

# “SANOAT VA XIZMAT KO'RSATISH SOHALARINING RAQAMLI TRANSFORMATSIYASI: TENDENSIYALAR, BOSHQARUV, STRATEGIYALAR”

Xalqaro ilmiy-amaliy anjuman materiallari to'plami  
2022 yil 2-3 mart



“Digital Transformation of Industry and Services: Trends,  
Management, Strategies” collection of abstracts  
March 2-3, 2022

«Цифровая трансформация промышленности и сферы услуг:  
тенденции, управление, стратегии» сборник тезисов  
2-3 марта 2022 года.

**OLIV VA O'RTA MAXSUS TA'LIM VAZIRLIGI  
BUXORO DAVLAT UNIVERSITETI  
IQTISODIYOT VA TURIZM FAKULTETI**

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ПРОМЫШЛЕННОСТИ И СФЕРЫ УСЛУГ:  
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## REUNITE THE LOST TIES WITH THE HELP OF NOSTALGIC TOURISM

**Key words: nostalgic tourism, tourist, strategic marketing, sustainable tourism.**

**Abstract:** Nostalgia tourism is a specific form of historical travel, which targets an era recent enough to be remembered by people who are still alive today. There are many areas which can help to develop nostalgic tourism in our country.

We all seem to lead peaceful and uninterrupted lives, but only from outside when we travel somewhere; it is there where our hearts leap to that we usually choose to visit. Nostalgic tourism arises here in this point, not as a moneymaking means of tourism, but more like a way to bring back people to their past roots.

We always want to feel the essence of being just like ourselves. We know our close ancestors, but really contemplate a lot about who our far and remote fathers were. I would really love to visit to Tadjikistan, where my grandmother’s parents used to live. I know within my heart that one branch of my gene is gone somewhere there, where perhaps some times of my granny passed. Nostalgic tourism seeks to provide people with what they cannot find anywhere else.

Nostalgia tourism is a specific form of historical travel, which targets an era recent enough to be remembered by people who are still alive today. Most of the times remembered in nostalgia travel fall into the twentieth century, with the Roaring Twenties, the Great Depression and the post-war era of the 1950s and 1960s being popular themes. Many architectural styles have come and gone over the years. While some of these styles are not commonly used in new construction, many buildings from previous eras still exist:

1) Art Deco (from Arts Décoratifs, as featured at the Exposition internationale des arts décoratifs et industriels modernes in Paris in 1925) was common from the mid-1920s until the World War II era.

2) Googie-themed architecture originated in Southern California in the late 1940s, remaining popular into the 1960s.

3) Various forms of architectural modernism, such as that created by Frank Lloyd Wright, became popular in the 1920s.

Cinematic history dates to the 1920s or earlier, where it was a popular form of entertainment before network radio and television, pre-recorded video or Internet streaming. The drive-in theatre or cinepark was common in the 1950s and 1960s, although they are a dying breed today.

Much of the cinema nostalgia centres on individual films, individual performers or specific cinematic styles (such as classic, monochrome or silent film) which no longer exist today. Some films which were originally created as far back as the 1930s remain popular today.

Hollywood, Burbank and Culver City are the home of much of the American mainstream film industry; there are studio tours. Many locations worldwide are noted for a historically-popular film which was shot there or a show which was set there. In many cities, buildings which originally housed a cinema or a live theatre in the heyday of those media have been restored for various purposes.

In some countries, such as Russia, a handful of people still hold some nostalgia for the Cold War era in which the Soviet Union and the states under its control (the Comintern bloc) represented a vast, sprawling empire. In the former East Germany, this form of nostalgia is known as Ostalgie.

Some products which were made in the communist East, but disappeared from marketplaces after the fall of the Berlin Wall, have been reintroduced. See Cold War Europe Heritage.

Additional historic sites recalling the Cold War era are listed at nuclear tourism and Postwar United States.

There are many areas which can help to develop nostalgic tourism in our country. Followings are some of the most vivid examples.

#### Sport

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Much of the nostalgia around spectator sports memorializes the most famous and skilled players of yesteryear. Rarely, one of the original stadiums from the era will still be standing –



either still in operation, or re-purposed for other uses as a team moves to a newer venue (which has more space, but typically no history and an annoying pattern of changing names every few years to accommodate the latest corporate sponsor).

There are various Halls of Fame to immortalise the history of the games and the players:

- The **Basketball Hall of Fame** commemorates Springfield (Massachusetts) as the birthplace of the sport of basketball.
- **National Baseball Hall of Fame and Museum**, Cooperstown, Central New York
- **Mexican Baseball Hall of Fame** (*Salon de la Fama del Beisbol*), Avenida Alfonso, Monterrey/North Central
- **Pro Football Hall of Fame**, Canton (Ohio)
- There's a **Hockey Hall of Fame** in Toronto and a smaller collection of ice hockey memorabilia in Kingston (Ontario).
- **Softball Hall of Fame**, Oklahoma City
- **National Wrestling Hall of Fame and Museum**, 405 West Hall of Fame Avenue, Stillwater (Oklahoma)
- Baltimore County has a museum and hall of fame displaying the history of lacrosse with photographs, memorabilia, displays and videos
- Holyoke contains the **Volleyball Hall of Fame**

Often, the hometown of a famous player will immortalise a local son who made it big in the big leagues; for example, there's a nine-foot tall statue of *Mickey Mantle* on a high school baseball field in his tiny home town of Commerce, Oklahoma.

### Transportation

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Orient Express cars

While Karl and Bertha Benz first unleashed their infernal machine on German roads in 1886 and the Wright Brothers first launched their strange contraption into the Kitty Hawk skies in 1903, many older forms of transport remained in use for many decades thereafter. Steam trains plied the rails in many regions for years after the first lines began to gradually dieselize or get electrified; ocean liners continued to ply the seas long after air travel became commonplace. Paddlewheel steamboats still invoke a perhaps-idealised view of what travel might have been like on the Mississippi River of yesteryear.

- Aviation history recalls various eras, including the military history of two world wars, the Cold War nuclear era and the civilian "jet set" of an era before budget travel turned flying into a less-pleasant, no-frills but slightly more affordable form of transport.
- Various heritage railways and tourist trains have restored historic rolling stock to service; it's also possible (to varying degrees) to attempt to retrace the path of routes such as the original Orient Express, which ran behind the Iron Curtain to Istanbul until the 1960s. Many museums depict rail travel of prior eras.
- U.S. Route 66 has not officially existed since 1985, but continues to be marketed on the basis of nostalgia. Roadside diners, novelty architecture and neon signs promoting small, independent motels are common themes, along with historic vehicles to appeal to fans of the automobile. There are more than a few ghost towns along the route, as well as the occasional bit of rail history as the 1926 route follows the path of earlier railways, which in turn followed the path of the original native trails.

Music

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Museum of country music

Many musical styles have come and gone over the years. Some have been short-lived fads (like the *disco* style of 1970s dance music) while others have evolved to the point where the modern version of a genre differs greatly from earlier works which are remembered as nostalgia. Musical bands or radio stations which play the music of yesteryear are popular among those who grew up when that music was mainstream; the original vinyl records and paraphernalia remain in circulation as used items or memorabilia.

- Jazz has existed since the post-Civil War era, but became popularised in New Orleans and Chicago during the 1920s. The Jazz Track is an itinerary of big band and traditional jazz cities in the United States.
- The big band era of the 1940s was part of the golden age of radio; network broadcasts from New York City reached the nation.
- Rock and roll has its own lengthy history, which goes back to the 1950s. Cleveland, Ohio is known for its **Rock and Roll Hall of Fame**. Elvis Presley's Memphis mansion **Graceland** operates as a museum.
- Nashville is the home of the **Country Music Hall of Fame and Museum** (222 Fifth Ave S). The legacy of singer Dolly Parton is commercialised by Dollywood, a Tennessee amusement park which she founded in 1961.
- Soul and the African-American music of the 1960s is remembered at **Hitsville U.S.A**, the **Motown Museum** in Detroit/New Center.

In Uruguay, August 24 (the night before Independence Day) is **Nostalgia Night** (*Noche de la nostalgia*); nightclubs and broadcasters play oldies music while Uruguayans party the night away.

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### THE ROLE AND IMPORTANCE OF TOURISM IN THE DEVELOPMENT OF THE COUNTRY AND THE REGION

**Abstract:** This article assesses the future role of the digital economy and the use of innovative technologies in the development of domestic tourism services in the country and the region.

**Keywords:** domestic tourism, tourism services, economic benefits, digital economy,

In the 16th century, tourism became one of the fastest growing industries in the world economy. The radical changes observed and envisaged in world tourism are a unique phenomenon on the part of scientists and experts, and their attention and interest are growing. Tourism is considered to be a driver of sustainable development of the country and the region and increase the living standards of the population.

According to the World Tourism Organization (UNWTO), in the last twenty years (2000-2020), the average annual growth of tourism in the world was 6-7%. This system accounts for about 15.0% of world national income. The share of tourism in the economy of some foreign countries is more than 50.0%. Including 61.0 percent in Hungary. (UNWTO-2019) , 50.0 per cent in Greece, 35.0 per cent in Turkey and 30.0 per cent in Egypt. The number of people employed in tourism is about 320,000, which is 10.0% of the total employment in the world.

The results of research by leading international organizations and scientists predict that in the future tourism will be considered as a sustainable direction with the most sustainable and high growth potential. In particular, according to UNWTO forecasts (2018), the number of tourists will reach 1.5 billion in 2030. The per capita income is projected to be more than \$ 5.0 trillion.

бирга, казиб олинадиган ресурсларни таъминловчи иқтисодий субъектлар ўртасида масъулиятли хатти-ҳаракатларни тарғиб қилиш мақсадга мувофиқ бўлади.

Блокчейн технологиялари ҳақиқатда шаффофликни ошириши учун муайян таъминот занжирлари бўйлаб барқарорликка таъсир кўрсатадиган стандартларни ишлаб чиқиши мақсадга мувофиқ бўлади.

**Доиравий иқтисодиётни такомиллаштириш:** Рақамлаштириш ва айланма иқтисодиёт бир-бири билан чамбарчас боғланган. Бир томондан, юқорида айтиб ўтилганидек, АКТ сектори учун ишлатиладиган энергия ва хом ашё кўплаб салбий экологик таъсирларни келтириб чиқаради. Бошқа томондан, маълумотлар ва рақамли ёқилғи иловалари айланма иқтисодиётга сезиларли ҳисса кўшиши мумкин, масалан, табиий ресурслардан фойдаланишни яхшилаш, лойиҳалаш, ишлаб чиқариш, истеъмол қилиш, қайта фойдаланиш, таъмирлашни қайта ишлаш, қайта ишлаш ва чиқиндиларни бошқаришни яхшилашга ёрдам берадиган ўзаро боғланган рақамли воситалар ёрдамида кўзланган натижага эришиш мумкин бўлади.

**Дастлабки жараёнларда ишлаб чиқарувчининг кенгайтирилган масъулияти:** Ҳар қандай юқоридаги жараёнларнинг асосий хусусияти шундаки, у маҳсулотнинг амал қилиш муддати тугаши, атроф-муҳитга таъсири учун ушбу маҳсулотнинг асл ишлаб чиқарувчиси ва сотувчисига масъулият юклайди. Ишлаб чиқарувчилар чиқиндиларни бошқариш харажатларини камайтирадиган маҳсулотларга дизайн ўзгартиришларини киритиш учун рағбатлантириши тушунилади. Ушбу ўзгаришлар маҳсулотнинг қайта ишланиши ва яхшилашни ўз ичига олиши керак, материаллардан фойдаланишни камайтириш ва маҳсулотларни қисқартириш ва "атроф-муҳит учун дизайн" деб аталадиган бошқа кўплаб тадбирлар билан шуғулланиш. хусусан, қиймат занжири бўйлаб маълумот алмашиш орқали ишлаб чиқарувчилар масъулиятини кенгайтиришни осонлаштириш мумкин.

#### **Хулоса ўрнида.**

АКТ товарлари, айниқса смартфонлар, планшетлар ва ноутбуклар каби мобил АКТ маҳсулотларининг хизмат қилиш муддатини узайтириш орқали электрон чиқиндиларни камайишига эришилади. Эскирган АКТ қурилмалари материалларидан, айниқса фойдаланилмаётган, тўпланган захираларни қайта ишлаб чиқариш атроф-муҳитга сезиларли даражада ижобий таъсир этишини инobatга олган ҳолда электрон чиқиндиларни қайта ишлашга мўлжалланган халқаро мобил иловаларни юритиш ва фойдаланиш мақсадга мувофиқ бўлади.



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