

FUTURE POTENTIALS AND DEVELOPMENT OF AGRITOURISM IN UZBEKISTAN: LESSONS LEARNED FROM LATVIA

Introduction. As an alternative factor of increasing income in agriculture, development of tourism in villages is well underway. The ability to apply tourism to any field increases its influence even more. In particular, the penetration of tourism into the agricultural sector has developed in Europe: in Italy, France, Germany, Great Britain, there are tens of thousands of farms that offer tourist accommodation, food, recreation and educational services. [1].

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