



TITF-2025: INNOVATIVE APPROACHES IN THE TOURISM INDUSTRY BASED ON THE EXPERIENCE OF A STAND PARTICIPANT

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Annotatsiya. *Ushbu maqolada “Tashkent International Tourism Fair - TITF 2025” xalqaro yarmarkasida muallifning o‘qituvchi, turizm sohasi mutaxassisi va stend ishtirokchisi sifatida olgan tajribasi asosida turizm marketingi va innovatsion taqdimot texnologiyalari tahlil qilinadi. Tadqiqot jarayonida yarmarkadagi stend boshqaruvi, tashrif buyuruvchilar bilan muloqot modeli, raqamli targ‘ibot vositalari va mahsulot taqdimoti samaradorligi baholandi. Olingan natijalar turizm ta’limi, amaliy marketing va destinatsiya imidjini shakllantirishda qo‘llanishi mumkin. Maqola sifat jihatidan tahliliy, kuzatuv asosidagi yondashuvni qo‘llaydi hamda innovatsion yarmarka strategiyalari bo‘yicha amaliy tavsiyalarni taqdim etadi.*

Kalit so‘zlar: *TITF, stend boshqaruvi, turizm, yarmarka, marketing, innovatsiya, taqdimot.*

Аннотация. *В статье анализируются маркетинг в туризме и инновационные технологии презентаций на основе опыта автора как преподавателя, специалиста в области туризма и участника выставочного стенда на «Tashkent International Tourism Fair – TITF 2025». В исследовании оцениваются управление стендом, модели взаимодействия с посетителями, цифровые инструменты продвижения и эффективность презентации продуктов. Полученные результаты могут быть применены в туристическом образовании, практическом маркетинге и формировании имиджа туристического направления. Статья носит аналитический характер, основана на наблюдениях и содержит практические рекомендации по инновационным стратегиям выставок.*

Ключевые слова: *TITF, управление стендом, туризм, выставка, маркетинг, инновации, презентация*

Abstract. *This article analyzes tourism marketing and innovative presentation technologies based on the author’s experience as a teacher, tourism specialist, and exhibition stand participant at the “Tashkent International Tourism Fair – TITF 2025.” The study evaluates stand management, visitor interaction models, digital promotion tools, and the effectiveness of product presentations. The findings can be applied in tourism*



education, practical marketing, and destination image development. The article adopts an analytical, observation-based approach and provides practical recommendations for innovative exhibition strategies.

Keywords: *TITF, stand management, tourism, fair, marketing, innovation, presentation.*

INTRODUCTION

In recent years, the tourism market has been rapidly changing under the influence of globalization, increased competition and digitalization. In such conditions, international tourism fairs are becoming an important platform for marketing communications, brand promotion and expanding partnerships. TITF 2025 is one of the largest tourism exhibitions in Uzbekistan, creating an opportunity for tourism organizations, service enterprises and educational institutions to exchange experiences. The relevance of this study is that the process of participating in the fair is not only a marketing practice, but also allows creating real cases in the educational process. Therefore, this article offers a scientific analysis based on direct observations of a tourism specialist and a stand participant.

Literature review. In the international scientific literature, tourism fairs are interpreted as multifunctional platforms that perform several essential roles, including promoting destination branding, enhancing B2B and B2C communication channels, integrating innovative presentation tools, and influencing visitors' decision-making processes through experiential marketing. [3] Contemporary research emphasizes the importance of exhibition stand design, fair strategies, visual communication elements, staff competence, and the application of interactive and digital technologies, all of which are considered critical in shaping the competitiveness and visibility of tourism products presented at international exhibitions. Scientific studies related to the Tashkent International Tourism Fair (TITF) in Uzbekistan mainly examine regional image formation, the promotion of tourism potential, and the effectiveness of marketing communications; however, analyses based on the real, first-hand experiences of stand participants remain rare. This article seeks to fill this gap by providing an empirically grounded evaluation of participant experiences at TITF, thereby contributing to a deeper understanding of how exhibition practices can enhance national tourism branding and improve the effectiveness of tourism product promotion.

Methodology. The study employed a qualitative research approach to gain an in-depth understanding of the exhibition experience at TITF 2025. Data collection was carried out through the author's direct participation as a booth representative, which made it possible to observe visitor behavior, communication patterns, and the operational features of the stand in real time. Short semi-structured interviews with visitors, representatives of participating organizations, and industry experts provided additional perspectives on the effectiveness of stand activities and overall exhibition practices.



Content analysis was conducted on stand design components, brand identity elements, promotional videos, and QR-code brochures to evaluate the clarity, coherence, and communicative impact of the presented materials. Reflective analysis, informed by the author's pedagogical experience, contributed to a deeper interpretation of observed processes and participant interactions. [4] All collected data were then organized through systematic coding and thematic grouping, enabling the identification of recurring patterns and the development of comprehensive analytical conclusions.

Discussion. According to the observations, modern visual and technological solutions played a decisive role in attracting and retaining visitor attention throughout the exhibition. Interactive monitors, VR-based virtual tours, well-coordinated brand color schemes, and open communication areas collectively enhanced the effectiveness of stand presentation and visitor engagement. Stands that incorporated these elements demonstrated noticeably higher footfall and interaction levels, indicating that the integration of contemporary design features and digital tools has become a key determinant of competitiveness in exhibition environments. The following elements were observed in the most visited stands:

- simple but attractive design;
- quick QR code information presentation;
- Live display of destinations through multimedia.

The analysis revealed that the effectiveness of communication with visitors is a critical determinant of stand performance, with more than half of its overall success directly linked to the quality of interaction and engagement strategies employed. Clear messaging, responsive dialogue, personalized explanations, and the ability of staff to quickly identify visitor interests significantly strengthened the stand's impact, demonstrating that communication strategy functions as a central component of exhibition effectiveness. The most effective methods were:

- short, understandable, emotional advertising;
- answer questions quickly and accurately;
- generate interest through free promotional materials;
- service offerings tailored to the audience.

The widespread use of VR tours, mobile guide applications, AI-based chatbots and contactless information systems at TITF 2025 shows that tourism has entered a phase of digital transformation. Innovations have significantly increased the number of visitors to the stand and the level of interest. "Delicious Uzbekistan – 2025" Festival and Gastronomy Integration. The 2nd International Gastronomy Festival and Chefs' Championship "Delicious Uzbekistan – 2025" was held at the Central Asian Expo Uzbekistan (CAEx) exhibition complex as part of the 30th Tashkent International Tourism Fair "Tourism on the Silk Road". The main goal of this festival:

1. Combining tourism and gastronomy - visitors will get to know Uzbekistan's national cuisine and culinary arts along with its tourist attractions.



2. Promoting the region and university brand - The Kashkadarya region and university stand showcased their products, gastronomic dishes, and tourist routes at the festival.

3. Innovative approaches - the festival increased visitor interest through VR presentations, interactive master classes, and a chef's championship.[7]

The analysis indicates that the festival had a notably positive impact on overall stand performance. It substantially increased visitor traffic, demonstrating its effectiveness as a promotional platform. The integration of gastronomy with tourism proved particularly successful, as culinary demonstrations and regional food branding enhanced the visibility and appeal of Kashkadarya's tourism potential. Moreover, the event created a valuable learning environment for students and young professionals, offering opportunities to strengthen practical skills, engage directly with industry stakeholders, and gain meaningful hands-on experience. Collectively, these outcomes highlight the festival's multifaceted contribution to regional tourism development. The "Delicious Uzbekistan - 2025" festival and chefs' championship within the framework of TITF 2025 became an important platform that served not only to develop tourism, but also to promote gastronomy as a tourism product and strengthen the regional brand. Organization of Islamic Cooperation (OIC) Tourism Forum On November 27, 2025, the Organization of Islamic Cooperation (OIC) Tourism Forum was held within the framework of "Tourism along the Silk Road". The main goals of this forum:

1. Developing tourism cooperation between the countries of the Organization of Islamic Cooperation - forum participants had the opportunity to exchange experiences and discuss new areas of cooperation.

2. Promoting the tourism potential of Uzbekistan and the Kashkadarya region - the regional and university stand at the forum attracted the attention of participants.

3. International tourism standards and innovative solutions - global trends in the tourism sector, marketing and digital technologies were discussed during the forum.

This prestigious forum has increased the prestige of Uzbekistan in the international tourism arena. Communication with visitors and delegates has created a favorable opportunity for promoting the region and the university brand. Recommendations and agreements put forward by the forum participants can be integrated into the Kashkadarya tourism strategy. In conclusion, the OIC Tourism Forum within the framework of TITF 2025 has become an important platform not only for developing international cooperation, but also for promoting the regional and university brand and creating practical experience for young professionals. Presentation of the Kashkadarya region stand. The Kashkadarya region stand demonstrated its activities within the framework of "Tourism on the Silk Road". The main characteristics of the stand:

□ Promoting the tourism potential of the region - cultural heritage, gastronomy, local crafts and tourist routes were demonstrated.



□ The activities of the Department of "Tourism and Marketing" of Karshi State University were introduced and the "Tourism Practice Center" established under the department to improve the skills of tourism sector employees was promoted.

□ Engaging a global audience – the stand attracted the attention of visitors, delegates and media representatives.

□ Innovative approaches – created a rich visual experience for visitors through multimedia presentations, VR tours, and interactive elements.

The stand not only promoted the regional brand, but also became a source of practical experience for students and young professionals. During the fair, the regional stand increased the interest of participants and provided an opportunity to exchange experiences with other regions.

The stand of Kashkadarya region played an important role in promoting the tourism potential of the region and creating practical experience for young professionals within the framework of TITF 2025. From a pedagogical perspective, participation in the fair offers valuable contributions to the educational process. It enriches the database of practical examples and case studies that can be incorporated into coursework, enables students to observe real market mechanisms in action, and provides authentic material for developing interactive sessions on booth management and exhibition strategy. These experiences collectively strengthen the connection between theoretical learning and practical application, enhancing the overall quality of tourism education.

Results. The experience of participating in the international fair “Tashkent International Tourism Fair – TITF 2025” has shown that it is an effective platform for learning innovative approaches and enriching practical skills in the tourism sector. The results of the study confirmed that stand design, interactive technologies, digital presentation tools and the quality of communication with visitors are the main factors determining the effectiveness of the fair. Interactive monitors, VR tours, QR-code brochures and multimedia presentations attracted the attention of visitors and significantly increased their interest in the brand.

Also, the integration of tourism and national gastronomy through the gastronomic festival and chefs' championship played an important role in promoting the regional brand and tourism products. The OIC Tourism Forum created an opportunity to develop international cooperation, discuss global innovations in the tourism sector, and demonstrate the potential of the region.

The author's observations as a teacher were of pedagogical value, providing a rich material base for practical examples, real market mechanisms and interactive training on stand management. As a result, the fair created not only a practical study of tourism marketing and innovative presentation strategies, but also an opportunity for students and young professionals to gain real experience.



In general, participation in the TITF 2025 international fair can be considered a strategically important experience for the tourism industry in terms of connecting theoretical knowledge with practice, studying digital transformation processes and effectively promoting the destination brand. This study serves as the main source for developing methodological and practical recommendations in the fields of tourism education, marketing and brand management.

Conclusion. The findings of this study demonstrate that participation in the Tashkent International Tourism Fair – TITF 2025 serves as a strategically significant platform for advancing both tourism practice and education. The integration of innovative presentation tools, interactive technologies, and effective communication strategies proved essential for increasing visitor engagement and enhancing the visibility of regional tourism products. The successful combination of gastronomy and tourism further strengthened the promotional impact of the Kashkadarya region, while the OIC Tourism Forum expanded opportunities for international cooperation and the exchange of global best practices. Moreover, the author's pedagogical reflections highlight the fair's educational value, providing authentic materials for case-based learning and fostering practical skill development among students and young professionals. Overall, the study confirms that international tourism fairs contribute not only to destination branding and sectoral innovation, but also to bridging theoretical knowledge with real-world experience, thereby supporting sustainable growth in both tourism marketing and tourism education.

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