



# Interdisciplinary Conference of Young Scholars in Social Sciences

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## PECULIARITIES OF THE MECHANISM FOR MANAGING INVESTMENT ATTRACTION IN THE FIELD OF AGRO-TOURISM

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### **Introduction**

The complexity of production processes in a market economy, increased competition and uneven distribution of investment in the country's economy require a more detailed study of the investment process and its management in market conditions. Management of investment attraction processes requires not only a market strategy for the development of the facility, but also an investment strategy and management mechanism. The concept of control mechanism can also be defined as a set of tools used in management or a set of supports used.

The management mechanism is formed in accordance with certain principles, goals, approaches and priorities. The peculiarity of the management mechanism is that it is a means of influence that varies in the structure, ratio, importance, etc. of management processes. The management mechanism can also be changed and evaluated in terms of the formation and development of the management system and process, management effectiveness, social significance, etc. [1].

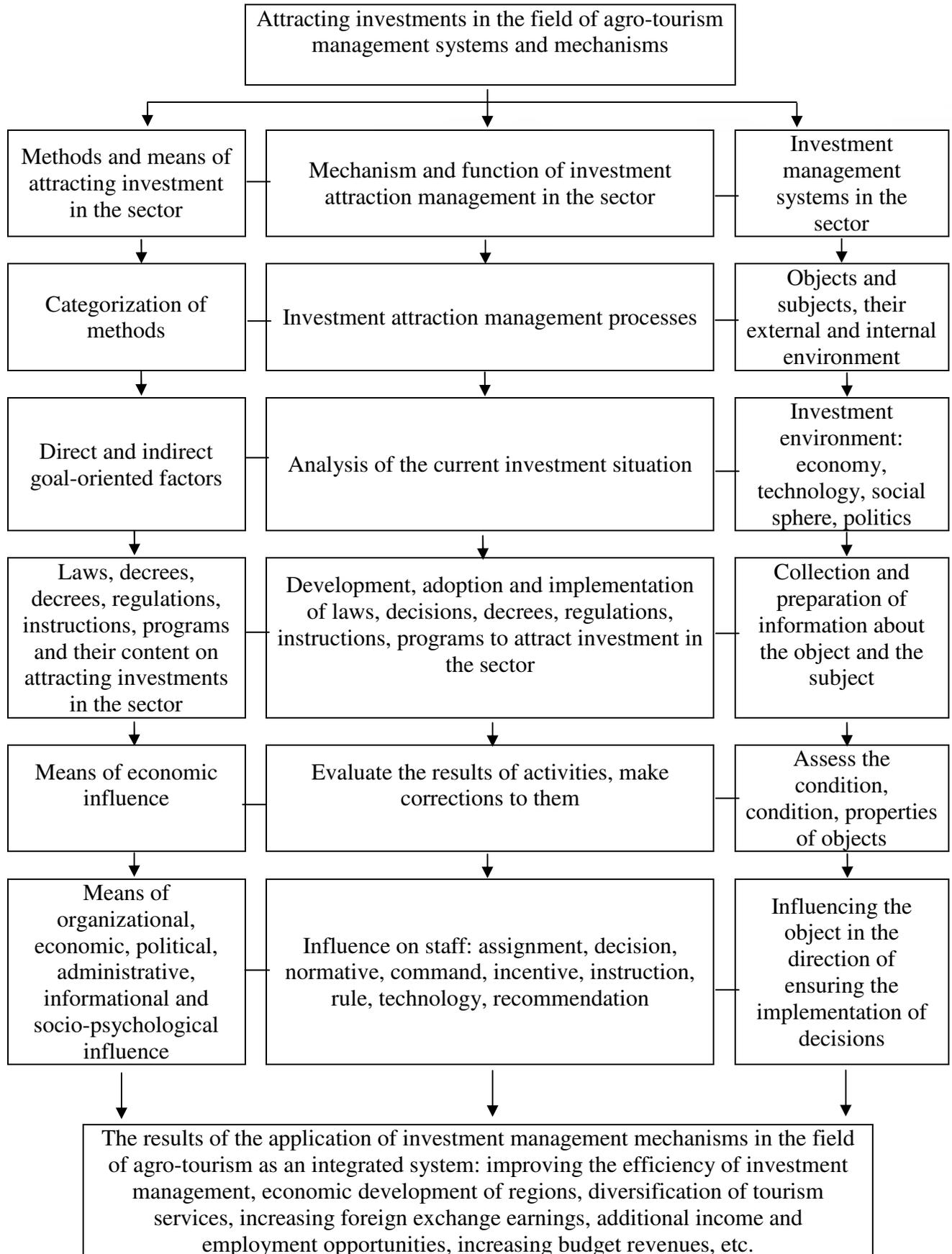
**The main part.** There are different views on the management of these investment processes in the economic literature today. For example, L. S. Valinurova and O.B. According to Kazakova, "the mechanism of investment process management is a set of organizational, managerial, informational, technical and psychological tools, relationships and interdependence that help to ensure the successful implementation of the investment process and the effectiveness of its results" [2]. The mechanism for managing investment attraction in the field of agro-tourism is a key element and tool of the management system, through which impact measures aimed at attracting investment in the sector are carried out.

The mechanism for managing investment in the tourism sector is well-organized and optimally managed agro-tourism facilities in the tourism sector, investors wishing to invest in the sector, the Cabinet of Ministers, the Ministry of Tourism and Sports, local authorities, the Republic of Karakalpakstan, regions and Tashkent city tourism. and is one of the most effective mechanisms for establishing optimal communication and ratios between sports headquarters.

The management mechanism represents the adoption and implementation of certain management and organizational decisions that effectively influence the activities of attracting investment in the field of agritourism, and consists of a set of methods of influencing the management entity to achieve the expected development and planned results. Management mechanisms are based on economic, normative-legal, administrative, managerial, technological, information, ideological-educational, psychological management methods.

The basis for the functioning of the agro-tourism complex as an integrated system is the close and effective interaction between the following subsystems: 1) objects of agro-tourism; 2) investors; 3) organizational and management components; 3) tourism industry; 4) Consumers of agro-tourism services. This requires the establishment of an effective mechanism for managing the attraction of investments in enterprises and the region, the country as a whole in the field of agro-tourism.

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Scheme of mechanisms and system of management of investment attraction in the field of agro-tourism in Uzbekistan. Influence systems in attracting investment in agro-tourism in Uzbekistan as a whole are implemented at the following hierarchical levels: 1) microeconomic (private households and farms, those engaged in production activities in agriculture, various investors); 2) meso-economic (local, self-government bodies, districts, cities, regions, the Republic of Karakalpakstan, the executive authorities of the city of Tashkent); 3) macroeconomic (Cabinet of Ministers of the Republic of Uzbekistan, Ministry of Tourism and Sports of the Republic of Uzbekistan).

**Conclusion.** Adaptation of organizational and economic mechanisms for managing the attraction of investments in the field of agro-tourism to the existing conditions, effective use of all management mechanisms, achieving the impact of management entities on the objects using the most effective methods are important for the development of the industry.

## List of used literature

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