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«Smart-turizm: XORIJIY TAJRIBA VA UNI O'ZBEKISTONDA QO'LLASH ISTIQBOLLARI»

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EXPLORING SMART TOURISM: LESSONS FROM ABROAD AND OPPORTUNITIES FOR UZBEKISTAN

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Abstract: Tourism is an essential sector for the growth and development of many countries worldwide. As technology has progressed, the notion of Smart tourism emerged, signifying the application of cutting-edge technologies to optimise destination management and augment the visitor experience. As a developing country, Uzbekistan offers enormous potential for the growth of Smart tourism. The purpose of this article is to examine the experiences that other countries' Smart tourism projects have presented and to determine areas where Uzbekistan might use Smart tourism strategies. This paper investigates the concept of Smart tourism and its potential benefits for Uzbekistan's tourism industry. It examines case studies from other countries and identifies opportunities for Uzbekistan to implement Smart tourism practices. Overall, the research highlights the potential of Smart tourism to enhance the visitor experience and improve the tourism industry in Uzbekistan through the examination of global Smart tourism projects.

Key words: tourism, tourism industry, visitor experience, niche tourism, e-commerce.

Annotatsiya: Turizm dunyoning ko'plab mamlakatlari o'sishi va rivojlanishi uchun muhim sektordir. Texnologiyaning rivojlanishi bilan Smart-turizm tushunchasi paydo bo'ldi, bu maqsadni boshqarishni optimallashtirish va tashrif buyuruvchilar tajribasini oshirish uchun ilg'or texnologiyalarni qo'llashni anglatadi. Rivojlanayotgan davlat sifatida O'zbekiston Smart-turizmni rivojlantirish uchun ulkan salohiyatga ega. Ushbu maqolaning maqsadi – boshqa mamlakatlarning Smart-turizm loyihalari taqdim etgan tajribalarini o'rganish va O'zbekiston Smart-turizm strategiyalaridan foydalanishi mumkin bo'lgan sohalarini aniqlashdan iborat. Ushbu maqola Smart-turizm konsepsiyasi va uning O'zbekiston turizm sanoati uchun potentsial afzalliklarini o'rganadi. Unda boshqa mamlakatlardagi misollar ko'rib chiqiladi va O'zbekistonning Smart-turizm amaliyotlarini joriy etish imkoniyatlari aniqlanadi. Umuman olganda, tadqiqot global Smart-turizm loyihalarini ekspertizadan o'tkazish orqali tashrif buyuruvchilar tajribasini oshirish va O'zbekistonda turizm industriyasini yaxshilash uchun Smart-turizm salohiyatini oshirish istiqbolli ekani tahlil qilingan.

Kalit so'zlar: turizm, turizm sanoati, tashrif buyuruvchilar tajribasi, niche turizm, elektron tijorat.

Аннотация: Туризм является важным сектором для роста и развития многих стран мира. По мере развития технологий появилось понятие «умного туризма», означающее применение передовых технологий для оптимизации управления дестинациями и повышения качества обслуживания посетителей. Будучи развивающейся страной, Узбекистан предлагает огромный потенциал для роста умного туризма. Цель этой статьи – изучить опыт, представленный проектами умного туризма других стран, и определить области, в которых Узбекистан мог бы использовать стратегии умного туризма. В данной статье исследуется концепция умного туризма и его потенциальные выгоды для туристической индустрии Узбекистана. В нем рассматриваются тематические исследования других стран и определяются возможности для Узбекистана по внедрению практики умного туризма. В целом, исследование подчеркивает потенциал умного туризма для улучшения впечатлений посетителей и улучшения туристической индустрии в Узбекистане посредством изучения глобальных проектов умного туризма.

Ключевые слова: туризм, туристическая индустрия, впечатления посетителей, нишевый туризм, электронная коммерция.



Smart technologies are transforming customer experiences in the tourist industry and inspiring new business models. Modern examples of Smart technologies increasing tourist experiences and services include cloud computing, big data, mobile applications, location-based services, geo-tag services, beacon technology, virtual reality, augmented reality, and social networking services. On the commercial front, Smart tourism paves the way for improved visitor experiences, innovative advertising models, and joint ventures that push the boundaries of the conventional sector.

These innovations are made possible by the use of cloud services and open data (Gretzel Ulrike, Zhong Lina, 2015). Applying Smart tourism demonstrates the density of urban business settings promotes the significant coordination and cooperation required across various industry and government stakeholders.

The European Union defines “smart tourism” as a destination that uses ICT-based (information and communications technology) solutions to make it easier for visitors to access tourism and hospitality products, services, venues, and experiences. A city’s intelligence environment is bolstered, and tourist engagement is increased via the investment and development of these resources. This affects both individuals and companies who gain from more effective infrastructure and service delivery (Mines Tiernan, 2023).

The first EU-wide competition for the title of “European Capital of Smart Tourism” was introduced by the European Commission in 2018. The application process for the 2022 European Capital of Smart Tourism began in 2021, and 30 towns from 16 different Countries filed their bids. The titles of 2022 European Capital of Smart Tourism were obtained by Bordeaux (France) and València (Spain). The study highlights the top practices in each of the following categories: accessibility, digitisation, cultural heritage, and innovation (Initiative of the European Union, 2022).

For a variety of reasons, including meeting market needs, preserving natural and cultural resources, enhancing competitiveness, and raising their gross domestic product, most of countries have begun to build Smart tourism. Smart management has been found to be the development and assessment of innovative actions in the new economic and global context (Revilla et al., 2022).

One of the cities that have applied Smart tourism in a sophisticated way is Barcelona, which outperformed New York and Singapore. The features that were fundamentally utilised to establish the “smart city” idea were those that were connected to technology, buildings, utilities, transportation and road infrastructure (Khan et al., 2017).

The most popular vacation destinations in the globe draw millions of tourists from across the world each year with their enticing combination of history, culture, scenic beauty, and Smart tourism experiences, which consist of Smart sightseeing, Smart information systems, intelligent traffic and virtual tourist attractions. Two European cities were recognised as the 2022 European Capital of Smart Tourism for their remarkable accomplishments.

The designation of Valencia (Spain) and Bordeaux (France) as the 2022 European Capitals of Smart Tourism, which honors exceptional accomplishments in Smart tourism development (smart-tourism-capital.ec.europa.eu, 2022). As reported in the World Tourism Organization’s “World Tourism Barometer” report, 917 million international visitors have crossed the globe in 2022, demonstrating the adaptability and resourcefulness of ambitious explorers and globetrotters (TOP 10 Most Visited Countries in the World (2023 Data), 2023). The official research on Smart tourism in the EU, “Leading Examples of Smart Tourism Practices in Europe,” identified the countries and cities which offer Smart tourism experience in terms of accessibility, digitalisation, cultural heritage, and innovation, which strives to increase public awareness of Smart tourism tools, initiatives, and projects while improving peer-to-peer learning and creative tourist development (Newswire, 2022). According to the 2022 European Capitals of Smart Tourism, Bordeaux and Valencia cities that are promoting Smart tourism development and experiences throughout Europe. The future of Smart tourism in Europe represented in 2022 by these two cities, which have a common culture of excellence in digitisation, sustainability, accessibility, cultural heritage, and innovation.



(TOP 10 Most Visited Countries in the World (2023 Data), 2023)

Travellers from around the world are particularly attracted to France since it is the most visited country in the world. The overall amount of money generated by tourism in France reached a record-breaking 58 billion euros in 2022, a rise of 1.2 billion euros from 2019. France is a world-renowned travel destination with its compelling combination of extensive history, superb art, and Smart tourism technology.

Smart city projects that are interesting to explore as European case studies concern the city of Lyon (France) as a potential case study.

Lyon, which was the 2019 European Capital of Smart Tourism, has made accessibility a priority in all facets of city life. Visitors with physical limitations and limited mobility may navigate the city on their own, making use of a totally modified transportation system and intelligent signs. The museums in Lyon give accessible tours, allowing deaf visitors to interact with the artwork, and many eateries provide spoken menus.

The ONLYLYON Experience, which delivers real-time, geo-located tourism information directly to tourists' cell phones to ease congestion. Based on ONLYLYON Tourism's customer databases, ONLYLYON Experience offers high-quality digital support to all visitors to the Lyon metropolitan region through digital communication campaigns that incorporate customer information and operational services (Sotiriadis, 2022).

Optimod Lyon Smart project is to enhance the general standard of living for city residents. In order to address urban difficulties, including transportation, energy efficiency, public safety, and environmental sustainability, this initiative focuses on applying cutting-edge technology and environmentally friendly solutions.



The following are some essential elements of the Optimod Lyon Smart project:

1. **Smart transportation.** Putting intelligent transportation systems into place to lessen traffic, enhance public transportation, and encourage alternate forms of mobility, including walking and bicycling.
2. **Smart station.** To give people the most recent information on routes, timetables, and services offered, the Smart stations are outfitted with real-time information systems, including Smart-phone applications and digital displays. By encouraging more people to take public transport this enhances the overall transit experience and lowers emissions and road congestion. The Smart stations also include eco-friendly elements like solar panels, energy-saving lighting, and green areas to reduce their environmental effect and support the city's broader sustainability objectives.
3. **Energy efficiency:** The use of Smart grid technology can enhance energy efficiency, minimise greenhouse gas emissions, and encourage the use of renewable energy sources.
4. **Public safety:** Improving the city's security and safety via the use of Smart surveillance and emergency response technologies. Lyon's initiatives to create Smart communities go beyond technology and infrastructure, emphasising public involvement and interaction. In an effort to promote community cohesion and a sense of ownership, the city has started to solicit input on urban development projects and include citizens in decision-making processes. All things considered, Lyon's Smart community approach is a comprehensive and integrated plan that makes use of technology, sustainability, and community involvement to make the city a more living and welcoming place for its citizens (Wahyuddin, 2021).

Some tourism initiatives concerning the implementation of Smart tourism dynamics have also been developed in Spain to boost competitiveness and handle the significant changes that are still needed in terms of sustainability and digitisation. Additionally, a system called the Tourism Intelligence System (SIT) was created, integrating all Spanish sources of tourism data and offering cutting-edge analytical services crucial to the decision-making of both tourism administrations and businesses. (Turner, 2021). Following a meeting of the European Jury on November 9, 2022, in Brussels, the winners of the 2023 European Capital of Smart Tourism were chosen to be Pafos (Cyprus) and Seville (Spain). An integrated strategy that incorporates infrastructure, governmental and commercial efforts, and international events has helped Seville become a centre for tourist innovation, tourist accessibility and business growth.

The "Seville Accessible App" makes all of this information accessible to users. Seville has implemented projects such as "Sevilla Smart Accessibility Tourist & Events" to improve accessibility and urban space management through ICT-based actions (GIS technology and AI tools), analysing and processing all information by establishing corrective actions and designing accessible routes between neighbourhoods within the cultural heritage areas. Similar to this, the city has improved overall connectivity in regions with high tourist influx and sensorized public buildings (such as Cultural Interest Goods, Museums, Hotels, and Transportation Infrastructure) as IoT nodes (Internet of Things) that contribute all the data to the City Platform. The Smart Tourist System, which integrates, analyses, publishes, and extracts significant information from the tourist destination and offers predictive analysis for decision-making, was introduced in Seville in 2016. To reduce the risk of incidents during major events, the city has modified some of its most well-attended and economically significant events with special accessibility measures that incorporate maps, routes, and signage as well as security cameras for transit control and incident detection, lighting control system, and AI tools for security management integrated into the city platform (SEVILLE – Winner of the 2023 competition, 2023).

Additionally, to the discussion concerning some European case studies, it is interesting to investigate some developing countries' tourism practices since they are more familiar with the Uzbekistan context. Azerbaijan seems to be a very useful example for comparing and supporting Uzbekistan's Smart tourism process. The following points are essential to examine for future research applications in Uzbekistan.



1. **Smart Tourism Mobile Applications:** Azerbaijan has developed several mobile applications to provide tourists with information and assistance during their visit. These apps offer features such as interactive maps, real-time updates on events and attractions, language translation, and access to emergency services. Some of the popular Smart tourism apps in Azerbaijan include Baku City Guide, Visit Azerbaijan, and Azerbaijan Travel Guide.
2. **Digital Information Kiosks:** To give tourists quick access to information on nearby attractions, travel alternatives, lodging, and food options, digital information kiosks have been placed at popular tourist destinations and public spaces. To accommodate travellers from other countries, these kiosks frequently provide language assistance and touch-screen interfaces.
3. **Virtual Reality and Augmented Reality:** Azerbaijan has been using VR and AR technology to improve the tourist experience at historical monuments, museums, and cultural landmarks. With the use of these immersive technologies, visitors may investigate digital reconstructions of historic sites, see 3D representations of artefacts, and take part in interactive storytelling (Mollah and Sebata, 2022).
4. **Smart City Initiatives:** By making traveller experiences more convenient and pleasurable, Azerbaijan's Smart city initiatives seek to enhance urban infrastructure and services, which can help the country's tourist industry. These projects include implementing Smart parking systems, public WiFi networks, Smart transit systems, and environmental monitoring technologies.

Overall, Azerbaijan's Smart tourism initiatives aim to leverage technology and innovation to attract and accommodate tourists while also improving the overall quality of the country's tourism experience (Huseynova et al., 2022). As it seen ICTs (information and communication technologies) are already widely used in the tourism industry, and it has hugely impacted on the perception of the tourism experience, which is an essential ally for staying in touch with tourists before, during, and after their trip.

Smart tourism in Uzbekistan

There is abundant potential for growth in the Uzbek tourist sector with its rich historical, archaeological, architectural, and ecological resources. The country's tourist industry has grown substantially over the several years as one of the areas targeted for reform and economic growth. Foreign visitors to Uzbekistan totalled 5.2 million in 2022. This is about a threefold increase over the 1.8 million in 2021. For instance, there were 283% more visitors last year than there were in 2021 with a total of 4,364.8 thousand coming from nearby nations. Additionally, 261.6 thousand visitors from non-CIS nations visited our nation, up 198% from 2021, while 606.4 thousand tourists from the rest of the Commonwealth of Independent States arrived (a 291% increase).

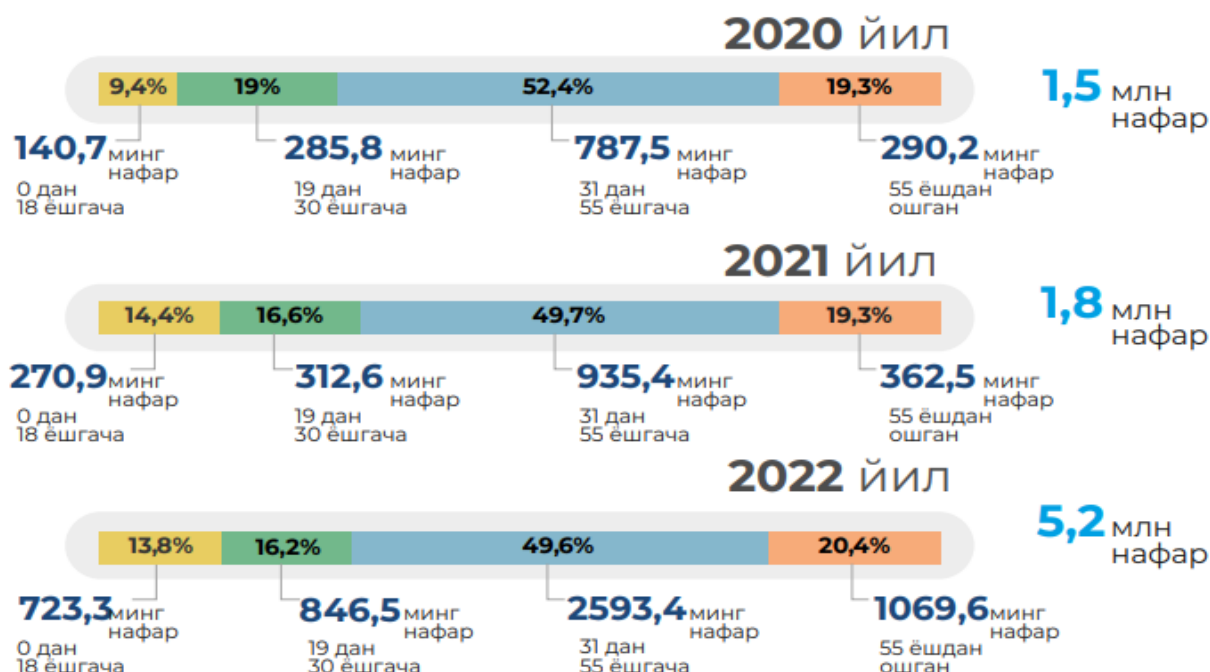
The leadership of Uzbekistan, led by President Sh. Mirziyoyev, is also paying close attention to the growth of this industry and adopting legislative and regulatory legislation. This is clearly demonstrated by the initiatives being taken to draw visitors and promote the construction of regional tourism infrastructure, most notably the approval of the "Tourism Development Concept in Uzbekistan for 2019- 2025" (Presidential Decree..., 2019). The primary objective of the government's tourism policy in Uzbekistan is to guide the industry in the direction of guaranteeing the rapid, all-encompassing development of the country's regions and their infrastructure, dealing with grasping socioeconomic issues, the growth of employment, diversification, and development (Tadjieva, 2022). Uzbekistan is consistently progressing in this direction in an effort to improve its tourism sector and attract more foreign tourists. The State Committee on Tourism of Uzbekistan is developing a proposal for Smart technology for state museums and cultural heritage sites.

In 2018, 50 historical sites in Bukhara received QR codes, which enable visitors to the historical site to quickly and easily access all information on their Smartphones about the location's hotels, restaurants, and other attractions as part of the country's Verum QR Smart tourist development initiative (Aliyeva, 2018). With the development of the tourism business in Uzbekistan, mainly in historical and ancient cities like Bukhara, Samarkand, Khiva and Tashkent, new historically valuable areas and



cultural sites are emerging. Each cultural, historical, archaeological, and tourist centre and object must correspond to its national identity and historical appearance, which increases the interest of tourists.

ХОРИЖИЙ САЙЁҲЛАР ЁШЛАР КЕСИМИДА



(Uzbekistan Tourist Arrivals | Uzbekistan Travel, 2022).

In 2019, The Uzbekistan Pass initiative, which offers a variety of travel services, was one of the most significant advancements for travellers. The first and only national product that has been launched that provides a wide variety of travel services in Uzbekistan is the Uzbekistan Pass. This project may serve as a foundation for the country's Smart tourism growth. Pass relates to existing services and applications, making the service quick and easy for visitors from all across the country. The Play Market and Appstore both provide downloads for the mobile application. Additionally, the organisation has created multilingual pocket instructions which allow users of the Uzbekistan Pass to get these for free. The sights, food, and holidays of each area of Uzbekistan are thoroughly described by the guides. The Uzbekistan Pass application includes the SOS button. The owner of a discount card will automatically obtain medical insurance once their card is active, and tourists can access assistance in case of emergency by clicking on this button. Users of applications can also utilise the "Mobile Navigator". With the help of this service, the traveller will instantly obtain complete details about the specified route, travel duration, and nearby businesses where tourists will be eligible for discounts if they have an Uzbekistan Pass discount card. A creative solution has also been developed for regular travellers who are accustomed to receiving information with a single click.

The Verum-QR project is a text and audio informational database of all tourism attractions and displays. Utilising QR code technology, information is accessible in 12 different languages operating in Samarkand, Bukhara, and Khiva. The application is implemented everywhere, including hotels, airports, train stations, and culturally significant locations. (Abdurakhmat, 2019).

A team of experts conducted research and developed the idea of a "smart museum" and a strategy for its digital development as part of a scientific and educational project that has been running in the city of Samarkand since 2019. This team of experts is also sharing its findings and ideas



with others involved in the project. The existing solutions might be viewed in many respects as an effort to depict the historic towns that constitute Uzbekistan's national heritage. The latest Smart technologies are utilised that actively interact with IT systems: The Internet of Things (IoT), augmented, virtual, and mixed reality (VR / AR / MR), the usage and prediction of large data (large Data), and iBeacon and other local technology interactions (Bluetooth, WiFi, Push, NFC).

The Republic of Uzbekistan's President assigned the responsibility of digitalising the capital's urban landscape and creating a more welcoming and secure environment for locals, businesspeople, and visitors in the spring of 2020. The creation of the Digital Development Department and the introduction of the Graphite innovation platform were also implemented in order to address this issue. A precise digital map of Tashkent produced by aerial photography specifically for the requirements of the new project serves as the foundation for the geoinformation system, which is based on the Geointellect and Visiology software. The geoanalytical platform gathers data from over 60 departments, combines city services, and offers all the tools required to address three key issues: operational management, strategic planning, and investment decision-making. This covers a variety of businesses, such as transportation, security, healthcare, gardening and other industries (Совместная разработка Visiology и «Геоинтеллекта» помогла реализовать концепцию Smart City в Ташкенте – CNews, 2022).

According to the Cultural Heritage Agency under the Ministry of Tourism and Cultural Heritage, a digital platform for cultural heritage and creativity has been developed in Uzbekistan. The platform's introduction was discussed by officials from ministries, the country's UNESCO office, and cultural and tourism groups. The electronic platform's goal is to safeguard cultural and natural treasures while encouraging innovation and sustainable tourism development in Uzbekistan. Additionally, the efforts will support the execution of cultural initiatives and programs, such as the New Uzbekistan Development Strategy for 2022–2026 and the United Nations Sustainable Development Cooperation Framework (Ergasheva, 2023).

The Progressive Web App (PWA), a cutting-edge product of PWA – “Digital audio guide to the attractions of Samarkand, Bukhara, Khiva, and Tashkent” launched in August 2022 as an agreement signed by the Ministry of Tourism and Cultural Heritage in collaboration with the renowned French company Orpheo. The manual's accessibility is one of its unique features, which can get access via mobile browser by typing the URL or scanning the QR code. Data that has been cached can be loaded immediately to see content. In addition, a PWA search engine operates much like a regular website (Google's algorithm has given PWA search engines good ratings), and users may simply share its short URL with others (Brightuzbekistan.uz, 2022).

In the scope of the project “Model for Sustainable Development in Central Asia: Capacity Building, Awareness Raising, and Technology Adoption,” the international conference “Development of a Sustainable Tourism Model – a Way to Increase Tourism Potential” has been organised. This initiative is supported by the Ministry of Natural Resources of the Republic of Uzbekistan and funded by the European Union's “Switch Asia” program. The main aim of the conference was to promote a new, organised, sustainable tourism paradigm in Uzbekistan. The specific goals are:

- i- Help tourism organisations in Uzbekistan, Tajikistan, and Kazakhstan implement sustainable production and consumption (SCP) practices by providing pertinent knowledge and tools.
- ii- Support and integrate information and communication technology (ICT) tools for better use in Smart tourism destinations in Uzbekistan.
- iii- Sustain regional and local tourism authorities in planning and implementing policies that will help develop, raise consumer awareness of sustainable consumption, and increase sustainable tourism awareness (UZBEKISTAN, 2023).
- iv- Support the digitalisation process of all the administrative and management practices to reinforce the Smart tourism applications and their integration with other sectors.
- v- Identify Smart tourism practices in Uzbekistan and link their application with the sustainable



and circularity process of the green economy in order to reduce and minimise impacts on the environment.

Uzbekistan has already started taking measures to implement a wide range of mechanisms to promote innovation in the tourism sector. Hence, considering the innovation strategy (2022-2030), it becomes essential to evaluate the implemented initiatives and assess their influence on innovation to identify approaches and amplify the most appropriate one. To conclude, it is believed that the review and the potential applications of some European good practices, like those observed in Bordeaux and Valencia could represent a valid experience for Uzbekistan. The unique Smart tourist experience is focused on creative urban redevelopment in Bordeaux, which was awarded the 2022 European Capital of Smart Tourists. As a Smart tourism center, the city makes it a point to prioritise accessibility to specific tourism spots in the city, and the tourist office has created specialised brochures with details on all the facilities accessible to those with impaired mobility. This French city can represent a very interesting developing tourism example if we take into consideration the comparison with the application of some tourism practices in Tashkent. The Uzbek capital is showing a lack of tourism infrastructure and a Smart tourism environment, and it is strongly believed that cities like Bordeaux and Valencia can be beneficial in a comparative analysis. In addition, using technology, Azerbaijan offers travellers a smooth and customised travel experience. For the benefit of travellers with trip planning, destination navigation, and information retrieval about local attractions, the country has deployed various intelligent technologies, such as chatbots, virtual assistants, and Smartphone applications. Given its wealth of natural beauty, cultural diversity, and historical significance, Uzbekistan may advance by taking note of what Azerbaijan has gained through Smart tourism strategies, which have led to significant growth in its tourism industry. The originality, distinctness, and heritage sites in Tashkent must be developed with a more integrated approach, and European cities, for example, can illustrate a Smart pathway for the development and promotion of tourism in Tashkent. According to several research which was conducted by Neuhofer, Buhalis, & Ladkin (2014) technology has a favourable influence on how tourists interact with their surroundings and how well travel service providers operate financially. In this competitive environment in the tourism sector in Central Asia, new technical innovations in Uzbekistan can be adopted to give major importance to tourism service, providing new chances to offer tourists with a deeper and more alluring experience: Tashkent can be developed as an innovative tourism destination in Uzbekistan connecting together tourists, business players and local citizens. As per academics, interactive technologies, as opposed to traditional ones, have an undeniably positive impact on consumers' experiences since they enable effective communication between businesses and customers. As observed in Valencia, the tourist sector contributes an estimated €3,600 million to city's GDP, and its new plans will only boost this amount. Therefore, quick action is required to boost competitiveness and handle the significant changes that are still needed in terms of sustainability and digitisation. At the level of major tourist destinations and European capitals, Valencia is establishing itself as a cosmopolitan, intellectual, and sustainable tourism destination. Communication tools, including tourist chatbots, Smart tourist information kiosks—which assist visitors 24 hours a day, seven days a week—as well as geocaching experiences to discover the city's attractions are some examples of the digital advancements that Valencia has taken to connect with visitors via technology and Smart socio-innovations. These tools are aimed at easing the decision-making process in the business sector (Turner, 2021). To conclude, Smart tourist destinations are places that are being developed on cutting-edge technological infrastructures, ensuring sustainable development, accessibility, visitor integration with the environment, higher quality of life, and better experiences while visiting the place. The capacity of a destination to be Smart-user oriented is connected to the integration of the different local tourist spots with the IoT that in the city is developing a technologic-integrated environment that can be useful and attractive for both tourists and residents. The goal of this Smart tourism research is related to the ability to adopt and adapt innovative Smart tourism practices in Europe to the emerging Uzbekistan tourism context. Further



tourism research and comparative methods of city analysis will explore the ability and capacity of Uzbek tourism and business players to design a competitive tourism environment and create a new tourism model unique in Central Asia.

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MUNDARIJA

1-ШУЪБА

ЎЗБЕКИСТОНДА SMART-ТУРИЗМНИ ЗАМОНАВИЙ ПРИНЦИПЛАРИ АСОСИДА РИВОЖЛАНТИРИШ ВА БУНДА ХОРИЖ ТАЖРИБАСИДАН ФОЙДАЛАНИШ

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3-ШУЪБА

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