunities for the development of domestic tourism. Most Kazakhstan people instead of traveling abroad, paid attention to local attractions. Thus, there was a decrease in outbound tourism by 73% and inbound tourism (76%) at the end of 2020. At the same time despite the introduction of restrictions on mass events, there was an increase in demand and supply for recreation within the country. In general, tourists began to be interested in recreation in ethnic villages. In turn, this contributed to the emergence of the need to create ethnic parks in the territories of urbanized zones (Sergeyeva et al., 2020). The economic security of the country is characterized by the state of various fields of activity.

One of its most important components is food security. The strategy for the formation of food security should be based on the development of infrastructure, which constitutes the engineering and transport framework and the basis of the population resettlement system. The creation of developed food supply zones around the largest cities is an important task in shaping the food security of the country as a whole. The results of the research showed that agritourism in Kazakhstan is underdeveloped despite the fact that in the regions of the country there are all conditions and opportunities for the development of this type of tourism. Agritourism should be developed in Kazakhstan, which can solve a number of problems at tourist sites in a number of regions of the country where prices are unrealistically high and the level of service is very low. This situation in the market has developed due to the lack of competition, as a result of which each owner of a tourist facility sets prices independently.

CONCLUSION

Rural tourism is gaining a great popularity every year. However, in Kazakhstan the pace of development of this industry is not high. The tourist potential of the country is not used enough. At the same time, the state support for the tourism industry, which is increasing every year, actively contributes to the development of inbound tourism and is a driver of economic cooperation. Thus, the country has developed a state program for the development of the tourism industry of the Republic of Kazakhstan for 2019-2025 the main goal of which is to ensure that the share of tourism in the total GDP of the Republic of Kazakhstan is 8% by 2025 (BNS ASPR RK, 2021). From January 1, 2022 state support measures to reimburse part of the costs for business entities in the field of tourism provided for in the state program began to operate. The development of agritourism in the food supply zone of Nur-Sultan should have a double positive effect, since the main objects of agrotourism

namely agricultural producers participating in the formation of the food belt of the capital will have priority in access to markets and preferential financial products. Thus, rural producers will be interested in supplying their products to the markets of the capital. Additional earnings that agricultural formations will be able to receive from agritourism activities will help improve the financial situation, update technology (improve the quality of products) and increase wages for workers. In conclusion, it should be noted that agritourism activities within the food supply zone will reduce unemployment in the region, improve the economic well-being of the local population, raise the level of service in rural areas and reduce the outflow of the population. It also is necessary to develop the economies of rural areas included in the food belt (especially the agro-industrial complex) in order to achieve a multiplier effect that positively changes the state of all sectors of the region's economy, which in turn increase the level of efficiency of the food supply zone. Strengthening the process of diversification will allow obtaining additional volumes of various products with the standard yield of agricultural crops and livestock productivity.

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