



Article

## Features of Meeting Consumer Needs of Tourist Services and Products

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**Abstract:** This paper explores the characteristics of targeted offers of meeting consumer demand on the market of tourist services and products in conditions of the increasing importance of consumer-oriented approach as a response to intensified competition and differentiated tourist demand. Although there are numerous studies focusing on the topics of tourism development and service quality, no one has ever attempted to assess tourist products by integrating the views from both the tourist and the service provider perspectives. Previous works are typically concerned with one directed utility assessment and do not account for the consumptive and productive interdependency in tourism operation. The methods of economic analysis, systemic and comparative analysis, and scientific abstraction are used to investigate the consumer properties of tourist products and services. The analysis demarcating factors that organize value for the consumer and types of tourist services and tourist products on the separate spaces of their forming and being realized enables systematization of the mostly fundamental features of value (service quality, totality, reliability, variability, emotional impressions, availability). The results hence confirm that exchange value or value for a tourist products formed from an interconnected web of economic and socio psychological factors and one-sided assessment of consumption experience will not be sufficient. Therefore, a dual approach regarding both customer and service provider works provides a realistic assessment frame. Our results show that in circumstances where services are not possible to be observed before purchase and where the quality of the service is difficult to assess, factors such as trust, brand reputation, and emotional perception are determinants for consumer choice. The findings of the study suggest a two-sided consumer evaluation model that contributes to better product design, increased customer satisfaction and enhanced competitiveness of tourism enterprises. This implies tourism stakeholders should incorporate consumer attributes within an item development and marketing feature.

**Citation:** Irkinovich, M. J. Features of Meeting Consumer Needs of Tourist Services and Products. Central Asian Journal of Innovations on Tourism Management and Finance 2026, 7(1), 560-565.

Received: 03<sup>rd</sup> Oct 2025  
Revised: 18<sup>th</sup> Nov 2025  
Accepted: 24<sup>th</sup> Dec 2025  
Published: 31<sup>st</sup> Jan 2026



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**Keywords:** Tourism, Tourist Product, Tourist Service, Tourist Services Market, Quality, Consumer, Need, Efficiency

### 1. Introduction

One of the strategic sectors of the world economy, which is developing rapidly and whose role in socio-economic development is increasingly growing, is the tourism industry. In 2024, the tourism industry contributed to the global economy at a record level, amounting to \$11.1 trillion, or 10% of global GDP. This represents a 12.1% increase compared to 2023 [1]. Today, in the context of globalization processes and the development of a market economy, the importance of tourist services is increasing.

Increased competition in the field of tourism, diversification of consumer needs, and globalization of the services market require a deep study of tourism products and services from a consumer point of view. In particular, taking into account not only the economic,

but also the socio-psychological value of the tourist product is becoming one of the important issues of the modern tourism economy [2]. Therefore, the identification of the features of satisfying the needs of consumers of tourist products and services, the systematization of factors that determine their value, and the scientific substantiation of the features that form a consumer approach determine the relevance of this research.

### **Literature Review**

In the literature on the development of the tourism industry, some theoretical and methodological issues of further development of the tourism industry in Uzbekistan, increasing the efficiency of services in the industry, diversification and seasonalization of tourist services and products, and the features of satisfying the consumer's needs of tourist services and products are reflected in the scientific works of such domestic scientists as N.T.Tukhliev [3], I.S.Tukhliev, S.A.Abdukhamidov [4], O.H.Hamidov [5], B.Sh.Safarov [6], M.T.Alimova [7], A.A.Eshtaev [8], M.T.Aliyeva [9]. In particular, services and products in the field of tourism, design of tourist services, calculation of tourist products, specific features of tourist services and products were studied by I.S.Tukhliev and S.A.Abdukhamidov, the possibilities of increasing additional income according to the level of customer satisfaction through the method of improving the hotel booking system, increasing the types and quality of service in meeting the needs of consumers for tourist services, including hotel services, were described in detail in their scientific works by M.Kh.Khamitov [10], the quality and level of services provided in hotels directly depend on qualified personnel, i.e., specialists with higher education and experience, S.A.Abdukhamidov, T.N.Normurodov [11].

### **2. Methodology**

In carrying out this research, methods of economic analysis, systemic approach, comparative analysis, and scientific abstraction were used. The consumer properties of tourist products and services were analyzed based on existing theoretical sources and industry experience.

### **3. Results and Discussion**

The difference between the concepts of tourist product and tourist service is explained, first of all, by their formation and the space of the consumption process. In particular, a tourist service, by its nature, can be consumed only in the territory where it is carried out. The tourist product is purchased by the consumer outside the service area, that is, at their permanent place of residence. However, the practical value of this product manifests itself only where tourist services are provided. In this sense, in the process of purchasing a tourist voucher, the consumer has the right to use and implement the specified services, and not directly the services.

From this point of view, the consumer approach to the tourist product, among the factors determining its value, recognizes the following (Figure 1):



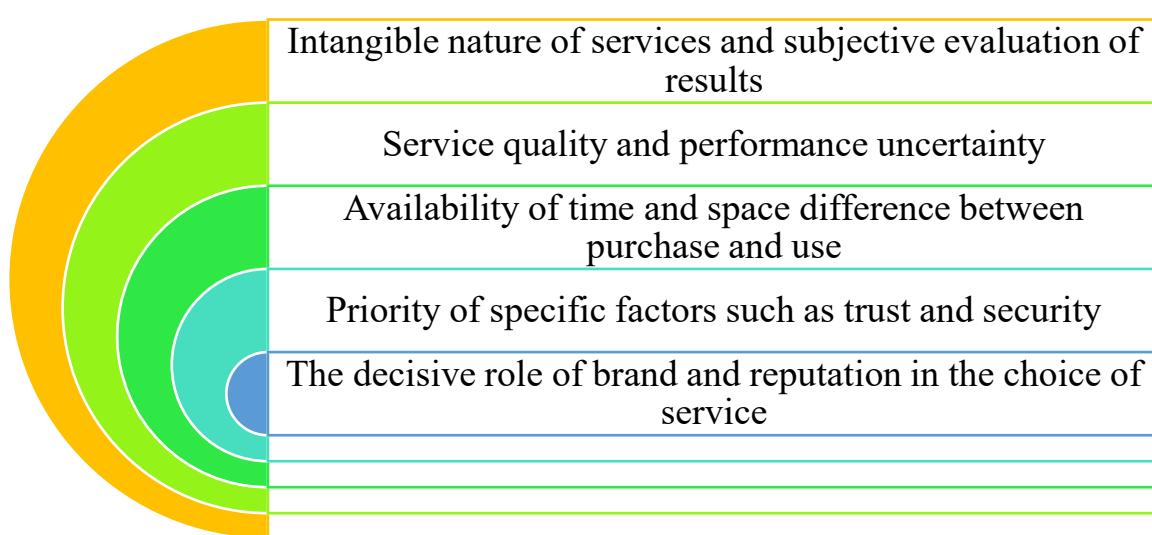
**Figure 1.** Factors characteristic of the consumer approach to the tourist product

In Figure 1, the factors determining the consumer approach to the tourist product are interconnected. These factors play an important role in the formation of the value of the tourist product in the consumer's consciousness. In particular, the level of quality of services ensures confidence in the tourist product and determines its place in the market. The compatibility and full provision of services ensures a balance between consumer expectations and actual results.

At the same time, the effective organization of the service process allows for the rational use of time and resources when using the tourist product. The level of tourist impressions represents the subjective satisfaction formed as a result of service provision and significantly influences the consumer's overall assessment [12]. Also, the ability to easily and quickly access services simplifies the process of using the tourist product and increases its practical value.

The immateriality inherent in the tourist services market, the variability of the quality of services, and the simultaneous implementation of production and consumption processes require the organization of marketing activities in this area, unlike traditional approaches. In this process, the professional training of service personnel, the attractiveness of the service environment, and the content of customer relationships are of particular importance. Also, factors that form trust and influence the consumer's emotional perception are important conditions that determine the effectiveness of marketing tourist services.

From this point of view, the following can be distinguished as the main features that form a consumer approach in the tourist services market (Figure 2):



**Figure 2.** Main features that form a consumer approach in the tourist services market

Figure 2 systematically reflects the main features that form the consumer approach in the tourist services market. These features are directly related to the economic and social nature of tourist services and have a significant impact on the consumer's decision-making process. In particular, the lack of tangible form of services and subjective evaluation of results limit the consumer's ability to accurately determine the service cost in advance.

Also, the uncertainty of service quality and execution complicates the process of standardization of tourist services [13]. The presence of a time and space gap between purchase and use places a special demand on the level of consumer confidence. In such conditions, emotional factors such as trust and security become a priority and a decisive factor in choosing a service. At the same time, brand and reputation act as an important guiding tool in assessing tourist services and choosing between alternative options.

From the point of view of consumption, a tourist product is characterized by the following main features (Table 1):

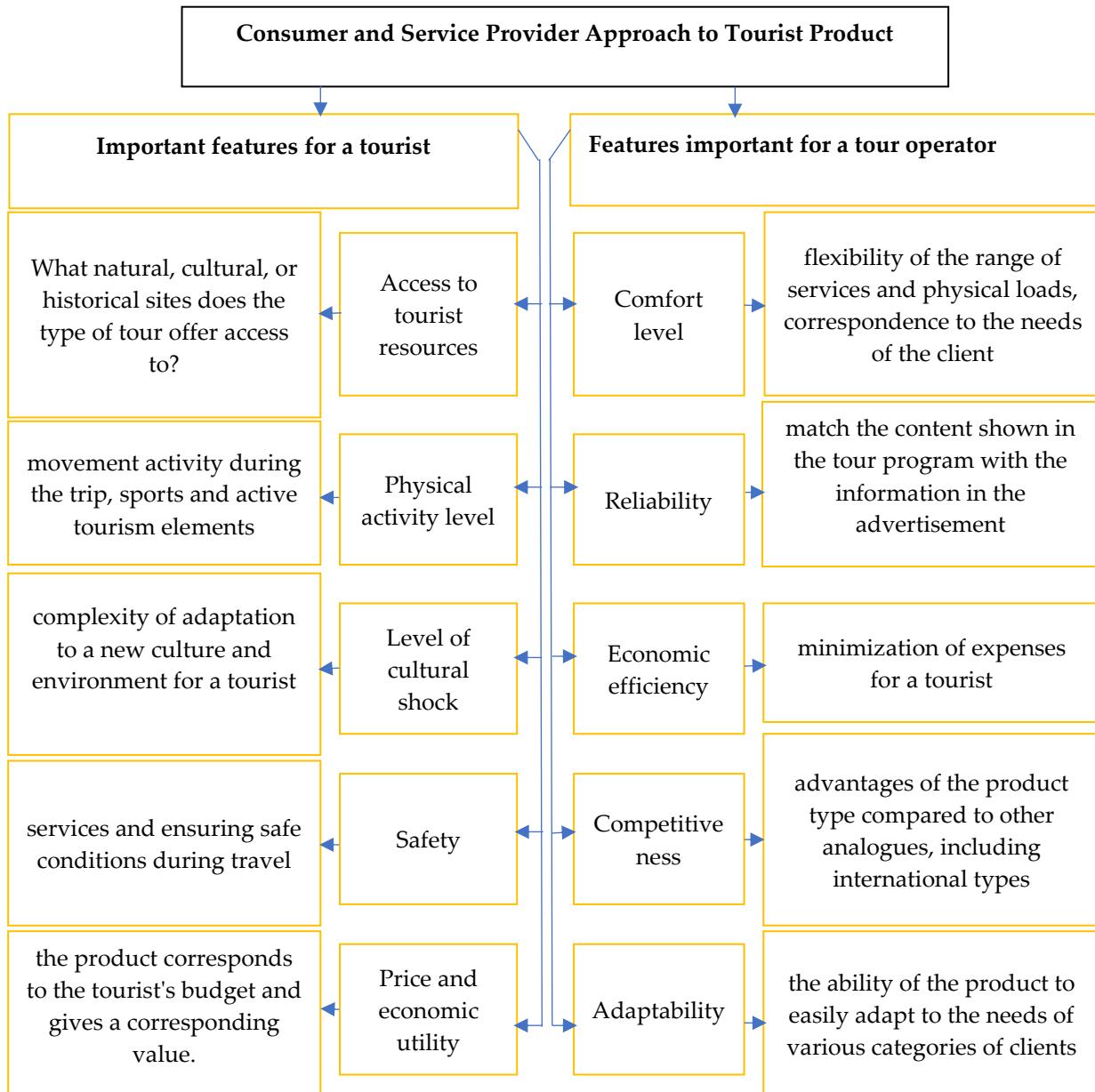
**Table 1.** Main characteristics of tourist products

No	Main features	Explanation
1.	<b>Appropriateness</b>	Tourist services must fully correspond to the purpose of the trip, be free from unnecessary or redundant elements, and take into account the actual needs of the tourist.
2.	<b>Efficiency</b>	the results achieved through the resources (time, funds, efforts) spent by the tourist on the trip should be optimal. That is, the tourist is required to achieve maximum profit with minimal costs.
3.	<b>Reliability</b>	the composition and quality of the tourist product must correspond to the needs formed in the tourist. The information provided in advertising materials must correspond to reality, and services and experiences must be provided realistically.
4.	<b>Completeness</b>	the tourist product must be able to fully satisfy the consumer's needs. It is required to have a comprehensive set of services necessary for tourists.
5.	<b>Clarity and accessibility</b>	the terms of use of the product must be clear and understandable for both tourists and service personnel. This prevents various ambiguities and misunderstandings.
6.	<b>Simplicity</b>	The practice of using a tourist product should be easy, that is, accommodation, movement, food and other services during the trip should be carried out with minimal costs and effort.
7.	<b>Adaptability</b>	the product should easily adapt to the needs of different categories of consumers. For example, the same route or service complex can be convenient both for family travel and for a tourist traveling alone.
8.	<b>Utility</b>	a tourist product can serve several purposes simultaneously. For example, recreation, education, health improvement, or cultural experience. This increases the complex value of services.

These consumer properties shape the quality of the tourist product, influence the level of customer satisfaction, and ensure overall competitiveness. Therefore, tourism entities must carefully plan their structure, content, and presentation forms, taking these parameters into account when developing a tourism product.

In traditional theoretical definitions of the consumer properties of a tourist product, its utility aspects are usually described in general terms. However, within the framework of such an approach, the differences between the subjects serving the emergence of product utility in the network - that is, the network operator (manufacturer) and tourist (consumer) - are not sufficiently disclosed. In particular, such features as "simplicity" and "adaptability" are mainly important for the network operator, which facilitate the process of organizing, managing, and adapting the product to market requirements [14]. Therefore, when assessing the consumer properties of a tourist product, it is advisable to take into account a two-sided approach, that is, the point of view of the tourist and the service provider (Figure 3).

Such a bilateral approach allows for a comprehensive and realistic assessment of the tourism product. This approach is not limited to the consumption process but is also important in the processes of product formation, transformation, and promotion in the market by entities operating in the tourism sector.



**Figure 3.** Features of the tourist and tour operator's approach to tourism products

At the same time, the tourist product has not only the property of utility, but also a certain economic value. Its price, i.e., market price, is formed on the basis of the value of various goods and services involved in the product creation process. From a macroeconomic point of view, these expenses are assessed as individual consumption expenditures in the system of national accounts [15].

#### 4. Conclusion

The research results show that a one-sided approach to assessing tourist products and services from a consumer point of view is not sufficiently effective. The value of a tourist product is determined not only by the level of profitability for the tourist, but also by the possibilities of its creation, management, and adaptation to the market for the network operator.

From this point of view, when assessing the consumer properties of a tourist product, it is advisable to consider the interests of the tourist and the service provider in a harmonious manner. This will serve to improve product quality, ensure customer

satisfaction, and strengthen the competitiveness of tourism enterprises. In this regard, it is necessary to pay attention to:

1. Application of consumer characteristics as a comprehensive criterion in the process of designing a tourist product;
2. Development of emotional factors, trust, and brand reputation as a priority in the marketing of tourist services;
3. Use of bilateral (tourist and tour operator) analytical models in the evaluation of tourist products.

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