

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

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"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.

**OLIY 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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Mazkur to‘plamga kiritilgan maqolalar va ma’ruza tezislarning mazmuni, undagi statistik ma'lumotlar, sanalarning to‘g‘riligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o‘zlari mas’uldirlar.

Авторы несут личную ответственность за содержание статей и тезисов, включенных в этот сборник, содержащуюся в них статистику, точность дат и критические комментарии.

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

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

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.

However, the pandemic that began in 2019 (COVID-2019) has to some extent hampered the development of tourism. According to the UNWTO's 2021 World Tourism Barometer, pandemic tourism is experiencing the worst period in its history. In 2020, compared to 2019, the flow of international tourism decreased by 1.0 billion or 74.0%. Exports fell to \$ 1.3 trillion, 11.0 times more than they lost in the 2009 economic crisis. From 100 million to 120 million jobs in tourism have been reduced. Most of them are small and medium enterprises.

We believe that it is expedient to divide macroeconomic groups (firms and organizations) as the main research and management objects in the formation and development of tourism. Such a grouping is aimed at regulating the development of tourism in these areas, the implementation of scientific research in three specialties in the field of tourism in the field of economics.

Areas more closely related to domestic tourism are of direct practical importance, depending on the age of the tourist, the division into groups of preschoolers, the young able-bodied and the elderly. The formation of important types of tourism depends on the consideration of social groups. These include the development of a tourism market for the middle class, family groups and individuals.

Given the demand for tourism in Uzbekistan and the existing tourist potential, tourism services can be divided into pilgrimage, ecological, recreational (gastronomic) and a number of other specialized types of tourism. Tourist-related tourism types can be divided into groups by bicycle, horse, water, air, rail and other means.

The system of grouping the types of tourism services can be continued. For example, it is possible to divide the trip into groups according to the duration, formal and informal, border areas. The most important is to classify the types of tourism markets into target groups.

Tourism is a very complex process, a unique economic category that covers various industries, sectors, organizations, enterprises and the population. The scientific directions related to its formation and developments are widely analyzed by scientists and specialists. The object and subject of the research, based on the goals and objectives, is the development of tourism in the country and regions, focusing on a number of unexplored scientific and theoretical foundations.

Transformation and institutional changes in the world economy, the increasing impact of climate and ecology, the existence of various threats and risks to the transition to a digital economy and innovative technologies necessitate the sustainable economic growth of tourism and defining its role in ensuring the well-being of the population is of great scientific and theoretical importance.

Assessing the future role of the digital economy and the use of innovative technologies in the development of tourism in the regions should become an important area of scientific research. This is because in the near and long term, the use of digital technologies will become a simple necessity for the development of tourism in the region, improving the quality of services, the formation of new types of services. While the use of digital technologies in tourism is seen as a model for the region's economy, it also paves the way for the widespread introduction of innovative achievements.

In addition to the positive aspects of the digital economy for tourism and the region, it is necessary to take into account the negative consequences. In particular, the implementation of tourism services requires, first of all, ensuring human safety, targeted use of existing information technologies, prevention of corruption and risks, anticipation of a number of other negative consequences and the development of additional measures.

Many scientists note that the digitization of tourism and the widespread use of innovative technologies has become a kind of law and a mandatory process. For this reason, the country needs to anticipate the potential of digitalization and innovative technologies, which can be formed in the medium and long term in the development of strategies for tourism development in the regions, the positive and negative consequences of their use, the existing risks. The widespread use of digitalization in the field of tourism opens up a wide range of opportunities for the study and application of innovative information technologies in the region's economy and

population (block chain technology, high-speed Internet, digital commerce, artificial intelligence, etc.). In particular, the formation of "smart cities", "smart tourist zones", "smart villages", "smart neighborhoods" in the regions will be an important factor in the development of tourism.

Relationships between a country, a region, and the tourism industry are among the most important theoretical perspectives on the scientific literature and the wide-ranging discussion and debate by scholars. To what extent do they meet their goals, objectives and interests? Scientific articles and official documents published in our country and abroad do not form a single opinion on the category and nature of economic interests. Well-known scientists for the emergence of the theory of interest's Turgot, A. Smith, A. Hegel and others, who have made significant contributions, use various terms of economic interest in many theories and official documents. These include national, state, industry, complex, enterprise and organization, regional interests.

In general, the basis of economic interests is the author's existing and future economic relations and needs. Summarizing the theories and views on economic interests, this study focuses on the interests of the country, the region and the tourism industry (Table-1).

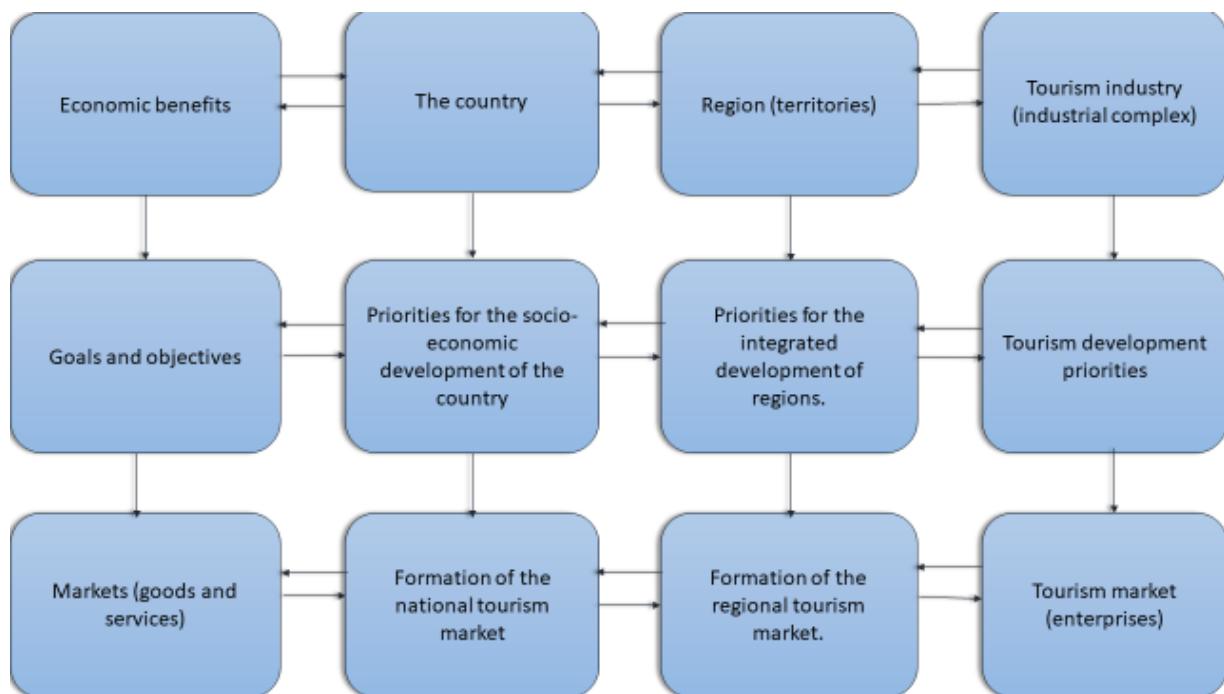


Table-1. The only system of formation of the country, region and tourism market

The basis of economic interests is the socio-economic policy of the state, its priorities, goals and objectives, the formation of a single national market for goods and services. This policy, in turn, will serve as a basis for the sustainable development of the regions and tourism.

The economic interests of the regions include two specific areas. First, they are a relatively strong system, linked to the interests of economic entities based on their own resources and management bodies, based on different forms of ownership. Second, the regions are an integral part of the country's economy, and their activities are determined by the formation of a single economic space and the predominance of national interests.

The economic interests of the region are a complex process, and the nation-state assumes the recognition of the interests of the tourism industry. Summarizing the analysis of the scientific literature, foreign scholars, and the author believes that "the interests of the regional economy are the current and future needs of the population living there, while the existing natural and economic potential, including tourism, is effectively used economically and socially."

Ensuring sustainable socio-economic development in the region depends on the performance of enterprises and organizations involved in the tourism industry. In turn, the main factor determining the activities of these enterprises and organizations is their economic interests. The main economic interests of tourism enterprises are aimed at obtaining high

incomes while organizing services and production using local resources in the region. The mismatch between the interests of the region and the tourism industry is mainly due to the efficient and rational allocation of resources.

The main sustainable task for the countries is to ensure sustainable economic growth, effective use of existing natural and economic potential, on the basis of which to improve the living standards and quality of life. In this regard, the tourism industry has a special significance. Tourism, which could play the role of "locomotive and unique growth point" in the region, should be given special attention now and in the future. In turn, it is of scientific and practical importance to improve the composition of tourism entities operating in the region, to diversify them, to adapt them to existing capacity, internal and external requirements, and to support entrepreneurs.

Improving methodological approaches to the formation of an objective and real information database in the study of the scientific and theoretical foundations of the relationship between tourism and socio-economic development. In particular, the lack of data on the analysis of the interdependence of the region and tourism is an obstacle to the development of in-depth analysis and management of this process. It is necessary to develop scientific methods for conducting regional tourism information platform, regional tourism statistics and reporting. Currently, regional tourism statistics in Uzbekistan are not formed, and the most important data (exports and imports, tourism revenue generation, the number of people employed in the tourism industry, tourism and art, agriculture, construction and other services) are not available possible. To this end, the development of a methodology for conducting sociological surveys (surveys) that meet international standards and its official approval is on the agenda.

One of the most important scientific approaches in this direction is to improve tourism statistics based on real requirements. They use their free time to visit health resorts and sanatoriums, visit religious sites and shrines, participate in various events organized abroad and within the country (international, national, regional seminars, conferences, forums, conferences, etc.) consist of a stream.

Identifying the demand and supply of tourism in the country and regions directly from the proposed category of targeted tourism and its indicators provides a good opportunity to develop a system of targeted measures. The number of tourists used in the official definition of the general flow of tourism, participants in the educational process, visits to relatives and acquaintances, visitors to other regions for shopping and business, visitors to the service area, to some extent, find tourism. In general, the scientific theories related to the development of tourism in the above-mentioned region, various methodological approaches, the author's proposals for its improvement in the country, including the development of tourism in all areas and sectors of the economy.

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