

## **EDUTAINMENT AS AN EFFECTIVE TECHNOLOGY IN PREPARING SPECIALISTS IN TOURISM INDUSTRY**

**Doniyor Nafasov**

PhD student, Department of pedagogy and psychology, Pedagogical faculty  
Urgench State University, Urgench, **UZBEKISTAN**  
E-mail address: nafasovdoniyor@gmail.com

### **ABSTRACT**

This article attempts to highlight the importance of using edutainment technology in preparing highly qualified specialists in tourism field that have enough practical knowledge and skills to grow professionally in tourism industry.

**Keywords:** Tourism, education, entertainment, edutainment, attractions.