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TITF-2025: Innovative Approaches in the Tourism Industry and Analysis Based on the Experience of the Stand Participant

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Abstract: In the era of rapid globalization, changing competitiveness and the influence of smart specialization and tourism market digitalization of the tourism sector, international tourism fairs have transformed from traditional places of destination marketing and branding into major marketing communication hubs, where a wide range of presentation tools are applied by stakeholders to communicate with the target segments. Using the author as a participant observer of Tashkent International Tourism Fair TITF 2025, the study discusses on stand management, visitor interaction models, digital promotion instruments and integrated events such as gastronomy festivals and international tourism forums. By putting emphasis on empirical knowledge based on first-hand experience of the stand participants, existing research mostly addresses tourism fairs through theoretical, strategic and regional branding lenses, especially in the context of TITF. The purpose of the article is to analyse the innovative ways of presentation and exhibition applied at TITF2025 and to estimate their marketing, educational and practical values. Stand design, use of interactive technologies (e.g., VR tours and QR code-based information delivery), multimedia presentations, and quality of communication with visitors are identified as key determinants of exhibition effectiveness, as the results demonstrate. Moreover, the fusion of a tourism and gastronomy and OIC Tourism Forum brought tremendous added value to attracting visitors, promotion of regions, and international cooperation opportunities. This study is novel in that it is based on observations from direct participation, informed by pedagogical considerations, and connects tourism marketing practice and tourism education. The results point to the strategic importance of international tourism fairs, especially in terms of destination branding, digital transformation and experiential learning, with implications for the improvement of exhibition strategies, tourism marketing practices and educational curricula.

Citation: Ibragimovna X. B., Azamat K. TITF-2025: Innovative Approaches in the Tourism Industry and Analysis Based on the Experience of the Stand Participant. Central Asian Journal of Innovations on Tourism Management and Finance 2026, 7(1), 302-308.

Received: 15th Nov 2025

Revised: 30th Nov 2025

Accepted: 10th Dec 2025

Published: 18th Dec 2025



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Keywords: TITF, Stand Management, Tourism, Fair, Marketing, Innovation, Presentation

1. Introduction

With the growing globalization, digitalization and the competition in the tourism market, the role of international tourism fairs in tourism marketing, destination branding and professional communication becomes more important than ever. These are not just promotional events, but also places for exchanging knowledge, building partnerships, and demonstrating presentation technologies [1]. Tashkent International Tourism Fair TITF has become one of the largest international exhibitions in Uzbekistan, which unites tourism organisations and educational institutions as a partnership platform for the

applicability of marketing practice and tourism education together with regional development strategy.

Tourism fairs are a reflection of destination branding, experiential marketing, and innovation diffusion from a theoretical point of view. Prior research highlights exhibition stand design (both interactive technologies and modified visual communication) in conjunction with staff competence and reported outcomes from visitor engagement and decision making [2]. Application of marketing communication theory and experiential marketing in research found that relevant digital tools (VR tours, multimedia displays, and QR based information systems) can significantly increase the attention of the visitor and brand recall. Existing literature, including previous studies on TITF, has focused primarily at the level of image formation and promotion of tourism potential at a more macro level, and little systematic analyses based on the direct experience of stand participants and pedagogical observation are available. There is a clear need for empirical research that relates exhibition practice, innovation and educational value in an economic fair setting to fill this gap.

To fill this gap, this study has a qualitative, observation-based approach where direct participation at TITF 2025 was the foundation of the qualitative information utilised in this study. Data were collected via real time observations of visitor behaviour, communication methods, stand layout, usage of digital presentation technologies, and casual conversation with visitors and industry delegates. This analysis is expected to reveal insights into elements that drive stand impact and visitor interaction [3]. The results demonstrate that creative stand design, interactivity and communication strategies are strong determinants of exhibit effectiveness, whilst gastronomy–tourism synergy and international forums reinforce the branding and collaboration of regions. In practice, the results enrich the existing theorization on exhibition strategies, tourism marketing practices, and more broadly, the integration of real case-based learning into tourism education.

2. Methodology

This report employed qualitative research methods to help gain an in-depth understanding of the exhibition experience of TITF 2025. To collect data author directly embedded on-stand as an exhibitor and thus was able to observe visitor behavior, communication patterns and stand features during the live operation. In addition, brief semi-structured interviews with visitors, representatives of organizations involved, and experts in the field provided insights on effectiveness of stand activities and exhibition practices in general. Extraction for stand design components, brand identity elements, promotional videos and QR-code brochures were analyzed in terms of the clear, coherent, and communicative display of the materials. The author had a modest pedagogical experience with similar social contexts, and this relatively reflective analysis helped better explain some processes as well as interactions [4]. Data were then coded and themed systematically to identify patterns across the data and form broader analytical conclusions.

3. Results and Discussion

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 [5]. 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 [6].

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 provides the main framework for deriving methodological and practical recommendations in the areas of tourism education, and marketing/service/brand management perspectives.

The observations show that modern visual-technological tools were the key to attracting and retaining visitor attention along the entire exhibition. Use of interactive monitors, VR based virtual tours, synchronized brand colours, open communication areas collectively reduced the stand presentation and visitor engagement time [7]. 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.

It was discovered through analysis that the manner in which the visitors were contacted is one of the most important factors influencing the stand performance, accounting for more than half of the total success of the stand due to the way it communicates and engages with visitors [8]. The stand punch was accentuated by clear messaging, fast-paced conversational exchanges, bespoke explanations and staff who quickly matches visitor attractions by misreading interest and visually linking visitor reactions with stand aspects with the notable suggestion that communication strategy acts as a subsystem in stand efficacy. 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 [9]. "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:

Tourism and Gastronomy – Tourists will be acquainted with the national cuisine and the art of cooking of Uzbekistan together with its historical and tourist sites.

By promoting the region and university brand: products, gastronomic dishes, tourist routes of the Kashkadarya region and university stand were demonstrated at the festival.

Some innovative ways — festival, have in place, to present through VR, get visitors attention, interactive master classes, chefs championship [10].

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 [11]. 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 [12].
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 [13]. 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 [14]. During the fair, the regional stand increased the interest of participants and provided an opportunity to exchange experiences with other regions.

Particularly the stand of Kashkadarya region facilitated showcasing the tourism potential of this marvelous region as well as creation of practical experience for the young professionals under the auspices of TITF 2025. Key takeaways from a pedagogical perspective: Participation in the fair adds a few jewels to the educational process. It fills the repository of relevant experiential learning examples and case studies for incorporation into course material, allows students to see the workings of real markets, and offers real-world material that can be used in the creation of experiential sessions on both booth management and exhibition strategy [15]. These experiences collectively strengthen the connection between theoretical learning and practical application, enhancing the overall quality of tourism education.

4. 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 effective synergy of gastronomy and tourism not only promoted the potential of the Kashkadarya region, but also expanded opportunities for international cooperation in the tourism area with the OIC Tourism Forum. In addition, as the author reflects on teaching implications, the fair also serves an educational purpose by offering real-world materials for case-based learning and contributing to the development of practical skills in 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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