

ORGANIZING MARKETING RESEARCH IN THE STUDY OF NOSTALGIC TOURISM

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Abstract: This article provides information about nostalgic tourism and marketing research, information about the importance of conducting marketing research in the development of nostalgic tourism. Recommendations are also given on the choice of effective methods of marketing research in the study of nostalgic tourism.

Keywords: Nostalgic tourism, marketing, diaspora, observation, analysis, survey, experience

Аннотация: В данной статье представлена информация о ностальгическом туризме и маркетинговых исследованиях, информация о важности проведения маркетинговых исследований в развитии ностальгического туризма. Также даны рекомендации по выбору эффективных методов маркетинговых исследований при изучении ностальгического туризма.

Ключевые слова: Ностальгический туризм, маркетинг, диаспора, наблюдение, анализ, опрос, опыт

Annotatsiya. Ushbu maqolada nostalgik turizm va marketing tadqiqotlari bo'yicha axborotlar, nostalgik turizmni rivojlantirishda marketing tadqiqotlari olib borishning ahamiyati bo'yicha ma'lumotlar keltiriladi. Shuningdek, nostalgik turizmni o'rganishda samarali marketing tadqiqot usullarini tanlash bo'yicha tavsiyalar beriladi.

Kalit so'zlar. Nostalgik turizm, marketing, diaspora, kuzatish, tahlil, so'rovnoma, tajriba

In the 21st century, the application of marketing in the activities of enterprises has become more popular. The increase in supply and demand has made it somewhat difficult to enter the market and find a niche. That's why business representatives preferred opportunities to promote and sell their products and services through marketing development. Currently, in the process of globalization, introducing innovations in all areas, effectively organizing activities, creating convenience for consumers, and reaching the maximum level of sales of products and services is carried out through marketing. Because marketing in enterprises performs the tasks of studying the market, finding consumers, increasing the volume of production and sales, gaining a place in the market and maintaining the enterprise in a competitive environment, establishing international and regional cooperation, and building a brand. The development of tourism, one of the main branches of the economy, as a part of the economy, and the evaluation of the quality of services in tourism, the organization of the use of marketing in the improvement of the network of accommodation enterprises, tour operators, catering enterprises, transport services and other similar services are becoming more and more popular. It is known that transactions in tourism mainly take place in the form of using services. It takes some time to learn the quality of service. Conducting the right marketing research saves time and investment, and improves the efficiency of the final result.

Among ethnic tourism, pilgrimage tourism, recreational, gastronomic tourism, event tourism and other types of tourism, another popular and unique type of tourism is developing, which is called nostalgic tourism.

Nostalgic tourism is one of the types of introductory tourism, foreign tourists who was born and raised [1, 146 p.], spent their childhood [2, 101 p.], lived, studied or to travel to places of great importance to them. Nostalgic tourism is one of the types of recreational tourism, and it also

shows the richness of tourism [3, 5b.]. Nostalgic tourism or ethnic tourism is the interest of people in the history of the places where they or their parents were born and grew up, they want to see the places where their relatives or people belonging to the same ethnic group live. In the sources, participants of nostalgic tourism are cited only as diasporas who left their country due to migration [4, 5 p.].

In the textbook "Tourism: Theory and Practice," nostalgic tourism is indicated as one of the target types of tourism [5, 162 pp.].

Nostalgia tourism is a trip made for the purpose of participating in activities associated with a specific historical date, event or region, visiting desired places and receiving spiritual and physical nourishment depending on the life cycle of a person.

Nostalgic tourism is closely developing with other types of tourism but it has its own characteristics and sources of attraction. Also, 3 out of every 10 trips in the world are based on nostalgia tourism. This is why it is important to develop local nostalgia tourism. Since nostalgic tourism in our country is practically a new type of tourism, it is advisable to effectively use marketing research in its development.

To find answers to questions such as who, what, when, where, how, for whom, why, marketing research consists mainly of studying consumer motives, knowing consumer opinions, market analysis, studying the characteristics of goods and services, to develop proposals, for advertising and is carried out to identify sales channels. Therefore, conducting marketing research on nostalgic tourism will provide practical assistance in the development of organizational and economic mechanisms of nostalgic tourism.

When organizing marketing research on nostalgic tourism, primary data is obtained through observation, experience, selective application, analysis, survey methods [6, 2b]. Basic data is collected by using these methods together.

The observation method is one of the simple methods and is studied by observing how participants in nostalgia tourism come to visit, use services, and come for nostalgia tourism reasons. Observation techniques depend on the observer's level of knowledge about his work and how truthfully he approaches the processes. The limitation of this method is its hidden nature. Because observation should not have any influence on the minds of buyers. In addition, appearance often does not reveal the internal motive of buyers.

Experimentation is important mainly for experiments that can be done in a laboratory setting. But this requires a lot of money and time.

The most common method of obtaining primary data is sampling. Research methods are determined by three factors depending on time and financial constraints:

1. Number of requested persons.
2. Method of establishing contact with the requested persons.
3. The nature of the necessary information and methods of obtaining it.

In the development of nostalgia tourism, the selective application method mainly helps to study the experience of countries with developed nostalgia tourism and predict and apply it depending on the final and annual results.

After selecting people for the survey, the researcher contacts them using the following methods: personal interview, mail questionnaire and telephone interview. Let's start our review of these methods with a telephone conversation. The main disadvantage of this method is that owners of personal phones constitute a certain group of the population. True, earlier this factor was paid more attention. Nowadays, talking on the phone is becoming increasingly important when conducting a quick and active survey. A telephone conversation is convenient for researching markets for industrial goods. To be effective, it must be short and to the point. Otherwise, the

interview may distract the interviewer and end prematurely. The advantage of conducting a survey by mail is that you can easily connect with any family and business owner. In this case, it is also prohibited to replace the survey results due to the fault of the interview. However, the main disadvantage of this method is the low response rate to mail requests. A response rate of 50% is considered a very good result.

In conclusion, when studying nostalgia tourism, it is important to conduct all the above marketing research, study the participants in nostalgia tourism, analyze their needs and requirements, and study resources. In addition, the method of conducting surveys and conducting marketing research is very effective in the formation of new tourist routes of nostalgic tourism, existing nostalgic tourism services and their quality, and the opinions of participants.

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