



Volume: 02 Issue: 06 | June 2021 ISSN: 2660-454X

<http://cajitmf.centralasianstudies.org/index.php/CAJITMF>

The Importance of Developing Nostalgic Tourism in Uzbekistan Using Wisely the Available Resources

Asadova Aziza Olimjonovna ¹
Norkulova Dilfuza Zokhidovna ²

Received 11th April 2021,
Accepted 18th May 2021,
Online 20th June 2021

¹ *Researcher at the International
University of Tourism "Silk Road"*
² *PhD, Uzbekistan*

ABSTRACT: The article analyzes the origin of the concept of "nostalgia", the stages of its formation as one of the target types of tourism, its interaction with other types of tourism and the definition of the concept of "nostalgic tourism", as well as outlines the possibilities and proposals for the development of nostalgic tourism in Uzbekistan.

Keywords: nostalgia, ethnotourism, economic, recreation, destination

The fact that people change their place of residence, move from place to place, leads to the fact that they begin to remember their past and miss the places where they spent their childhood and youth. The feeling of longing is formed in people on the basis of psychological processes, and the increasing intensity of these experiences leads to depression, nervousness, stress. Stress and depression are also illnesses that, if left untreated, can harm a person or those around them. In this case, travel is the most effective way to prevent and cure illness.

Travel to those places for which you feel only longing, while not having a specific purpose and object of visit, leads to the formation of a new type of targeted tourism. Today in our country there is no clear definition or name of this type of tourism. Nostalgic tourism is a part of ethnic tourism that does not receive much attention. However, when studying the destination of tourists, it becomes clear that the tourists who came to visit their relatives and native places were not for ethnic tourism, but for "nostalgic tourism". Particular attention should be paid to the word "nostalgia".

The word "nostalgia" comes from the ancient Greek language, meaning "nosteo" - "return", "algos" - "pain". Homeland is interpreted as a disease caused by melancholy.

Nostalgic experiences are first described in Gomez's Odyssey and are described as longing for people close to each other. However, the term was used in 1688 by the Swiss physician Johan Hofer, who explained it in the case of a soldier away from his homeland and a student returning home. Nostalgia has been treated as a disease for many years. Only in the first half of the twentieth century, interest in

nostalgia began to manifest itself in philosophy, psychology and sociology, and the term "nostalgia" began to be used not as a disease but as part of human emotion.

The word nostalgia first appeared in Western countries. Translated directly into Uzbek means "missing", "longing". In the Explanatory Dictionary of the Uzbek Language and the National Encyclopedia of Uzbekistan, the word "nostalgia" is used to describe the word "longing". "Nostalgia is a state of mind that occurs in people who have lost their homeland, country of birth, relatives (people) or things, or are temporarily separated from them. Longing is observed in infants, young children in the form of crying in relation to their parents and loved ones, and in adults - in the form of nostalgia for their homeland, certain periods and events of their past lives. But the word "longing" does not reveal the full meaning of the word "nostalgia". Because this word has been perfected over the years and is used to describe various events, objects and emotions: "memory", "longing", "childhood", "remembering", "movie", "history", "music", "time", "motherland" and others. Therefore, it is necessary to develop nostalgic tourism in Uzbekistan, keep its own statistics, provide special benefits to those who travel in search of nostalgia, create a new set of tourist services, and to increase the number of individually prepared tour packages.

Today, many scholars abroad have studied nostalgic tourism and tried to define it in their scientific work.

In the research N.V. Savina describes nostalgic tourism as follows: "Nostalgic tourism is a type of inbound tourism, when foreign tourists travel to places that are important and meaningful to them, i.e. places where they were born, raised, lived or studied."

In her research, A.O. Kolsova considers nostalgic tourism to be the same as ethnic tourism: it is understood that the ethnic population leaves in order to want to see places of residence (to get acquainted with their way of life, the peculiarities of their traditions, etc.). According to him, this type of tourism is of great importance for countries where most of the population lives in other cities. Participants in nostalgic tourism are mostly elderly people who lived in a certain area at a young age and were forced to leave for various reasons: military, political, religious, economic. It is interesting to see how old friends and relatives live, how cities and villages have changed since then.

L.I. Egorenkov also characterized nostalgic tourism as visiting places where people were born, raised, lived, spent their childhood and were associated with their origins.

In some sources, nostalgic tourism is also seen as part of recreational tourism. According to Ar-da.ru, nostalgic tourism is one of the types of recreational tourism that demonstrates the exotic wealth of tourism.

During a nostalgic tour, tourists will learn about a particular ethnic group, their life, cultural identity and other important aspects such as the origin of this population, their history. Nostalgic tourism allows tourists to find their loved ones or long-lost relatives in other countries.

Over the years, people in Uzbekistan were forced to leave their homeland during the years of various dynastic conflicts, Jadidism, repression and wars. Their descendants still live there. Many people dream of visiting the lands where their ancestors lived and spent their childhood. The development of nostalgic tourism makes it possible to create advantages for such people, to ensure their purposeful, safe arrival in our country, the formation of special types of travel agencies for such situations. In addition, during the war, more than 1 million homeless people were brought to our country, including 200 thousand children, and more than 1.5 million people left the country for the war. During the war, many of our compatriots did not return to other countries for burial. It was believed that the survivors of the war remained or disappeared in these lands. The resumption of international cooperation after gaining independence made it possible for our compatriots who could not leave their homeland and return to their homeland. However, a radical change of cities, a change of geographical names gives such people a lot of inconvenience. In this situation, the development of nostalgic tourism will prevent possible problems,

create new products in travel agencies, form new types of targeted tourism, improve infrastructure in remote areas, and expand international relations. It should be noted that the Uzbek diaspora living abroad can be found in all countries of the world. Properties and destinations in their area of residence are named after Uzbek cities such as Bukhara Street 13 in the United Arab Emirates, Samarkand restaurant in Philadelphia, Pennsylvania, USA and many others. This will create conditions for the residents of Uzbekistan, which will open the way for many tourist flows.

Nostalgic tourism is closely related to all other types of modern tourism, the peculiarity of which is that the object of nostalgic tourism is not a specific thing, but any object, place, spiritual and cultural heritage, person, nation, traditions and ancient forgotten heritage. Given the centuries-old history of Uzbekistan, there are enough all the opportunities for the development of nostalgic tourism. It is only necessary to develop an organizational and economic mechanism for their correct use. Tourism is one of the main sectors of the economy of Uzbekistan. Measures are being developed and implemented for the development of strategic infrastructure, the placement and registration of tourist sites, as well as their effective use. Taking full advantage of such opportunities for the development of nostalgic tourism, it is necessary to form a list of certain destinations of different nationalities in cities and villages, order travel packages for travel agencies for special nostalgic tours, and provide more free services for visitors. It is necessary to create websites for presentation, create an electronic list of cemeteries in Uzbekistan and ensure openness of information, create all conditions in hotels for people with disabilities and elderly tourists, and most importantly, provide discounts on air tickets.

Literature:

1. Decree of the President of the Republic of Uzbekistan "On measures to publish a book-album dedicated to the worthy contribution of the people of Uzbekistan to the victory over fascism in World War II." Tashkent. "Uzbekistan" 2020.
2. Egorenkov L. I. Introduction to tourism technology. M.: Finance and statistics. 2009. - 153s
3. "Explanatory dictionary of the Uzbek language: more than 80,000 words and phrases. JV Shukrona-H / Editorial Board: T. Mirzayev (leader) and others; Institute of Language and Literature of the Academy of Sciences of the Republic of Uzbekistan - T.: "National Encyclopedia of Uzbekistan" State Scientific Publishing House, 2008. 407 pages
4. National encyclopedia of Uzbekistan. Volume 11, Qizilqum- Hormuz. Editorial board: A.Azizhojayev, B.Alimov, M.Aminov and others. T.: "National Encyclopedia of Uzbekistan" State Scientific Publishing House, 2005. 183 pages
5. Salahodjaev, R., Safarova, N., & Usmanova, N. (2020). Determinants of tourism arrivals to Uzbekistan: evidence from dyadic data. *Tourism Review International*, 24(4), 251-255.