



Article

Ways of Forming Creative and Attractive Tourism Products for Foreign Tourists

Abdurasulov Shavqiddin Erkin o'g'li*¹

1. Researcher at the International University of Tourism and Cultural Heritage "Silk Road",
* Correspondence: shovqiddinabdurasulov0@gmail.com

Abstract: The growing competition in the global tourism market necessitates the development of innovative tourism products that go beyond traditional service formats. This study examines modern approaches to forming creative and attractive tourism products for foreign tourists, emphasizing the integration of cultural authenticity, innovation, and interactive experiences. Despite extensive research on tourism development, there remains a knowledge gap regarding the integrated formation of creative tourism products that simultaneously address tourists' evolving behavioral patterns, digital transformation, and regional competitiveness. The research applies economic-social and geographical analysis, systematic and comparative analysis, and survey-based empirical methods to assess tourist needs, market trends, and service effectiveness. The findings indicate that foreign tourists increasingly demand authentic, interactive, and personalized experiences that combine cultural heritage, gastronomy, handicrafts, and local community engagement. Additionally, digital technologies, including mobile applications and AR/VR tools, significantly enhance tourism product attractiveness and accessibility. The results demonstrate that creative tourism products contribute to strengthening destination competitiveness, increasing tourist satisfaction, and promoting repeat visits. Furthermore, such products stimulate local economic development by generating employment opportunities, supporting cultural preservation, and encouraging entrepreneurial activities among local communities. The study implies that tourism stakeholders should adopt innovative marketing strategies, develop culturally immersive tourism programs, and implement digital solutions to improve service delivery. The proposed framework provides practical guidance for policymakers and tourism enterprises seeking to diversify tourism offerings, enhance regional specialization, and strengthen national tourism branding in the international market.

Keywords: Creative tourism, attractive tourism products, tourism needs, authenticity, environmental sustainability, innovative approach, tourism services, competitiveness.

Citation: Erkin o'g'li A. S. Ways of Forming Creative and Attractive Tourism Products for Foreign Tourists. Central Asian Journal of Innovations on Tourism Management and Finance 2026, 7(2), 75-82.

Received: 14th Nov 2025

Revised: 28th Dec 2025

Accepted: 12th Jan 2026

Published: 16th Feb 2026



Copyright: © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

1. Introduction

In the context of an increasingly competitive global tourism market, limiting the attraction of foreign tourists to traditional tourism products does not yield sufficient effectiveness. International experience demonstrates that conventional forms of tourism, such as standard excursion routes, visits to historical monuments, or beach recreation, cannot fully satisfy all tourist needs. In the 21st century, tourists strive not only to be spectators but also to become active participants, seeking new experiences, engaging in communication with local populations, and showing close interest in their cultural

heritage and lifestyle. Therefore, the creation of creative and attractive products is becoming a priority direction in the tourism industry.

Literature Review. Currently, there are various approaches to defining tourism. In particular, V.I. Azar defines this concept as follows: "Tourism should be considered as a large economic system that possesses various interconnections among certain elements within the boundaries of a national economy or on the scale of the global economy" [1]. Azar evaluates tourism not as a separate sector but as a large economic system. V.I. Azar approaches tourism not only from the consumer perspective but also as a large-scale economic system. This system is formed on the basis of the interconnection between economic, service, and social elements at both national and international levels. Tourism, as a complex economic mechanism, is recognized as a strategic sector influencing a number of branches of a country's economy.

N.I. Kabushkin also defines tourism as "a set of relationships and the entirety of interactions and events that arise during a person's travel," which is close to the definition presented above. Kabushkin [2] defines tourism not merely as movement, travel, or a set of services, but as a complex of social, cultural, and economic relationships formed among individuals. N.I. Kabushkin evaluates tourism [2] as a system of relationships and events that individuals enter into during travel. He emphasizes that tourism is not merely geographical movement, but a process of social, cultural, and personal interaction. His approach considers tourism as a sphere of personal experience, communication, and development.

I.S. Tukhliyev [3], the founder of the scientific school of innovative development of tourism in New Uzbekistan, states in his research that "Tourism is a type of mass travel carried out by tourists with clearly defined tourism objectives, consisting of the activities of tourists and specialized service organizations that arrange and implement such travels. The activities of such specialized service organizations are primarily carried out by tourism firms, hotels, and various other sectors associated with these services" [3]. At the beginning of the author's definition, tourism is presented as a purposeful, mass form of travel carried out by tourists. That is, it reflects not merely an individual's personal trip, but an organized and directed form of tourism activity.

I.S. Tukhliyev approaches tourism as a system of purposeful, mass, and organized travel, as well as a complex system of tourism activities and supporting service sectors, and as a field based on infrastructural, economic, and organizational mechanisms of tourism. This definition helps to understand tourism not only as human movement but also as an economic system associated with market relations, service quality, and innovative infrastructure.

In the monograph entitled "Organizational and Economic Mechanisms of Regional Tourism," B.Kh. Turayev [4] states that in our country tourism has long been perceived together with the concept of sports and health improvement, meaning that tourism was not considered as a revenue-generating branch of the economy. He believes that under current conditions tourism should not only be a fully developed intersectoral complex of the national economy, but also one of the significant elements of a socially oriented market economy.

In his candidate dissertation, B.Sh. Safarov [5] states that currently tourism is given three general types of definitions. The first is a narrow definition, according to which this concept is limited to the activities of tourism enterprises. The second is consumer-oriented, according to which tourism is understood as the process of consuming services and goods outside the place of permanent residence and free from production-related concerns. According to the third definition, tourism represents a complex of relationships related to the use of leisure time outside the place of residence and the conditions for processing the necessary types of services and goods required for this purpose.

In the doctoral dissertation of M.T. Alimova [6,7], tourism is defined as “an open, complex socio-economic system characterized by high sensitivity to changes in the external environment, formed on the basis of a multidimensional functional structure of an intersectoral complex, whose elements are interconnected through a system of polyhierarchical relations and interactions, and characterized by the direct participation of visitors in achieving final outcomes.”

2. Methodology

In this study, economic-social and geographical analysis, systematic and comparative analysis methods were applied, as well as the survey (questionnaire) method as an empirical research method.

3. Results and Discussion

Creative tourism is a type of tourism that provides opportunities not only to observe but also to actively participate in local culture, history, handicrafts, and modern innovation processes. In particular, according to UNESCO and the World Tourism Organization (UNWTO), creative tourism contributes to the socio-economic development of local communities, while enabling the preservation of their cultural heritage and its integration with modern innovations[8]. Within this type of tourism, visitors gain rich cultural experiences not only by observing but also by participating in practical activities, such as learning to prepare national dishes, taking part in the creation of local handicraft products, and joining national dance or musical traditions.

One of the advantages of creative tourism is its ability to create individualized and personalized experiences for tourists. This, in turn, increases tourists' interest in the destination and strengthens the likelihood of repeat visits. Furthermore, creative tourism ensures the participation of local communities, creating new employment opportunities and sources of income for them. The development of creative tourism directions plays an important role in ensuring competitiveness in the tourism market, as it creates opportunities for offering innovative services and products that meet modern demands[9].

Therefore, many countries, particularly European and Asian states, are paying special attention to the development of creative tourism programs in their tourism policies. For example, in countries such as France, Japan, and Korea, “cultural immersion” programs implemented in cooperation with local communities, which present local cultural and handicraft traditions in an interactive manner, have demonstrated high effectiveness[10,11].

Thus, creative tourism is emerging not only as a means of creating unique experiences for tourists, but also as an important strategic direction contributing to the sustainable and innovative development of the tourism sector.

The term creative tourism was first introduced by UNESCO in the 2000s and is based on interactive communication between local communities and tourists.

The attractiveness of a tourism product depends on two factors (Figure 1):



Figure 1. Factors for the Formation of an Attractive Tourism Product[12].

According to the data presented in Figure 1, the attractiveness of tourism products depends on the harmonization of two factors: satisfying tourists' needs (emotions, cultural experience, and meaningful use of time) and the effective utilization of the host country's competitive resources. According to the analysis of foreign tourists' needs and their market segmentation, the main requirements of foreign tourists for creative products are (Figure 2):

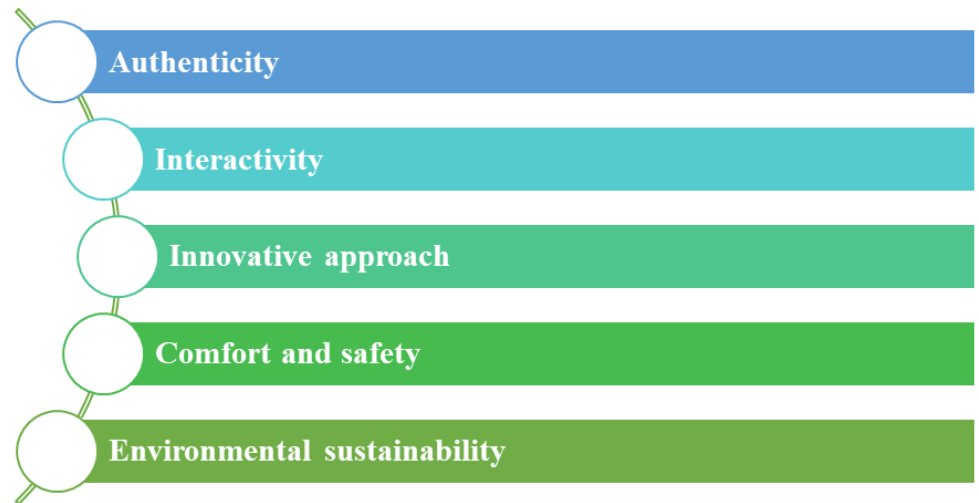


Figure 2. Main Requirements of Foreign Tourists for Creative Products

One of the most important stages in the activities of tourism enterprises is the creation of a new tourism product and its introduction to the market. This is because existing products lose their value over time and demand for them decreases. Therefore, they should be replaced by new products that help maintain leadership in the market.

The development of tourism products and the formation of tours, as well as the provision of core and additional services, collectively constitute the technology of tourism service provision. In turn, this represents the process of creating a specific type of service aimed at satisfying tourism needs. The process of developing tours and products is carried out by tour operators. The more attractive the tourism product, the more it ensures the profitability and sustainability of a tourism enterprise.

The creation of an attractive tourism product is a key factor in the implementation of any marketing strategy[13]. This process directly affects production-related activities within a tourism enterprise. Product policy requires balanced and well-considered decision-making between production and sales processes.

The process of creating a tourism product begins with identifying its value for consumers, its characteristics, and its most attractive features.

In the tourism sector, the processes of forming and utilizing a tourism product are carried out independently of each other. A client who purchases a tourism product from a tourism company pays for it through the use of services during the trip.

The creation of tourism products in new directions is implemented through the following stages (Figure 3):

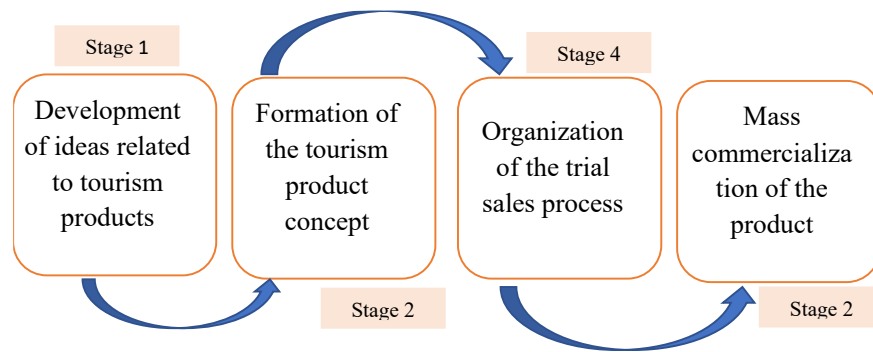


Figure 3. Main Stages of Creating Tourism Products in New Directions

At the stage of developing ideas related to the tourism product, the qualitative and quantitative capabilities of the tourism product are analyzed. In this process, demand in the tourism market, trends, and consumer preferences are continuously studied, and activities are adjusted in accordance with changes in these factors.

At the stage of forming the tourism product concept, aspects of the tourism product that correspond to the requirements of the target market, as well as material-technical and financial capabilities, are determined. For example, the travel route, program, type of tourism, package of services, and their level are defined.

At the stage of organizing trial sales, the created tourism product is offered to the market in small quantities in order to determine its acceptance among the public, attractiveness, and existing shortcomings[14].

At the stage of mass commercialization of the product, large-scale sales of the tourism product are organized in the market.

The creation of a tourism product is a complex and systematic process consisting of several stages, which is carried out based on in-depth analysis and clearly defined conditions:

- conducting marketing research to study market conditions and identify consumer demand for various types of tourism products;
- analyzing the types, forms, and elements of the tourism product, as well as evaluating the actual costs required for its development and market introduction;
- analyzing the economic feasibility of developing the tourism product, based on expected income and potential costs;
- developing tourism products based on an in-depth analysis of the market, demand, and supply, while preparing substantiated calculations regarding economic efficiency and pricing policy;
- experimental evaluation of the created tourism service and product – including conducting the first trial tour, presenting the product, carrying out promotional activities, and analyzing the obtained results.

In today's conditions of globalization and competition, success in the tourism sector is directly dependent on the development of tourism products not only in standard formats but also in creative and attractive directions. "The creation of creative tourism products aimed at satisfying the needs and interests of foreign tourists and providing them with rich cultural, historical, and modern impressions is of great importance."

Creative tourism is a type of tourism that engages tourists in active participation and is based on local culture, handicrafts, gastronomy, art, and innovation. This approach, "in contrast to traditional 'spectator' tourism, places the tourist at the center of the process and provides opportunities for gaining personal experience." For example, tourists may participate in making ceramic products, preparing national dishes, or taking part in folk games[15].

In increasing attractiveness, the structure of the tourism product, its design concept, its presentation in the digital environment, and the level of visual and emotional impact emerge as important factors. Modern tourists expect to receive information quickly and to gain interactive and aesthetically rich experiences. Therefore, in developing a tourism product, attention should be paid not only to the content of services but also to the method of their presentation. The product should create a positive psychological impression on tourists, generate interest, and form a sense of engagement.

A tourism product should include not only a specific route or event but also elements reflecting local culture, including traditions, language, architecture, national costumes, and examples of handicrafts. This gives the product authenticity and originality, distinguishing it from offers in other regions. Moreover, components of creativity and interactivity — that is, elements based on experience and encouraging the active participation of tourists — significantly increase attractiveness.

Furthermore, the presentation of the product in modern, engaging, and visually appealing formats on digital platforms (websites, mobile applications, AR/VR tools) is becoming a decisive factor in attracting foreign tourists. Through innovative technologies, the promotion and sale of tourism products reach a new stage, and interaction with users becomes individualized, thereby increasing their level of satisfaction.

In conclusion, in the process of creating an attractive tourism product, the harmonious integration of its visual-aesthetic quality, cultural authenticity, and interactive features constitutes one of the main factors ensuring the competitiveness of tourism services in the international market. From this perspective, it is advisable to develop products for foreign tourists in the following directions:

interactive cultural master classes – participation in national dances, handicrafts, and various forms of art;
 thematic gastronomic tours – learning the secrets of local cuisine and participating in tasting events;
 creative tours based on rural tourism – participation in the lifestyle of local communities and working on ecological farms;
 festivals and events – organizing creative and national festivals based on regional characteristics at the international level.

In the formation of creative tourism products, innovative approaches, including “the use of AR/VR technologies, the creation of digital content, and the provision of navigation and booking opportunities through mobile applications, create convenience for tourists and increase their level of satisfaction.” Through such products, not only service provision is achieved, but the cultural brand and tourism image of the country are also strengthened. The process of forming creative and attractive tourism products for foreign tourists is a complex and analytical process implemented step by step and requiring an innovative approach. It includes the following important directions:

- identifying the needs and interests of foreign tourists based on marketing research. At this stage, trends in the tourism market, demand for creative products, and the preferences of tourists from different countries are studied;
- determining the content and essence of the tourism product and developing its forms based on a creative approach. In this process, unique factors such as national traditions, cultural heritage, handicrafts, gastronomy, and nature are incorporated, and tours are developed based on innovative ideas;
- evaluating the economic feasibility of the created creative tourism product, that is, analyzing the balance between its costs and expected benefits;

- proposing competitive and distinctive solutions through comparison with existing market offerings, and developing effective tour programs considering pricing policy and service quality;
- introducing the tourism product on a trial basis – organizing pilot tours, collecting feedback from foreign tourists, presenting the product, and strengthening its attractiveness through advertising strategies.

Thus, the formation of creative and attractive tourism products for foreign tourists is not only a source of economic benefit but also an effective means of promoting national culture in the international arena.

4. Conclusion

The diversification of the tourism sector in the regions of Uzbekistan, the rapid development of regional economies, and the enhancement of international competitiveness are among the strategically important tasks today. Creative tourism, as an innovative direction of tourism, enables the integration of existing cultural heritage of regions with modern creative activities, strengthens the participation of local communities, and facilitates the creation of value-added products. Therefore, the comprehensive assessment of the level of regional specialization in creative tourism and the systematization of its development factors are relevant both theoretically and practically.

Existing research and international experience demonstrate that the effective development of creative tourism relies on the interrelated cooperation of multiple factors, such as the institutional environment, infrastructure, community participation, digital technologies, clustering, and sustainability. However, each of these factors has been studied separately, and their integrated analysis as a unified system has not been sufficiently explored. For this reason, the formation of factors that increase the level of regional specialization in creative tourism as a holistic model holds significant importance both for academic research and practical application.

Furthermore, creative tourism is significant as it creates new sources of income for local communities, provides a platform for creative activities, and offers startup opportunities for youth and artisans. Under conditions of increasing competition among regions, determining the level of specialization in creative tourism, developing strategies for sectoral development, and implementing them in practice require the existence of a systematized model, which emerges not only as a necessity but also as a strategic requirement.

REFERENCES

- [1] V. I. Azar and C. Yu. Tumanov, *Ekonomika turistskogo rynka*, Moscow: IPKG, 1998, pp. 239.
- [2] N. I. Kabushkin, *Menedzhment turizma: Uchebnik*, 4th ed., Minsk: Novoe Znanie, 2004, pp. 409.
- [3] I. S. Tuxliyev et al., *Turizm: nazariya va amaliyot*, Tashkent: Fan va Texnologiyalar, 2021.
- [4] B. Kh. Turaev, *Organizatsionno-ekonomicheskie mekhanizmy regional'nogo turizma*, Tashkent: Fan ANRUz, 2009, p. 7.
- [5] B. Sh. Safarov, *Mintaqaviy turizm xizmati bozorining iqtisodiy mexanizmini takomillashtirish*, PhD diss., Tashkent, 2011, p. 21.
- [6] M. T. Alimova, *Hududiy turizm bozorining rivojlanish xususiyatlari va tendensiyalari (Samarkand viloyati misolida)*, Doctoral diss., Tashkent, 2017.
- [7] J. F. Richards, *Cultural Tourism: A Critical Review*, *Journal of Tourism*, vol. 23, no. 4, pp. 45-60, 2020.
- [8] UNESCO, *Creative Tourism: A New Approach to Cultural Tourism*, 2017. [Online]. Available: <https://www.unesco.org>. [Accessed: Feb. 12, 2026].
- [9] R. J. Daniels and L. P. Williams, *Innovative Approaches to Tourist Services and Product Development*, *Tourism Management*, vol. 34, pp. 65-79, 2019.

-
- [10] A. C. Papadopoulos, *Tourism and Economic Development in Central Asia*, *Tourism Economics*, vol. 26, no. 2, pp. 117-135, 2021.
- [11] E. H. Lee, *The Impact of Interactive Technology on Tourism*, *International Journal of Digital Tourism*, vol. 8, no. 1, pp. 23-41, 2020.
- [12] J. R. Young and P. K. Simons, *Cultural Immersion Programs: Connecting Tourists with Local Communities*, *International Journal of Cultural Tourism*, vol. 13, no. 2, pp. 145-162, 2022.
- [13] S. S. Pavlenko, *Tourism, Local Culture, and Sustainable Development*, *Journal of Sustainable Tourism*, vol. 15, pp. 72-85, 2021.
- [14] M. A. Kharitonova, *The Role of Digital Technologies in Tourism Product Development*, *Journal of Travel and Digital Media*, vol. 17, no. 3, pp. 102-118, 2020.
- [15] S. V. Kuznetsov, *Tourism Products and Their Role in Regional Economic Development*, Moscow: URSS, 2019, pp. 140.