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**MARKETING SOLUTIONS OF SUSTAINABLE TOURISM
DEVELOPMENT IN UZBEKISTAN**

DISSERTATION

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ANNOTATION

Sustainable tourism is crucial for the long-term preservation of cultural heritage and natural resources in Uzbekistan. It also has the potential to generate economic benefits for local communities and promote social and environmental responsibility in the tourism industry. By adopting sustainable tourism practices, Uzbekistan can attract more responsible tourists who are interested in preserving the country's unique cultural and natural assets. This can contribute to the country's economic growth and development while also ensuring the protection and conservation of its resources for future generations. Therefore, the importance of sustainable tourism cannot be overstated, and it is essential to develop strategies that promote sustainable tourism practices in Uzbekistan.

This dissertation explores the concept of sustainable tourism in Uzbekistan, a country with a rich cultural heritage and diverse natural resources. The research aims to identify the current state of sustainable tourism practices in Uzbekistan and to propose strategies for enhancing sustainable tourism development in the country. The study uses a mixed-methods approach that combines qualitative and quantitative data collection techniques, including interviews with key stakeholders, surveys of tourists, and analysis of secondary sources. The findings reveal that while Uzbekistan has made some progress towards sustainable tourism development, there are still significant challenges that need to be addressed. These challenges include inadequate infrastructure, limited public awareness of sustainable tourism, and insufficient collaboration among stakeholders.

Overall, this dissertation contributes to the understanding of sustainable tourism in Uzbekistan and provides practical recommendations for enhancing sustainable tourism development in the country.

Key words: *sustainable tourism, responsibility, marketing instruments, development, governmental level, recommendations, SWOT analysis*

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INTRODUCTION

Uzbekistan is a country with a rich cultural heritage and natural resources that attract tourists from all over the world. However, the rapid growth of tourism in recent years has put pressure on these resources, leading to environmental degradation and cultural erosion. To address these challenges, Uzbekistan has started to adopt sustainable tourism practices that aim to promote responsible tourism while preserving the country's unique assets. One of the key strategies for promoting sustainable tourism in Uzbekistan is to involve local communities in tourism development. This includes providing training and employment opportunities for local people, as well as promoting community-based tourism initiatives that allow visitors to experience the local culture and way of life. By involving local communities in tourism development, Uzbekistan can ensure that tourism benefits are distributed more equitably and that local people have a stake in the long-term preservation of cultural and natural resources. Finally, promoting sustainable tourism in Uzbekistan also involves raising awareness among tourists about the importance of responsible tourism. This includes educating visitors about local customs and traditions, as well as encouraging them to respect cultural and natural resources. By promoting responsible tourism practices, Uzbekistan can attract more conscientious travelers who are interested in preserving the country's unique assets. This dissertation explores the development of a sustainable tourism marketing strategy for Uzbekistan. Through a mixed-methods approach, the study identifies the potential of Uzbekistan's cultural heritage and natural attractions for sustainable tourism. However, challenges such as limited infrastructure and a fragmented industry need to be addressed.

The contribution of sustainable tourism marketing in Uzbekistan lies in its ability to promote the country's cultural and natural assets while ensuring their preservation for future generations. By attracting responsible tourists who value sustainability, the tourism industry can contribute to the economic development of the country while minimizing negative impacts on the environment and local communities.