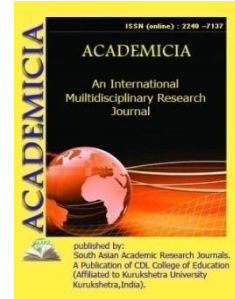




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**TOURISM POTENTIAL OF UZBEKISTAN AND WAYS OF ITS
 EFFECTIVE USE, DEVELOPMENT OF DIGITAL TOURISM, WORLD
 EXPERIENCE IN TOURISM DEVELOPMENT**

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ABSTRACT

Republic of Uzbekistan is a budding tourist destination offering huge potential. The country lies on the famous Silk Road and boasts a wealth of heritage sites, making it a hugely attractive prospect for the global market. This article reveals aspects of the development of digital tourism and use of world experience and makes an overview of the current status of tourism industry in Uzbekistan. The purpose of this study is to identify effective ways of tourism development in Uzbekistan.

KEYWORDS: *Digital Tourism, Tourism Potential, Innovative Technology, Tourism Destination, Tourism Infrastructure*

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